

An Exploratory Study on Shared Value and its Influence on Brand Image



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Qualification: BCom Honours in Strategic Brand Management

Course: HSM1

Module: Research Methodology

Module code: RESM8419

POE

17 September 2018

Supervisor: Althea Fordyce

Wordcount: 13 872

I hereby declare that the Research Report submitted for the BCom Honours in Strategic Brand Management degree to The Independent Institute of Education is my own work and has not previously been submitted to another University for Higher Education Institution for degree purposes.

Abstract

Societal issues, distrusting consumers and the trend towards meaningful brand building are all prevailing variables necessitating the demand for brands to engage in societal value creation to remain relevant (Enslin & De Beer, 2015; Porter & Kramer, 2011). Hence, this research explored the influence of shared value on Vintage Coffee's brand image, a niche coffee shop operating in Pretoria, South Africa. Research was conducted using the interpretivist paradigm and made use of an exploratory research design. Standardised semi-structured in-depth interviews were used as they allowed the researcher to understand participant's subjective perspectives regarding Vintage Coffee's pursuit of shared value (Nieuwenhuis, 2016c). Interviews were conducted in the Vintage Coffee Menlyn branch whereby qualitative data was collected from six Vintage Coffee customers and was analysed using thematic analysis enabling the exploration of both covert and overt themes embedded in transcripts (Schreier, 2014). Findings indicated that Vintage Coffee's pursuit of shared value positively influenced brand image by cultivating trust, nurturing a willingness to support and developing brand loyalty among participants. Therefore, this research contributes to assisting the brand manager with new evidence to support the allocation of resources and effort towards the preservation of Vintage Coffee's shared value strategy as it effectively contributes towards influencing customer perceptions (brand image) pertaining to the brand (Marzocchi *et al.*, 2013).

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SECTION 1: INTRODUCTION

1.1. Introduction

This section provides the reader with the context needed to understand the research problem and its significance. It includes elements such as the background, rationale and the problem and purpose statement. It also details the research goal, research questions and research objectives.

1.2. Background and Context

South Africa encompasses a complex environment, riddled with social issues that hinder the achievement of sustainable development (Gov.za., 2018; United Nations, 2013). Social challenges pose a huge threat to the prosperity of society which directly impacts demand and hence, the success of South African brands (Todaro & Smith, 2015). Increasingly, brands will struggle to thrive if society around it fails (Louw & Venter, 2013; Porter & Kramer, 2006). Furthermore, according to authors Steeck (2014) and Kramer (2015) the traditional capitalistic system is undergoing a consumer trust crisis whereby corporates are seen to be prospering at the expense of broader communities. Accordingly, diminishing consumer trust further exacerbates the difficulties associated with the realisation of brand growth and success (Kramer, 2015).

However, according to Porter and Kramer (2011), social progress and business success are not mutually exclusive and can be concurrently realised through the application of shared value. Shared value is a management strategy that enables brands to identify new opportunities for business growth in social issues in a way that meaningfully impacts people's lives (Bosch, 2015). Furthermore, it is believed that shared value could help brands differentiate their competitive positioning, enter new markets, develop new offerings and grow profits by understanding and pursuing solutions to social issues that constrain the brand (Kramer, 2015). It comprehends the notion of simultaneously doing well and doing good by creating cohesive value for both society and brands, resembling a shared growth agenda (Byrne, 2015).

According to Porter and Kramer (2011), shared value is not merely an innovative business strategy, rather it is a necessity for future commercial triumph and is succinctly summarised as profit with purpose (Beebe, 2018). Shared value represents an essential shift away from

viewing social challenges as a threat to profit, to opportunities that can generate brand growth (Nicholson, 2017).

Therefore, with the prevalence of complex economic ecosystems, social issues and trust diminishing among powerful discerning customers, the ability of brands to succeed and grow is constrained (Enslin & De Beer, 2015; Porter & Kramer, 2011; Todaro & Smith, 2015). Thus, motivating the exploration of shared value and its influence on brand image to determine whether shared value influences customer perceptions pertaining to the brand; hence, potentially bridging the trust divide between brands and customers.

1.3. Rationale

Brands have the potential to bring commerce and society back together through the redefinition of their purpose as creating shared value, which can potentially address the task of recapturing consumer trust (Crane, Palazzo, Spence & Matten, 2014). Pursuing shared value can theoretically reconnect brands and consumers within the present business context (Porter & Kramer, 2011).

The pursuit of shared value could also potentially drive brand innovation. It enlightens brands of immense unmet human needs, large untapped markets, internal costs social deficits incur, and competitive advantages brands can secure by addressing them (Porter & Kramer, 2011).

The research is relevant as it explores the pursuit of shared value, using Vintage Coffee to detect the influence of shared value on their customers' perceptions. As discussed in the literature review, Vintage Coffee displays indicators of shared value firstly, by giving back to society through profit donations to humanitarian charities and secondly, by empowering society through their Green Bean initiative which equips individuals with the skills they would need to start and run their own coffee shops (Vintage Coffee [VC], 2018). Thus, this research explored Vintage Coffee as a case-study to address whether shared value influences brand image.

A desktop search, through various search engines, showed that there is very little academic literature available on shared value within a South African context (Michellini & Fiorentino, 2012). Therefore, this research could contribute to the existing body of knowledge on shared value as it pertains to the Vintage Coffee brand.

The attempt to understand the worth of pursuing a shared value strategy as it pertains to Vintage Coffee can potentially provide other niche coffee shop brands with pioneering ways to grow, deliver greater value to customers, regain consumer trust and achieve greater support by tackling social challenges (Crane *et al.*, 2014). Thus, potentially allowing niche coffee shop brands to achieve greater loyalty and success as consumers value brands that contribute towards meaningful change (Enslin & De Beer, 2015).

For brands that do not pursue share value, it is believed that important opportunities for trust, loyalty, growth and sustainable competitive advantage are being missed (Porter & Kramer, 2011). Thus, the purpose of this research entails exploring shared value and the extent to which it influences Vintage Coffee's brand image.

1.4. Problem Statement

Social issues prevalent in South Africa cripple society and thus, adversely affect the ability of brands to thrive economically (Todaro & Smith, 2015). Additionally, businesses are thought to be prospering at the expense of society, resulting in new levels of consumer distrust (Porter & Kramer, 2011). Moreover, the presence of more informed, educated and powerful consumers demanding greater sustainability and meaningfulness (Hyken, 2016), has made it increasingly difficult for brands to succeed (Brevis & Vrba, 2014). Societal issues and distrusting consumers pose a problem for brands to achieve improved economic returns thus this research explores shared value and the extent to which it influences Vintage Coffee's brand image.

1.5. Purpose Statement

Societal issues, distrusting consumers and the trend towards meaningful brand building are all prevailing variables necessitating the demand for brands to engage in societal value creation to remain relevant (Enslin & De Beer, 2015; Louw, Venter & Hamann, 2013; Porter & Kramer, 2011; Todaro, 2015). Therefore, the resolve of this research encompasses exploring whether shared value influences consumer perceptions (brand image) by facilitating regaining trust, contributing towards a greater willingness to support brands and potentially result in greater brand loyalty, growth and economic return. Hence, the purpose of the research is to explore the influence of shared value on Vintage Coffee's brand image.

1.6. Research Goal

- Does Vintage Coffee's pursuit of shared value influence their brand image?

1.7. Research Questions

- Does Vintage Coffee's shared value strategy cultivate trust among its customers?
- Does Vintage Coffee's pursuit of shared value nurture a willingness to support the brand?
- Does Vintage Coffee's pursuit of shared value contribute towards brand loyalty?

1.8. Research Objectives

- To explore whether the pursuit of shared value influences customers' perceptions of the Vintage Coffee brand.
- To determine if Vintage Coffee's pursuit of shared value cultivates trust among the brand's customers.
- To explore whether customers are willing to support Vintage Coffee due to their shared value strategy.
- To explore if the pursuit of shared value contributes towards Vintage Coffee's brand loyalty.

1.9. Section Outline

Section 1: Introduction: This section outlines the introduction and provides the essential context needed to understand the research problem. It comprises the background, rationale, problem statement, purpose statement, research goal, research questions and research objectives.

Section 2: Literature Review: This section outlines the literature integral to the investigation. It comprises the theoretical foundation, key concepts, a review of literature on Vintage Coffee, and a review of previous literature on shared value.

Section 3: Research Methodology: The research paradigm and design, as well as the specific procedures used to identify, collect, process, and analyse information pertaining to the influence of shared value on Vintage Coffee's brand image are discussed in this section.

Section 4: Findings and the Interpretation: This section comprises a discussion regarding six predominant themes found in the data.

Section 5: Conclusion and Recommendations: This section outlines the conclusion, as well it comprises implications, recommendations, ethical considerations and limitations regarding the research.

1.10. Conclusion

This section contextualised the research by providing a background to the investigation and the relevance of the enquiry. Additionally, it defined the research problem and discussed the purpose of the study, detailing the research goal, research questions and research objectives.

SECTION 2: LITERATURE REVIEW

In this section the theoretical foundation is discussed, core concepts for the research are defined, and a reviewed summary of previous literature is provided to facilitate a broader understanding of shared value. The purpose of this literature review comprehends putting the research into perspective, identifying relevant theories and models, and determining what is known and not known concerning shared value (Howard, 2016).

2.1. Theoretical Foundation

The theoretical foundation for the research unpacks brand theory, brand image and shared value as integral frameworks relevant for exploring the influence of shared value on Vintage Coffee's brand image (Leedy & Ormrod, 2013; Littlejohn & Foss, 2008). This foundation acts as the conceptual starting point and frames the research (Bezuidenhout, 2016). Due to the interpretivist nature of the research, the focused frameworks selected will enable exploration of the research problem in a robust, rich, subjective and in-depth manner contributing towards greater understanding concerning the research topic (Bezuidenhout, 2016).

2.1.1. Brand theory

The inception of brands can be traced back to the 1870's and consequently emerged due to an array of reasons. These include industrialization, urbanization, enhanced trademark protection, modernisation of the retail sector, mass produced advertising and uniform and refined packaging (Borg & Gratzner, 2013; Louw & Fullerton, 1994).

Historically, brands have evolved from being a means to denote ownership (Kapferer, 2008:10), to a means of identifying respectable traders at a personal relationship level, to being identified as a mark of quality (Berz, 2016). Ongoing, brands were used to create functional associations in the customers mind prior to purchases (Meffert & Burmann, 2005:22), and finally, brands evolved as a means to create emotional connections between customers and brands (Kotler & Armstrong, 2016).

A brand is defined by the American Marketing Association (2012) as "a name, term, sign, symbol, design or a combination of these, that intends to identify goods or services of a seller or a group of sellers, as well as to differentiate them from those of competitors." Brand differentiators may be functional, rational or tangible, relating to the product performance of a brand. However, brands can also be symbolic, emotional or intangible which relates to

what a brand signifies in a more abstract sense (Kotler & Armstrong, 2016; Kotler & Keller, 2012:241). Brands represent powerful ideas that communicate a unique and particular meaning to customers and act as the reputation that precedes entities in the market facilitating the creation of both rational and emotional desirability (Eisner, 2005; Vega, 2011).

Brand theory is integral to the research as it underpins all that the brand concept encompasses (Kapferer 2008: 2). This is significant as the research intends to utilise Vintage Coffee - an entity characterised as a brand, for the purpose of gaining deeper insight and understanding concerning shared value and its influence on brand image.

Furthermore, brand theory is relevant in that it relates to the exploration of solutions applicable to the research problem. In theory Vintage Coffee could utilize shared value to communicate their unique brand purpose and cultivate a brand relationship with customers. It could be used to resonate with consumers displaying that the brand is socially driven, invested and committed, perhaps reconnecting distrusting consumers to the brand.

2.1.2. Brand image

In the 1990's, the identity-based brand management approach emerged and balanced two principal concepts within brand theory namely brand identity and brand image (Berz, 2016; Louro & Cunha, 2001).

According to branding literature, brand identity is defined as an internal construct which emanates unilaterally from a firm and mirrors what the entity desires the brand to be (Aaker, 1996; da Silveira, Lages & Simões, 2013; Joachimsthaler & Aaker, 1999; Kapferer, 2008; Keller, 2008). Aaker's (2009) brand identity framework reflects a brand's self-image portraying how the brand perceives itself, what the brand stands for and the qualities the brand wants to communicate to customers (Aaker & Joachimsthaler, 2009; Haußmann, 2016).

Conversely, brand image refers to a multidimensional attitude construct representing individual and subjective brand associations present in the minds of consumers (Trommsdorff, 2009:155). It therefore epitomizes the perception of brands from the consumers point of view (Berz, 2016; Kotler, Keller, Brady, Goodman, & Hansen 2009).

Hence, for the purpose of the research brand image is utilised as it enables the exploration of customer perception and the investigation of shared value from the consumers point of view unlike brand identity (Keller, 1998). This is an integral theoretical concept which will

enable the exploration of the influence shared value has on customer perceptions (brand image) relating to Vintage Coffee.

Brand image for this research, was derived, using Keller's Brand Resonance Model [See *Figure 1*] which comprises four fundamental steps whereby each one addresses a question critical to the development of strong brands (Keller, 2001). The model progresses from the bottom upwards. Each step is dependent on the progression of successfully achieving the step before it. Step one establishes the brand identity of an organisation and address the question "Who are you?". Step two involves the creation of brand meaning in the minds of customers and considers the question "What are you?". Step three undertakes brand response which addresses "What about you?". The fourth step entails the creation of a brand relationship and considers the question "What about you and me?" (Huang, Yen, Liu & Chang, 2014).

Additionally, these four steps consist of six brand building elements namely: salience, performance, imagery, judgements, feelings and resonance (Keller, 2001). Salience refers to the top of mind awareness customers have of a particular brand, performance refers to the degree to which a brand meets customer requirements and functional needs, and imagery describes a brands' extrinsic properties particularly in terms of meeting the social and psychological needs of customers (Kotler & Armstrong, 2016). Judgements refer to the personal evaluative opinion's customers have towards a brand, the feelings element entails the emotional responses of customers toward a brand and finally, resonance articulates the brand-customer relationship in terms of how "in sync" customers feel with the brand (Kotler & Keller, 2012).

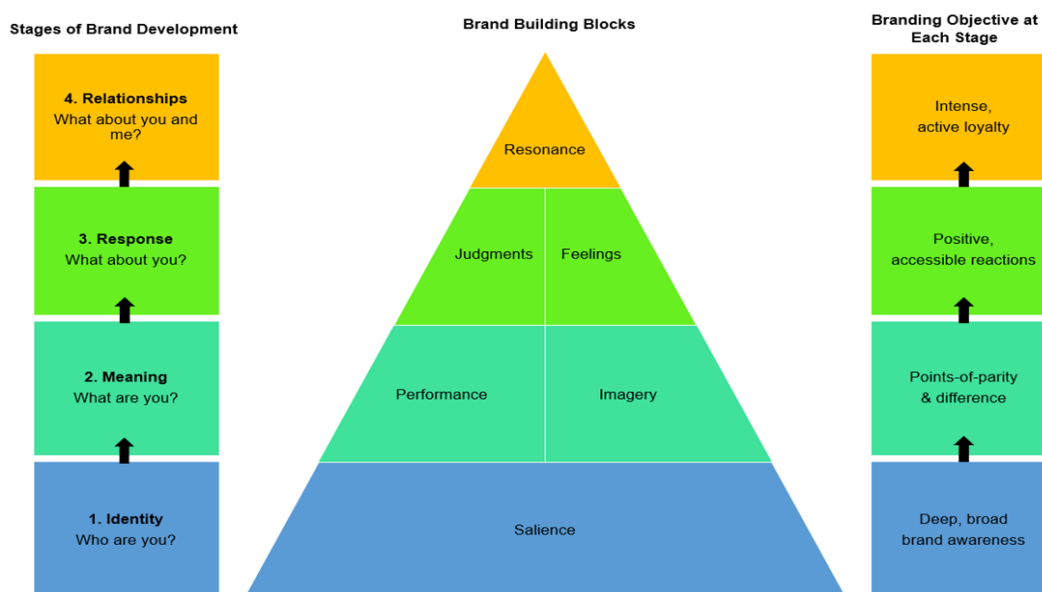


FIGURE 1: KELLER'S BRAND RESONANCE PYRAMID. (KELLER, 2001)

For the purpose of this research, particular focus is granted to the image brand element of the Brand Resonance Model. The brand image approach utilizes brand recipient perspectives as the starting point for analysis and investigation on how stakeholders external to a brand perceive it (Kapferer, 2008: 174). The appropriateness and relevance of brand image to frame the research is justified in that it pays particular focus to the customer's perception (Keller, 2001). The use of this framework is vital in determining how customers perceive Vintage Coffee with regards to their pursuit of shared value.

2.1.3. Shared value

Shared value pioneers, Porter and Kramer (2011) developed a framework which they believed would simultaneously facilitate the creation of economic value and societal value by addressing prevalent social issues (Porter & Kramer 2011). They defined shared value as a management strategy whereby brands identify commercial opportunities in confronting social problems (Kramer, 2015; Nicholson, 2017). This framework is potentially a means by which brands can contribute to society, maximise their competitive value, possibly repair the trust crisis rampant among consumers and achieve improved profits (Moore, 2014).

Porter and Kramer's (2011) seminal work "Creating Shared Value" has achieved tremendous legitimacy and credibility and has gained momentum as a strategic imperative (Moore, 2014). Many leading international corporations such as Unilever, Nestle and Coca-Cola have embraced shared value as a new way of doing business. Furthermore, the framework has quickly spread beyond private sectors to non-profits and governments (Nicholson, 2017).

However, shared value has also received harsh criticism and resistance (Moore, 2014). Shortcomings identified by critics include the framework's lack of originality and striking similarity to corporate social responsibility, stakeholder management and social innovation (Nicholson, 2017). Despite harsh judgements, contesting authors Crane *et al.* (2014) wrote that shared value did indeed have appeal due to the significant progress made in inciting attention towards social business dimensions.

Shared value directly relates to the research as it forms part of the topic, problem and purpose. It is fundamental firstly, due to the topic encompassing the influence of shared value on brand image. Secondly, shared value is relevant as it potentially bids a solution for resolving distrust among customers. Finally, it is essential in pursuing the purpose of exploring whether shared value influences Vintage Coffee's brand image in terms of cultivating greater trust, support and loyalty among customers.

2.2. Conceptualisation

Key concepts relevant to the research have been refined and defined in the table below:

TABLE 1: KEY CONCEPTS

Term	Definition
Brand	A particular and unique construct that creates, communicates and sustains for all its stakeholders through its products and/ or services (Vega, 2012). A brand is further defined by Kottler and Keller (2012: 49) as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”.
Brand image	The perceptions, beliefs, impressions, opinions, feelings and emotions held by customers, as reflected in the present brand associations held in their memory (Kotler & Keller, 2012).
Shared value	The policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates. Shared value comprehends the notion that firms can generate a profit and still fulfil obligations in terms of people and the planet (Porter & Kramer, 2011).
The coffee industry	The commercial market in which coffee is sold (Brown, 2013).
Vintage Coffee (VC)	A niche South African coffee shop brand operating in Centurion and Menlyn Gauteng, which pursues a shared value strategy (VC, 2018).
Trust	Consumer confidence in a product, service, organisation or brand (Musso & Druica, 2014).

Willingness to support	A consumer's active interest in and financial endorsement of a product, service or brand (Tucker, 1964).
Loyalty	Consumer faithfulness to a particular brand demonstrated in the repeated purchase of the same manufacturer-originated product or service over time (Aaker, 1991).

2.3. Review of Literature

For the purpose of gaining comprehensive understanding and in-depth insight into the influence shared value has on brand image within a South African context, the Vintage Coffee brand will be studied as it displays significant indicators of shared value in its management strategy (VC, 2018). The following section details the industry Vintage Coffee operates in, the Vintage Coffee brand itself and the brand's pursuit of shared value.

2.3.1. The coffee industry

Coffee is an extraordinarily popular commodity and is seemingly ubiquitous with a recorded 500 billion cups consumed annually, worldwide (Goldschein, 2011; National Coffee Association of USA [NCA], 2013). Globally, the export of coffee is a \$20 billion industry representing the second most traded commodity in the world after crude oil (Chamley, 2016). Coffee trading is a widespread global phenomenon and consumption is rapidly increasing (Gonzalez, 2014; Luttinger & Dicum, 2006; NCA, 2013). A noteworthy trend within the industry is that of speciality coffee consumption, whereby South Africa is recognised as a key player (van der Merwe & Maree, 2016). Consumption has evolved from instant coffee consumption to that of speciality coffee consumption with a principal focus on artisanal roasted bean sourcing (Maestre, 2013). Presently, South Africans are moving away from instant coffee, towards artisanal coffee sourced by independent niche coffee houses (Maestre, 2013). With a 17,3% per capita increase in pure ground coffee consumption (Business Market Intelligence, 2013), combined with distinct transformations amidst South Africa's coffee culture and the emergence of discerning customers (Brown, 2013), it is apparent that South Africans seek a highly specialised and differentiated coffee offering centred around taste, quality and uniqueness (van der Merwe & Maree, 2016). Therefore, it is imperative that offerings are adapted to consumer's present demands to

facilitate the growth of South African coffee brands (van der Merwe & Maree, 2016) such as Vintage Coffee.

2.3.2. Vintage Coffee

Vintage Coffee is a South African speciality coffee shop brand that was established in 2014 and has two branches, operating in Centurion and Menlyn, Gauteng. The brand portrays a harmonious blend of Brazilian and South African coffee culture whereby its aim is to make a difference in South Africa's society through the art of making coffee. Vintage Coffee has pursued a shared value strategy in two key areas of their business operations. Firstly, in their profit donation initiative and secondly, in the development of their Green Bean volunteer program (VC, 2018).

Every third month Vintage Coffee donates 20% of their profits to a local charity (VC, 2018). The 20% profit share is donated to one of three non-profit organisations (NPO's) which are carefully selected each month. These NPO's are registered and specifically humanitarian based. Every item bought in the coffee shop comes with a coin, customers can then use this coin to vote for the charity they want the proceeds to be donated to for the month. Votes are then tallied at the end of each month and the NPO with the most votes receives the 20% profit share. This shared value strategy is built on the simple motivation that customers can enjoy a great cup of coffee and contribute towards a noble cause without any added expense. Some of the NPO's Vintage Coffee has partnered with include Yenzani Childrens Home, Princess Alice Adoption Home, The Lighthouse Baby Shelter, Botshabelo, Hearts of Hope, The Thusanani Children's Foundation, Door of Hope, Olivers House, Siyanqoba Feeding Foundation, Grannies Who Care, Cresset Homes and Angels Without Wings (VC, 2018).

Vintage Coffee has also developed a volunteer program called Green Beans (VC, 2018). Vintage Coffee offers anyone interested in coffee the opportunity to volunteer their time and join the Vintage Coffee team. Those starting out are termed Green Beans. Volunteers offer 4 hours of their time, each week for a 3-month period. In return Vintage Coffee teaches and equips volunteers with everything they need to know about coffee and how to start their own coffee shop someday. Vintage Coffee view their Green Beans as an important part of who the brand is and what it stands for (VC, 2018).

2.3.3. Shared value application to Vintage Coffee

Vintage Coffee has applied shared value by identifying business opportunities that simultaneously contribute towards the creation of meaningful social change (SharedValue, 2017). Vintage Coffee has successfully managed to generate organisational value whilst adding value to society through their charity donation activities and their Green Bean volunteer program (Dubois & Dubois 2012). Vintage Coffee generates societal benefits by providing financial assistance which contributes towards material and logistical support for humanitarian-based charities (VC, 2018). Furthermore, they contribute towards developing the knowledge base and skill set of their Green Bean volunteers equipping them with the expertise needed to broaden their opportunities in the South African coffee industry (VC, 2018).

The organisational benefits Vintage Coffee could potentially achieve, include greater awareness, support and trust among customers due to their unique approach to business through shared value (Porter & Kramer, 2011). Vintage Coffee also gains staff through the Green Bean volunteer program and due to Vintage Coffee's staff working on a volunteer basis this also lowers costs allowing the brand to generate greater profits (VC, 2018). The example of Vintage Coffee contributes towards the purpose of this research in that it allows the researcher to determine if the pursuit of shared value influences brand image by way of building greater trust among customers.

Summary

Keller's (2001) Brand Resonance Model best suits this research as brand image is central to investigating shared value from the customers perspective. Shared value encompasses finding commercial opportunities in solving social problems which can theoretically be utilised to shape customer perceptions (brand image). The pursuit of shared value reflects what Vintage Coffee's unique brand purpose is, what it stands for and how it wants to be perceived by customers (OIM Group Pty Ltd, 2017). Therefore, it portrays that Vintage Coffee is highly invested, radically passionate and socially committed to the local community in which it operates (VC, 2018), possibly reconnecting distrusting consumers to the brand, cultivating willingness support, building loyalty and thus, improving revenue generation.

2.4. Review of Previous Literature on Shared Value

This section entails a critical review of previously published literature on the topic of shared value and focuses on how shared value is created and measured, the influence of shared value on international brands, and shared value in a South African context.

2.4.1. Creating shared value

The creation of shared value refers to the development of economic value whilst generating societal value by addressing needs and challenges present in society (FSG, 2017). According to authors Porter and Kramer (2011) there are three distinct approaches that exist when engaging in shared value creation. These include: reconceiving products and markets; redefining productivity in the value chain: and enabling and building supportive local cluster development (FSG, 2017; Pfitzer *et al.*, 2013; Porter & Kramer, 2011).

Reconceiving products and markets entails redesigning brand offerings to create greater value, better meet social needs or address customer segments that are underserved or unserved (Porter & Kramer 2011; Maltz & Schein 2012; Sharedvalue.org, 2017). For example, Novartis developed affordable health drugs and medicines to reach customers in rural India whom did not have health access (Young, 2013). The products were tailored to address common health issues prevalent in the area. The results showcased an increase in doctor visits and regional sales (Novartis, 2017).

Redefining productivity in the value chain entails transforming value chain practices through social/environmental innovation to realise greater productivity (SharedValue, 2017). This is achieved by utilizing company resources, business partners, employees, energy, logistics and suppliers more efficaciously (Fichtenbauer, 2015). Walmart for example, through better utilization of their resources, improved their delivery logistics and reduced their packaging costs through redefining their value chain (Porter & Kramer, 2011). This allowed Walmart to save \$200million in distribution costs and caused an increase in Walmart's shipping quantities (Kramer & Pfitzer, 2016).

Finally, enabling local cluster development entails strengthening the cluster of capabilities and competencies on which an organisation depends to improve the community in which it operates (Christiansen, 2014). It refers to a situation where brands engage in efforts to improve available skills and support institutions in the community in which it operates to increase productivity, boost growth and enrich innovation (Porter & Kramer, 2011). For example, Chevron was able to contribute towards community prosperity in the Niger Delta

through their “Partner Initiatives” in the region (Chevron, 2018). Chevron with the help of their partnership initiative used a data driven approach that enabled them to not only detect new opportunities in the market but also identify local solutions to unemployment in the area (Hidalgo, Peterson, Smith & Foley, 2010).

Understanding these three approaches is significant as it allows the researcher to determine the ways in which South African brands such as Vintage Coffee create shared value, which will further enable the exploration of shared value and its influence on brand image.

2.4.2. Measuring shared value

To effectively measure shared value, an iterative process integrated with business strategy is required (Porter & Kramer, 2011). Measuring shared value encompasses: identifying what social issues to target; making the business case; tracking progress; and measuring results and using insights as a means to unlock new avenues of value creation (Porter, Hills, Pfitzer, Patscheke & Hawkins, 2011; SharedValue, 2017).

Step1: Identify social issues to target

The first step in measuring shared value is to identify and prioritize the specific social issues that could possibly lead to opportunities for revenue increases and cost reductions (Porter & Kramer, 2011). A systematic screening of unmet needs and social gaps is required along with an analysis of how unmet needs overlap with the company across all three approaches of shared value creation. This results in a prioritized list of social issues which can be targeted using a shared value strategy (Williams & Hayes 2013).

Step 2: Make the business case

In this step, a solid business case is developed based on the research and analysis conducted to identify how business performance can be directly improved through social improvement (SharedValue, 2017). Targets are identified, and the costs and activities associated with pursuing each shared value opportunity are specified (Pfitzer *et al.*, 2013).

Step 3: Track progress

Utilizing the business case developed in the previous step, firms can track progress towards the previously identified targets. In this step, business activities, inputs, outputs and financial

performance in terms of costs and revenues are tracked relative to forecasts (Crane *et al.*, 2014).

Step 4: Measure results and evaluate insights

In this step, the anticipated link between business and social results is validated and the outlay of corporate efforts and resources relative to the degree of joint return gained for both the business and society is determined (Porter *et al.*, 2011).

However, despite the integrated contribution to the measurement of shared value by Porter *et al.* (2011), the measurement of shared value is still termed “in its infancy” by authors Crane *et al.* (2014). It has been identified that by employing each measurement step, new ways to measure shared value have been recognised and unearthed (Crane *et al.*, 2014).

Author Maltz (2011) established a nine-step process based on the externality and resource-based view of an organisation to compare benefits and costs incurred between multiple shared value initiatives (Bockstette & Stamp, 2011).

Authors Spitzeck and Chapman (2012) utilised socio-eco-efficiency as a means to analyse and evaluate indicators of the triple bottom line along a products life cycle to determine if an organisation’s strategy facilitated the creation of shared value (Crane *et al.*, 2014).

Author Mohammed (2013) proposed that shared value could be measured based on a business’s accountability towards externalities.

Authors Szmigin and Rutherford (2013) established the Impartial Spectator Test which aims to provide an objective route for establishing a set of criteria for ethical behaviour.

The various methods used to measure shared value are noteworthy for the research as it allows shared value to be scrutinized in order to form an assessment of its importance, value and influence on brand image, such as with the example of Vintage Coffee.

2.4.3. The influence of shared value on international brands

To practically portray the influence shared value has on brands, three examples of international brands will be briefly detailed showcasing both the social benefits incurred, and the organisational benefits gained as a direct result of pursuing shared value.

Case Study 1: Coca-Cola

Coca-Cola pursued shared value through an initiative called Colectivo which was implemented in Brazil. The brand partnered with NGO's in order to train the youth in a variety of commerce disciplines including business development, retailing and entrepreneurship (Pfitzer *et al.*, 2013). Through the initiative, Coca-Cola was able to pair these young individuals up with local retailers allowing them the opportunity to collaborate with experienced businesses on specific improvement projects (Pfitzer *et al.*, 2013). As a result of this shared value initiative the societal benefit incurred was that Brazil enjoyed an increase in the employability of the youth. Coca-Cola benefited in that the brand achieved an increase in their sales as the Colectivo initiative strengthened the brands distribution and awareness (Comini, Barki & Trindade de Aguiar; 2012).

Case Study 2: Nestle

The international brand Nestle used the sub-brand Nespresso to employ a shared value initiative that helped farmers grow more coffee, build coffee clusters and redesign procurement in order to achieve greater returns (Porter & Kramer, 2011). This was accomplished through experts providing valuable advice on farming practices, by helping secure inputs such as stock, fertilizers, pesticides and plants and by guaranteeing bank loans (Lee, Over & Tang, 2013). The social benefits attained included improvements in production quality, better yields per hectare, greater income generation and a decrease in the adverse environmental impact of farms in the area. Nestle benefited in that it gained more reliable coffee suppliers and improved revenues (Lee *et al.*, 2013).

Case Study 3: Unilever

Unilever pursued shared value by developing the Shakti Project which aimed to financially empower underprivileged women in rural areas to create livelihood opportunities for them and their families (Porter & Kramer, 2011). Through the project, Unilever was able to distribute basic fast-moving consumer goods through rural women distributors (Leavy, 2012). The societal benefits incurred encompassed a reduction in communicable diseases, an increase in skills and a rise in income (Follman, 2012). The Unilever brand benefited as they gained an increase in revenue.

Upon reviewing the literature, international brands that pursue shared value are influenced in two ways. Firstly, an increase in savings, sales and productivity for brands is evident

(Berz, 2016). Secondly, brands can achieve an improved competition position in terms of attaining competitive advantage (Berz, 2016). Therefore, it is identified that South African brands such as Vintage Coffee can indeed benefit from implementing a shared value strategy. Hence, the purpose of the research aims to explore whether shared value influences customer perceptions concerning Vintage Coffee.

2.4.4. Shared value in a South African context

Shared value and the emergence of managing the relationship between business and society has received a great deal of attention internationally (Michelini & Fiorentino, 2012). However, presently within a South African context academia surrounding the topic is scarce and seems to be behind concerning shared value trends (Nicholson, 2017). In conducting desktop research, through various search engines, it appears that there is very little accredited academic literature available on shared value within a South African context.

Nevertheless, shared value is not a foreign concept among South Africa businesses. There are indeed brands, albeit a scarce amount, whom embrace shared value in some form or another (Robins, 2014). These brands include Standard Bank, Nestle South Africa and Unilever South Africa to name a few (Berz, 2016). Furthermore, in 2017, South Africa saw its first Africa Shared Value Summit held in Johannesburg (Ziady, 2017). The goal was to raise awareness concerning shared value and advocate for the success that could be achieved by implementing the approach (Dunn, 2018).

Moreover, South African consumers have become increasingly engaged in sustainability whereby social and environmental responsibility are thought to be foundational moralities (Natural Marketing Institute [NMI], 2014). Furthermore, consumers are becoming increasingly attentive concerning the implications of corporates on the community, society and the environment (NMI, 2014). Thereby, highlighting the demand for transparency and the need for social and environmental value creation by corporates (NMI, 2014).

Thus, the purpose of the research is to explore whether shared value influences Vintage Coffee's brand image in terms of potentially regaining consumer trust subsequently enabling improved profits.

2.5. Conclusion

The dedication of this section encompassed identifying an appropriate theoretical framework along with critically reviewing previous literature relevant to the exploration of shared value. The theoretical foundation for the research unpacked brand theory, brand image and shared value as integral frameworks relevant for exploring the influence of shared value on Vintage Coffee's brand image (Leedy & Ormrod, 2013). Furthermore, a discussion was provided regarding the industry Vintage Coffee operates in, the Vintage Coffee brand itself and the brands pursuit of shared value. Finally, a critical review of previously published literature on the topic of shared value was provided detailing how shared value is created and measured, the influence of shared value on international brands, and shared value within a South African context.

SECTION 3: METHODOLOGY

3.1. Introduction

Research methodology refers to the specific procedures a researcher uses to identify, collect, process, and analyse information pertaining to a particular phenomenon (Leedy & Ormrod, 2013). Accordingly, this section outlines the paradigm selected for the research, the research approach and design, population and sampling, the data collection method and the data analysis method used to systematically explore shared value and its influence on brand image.

3.2. Paradigm

Paradigms depict a cluster of beliefs (du Plooy-Cilliers, 2016a) and are prominent as they influence what will be researched, how phenomena will be studied and how findings are interpreted (Bryman, 2012). The paradigm selected for this research is interpretivism as it aims to gain an in-depth understanding of human behaviour and enables the observation of phenomena from the participants view point (Leedy & Ormrod, 2013). It does not aim to scientifically quantify (positivism) or emancipate consumers (critical realism) from their perceptions (Hall, Griffiths & McKenna, 2013). Rather, the goal is to demystify and understand them (Nieuwenhuis, 2016).

Interpretivism is appropriate as the paradigm regards common sense to be a noteworthy source for generating knowledge (Leedy & Ormrod, 2013). Acknowledging the subjective acumen held by Vintage Coffee customers enabled the researcher to achieve a greater understanding of shared value and its influence on brand image from the customers point of view (du Plooy-Cilliers, 2014). Thereby, reflecting the epistemological position of interpretivism.

Additionally, this research considers reality to be subjective, fluid and a social construction as people's views, perceptions and sense of reality are constantly changing due to their unique interactions and experiences (Nieuwenhuis, 2016). Thus, the reality of the outcome shared value has on Vintage Coffee's brand image, is what customers perceive it to be (Nieuwenhuis, 2016). Thereby mirroring the ontological position of interpretivism.

Finally, the research places high value on the uniqueness of consumer interpretations. The unique perceptions different consumers have concerning Vintage Coffee's implementation of shared value are all valued as they will enable better understanding (Leedy & Ormrod, 2013). Consequently, reflecting the axiological position of interpretivism.

The relevance of Interpretivism is summarised as follows: firstly, the research investigated shared value in accordance with how Vintage Coffee consumers perceived it. Secondly, it anticipated the realisation of a percipient understanding concerning the influence of shared value on Vintage Coffee's brand image in terms of customer trust, willingness to support and loyalty potentially enabling greater commercial success (Nieuwenhuis, 2016).

3.3. Methodological Approach and Research Design

As elucidated in the paradigm outline, this research embodied the view that social reality depended on the internal and subjective reality people experience (du Plooy-Cilliers, 2016a). Thus, the aim of the research comprehended gaining a more empathetic understanding of phenomena from the customer's point of view (Bezuidenhout & Davis, 2016). Since the research employed an interpretivist worldview, a qualitative approach was best suited as it reflected the methodological position of interpretivism (Nieuwenhuis, 2016).

A research approach refers to how a researcher chooses, collects, analyses and interprets information (Davis, 2014). Furthermore, the selected approach determines the respective data collection and analysis methods that will be utilised (Davis, 2014). A qualitative approach was suitable as the research relied on linguistics rather than statistical data and utilised meaning-based data analysis methods as opposed to numerical ones (Nieuwenhuis, 2016). Additionally, the research was naturalistic in that it focused on a natural social setting (Vintage Coffee) where interaction among inhabitants (customers) occurred which further solidified a qualitative orientation (Nieuwenhuis, 2016). Finally, a qualitative approach was applicable because the research emphasised an in-depth understanding of shared value from the unique and subjective social meaning (axiology and ontology) customers attributed to it (du Plooy-Cilliers, 2016b).

The procedural plan adopted for the research encompassed an exploratory research design which enabled the researcher to answer the posed research questions validly, accurately and objectively (Lewis, 2015). Exploration is a commonly used qualitative research design (Nieuwenhuis, 2016) and was suitable because the research began the inquiry process with an exploratory aim due to the paucity of previous research on the topic of shared value within

a South African context (van Wyk, 2012). Thus, the researcher engaged in exploration to facilitate an in-depth understanding of shared value and become familiar with the unknown influence shared value had on brand image (Maree, 2016). Due to the explorative aim of the research, the researcher worked inductively by first collecting information on shared value, analysing it and then formulating a theory based on the information and analysis (Davis, 2016). Thus, allowing themes to emerge from the data (Maree, 2016).

To further enable answering the research question and facilitate finding a solution to remedy the research problem, a case-study was utilised. The research analysed a specific case - being Vintage Coffee to explore and gain understanding of shared value (Strydom & Bezuidenhout, 2014). This allowed the researcher to engage in a deep exploration of shared value within a real-world context hence, providing a thorough understanding of participant's (customers) unique perspectives (brand image) regarding Vintage Coffee's pursuit of shared value (Bryman & Bell, 2015).

3.4. Population and Sampling

3.4.1. Population

As stated by authors Wiid and Diggins (2013: 186) population refers to "the total group of people or entities from whom information is required". Therefore, to adequately define the population, three parameters were utilised namely the nature, size and unique characteristics of the population, allowing the researcher to distinguish between the target and accessible population (Bryman & Bell, 2015).

- ***Nature of the population:*** Comprises people, as the unit of analysis (Pascoe, 2014). The selection of people was applicable as questions were targeted towards Vintage Coffee customers to gain the necessary information and insight required to remedy the research problem (Maree, 2015).
- ***Unique characteristics based on the profile of Vintage Coffee customers:*** Income-earning, regularly visit Vintage Coffee Menlyn between 7am and 5pm during the week, are socially invested and are characterised as modern and vibrant go-getters.
- ***Target population:*** Encompasses everyone that falls within the population parameters established above (Bradley, 2013). Thus, the target population for the research comprehended all individuals within the geographical areas Menlyn and Centurion in Pretoria.

- **Accessible population:** Embraces only the section of the population that is included in the research (Pascoe, 2014). Hence, the accessible population included individuals that frequent Vintage Coffee in Menlyn.

3.4.2. Sampling

Sampling is the process of selecting a predetermined number of units (people or objects) with the same relevant characteristics from a larger population under investigation, denoting a “sample” (Pascoe, 2016). A sample comprehends a “subset” of the population and may be considered representative of the population (Pascoe, 2016). Therefore, the sample for this research encompasses people (unit of analysis), namely, Vintage Coffee customers whom will be referred to as the participants (McLeod, 2014).

Due to the qualitative and exploratory nature of this research, and it being difficult to gain access to Vintage Coffee’s entire customer base, it was identified that non-probability sampling would better suit the purpose of the research (Baker, Brick, Bates, Battaglia, Couper, Dever, Gile & Tourangeau, 2013).

Non-probability sampling encompassed a situation where units did not have an equal opportunity to be included in the sample (Uprichard, 2013). Nevertheless, the sample met the population parameters but were carefully selected from the accessible population using the researcher’s judgment (Pascoe, 2016). The focus was on the amount of people the researcher needed to interview to gain an in-depth understanding of shared value as the subject matter under exploration (Vehovar *et al.*, 2016). Therefore, the sample size for the research was six Vintage Coffee customers.

Due to the applicability of non-probability sampling for the research, the sampling method identified as the most pertinent was that of volunteer sampling. Volunteer sampling refers to a sample put together from people who volunteer (self-select) to participate in the research and was applicable due to the population (Vintage Coffee customers) being a “captured audience” (Pascoe, 2016). Furthermore, volunteer sampling was cost efficient yet provided valuable data (McLeod, 2014).

3.5. Data Collection Method

According to the Cambridge English Dictionary (2018), data collection refers to the activity of collecting information that can be utilised to gain insight into a particular area of investigation. Due to the methodological position of interpretivism, the research relied on qualitative data collection methods as the ultimate goal of the research encompassed exploration and understanding (Rouse, 2016). Hence, to investigate the subjective reality of shared value from the customer's perspective, field research was applied and was applicable, as the researcher explored the influence of shared value on brand image in the natural context of the Vintage Coffee social setting (Strydom & Bezuidenhout, 2016).

In-depth interviews, specifically standardised semi-structured interviews were commissioned for the research due to individual perspectives being desired rather than shared collective experiences (Stewart & Shamdasani, 2014). This method was appropriate as it enabled the researcher to: ask a single participant the same set of questions specific to the research objectives in a personal conversational manner (Strydom & Bezuidenhout, 2016); learn about the participant's perspectives (Lucas, 2014); and finally, clarify points and probe for a more detailed response (Jamshed, 2014). This afforded the researcher quality, rich and deep understanding (Nieuwenhuis, 2016). Furthermore, standardisation allowed comparisons to be made between different themes in a systematic manner (Silverman, 2016).

Actions taken to collect the data involved gaining permission from Vintage Coffee's brand manager to conduct in-depth interviews among customers in the Menlyn branch. Once permission was obtained, six in-depth interviews were conducted over a period of four weeks from Monday to Friday, between 7am to 5pm. Two interviews were conducted in the first week with one interview being conducted every other week. Interviews were verbally recorded using two smartphones and were later (post-interview) transcribed in Word for analysis (Ratcliff, 2013). Before beginning an interview, all participants were asked to complete a consent form. Consenting volunteers were then asked a few demographic questions for re-contacting purposes, if information needed to be clarified in any. Succeeding this, the researcher asked fourteen predetermined shared value related questions (Appendix 1) based on Keller's Brand Resonance framework, which assisted to answer the research question (du Plooy-Cilliers, 2016). Finally, the researcher thanked participants for their time and for volunteering their information. After all the interviews were conducted, the data was then transcribed, analysed and interpreted using a thematic analysis to derive findings (Nieuwenhuis, 2016).

To enhance the trustworthiness of the research and effectively test the collection method, a pre-test was conducted among two participants that fell within the population parameters but were not drawn from the sample. This allowed the researcher to establish an approximate time to conduct interviews and acted as a pre-warning system for changes, additions, deletions or other amendments required to modify the collection method (Koonin, 2016).

3.6. Data Analysis Method

As stated by authors De Vos, Strydom, Fouche and Delport (2011: 397), data analysis is defined as ‘the process of bringing order, structure and meaning to a mass of data’ and involves sifting, sorting, selecting and organising collected data to gain an enriched understanding of phenomena (du Plooy-Cilliers, 2016). Owing to the qualitative nature of the research, the researcher took an in-depth look at non-numerical data. Therefore, the data analysis method that enabled the identification of patterns relating to the influence of shared value on brand image included thematic analysis (Bezuidenhout & Cronje, 2016). Simply, data was processed by organising and examining information according to themes (Joffe, 2012). Thus, thematic content analysis was suitable as it facilitated the exploration of both covert and overt themes embedded in the texts (Schreier, 2014) and enabled the identification, inspection, analysis and reporting on of themes from in-depth interviews in rich detail (Clarke & Braun, 2013). Data was analysed according to six steps which are presented in Table 2.

TABLE 2: THEMATIC DATA ANALYSIS STEPS (ADAPTED FROM CLARKE & BRAUN, 2013; MAGUIRE & DELAHUNT, 2017)

Step	Data-analysis technique	Technique description
1	Organising and preparing the collected data.	Audio recordings secured from in-depth interviews (using two smartphone devices) were transcribed into text using Word.
2	Reading through the data.	Interview transcripts were read and re-read to get to know and obtain a general understanding of the gathered information. The researcher then jotted down some initial notes on early

		impressions in the margins of printed transcripts.
3	Coding the transcribed material.	Transcripts were individually and collectively scrutinised and coded to facilitate organising and reducing the data into smaller, more meaningful chunks. Open coding was used as there were no pre-set codes, rather codes were established and modified throughout the coding process.
4	Identification of themes.	Related codes were combined and labelled to create preliminary themes which were then reviewed, modified and collated into six principal themes.
5	Discussion of themes.	Themes were defined and discussed in terms of findings and supported by verbatim quotes from participants.
6	Interpretation of findings.	Findings were interpreted, related to theory and/or literature and evaluated in context of the primary and secondary research questions.

3.7. Conclusion

This section outlined the research methodology for the investigation. The interpretivist paradigm was selected, a qualitative research approach was applied, and an exploratory research design was employed. Ongoing, the population was discussed in terms of the population parameters and key characteristics were detailed. The target population comprises all individuals within the geographical areas Menlyn and Centurion in Pretoria and the accessible population includes individuals who frequent Vintage Coffee in Menlyn. Continuing, sampling was discussed whereby non-probability sampling was selected. Volunteer sampling was used, and the sample size comprised six participants who were Vintage Coffee customers. Finally, the data collection method used included in-depth interviews and data was analysed using thematic analysis.

SECTION 4: FINDINGS AND INTERPRETATION

4.1. Introduction

In this section, findings for the research are presented and interpreted. As stated in the previous section, data was analysed using thematic analysis which entailed the identification of patterns and themes within the qualitative data set (Maguire & Delahunt, 2017).

The process undertaken entailed firstly, becoming familiar with the data by reading and re-reading transcripts whereby the researcher jotted down early impressions and made notes. Secondly, the researcher generated initial codes to facilitate organising and reducing the data into smaller, more meaningful chunks (see separate Addendum document). The researcher utilised open coding as there were no pre-set codes, rather codes were established and modified throughout the coding process (Maguire & Delahunt, 2017). Thirdly, codes were combined and labelled to create preliminary themes which were then reviewed, modified and collated into principal themes (Maguire & Delahunt, 2017). Finally, in this section emergent themes are discussed, interpreted and related to literature, theory, and the research questions. The below table provides a summary illustrating the predominant themes, the interview questions themes emerged from and the research objective addressed by the theme.

TABLE 3: THEME SUMMARY

Theme	Interview question	Objective
Theme 1: Feelings about Vintage Coffee	Question 3 and 4.	Objective 1
Theme 2: Vintage Coffee's credibility	Question 5 and 6	Objective 2
Theme 3: Consideration	Question 2, 7, 8 and 9	Objective 3
Theme 4: Loyalty towards Vintage Coffee	Question 11	Objective 4
Theme 5: Sense of community created by Vintage Coffee	Question 13 and 14	Objective 4
Theme 6: Active engagement with Vintage Coffee	Question 10 and 12	Objective 4

Predominant themes that arose from the six in-depth interviews [See Appendix 5] conducted among Vintage Coffee customers in the Menlyn branch include: feelings about Vintage Coffee; Vintage Coffee's credibility; consideration; loyalty towards Vintage Coffee; sense of community created by Vintage Coffee; and active engagement with Vintage Coffee. Each theme will be defined and discussed in terms of what each theme is about followed by an interpretation which describes what the finding means (Braun & Clarke, 2006).

4.2. Findings and Interpretation of Themes

Theme 1: Feelings about Vintage Coffee

This theme encompasses the emotional reactions and responses participants displayed with respect to Vintage Coffee (Keller, Aperia & Georgson, 2012). Four major feelings were evoked among participants as a result of Vintage Coffee's pursuit of shared value. These feelings include: respect, admiration, social approval and self-assurance.

The feeling of respect towards Vintage Coffee was a major emotional response displayed by all of the participants. Participants unanimously stated that they respected Vintage Coffee and demonstrated that they held the brand in high esteem (Guadagno, 2015). Furthermore, participant's respect towards Vintage Coffee was exhibited in their feelings of deep approval for the brand due to its pursuit of shared value in day-to-day business operations (CoreBrand, 2013).

Participant 4: "Yes, I do. I respect any brand that really goes out of their way to help others, not just to make money but to give to charity and give to the community and help the community to grow. So, yea I have great respect for them."

Participant 6: "Uhm, the business idea I respect a lot because it's not often that we see, especially today, that people will start a business with the idea of not getting the most out of it for themselves. It's a mutually beneficial idea, so it's a very cool idea."

Ongoing, Participant 1 stated that she respects Vintage Coffee because she feels their pursuit of shared value contributes towards them having a unique brand purpose. This finding is supported by Enslin and De Beer's (2015) notion that a brand with a unique purpose is one that matters. Hence, from participants point of view, Vintage Coffee is building a meaningful brand that supports, empowers and builds into society (Enslin & De Beer, 2015).

Another distinct human emotion displayed by participants was that of admiration. Again, every participant commented that they admired Vintage Coffee due to its pursuit of shared value. Participants exhibited a warm approval towards the brand because they felt Vintage Coffee's shared value made the brand special (Onu, Kessler & Smith, 2016).

Participant 4: "I admire them quite a lot. I like the whole idea of actually teaching people and not just it all being about making money."

Vintage Coffee's pursuit of shared value also elicited feelings of social approval whereby participants felt that they were viewed favourably by others as a result of supporting a brand with a social conscious.

Participant 1: "If you go and tell people, I went to Vintage Coffee, it's like oh ok, so you are someone that cares about the community."

Finally, the feeling of self-assurance was evident among participants. By supporting Vintage Coffee, participants felt better about themselves and expressed that they felt a sense of fulfilment and pride as a result of engaging with the brand (Keller, 2018).

Participant 3: "I feel they are contributing to society and I also want to be part of something that makes society better."

Participant 6: "I think inherently there is this aspect of if I go there, I am giving back, and I am being part of this movement. You take pride in the fact that you are part of something that is bigger than you."

The aforementioned findings confirm theory discussed in the literature review whereby Vintage Coffee has successfully elicited positive feelings among participants towards the brand due to the pursuit of shared value (Kotler & Keller, 2012). Thus, contributing towards building a stronger brand from the participants perspective as corroborated in Keller's Brand Resonance framework (Keller, 2001).

Interpretation of theme 1

In response to Vintage Coffee's pursuit of shared value, participants have displayed exceedingly positive feelings towards the brand. This is significant because by engendering abstract perceptions towards the brand, Vintage Coffee has affected the feelings participants have about themselves (self-assurance) and their relationships with others (social approval) (Keller & Brexendorf, 2017). Hence, strengthening participant's emotional bond with the brand and facilitating the creation of enduring brand relationships (Panda & Kapoor, 2016). This can contribute towards improving Vintage Coffee's competitive position

as confirmed by authors Pfitzer, Bockstette and Stamp (2013). These findings are congruent with that of authors Loureiro, Ruediger and Demetris (2012) whom found that brand feelings develop emotional bonds among customers which cultivates a sense of belongingness causing customers to remain committed to the brand thereby affording brands a competitive advantage.

Therefore, this finding indicates that shared value influences brand image in that it has evoked positive feelings towards Vintage Coffee from the customers perspective.

Theme 2: Vintage Coffee's Credibility

This theme encompasses participants judgements of Vintage Coffee. Participants perceived Vintage Coffee to be credible in terms of two core dimensions namely likability and trustworthiness (Keller *et al.*, 2012). When asked why participants liked Vintage Coffee, every participant commented on an aspect of shared value. Thus, it became clear that shared value was a major variable that contributed towards how much participants liked the brand. Participants felt that Vintage Coffee's shared value made the brand interesting and worth engaging with (Keller, 2016).

Participant 2: "So, I like the Vintage Coffee brand because it differentiates itself from other coffee brands in the sense that they give away their profits to add value to humanity. Their cause is to add value to humanity through various aspects so through uhm, social empowerment and collaboration with other small businesses and individuals, uhm anything that Vintage can do they will do in order to help customers and people, and up and coming young enterprises."

Ongoing, five of the six participants, felt that shared value cultivated trust towards Vintage Coffee. Thus, participants perceived Vintage Coffee to be trustworthy because through its shared value initiatives the brand looks after its employees, shares tacit knowledge with volunteers, delivers on its brand promise, makes customers feel valued, pursues shared value with good intent and is open and honesty regarding shared value initiatives.

Participant 2: "My trust towards Vintage is cultivated by the openness of Vintage. Uhm, I know if a customer or if anyone were to ask about Vintage or the café that they would tell them. So, the openness and the clarity and the honesty about Vintage and the - what you see is what you get - that is what creates my trust in Vintage."

Participant 6: "There is a trust that goes with Vintage because of the social aspect that they carry. I think the social aspect helps a hell of a lot for people who encounter it for the first time to come to think of it as a brand that hits close to home."

Vintage Coffee's pursuit of shared value has enabled the brand to develop positive judgements among participants such as being credible (Keller, 2001). Vintage Coffee's credibility in terms of being viewed as likable and trustworthy has resulted in greater confidence in the brand by participants. This finding is supported by authors Loureiro *et al.* (2012) having found that there is a positive relationship between brand credibility and brand confidence.

Interpretation of theme 2

Due to the pursuit of shared value, Vintage Coffee has been able to develop positive brand judgements among participants. Therefore, Vintage Coffee is perceived to be a credible brand that is likable and trustworthy, cultivating greater confidence in the brand (Keller & Kotler, 2012). This is significant because brand confidence develops brand commitment which results in an array of brand benefits (Sallam, 2015). Thus, as committed customers, participants are more inclined to engage in repeat purchases, make positive brand recommendations to others and remain loyal to Vintage Coffee (Sallam, 2015). This finding is supported by Albert and Merunka (2013) whom found that trust in a brand reflects brand commitment which impacts the behaviour of customers in terms of them being likely to re-purchase, engage in word-of-mouth and in time become loyal to a brand. Hence, this finding indicates that Vintage Coffee's shared value strategy cultivates trust among its customers.

Theme 3: Consideration

This theme entails participant's serious consideration regarding purchasing something from Vintage Coffee (Keller, 2018). It concerns the likelihood that participants will include Vintage Coffee in their consideration set among the other possible brands they are willing to support (Keller *et al.*, 2012). It was identified that most participants not only consider Vintage Coffee but prefer to support them over others. Four out of the six participants stated that they prefer to buy their coffee from Vintage Coffee as opposed to other brands due to shared value.

Participant 4: "Most definitely yes, not just because of convenience but the main idea behind it is I am not just buying coffee I am adding a certain contribution, you know to the certain charities."

They feel Vintage Coffee's pursuit of share value is personally relevant, meaningful and appropriate to them, revealing why they embrace the brand. All of the participants said they were willing to support Vintage Coffee due to their pursuit of shared value.

Participant 4: "Yea definitely, as I mentioned earlier I am a strong believer in helping others, empowering others and just growing the community. So, I truly am more willing to support it, definitely."

Furthermore, Participant 3 and Participant 5 mentioned that they were more willing to support Vintage Coffee over other brands because it is a local business that gives back to local communities through shared value.

Participant 3: "I would rather support them because they are actually giving back to society whilst Star Bucks is actually for profit and not contributing to society, but Vintage Coffee is a local brand taking care of local people at the same time."

Ongoing, participants willingness to support the brand due to its shared value strategy was further displayed in majority of the participants stating that they go to Vintage Coffee whenever they can.

Participant 2: "Absolutely. Because, if I would like a cup of coffee, I would like a good cup of coffee and that is where I know I can get a good cup of coffee and at the same time where I can add value to humanity as a customer where the profit made off my coffee is donated."

Interpretation of theme 3

Through the pursuit of shared value, Vintage Coffee has successfully elicited positive reactions among participants namely willingness to support (Da Silveira, Lages & Simões, 2013). Evoking this rational sentiment among participants has enabled Vintage Coffee to fortify its competitive strength in the coffee shop market. This finding is supported by Anselmsson, Bondesson and Johansson (2014) who found that by conjuring positive rational opinions, a brand is strengthened in the market as customer's willingness to buy from a brand makes it less sensitive to competitive actions. Thus, the above-mentioned finding indicates that Vintage Coffee's pursuit of shared value nurtures a willingness to support the brand among participants.

Theme 4: Loyalty towards Vintage Coffee

This theme encompasses participant's faithfulness towards Vintage Coffee because of their shared value, demonstrated in participants repeat purchase of the brand's offering (Keller &

Brexendorf, 2017). It was revealed that Vintage Coffee's shared value contributes significantly towards participants brand loyalty whereby five out of the six participants stated that Vintage Coffee's pursuit of shared value contributed towards their brand loyalty.

Participant 4: "Ok so I am definitely loyal because of that. I am very big on their idea of like giving back. If I wanted to, you know, go out for coffee that is literally the first place I would go."

Participant 5: "Yes, it is definitely a habit for me to go to Vintage and it is definitely repetitive."

Participant 6: "Yea, I will be here at least once a day."

Participants loyalty was further demonstrated in majority of participants stating that they would miss Vintage Coffee if it were no longer available to them.

Participant 2: "Yes, because of the quality of coffee and then from the point of view that I would not be able to give and build back into humanity."

Interpretation of theme 4

The above discussed finding reveals that participants are loyalty to the Vintage Coffee brand, as a result of their repeat purchases. This indicates the manifestation of behavioural loyalty among participants which consequently contributes towards Vintage Coffee achieving improved economic success thereby strengthening the brand (Keller *et al.*, 2012). This indicates congruency with Knox and Bickerton's (2003) findings whereby the importance of behavioural loyalty was highlighted as a promotional tool for effective branding and greater business performance. Thus, Vintage Coffee's pursuit of shared value clearly contributes towards brand loyalty among participants.

Theme 5: Sense of Community Created by Vintage Coffee

This theme comprehends the way in which Vintage Coffee's pursuit of shared value has taken on a broader meaning to participants in terms of them feeling part of a brand community (Keller, 2016). Five out of the six participants expressed that the brand's implementation of shared value caused them to identify with other Vintage Coffee customers, thereby establishing a sense of community.

Participant 4: "Yea definitely. Because the person that would support their brand or who would identify with the brand would have a certain similar value that I have. Empowering people, saving the planet and helping those who are in need."

Participant 2: “From the point of view of being able to identify with people that want to build into humanity and add value to humanity then definitely.”

Interpretation of theme 5

The above finding reflects that a significant social phenomenon exists among participants (Keller, 2016). Participants confirmation of them identifying with other customers based on Vintage Coffee’s shared value demonstrates that participants feel an affiliation or kinship with others that also associate themselves with the Vintage Coffee brand (Keller *et al.*, 2012).

This is congruent with the findings of Marzocchi, Morandin and Bergami (2013) whereby they assert that the development of a strongly identified brand community causes members to act as enthusiasts for the brand. Furthermore, participants identification with others indicates loyalty whereby participants feel somewhat in sync with Vintage Coffee and other supporters of the brand (Koter & Keller, 2012). This corresponds with Keller’s (2001) Brand Resonance framework which elucidates that customers’ experience (brand image) of a sense of community helps build intense loyalty towards a brand. Hence, this theme solidifies that Vintage Coffee’s pursuit of shared value contributes towards brand loyalty.

Theme 6: Active Engagement with Vintage Coffee

This final theme refers to participants willingness to invest in Vintage Coffee beyond simply financially supporting the brand (Keller, 2018). It was identified that participants actively engage with Vintage Coffee by investing energy and time into the brand beyond the resources expended during their purchases (Keller, 2018). This was demonstrated in five out of the six participants stating that they liked to talk about Vintage Coffee to others based on the brand’s shared value strategy.

Participant 2: “Yes, very much so. Because I advocate the cause, I really like the cause that they stand for and again the coffee is really really just very well made, and a lot of care is taken into what happens before the cup is served.”

Participant 6: “Yea to people who don’t know definitely. Yea, I think about times I have engaged with people that have never been here, it’s probably the first thing that I mention and like I tell them the coffee is good, but I will dive into the voting charity system and the green bean program.”

Thus, beyond merely supporting the brand through purchases, participants further expend time and energy on the brand by talking about it to others (Keller, 2018).

Interpretation of theme 6

The above finding demonstrates that participants display the strongest assertion of brand loyalty towards Vintage Coffee (Keller, 2001). By investing energy and time into the brand beyond resources expended during their purchases, participants are actively engaging with Vintage Coffee resulting in them becoming brand ambassadors (Keller, 2018). Consequently, participants are helping Vintage Coffee strengthen its brand ties with other individuals by engaging in approving communication about the brand.

This is congruent with Brodie, Ilic, Juric and Hollebeek's (2013) findings whereby customers active engagement with a brand represents the most intense form of brand loyalty resulting in brand ambassadorship and evangelism. This theme therefore displays that Vintage Coffee's pursuit of shared value has cultivated loyalty among participants.

4.8. Trustworthiness

In research, being able to trust findings is of immense importance (Mouton, 1996). Thus, to achieve this, validity, reliability or trustworthiness is determined (Welman, Kruger & Mitchell, 2006). Where validity and reliability are pertinent in quantitative research, trustworthiness is pursued in qualitative research (Nieuwenhuis, 2016) and verifies that evidence is presented in an ethical and authentic way to attain robust and relevant results (Anney, 2014). The purpose of this research was not to generalise findings or establish casual relationships but rather to generate an in-depth understanding of the influence of shared value has on brand image. Thus, the terms "validity" and "reliability" were not adequately suited to the research (Koonin, 2016). Therefore, to ensure rigour of the shared value inquiry, the researcher considered four criteria in the pursuit of enhancing trustworthiness namely; credibility, transferability, dependability and confirmability (Anney, 2014; Babbie & Mouton, 2001: 122).

Credibility

Credibility concerns the believability and trustworthiness of research findings (Babbie & Mouton, 2001). This was enhanced through the researcher adopting well-established collection (In-depth interviews) and analysis (Thematic content analysis) methods

(Nieuwenhuis, 2016); implementing a research design (exploratory) that is well-aligned with the research question pertaining to share value (Nieuwenhuis, 2016); spending sufficient time interviewing Vintage Coffee customers to realise comprehensive understanding and quality insights (Koonin, 2016); frequently meeting with the research supervisor for debriefing sessions (Nieuwenhuis, 2016); explicitly adhering to the research methods outlined in the methodology to confirm plausibility (Anney, 2014) and finally, every time research was conducted a journal was kept to record the presence of any and all influences present at the time (Koonin, 2016).

Transferability

Transferability refers to the applicability of findings to a similar situation whereby similar results can be derived (Koonin, 2016). Transferability was enhanced by: employing a low inference descriptor strategy (Nieuwenhuis, 2016); providing verbatim accounts of all audio-recordings obtained from in-depth interviews with Vintage Coffee customers (Maree, 2016); and by offering a thick description of the research context through the literature review (Anney, 2014). This allows the reader to make judgements as to whether findings from this research are applicable to similar contexts (Nieuwenhuis, 2016).

Dependability

The dependability dimension concerns the quality of the integration process between the data collection method, data analysis method and the generated theory derived from the data (Welman *et al.*, 2006). To enhance dependability, the researcher fully describes and documents the research process pertaining to this shared value investigation, enabling the analysis of evidence to be scrutinised by others (Nieuwenhuis, 2016).

Confirmability

Confirmability concerns the degree to which the collected data supports the researcher's interpretations and findings (Koonin, 2016; Shenton, 2004). To enhance confirmability, the researcher safeguarded against bias by enlisting a secondary professional opinion from the research supervisor whom acted as an ethical research partner for this investigation (Nieuwenhuis, 2016).

4.9. Conclusion

In this section findings for the research report were presented and discussed. The analysis procedure undertaken by the researcher was detailed and six major themes collated from the data set were defined. Themes were critically evaluated in the broader context of the research questions and were related to literature and theory. Finally, the trustworthiness of the research was discussed.

SECTION 5: CONCLUSION AND RECOMMENDATIONS

5.1. Introduction

The purpose of this research entailed an exploration of shared value and its influence on Vintage Coffee's brand image. The subordinate goals required to address this purpose included exploring whether Vintage Coffee's pursuit of shared value cultivated greater trust among the brand's customers; whether customers were willing to support Vintage Coffee due to their shared value strategy; and whether the pursuit of shared value contributed towards Vintage Coffee's brand loyalty. In the previous section, findings were derived by conducting a thematic analysis whereby six major themes emerged from the data and were defined, discussed and interpreted in context of previous literature and theory. Ongoing, this section discusses the implications of the findings for Vintage Coffee, evaluates the success of the research, and details the contribution made to Vintage Coffee. Furthermore, recommendations for management are detailed, ethical considerations are provided, and limitations are discussed. Finally, this section suggests possible future actions and comments on the heuristic value of the research.

5.2. Implications of the Findings for Vintage Coffee

The primary objective of this research was to explore whether the pursuit of shared value influenced customers' perceptions of Vintage Coffee. Upon analysing and interpreting the research findings, it became clear that Vintage Coffee's brand image was positively influenced as a result of their pursuit of shared value. Therefore, implications of the findings include: eliciting positive brand feelings, developing brand credibility, strengthening brand consideration, developing brand loyalty, establishing a sense of community and actively engaging customers.

Through the pursuit of shared value, Vintage Coffee has successfully elicited positive brand feelings such as respect, admiration, social approval and self-assurance which in turn has positively influenced Vintage Coffee's brand image (Keller, 2018). Consequently, emotional bonds were created whereby participants saw themselves through the brand (self-assurance) and felt that others saw them in a certain way as a result of supporting the brand (social approval) (Keller *et al.*, 2012). The implications of these emotional bonds create a sense of belongingness among customers and therefore makes them reluctant to switch to competitors (Panda & Kapoor, 2016).

Furthermore, Vintage Coffee's shared value has enabled the development of brand credibility which has cultivated trust among participants, positively impacting commitment towards the brand (Sallam, 2015). The implication of committed customers enables Vintage Coffee to benefit from customers engaging in repeat purchases and positive word-of-mouth (Sallam, 2015). Therefore, shared value has cultivated greater trust among participants.

Ongoing, Vintage Coffee's pursuit of shared value has strengthened the degree to which participants consider making purchases from the brand (Keller, 2001). Shared value has enabled Vintage Coffee to elicit positive brand reactions among participants such as nurturing a willingness to support the brand (Anselmsson *et al.*, 2014). The implication of this is that Vintage Coffee becomes less sensitive to the actions of its competitors because of participants preference towards Vintage Coffee compared to other coffee shops (Da Silveira *et al.*, 2013). Thus, the pursuit of share value has nurtured a greater willingness to support Vintage Coffee.

Continuing, the implementation of shared value has assisted Vintage Coffee in developing brand loyalty among participants. Thus, the implication of this is that shared value enables Vintage Coffee to establish intense, deep and more stable commercial relationships with customers (Marzocchi *et al.*, 2013). The brand manager now has new evidence that supports the allocation of resources and effort towards the preservation of Vintage Coffee's shared value strategy as it effectively contributes towards brand loyalty (Marzocchi *et al.*, 2013).

Enduring, Vintage Coffee's share value strategy has facilitated the establishment of a sense of community amid participants. The implication of this is that by creating a strong sense of community among customers based on shared value, Vintage Coffee can stimulate favourable brand intentions and attitudes (Keller *et al.*, 2012). This will lead to higher levels of both behavioural and attitudinal loyalty towards Vintage Coffee and prompt a stronger propensity to comment constructively and favourably on the brand (Marzocchi *et al.*, 2013). Thereby, displaying that Vintage Coffee's pursuit of share value contributes towards brand loyalty.

Finally, the pursuit of shared value has enabled Vintage Coffee to develop a harmonious relationship with participants displayed in active engagement. The implication of this for Vintage Coffee is that as customers become more attached to the brand, they become brand evangelists on its behalf, believing in the brand so fervently that they actively promote it to others (Brodie, Ilic, Juric & Hollebeek, 2013). This indicates that Vintage Coffee's shared value strategy contributes towards intense, active brand loyalty.

5.3. Evaluation of the Research

This research was a success overall. The above implications verify that Vintage Coffee's pursuit of shared value firstly, cultivates trust among customers, secondly, nurtures a greater willingness among customers to support the brand and thirdly, contributes towards brand loyalty. Therefore, having addressed these three objectives, it is clear that shared value influences the way customers perceive Vintage Coffee and hence, has influenced brand image thereby addressing the primary goal of the research. It is important to recognise that the power of shared value and its ultimate worth to Vintage Coffee resides in what participants think about it. It is participants' opinions of shared value that allows Vintage Coffee to reap brand benefits such as trust, willingness to support and loyalty. Although Vintage Coffee must take full responsibility to design and implement a shared value strategy that is efficient and effective, its success ultimately depends on how customers respond to it.

5.4. Contribution to Vintage Coffee

This research has facilitated understanding regarding the influence of shared value on Vintage Coffee's brand image. It has been identified that from the customers' point of view, shared value cultivates trust, nurtures a willingness to support and contributes towards brand loyalty. Thus, the pursuit of shared value has indeed influenced customer's perceptions of Vintage Coffee thereby addressing the primary research question posed. The contribution of this research is thus three-fold. Firstly, the research contributes to Vintage Coffee's existing body of knowledge on shared value in their business context. Secondly, the research can be extended further regarding its applicability to the other Vintage Coffee shop in Centurion which possess the same unique characteristics as that of the Vintage Coffee in Menlyn. Finally, the research contributes to Vintage Coffee's brand strategy as this research identified that their shared value strategy influences their customer's perceptions of the brand, empowering Vintage Coffee with information that can be leveraged to further benefit the brand in the future.

5.5. Management Recommendations

Based on the findings of the research, the following recommendations are suggested for brands that display indicators of shared value:

- Design and implement shared value initiatives to cultivate trust among customers, nurture willingness to support the brand and develop brand loyalty;
- Pursue shared value to enable the cultivation of correct brand feelings to develop positive emotional reactions and responses among customers;
- Use shared value to facilitate the development of credible associations among customers to benefit from greater brand commitment;
- Practice shared value to improve the likeliness of the brand being part of consumers consideration set for purchase or usage;
- Utilise shared value to create a sense of community, deepen the brand relationship and intensify customer loyalty;
- Employ shared value to engender active engagement among customers to benefit from positive word-of-mouth and brand ambassadorship.

5.6. Ethical Considerations

Ethics refers to a moral and professional code of conduct which provides researchers with guidelines pertaining to acceptable and unacceptable behaviour and practices (Louw 2016; Resnik, 2011). The respective ethical considerations identified for the purpose of this research encompassed ethics pertaining to participants, the researcher and the organisation under investigation.

Ethics concerning participants

The researcher ensured informed consent, voluntary participation, ethical data collection, the protection of sensitive information, appropriate and ethical incentives, and secured confidentiality (Raeside *et al.*, 2012).

Ethics concerning the researcher

The researcher acted ethically by avoiding bias, never falsifying or misusing information, evading the use of inappropriate methods and never distorting results (Resnik, 2015).

Ethics concerning the organisation

The researcher safeguarded the image of the organisation under investigation, never ran the business down, ensured informed consent and guaranteed that the organisations ethics

were upheld in all research settings (interview) and in the literature (research thesis) (Richea, 2013).

Ensuring ethical research

The above ethical considerations were upheld throughout the research by drawing up a personal ethics code prior to the research being conducted to serve as a personal ethical guide for the researcher. Furthermore, the researcher conducted all research according to *IIE Ethical Guidelines and Clearance* and all participants were formally informed of the purpose of the research, the procedures that were to be followed and the rights of volunteers concerning participation. Moreover, prior to any research being conducted, volunteers had to sign a consent form to participate and confidentiality was maintained by ensuring that data could not be linked to individual names. Finally, the researcher formed an ethical partnership with the research navigator whom would warn and advise the researcher concerning ethical grey areas and whom guided the researcher in ensuring ethics were upheld throughout the entire research process (IIE, 2016; Louw, 2016).

5.7. Limitations

According to Enslin (2016), limitations are defined as constraints that are out of the researchers control whereas delimitations transpire based on the decision's researchers make. Limitations related to the research involved time, resources and sample technique (Pascoe, 2016) and a delimitation identified involved the sample size (Larson, 2010).

- **Time:** The time frame for the research limited the amount of evidence the researcher was able to collect. Furthermore, the researcher was not able to go into as much depth as was desired resulting in findings that were less robust than what was intended. To address this, a roll-out plan was established to ensure the research was conducted correctly and completed within the time limitation (Larson, 2010).
- **Resources:** As a full-time Vega honours student, the researcher had limited resources and was not part of a larger organisation that had access to field researchers. Therefore, all of the research was conducted solely by the researcher. Accordingly, the researcher was not able to conduct research across the whole of South Africa. This was addressed by confining the scope of the investigation to Menlyn Pretoria only (Enslin, 2016).

- **Sampling technique:** Some volunteers were not willing to spend additional time to be interviewed which impacted the sample size of the research. To address this the researcher ethically encouraged participation by offering to purchase customers' coffee or beverage in association with Vintage Coffee (Pascoe, 2016).
- **Sample size (delimitation):** Due to time and resource constraints, the sample size was small and therefore was not representative of the entire population. However, this was addressed by ensuring that the sample size included enough participants to afford an in-depth understanding rather than achieve generalisation (Taylor, Bogdan & DeVault, 2015).

5.8. Possible Future Actions (Heuristic Value)

To develop a deeper understanding regarding the influence of shared value on Vintage Coffee's brand image, it is recommended that future contributors consider the following:

- Increase the sample size of Vintage Coffee customers in Menlyn. This will allow future contributors to obtain a more in-depth view of the varying opinions and perspectives of customers facilitating a more exhaustive exploration on the influence of shared value on Vintage Coffee's brand image (Pascoe, 2016).
- Broaden the specificity of the research context to include the Vintage Coffee branch in Centurion. This will allow future contributors to determine whether Vintage Coffee's pursuit of shared value influences the brand image of customers in Centurion (Marzocchi *et al.*, 2013).

5.9. Conclusion

The resolve of this research comprehended the exploration of shared value and its influence on brand image. The data collected among Vintage Coffee customers confirmed that shared value does indeed influence brand image by way of cultivating trust, nurturing a willingness to support and developing loyalty towards the brand. Thus, the Vintage Coffee case study confirms that by successfully leveraging shared value brands can create important opportunities for trust, loyalty, growth and sustainable competitive advantage (Porter & Kramer, 2011). Hence, further investigation into the topic of shared value and its influence on brand image within South Africa is recommended.

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APPENDIX 1: INTERVIEW GUIDELINES

Interview Guide

The questions present in this interview have been adapted from Keller's (2001: 26) "Building customer-based brand equity: A blueprint for creating strong brands" article.

Note:

Interviews will be conducted face-to-face at Vintage Coffee.

The interview will be semi-structured with open-ended questions to gather as much information as possible and allow for the interviewee to be prompted for clarification.

Interviews will be recorded using two mobile recording devices e.g. smartphones.

It is proposed that a pilot interview be scheduled, to ensure that the approximate time for conducting the interview be within one hour, as well as to establish if any changes or additions/deletions are required for the questions.

Shared value refers to the policies and operating practices that enhance the competitiveness of a brand while simultaneously advancing the economic and social conditions in the communities in which it operates (Porter & Kramer, 2011). It comprehends the notion of simultaneously doing well and doing good by creating cohesive value for both society and brands, resembling a shared growth agenda (Byrne, 2015).

Interviews will refer to shared value as Vintage Coffee's attempt to add value to people's lives through the business.

To determine the influence of shared value on Vintage Coffee's brand image, the interview questions will explore - from the interviewees point of view (brand image) whether they are more willing to support, trust and be loyal to Vintage Coffee due to their pursuit of shared value. Willingness to support, trust and loyalty all contribute towards the success of brands in that they facilitate purchase (Keller *et al.*, 2012). These variables link to the research objectives in that they will be studied according to the interviewees' point of view thereby displaying the brand image of the customer.

Introduction

Hi, my name is Amber Lee Jackson. I am an honours student at Vega, Pretoria doing academic research on Vintage Coffee. I believe Vintage Coffee have got a strong social empowerment conscious (shared value strategy) and this is the topic that I'm going to be

investigating. I would like to understand if Vintage Coffee's endeavour to add value to others through their business influences your perceptions and purchases in any way. Would it be possible to buy you a cup of coffee and talk to you about how you view Vintage Coffee?

(If yes, continue.)

If you would like to participate in the research, please will you read and sign the consent form before we begin?

(If yes, continue.)

The interview will only be sixty minutes and will be timed. If the allotted time is up, the interview will stop, and you will be free to go. Please be open, honest and free to express your opinions and feelings of the questions being asked. There are no right or wrong answers.

(If participant acknowledges, continue.)

I'm going to ask you for your name and contact details if you are comfortable with that? I do need to tell you that any information you give me will remain confidential and your name will remain anonymous. The only reason I would like to have your name and number is just in case I need to revisit a question or if I need clarity on something going forward. You don't have to answer these questions. However, it would really help me to consolidate my research.

(If yes, continue.)

1. What is your name and surname?
2. What is your cell phone number?
3. What is your email address?

Shared Value Discussion

Next, I would like to discuss fifteen other questions relating to the research topic.

1. Why do you like the Vintage Coffee brand?
2. What benefits come to mind when you think of Vintage Coffee?
3. To what extent do you respect the Vintage Coffee brand due to their endeavour to add value to others through their business?

(prompt: for example, though initiatives such as their green bean volunteer program.)

4. To what extent do you admire the Vintage Coffee brand due to their endeavour to add value to others through their business?

(prompt: do you regard Vintage Coffee with warm approval?)

5. How well do the following words describe the Vintage Coffee brand?

Honest, transparent, trustworthy, successful, socially committed, reliable.

6. How does Vintage Coffee's aspiration to empower others contribute towards how much you trust the brand?

(prompt: are you more likely to trust Vintage Coffee because of their endeavour to add value to society through their business?)

7. Please discuss whether you would be more willing to support Vintage Coffee because of this?

(prompt: does it increase your willingness to support them? Why is that?)

8. Do you prefer to buy your coffee from Vintage Coffee as opposed to other brands?

(prompt: if yes/no, why is that?)

9. Would you say you go to Vintage Coffee whenever you can?

(prompt: if yes/no, why is that?)

10. Would you miss the Vintage Coffee brand if it was no longer available?

(prompt: if yes/no, why is that?)

11. Would you say you identify with people that also support Vintage Coffee?

12. How does Vintage Coffee's attempt to add value to society through their business contribute towards your loyalty towards the brand?

(prompt: are you more loyal to Vintage Coffee because of their attempt to empower others through their business?)

13. Do you like to talk about Vintage Coffee to others?

14. Please discuss whether you would be more willing to recommend Vintage Coffee to others due to their attempt to add value to others through their business?

Thank you so much for volunteering your time.

APPENDIX 2: PARTICIPANT CONSENT FORM



To whom it may concern,

My name is Amber Lee Jackson and I am a student at Vega School of Brand Leadership. I am currently conducting research under the supervision of Althea Fordyce about the influence of Vintage Coffee's social consciousness on their brand image. I hope that this research will enhance our understanding of the influence of shared value on Vintage Coffee's brand image.

I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.

What will I be doing if I participate in your study?

I would like to invite you to participate in this research because it will facilitate the exploration of my research topic. If you decide to participate in this research, I would like to interview you for sixty minutes and record the discussion.

You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.

Are there any risks/ or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your personal opinions relating to Vintage Coffee. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

- Your inclusion in this study is completely voluntary;
- If you do not wish to participate in this study, you have every right not to do so;
- Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.



Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega School of Brand Leadership, will have access to your interview information. I would like to use quotes when I discuss the findings of the research but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my honours in strategic brand management. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.



Consent form for participants

I, _____, agree to participate in the research conducted by Amber Lee Jackson about shard value and the influence it has on brand image.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.
5. I may be quoted directly when the research is published, but my identity will be protected.

Signature

Date

APPENDIX 3: VINTAGE COFFEE CONSENT FORM

Vintage Coffee consent form

To whom it may concern,

My name is Amber Lee Jackson and I am an honours student at Vega School of Brand Leadership. I am conducting research under supervision on shared value. The hope is that the research will enhance an in-depth understanding of the influence of shared value on Vintage Coffee's brand image.

I would kindly like to request permission to conduct research on the Vintage Coffee brand in the Vintage Coffee Menlyn store. Furthermore, I would like to request your permission to conduct in-depth interviews with your customers.

This research will form part of my final honours research project at Vega.

My contact details along with my supervisor's contact details will be included. Please feel free to contact me or alternatively my supervisor if you have any additional queries or questions about the research.

Vintage Coffee's declaration of consent

Your signature below indicates that as the BRAND MANAGER (Owner/ Brand manager) of Vintage Coffee, you hereby give permission to the researcher, Amber Lee Jackson to conduct research on the Vintage Coffee brand, in the Vintage Coffee Menlyn store and among Vintage Coffee customers.

Full Name & Surname: KELLEY VAN DER MERWE

Signature: 

Date: 30/07/2018

If you would like to receive a copy of the final report, please enter your email address

Email: kelsey@vintagecoffee.co.za

APPENDIX 4: ETHICS CLEARANCE LETTER



August 3, 2018

Student name: Amber-Lee Jackson

Student number: 14018201

Campus: Vega Pretoria



Re: Approval of Bachelor of Commerce (Honours) in Strategic Brand Management Proposal and Ethics Clearance



Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns and we hereby provide you with ethical clearance to proceed with your data collection.

There may be some aspects that you still need to address in your proposal. If this is the case, feedback will be provided to you in writing. You will need to address these aspects in consultation with your supervisor.

In the event of you deciding to change your research topic or methodology in any way, kindly consult your supervisor to ensure that all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued in such instances.

We wish you all the best with your research!

Yours sincerely,

Amalia van Schalkwyk
Supervisor
Coordinator

Name:
Campus Postgraduate

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APPENDIX 5: INTERVIEW TRANSCRIPTS

Interview 1

Interviewer	How much do you like the Vintage Coffee brand?
Participant 1	On a scale of one to ten or?
Interviewer	Not on a scale just in general. How much do you like it from your personal opinion?
Participant 1	I like it a lot because I like the look and feel of it.
Interviewer	What about the look and feel do you like?
Participant 1	Its simple, its clean, but it is also modern, clean and unique. I feel like the staff are friendly and they are always helpful. It seems as if it is more than just a job for them.
Interviewer	Is there anything else that contributes to you liking the Vintage Coffee brand beyond the interior?
Participant 1	I like that, that they give some of their proceeds away, they are committed to helping the community I guess, so they are not just out to make money but also to make a difference.
Interviewer	So, why do you like the Vintage Coffee brand? So, you obviously spoke about the fact that you like the interior and that you like that they give some of their proceeds away. Why else would you say you like about the brand?
Participant 1	I like also, I heard about staff, you could be trained for a month as a barrister, you don't get paid but they teach you skills. So, it's that whole give a man a fish and he has food for a day, teach him how to fish and he has food for a life-time. Ok so they don't only give away money, proceeds but they are also teaching skills which can be useful for students or people that want to go maybe start their own business or if you travel you can be a barrister anywhere. It is a very useful skill.
Interviewer	Ok, what benefits come to mind when you think of Vintage Coffee?
Participant 1	Well I also know that they have unique coffee and some of their coffee is home brewed, I dunno that weird contraption, so I think its like if you go and tell people I went to Vintage Coffee, it's like oh ok so you

	are someone that cares about the community or a brand that cares, and through them caring, it shows you care and also it is unique and stylish and relevant and you are also kind of a hipster and modern and you like coffee and especially in coffee communities it shows that you have good taste in coffee.
Interviewer	Ok so to what extent do you respect and admire the Vintage Coffee brand due to their endeavour to add value to others through their business?
Participant 1	A lot because most companies don't do it because they are scared of folding and not making money and the area where they are in is not a very cheap area, Lynwood but they still, in-stead of just focusing on themselves they have a purpose and I think that helps them to stand out and be unique so in the short run they might not make as much but in the long run through loyal customers I think they will survive because they have a unique purpose that is distinct from others.
Interviewer	So, would you say you respect and admire the brand?
Participant 1	Yes, I would.
Interviewer	Ok so next question, how well do the following words describe the Vintage Coffee Brand? Honest, transparent, trustworthy, successful, socially committed and reliable? How well do these words describe the Vintage Coffee brand?
Participant 1	I think that is maybe the core of who they are. I think maybe it is like the essence of what they stand for, Yea I think it describes them well.
Interviewer	So, you think it describes the brand well?
Participant 1	Yes, their essence but I do think they have an extended identity, like its modern, its hip.
Interviewer	So, would you say this describes their personality well versus their actual products well?
Participant 1	Yea first their personality and then their products.
Interviewer	Ok, how does Vintage Coffee's aspiration to empower others contribute towards how much you trust the brand? So are you more likely to trust Vintage Coffee because of their endeavour to add value to society through their business.

Participant 1	Yes, because they say that an employee is your greatest brand ambassador and if an employee is happy like them helping people to become barrister's. If they are happy then it shows that it is a good brand because they look after their people.
Interviewer	So, do you trust Vintage Coffee more because they help their employees?
Participant 1	Yes, because if you look after your employees it means they will be able to look after me.
Interviewer	Alright, please discuss whether you would be more willing to support Vintage Coffee because of this? So, are you more likely to support Vintage Coffee because they add value to others through their business?
Participant 1	Yes, I would.
Interviewer	Why are you more willing to support them?
Participant 1	Maybe because I can indirectly help others through supporting them. So, I don't have to go out of my way to help others or donate money. I don't have to go directly to help support someone, through them I can indirectly help contribute to society and not go outside of my everyday activities. So, buying coffee is part of my everyday life and when I buy coffee, I help them, so it helps society instead of trying to go somewhere donating something or going on line having to look for something or a charity. And also, there are different charities that they support and help and it's not just only one charity all the time.
Interviewer	So, you are willing to support them more because you feel through you supporting Vintage Coffee you are also being good to society and being good to others that's why you support them and feel more willing to support them?
Participant 1	Yes.
Interviewer	Do you prefer to buy your coffee from Vintage Coffee as opposed to other brands?
Participant 1	No, I don't
Interviewer	Ok, why is that?
Participant 1	Because, it's out of my way and I don't live near the area, so I usually go to Woollies Coffee Shop, you

	know their own coffee shop, because it's closer to where I live and it's closer to where my university is.
Interviewer	Ok, would you say you go to Vintage Coffee whenever you can?
Participant 1	No, I only go when my friends are in the area.
Interviewer	In the area
Participant 1	Yea.
Interviewer	Alright no problem. Would you say you go out of your way to purchase something from Vintage Coffee?
Participant 1	Uhm, no I would not say that because of my previous answer, it is not, if I am there I will have the Café Latte because it is milky, but the other products are not really that suited to me, it is very strong coffee.
Interviewer	Ok, so you won't go out of your way to go to Vintage Coffee even if they try to add value to society?
Participant 1	Yes.
Interviewer	Ok, no problem
Participant 1	But, I will support them if they are there and they are close, like if I am in that area then I will go to them.
Interviewer	Sure, alright perfect no problem, then question eleven, would you miss the Vintage Coffee brand if it were not longer available to you?
Participant 1	Mmm, I think I will miss the brands that are like Vintage Coffee in the sense that I might not necessarily support them that much but they represent a change in society in terms of how we expect the brands to be socially committed and even though it's slow it is going to increase over the years and it is going to catch on eventually and I think we need, want more little brands to take over the little ones.
Interviewer	Ok, so the Vintage Coffee brand specifically, so for example if it closed down, you would not miss it?
Participant 1	No
Interviewer	Alright, perfect no problem, then question twelve, would you say you identify with other people that also support Vintage Coffee?

Participant 1	Yes, I do, because people that I know that know of Vintage Coffee are younger, and they typically are millennials and they like going out, they like to be relevant and so I identify with people like that.
Interviewer	Would you say you identify with them on a social level as well, in terms of, do you feel like you identify with Vintage Coffee customers because they share your same social consciousness?
Participant 1	Yes, yes, I would say so.
Interviewer	Alright, how does Vintage's Coffee's attempt to add value to society through their business contribute towards your loyalty towards the brand?
Participant 1	So, do you mean, how does that make me more loyal towards the brand?
Interviewer	Yes, so are you more loyal to Vintage Coffee because of their attempt to empower others through their business?
Participant 1	Mmmm yes, I would think so yes. Uhm, if I was in the area I would go to them. Because I am not always necessarily always there, but if we go somewhere where it is close by or if we are in the area I will go purchase from them.
Interviewer	Ok, do you like to talk about Vintage Coffee to others?
Participant 1	If the subject of socially committed brands come up, yes.
Interviewer	Is it only because of their social commitment not because of anything else?
Participant 1	And the way they make their coffee. With that weird machine, where they brew it for a few hours like 12 hrs or something or 24hours.
Interviewer	So, if people are looking for specialised coffee then you feel you would recommend it
Participant 1	Yes, genuine coffee, yes I would.
Interviewer	Ok so perfect.
Participant 1	Or if they want to become barristers.
Interviewer	Ok, why is that?

Participant 1	Because I know in exchange for working there they teach you how to become a barrister, that is how they pay you, in skills.
Interviewer	Ok so finally last question, please discuss whether you would be more willing to recommend Vintage Coffee to others, due to their attempt to add value to others through their business?
Participant 1	Yes, I would because I think it is a cool story to tell people and like and you tell people this is something different and then you can kind of like ask have you tried it and it's not just a coffee place.
Interviewer	So, you are willing to recommend them because you feel they are more than just a coffee shop?
Participant 1	Yes, they have a story to tell.
Interviewer	Awesome, thank-you so much for volunteering your time, I really appreciate it.

Interview 2

Interviewer	Hello, thank you so much for agreeing to do this interview with me. I really appreciate it and it's going to really help me to consolidate my research.
Interviewer	First question, why do you like the Vintage Coffee brand?
Participant 2	So, I like the Vintage Coffee brand because it differentiates itself from other coffee brands in the sense that they give away their profits to add value to humanity. Their cause is to add value to humanity through various aspects so through uhm social empowerment and collaboration with other small businesses and individuals, uhm anything that Vintage can do they will do in order to help customers and people, and up and coming young enterprises.
Interviewer	So that is fantastic. So, second question, what benefits come to mind when you think about Vintage Coffee?
Participant 2	Ah two benefits, the social benefit, the social aspect to benefits is uhm the money given to a select non profit by customers and this just helps enable and empower non-profits in order to uhm use money in a way that they would not be able to previously because they wouldn't have it so they are empowered in that sense and also Vintage gives of its time to help empower them and uhm, build them up. The second benefit is through the market of speciality coffee, so Vintage does very responsible trading and sourcing so Vintage only gets coffee that is responsibly sourced which means farmers get paid a fair wage, uhm Vintage knows where their coffee comes from and farmers are paid fairly, and it is ethically sourced as well, and customers get fantastic coffee.
Interviewer	Ok well sounds fantastic, so question three, to what extent do you respect the Vintage Coffee brand due to their endeavour to add value to others through their business. So, this is all about do you respect the brand because they more than just a coffee shop.
Participant 2	Absolutely, I think Vintage Coffee goes above and beyond their identity as a café or a coffee brand, uhm I think their initiative to add value to humanity through the donation of the NPO's is huge but the Green Bean programme to equip individuals in order to maximise profit, so it works on a volunteer basis which means, Vintage Coffee gets the time of the individual and they get to learn how to make coffee and Vintage teaches them absolutely everything they know about coffee.

Interviewer	Alright so then, to what extent do you admire the Vintage Coffee brand because of this? So, first of all it was because you respected the brand because you believe they are giving back to society and you said you actually believe in what that do, but is this a brand that you think other coffee shops should get to their standard?
Participant 2	Yes, I think they should and then I think they shouldn't. The reason why I say that is because that is Vintage's identity and that is who they are, this is their aim, uhm regardless of the size of Vintage this will always be the aim of Vintage is to add value to humanity, uhm and I would say no because other people should find their own identities and it's not a thing of this is Vintage's identity and no one else can have it. Find what suits you and fits you best and do that so if you can find another way to give back or build into and empower then do that so my answer is two-fold for those two reasons.
Interviewer	Okay, so how well do you believe that the following words describe Vintage Coffee? Honest, transparent, trustworthy, successful, socially committed and reliable?
Participant 2	To a large extent definitely. I believe that all those words would describe the brand.
Interviewer	Great Ok, question six, how does Vintage Coffee's aspiration to empower others contribute to how much you trust the brand? So, are you more willing to trust the brand because they are trying to benefit society through their business?
Participant 2	Uhm so once again, yes and no. Just because someone is trying to add value to society doesn't mean in my mind they are automatically trustworthy uhm because that can be done in very dishonest ways. So my trust in Vintage or my trust towards Vintage is cultivated by the openness of Vintage, uhm I know if a customer or if anyone were to ask about Vintage or the café that they would tell them, so the openness and the clarity and the honesty about Vintage and the what you see is what you get that is what creates my trust in Vintage not necessarily the aspect of giving to society.
Interviewer	Uhm ok, so then please discuss whether you would be more willing to support Vintage Coffee because of this?

Participant 2	Because of the trust cultivated?
Interviewer	Yes.
Participant 2	Absolutely. Uhm, I feel for myself as a customer and for other customers that we would want a brand that we can feel safe and everyone wants a sense of safety so from that point of view because Vintage creates a sense of trust which is somewhat of a safety net people would support it and I would support it definitely.
Interviewer	Ok then, perfect question eight, do you prefer to buy your coffee from Vintage Coffee as opposed to other brands?
Participant 2	Yes definitely.
Interviewer	So, would you travel specifically to Vintage Coffee versus another coffee shop because they are socially conscious and because you feel that they are transparent and trustworthy?
Participant 2	Yes, that and the careful and meticulous care that they take in making coffee.
Interviewer	Alright, ok would you say you go to Vintage Coffee whenever you can?
Participant 2	Absolutely.
Interviewer	Alright, why is that?
Participant 2	Because if I would like a cup of coffee, I would like a good cup of coffee and that is where I know I can get a good cup of coffee and at the same time where I can add value to humanity as a customer where the profit made off my coffee is donated.
Interviewer	Ok perfect so would you say you go out of your way to purchase something at Vintage Coffee?
Participant 2	Yes.
Interviewer	And why is that?
Participant 2	Because the quality is high and the other aspect of being able to give back to humanity.
Interviewer	Alright, would you miss the Vintage Coffee brand if it were no longer available to you?

Participant 2	Yes, definitely.
Interviewer	Why?
Participant 2	Yes, because of the quality of coffee and then from the point of view that I would not be able to give and build back into humanity.
Interviewer	Alright, perfect ok would you say you identify with the people that also support Vintage Coffee?
Participant 2	Uhm again yes and no, from the point of view that, generally a large part of the market are millennials uhm and then I would say baby boomers but from the point of view of being able to identify with people that want to build into humanity and add value to humanity then definitely, but then also there are people in Vintage and people that go to Vintage from all walks of life and not everyone can necessarily identify with everyone.
Interviewer	Alright, alright so how does Vintage Coffee's attempt to add value to society through their business contribute towards your loyalty towards the brand? So, for example are you more inclined to engage in repeat purchase because you like the brand more, because of this, are you more likely to continue to purchase from them?
Participant 2	Yes, I think as a millennial we all want to make a difference in society and in the world and this is just one of the options and ways that I can do that.
Interviewer	Alright of course so do you like to talk about Vintage Coffee to others?
Participant 2	Yes, very much so.
Interviewer	Why is that?
Participant 2	Because I advocate the cause, I really like the cause that they stand for and again the coffee is really really just very well made, and a lot of care is taken into what happens before the cup is served.
Interviewer	Could you just give me a little bit of insight, do you know anything about that, can you give me a little bit of insight into how that happens, if you do?
Participant 2	Everything prior to the cup, I have a fair idea because Vintage is so open, and they are more than willing to

	discuss these things, uhm so Vintage sources coffee from a roastery that is very reliable and trustworthy, so it roasts a specific way and it roasts to the needs of Vintage. So Vintage serves somewhat of a medium roast coffee and the blend of Brazil and Tanzania was initially put together and roasted to develop a sweetness in the cup because coffee should be a balance between bitterness, sweetness and acidity. Bitterness should not be the dominant flavour of coffee although that is what most people's perception of coffee is and so that is why the culture in Pretoria and most of South Africa is to put a lot of sugar in your coffee to combat that bitterness but if you make coffee right uhm and you get a good extraction in which Vintage takes careful care to do so that every shot of coffee is weighed out and it is run for a specific time depending on what tastes good on the day so coffee constantly changes so after you roast coffee it starts expelling carbon dioxide and then it goes through a period of what you call degassing. So the gassing from when it is dropped out of the roaster to from up and until a month, the coffee flavour changes so it will need to be extracted for a different amount of time, so each day it is tasted and so what tastes good on the day, it runs for that amount of time then the milk is only heated to about 70 degrees to 80 degrees because the lactose sugars caramelize at that heat and everything beyond that lactose sugar starts breaking down and that actually removes the sweetness, the sugary sweetness from the milk and when you combine a well extracted shot and milk heated to a good temperature then when you combine those two it makes a very delicious sweet cup of coffee so this is the perception Vintage are actually trying to break so you don't actually have to drink coffee with sugar.
Interviewer	Well ok that is very interesting, uhm ok finally please discuss whether you would be more willing to recommend Vintage Coffee to others because they are trying to add value to others through their business operations.
Participant 2	Absolutely, I think although a lot of our need is aimed at wanting to make a difference in the world, we as millennials tend to only do so if it is convenient for us. Uhm, so I think this is somewhat a more convenient way to add value to humanity as I am benefiting from getting a great cup of coffee and also making a difference. So, I would definitely recommend Vintage Coffee to other people because of this and the fact that any form of people building into humanity and

Interviewer	community and so forth is a good thing so I would always advocate that.
Participant 2	Thank you so much for spending the time with me and doing the interview, it is really going to help me to get some good analysis out of my data, so thank you so much. It is a pleasure.

Interview 3

Interviewer	Why do you like the Vintage Coffee Brand?
Participant 3	Ok, so I would consider first their coffee, I am an avid lover of coffee and I consume them as well as other brands of coffee, and then what I also know about their brand is because they are not for profit so, I feel that while buying from their brand and drinking their coffee I give more to society.
Interviewer	What benefits come to mind when you think about Vintage Coffee?
Participant 3	The first is, what I would think is actually their coffee is very nice, their food as well as that option where they give you a coin and you can either give it back to them or put it in one of those boxes and they will give it out to society or a specific group.
Interviewer	Charity Group.
Participant 3	Yea.
Interviewer	Ok so that comes to mind for you? You really like their coffee, you like the food that they serve, and you like the fact that they do the coin part of the coffee where you can choose what humanitarian charity they donate to.
Participant 3	I love the option part because I do not necessarily like the fact that people are donating stuff to humanities but rather than animals, so I prefer the animal part, so I will let them donate to the animals. The choice is better for me.
Interviewer	Ok you like the choice? Alright perfect, Question three, to what extent do you respect the Vintage Coffee Brand due to their endeavour to add value to others through their business? The question is do you respect and admire Vintage Coffee because they are trying to add value to other people through their business?
Participant 3	Yes, most definitely. Definitely. I actually had this conversation with my mom this morning. What I love about them is that they give back to the community by for instance I wanted to become a Barrister and I actually had that woman's names still and number and just go there and I do not have to actually pay for it. They enhance my skills while I am giving back to society. So, I actually love that, I respect that of them so they actually building our community while making our lives better.
Interviewer	To what extent do you admire the Vintage Coffee brand due to their endeavour to add value to others through their

	business. So, do you regard Vintage Coffee with warm approval?
Participant 3	Definitely. Yea. So once again because they are giving back to society and actually their food, I was thinking about this is high quality, their beans are ethically sourced as well as that they give back to community, they enhance skills, they are not just a brand that, uhm, that takes money for profit or just takes more than it gives. It actually gives you more, it basically adds value.
Interviewer	Alright awesome, question five, how well do the following words describe the Vintage Coffee brand? Honest, transparent, trustworthy, successful, socially committed and reliable.
Participant 3	For me it would be more Socially Committed
Interviewer	Ok.
Participant 3	So, it's because once again for me their high-quality product and that they are helping society, so Socially Committed.
Interviewer	So, do you feel that Socially Committed is the only word amongst those that describe the Vintage Coffee brand?
Participant 3	Well that's the main aspect of it so and Transparency so the community gets exactly what they are and then reliability. Every time I go back I get service I get the same amount of quality.
Interviewer	Ok perfect, perfect, ok so question six, how does Vintage Coffee's aspiration to empower others contribute to how much you trust the brand. So, the key word here is trust. So, are you more likely to trust the Vintage Coffee Brand because they are trying to add value to people's lives?
Participant 3	I feel well, Ok, I would, first off I would trust them if their coffee, ok so for me it's about taste and quality, so even if they are doing this to society or whatever I still want a great amount of quality because we actually pay premium price for their coffee so now I would also want them to bring me coffee that is actually nice and "dis lekker" basically and that would be because of trust. You know I trust the brand that would offer me what they are saying and in the same time I would go back to them because now they are giving you an extra add on, giving back to society.
Interviewer	Ok so would you say that you trust Vintage Coffee more because of the constant delivery of their product?

Participant 3	Yes. It's quality, so and it is ethically sourced and made by them, then its ok now we are taking that and helping society as well making it as an add on its better. More trustworthy.
Interviewer	So, alright the fact that they are contributing to society makes them more, you just said that that makes you feel they are more trustworthy. So, the first reason you choose to trust is because they constantly delivery a good product and that adds to your trust is that they give back to society?
Participant 3	Exactly.
Interviewer	Perfect, question seven, please discuss whether you would be more likely to support Vintage Coffee because they add value to society?
Participant 3	Uhm I would ok, I support them. Let's for instance say you take Starbucks or Vintage Coffee, let's start with Vintage Coffee, for me at this moment its maybe because of parameter but if you take Vintage I would rather support them because they are actually giving back to society whilst Star Bucks is actually for profit and not contributing to society but Vintage Coffee is a local brand taking care of local people at the same time.
Interviewer	Alright so question eight. Do you prefer to buy your coffee from Vintage Coffee as opposed to other brands?
Participant 3	That is a hard one because at this moment Vintage Coffee is just so much out of my way, cause wherever I go, I go to wherever it is the most convenient. So, for me at this moment convenience is maybe Starbucks over the street, I just walk over quickly, maybe run and in five minutes I have a coffee and come back, where as opposed to Vintage Coffee I have to get into a car or get into an Uber and then get all the way there, buy myself one and it will waste more time that to go to Starbucks.
Interviewer	Ok, ok, so question nine, would you say you go to Vintage Coffee whenever you can?
Participant 3	I would go there maybe for meeting purposes, when I meet someone or stuff like that, or I actually want to tell them something. I want to be there on a social bases not on a quick run and go type of bases. Just to go there for meetings or seeing friends or catching up.
Interviewer	Ok, perfect so question ten, would you say you go out of your way to purchase something at Vintage Coffee?

Participant 3	Uhm once again, distance but, yes just when I am social and want to catch up with a friend and want to meet at a middle point otherwise we will just go to the closest and stop.
Interviewer	Ok perfect, perfect, so question eleven, would you miss the Vintage Coffee Brand if it were no longer available to you?
Participant 3	Well, that's a hard one, actually I wouldn't.
Interviewer	It's ok, you can be completely honest.
Participant 3	I wouldn't, I wouldn't, they, they, what they are doing is cool and I feel like I am giving more back, but what, it's just a coffee brand at the moment and they need to extend more into what they are offering so that it can appeal to more so I can actually miss them. Take for instance the brand next to them, Forkies, I was actually more depressed when they left, and they actually had an impression as there was this type of incentive to go there?
Interviewer	What was that incentive to go to Forkies?
Participant 3	It was reasonable prices and great quality food but they did not have the social thing, whereas with theirs it is coffee but it is basically the same as Starbuck coffee. What makes them more unique.
Interviewer	You are not sure what distinguishes Vintage Coffee?
Participant 3	Exactly from the normal like Starbucks coffee?
Interviewer	So, for you what would make you upset that the brand is no longer available? What would the brand need to offer you in order for you to miss it if it were no longer there?
Participant 3	Well, uhm first off it would be, ok prices, maybe they are a bit more expensive than others, but I understand why. They just need to maybe make their menu a little bit more diverse so that they can maybe explore more things because if you look at their menu it is basically just cappuccinos or that basic chicken so where is the experiment towards it. So, for instance there is this other brand in a different country where you can actually buy a chocolate infused coffee then get a cookie with it or cookie dough with it and then typical, so that is what makes it more appealing to me to go to the business because it is an adventure.
Interviewer	All right so would you say you identify with the people that also support Vintage Coffee?
Participant 3	Definitely, the actually, I feel they are contributing to society

	and I also want to be part of something that makes society better.
Interviewer	Ok, all right. Next question. How does Vintage Coffee's attempt to add value to society through their business contribute towards your loyalty towards the brand? So, do you feel like Vintage Coffee's shared value causes you to engage in repetitive purchase, so you will continue to go and continue to support?
Participant 3	Ok once again now it is actually because distance is a problem or convenience so that would be but if I would rather consider them because of society contributions to it I would stay because I know what they are doing is actually making society better whereas other companies wouldn't be doing that. You just buy coffee and then it goes to profit directly whereas they actively create shared value, enhance society and actually help people. I feel I would be more loyal to them if they were to be in closer proximity, if they were maybe more focused on convenience or something like that. But maybe their business model is not like that, so maybe they are there for convenience and meeting up with friends.
Interviewer	All right perfect, next question, do you talk about Vintage Coffee to others?
Participant 3	I, well talk to my family a lot. I actually had a conversation this morning with my family to them about Vintage Coffee , how expensive it actually is if you want to become a Barrister and where they said ok no we need labour and in return we will not pay you for it but we will teach you and we will enhance your skill and at the same time you will also learn and stuff like that so it's a win-win situation for both of them and I like that so I will communicate that to my family. More to family that are interested in stuff like that.
Interviewer	Ok, all right finally please discuss whether you would be more willing to recommend Vintage Coffee than others due to their attempt to add value to others through their business.
Participant 3	Yes, I would recommend them definitely. First of all, what I always tell people is they are coffee with a purpose. So, you actually do not feel guilty that the beans you are having you know is unethical or is child labour something like that, that it basically its pure and it helps society as well and that is what I like about it, so I would recommend them on the basis of their social imprint and their coffee.
Interviewer	Allright. Perfect thank-you so much for volunteering your time and you have helped me so much with my research. Thank-you again.

Interview 4

Interviewer	Again, thank you so much for agreeing to be interviewed, I so appreciate it and its going to be really helpful to consolidate my research.
Interviewer	Why do you like the Vintage Coffee brand?
Participant 4	Uhm I like the fact that, well at first, when I say the name before even going into the shop, I saw the name Vintage Coffee and I thought okay that is something kinda nice. The whole vintage idea and obviously coffee, I like the name firstly and secondly the whole idea of why their brand exists like, teaching you how to make coffee, providing good coffee and also trying to give back as much as they can. So, yea and also their cute coins, having them give you the power to choose where you like to donate your money.
Interviewer	Alright, so question two. What benefits come to mind when you think about Vintage Coffee?
Participant 4	The benefits that I know of for volunteers is that they get to learn a lot about coffee. They get to learn the history of coffee and all, I guess the beneficiaries or what do they call them? Orphanages? Charities, they get to have some help from them which is nice I guess, and they have a good CSR portfolio as a brand.
Interviewer	Perfect. To what extent do you respect the Vintage Coffee brand due to their endeavour to add value to others through their business
Participant 4	Uhm to what extent do...did I not answer that with the previous question?
Interviewer	Its ok you can be repetitive if you want to, it's fine. So basically, do you respect the Vintage Coffee brand because they are trying to add value?
Participant 4	Yes, I do. I do. I respect any brand that really goes out of their way to help others, not just make money but to give to charity and give to the community and help the community to grow. So, yea I have great respect for them with, for that aspect also.
Interviewer	To what extent do you admire the Vintage Coffee brand because they are now trying to add value to people's lives. So, admire in the sense, do you regard Vintage Coffee with warm approval?

Participant 4	Yea, no I do, I do, especially as I would really like to become an entrepreneur one day and I am working on it and I would really like something as cute as like, sorry I used the word cute, but yea it is such a cute coffee shop and have such a cute concept and everything is so warm and beautiful and I would like to see myself having something, not completely but a lot similar to that and obviously giving back which is something I am really passionate about. So, yea I admire them quite a lot.
Interviewer	Do you feel your admiration stems from you wanting to achieve something similar?
Participant 4	Yes, a personal achievement that I would like to have.
Interviewer	So, you would also like to have a business that is socially conscience?
Participant 4	Yea, also teaching people because I like the whole idea of actually teaching people and not just it all being about making money but actually teaching them and believing in your brand and yea.
Interviewer	How well do the following words describe the Vintage Coffee Brand? Honest, transparent, trustworthy, successful, socially committed and reliable?
Participant 4	Ok so how.... Ok, I think they are very transparent and honest especially having to, I think they invite their people who donate or people who follow them on social media, they invite them, go with them to give back so it is not like it is a secret as to where their donations go to. They are very open as to what they do and how they do everything and yea socially committed, allowing volunteers to come into their brand, or come into their stores, and know a lot about what they do and Yea reliable, I guess they are.
Interviewer	Ok so you feel like they are honest?
Participant 4	Yes, I do.
Interviewer	Do you feel that they are trustworthy?
Participant 4	I think they are, I think they are.
Interviewer	And successful and socially committed but you are not so sure about reliable?

Participant 4	I am not so sure actually successful because I am not so close, like I haven't like done a lot of extensive research.
Interviewer	Alright. Ok so question six, how does Vintage Coffee's aspiration to empower others contribute to how much you trust the brand?
Participant 4	For ok, I know a lot of brands would not necessarily allow people to know a lot about what they do or how they do things and like for example a KFC would not necessarily invite someone to know how they make their spices in order to create their very delicious chicken. So, you having to bring or allow volunteers to come and work at their store and help them teach them how to do coffee and brew coffee and teach them all about coffee it's kind of beautiful because they are not really ashamed of competition. Anybody can like know how to do it and they are not afraid of ...but they are really open to teaching people about coffee and so I appreciate that.
Interviewer	Are you more likely to trust Vintage Coffee because they are using their business to empower others?
Participant 4	Uhm definitely.
Interviewer	Alright, perfect question seven, please discuss whether you would be more willing to support Vintage Coffee because they are trying to add value to society. Does this contribute, so does them empowering society contribute to you being more willing to actually buy coffee from them?
Participant 4	Yea definitely, as I mentioned earlier I am a strong believer in helping others, empowering others and just growing the community so I truly am more willing to support it, definitely.
Interviewer	Ok awesome, alright, just on that, does it increase your willingness to support, you feel that that it does?
Participant 4	Yes.
Interviewer	Perfect question eight, do you prefer to buy your coffee from Vintage Coffee as opposed to other brands?
Participant 4	I am not much of a coffee fan, but should I be around the neighbourhood I would definitely buy from them.

Interviewer	So, you would buy from Vintage Coffee if the location was convenient.
Participant 4	Most definitely yes, not just because of convenience but the main idea behind it is I am not just buying coffee I am adding a certain contribution you know to the certain charities and whatever, so I like that.
Interviewer	So, you would prefer to buy your coffee from Vintage Coffee because you feel by supporting them you are adding value as opposed to another brand that does not have the social consciousness?
Interviewer	So ok, question nine, would you say you go to Vintage Coffee whenever you can?
Participant 4	Yea I would, I would, I would. It's just that now I don't have a car and if I wanted to you know go out for coffee that is literally the first place I would goat least it has a mall...that type of feel, friendly so I would rather deal with that than the typical stuff.
Interviewer	Ok perfect, question ten, would you say you go out of your way to purchase something at Vintage Coffee?
Participant 4	No.
Interviewer	Why is that?
Participant 4	Because first of all I am not a coffee fanatic, I don't wake up craving coffee and second of all accessibility and I wouldn't, it's not, it's not around enough for me to say hey let me go. I would rather go for tea rather than coffee unfortunately.
Interviewer	Ok no that's completely fine. So, question eleven, would you miss the Vintage Coffee Brand if it were no longer available?
Participant 4	I think I will, I mean I think I would because of the whole charity idea because every time I try telling people about a nice, innovative way of giving back I always refer to Vintage Coffee and how they allow their customers to give back or how they are basically the middle man in allowing people to give back.
Interviewer	So, you feel you would?
Participant 4	Yea.
Interviewer	Alright question twelve, would you say you identify with the people that also support Vintage Coffee?

Participant 4	No.
Interviewer	Why is that?
Participant 4	No, I don't. Because I guess people who do support it would mainly be coffee drinkers. I would say I am also like a bit of a supporter, because I like the idea and I support their brand, but not really coffee, I am not really a coffee drinker, but I do support their brand.
Interviewer	Do you feel like you would identify with someone who also supports their brand?
Participant 4	Yea definitely.
Interviewer	Ok why is that?
Participant 4	Because the person that would support their brand or who would identify with the brand would have a certain similar value that I have. Empowering people, saving the planet and helping those who are in need.
Interviewer	Perfect, okay, question thirteen. How does Vintage Coffee's attempt to add value to society through their business contribute towards your loyalty towards the brand? So, loyalty, in the sense of uhm are you more loyal to Vintage Coffee because of their attempt to empower others and give back?
Participant 4	Yea as I said earlier, Yea I am not so big on their product, coffee but I am very big on their idea of like giving back. Uhm basically that idea and that social or social awareness, yea that I like.
Interviewer	No, you can speak freely.
Participant 4	Ok so I am definitely loyal because of that.
Interviewer	So, you would go, and you would repetitively purchase from them because of their social conscious so trying to also add onto their CSR for...
Participant 4	You know for myself feeling like I did something and helping them you know achieve what they need to achieve and or help those who have time or help those who need help. Because in the life that we are living in we are not really, we do not really have time to go out there and physically give back. So, since they have that platform since you are here for a cup of coffee you know you can give back still. I like that.

Interviewer	Right perfect. Do you like to talk about Vintage Coffee to others?
Participant 4	Yes, I do, I do. Again, the social aspect of their whole giving back uhm, teaching people about coffee, teaching people about like how their brand works, I like that, I really like that and telling people how that works and how the owners met and how the whole idea came about. I like that because it is so cute you know.
Interviewer	Alright so you like to talk about Vintage Coffee because of how the owners met and how it all came about, how they like giving back.
Interviewer	Ok so perfect last question, please discuss whether you would be more willing to recommend Vintage Coffee to others due to their attempt to add value through their business.
Participant 4	My word most definitely, especially coffee drinkers. Should someone for example, say hey I would like to go for coffee then I would definitely say let's go to Vintage because they give back and I don't think anybody would have a problem with it because it is such a positive thing to do. Unless you are very cynical and ask where all this going to, and word of mouth is really good, so they will pass on the message to who they see and meet, so yea.
Interviewer	Ok perfect, thank-you so much participant 4 for volunteering. I really appreciate the time.

Interview 5

Interviewer	Thank-you so much for agreeing to do this interview with me, it is going to help me so much to consolidate my research.
Participant 5	It's a pleasure
Interviewer	Right, so the topic of discussion is all about shared value and the value that they add to people through their business so basically what this is about and another thing you should just be aware of is that the questions might seem repetitive, but they are all rooted in a specific theoretical basis.
Interviewer	So why do you like the Vintage Coffee brand?
Participant 5	Ok so this is what I think, it is a cool product and uhm so of all the coffee shops in Pretoria its one of my favourites because I think because of their passion for coffee, their coffee is always consistent so for instance I use a different bean or whatever, its always going to be the same way so its not like some of the other shops, its always different, ok I know you don't drink coffee but you never know how it is going to taste but with Vintage it is always the same and I think yea it is a nice atmosphere to sit and work there uhm yea it feels like a space that people can just come and just sit and I will always run into someone I know there or and you start to sort of get to know the people. I also think through their green bean thing and that, you always get to know the barristers that are being trained and they are always friendly and yea also they do the NGO thing so yea I think you enjoy knowing that there is someone benefiting. I know KFC does it, but it feels a lot more personal because you know exactly where it is going to, with KFC it is R2 and it is R2 into the ocean and you don't actually know where it is going. So, it is a bit more personal.
Interviewer	What benefits come to mind when you think about Vintage Coffee?
Participant 5	Benefits to me or Vintage Coffee?
Interviewer	To you, what comes to your mind so you spoke earlier about the fact that you really appreciate the consistency and quality of their coffee, so that would be a benefit.
Participant 5	Yea I think, Yea look, ok so I think normally people generalize, I am generalizing now I think um I think quite often there is people that do charity stuff and its very, you know it's from a good place, but product is not always maybe on scratch. I don't know if that makes sense.
Interviewer	I completely understand.
Participant 5	I don't think it's cause they are not proper driven it makes sense that it is not always possible um so I am not bashing anyone, but

	I think with them it's the opposite so it is a quality product but also, they have a you know what I am saying.
Interviewer	So, do you feel like their product is quality, but they've also got a social conscious?
Participant 5	Yes, yes, exactly so it's like Toms shoes, it is a good shoe, but it is also a social benefit. Something that is a benefit, but obviously if the coffee was not good I was not going to buy it.
Interviewer	So, question three, to what extent do you respect the Vintage Coffee brand due to them trying to to add value to others through their business? So, basically through their initiative of the green bean and through their donating to specific humanitarian charities do you feel that it actually contributes to you actually respecting the brand?
Participant 5	Yea I think so. I can imagine for them it's the temptation or the especially with things being so competitive especially the coffee thing it is becoming more and more competitive and I think for them at the back of my mind maybe we should just stop this, maybe we should go full profit and just you know, get as much out of it as we can, so I think I respect that they have carried on with this model for so long, I respect it.
Interviewer	Ok now so question four, to what extent do you admire the Vintage Coffee brand because they are now trying to add value to society. So, for example when you admire something when you hold it in warm regard to what extent is it something you admire or not?
Participant 5	No, I think definitely it's what they stand for, it's sort of almost the values that I hold close, you know, to myself.
Interviewer	Values such as?
Participant 5	Such as uhm, giving back and not having such a self-focus and having more of an outward focus and yea I think in business it is often about only making money. They would like to tell you that the benefit is for you but at the back of your mind you actually just saying this because you want profit, so I think yea.
Interviewer	So, do you think you admire them?
Participant 5	Yes, I do
Interviewer	How well do the following words describe the Vintage Coffee Brand? You are more than welcome to look at them, it can be all of them or some of them, so honest, transparent, trustworthy, successful, socially committed and reliable? You are more than welcome to look at them and say this one does this one doesn't. In your opinion it is completely fine.

Participant 5	Yea I think they are honest, uhm...
Interviewer	Why do you think that they are honest? Are they honest in the way they source their product or um the way they conduct their business? You actually believe they are giving back to these charities?
Participant 5	No I do believe, I do believe that they are giving back um, look I don't believe they are giving back 100% because they obviously they need to uhm so I know they say they are profit for non profit which obviously they are but at the back of their mind they might think 100% profit but it is not possible so obviously they are not so I mean in that sense someone might think oh you know you are not really but I think if you ask them they will tell you and say this is how much of our profit we give away so I think they are honest, I think they are transparent in that sense, trustworthy, like I said product is a quality product, they are concerned about the quality of their product and they are passionate about their product as well so successful. I think successful in the sense of getting that way of thinking out there they are successful in terms of maybe the business environment I am not sure how successful it is.
Interviewer	So, do you think they are successful in terms of adding value to other verses being economically successful?
Participant 5	I think they are successful in terms of adding value to the coffee industry and like just in Pretoria alone and also obviously to their green beans an all of those things but obviously you know their core focus is just coffee and that is their I mean that is the way they want it, you know. I think they are socially committed.
Interviewer	You don't seem convinced?
Participant 5	No, I am trying to think because I do not know exactly what is going on in the background.
Interviewer	Well exactly this is what you think, this is from a customer's perspective, it's what you know currently, you need to be open and honest but if you don't know about it that's fine.
Participant 5	Look I don't know, I am sure they are but if it is not part of your consideration.
Participant 5	No, I don't doubt that they are honest, so I do, but yea I think I am a sceptical person like I do honestly think what they say is what they do so if they say it, I am going to believe them and reliable and they work hard.
Interviewer	Alright. Ok so question six, how does Vintage Coffee's aspiration, ok ok I'm going to prompt it so it is going to be easier. So how

	does Vintage Coffee's aspiration to empower others contribute towards how much you trust the brand? So basically, are you more likely to trust Vintage Coffee because they are trying to add value to others in their business? So, the key word here is trust.
Participant 5	So, when you speak about the brand do you speak about people or?
Interviewer	The brand encompasses all of that so the brand is the people it is what they stand for, it's the product, it's basically everything that they do and everything that they are showcasing to you that it is the brand. So, it is not just the profit, it is literally the coffee, it is the people that roast the coffee, it's the way they source the beans, who they want to be and who they show you who they are.
Participant 5	I think so.
Interviewer	So why is it that you trust the brand, is it more because they offer you a quality product or do you feel they are trustworthy because they try to give or empower others?
Participant 5	Yea I think it is both. So, obviously if the product is a quality product and you know the person selling it, uhm they value not only their brand but the person that buys it and also that, yea definitely If you give back I think you think this person's heart is in the right place.
Interviewer	Perfect that is completely perfect. Alright so question seven, please discuss whether you would be more willing to support Vintage Coffee because of it so basically are you more willing to support them over a Starbucks because their business model adds value to society and or try to empower others?
Participant 5	Yea no I would. No like there is a Starbucks down the road and it is not bad, I have been there, I am also not just going to support Vintage and that's it you know. So, but I would, if I could pick between the two I would. So, Starbuck is from America, its multinational company and it is a bit.... like I would rather support a local person as well.
Interviewer	Is it so you would rather support a local establishment firstly rather than an Americanized one or a global one?
Participant 5	Yes, yes, I hope that this does not mess up your thing.
Interviewer	Not at all, no worries.
Interviewer	I am not looking for a specific answer here whatever you say it is still going to follow the research.

Participant 5	No, I would do the same I would rather go to Spout or Aroma because it is a local brand.
Interviewer	Awesome, ok, so perfect question eight, do you prefer to buy your coffee from Vintage Coffee as opposed to other brands?
Participant 5	Aaah yes.
Interviewer	Why?
Participant 5	Because, I think it is a bit more personal, uhm it is not, because I sort of got to know the people, know that Vintage is no longer just a, you think about the people behind the thing you know. And I would, just because I think the coffee is good.
Interviewer	You feel the coffee is good. Ok perfect so ok you prefer Vintage Coffee over something that is more convenient like a Starbucks that is closer to you?
Participant 5	Look I am not going to drive 50km to Vintage. Maybe if I have time like over a week-end but then it has to be more like it has to be nice and more for the experience. But also, Vintage is on my way from work so that does help, but I mean it is a bit more expensive than other places, it definitely is so
Interviewer	It is more expensive, and they charge a premium rate.
Participant 5	They do and if you add a tip as well because you know the barrister you end up paying R35 for a cup of coffee, whereas I could go to Seattle and ask whatever they ask R23 or R24 for a coffee the same size and you know. Look from a business perspective I would say think bigger and maybe add food but maybe then they are going way from what they are. Look their passion is not food, their passion is coffee so I think that the quality might start going and then you need to think about paying green beans. So, because it is so simple you can focus on the quality of your product and because you are already adding the social thing it just makes it simple, so they can keep...
Interviewer	Ok perfect, so question nine, would you say you go to Vintage Coffee whenever you can?
Participant 5	Yea no definitely if I get home earlier from work then I would stop there and if I go earlier I will go and meet people there or a lot of my friends go there so...
Interviewer	Ok so is that why you feel you would visit Vintage Coffee whenever you can is it because of the experience you get when you are there and you get to see your friends.
Participant 5	No definitely there is a social interaction that happens that is definitely part of it, I think always when I go even when I am in a

	rush I always end up staying a bit longer than I should or plan to or whatever, I mean even the car guard outside, I mean we started sort of, I mean he washes my car and we started speaking and then he always asks money but then its fine, but we chat a little bit.
Interviewer	Yea by the sounds of things you really enjoy the social atmosphere that Vintage Coffee affords to you.
Participant 5	Yes, ok and I don't want to make this religious, they are not fake based and for me I know where they stand so you know I think that's important.
Interviewer	So that also contributes too?
Participant 5	Yes, no not really.
Interviewer	Ok perfect, question ten so would you say you go out of your way to purchase something at Vintage Coffee?
Participant 5	Yes, I have.
Interviewer	Why is that?
Participant 5	Uhm no man the thing is broader than you think, I promise you. Ok so listen now, listen now. Yea I do, I mean often there has been times when maybe I have been in a rush and I have.
Interviewer	What do you mean out of your way?
Participant 5	No If I wanted coffee, no, because I would have gone to whatever, but it is just another cup of coffee
Interviewer	Ok no that's completely fine. So, question eleven Would you miss the Vintage Coffee Brand if it were no longer available to you? So, let's say if the brand closed down. Why is that? Why do you feel that you would miss the brand?
Participant 5	Well you get used to it and I guess you add a certain value to it, and um I think if you add value to a brand its meaning changes, you know you have a bit of a soft spot even though you know, so yea I think that makes you a bit nostalgic sometimes.
Interviewer	Okay so you feel that you have actually attached greater value to Vintage Coffee than the other coffee shops that you support?
Participant 5	Yes.
Interviewer	And you attach that value to them because?
Participant 5	Because of the meaning that you add to the brand so um.

Interviewer	What is the meaning that you add to the brand?
Participant 5	I think there is a social aspect to it, so whatever, I think a social exchange if you gonna call it that, uuuh I would say there is a sincerity about it that I do appreciate, and I know they work hard so yea.
Interviewer	Alright cool, would you say you identify with the people that support the Vintage Coffee brand?
Participant 5	The other customers? Yes, I would say so because a lot of them are really good friends of mine and have become good friends of mine because of this.
Interviewer	Because of what? Because of Vintage?
Participant 5	Yes, Aaaah I have met people there that I wouldn't have met because of Vintage.
Interviewer	So why do you feel that you also identify with the people that also support Vintage?
Participant 5	I think we probably have a, except that we might have a coffee I think that we do, we have similar values and I don't think it is necessarily everyday people that go there, not every day, I don't know how to say it, I think its people that more Afrikaans, Afrikaans associate.
Interviewer	Well its sound like, correct me if I am wrong, you appreciate the calibre of the person that goes there. You connect with these people, not just because you like coffee but it would appear that you connect with them based on you do have some sort of social drive, you do enjoy this not only that they are giving back to society but that you can socialize with these people and become friendly with them and things like that. So, it would be a bit random if everyone that went there were like introverts and did not want to socialize and they just sit there and drink their coffee, I suppose you would not really identify with someone like that.
Participant 5	Yea well it is a smaller space and sometimes it is not great but sometimes you actually, yea, yea, no if you want to have a private conversation you sit outside.
Interviewer	Ok cool, uhm fine so questions thirteen. How does Vintage Coffee's attempt to add value to society through their business contribute towards your loyalty towards the brand? So, what this is basically saying is does Vintage Coffee's empowerment to society and giving back to society make you more loyal to the brand. So are you more willing to engage in repetitive purchasing
Participant 5	Yes, it is definitely a habit for me to go to Vintage and it is definitely repetitive.

Interviewer	So, would you say that you go there repetitively because of the value they have because you know the green bean project and you know that they choose a charity and a portion thereof and the profit goes to or you choose to go there repetitively, and you are loyal because you know the beans are sourced ethically.
Participant 5	I think it is because of all of it, I am not saying because they are giving their profit I am like that's not the only reason, its not, maybe if it was the thing that they are giving to, its very like a lot more personal. Not that the stuff that they are giving is not personal, if it affects me directly I would obviously be like yes but uh.
Interviewer	So, in terms of their added value, in terms of society, loyalty is somewhat connected to that, but you seem more connected to the quality coffee that you get and like the experience that you get, is that, would you say is true or not?
Participant 5	No definitely, but I do think um, it's all of it but maybe I am leaning more towards the social aspect.
Interviewer	Ok, alright, ok so question fourteen, do you like to talk about Vintage Coffee to others?
Participant 5	Yes.
Interviewer	Why is that?
Participant 5	Uhm, so if I know people that like coffee, then I say let's go to Vintage. But not just them but Spout too or wherever but definitely Vintage. I have bought people coffee from Vintage, like the beans so people who don't enjoy people or meet me there or go there.
Interviewer	Ok right so final question. Please discuss whether you would be more willing to recommend Vintage Coffee to others due to their attempt to add value through their business.
Participant 5	Um I think if I explain, no definitely if I speak about the coffee, I explain what they also do so I mean its.
Interviewer	Yes, so ok what you are saying is you recommend Vintage Coffee to others because they not necessarily add value to society but because the coffee is good but because they are trying through their business operations to give back in some way and empower. Does that contribute to your willingness to recommend to others, to say no you should, this is in a nutshell what this will look like, so I recommend Vintage Coffee to you because I am very uhm, I very much believe in adding value to society, it is very important to me so I recommend it to you

	because that is something that is important to me so I feel like it is a very good brand to support.
Participant 5	I don't know, I think if someone really is very passionate about adding value to society obviously they are going to do it in any way possible but something like Vintage would be a drop in the ocean because I would not say they are already busy and you know invested in something like that already , I think it would not be lets go to Vintage and finding someone else that is doing it, but I would say go there because it is also the same like-minded people so I don't think you can separate the brand from who is behind it and what's behind it
Interviewer	Alright so I am just going to prompt you a little bit.
Interviewer	Are you, would you recommend the brand because of something like the Green Bean initiative so like this whole thing is not like you are more willing to recommend because it is good coffee vs I am willing to recommend it because they are giving back to society and its ok, if you feel like that does not contribute to your willingness
Participant 5	No, I think it does
Interviewer	But it is not the initial driver
Participant 5	No, I would definitely say its carries weight, but like I said if the product was not good I would not recommend Vintage and I think without obviously the It would just be a normal coffee shop and something would be missing definitely
Interviewer	Ok, yea perfect thank-you so much for volunteering your time and it is really going to help me consolidate my research.

Interview 6

Interviewer	Hello, thank you so much for agreeing to do this interview with me. I really appreciate it and it's going to really help me to consolidate my research.
Interviewer	Okay, so let's begin. Why do you like the Vintage Coffee brand?
Participant 6	The coffee, the coffee has got a big part to play but I volunteered here for about a year and I think the people here play a big part as well, I'll come here looking and hoping that my friends or people that I know will be in the shop so when I come to drink coffee, I think the environment that they create for the customers is extremely good.
Interviewer	Alright so prior to you volunteering, how did you find out about Vintage Coffee?
Participant 6	A friend of mine is a bit of a coffee snob or coffee freak uhm and he said I must come into the coffee shop. I was not into coffee at all and uhm came with him here and saw what they did, and I was going through a bit of a weird patch in my life and I did not have anything to do uhm and I found out about the volunteering programme and from there I joined up and from there it's been a bit of a snowball effect.
Interviewer	Ok awesome question two, what benefits come to mind when you think about Vintage Coffee?
Participant 6	Benefits for the society or the shop?
Interviewer	Anything that pops up, it could be for society or actual product related, anything that comes to your mind first, or that you associate with Vintage Coffee.
Participant 6	Uhm I think they definitely have a one up in the sense that they are very active in the sense that they are trying to give back to the community in which they serve, uhm they are adamant about being responsible for that directly in the area that they place stores, for example Pretoria East, Centurion, uhm which is very cool. I just think the human aspect of it, along with great coffee, they are very much about relationships.
Interviewer	Ok then, so to what extent do you respect Vintage Coffee for trying to add value to others through their business?
Participant 6	Uhm the business idea I respect a lot because it's not often that we see, especially today, that people will

	start a business with the idea of not getting the most out of it for themselves. It's a mutually beneficial idea, so it's a very cool idea.
Interviewer	Alright awesome, ok then before we go on, some of these questions might seem repetitive but they are all rooted in some sort of theory so bear with me.
Interviewer	Alright, so now to what extent do you feel you admire Vintage Coffee for trying to give back through their business? So, for example do you hold them in warm regard?
Participant 6	Yea I do. I think I am bit of a bad example because I am very involved with Kevin and Rebecca as well as a lot of volunteers, I think I am a bit biased but Yea uhm friends of mine that have not volunteered here and have not been involved with them they think about Vintage differently compared to other coffee shops whether it's about the coffee or the products that they sell, I don't think it is, uhm I definitely think it makes a massive difference to the customer, when they think of Vintage they will go there specifically for the business model which they are after.
Interviewer	Ok so that is perfect. Alright, so how well do the following words describe the Vintage Coffee brand? Honest, transparent, trustworthy, successful, socially committed and reliable? So, if you want to look at them, these are the words, basically do you feel these words describe Vintage Coffee?
Participant 6	Yea I think they do, particularly socially committed and reliable. From the transparency point of view, I think they can do a little bit more to show the donations that they do give. I know that they do make it, they do make the customers aware where the money goes but they don't make us aware of how much. And I think we are very much a money driven society so for us to see how much they are actually giving will make a bigger difference to us.
Interviewer	Do you think that transparency in terms of, so I know they give, I think it's every third month, so its in a certain time period, ok so do you believe that if that information was made available to customers in some way or even if just to the general public that people would think that this is a more transparent and trustworthy company?

Participant 6	Yea I think so because there will always be that customer that thinks that this, what they are saying they are not doing so I think whether it is a poster on the door or by the till or whatever it might be, I think if that information is available it will make a big difference.
Interviewer	Ok Cool, alright, so then question six, how does Vintage Coffee's aspiration to add value to others contribute to how much you trust the brand? So, the key word here now is trust.
Participant 6	Uhm again I am not impartial, but I think inherently to the customer base, there is a trust that goes with Vintage because of the social aspect that they carry. I think that it is very different compared to Seattle or whatever, uhm, but I think it is difficult to trust a brand when they are still young, uhm, but they are busy developing themselves and reading themselves really well but I think the social aspect helps a hell of a lot for people who encounter it for the first time to come to think of it as a brand that hits close to home.
Interviewer	Perfect so don't worry about it when you say you are impartial this is very much, this is qualitative research, so it's very subjective, so it really is your opinion is like gold, no matter what the opinion, be it whatever. Alright.
Interviewer	So then having discussed that you do feel you trust the brand more because of this would you say you are more willing to support Vintage Coffee because of this? Because of the social aspect would you say you are more inclined to support them?
Participant 6	For me it has changed a little bit, I think in the beginning when I started going here it was one hundred percent about the social aspect but as I have gotten more into coffee, snob, if you want to use that word, I will come here for the product and the people. The people in the shop not as much the people in which they serve. I think that it is because I don't know much about the people which they serve, I mean we have a one pager on the voting box about the organisation which is cool and I think they can provide more information, but if they provide the information as to how much money they give to whoever, it will be pretty cool.
Interviewer	Alright Yea so perfect, ok then do you prefer to get your coffee from Vintage Coffee as opposed to other brands?

Participant 6	Yes.
Interviewer	Why is that?
Participant 6	Again, the product is better, I know who is making it and where it comes from, but they also take a lot of care in what they do, uhm for me going into a coffee shop is far more about the experience with the people in the shop and it's like that with any food and beverage industry. To me, it's far more about the service that they deliver uhm and they take a lot of pride in that for them, although from a customer perspective they see the coffee first, I would not be surprised if they are on the top 3 list of priorities and for them it's about the community that they serve and about people first of all. Which you can really feel when you walk in here the barrister will always make an effort to talk to you and find out about how your day was, which is cool.
Interviewer	I just want to go back to something you said with regards to be likely to support so initially you said you were very drawn to the social aspect but the more you got to know the brand uhm like it's almost like your willingness to support them expanded to things like the vibe, the social aspect of being able to connect with people or is that how your journey evolved?
Participant 6	Yea I think it is also due to the journey of coffee education which is massive to them and the more you get to know about coffee the more you want to get interested in it, it is like a rabbit hole, once you start, you kinda get lost in it. Yea, I definitely think that that plays a part, and I know you can't actually put a finger on it why it's changed away from the social aspect, the only thing I can think of is that we don't know much more about who they give to but...
Interviewer	So, you feel that they could actually be more open about how they are giving back to society or be more vocal about it.
Participant 6	Yea, they have done a couple of days where they have gone to the specific charities and organizations and they have promoted it well on social media, but I think knowing how much they actually give will make a massive difference as we are a figures-based society.
Interviewer	Would you say you go to Vintage Coffee whenever you can?
Participant 6	Yea, I will be here at least once a day.

Interviewer	And why is that?
Participant 6	Uhm I think it's more about seeing friends, it's almost like a communal place where, I don't know if you have seen friends, Central Perk, it's kinda like the same vibe, where you don't necessarily have to organize to meet there. Like four friends of mine are sitting here now so there is always someone you know here.
Interviewer	That's amazing. Alright, perfect question eleven, would you miss the Vintage Coffee Brand if it were no longer available? So, let's say for example that the shop closed, and it just cease to exist all of a sudden would you miss it?
Participant 6	Uhm I think I would yea. It's difficult to think about because product wise I think if it were to disappear then there are a lot of other places you can go, I would because I really do care about the people that work here.
Interviewer	Alright perfect. Would you say you identify with the people that support Vintage Coffee as well?
Participant 6	The customer-base? Yea, there is a specific draw on people, or there is a specific type of person that ends up supporting Vintage, they tend to be pretty giving. It is a very blanket statement, but I think the customer base, there are a lot of similarities between us.
Interviewer	Ok so you do actually feel, just for example, if you had to just meet someone here at Vintage Coffee and you did not know them, do you think that...
Participant 6	It has happened to me lots, I have struck up conversations with people and ending up chatting to them for a while.
Interviewer	And you end up having like so much in common because of the type of taste you have.
Participant 6	Yea, and its often sparked by coffee because when I used to work here there would be a customer and we would start talking about coffee and we will end up chatting for half an hour and up to an hour about other things, so it provides a platform definitely for the customers to chat to one another.
Interviewer	So cool when you have these encounters do you feel like social consciousness comes up or was it more coffee related?

Participant 6	I think the social aspect of it is woven into the coffee. Yea, it's the platform they use to give back, and I think it is all a package deal. There are very few customers that don't care about the social aspect. Those that just drink their coffee and go, I think they are more of a one off.
Interviewer	Ok, perfect, alright so moving on, question thirteen. How does Vintage Coffee's attempt to add value to others through their business contribute towards your loyalty? So, does the social aspect contribute to you engaging in repeat purchase in any way?
Participant 6	I think inherently there is this aspect of if I go there, I am giving back and I am being part of this movement. I think it differs from day to day whether it is come and get your coffee fix once a month or definitely starting out, there is this, you take pride in the fact that you are part of something that is bigger than you.
Interviewer	Ok cool then question fourteen, do you like to talk about Vintage Coffee to other people?
Participant 6	Yea, for example if we go on holiday and I speak to someone from Pretoria this will be one of the places that I will mention as to whether they have been there and if they have, it will always spark a conversation, like you said earlier the customer base, if you are one of them you definitely have something in common with them.
Interviewer	Ok but from a social aspect did the social aspect in any way contribute to you talking about the brand to others?
Participant 6	Yea to people who don't know definitely. Yea, I think about times I have engaged with people that have never been here, it's probably the first thing that I mention and like I tell them the coffee is good, but I will dive into the voting charity system and the green bean program. People will always be bewildered about the fact that there is a for-profit-non-profit aspect.
Interviewer	That's very interesting, so last question, please discuss whether you would be more willing to recommend Vintage Coffee to others due to their attempt to add value to society? So, for example if you had to bump into someone that you knew at another coffee shop, I dunno you were meeting someone there and you saw someone coming would you say, hey

Participant 6	have you ever thought about Vintage Coffee in terms of a recommendation. Yea, uhm, I think it depends who the person is who I am speaking to. If I can sense that the social aspect would be something that would drive them, then I would mention that. If it were someone at a coffee shop that is far more into coffee, depends on where we were, I would speak to them about the product. So, I think it depends, but it is definitely a driving force. Especially with the older people.
Interviewer	Older people?
Participant 6	Yea, like for example aunts and uncles if you tell them, because for them the product, whether they get a coffee here or at Mugg and Bean, doesn't really matter to them, it does not really matter to them unless they are really really into it, but if you tell them listen there is this whole social aspect to Vintage around them giving back, they are far more likely to come here for their coffee based on the recommendation.
Interviewer	So, they are more likely to come here because of the recommendation than simply the product.
Interviewer	Ok Yea that really is it, thank-you that is all that I needed to know.

APPENDIX 6: SAFE ASSIGN REPORT

Assignment Details

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LAST GRADED ATTEMPT

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ATTEMPT 4

15/09/18 09:47

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SafeAssign

25% overall match

SafeAssign Submission

Final Research Report.docx

25%

View Originality Report

Submission

 [Final Research Report.docx](#)



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Start New

ANNEXURE 1: CONCEPT DOCUMENT TABL

Provisional Title: An Exploratory Study on Shared Value and its Influence on Brand Image

Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	Recommendation
Purpose: Explore the influence of shared value on VC's brand image. Objectives: O1: Explore if the pursuit of shared value influences customers perception of the VC brand. O2: Determine if VC's pursuit of shared value cultivates trust among customers. O3: Explore if customers are willing to support VC due to their shared value strategy. O4: Explore if the pursuit of shared value contributes towards VC's brand loyalty.	PQ: Does VC's pursuit of shared value influence their brand image?	The research is important and was worth conducting because shared value reconnects brands to customers by cultivating trust, willingness to support and loyalty. Additionally, little research had been done on shared value within a South Africa context.	Michael E. Porter Mark Kramer Jean-Noël Kapferer Kevin Lane Keller Franzel du Plooy-Cilliers <i>et al</i> Kobus Maree	Theme 1: Feelings about VC. Theme 2: VC's credibility. Theme 3: Consideration. Theme 4: loyalty towards VC. Theme 5: sense of community created by VC. Theme 6: Active engagement with VC.	Paradigm: Interpretivism Epistemology: The researcher aimed to achieve a greater understanding of shared value and its influence on brand image. Ontology: Reality is a social construction, it is subjective, fluid and is created through human interaction. Reality is what people perceive it to be. Axiology: This research valued uniqueness.	Qualitative	Data collection method: In-depth interviews, specifically semi-structured interviews.	Ethical challenges included securing consent from VC and volunteers not wanting to sign consent forms. Permission was obtained from VC to conduct the research and the researcher only conducted in-depth interviews among participants that physically signed the necessary consent form.	VC's pursuit of shared value firstly, cultivates trust among customers, secondly, nurtures a greater willingness among customers to support the brand and thirdly, contributes towards brand loyalty.	Design and implement shared value initiatives to cultivate trust among customers, nurture willingness to support the brand and develop brand loyalty.
						Population				
						Population: VC customers.				
						Share characteristics: Income earning, have time during the day between 7am and 5pm to go to VC, go to VC Menlyn frequently, are invested in social responsibility and are modern and vibrant go-getters.				
Research Problem	Secondary Questions	Key Concepts	Key Theories			Sampling	Data Analysis Method	Limitations	Key Contribution	
Customer distrust poses a threat to the success of brands. Thus, motivating the reason for exploring shared value and its influence on VC's brand image.	SQ1: Does VC's shared value strategy cultivate trust among its customers? SQ2: Does VC's pursuit of shared value nurture willingness to support the brand? SQ3: Does VC's pursuit of shared value contribute towards brand loyalty?	Brand, brand image, shared value, the coffee industry, VC, trust, willingness to support and loyalty.	Brand Theory as expanded on by Kapferer (2008). Keller's (1998) Brand Image Theory derived using Keller's Brand Resonance Model.			Sampling: Non-probability Sampling method: Volunteer Size: 6	Unit of Analysis: People / VC customers Data Analysis Method: Thematic analysis	Limitations of the research include time, resources, the sampling technique and sample size.	C 1: The research contributes to VC's existing body of knowledge on shared value in their business context. C 2: The research can be further extended and is applicable to the other VC shop in Centurion as it shares the same unique characteristics as that of VC in Menlyn. C 3: The research contributes to VC's brand strategy.	

