



Exploring the Role of Advertising on Brand Salience Among Millennials

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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 or Higher Education Institution for degree purposes.

Abstract

The current brand environment is highly competitive with cluttered advertising, making it increasingly difficult to attract and hold consumers' attention and to establish awareness of brands in the mind of the consumer (Pieters, Warlop & Wedel, 2002). This study explored the role of advertising, specifically television, social media and events advertising, on brand salience, specifically brand recognition and brand recall in the context of Coca-Cola. The research took the form of an exploratory research design and followed an interpretivist paradigm. It was conducted using semi-structured in-depth interviews to gain a deeper understanding on participants opinions and experiences with regards to Coca-Cola's advertising and brand salience. A total of six respondents between the ages of 18-32 were interviewed to collect qualitative data which was then analysed using thematic analysis and open coding techniques. This allowed themes and patterns to be explored. The findings from the research suggested that a correlation between recognition and recall exists as well as indicated that television advertising was the most effective in creating strong recognition and recall for Coca-Cola among millennials. The latter finding diverges from the findings of other researchers whereby social media proves to be more effective among millennials. This research therefore contributes managerially to Coca-Cola and can be used to assist in the development of future brand strategies aimed at strengthening recognition and recall among millennials.

Table of Contents

Section 1: Introduction.....	4
1.1. Context and Background:	4
1.2. Rationale	5
1.3. Problem Statement.....	7
1.4. Research Purpose	7
1.5. Research Question and Objectives	8
Section 2: Literature Review	10
2.1. Marketing Communication	10
2.1.1. Integrated Marketing Communication	11
2.1.2. Advertising	12
2.2. Consumer-Based Brand Equity	14
2.2.1 Brand Salience.....	16
2.3. Millennials.....	17
2.4. Hierarchy-of-Effects Theory	18
Section 3: Research Method	21
3.1. Research Paradigm	21
3.2. Methodological Approach / Research Design.....	22
3.3. Population and Sampling.....	23
3.3.1. Population	23
3.3.2. Sampling	24
3.4. Data Collection Methods.....	25
3.5. Data Analysis Methods	27
Section 4: Findings and Interpretation.....	29
4.1. Findings and Interpretation of Themes	29
4.2. Reliability and Validity	39
Section 5: Conclusion and Recommendations.....	42
5.1. Implications of the Findings for Coca-Cola	42

5.2. Evaluation of the Research.....	43
5.3. Contribution to Coca-Cola	43
5.4. Management Recommendations.....	44
5.5. Ethical Considerations.....	44
5.6. Limitations and Delimitations of the Study.....	45
5.7. Possible Future Actions (Heuristic Value).....	47
5.8. Conclusion.....	47
Reference List	48

Figures:

Figure 1: Customer-Based Brand Equity Pyramid.....	16
Figure 2: Hierarchy-of-Effects Theory.....	19

Tables:

Table 1: Interview Details for Participants.....	26
Table 2: Theme Summary.....	29

Appendices

Appendix 1: Explanatory Information Sheet and Consent Form.....	63
Appendix 2: Interview Questions and Guidelines.....	66
Appendix 3: Ethics Clearance Letter.....	71
Appendix 4: Originality Report.....	74

Annexures

Annexure 1: Final Research Report Summary Document Table.....	62
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Section 1: Introduction

1.1. Context and Background:

Marketing communication has seen a drastic shift in the 21st century which has been characterised by the fragmentation of mass media types and consumer media consumption, whereby a number of new digital media channels, an increase in advertising clutter, a fragmentation of the target audience and increased control of media by consumers (Kitchen & Schultz, 2000). Internet users in South Africa alone have increased in number by nearly 1200% since the year 2000, opening up an array of new social media, news and other content platforms when brands have to now try to connect with consumers (Miniwatts Marketing, 2017). Havas Media (2017) revealed in their Meaningful Brands study that 60% of content produced by brands is merely clutter and irrelevant to the consumer, therefore highlighting the difficulty for marketing communication to be effective and capture the attention of consumers and create brand salience.

This has led to brands having to employ Integrated Marketing Communication (IMC) as a tool to participate in all the communication channels in order to keep up with how consumers are now seeking engagement in the hope that their attention can be captured in all channels (Du Plooy, 2012). IMC has become one of the most important concept used to build brand salience in the current communication environment as it can target consumers through an array of channels, ensuring that they are connected with and the brands' message is portrayed (Juneja, 2018).

As a result of the vast array of media channels, building brand equity, specifically brand awareness, is becoming more of a challenge and the risk of a brand being lost amongst the clutter of other brands becomes greater (Reid, 2003). IMC assists brands in building awareness through the synergy that it offers and can be closely linked to a brands performance (Naik & Raman, 2003). Not only are brands presented with these challenges, they are also faced with new audiences, the most challenging being the millennial generation (Pasquarelli, 2017). Millennials make up around 66% of South Africa's population and it is therefore becoming more important for brands to understand these individuals who are very unique compared to other generations (Thompson, 2018). It is said that established brands are now having to completely rethink the fundamentals of traditional marketing as this

generation engages in advertising content consumption completely differently to the rest of the population with a focus on digital platforms (Pasquarelli, 2017).

This study was grounded in the Hierarchy of Effects Theory put forward by Lavidge and Steiner (1961) and will focus on the role of advertising on brand salience. This research study will comprise of five sections, namely the Introduction, Literature Review, Methodology, Findings and Interpretation and finally the Conclusion and Recommendations. Through reviewing current literature from authors such as Kliatcho, Keller, Lavidge and Steiner, this literature review will conceptualise the constructs of Marketing Communication and Customer-Based Brand Equity with specific reference to Integrated Marketing Communication, Advertising and Brand Salience. It will also discuss the topic of Millennials and the Hierarchy-of-Effects Theory in which this study was grounded.

Hereafter, the methodology section of this paper will discuss the research design with specific reference to the paradigm and research objective that the study followed. Furthermore, it will outline the population and sample that was used to gain insights as well as include a practical plan outlining the data collection and analysis processes.

The findings from the research and an interpretation of these findings will then follow and then a conclusion synthesising the main areas of the research study along with recommendations will form the final part of this paper.

1.2. Rationale

The purpose of this study was to explore the role of advertising on brand salience in the context of Coca-Cola among millennials. Brand salience was been chosen as a key construct in this study as it is becoming one of the most important aspects for modern-day brands who need to ensure that they do not become lost amongst the clutter of other brands that currently exist (Reid, 2003). Brand salience is also the first step towards creating brand resonance, the highest level of brand equity and the goal for any brand (Keller, Aperia & Georgson, 2012). The benefits of achieving strong brand equity can include greater customer loyalty, improved performance perceptions, larger price margins and potential brand extensions (Keller *et al.*, 2012).

As the importance of brand salience becomes more significant, so does that of advertising which can be directly attributed to being one of the most important tools in creating this awareness (Linton, 2018). Advertising takes on the role of attempting to enable brands to stand out from the clutter and therefore needs to be used more effectively to break through this modern-day clutter that is greater than ever before (Koekemoer, 2004).

Coca-Cola was utilised in this study as it provided one of the best examples of brand awareness according to Bhasin (2011). Studies have shown that Coca-Cola is recognised by 94% of the world's population, which is a result of the continuous reinforcement of the brand in the mind of the consumer Bhasin (2011). The Coca-Cola Company was founded in 1952 and is an American manufacturer and retailer of more than 500 non-alcoholic beverage brands (Bellis, 2018). The company is headquartered in Atlanta and has over 250 manufacturing franchisees globally who distribute product in around 200 countries (Coca-Cola Company, 2018). The Coca-Cola Company is listed on the New York Stock Exchange and ranks as the 14th most valuable brand globally in 2018 with a value of nearly 80 billion US Dollars (Millward Brown, 2018). This paper will focus more specifically on the Coca-Cola product rather than the entire Coca-Cola Company.

Furthermore, it was decided to use millennials in this study as they make up around 66% of South Africa's population and it is therefore becoming more important for brands to understand these unique individuals (Thompson, 2018). Their media consumption trends and the way that they engage with brands is vastly different to other generations and are causing established brands to completely rethink the fundamentals of traditional marketing (Pasquarelli, 2017). Millennials have grown up with a level of technological literacy that's fairly new to the market and therefore requires a more individual approach by brands (Ehlers, 2017). The size, complexities and uniqueness of this generation needs to be explored and better understood in order for brands to effectively communicate with them and create salience.

Therefore, this study was worthwhile investigating as the importance of the above concepts is continuing to grow in the modern-day brand environment. Furthermore, following a desktop search on your title, it can be concluded that there are limited studies which have been conducted during recent times on this matter, particularly in a South African context among millennials. As a result, an academic gap will be filled by providing a modern and fresh contribution on the role that advertising, specifically television, social media and events advertising plays in creating brand salience, specifically brand recognition and recall among

millennials. Moreover, it will managerially assist Coca-Cola by exploring the role that its television, social media and events advertising plays in creating salience with regards to recognition and recall, as well as serve as guidance to other brands on how advertising can be more effectively used to build brand salience among millennials.

1.3. Problem Statement

The current brand environment is highly competitive and cluttered, which can clearly be seen within the South African beverage industry where a multitude of brands are attempting to gain market share and become part of a consumer's consideration set (Bhasin, 2018). These rising levels of clutter and advertising competition have made it increasingly difficult to attract and hold consumers' attention and to establish awareness of brands in the mind of the consumer (Pieters, Warlop & Wedel, 2002). As a result of this, advertising now needs to be used more effectively to establish sufficient awareness and break through this competitive clutter (Bhasin, 2018). Furthermore, the millennial generation is becoming the largest consumer group and is very unique to previous generations. Their media consumption, preferences and manner in which they engage with brands is causing established brands to completely rethink the fundamentals of traditional marketing and re-examine their approaches (Pasquarelli, 2017). Therefore, this study will utilise a cross-sectional, qualitative approach in an attempt to explore the role of advertising on brand salience in the context of Coca-Cola among millennials.

1.4. Research Purpose

The purpose of this study will be to explore the role of advertising, specifically television, social media and events advertising, on brand Salience, specifically brand recognition and brand recall, with regards to Coca-Cola among millennials.

1.5. Research Question and Objectives

Research Question

Primary Question:

What is the role of advertising on brand salience in the context of Coca-Cola among millennials?

Secondary Questions:

1. What is the role of advertising, specifically television advertising, on brand salience with regards to brand recognition among millennials?
2. What is the role of advertising, specifically television advertising, on brand salience with regards to brand recall among millennials?
3. What is the role of advertising, specifically social media advertising, on brand salience with regards to brand recognition among millennials?
4. What is the role of advertising, specifically social media advertising, on brand salience with regards to brand recall among millennials?
5. What is the role of advertising, specifically event advertising, on brand salience with regards to brand recognition among millennials?
6. What is the role of advertising, specifically event advertising, on brand salience with regards to brand recall among millennials?

Research Objectives

Primary Objective:

To explore the role of advertising on brand salience in the context of Coca-Cola among millennials.

Secondary Objectives:

For the purpose of this study, brand salience, specifically brand recognition and brand recall, will be explored based on television advertising, social media advertising and event advertising. According to Kelley, Jugenheimer and Sheehan (2015), these forms of advertising are considered to be the most successful at creating brand salience and therefore was investigated further in the case of Coca-Cola.

1. To explore the role of advertising, specifically television advertising, on brand salience with regards to brand recognition among millennials.
2. To explore the role of advertising, specifically television advertising, on brand salience with regards to brand recall among millennials.
3. To explore the role of advertising, specifically social media advertising, on brand salience with regards to brand recognition among millennials.
4. To explore the role of advertising, specifically social media advertising, on brand salience with regards to brand recall among millennials.
5. To explore the role of advertising, specifically event advertising, on brand salience with regards to brand recognition among millennials.
6. To explore the role of advertising, specifically event advertising, on brand salience with regards to brand recall among millennials.

Section 2: Literature Review

This section will focus on the literature review component of the research, aimed at creating an in-depth understanding of the constructs on which this study is based.

2.1. Marketing Communication

Marketing communication is defined by Mulder and Niemann-Struwig (2016) as the process in marketing aimed at communicating messages about the products and the brand, either directly or indirectly, with the intention to persuade customers to purchase. Marketing communication is part of the marketing strategy which when described in its simplest form consists of product, price, place and communication (Semenik, 2002). It plays a pivotal role in adding value to an organisation and through building and maintaining stakeholder relationships in a way that brand equity can be built (Dawar, 2004; Duncan & Moriarty 1998; Lannon & Cooper 1983; White 1999). Marketing communication has seen a drastic shift in the 21st century which has been characterised by the fragmentation of mass media types and consumer media consumption (Kitchen & Schultz, 2000). Suttle (2018) describes how there are now a number of new digital media channels present, an increase in advertising clutter and a greater fragmentation of target audiences. Furthermore, the faster speeds at which information can be gathered and transmitted and a stronger desire by consumers for accountability by brands have also played a role in the drastic shift (DeMers, 2017).

Marketing communication consists of various elements including advertising, digital marketing, direct response marketing, event marketing, guerrilla marketing, personalised marketing, product placements, public relations, relationship marketing, sponsorships and sales promotion (Du Plooy, 2012; Keller *et al.*, 2012). These elements all form part of the communication between the organisation and their target audience and refer to what a brand produces or sells, says about itself and how it communicates with its stakeholders (Du Plessis, Van Heerden & Cook, 2003; Kotler & Keller, 2006).

This media proliferation of such a variety of channels and the fragmentation of consumer media consumption is why IMC has become a key strategy in the modern world of branding and why brands are choosing to improve the management and integration of their marketing

communication programmes using the IMC concept (Reid, Luxton & Mavondo, 2004; Schultz & Patti, 2009; Groom, 2008).

2.1.1. Integrated Marketing Communication

Integrated Marketing Communication (IMC) has developed as a concept since the 1970s (Cornelissen & Lock, 2000; van Riel, 1995) and has since been widely criticised by authors for the lack of a clear definition and differences in opinion on the subject (Kitchen & Schultz, 2009; Gurau, 2008).

Previously, one of the most widely regarded definitions of IMC was put forward by the American Association of Advertising Agencies in the 1980's. It was described as a marketing communications concept that recognised the added value of a comprehensive plan that evaluated the strategic roles of a variety of communication mediums such as advertising and public relations, and then combined these mediums to provide clarity, consistency and maximum communication impact (Duncan & Caywood, 1996). This definition regards IMC as a theory and places emphasis on the added value gained from integrating and combining marketing communication techniques and media. This value not only results from the combination of these elements, where together they have a greater impact than when individualised, but also as a result of the unified message that is communicated through using this communication strategy (Du Plooy, 2012).

Hereafter, IMC was defined by Duncan (2002) to be a cross-functional process aimed at creating and maintaining profitable relationships with customers and other stakeholders, by strategically controlling communication sent to them and also encouraging a data-driven and purposeful dialogue with them. This definition focuses on customer relationships and how these are able to influence brand value, highlighting the importance of nurturing stakeholder relationships and broadening the importance of IMC from previous definitions (Du Plooy, 2012).

Although the definition of IMC has evolved and become broader over time, for the purpose of this study the definition put forward by Kliatcho (2008) will be used. Kliatcho (2008: 48) states that "IMC is an audience-driven business process of strategically managing stakeholders, content, channels, and the results of brand communication programs". This definition encapsulates previous definitions offered, which will be outlined below, and also

places more emphasis on how IMC has become a strategic management process rather than just a communication process. It also further highlights how it should be externally focused on customers rather than internally on the brand (Du Plooy, 2012).

The main benefits of IMC include synergy of communication, consistency of message, creation of meaningful client relationships, achievement of strategic positioning and the consolidation of the brand image (Dahlen, Lange & Smith, 2010; Naik & Raman, 2003; Reid, 2003; Yeshin, 2012). Furthermore according to Keller (2008), IMC can contribute to CBBE and assist the brand building process by creating awareness, linking points of parity and points of difference to associations in the mind of the consumer, eliciting positive brand judgements or feelings and facilitating stronger brand resonance.

As previously discussed, advertising will be the IMC element in focus for this study. The element can be attributed to being one of the most important aspects of IMC when it comes to creating awareness and is becoming more important as products and services begin to reach their maturity stage and differentiation becomes increasingly difficult as a result (Keller, 2001; Mulder & Niemann-Struweg, 2016).

2.1.2. Advertising

Advertising can be defined as the presentation and promotion of ideas, goods, or services by an identified sponsor that is not done on a personal basis (Keller, 2008).

The primary functions of advertising are to inform consumers about a product offering and its attributes and benefits, to persuade consumers into purchasing the brand by highlighting benefits, superiority and the value which it offers, and to remind consumers of the offering through the repetition of advertising with the aim maintaining of top of mind awareness (Tyagi & Kumar, 2004; Ouwersloot & Duncan, 2008; Yeshin, 2012; Kokemuller, 2018). Keller (2008) further states that although advertising impact can sometimes be difficult to measure, it also plays a key role in creating strong, favourable and unique brand associations as well as positive feelings and judgements in terms of building brand equity. Koekemoer (2004) goes on to add that it furthermore builds brand equity by creating brand salience and associations.

Brand salience is driven by memorable and repetitive advertising which increases brand salience and leads to consumers recalling the brand during the purchasing process (Keller, 2008). Keller (2008) also mentions that customer knowledge regarding the attributes and benefits of the brand can be increased through effective advertising which leads to better recognition and recall in the future. Brand associations can also be established through advertising by linking both emotional and rational elements of the brand to consumer memory (Koekemoer, 2004). Despite advertising being a key tool in building brand equity, it can also damage it if there is a disparity between brand promise and expectations created in advertising and the actual deliverance of the promise (Dahlen *et al.*, 2010; Yeshin, 2012).

Furthermore, advertising can be divided into three segments, namely above the line (ATL), below the line (BTL) and through the line advertising (TTL) (Pahwa, 2018). ATL advertising was originally developed to distinguish marketing activities which had a wide audience, using mass media such as television, radio, billboards and print are used to promote brands. Whereas BTL advertising was developed to focus on specifically targeted audiences and uses methods such as email marketing and door-to-door advertising to achieve this targeted focus (Arora, 2018). However, due to the development in technology, TTL advertising emerged as it included the use of both above and below the line advertising activities (Arora, 2018).

ATL advertising is aimed at a mass audience and is usually directed through an intermediary such as a television broadcaster, radio station or magazine (Manral, 2011; Arora, 2018). ATL advertising focuses on establishing brand awareness and consideration, expressing brand identity and reinforcing emotional concepts surrounding a product of brand (Winterberry Group, 2006, Challis, 2015). There are a number of advantages when it comes to ATL advertising and include but are not limited to: a broader audience reach, higher user attention due to both sight and sound being utilised in some cases, and cost benefits from economies of scale in terms of per person reach (Bhasin, 2011). At the same time there are disadvantages which include the potentially high costs involved which can make it inaccessible to smaller brands, and the difficulty in being able to measure the return on investment and the exact reach of a campaign (Challis, 2015).

BTL advertising is more specifically targeted on a select target audience with the aim of developing a more personal connection between consumer and the brand (Arora, 2018; Manral, 2011). BTL consists of personal selling, sales promotion, direct marketing,

sponsorship and public relations (Belch & Belch, 1995; Koekemoer, 1998; Strydom, 2000). This form of advertising focuses on eliciting individual responses from consumers through personally tailored messages that aim to build brand trust and stronger stakeholder relationships. The advantages range from the increased ability to measure responses and determine return on investment, to the affordability when compared to, and the communication messages being customised to better suit consumers (Challis, 2015; Arora, 2018).

TTL advertising is a combination of both ATL and BTL advertising where brands engage with consumers through multiple channels and create 360 degree integrated approach of consistent messaging (Tuffaha, 2016; Phawa, 2018). The increasing trend of consumers engaging with brands through digital media has been a large contributor to this concept whereby consumers can be simultaneously targeted using both ATL and BTL communication (Arora, 2018). The advantages of TTL are a combination of those from ATL and BTL, but in particular the ability to reach mass markets while at the same time incorporating direct response elements tailored to each user (Tuffaha, 2016).

As suggested by Keller (2008), an effective marketing communications strategy assists in creating brand awareness. Awareness in turn forms the basis of the brand knowledge structures that contribute to the formation of brand equity (Ouwersloot & Duncan, 2008). It is thus important to better understand the concept of brand equity and in particular how it is built through brand awareness.

2.2. Consumer-Based Brand Equity

The fundamental purpose of a brand is to create value for its shareholders which is done through the building of brand equity (Dapi, 2012). One of the most widely regarded views on brand equity was developed by Aaker (1996:7) who defined it as “a set of assets (and liabilities) linked to a brand’s name and symbol that adds to (or subtracts from) the value provided by a product of service to a firm and/or that firm’s customers”. This definition places a focus on the benefits to both the organisation and the consumer. A slightly different view on brand equity was later developed by Keller (2008:48) who proposed the concept of customer-based brand equity (CBBE) and defined it as “the differential effect the brand knowledge has on consumer response to the marketing of that brand”. This definition focuses more on the consumer benefits and how consumers will react differently to a brand

that they know compared to one which they do not know. For the purpose of this study, this definition by Keller (2008) will be used.

There are two main sources of value which arise from brand equity. Firstly, the financial value to the company in the form of an intangible asset and secondly the value to the consumer through associations with the brand (Aaker, 1996). A number of benefits arising from this brand equity value will benefit the organisation and include but are not limited to the marketing advantages, greater brand loyalty, higher price margins, opportunities for brand extensions, licensing advantages and a more inelastic response to price increases (Keller, 2002; Hoeffler & Keller, 2003).

According to Keller (2008), knowledge is the focal point of this concept as it creates the differentiation needed to drive the consumer response which makes up brand equity. Brand knowledge consists of two components: brand awareness and brand image. According to Keller *et al.* (2012: 59), CBBE occurs when “the consumer has a high level of awareness and familiarity with the brand and holds in their memory some strong, favourable and unique brand associations”. Awareness and image are sources of brand equity and what make up the strength and perceptions of the associations surrounding brand knowledge (Keller *et al.*, 2012).

Brand awareness consists of two main components is created through repeated exposure and refers to the ability of the consumer to confirm previous exposure to a brand when given cues such as colours, slogans or logos (Dapi, 2012; Keller *et al.*, 2012). Keller (2008) further mentions that high levels of brand awareness will start to create strong, unique and favourable associations in the minds of consumers. Brand awareness will be further discussed at a later stage in this literature review as it forms an important role in the salience component of the CBBE model which is to be discussed.

Brand image is defined by Keller and Kotler (2006: 286) “as the perceptions and the beliefs held by consumers, as reflected in the associations held in the consumer’s memory”. It is important that these associations with brand are strong, unique and favourable in order to create a positive image, as well as consistent with the products’ positioning and relevant to consumers. Brand associations are formed from direct experiences with the brand, word of mouth, information from media sources, inferences from the brand itself and from the brand associating with certain persons, events or countries (Keller *et al.*, 2012).

These two sources of brand equity are what make up a strong brand, however Keller *et al.* (2012) also goes on to mention how a strong brand is built using the CBBE model. The model outlines four steps; firstly, by creating brand identity, then brand meaning, then brand response, and lastly brand relationships. To provide a structure to these steps, six brand building blocks have been created and built into what is known as the CBBE pyramid. Each building block needs to be in place for the customer to move up the pyramid (**See Figure 1**).

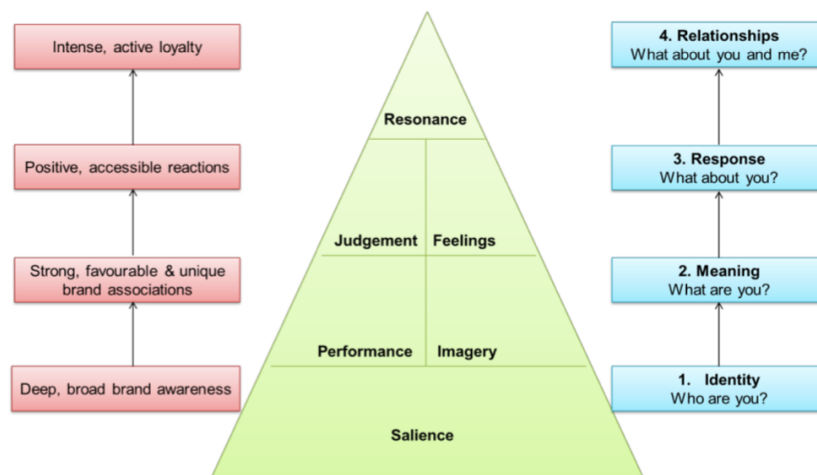


Figure 1: Customer-Based Brand Equity Pyramid (Kotler & Keller, 2012:271)

The first step in the CBBE pyramid involves establishing the correct brand identity and creating an association of the brand in the customer's mind with a specific product class or need (Kuhn, Alpert & Pope, 2008; Keller, 2008). This is done by creating salience which considers the aspects of awareness of the brand (Keller *et al.*, 2012).

2.2.1 Brand Salience

According to Keller *et al.* (2012), the first step in the CBBE pyramid is salience and involves brand awareness whereby the brand name, logo, slogan and colours are linked to associations in the mind of the consumer. Additionally, it also involves establishing the correct brand identity and creating an association of the brand with a specific class or need that it is designed to satisfy (Kuhn *et al.*, 2008; Keller, 2008). The aim of salience is to create deep and broad brand awareness in the mind of the consumer, establishing a strong foundation for the CBBE pyramid (Keller *et al.*, 2012).

Brand awareness can be further classified into depth of awareness and breadth of awareness. These aspects establish the degree to which consumers are aware of the brand in a purchase or usage situation and the likelihood that it is to be purchased (Daye & Van Auken, 2010; Romanuick & Sharp, 2004). Depth of awareness relates to the likelihood and ease at which a brand comes to mind and breadth of awareness relates to the range of purchase and usage situations (Keller *et al.*, 2012). Brand recognition and brand recall are the two main components of the concept of brand awareness (Keller *et al.*, 2012). Brand recognition is created through repeated exposure and refers to the ability of the consumer to confirm previous exposure to a brand when given a cue such as a slogan, logo or colour (Aaker, 1996). Brand recall takes place on a deeper level and refers to recollection ability of the consumer to retrieve a brand from memory when they are given a usage situation, product category, or the needs fulfilled by the category as a cue (Aaker, 1996; Keller *et al.*, 2012). Aaker and McLoughlin (2010: 176) point out that brand recall is more important than brand recognition, because the consumer might be able to recognise a brand but if this does not happen during purchasing process then the brand will not be bought.

Creating brand awareness can be done in a number of ways which all centre around repetitive exposure to consumers. Brand awareness is essentially created by increasing the familiarity of the brand, in order for brand recognition to take place, and by developing strong associations with product categories and cues so that brand recall can take place.

2.3. Millennials

The term 'Millennials' refers to the individuals born between the years 1980 and 2000 according to PwC (2013), Wallop (2014) and Kurian (2017). These individuals grew up during the Millennium period which consisted of rapid change and as a result has shaped them into a very unique generation (Kurian, 2017). Although there is a general lack of congruency amongst authors as to the exact years which this generation forms a part of, for the purpose of this study the definition supported by PwC (2013), Wallop (2014) and Kurian (2017) will be used. Millennials are considered to be curious, tech-savvy, enjoy being part of a cause and usually have short attention spans and therefore have to be kept entertained (Meltzer, 2017; Arnold, 2018).

2.4. Hierarchy-of-Effects Theory

The Hierarchy-of-Effects Theory was put forward by Lavidge and Steiner (1961) as a marketing communication model which suggests that there are six steps from viewing a product advertisement to actual product purchase. The job of the advertiser is to encourage the customer to go through the six steps and purchase the product (Belch & Belch, 1998).

The more a brand is experienced by customers, seen, heard of or thought about, the stronger the associations of product category, usage situation and needs satisfied in the consumers memory become (Keller *et al.*, 2012). Keller (2001) and Mulder and Niemann-Struweg (2016) agree that an effective marketing communications strategy is key in creating brand awareness particularly as brands reach their maturity stage and differentiation becomes difficult. Marketing communication should assist in changing the consumer's current knowledge of the brand into knowledge the brand desires as well as create the right associations to the brand (Hoeffler & Keller, 2003; Keller, 2008; Mulder & Niemann-Struweg, 2016). Advertising can be attributed as the most beneficial marketing communication tool aimed at establishing awareness as a result of its wide reach and ability to impact brand salience so that brands can be recalled during the purchasing process (Koekemoer, 2004). Belch and Belch (2012) agree and further elaborate on how advertising can convey important information regarding the product while also creating and positioning the brand in the mind of the consumer, a necessity for brand awareness. The repetitiveness of advertising can further assist in creating the desired associations around a brand and can also be used to link both rational and emotional elements to it (Koekemoer, 2004; Sedaghat, Sedaghat & Moakher, 2012).

There are a number of theories surrounding advertising and marketing communication that have developed to illustrate the hierarchical stages that consumers may pass through up until the purchase. These two most popular theories include the AIDA theory and hierarchy-of-effects theory which both have assumptions as to the steps that advertisers assume consumers will pass through (Duffet & Wakeham, 2016; Karlsson, 2007).

The AIDA model was developed by Strong in 1925 and suggests that for an advertisement to be effective it needs to create awareness, stimulate interest, create a desire for the product or service and then finally lead to action being taken by the consumer (Hackley,

2005). The theory has been criticised by scholars for suggesting that consumers behave in a rational and linear way as well as for ignoring the context and environment influencing the effectiveness of the advertisement (Brierly, 2002). The theory is also seen to only be suitable for high-involvement purchases rather than spontaneous ones (Hackley, 2012).

As previously mentioned, the hierarchy-of-effects theory was developed by Lavidge and Steiner in 1962 and further develops the concepts previously put forward by the AIDA model (Karlsson, 2007). The broader idea behind this theory is that “advertising effects occur over time and advertising communication may not lead to immediate behavioural response or purchase, but rather, consumers must fulfil each step before (s)he can move to the next stage in the hierarchy” (Belch & Belch 1998: 146). The model is based on seven steps which again also need to be completed in a linear pattern (**See Figure 2**).

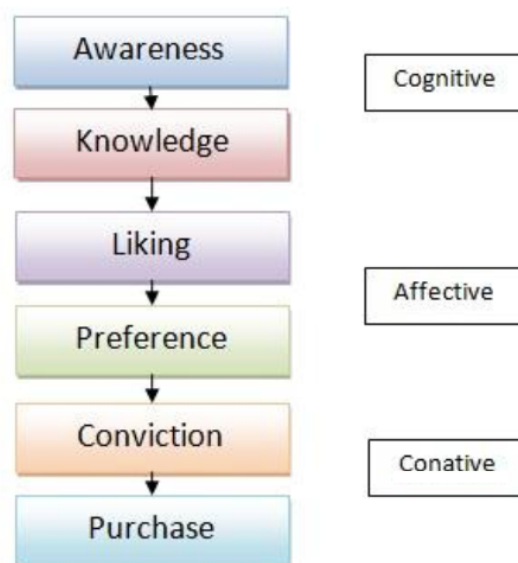


Figure 2: Hierarchy-of-Effects Theory (MBA Skool, 2018)

Lavidge and Steiner (1961) suggest that the steps also have to be completed in a linear way, but a consumer may move up several steps simultaneously. The authors also acknowledge that impulse purchases do happen, however for high-involvement purchases these steps are essential for advertisers to understand. Again there are criticisms of this which are similar to those of AIDA but also include the fact that these stages do not necessarily occur in this exact sequence in reality and assuming that all buyers go through these stages even in a high-involvement scenario (Smith & Taylor, 2002).

The hierarchy-of-effects theory will be used in this study due to its close associations to the CBBE model and its validity in the world of advertising. Similarly, awareness forms part of salience in the CBBE model and is also the first step in creating equity. Knowledge and feelings are also key steps in the model and need to be in place for the consumer to move up the pyramid, the same goes for the hierarchy-of-effects theory.

According to Lavidge and Steiner (2016), the six steps of the hierarchy-of-effects theory can be categorised into three main stages which the millennial buyer undergoes. Firstly, the cognitive stage where the buyer gathers awareness and knowledge on the brand (reference). This is where the millennial consumer would come into contact with a Coca-Cola television advertisement, social media advertisement or having seen it at a Coca-Cola sponsored event. This is similar to the salience, performance and imagery building blocks of the CBBE pyramid whereby awareness and knowledge of the brand and how the millennial consumers' needs can be met (reference). It is suggested by Author (year) that the second step can be described as the affective stage where liking and preference fall in and the millennial consumer starts to develop feelings and meaning toward a brand. This is similar to the judgement and feelings building blocks of the CBBE model where consumers react to a brand and illicit either positive or negative feelings and judgements (reference). Millennial consumers may begin to believe that Coca-Cola will have a positive impact on their lives and make them feel a certain way when consuming it. Lastly, the conative stage which is where conviction and purchasing occurs (reference). At this stage all the previous elements would have developed a decision which is to be made by the millennial consumer either to purchase Coca-Cola or not. The CBBE model also requires a decision to be made by the millennial consumer but with regards to brand loyalty instead (Lavidge & Steiner, 1961).

Section 3: Research Method

3.1. Research Paradigm

Bryman (2012: 630) defines a paradigm as the “cluster of beliefs and dictates which for scientists in a particular discipline influence what should be studied, how research should be done, and how results should be interpreted”. Accordingly, by following a certain paradigm, the researcher will be guided as to the questions asked and the processes adopted in the study to ensure that they in line with the paradigm (Du Plooy-Cilliers, 2014).

According to Du Plooy-Cilliers (2014), there are three main paradigms that exist, namely positivism, interpretivism and critical realism. Positivism refers to the broad approach of natural sciences whereby scientific methods as well as knowledge and data that is observable, verifiable and objective is used in research (Jakobsen, 2013; Du Plooy-Cilliers, 2014). Interpretivism was instead developed to address the shortcomings of positivism, particularly with regards to the application towards social sciences (Du Plooy-Cilliers, 2014). Interpretivism incorporates a human element and interest into the study and focuses on how humans are different to objects and illicit different behavioural traits amongst them, the aim being to try and understand this behaviour (Myers, 2008). Critical Realism combines both natural science and social science, creating a combination between positivism and interpretivism with the aim being to transform society and empower individuals to build a better tomorrow (Bhaskar, 2013).

This study followed an interpretivist paradigm as it aimed to explore the role that advertising plays in creating brand salience in the context of Coca-Cola among millenials, rather than creating general cause and effect assumptions. This falls in line with interpretivism which converges around creating and in-depth understanding, as opposed to explanations of phenomenon (Du Plooy, 2012). The aim of this study was not to predict outcomes or test previous theory, instead it was undertaken because the existing theory does not adequately explain the role that advertising, specifically television, social media and events advertising, plays in creating brand salience, specifically brand recognition and recall among millenials.

Furthermore, the interpretivist paradigm can take on three perspectives, namely epistemology, ontology and methodology (Du Plooy-Cilliers, 2014). The epistemological

position of interpretivism takes on the view that facts are dependent on people's interpretation of information and the context and are therefore not objective and neutral (Steup, 2005). In the case of this study, the focus was on how millennial consumers interpret the advertisements of Coca-Cola rather than just using generalised information surrounding advertising methods to arrive at facts. The facts gathered can also not be accurately generalised as the methodologies used are sensitive to the context in which they are studied (Du Plooy-Cilliers, 2014). The ontological position of interpretivism is described by Du Plooy-Cilliers (2014) as seeing reality as a social construct which is fluid and fragile and changes when people's perceptions change. Depending on the age, experiences and cultures, different individuals may experience reality in a different way to one another (Edirisingha, 2012). Therefore, open-ended questions were asked in order for this study to discover the reasoning behind answers. The methodological position of interpretivism centres around using qualitative research methods which are sensitive to the context and that will allow the researcher to study reality subjectively and gain an in-depth understanding (Du Plooy-Cilliers, 2014). This study therefore employed qualitative research methods in its design.

3.2. Methodological Approach / Research Design

Denzin and Lincoln (2005: 25) state that intention of the overall research design should be "a strategy of inquiry that comprises a bundle of skills, assumptions, and practices that the researcher employs, as he or she moves from the paradigm to the empirical world. Strategies of inquiry put paradigms of interpretation into motion". The research design depends on not only the research question but also the extent of literature available, limitations such as time and resources as well as the appropriate philosophical foundations (Saunders, Lewis & Thornhill, 2009).

As a result of this study following an interpretivist paradigm, it was best to apply a qualitative research orientation and an exploratory research objective which has also been previously applied in a study conducted by (Kulp, 2007). Qualitative research seeks to capture a broader understanding of participant's perspectives, through which the researcher is able to explore and understand individuals' perceptions and experiences regarding a particular concept (Creswell, 2013). Qualitative methods are also beneficial when the researcher needs to know more about a concept where existing literature and research is limited (Burke & Christensen 2014). Due to the exploratory nature of this research, it benefited from employing qualitative research methods that aimed to provide an understanding of the role

of television, social media and event advertising on brand recognition and recall (Egling, 2016). The research question required an in-depth understanding of the role that advertising plays on brand salience thus making qualitative methods best suited in doing so (Du Plooy, 2012).

Furthermore, this study benefited from an exploratory research objective in determining the role of advertising, specifically television, social media and events advertising, plays in creating brand salience, specifically brand recognition and recall, among millennials. Brown (2006) and Singh (2007) explain that exploratory research forms the basis for more conclusive research to be conducted and is suitable for studies where limited research has been done before. As a result of the above-mentioned factors, an exploratory research objective was utilised in trying to better understand the role that advertising plays in creating brand salience, in the context of Coca-Cola among millennial consumers.

The final aspect of design that was relevant to this study is the timeframe. This study utilised a cross-sectional timeframe as it studied and measures the results and findings of the study at the same time (Setia, 2016). This was important considering the short time frame of the study which took place from July to November 2018. The participants in a cross-sectional study are selected based on inclusion and exclusion parameters outlined in the population and sampling criteria which also assists in making it relatively faster and inexpensive (Setia, 2016).

3.3. Population and Sampling

3.3.1. Population

The population refers to the number of people or entities that are of relevant interest to the researcher due to their specific or unique characteristics which will create certain population parameters (Lavrakas, 2008). The unit of analysis for the study was individuals, both males and females, who are users of Coca-Cola and fall within the age bracket of 18-32, and can be described as millennials, similar to the study of (Buzynna, Lukin & Greenstine, 2014). It was not imperative that the study included both genders or different races, as long as the participants were users of Coca-Cola and able to give a personal account of the impact that

advertising has had on their awareness of the Coca-Cola brand. The study was however only restricted to millennials who fell within the age bracket of 18-32.

Thereafter, the researcher needs to distinguish between the target population and the accessible population. The difference between these two populations is that the target population includes everyone who falls within the parameters of the population, whereas the accessible population is the part of the target population that can actually be included in the study and questioned (Pascoe, 2014). As previously outlined, the target population of this study was both males and females of all races who fell within the age bracket of 18-32 and currently live in South Africa. This widespread target population was narrowed down to an accessible population that could be realistically contacted and included in the study. The accessible population was therefore be males and females of all races who are currently living in Pretoria, Gauteng, who are users of the Coca-Cola product, who fall between the ages of 18-32 and are able to give a personal account on how advertising, specifically television, social media and events advertising, plays in creating brand salience, specifically on brand recognition and recall.

3.3.2. Sampling

Brink (2001: 133) states that “a sample consists of a selected group of the elements or units from a defined population”, in other words, from the accessible population outlined above. Since this study takes on an exploratory qualitative research approach, Lincoln and Guba (1985) outline that the aim is not to generalise to these findings to the larger population, but instead obtain in-depth information of the situation within the context, thus making a large sample size unnecessary. Guest, Bunce and Johnson (2006) suggest that for qualitative research in the form of in-depth interviews, 6-10 participants are needed in the sample to make it credible.

Due to the accessible population being fairly large in size, non-probability sampling will be applied as the researcher does not have access to the entire population and also has time and resource constraints (Pascoe, 2014). Non-probability sampling is where each unit of the population does not have an equal chance of being included and selection is based on the convenient subjective judgement made by the researcher as a result of the population being too large for every unit to be included (Alvi, 2016).

As a result of using non-probability sampling, convenience and purposive sampling followed by snowball sampling were then utilised. Pascoe (2014) suggests that these methods can be used when the findings need to be generalised to the larger population specifically with qualitative exploratory research. Convenience sampling includes people that the researcher already has contact with in the sample due to the ease of access and proximity to the researcher (Explorable, 2016). Snowball sampling was then was applied whereby referrals from those in the initial sample will be used to increase the sample size (Pascoe, 2014).

3.4. Data Collection Methods

Qualitative research requires data collection methods that allow the researcher to explore, understand and describe in-depth individual experiences and subjective perceptions (Strydom & Bezuidenhout, 2014). Qualitative research methods include interviews, focus groups, historical research and observations (Struwig & Stead, 2013). The method best suited to this study was an in-depth interview, a tool that “allows you to pose questions to participants with the aim of learning more about their views, opinions and beliefs about a specific phenomenon” (Strydom & Bezuidenhout, 2014: 185).

An advantage of this technique is the flexibility that the interviewer has the opportunity to ask follow-up questions, clarify answers, probe for additional information and generate a richer understanding on the role of advertising on brand salience for Coca-Cola (Steber, 2017). An additional advantage is that interviews can be conducted in such a way that it becomes more like a conversation, allowing participants to be more relaxed and willing to share their views and opinions on a matter in greater detail (George, 2010). Furthermore, body language can also be observed during the interview process and act as an additional source of data that can be analysed and interpreted in the study (Strydom & Bezuidenhout, 2014).

The interview was semi-structured in nature, whereby a set of predetermined open-ended questions were asked to ensure consistency, while at the same time also allowing the respondent the freedom to further elaborate on their answers by asking probing questions, allowing the interview to progress accordingly as a discussion (Doyle, 2018). Guest, Bunce and Johnson (2006) suggest that for qualitative research in the form of in-depth interviews, 6-10 participants are needed in the sample to make it credible. Ethical clearance was granted by the ethics committee and therefore allows for a pre-test of the questionnaire

which was conducted to determine if the interview questions are clear and understandable to all and are able to be answered correctly (Davis, 2014).

Strydom and Bezuidenhout (2014) outline a number of considerations when conducting interviews such as starting the interview off with broader, more generalised questions about the topic before narrowing the questions down to get as much detail as possible. Through doing this, respondents will become more comfortable in the interview, it will assist in structuring the discussion and will allow the researcher to start probing the respondent (Strydom & Bezuidenhout, 2014). Examples of these broad questions included “do you consume Coca-Cola?” and “Do you have access to television and social media and have you seen Coca-Cola at any events?”.

During an interview the participants gave off certain cues which suggested that they had more information available, these cues were acknowledged and further probed by the researcher (Strydom & Bezuidenhout, 2014). This involved adding or restructuring questions to allow for this, as well as for the interview to continuously flow in a conversation-like manner. The questions for this study were guided by Keller *et al.* (2012). All interview questions which will were used in this study can be found in **Appendix 2**.

Collection Method:	Participant Name:	Date:	Start Time:	End Time:	Place:
In-Depth Interview	Participant 1	29/10/2018	08:00	08:30	Starbucks Menlyn
In-Depth Interview	Participant 2	02/11/2018	08:45	09:15	Skype Call
In-Depth Interview	Participant 3	30/10/2018	09:30	10:00	Starbucks Menlyn
In-Depth Interview	Participant 4	01/11/2018	17:15	17:45	Skype Call
In-Depth Interview	Participant 5	02/10/2018	15:00	15:30	Skype Call
In-Depth Interview	Participant 6	30/10/2018	16:30	17:00	Starbucks Menlyn

Table 1: Interview Details for Participants

Before starting each of the interviews, the participant was required to sign a written consent form, outlining the voluntary nature of the study and how the data gathered from the

interview will be used. It also requested consent for recordings to be taken during the interview as well as inform the participants as to who will have access to the data gathered. Various themes and topics derived from the literature review including marketing communication, integrated marketing communication, advertising, consumer-based brand equity and brand salience were included in the interview.

3.5. Data Analysis Methods

As previously discussed, the data for this study was derived from participants responses during in-depth interviews which served as a qualitative data collection method. The content gathered from this data collection was then analysed using qualitative content analysis which broke down the content gathered in the interviews and reconstructed it in a way that allowed for the understanding and interpretation of the participants' views and experiences to derive meaning from them (Du Plooy, 2012). Content analysis is a technique that identifies themes and patterns in text and places them into content based categories at a conceptual level using rules of coding to do so (Bezuidenhout & Cronje, 2014). Through using this technique to focus on certain themes from the data, it provided the researcher with the most relevant data to develop a rich and detailed understanding of participants responses, something which the nature of this study aimed at doing (Du Plooy, 2014).

Zhang and Wildemuth (2009: 309-311) have developed eight steps to be used in a qualitative content analysis which this study employed.

Steps:

1. Prepared data: Data collected from the interviews and recordings was transcribed into a written format ready to be analysed.
2. Defined coding unit to be analysed: Researcher indicated which coding units were to be used and consisted of phrases, single words and sentences.
3. Developed categories and coding scheme: Grouping of related coding units were used to form categories of codes.

4. Tested coding on sample text: Consistency and clarity of category definitions were tested on a sample of the data to ensure all doubts and possible issues could be resolved.
5. Coded all text: Researcher used the selected form of coding to code all data.
6. Assessed coding consistency: Consistency with which the coding was conducted was rechecked.
7. Drew conclusions from coded data: Categories and themes identified needed to be interpreted.
8. Bezuidenhout and Cronje (2014) outline three steps for interpretation: 1) the researcher needs to explain the relationships found, 2) extraneous information also needs to be considered, 3) all relevant factors which affect the problem need to be considered. The researcher utilised these steps for the interpretation of the findings.
9. Report methods and findings: Researcher reported on the process applied in coding, analysis and interpretation as completely and truthfully as possible.

Therefore, the study analysed data collected from the semi-structured interviews using open text coding and thematic analysis. Open coding is when the researcher will read through the entire transcription to develop an overall impression and understanding before grouping the concepts into categories (Bezuidenhout & Cronje, 2014). Through utilising these techniques discussed, categories and themes relating to brand awareness and salience were developed.

Section 4: Findings and Interpretation

4.1. Findings and Interpretation of Themes

The information collected from the in-depth interviews with participants will be analysed and interpreted using thematic analysis to determine themes and patterns within the qualitative data. This information was gathered using semi-structured interviews from males and females of all races who are currently living in Pretoria, Gauteng. They needed to be users of the Coca-Cola product, fall between the ages of 18-32 and able to give a personal account on how advertising, specifically television, social media and events advertising, plays in creating brand salience, specifically on brand recognition and recall.

Firstly, the semi-structured interviews were transcribed and read through to develop an overall impression and understanding before grouping the concepts into categories. Open coding was then employed to divide the data into various categories and themes which were relevant in ensuring the objectives of this study could be fulfilled and the research question answered. Three themes were developed from the data collected and the research objectives, and within those themes there were a further two sub-themes. This is depicted in **Table 2** below.

Theme	Sub-themes
Theme 1: Television Advertising	Sub-theme 1: Brand Recognition
	Sub-theme 2: Brand Recall
Theme 2: Social Media Advertising	Sub-theme 1: Brand Recognition
	Sub-theme 2: Brand Recall
Theme 3: Events Advertising	Sub-theme 1: Brand Recognition
	Sub-theme 2: Brand Recall

Table 2: Theme Summary

The themes identified will be interpreted to determine the relationships found and how they relate to previous literature, the research question and objectives as well as the research problem.

Each theme consists of a different advertising medium and will be analysed in terms of its effectiveness with regards to brand recognition and brand recall. Brand recognition is created through repeated exposure and refers to the ability of the consumer to confirm and correctly identify previous exposure to a brand when given a cue (Keller *et al.*, 2012). Brand recall takes place on a deeper level and refers to the ability of the consumer to recall a brand from memory when they are given a usage situation, product category, or the needs fulfilled by the category as a cue (Keller *et al.*, 2012).

Theme 1: Television Advertising

Ouwersloot and Duncan (2008) state that television advertising provides a platform to create strong brand awareness, however it is only effective when consumers know which brand is being advertised, in other words, they have a strong sense of brand recognition stemming from a stimulus such as colouring, slogan or jingle.

Sub-theme 1: Brand Recognition

All respondents were certain in being able to confirm previous exposure to Coca-Cola advertising on television and the majority were able to give brief insights about what it they were about. There were a range of answers when it came to remembering the array of advertisements as seen in the answers by Participants 1, 3 and 4.

Participant 1: "They were having a party, beach volleyball, they then zoomed in on people break dancing, then there were people skate boarding, it was very much summer vibes with a big beach ball."

Participant 3: "I can remember the vending machine one with the machine and all the magic things inside."

Participant 4: "Yes I have, but there were many. They were mainly about just how Coke is just tastes fresh and makes everything better, perfect for any situation! That is all I can remember."

When participants were asked about the common factors which they recognise throughout Coca-Cola advertisements they were all able to link certain cues to Coca-Cola's television

advertisements. The most prominent ones being the slogan “*Open Happiness*”, the red and white colours and the logo, which importantly always occurred “*at the end*”, as well as the fact the advertisements always involved positive, energetic and fun filled emotions.

Participant 1: “Generally the open happiness campaign.”

Participant 2: “The red branding, the look and feel, Coke always evokes positive emotion in their campaigns and it’s always distinctly a Coke ad.”

“If I think about the Coke adverts I’ve seen it’s definitely that open happiness ad about 10 years ago it was so amazing.”

Participant 3: “Ok so well they did have the brand quite obviously visible.”

Participant 4: “I do remember the with all the adverts its always red but they add in this white swish at the end.”

Participant 5: “the use of colours is really good it pops and makes you think Coke is giving you a holiday or something.”

Participant 6: “...like the happiness and then obviously their logo is memorable.”
“...their logo at the end obviously.”

It is clear that Coca-Cola’s visual cues used in television are having an impactful and lasting effect on millennials who are able to remember and recognise them in each advertisement.

Sub-theme 1: Brand Recognition Interpretation

It is suggested that through constant exposure, Coca-Cola is developing memorable cues which cause the millennial audiences to easily recognise the various Coca-Cola television advertisements, leading to a high sense of brand recognition. This is supported by Keller *et al.* (2012) who mentions that the more a customer experiences a brand and the stronger the cues, the higher the chance that the brand will become strongly registered in their memory. Coca-Cola has also succeeded in causing millennial consumers to experience cues in such a way that the familiarity of these elements is prominent in their minds which Keller *et al.*, (2012) agrees is crucial in creating strong brand recognition. According to Ouwersloot and

Duncan (2008), strong recognition is one of the main reasons for television advertisements being successful. Overall, television advertising provided the highest level of brand recognition.

Sub-theme 2: Brand Recall

All the participants, except Participant 5 responded with certainty that they associate Coca-Cola with the product category of beverages or a combination of food and beverage. Participant E associated the brand with travel which was the only outlier in this cue.

In terms of answers with regards to what needs Coca-Cola satisfies, it was more than just the basic human need of “hydration” in many cases. Although most participants responded with “hydration”, “thirst” or “something to drink”, many participants went into more detail with regards to social needs being satisfied. Participants 2, 3, 4 and 5 clearly depicted this.

Participant 2: “It really celebrates people building relationships in their circles.”

Participant 3: “...we tend to have it in social situations, so I would say it has a role there.”

Participant 4: “...it also becomes like a social need. In the adverts you’ll notice that there’s always people and as soon as Coke is cracked open everyone draws near.”

Participant 5: “...you’re chilling with your friends and having a good time, those social needs.”

Participants continued to progress deeper when it came to associating certain usage situations with Coca-Cola, further elaborating on the social needs which many deem Coca-Cola to satisfy. The majority of participants all associated it with social gatherings with friends, family or the general coming together of people. Furthermore, half of the participants also associated it with relaxation and leisure with some mentioning sport as a social situation in which it is used.

Sub-theme 2: Brand Recall Interpretation

Brand recall usually takes place on a deeper level than brand recognition and is a brand awareness element which Coca-Cola has managed to capitalise on and create great depth to. This is mainly highlighted how users see the product well beyond the basic needs which it actually satisfies as a result of the influence from television advertising. Keller *et al.*, (2012) argues that in order to build strong brand recall, the cue used needs to creatively link the brand to the desired product category, needs satisfied or usage situation. Coca-Cola have successfully done this by linking the brand to more than just basic hydration needs but also social needs as well as the unique usage situations of gatherings with friends, family and leisure. This is something which goes well beyond the traditional needs and usage situations of a beverage according to Goldsworthy and Williams (2011) and suggests that television had the highest level of brand recall.

Theme 2: Social Media Advertising

Social networks are web-based applications or platforms that allow communication between users through information, comments, messages, images or other types of communication (Oxford Dictionaries, 2016). According to Linqia (2018), 70% of millennials are spending almost 25% of their days on social media platforms which has led to brands increasing their budgets for the medium. Digital advertising spend in South Africa has risen dramatically over the last number of years to R3.95 billion in 2016 (IAB SA, 2017).

Sub-theme 1: Brand Recognition

Social media advertising recognition lacked in the sense that firstly, not all participants could confirm previous exposure to the brand on social media and secondly, all participants who could confirm having previous exposure, apart from Participant 2, lacked remembrance on what the advertisement was about as a whole. Despite this, the participants who did have previous exposure to the brand on social media stated that the red and white colouring was a cue which prompted them to recognise that it was a Coca-Cola advertisement.

Participant 2: "That other campaign, they always use reds in it."

Participant 3: "Colour definitely with the red. Very obvious. The white text."

Participant 4: "Red with white swish."

Participant 5: "Red and white colours and that confetti that they have."

4.2.2. Sub-theme 1: Brand Recognition Interpretation

It is clear that colouring plays a key role amongst millennial consumers in recognising Coca-Cola advertisements. This is supported by Perkins (2014), who states that the consistency of colours used in social media advertising is important in that visual consistency helps in creating brand recognition. It can be noted that despite millennial consumers having seen a Coca-Cola advertisement before, the majority were unable to remember any other specifics or cues about the advertisement or what it was generally about. Two of the respondents were unable to confirm previous exposure to Coca-Cola advertising on social media.

Sub-theme 2: Brand Recall

The brand recall which came as a result of the social media advertising was almost non-existent with only Participant 2 being able to relate the brand to the needs fulfilled, product category and a usage situation. The other three participants who could recall seeing a Coca-Cola advertisement on social media all stated that they paid little attention to it, that it had established no connection with them, and that they had simply scrolled right past it.

Participant 3: "With social media you can just scroll past which is what I tend to do."

Participant 4: "No, the ones I have seen on Facebook I don't actually think that far, I scroll right past."

Participant 5: "I don't know I didn't pay enough attention to them. I don't spend time looking at ads on social media I moved right past it."

These same four respondents were also asked whether they thought Coca-Cola's social media advertising was as effective as other forms of advertising. Apart from Participant 2 who thought *"they doing a brilliant job"*, the other participants had less of a positive response. It is clear that if an advertisement does not capture their attention they will scroll past it which

is supported by Meltzer (2017) who states that millennials have a short attention span and need to be kept entertained and engaged if an impact is going to be made on them.

Participant 3: “Definitely not, usually because in the context of social media we so used to having immediate gratification that because it’s an ad, it’s not part of what I’m using the social media for.”

Participant 4: “No. Because like I said my Facebook is a personal thing, I only want to see things from friends or pages which I am liking I don’t want to see adverts that Facebook ads in like Coke. I think the TV adverts for Coke are pretty fun to watch in the middle of series.”

Participant 5: “Possibly YouTube, especially if its in HD then its good. The others no.”

The two participants (1&6) who had no previous recollection of seeing a Coca-Cola advertisement on social media were probed as to what appealed to them in social media advertisements. Both agreed saying images were the most effective medium on social media and described them as needing to be relevant, relatable and something which they generally engage with if they were going to capture any attention. Participant 1 gave an example of a meme advertisement being effective as it was relatable and relevant to them in the sense that they generally engage with such content.

Both participants 1 and 6 stated that social media is one of the best forms of advertising with Participant 1 mentioning that *“social media is probably the most effective way to reach the young generation because we use social media far more than we watch television or read newspapers.”* Participant 6 also went on to further elaborate saying that *“: I think social media is probably one of the best forms of advertising”* and that *“...I really do think social media is quite effective, but I don’t like to be spammed with it, I don’t want an overdose of it.”*, indicating that a careful balance needs to be found.

Sub-theme 2: Brand Recall Interpretation

Throughout both the brand recognition and brand recall stages, Participant 2 became an exception always demonstrating a relatively high level of both. The participant displayed high recognition and was able to confirm exposure to the advertisements in greater detail, mentioning slogans and campaign names while acknowledging the colour cues involved. As

a result, during the brand recall phase they were the only participant to be create links to product categories, needs satisfied and usage situations. The advertisement which they viewed took the form of a still image with a moving background. This finding is congruent with that of Miloch and Lambrecht (2006) who found that the higher the level of brand recognition, the higher the level of brand recall. Participants also demonstrated findings which suggested that the majority of advertisements are irrelevant to them and cluttering which is supported by Deloitte's Digital Democracy Survey where 70% of millennial viewers found advertisements on their digital to be irrelevant (Friedman, 2017). The respondents mentioned that advertisements which are relevant to them are the most effective in capturing their attention which can be supported by the findings of Tama (2018). The majority of respondents who had seen Coca-Cola advertisements on social media did not find it to be as effective as other forms of Coca-Cola advertising. However, the two respondents which were asked about the effectiveness of social media advertising in general suggested that it is one of the best forms of advertising. The latter is supported by the findings of Horowitz Research (2018) in that among 18-34 year-olds, social media was deemed as the most effective advertising medium. This does not however seem to be the case with Coca-Cola as not all participants had seen an advertisement before and those who had did not see it as being very effective.

Theme 3: Events Advertising

Coca-Cola has a long history of sponsoring major events, organizations and projects around the world such as the FIFA Soccer World Cup, American Idol and Olympic Games (Coca-Cola Company, 2012). Events provide brands with the opportunity to engage with audiences, creating brand awareness and experiences which will allow the millennial consumers to develop emotional connections and memories with the brand (Dicey, 2018).

Sub-theme 1: Brand Recognition

All the participants interviewed were very much aware that Coca-Cola does sponsor events, however the majority struggled to remember which events in particular but could associate it to a particular activity, particularly sport. Specific events which were mentioned included *"the soccer world cup"* and *"Coke Top40 SA"*.

Participant 2: “Events, if I think about Coke I think Coke Top40 SA. Soccer also comes to mind.”

Participant 3: “Not specifics, but certain sports events.”

Participant 6: “Yes I do, but I cannot recall which events. Do they not sponsor a lot of sport and stuff like that?”

When asked how participants became aware that Coca-Cola sponsored these events, they were able to link them to Coca-Cola as a result of certain cues which mainly consisted of banners or signage, and the red and white Coca-Cola colours with the logo. It can be noted that more than half of participants engaged with the events through seeing them on television with some noting that the Coca-Cola advertisements played at some point while watching the event also alerted them to this.

Participant 1: “...advertises in breaks they will play the ad and on the electronic banners on sporting events around the field so I feel like they definitely do that. I don’t think there’s anything else.”

Participant 4: “...if I close my eyes I just see banners, I can’t identify which events they are linked to.”

Participant 5: “I think if I saw red and white I think Coke before anything else.”

Participant 6: “You see the logo advertised there.”

Most participants had very little to say when asked about how they think Coca-Cola can improve on its advertising and awareness at events. Interestingly, Participant 4 stated that “*Maybe they could sponsor events that actually add value to society*” which is something that Coca-Cola has not engaged a lot with when compared to sports events.

Sub-theme 1: Brand Recognition Interpretation

It is clear that events advertising has a weaker recognition element when compared to television as participants are able to confirm previous exposure to the brand, however the specifics are rather vague. According to a leading events company specialist in South Africa,

brand salience is more effective when the event can be tailor-made to resonate with the brands particular target audience (Dicey, 2018). The largest events which Coca-Cola sponsor, such as the FIFA Soccer World Cup, Olympic Games and American Idol, are all organised by other organisations and therefore cannot be tailor-made to suit Coca-Cola (Coca-Cola Company, 2012). This congruency with the findings of Dicey (2006) supports why brand recognition was lacking in some ways, particularly with regards to the specifics surrounding the events. An important point also expressed in the responses from four of the participants was that signage and banners prompted them to recognise that Coca-Cola sponsored the event. This is congruent with Miloch and Lambrecht (2006) who found that one of the key elements for ensuring high levels of brand recognition at events is signage placement in venues. Furthermore, Participant 4 stated that *"Maybe they could sponsor events that actually add value to society"*. This finding is supported by Arnold (2018) who found that millennials want to be part of a cause and are more drawn to brands who participate in social responsibility causes.

Sub-theme 2: Brand Recall

Event advertising led to all participants linking Coca-Cola to the product category of *"beverage"* with almost immediate certainty. The words *"thirsty"* and *"at the event"*. Participants 1, 3, 4 and 6 all went on to elaborate on these usage situations and need fulfillments either after mentioning that they recalled it as falling into the beverage's product category, or when asked about the usage situation which came to mind. Participants 2 and 5 were the only exceptions as they related the usage situation back to social settings, similar to that witnessed in television advertising.

Participant 1: "...when I think I'm thirsty should I get a Coke?"

Participant 3: "...because it's a beverage and during the event I definitely will want something to drink."

Participant 4: "...if I am thirsty at an event my brain will look for red somethings. Like a banner or something."

Participant 6: "Well if I am at the event then I may want to have a Coke."

In addition to the above, Participants 3 and 4 both noted that it was the direct result of the event advertising that the Coca-Cola cues at the event which subconsciously directed them into choosing to purchase a Coca-Cola at the event. Furthermore, Participant 4 indicated that brand recognition cues play a role in this.

Participant 3: "...subliminally makes me want to choose a Coke over anything else"

Participant 4: "...if I see a red tent at an event the first thing I will think of is oh Coca-Cola or if I am thirsty at an event my brain will look for red somethings. Like a banner or something."

This acknowledgement of the cause of the purchase decision is instrumental in showing the power of strong brand awareness, specifically recognition and recall, at an event and outcomes it can lead to.

Sub-theme 2: Brand Recall Interpretation

Based on the above findings it is suggested that brand recall is very much based on an event setting and has to do with the basic need satisfaction of thirst, product category of beverage and usage situation of at the event. Keller *et al.*, (2012) states that high levels of brand recall occur with strong associations to the appropriate product category or other relevant purchase or consumption situations. The findings are congruent with this statement by Keller *et al.*, (2012) and it can therefore be said that recall was high as the majority of the participants, with very few exceptions, could relate the brand to these areas in memory with specific reference to the event situation. Furthermore, this finding of high salience is supported by Lavidge and Steiner (1961) as participants demonstrated the Hierarchy-of-Effects theory from awareness and through the various stages to final purchase.

4.2. Reliability and Validity

"Reliability" and "validity" are terms used in quantitative to describe the measurability of results and the truthfulness of them (Koonin, 2014). Reliability refers to the accuracy and consistency of research, demanding that the same results be obtained should the same experiment, under the same conditions be performed (Shuttleworth, 2008). Shuttleworth (2008) describes validity as encompassing the experimental concept and establishing whether the results obtain from the research meet the requirements of the research method.

Qualitative studies on the other hand utilise the term “trustworthiness” instead of reliability and validity (Koonin, 2014)., this study will employ qualitative research and therefore require trustworthiness to be applied in the research.

Trustworthiness can be defined as the “demonstration that the evidence for the results reported is sound and when the argument made based on the results is strong” (LaBanca, 2010). Furthermore, trustworthiness can be divided into four criteria to ensure the valid interpretation of data, namely credibility, transferability, dependability and confirmability (Lincoln & Guba, 1985).

Firstly, credibility relates to the accuracy in the interpretation gathered by the researcher from participants (Koonin, 2014). In order to increase the credibility of this study, a number of techniques suggest a including member checking, peer debriefing and plausibility (Lincoln & Guba, 1985; Koonin, 2014). Firstly, this study employed member checking which involves allowing participants to revise their responses and provide additional information if necessary (Guba 1981). Secondly, peer debriefing which initiates support from other academic professionals was utilised to provide scholarly guidance and assist in improving the quality of the study (Anney, 2014). Finally, the researcher ensured the findings are plausible and therefore believable from the perspectives of participants (Koonin, 2014). This was done by using the research approach outlined above, which included an interpretivist paradigm, non-probability sampling method, in-depth interviews and utilisation of thematic content analysis to analyse the findings after employing these research methodologies (Korstjens & Moser, 2018).

Secondly, transferability refers to extent to which the results from the study, which is specifically focused on Coca-Cola, can be applied to other contexts and respondents such as other soft drink or beverage brands (Bitsch, 2005). Transferability is facilitated through the use of thick description and purposeful sampling, and the researcher therefore needed to provide a detailed description of the enquiry and select participants purposively to achieve this (Bitsch, 2005; Korstjens & Moser, 2018). Through the provision of a detailed description of all research processes and participants, the of utilisation purposive sampling, and ensuring that the target population is closely represented by the sample, transferability was achieved (Anney, 2014).

Thirdly, dependability is the quality of the integration process that takes place between the data collection, analysis and theory generation (Lincoln & Guba, 1985). There are a number of strategies that will ensure the process is of a high quality, namely an audit trail, a code-recode strategy, stepwise replication as well as triangulation and peer examination (Chilisa & Preece, 2005). To ensure that quality integration takes place, this study implemented an audit trail whereby the researcher did cross-checking between the actual research that takes place and the initial design of the research and documented any changes that were made (Li, 2004).

Finally, confirmability refers to “how well the data collected support the findings and interpretation of the researcher. It indicates how well the findings flow from the data” (Koonin, 2014: 259). Confirmability sets out to ensure that the findings of the study are objective and refer to the participants rather than the biased influence of the researcher (Shenton, 2004). Bowen (2009) states that like for dependability, confirmability of the study can be assured by also using triangulation and an audit trail. This study used a pre-test as a tool to assure confirmability and make use of direct quotes from participants to prove the objectivity of the researchers interpretation of the data.

Section 5: Conclusion and Recommendations

5.1. Implications of the Findings for Coca-Cola

The primary objective of this study was to explore the role of advertising, specifically.... on brand salience in the context of Coca-Cola among millennials. This was broken down into secondary objectives aimed at exploring television, social media and events advertising and brand salience in terms of brand recognition and brand recall. Overall it can be said that all the forms of advertising played a role in creating brand salience, however differed in their effectiveness in creating recognition and recall.

Through analysing the findings on television, social media and events advertising, specifically focusing on brand recognition and brand recall for each, it can be said that the strength of brand recall is dependent on the strength of brand recognition with regards to the forms of advertising discussed in this study. It was found that the higher the level of recognition, the higher the level of recall. This was particularly evident in television advertising which demonstrated high levels of recognition and therefore high levels of recall. Social media instead demonstrated low levels of recognition and therefore low levels of recall as a result.

This is based on the findings of this study which indicated that television advertising showed the highest effectiveness, followed by events advertising and lastly social media advertising. Television produced the highest recognition with a common trend of cues which were recalled and as a result, brand recognition was strong with great depth of meaning associated with the advertisements. Event advertising proved to be very effective for those physically at the events and produced a high drive for purchase amongst millennial consumers. Those watching the events on television experienced a lesser impact and were not compelled to go out and purchase and did not experience the same brand recognition as those attending the event.

This forms an important implication in that this study has based its findings from those of millennials. As presented earlier in this paper, Horowitz Research (2018) find social media to be the most effective advertising medium particularly among millennials. This is in contrast

to the findings of this paper where Coca-Cola's television advertising was proven to be the most effective in terms of brand recognition and brand recall.

5.2. Evaluation of the Research

Based on the findings discussed throughout this paper it can be argued that this research has been successful in its attempt to discuss the role of advertising on brand salience in the context of Coca-Cola among millennials. This is supported by the notion that brand recognition as well as brand recall both prove to be effective in terms of explaining successful advertising campaigns used in broadening the salience of a brand. In addition, this has been useful in evaluating the most effective forms of advertising in terms of television advertising, social media advertising as well as events advertising. However, in this evaluation, it should be noted that television advertising is more effective in terms of its salience which diverges from the findings of other researchers such as Horowitz Research (2018) whereby social media proves to be more effective among millennials. Therefore, the effectiveness can ultimately be based on the target audience which it has been aimed at as discussed further in recommendations below.

5.3. Contribution to Coca-Cola

This research has explored the role that advertising, specifically television, social media and events advertising plays in creating brand salience, specifically brand recognition and recall among millennials. Through doing this it has made an important contribution to Coca-Cola in terms of addressing a fundamental weakness identified in their social media advertising. This relates to the findings that they have proven to be somewhat insufficient in their response to changes in user interaction preferences over time. This has been seen in their failure to effectively implement successful social media advertising campaigns which add to the recognition and recall elements of brand salience. It has also proven that the cues used in Coca-Cola's advertising campaigns such as 'Open Happiness' have been successful in maintaining strong brand recognition and recall across all platforms despite their levels of success. The research therefore contributes to the existing body of knowledge on brand salience in the business context of Coca-Cola and provides the brand with information which can be leveraged off of in developing future brand strategies aimed at building the brand with specific reference to brand recognition and recall among millennials.

Furthermore, this study will make an academic contribution by improving the understanding of the IMC and brand equity constructs with regards to the role that advertising, specifically television, social media and events advertising, plays in creating brand salience, specifically on brand recognition and recall, among millennials. It will assist in serving as a conceptual framework on which future studies can be based. The study will also provide better insight into the importance of IMC in 21st century marketing communication for millennials and how brands can utilise it as a way of creating brand salience.

5.4. Management Recommendations

Based on the findings of the research, the following recommendations can be suggested to the management of Coca-Cola:

- Utilise and leverage off the strong recognition and recall cues established in television advertising in social media advertising campaigns to assist in making them more effective.
- Participate in more initiatives and events which add meaningful value to society to create positive morale (Arnold, 2018).
- Partner with prominent personalities as brand ambassadors to create relatability among millennials (Tama, 2018).
- Create or partner with events which can be better tailored to resonate with Coca-Cola's millennial audience (Dicey, 2018).
- Continue to maintain a strong television advertising presence to maintain recognition and recall through this medium.

5.5. Ethical Considerations

Ethics are important in research as they ensure that a moral and professional standard is upheld and that all stakeholders involved are treated with integrity (Louw, 2014). Ethics from both the perspective of the participant and the researcher need to be considered.

From the perspective of the participant:

Before conducting an interview with a respondent, the researcher will provide them with consent forms (see Appendix 1) which will request written permission to use their responses in the research study as well as take an audio recording of the interview (IIE, 2018). The research process will be explained in detail, outlining what the research is about, how the data will be used and who will have access to the data gathered. The respondent will also be informed about the fact that the interview will take place on a voluntary basis and the respondent is welcome to withdraw at any stage of the interview. No incentives will be provided for participating in this research.

Furthermore, the respondent will be informed about the protection of their identity and the data gathered in the interview. Each respondent will be referred to as respondent 1 to 6 to hide their identity and all information gathered will importantly only be made available to the researcher and their supervisor (IIE, 2018). Through doing this, respondents will be made to feel more comfortable in providing honest and in-depth information to the researcher (Louw, 2014).

From the perspective of the researcher:

Louw (2014) outlines that the researcher's ethical conduct plays a critical role in ensuring fair and accurate results in a study. No information should be falsified or distorted, no subjective reasoning should be used when interpreting results and all information gathered through appropriate research methods should not be used for other purposes apart from the primary intention (Louw, 2014). As a result, the responses collected from respondents will only be used for the purpose of this study. All data will be collected and analysed in an objective and honest manner to avoid bias and misleading interpretations of the data. This process will also be overseen by the supervisor of the researcher to ensure that the correct procedures are followed at all time. Finally, a declaration form will be signed by the researcher to ensure honesty, accountability and authenticity remains present throughout this research study.

5.6. Limitations and Delimitations of the Study

Limitations refer to the constraints or limits in a researcher study that are out of the researchers control and can often influence the scope of the study (Enslin, 2014). In the case of this study, the limitations will include time, finances and accessibility.

Firstly, the time period over which this study will be conducted is limited time from July until November 2018. This will restrict the amount of information that can be gathered in this short time period. Financial constraints will also play a role by not allowing for external editors to review this paper and the researcher having to moderate the interviews as a result of not being able to pay for an external researcher. The role of the supervisor will benefit the researcher here by assisting them in these areas. Finally, accessibility to participants will be limited to the Pretoria region of the Gauteng province. This could possibly cause a biased effect on the final findings of this paper if there is a difference between the views of participants in Pretoria and those from other areas in South Africa. Assumptions therefore cannot be made that the same results will be present in other areas. It is important for the researcher to acknowledge these limitations and demonstrate that they have been considered and addressed in the best way possible (Enslin, 2014).

Delimitations are the boundaries of the study set by the researcher who is in control so that the scope of the study does not become impossibly large to complete (Creswell, 2012). This study will incur delimitations from the theoretical framework as well as the research design of this study.

This study sets out to explore the role of advertising on brand salience in the context of Coca-Cola among millennials. The theoretical framework delimitation is that the results cannot be generalised to all forms of advertising as the study focuses on television, social media and event advertising only. Moreover, this study will only focus on the Coca-Cola brand which will limit the results to this brand and its millennial consumers, however the results could be interpreted and suitably applied by other brands. Also, this study only focussed on millennials between the ages of 18 and 32 and therefore cannot be generalised to other generations.

The delimitations of the research design include the choice of brand, the theoretical framework as well as the research design. This study focuses on Coca-Cola as it the biggest soft drink brand in South Africa with the strongest sense of brand salience (Bhasin, 2011). The study therefore cannot be directly applied and generalised to other brands. The study also takes place in a South African context as a result of the limited number of studies compiled locally and the accessibility to participants. Only millennial participants who were between the ages of 18 and 32 were considered for the purpose this study. Furthermore,

the will only utilise a qualitative approach to gain an in-depth understanding of the role of advertising on brand salience. A quantitative approach will not be utilised as the aim of this study is to explore the concepts of advertising and brand salience and not to compare or predict future findings (Enslin, 2014).

5.7. Possible Future Actions (Heuristic Value)

It can be suggested that in order to develop a deeper understanding regarding the role of advertising on brand salience, the following future suggestions need to be considered:

- Increase the sample size of Coca-Cola millennial consumers. This will assist in creating a more in-depth understanding of the different opinions and experiences on how Coca-Cola's advertising influences brand salience, therefore allowing for a more exhaustive exploration of this topic.
- Broaden the sample to include Coca-Cola millennial consumers in other areas of South Africa. This will again allow for a more exhaustive exploration of the topic by avoiding selection bias.

5.8. Conclusion

The aim of this study was to explore the role of advertising on brand salience in the context of Coca-Cola. The study revealed that advertising, specifically television, social media and events advertising, proved to be effective in creating brand salience, specifically brand recognition and brand recall. Furthermore, it revealed a dependent relationship between recognition and recall whereby the strength of brand recall was dependent on the strength of brand recognition. It also revealed that television advertising was the most effective in creating strong recognition and recall for Coca-Cola. The latter finding diverges from the findings of other researchers whereby social media proves to be more effective among millennials. Therefore, this study acts as a catalyst into future studies on the topic of advertising on brand salience where further investigation can be recommended.

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Annexure 1: Final Research Report Summary Document Table

TITLE: To Explore the role of Advertising on Brand Salience among in the Context of Coca-Cola.

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References	
To explore the role of advertising, specifically television, social media and events advertising, on brand Salience, specifically brand recognition and brand recall, with regards to Coca-Cola among millennials.	What is the role of advertising on brand salience in the context of Coca-Cola among millennials?	Importance of advertising on brand salience as clutter increases so as to not get lost amongst it. Limited modern studies on this topic in South Africa. Coca-Cola one of best examples of awareness to other brands.	Keller, K., <u>Aperia, T., Georgson, M.</u> , 2012. Strategic Brand Management: A European Perspective. <u>Kljatchko, J.</u> , 2008. Revisiting the IMC Construct: A Revised Definition and Four Pillars. International Journal of Advertising	Theme 1: Marketing Communication Theme 2: Integrated Marketing Communication Theme 3: Advertising Theme 4: Consumer-Based Brand Equity Theme 5: Brand Salience Theme 6: Hierarchy of Effects Theory	Paradigm Interpretivism Epistemology Facts depend on the context and individual's interpretation of information. Ontology Reality is subjective and a social construction. It depends on people giving their own meanings to phenomenon. Methodology research methods that will allow the researcher to study reality subjectively and gain an in - depth understanding.	Qualitative	Qualitative, semi-structured in-depth interviews.	Participant perspective: Written & verbal consent is needed. Researcher perspective: Declaration form signed for accountability, authenticity & honesty. Meet with supervisor to check research progress & avoid bias.	Advertising plays an important role in creating brand salience. Brand recognition and recall are what Coca-Cola excel at and what has made their awareness so strong. Television is most successful in terms of creating salience.	Keller, K., <u>Aperia, T., Georgson, M.</u> , 2012. Strategic Brand Management: A European Perspective, 2nd ed. Pearson Education Limited. Du Plooy, T., 2012. A Framework for the Planning and Integration for Out-of-Home Advertising Media in South Africa.	
						Population					Population Parameters Users of Coca-Cola between ages 18-32 who have access to television and are users of social media.
						Sampling					
Beverage industry and brands in general faced with increasing competition and brand clutter. Advertising needs to be more effective to break through clutter.	Explore the role of advertising (television, social media & event) on brand salience (recognition & recall)	1. Integrated Marketing Communication (Advertising) 2. Consumer-Based Brand Equity (Salience) 3. Hierarchy of Effects Theory	Hierarchy of Effects Theory (<u>Lavidge & Steiner</u> , 1961) Consumer-Based Brand Equity Model (Keller, 2008)			Probability or non-probability Non-probability Sampling method Initially convenience and purposive sampling then followed by snowball sampling. Size 6-10 Participants	Unit of Analysis People/ Users of Coca-Cola Data Analysis Method(s) Qualitative content analysis through open text coding and thematic analysis.	Short time frame Accessibility Finances Generalisation of results Accessibility	Contributes academically to body of knowledge associated with advertising and brand salience. Managerial contribution towards South African understanding of advertising's role on brand salience.	Du Plooy- <u>Cilliers, F.</u> , 2014. Research Paradigms and Traditions, in: Research Matters. Juta & Company Ltd, Cape Town, pp. 18–35.	



Appendix 1: Explanatory Information Sheet And Consent Form

To whom it may concern,

My name is Matthew Swanepoel and I am a student at Vega Pretoria. I am currently conducting research under the supervision of Amalia van Schalkwyk about the role of advertising in creating brand salience among millennials with regards to Coca-Cola. I hope that this research will enhance our understanding of how different forms of advertising play a role in creating brand salience among millennials for the Coca-Cola brand and at the same time create a better understanding of Integrated Marketing Communication and Customer-Based Brand Equity.

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 you are a suitable candidate for this study. If you decide to participate in this research, I would like to conduct an in-depth interview with you.

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 experiences with Coca-Cola's advertising and the it has played a role in creating brand salience for you. 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, 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 BCom 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.

Name: Matthew Swanepoel
Telephone Number: 082 971 8809
Email: mattswanepoel@gmail.com

The contact details of my supervisor are as follows:

Name: Amalia van Schalkwyk
Telephone Number: 079 914 3494
Email: amvschalkwyk@vegaschool.com



Consent Form for Participants

I, _____, agree to participate in the research conducted by Matthew Swanepoel about the role of advertising on brand salience among millennials in the context of Coca-Cola.

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



Consent Form for Audio-Recording

I, _____, agree to allow Matthew Swanepoel to audio record my interviews as part of the research about the role of advertising on brand salience in the context of Coca-Cola.

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

1. My confidentiality will be ensured. My name and personal details will be kept private.
2. The recordings will be stored in a password protected file on the researcher's computer.
3. Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.

Signature

Date

Appendix 2: Interview Questions and Guidelines

Introduction

Good day (Name of Participant- A, B etc.) my name is Matthew Swanepoel. Thank you for making the time to participate in this interview and share your views with me. As previously discussed, I am a research student at Vega Pretoria and am conducting a study on the role that advertising plays in creating brand awareness for the Coca-Cola brand. I would just like to remind you that this refers to the Coca-Cola product brand as a beverage rather than the Coca-Cola Company itself.

Scope of the Interview

This interview will be focusing on advertising and brand salience as mentioned, however with a particular focus on television, social media and event advertising which Coca-Cola conducts. It will also look at how you can recognise and recall certain adverts.

Anonymity

I would just like to remind you that you did previously sign the consent form and as you are aware you will stay anonymous and your name will not be disclosed in this research study. If you would like, the outcomes of this research study can be made available to you at the end of the study. I would also like to remind you again that this interview will be recorded for my transcribing purposes and that you do have the option to withdraw and stop participating at any time.

1. Introductory Questions

1.1 Do you consume Coca-Cola?

1.2. What year were you born in?

1.3. Do you have access to television and social media and have you seen Coca-Cola at any events?

2. Questions on Television Advertising

2.1. Have you seen any Coca-Cola advertisements on television before?

a. Prompt – Are you able to remember what they were about?

2.2. What made you recognise that this was a Coca-Cola advert?

a. Prompt – Would you say these factors are something that you see throughout their television adverts?

2.3. What are you able to recall about these adverts?

a. Prompt – Perhaps the music, jingles or slogans?

2.4. When you saw these Coca-Cola adverts, which product category were you made to think of?

a. Prompt – Perhaps food, beverage?

2.5. When you saw these Coca-Cola adverts, which of your needs would you say Coca-Cola satisfies?

2.6. When you saw these Coca-Cola adverts, which usage situations did you think of?

a. Prompt – Perhaps dinner, sport, holidays?

3. Questions on Social Media Advertising

3.1. What social media platforms do you utilise?

a. Prompt – Would you say you are a frequent user of these platforms?

3.2. Do you follow Coca-Cola on any of these platforms?

a. Prompt – Which ones?

3.3. Have you ever come across any Coca-Cola advertising on social media?

If Yes:

a. Prompt 1 – Which platform was it on?

b. Prompt 2 – What medium of advertisement was it? Image, video etc. ?

3.4. What made you recognise that it was a Coca-Cola advert?

3.5. What are you able to recall about this advert?

a. Prompt – Perhaps the music, jingles or slogans?

3.6. When you saw these Coca-Cola adverts, which product category were you made to think of?

a. Prompt – Perhaps food, beverage?

3.7. When you saw these Coca-Cola adverts, which of your needs would you say Coca-Cola satisfies?

a. Prompt – Perhaps hunger, thirst?

3.8. When you saw these Coca-Cola adverts, which usage situations did you think of?

a. Prompt – Perhaps dinner, sport, holidays?

3.9. Would you say that Coca-Cola's social media is as appealing to you as other mediums such as television?

a. Prompt – Why or Why not?

If No:

3.10. Do you pay attention to social media advertisements?

a. Prompt 1 - Why do you say this?

3.11. What do you find to be the most effective form of advertising on social media?

a. Prompt 1 - Perhaps videos, images, GIF's?

b. Prompt 2 - Why are these the most effective in your opinion?

3.12. Would you say that social media advertising is as effective as other forms of advertising?

a. Prompt 1 – Why or Why not?

4. Questions on Event Advertising

4.1. Are you aware that Coca-Cola sponsors some events?

a. Prompt – Can you remember which events?

4.2. Are you able to remember how you became aware that Coca-Cola sponsored the events?

a. Prompt – Is there anything you think they could have perhaps done differently to make you more aware of this?

4.3. When you think of these events, would you say that Coca-Cola comes to mind at all?

4.4. When you saw this Coca-Cola event advertising, which product category were you made to think of?

a. Prompt – Perhaps food, beverage?

4.5. When you saw these Coca-Cola adverts, which of your needs would you say Coca-Cola satisfies?

a. Prompt – Perhaps hunger, thirst?

4.6. When you saw these Coca-Cola adverts, which usage situations did you think of?

a. Prompt – Perhaps dinner, sport, holidays?

Closing

Thank you for answering these questions and agreeing to be part of my study. You have provided me with some great insights and valuable information. Should you have any other queries, please do not hesitate to get in touch with me.

Appendix 3: Ethical Clearance Letter



October 24, 2018

Student name: Matthew Swanepoel

Student number: 13012510

Campus: Vega Pretoria



Re: Approval of Bachelor of Arts (Honours) in Strategic Brand Communication 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:
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Appendix 4: Originality Report