

**THE FACTORS CONTRIBUTING TO THE  
SUCCESS OF THE 'OH SO HEAVENLY'  
BRAND.**

**CASE STUDY: OH SO HEAVENLY**

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Research Methodology 2015

## DECLARATION

I LAUREN GLOVER HEREBY DECLARE THAT THIS DRAFT RESEARCH PROPOSAL IS A PRESENTATION OF MY ORIGINAL RESEARCH WORK. IT IS TO MY KNOWLEDGE THAT PLAGIARISM IS THE USE OF ANOTHER PERSONS WORK AND WHEREVER A CONTRIBUTION OF ANOTHER IS INVOLVED, I HAVE MADE EVERY EFFORT TO CITE AND ACKNOWLEDGE THEIR WORK WITHIN THE TEXT OF MY WORK. ALL ACKNOWLEDGEMENTS ARE REFERENCED USING THE HARVARD REFERENCING SYSTEM AND ARE FOUND WITHIN MY REFERENCE LIST.

STUDENT NUMBER: 14019542

DUE DATE: 23 October 2015

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SIGNED: LAUREN GLOVER

## ABSTRACT

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The Oh So Heavenly brand is a beauty and pampering range that is sold solely within Clicks outlets in South Africa. The brands range was researched in order to determine the various factors contributing to the success of the brand. Consumers perceptions of the brand was the core focus of the research, allowing the findings to suggest further improvements for the brand. The research was done in order to understand how the brand has succeeded and to understand the brand awareness within the market. The research was conducted through qualitative research methods, including interviews with Oh So Heavenly Management and female consumers with four well-known shopping centres in the greater Durban area. Whilst the research was qualitative the findings have been tabulated in a quantitative manner to illustrate and bring clarity to the findings. Each research objective has been presented and the findings are assessed and discussed.

Throughout the research paper, it was apparent that more than half of the interviewed respondents became aware of the brand through receiving it as a gift, respondents are attracted to the brand through its packaging and this therefore leading to Oh So Heavenly's occasional gift packaging being extremely popular and powerful. Respondents considered the brands products to be well priced relative to competing brands, the products offer good quality throughout the brands range and they considered the brand to be good value for money. A common theme throughout this objective was the respondents view in the consumer perceiving the brand to be a premium product, yet the price is affordable for the majority.

Various recommendations such as longer-term brand building, emphasis on label information and greater awareness to the entire brand range are highlighted within the research paper.

## LIST OF TABLES

---

|                                                                                               |    |
|-----------------------------------------------------------------------------------------------|----|
| TABEL 3.1 FUNDAMENTAL DIFFERENCES BETWEEN QUALITATIVE<br>AND QUANTITATIVE RESEARCH APPROACHES | 26 |
| TABLE 3.2 ALTERNATE RESEARCH DESIGNS                                                          | 28 |
| TABLE 4.1 RESPONDENT AGE                                                                      | 36 |
| TABLE 4.2 RESPONDENT RACE                                                                     | 37 |
| TABLE 4.3 PRODUCT AWARENESS                                                                   | 37 |
| TABLE 4.4 FIRST PURCHASE                                                                      | 38 |
| TABLE 4.5 EFFECTIVENESS OF IN STORE ADVERTISING                                               | 39 |
| TABLE 4.6 PHYSICAL ASPECTS                                                                    | 40 |
| TABLE 4.7 PRODUCT LABEL                                                                       | 41 |
| TABLE 4.8 LABEL INFORMATION                                                                   | 41 |
| TABLE 4.9 PURCHASE PATTERNS                                                                   | 42 |
| TABLE 4.10 COMPETING BRANDS                                                                   | 44 |
| TABLE 4.11 RANGE QUALITY                                                                      | 47 |
| TABLE 4.12 VALUE FOR MONEY                                                                    | 47 |
| TABLE 4.13 IMPROVEMENT                                                                        | 49 |
| TABLE 4.14 ONLINE PURCHASE                                                                    | 51 |

|                        |            |
|------------------------|------------|
| <b>COVER PAGE</b>      | <b>i</b>   |
| <b>DECLARATION</b>     | <b>ii</b>  |
| <b>ABSTRACT</b>        | <b>iii</b> |
| <b>LIST OF FIGURES</b> | <b>iv</b>  |
| <b>LIST OF TABLES</b>  | <b>v</b>   |

## **CHAPTER ONE: INTRODUCTION TO THE STUDY**

---

|                                                           |          |
|-----------------------------------------------------------|----------|
| <b>1.1 INTRODUCTION</b>                                   | <b>1</b> |
| <b>1.2 INTRODUCTION TO OH SO HEAVENLY</b>                 |          |
| <b>1.3 PROPOSED JOURNAL</b>                               | <b>2</b> |
| <b>1.4 RESEARCH PROBLEM AND OBJECTIVES</b>                | <b>2</b> |
| 1.4.1 BACKGROUND                                          |          |
| 1.4.2 PROBLEM STATEMENT                                   |          |
| 1.4.3 AIM                                                 |          |
| 1.4.4 RESEARCH QUESTIONS                                  |          |
| <b>1.5 SIGNIFICANCE OF THE STUDY</b>                      | <b>3</b> |
| <b>1.6 DELIMITAION/ DEMARCATION OF THE FIELD OF STUDY</b> | <b>5</b> |
| <b>1.7 HYPOTHESES IN RESEPCT OF RESEARCH ISSUES</b>       | <b>5</b> |
| <b>1.8 RESEARCH APPROACH</b>                              | <b>6</b> |
| <b>1.9 ETHICAL ISSUES</b>                                 |          |
| <b>1.10 CHAPTER OUTLINE</b>                               | <b>7</b> |
| <b>1.11 CONCLUSION</b>                                    |          |

## **CHAPTER TWO: LITERATURE REVIEW**

---

|                                |          |
|--------------------------------|----------|
| <b>2.1 INTRODUCTION</b>        | <b>8</b> |
| <b>2.2 BRANDS AND BRANDING</b> | <b>8</b> |

|                                                        |           |
|--------------------------------------------------------|-----------|
| 2.2.1 BRAND BUILDING                                   |           |
| 2.2.2 VEGA HEALTHY BRAND CRITERIA                      |           |
| 2.2.3 BRAND IDENTITY                                   |           |
| 2.2.4 BRAND EQUITY                                     |           |
| <b>2.3 INTRODUCTION TO CONSUMER BEHAVIOUR</b>          | <b>13</b> |
| <b>2.4 THE CONSUMER DECISION-MAKING PROCESS</b>        | <b>14</b> |
| <b>2.5 THE MARKETING CONCEPT</b>                       | <b>16</b> |
| <b>2.6 THE MARKETING MIX</b>                           | <b>17</b> |
| <b>2.7 ADVERTISING AND PROMOTION</b>                   | <b>18</b> |
| <b>2.8 LABELING AND PACKAGING</b>                      | <b>20</b> |
| <b>2.9 CONSUMER PERCEIVED QUALITY, VALUE AND PRICE</b> | <b>20</b> |
| <b>2.10 CONCLUSION</b>                                 | <b>23</b> |
| <b>CHAPTER THREE: RESEARCH METHODOLOGY</b>             |           |
| <hr/>                                                  |           |
| <b>3.1 INTRODUCTION</b>                                | <b>24</b> |
| <b>3.2 RESEARCH METHODOLOGY</b>                        | <b>24</b> |
| 3.2.1 QUALITATIVE                                      |           |
| 3.2.2 QUANTITATIVE                                     |           |
| 3.2.3 MIXED METHODS                                    |           |
| 3.2.4 ADOPTED METHOD                                   |           |
| <b>3.3 RESEARCH DESIGN</b>                             | <b>27</b> |
| <b>3.4 THE POPULATION AND THE SAMPLE</b>               | <b>29</b> |
| <b>3.5 DATA COLLECTION INSTRUMENTS</b>                 | <b>30</b> |
| 3.5.1. RESEARCH TOOLS                                  |           |
| 3.5.2. SURVEY CONSTRUCTION                             |           |
| 3.5.3. INTERVIEW SCHEDULE                              |           |

|                                         |           |
|-----------------------------------------|-----------|
| <b>3.6 PILOT STUDY</b>                  | <b>32</b> |
| <b>3.7 VALIDITY AND RELIABILITY</b>     |           |
| <b>3.8 DATA COLLECTION PROCESS</b>      | <b>33</b> |
| <b>3.9 DELIMITATION AND DEMARCATION</b> | <b>34</b> |
| <b>3.10 DATA ANALYSIS</b>               |           |
| <b>3.11 ETHICAL CONSIDERATIONS</b>      |           |
| <b>3.12 CONCLUSION</b>                  | <b>34</b> |

#### **CHAPTER FOUR: PRESENTATION AND DISCUSSION OF FINDINGS**

---

|                                                     |           |
|-----------------------------------------------------|-----------|
| <b>4.1 INTRODUCTION</b>                             | <b>36</b> |
| <b>4.2 OBJECTIVE TWO: ADVERTISING AND PROMOTION</b> | <b>37</b> |
| <b>4.3 OBJECTIVE THREE: LABELING AND PACKAGING</b>  | <b>39</b> |
| <b>4.4 OBJECTIVE FOUR: PRICE, QUALITY AND VALUE</b> | <b>45</b> |
| <b>4.5 CONCLUDING QUESTIONS</b>                     | <b>48</b> |
| <b>4.6 CONCLUSION</b>                               | <b>51</b> |

#### **CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS**

---

|                                                     |           |
|-----------------------------------------------------|-----------|
| <b>5.1 INTRODUCTION</b>                             | <b>52</b> |
| <b>5.2 OBJECTIVE ONE: ADVERTISING AND PROMOTION</b> | <b>52</b> |
| 5.2.1. FINDINGS FROM LITERATURE                     |           |
| 5.2.2. FINDINGS FROM RESEARCH                       |           |
| 5.2.3. OBJECTIVE CONCLUSION                         |           |
| 5.2.4 OBJECTIVE RECOMMENDATION                      |           |

|                                                      |               |
|------------------------------------------------------|---------------|
| <b>5.3 OBJECTIVE TWO: LABELING AND PACKAGING</b>     | <b>54</b>     |
| 5.3.1. FINDINGS FROM LITERATURE                      |               |
| 5.3.2. FINDINGS FROM RESEARCH                        |               |
| 5.3.3. OBJECTIVE CONCLUSION                          |               |
| 5.3.4 OBJECTIVE RECOMMENDATION                       |               |
| <b>5.4 OBJECTIVE THREE: PRICE, QUALITY AND VALUE</b> | <b>55</b>     |
| 5.4.1. FINDINGS FROM LITERATURE                      |               |
| 5.4.2. FINDINGS FROM RESEARCH                        |               |
| 5.4.3. OBJECTIVE CONCLUSION                          |               |
| 5.4.4 OBJECTIVE RECOMMENDATION                       |               |
| <b>5.5 SUGGESTIONS FOR FURTHER RESEARCH</b>          | <b>57</b>     |
| <b>5.6 CONCLUSION</b>                                | <b>57</b>     |
| <br><b>BIBLIOGRAPHY</b>                              | <br><b>58</b> |
| <b>APPENDICES</b>                                    | <b>64</b>     |

## LIST OF FIGURES

---

|                                                   |    |
|---------------------------------------------------|----|
| FIGURE 2.1 BUILDING A BRAND                       | 10 |
| FIGURE 2.2 AAKER'S BRAND IDENTITY MODEL           | 12 |
| FIGURE 2.3 A MODEL OF CONSUMER DECISION MAKING    | 15 |
| FIGURE 2.4 THE COMPONENTS OF THE MARKETING MIX    | 18 |
| FIGURE 4.1 PURCHASING PATTERNS VS. RESPONDENT AGE | 43 |
| FIGURE 4.2 PRICE PERCEPTION VS. RESPONDENT AGE    | 45 |



# CHAPTER ONE: INTRODUCTION TO THE STUDY

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## 1.1 INTRODUCTION

Chapter one forms the basic understanding for the research by introducing the topic of the study, providing a background to it to the research, introducing the brand and identifying the research problem statement, objectives and questions. The significance as well as the limitations connected with the research is introduced to correspond with the purpose of the study. The proposed journal in which the research study could be published in is also mentioned. A research methodology, interview and questionnaire schedule are briefly touched on, however a more comprehensive and in-depth discussion is done in the third chapter. Lastly, a brief outline of the chapters is evident.

## 1.2 INTRODUCTION TO OH SO HEAVENLY

Oh So Heavenly is a proudly South African brand of pampering bath and body range that is solely sold in Clicks stores around South Africa. They are a brand that believes that women deserve to feel happy and confident in their own skin and this strong brand identity is portrayed through each contact point with the brand (OhSoHeavenly 2010). Their philosophy is divided into four categories:

- Fragrance
- Formulation
- Value
- For You

The Oh So Heavenly brand has a strong philosophy that believes in fragrances bringing back memories, women feeling physically and emotionally nourished, they aim to offer abundant generosity at an affordable price and they intend for their products to feel like a close friend. One that is 'trusted, loved and cherished' (OhSoHeavenly 2010).

### **1.3 PROPOSED JOURNAL**

The Personalised Marketplace: Beyond the 4 P's (Goldsmith 1999) is an academic journal written within The Journal of Marketing Intelligence and Planning. In summary, this journal focuses on aspects that marketers need to adapt to in order to keep up to date with various changes in the marketing industry and marketing as a practice. Personalising product and service attributes to that of specific consumers wants and needs is becoming a popular marketing practice. It is proposed within this journal that personalisation is an important strategy for marketing and that it should be included within the marketing mix.

This study will add to the understanding the success of Oh So Heavenly as a brand and subsequently the impact this will have on the consumer's. It will also build on the findings presented in this journal. These are the reasons I believe my thesis could be published in the Journal of Marketing Intelligence and Planning.

### **1.4 RESEARCH PROBLEM AND OBJECTIVES**

#### **1.4.1 Background**

There is no previous research that has been undertaken to determine how and why the Oh So Heavenly brand has managed to become an extremely strong seller within its market. The brand is listed at Clicks and is selling very well and out selling leading competing international brands. The aim of this research was to investigate the Oh So Heavenly brand and the path that they have taken to create a brand is so well known within South Africa.

#### **1.4.2 Problem Statement**

The Oh So Heavenly brand started off as a small family business selling health and beauty products. They have since teamed up with Clicks stores in South Africa and are selling well within these stores in spite of not doing any aggressive advertising. As a

result the issue that is being researched is to determine why the Oh So Heavenly brand is selling so well within the Clicks outlet stores of the greater Durban areas.

#### 1.4.3 Aim

The preliminary goal of this study was to understand Oh So Heavenly as a brand and how they have successfully placed themselves in a specific market, to a specific consumer and how they have succeeded in doing this.

#### 1.4.4 Objectives

Various factors and the impact these factors have on the sales of 'Oh So Heavenly' will be determined. These factors include:

1. Advertising and promotional methods influencing consumer purchase decisions.
2. Labeling and packaging influencing consumer purchase decisions relative to the product and its pricing.
3. Consumer perceptions of price, quality and value for money

In this research paper, the relationship between consumers' specific needs and wants and how Oh So Heavenly has effectively understood their consumers was looked at.

#### 1.4.5 Research Questions

1. How effective are the advertising and promotional methods used by Oh So Heavenly?
2. Does the labeling and packaging of the Oh So Heavenly brand have an impact on consumer purchase decisions?
3. Do consumers perceive the products to be value for money?
4. How has the Oh So Heavenly brand successfully placed themselves in a specific market and achieved great selling success without using aggressive marketing?

## **1.5 SIGNIFICANCE OF THE STUDY**

Many companies within South Africa start off their business adventure with the bare minimum and indeed take a risk by entering the competitive market. Many companies fail to capture and understand their specified target market, however there are vast amount of companies that have effectively succeeded to do so. Oh So Heavenly is one of those successful brands and looking at the path that they took to succeed could be of great value to companies starting off or needing help in terms of business success. This information and understanding would be the key focus and reason for the research. Discovering why people are buying this particular brand was the core concept for this research as would be extremely beneficial to Oh So Heavenly.

There are various personal, social and field of significance factors that are being unpacked throughout this research. Personal significance is an interest in small companies growing from an initial stage to a stage of great growth and the process of chain stores.

Socially, Oh So Heavenly has created a friendship club that allows for consumers to come together and form a friendship bond online. It is free to join the club and once joining this club, you as the consumer can receive the latest news from Oh So Heavenly, notified of competitions, tips and secrets, can participate in opinion polls, receive recipes, news on the latest promotions and so much more.

Another three aspects when talking about social significance for the Oh So Heavenly brand are also discussed. Firstly, during July through to December of each year, the Oh So Heavenly gift process within the Clicks stores creates temporary employment for many people within South Africa. With a total of 259 people being employed during this period and thus feeding over 2000 people (OhSoHeavenly 2010), as a consumer of Oh So Heavenly you can purchase these gift products knowing that you are giving in more ways than one. Secondly, Beauty Without Cruelty is an organisation that certifies companies with a no use policy. This means that there is no testing of raw materials and products of the 'Oh So Heavenly' brand on animals. They can gladly say that Beauty Without Cruelty certifies them. Lastly, the Positively Pink & Look Good. Feel Good Foundation is a workshop that helps to improve the lives of women that are suffering

from cancer treatments. The foundation is based on the premise that “If you look good, you feel good”. By helping these women reestablish their self confidence, self-worth and morale, the foundation has achieved their objective. Therefore, as a company, Oh So Heavenly they encourage the consumers to donate to this foundation by purchasing the Positively Pink products and a certain amount per product gets donated to the foundation (OhSoHeavenly 2010).

Significance of the study includes the benefit of my research to the Oh So Heavenly brand. My research will enable the brand to gain a deeper understanding of their target audience and the study will bring light to the understanding of why it is that consumers are purchasing the product. However, this added value is not only for Oh So Heavenly but many companies that are in initial stages of growth.

Within the South African beauty pampering field, many companies can use the various methods that this brand has taken to become so successful and gain a competitive advantage with the Clicks stores. This can therefore be of great advantage to many firms.

## **1.6 DELIMITATION/ DEMARCATION OF THE FIELD OF STUDY**

Within this research, other health and beauty brands are not going to be investigated or compared to the Oh So Heavenly brand.

A limitation in this research was the aspect of a qualitative study and was only a small scale qualitative study, looking at fifty-four female respondents. It would not be a sound statistical study worthy of becoming a quantitative study. In light of this fact, though the findings may be useful, recommendations would have to be implemented with due caution and carefully monitored for any deviation from desired result.

Another limitation within this research is the fact that the brand is only sold within Clicks stores. Within this research there is also a geographical limitation, as Clicks stores within the greater Durban areas will be investigated and this would be another limitation due to the fact that Clicks stores around South Africa are not the main focus.

## **1.7 HYPOTHESES IN RESPECT OF RESEARCH ISSUES**

H0: The Oh So Heavenly brand is successful and has gained market share because the brands' products are not value for money.

HA: The Oh So Heavenly brand is successful and has gained market share only because the brands' products are value for money.

## **1.8 RESEARCH APPROACH**

In order to fulfill the previously mentioned research objectives and research questions, this research was an exploratory case study using a qualitative research approach in order to gain the required data. The literature review, interviews with Oh So Heavenly management, questionnaires fundamentally made up the qualitative feature of the research with the brands consumers and a case study on Oh So Heavenly. A non-probability, convenience sampling method was chosen. Convenience sampling is a research method in which 'samples are drawn at the convenience of the researcher' (Hair 2013). Due to various time and financial constraints, this was the most appropriate research method available. This particular research approach was adopted in order to gain an in-depth and comprehensive understanding of particular research areas.

## **1.9 ETHICAL ISSUES**

Respecting the interviewee and not asking questions that are offensive or personal was a core focus when conducting the various questionnaires. This applied to the questions that were within the questionnaires to the consumers too. It was explained to the consumers and interviewees that the outcome and results will be used within the findings of my research and they will be available in my research paper. Confidentiality of interviewees will be assured.

## 1.10 CHAPTER OUTLINE

**Chapter one:** This chapter constructs an outline of the research by introducing the chosen case study. It further presents the research problem and objectives, focusing on a background, problem statement, an aim, objectives and research questions. The significance, limitations and a research approach of the study are also mentioned in the first chapter.

**Chapter two:** Creates a frame of reference for the study and forms the basis for the data collection process by discussing literature relating to the research objectives. The literature discussed in this chapter includes: brands and branding, an introduction to consumer behaviour, the consumer buying process, the marketing concept, the marketing mix, advertising and promotion, labeling and packaging and various consumer perceptions.

**Chapter three:** A research methodology and research design is unpacked within chapter three. The population and the sample that make up the research as well as the different data collection instruments that have been engaged are also discussed here. A data analysis is briefly touched on here. This chapter further introduces topics of validity, reliability in terms of qualitative research and ethics in research as well as the delimitation and demarcation of the study.

**Chapter four:** The findings that were reached through applying the research methodology outlined in the third chapter are then discussed with the fourth chapter.

**Chapter five:** The final fifth chapter summarizes and reflects on the research and proceeds to make recommendations for future studies.

## 1.11 CONCLUSION

In chapter one an overview of the research has been highlighted and following is chapter two. The most relevant and comprehensive literature linked to the study is portrayed within the second chapter.

## **CHAPTER TWO: LITERATURE REVIEW**

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### **2.1 INTRODUCTION**

The following literature relates back to the research objectives and can therefore be seen as the first set of data that informs the research findings. The first aspect discussed in this literature review is the concept of brands and branding; of which a closer examination of various topics such as brand building, brand equity, brand image, brand identity and brand differentiation is implemented. This literature is significant for the research paper as it draws on the most important components of the topic of branding in relation to consumer behaviour and therefore enables a creation of an in-depth and complete understanding of the topic of the study as well as a foundation of the concept of branding.

Further literature linked to the above-mentioned research objectives is discussed within the study that builds a foundation on which the survey to the consumer and interview questions to Oh So Heavenly management will be based.

Within this literature review due to a specific word limit, concepts are just merely touched on in relation to one another.

### **2.2 BRANDS AND BRANDING**

According to Shelly (1993) the word “brand” comes from the Old Norse word “brander”, meaning to burn. In other words, from the earliest of days branding has been linked to the ownership of property or stock of some sort. Although the idea and concept of branding today has become extremely complex, the thoughts related to ownership are still a core concept of branding today. Brands have also become an incredible marketing tool contributing to their significantly large monetary value.

When looking at the consumer in relation to the brand, a perception is that a brand possesses characteristics that enable a differentiation from one similar product to another. Kapferer (2008) highlights the above concept of branding in a definition that

states “The brand is a focal point for all the positive and negative impressions created by the buyer over time as he or she comes into contact with the brand’s products, distribution channel, personnel and communication.”

Following this Shelly (1993) explains that in some way, the consumer and the brand enter into an ‘unspoken’ agreement in which the consumer ‘will buy the brand only if it delivers – and continues to deliver- what it has, through its advertising, promised to do.’ For consumers, brands have almost become part of a process of choice; however for manufacturers brands have become an important method of making sure that their particular product is the product of choice. Due to this reason, the fact that brands invest huge amounts of capital into creating strong identifiable brands that are separate from owners and manufactures and by complementing brands with a ‘human’ element to their products (Haig 2003); brands have become ever more valuable than before.

### 2.2.1 BRAND BUILDING

Within the 21st century branding has become more important than ever before. Brands live or die on the strength of their brand and if a product fails, it’s the brand that’s at fault (Haig 2003). When consumers have the choice between two different brands, brand building comprises of a much deeper understanding of not only functional but also emotional values too (Chand 2015).

Aaker & Joachimsthaler (2009) state nine brand-building lessons;

- Brand building is not just advertising
- Brand building involves innovation
- Excellence in execution creates huge payoffs
- Products are key to the brand
- The brand is more than products
- Know the brand identity
- The brand team should run the brand
- Connect with customers on an emotional level
- Use sub brands to tell a story and manage perceptions

In light of the above lessons, Chand (2015) believes that brands are built by a combination of seven factors;



Figure 2.1 Building a Brand

Source: Chand, S. (2015). *Brand Building: 7 Factors of a Successful Brand Building*. [online] Yourarticlelibrary.com. Available at: <http://www.yourarticlelibrary.com/brand-management/brand-building-7-factors-of-a-successful-brand-building/13677/>

It is clear from many similarities between Aaker & Joachimsthaler (2009) and Chand (2015) that building a strong brand is the key to any form of success for a brand.

## 2.2.2 THE VEGA HEALTHY BRAND CRITERIA

The concept behind a healthy brand is an idea that a brand is able to portray the view of brand identity, 'communication authenticity and coherency', be able to add value to the lives of people, be sustainable in all that it does and allow for the movement away from profit being a driving force and the focus of the brands business (Cook et al., 2010).

Cook et al (2010) proposed an alternative model with seven (7) healthy brand criteria's that ensure a 'conscious and direct connection between micro economic sub- systems and broader socio-eco systems necessary to sustain human dignity and life.'

According to Cook et al., (2010), the seven (7) healthy brand indicators are as follows:

- A healthy brand has a particular meaning.
- A healthy brand has a unique meaning.
- A healthy brand is an effective and engaging communicator.
- A healthy brand adds value to the lives of people.
- A healthy brand is transparent - It lives its promise in all that it does.
- A healthy brand builds sustainable relationships by never taking more than it gives.
- A healthy brand believes that profit is not a driver but a consequence of achieving the first six points.

### 2.2.3 BRAND IDENTITY

According to Aaker & Joachimsthaler (2009), a brand that is strong should have a clear and rich brand identity- 'a set of associations the brand strategist seeks to create or maintain.' The brand identity represents a basic understanding of what the organisation aspires the brand to stand for. All aspects involved in the brand should have a clear understanding of what the brand stands for and should be able to communicate clearly the brand identity and have a deep care for the brand. This form of internal brand building allows for a strong brand identity.

Shelly (1993) explains that if a brand gives enough effort into marketing and advertising, consumers will automatically remember what the brand stands for.

It has been said by Budelmann, Kim and Wozniak (2010) that there is a difference between a brand's identity and a brand's logo and the difference is a concept that more often than not gets confused. A brand logo is shortened for the term logotype. This is a visual graphical representation of a brand and is a summative view of different perceptions in the mind of the targeted consumer. Brand identity is often mistaken for the image of the brand logo and it is clear that in today's society, consumers are making purchasing decisions based on the portrayed perception of the brand rather than the reality of the product (Haig 2003).

## 2.2.4 BRAND EQUITY

Keller, Apéria and Georgson (2008) define brand equity as “The set of associations and behaviours on the part of a brands customers, channel members, and parent corporations that permit the brand to earn greater volume or greater margins than it could without the brand name and that gives the brand a strong, sustainable, and differentiated competitive advantage.”

In the same mindset, Aaker & Joachimsthaler (2009) define brand equity as “The brand assets (or liabilities) linked to a brands name and symbol that add to (or subtract from) a product or service.” The four dimensions of brand equity shown below guide and give direction to brand management, development and measurement.

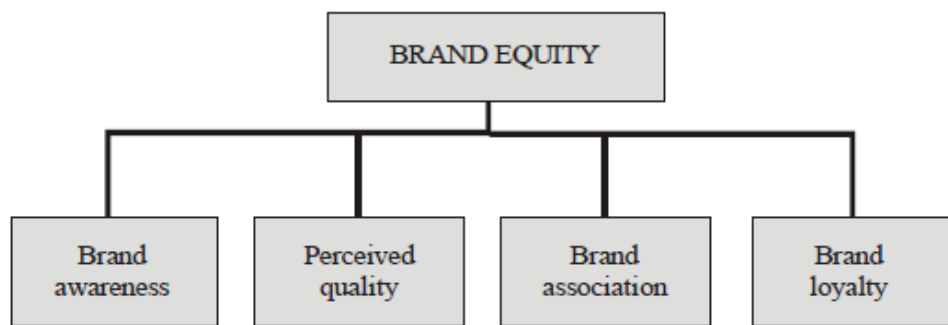


Figure 2.2 Aakers Brand Identity Model

Source: Aaker, D. and Joachimsthaler, E. (2009). *Brand leadership*. London: Pocket.

*Brand awareness* has proven to affect taste and perceptions. It is most often an ‘undervalued’ asset but an asset that is directly related to the concept of familiarity. People are most likely to portray emotions that are familiar and understood by them.

*Perceived quality* influences brand associations and has proven to directly affect a brands profitability.

*Brand associations* are any factors that connect a customer to that particular brand. According to Aaker & Joachimsthaler (2009), these can include images and symbols related to the brand, attributes of the product, associations of the organisation or the

personality the brand portrays. Determining which associations will add value to the brand and therefore which to include is a task brand management needs to thoroughly gain an understanding of.

*Brand loyalty* among a brand's target consumers is a huge aspect that any successful branding strategy depends on. Brands need consumers who will stick with them and make repeated purchases (Anandan 2009). Brand loyalty is therefore the 'heart of any brand's value' (Aaker & Joachimsthaler 2009), and enables the brand the chance to stand within a market place for a longer time frame. Strengthening the size and the level of intensity within each loyalty segment is ideally the aim of any brand.

## **2.3 INTRODUCTION TO CONSUMER BEHAVIOUR**

According to Schiffman & Kanuk (2010), consumer behaviour is defined as "[The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs." This idea of consumer behaviour focuses on the concept of how one makes a purchase decision to spend any accessible resources such as effort, time or money on items that are consumption related. The view on consumer behavior has moved to a broader concept from a traditional one that narrowly focused on the consumers buying and any immediate consequences the process of purchasing contained. (Hawkins, Mothersbaugh and Best 2007). However, there are various factors that influence consumer purchasing behaviour. These include the advertising and promotion at point of sale, labeling and packaging and the effectiveness of the product and price and consumer perceptions of price, quality and value for money.

A basic understanding of consumers and their purchasing trends, allows for marketers to create an effective and engaging offering in order to assist the consumer in their purchase objectives. Marketers need to understand the consumers needs, wants and desires and they need to gain an in-depth idea of how their targeted consumers making decisions about buying and in turn using these products (Cant, Brink and Brijball 2006).

The above authors (2006) state that there are three roles of consumers, these include;

- 1. Selecting or choosing a product
- 2. Paying for it
- 3. Using or consuming it

Selecting or choosing a product is the particular person who partakes in the buying of the product from the marketplace. The payer refers to the person who is financially responsible for the purchase and the user is the end person who consumes the product or receives the benefit; whether it is an emotional or functional of the service. It is important to note that within each role, it may be carried out as a singular person or as an organisational entity.

The importance and relevance in learning how consumers behave in the marketplace allow for organisations to gain a comprehensive understanding of why consumers behave like they do, and why they react to marketing incentives the way they do. Understanding consumer behaviour allows for long-term survival (Cant, Brink and Brijball 2006).

## **2.4 THE CONSUMER DECISION-MAKING PROCESS**

Consumers are forever making decisions with regards to what products and services to consume. Studying factors that increase the demand of products and services within consumer behaviour, other than price is essentially a core understanding in the consumer decision-making process (Fulop 10981). According to Cant, Brink and Brijball (2006) there are two basic reasons for individual decision-making;

- 1. Satisfying needs and desires
- 2. Frequently, various options will satisfy their needs

Due to the fact that consumer behaviour had little theory and is a fairly new concept, marketing theorists borrowed concepts from various disciplines; such as anthropology, sociology, psychology, social psychology and economics (Schiffman & Kanuk 2010). All of the above aspects form a fundamental understanding of how consumers react and think about decision making with regards to cognitive and emotional views.

Therefore, it is important to note that consumer behaviour is sparked by a need fulfillment whereas consumer decision-making, similar to problem solving fulfills these needs by selecting various actions that will do so (Cant, Brink and Brijball 2006).

Below is a model that represents the consumer decision making process. A brief discussion of the model will be done, however more detail will be unpacked later in this chapter with regards to the firms marketing efforts within the input stage.

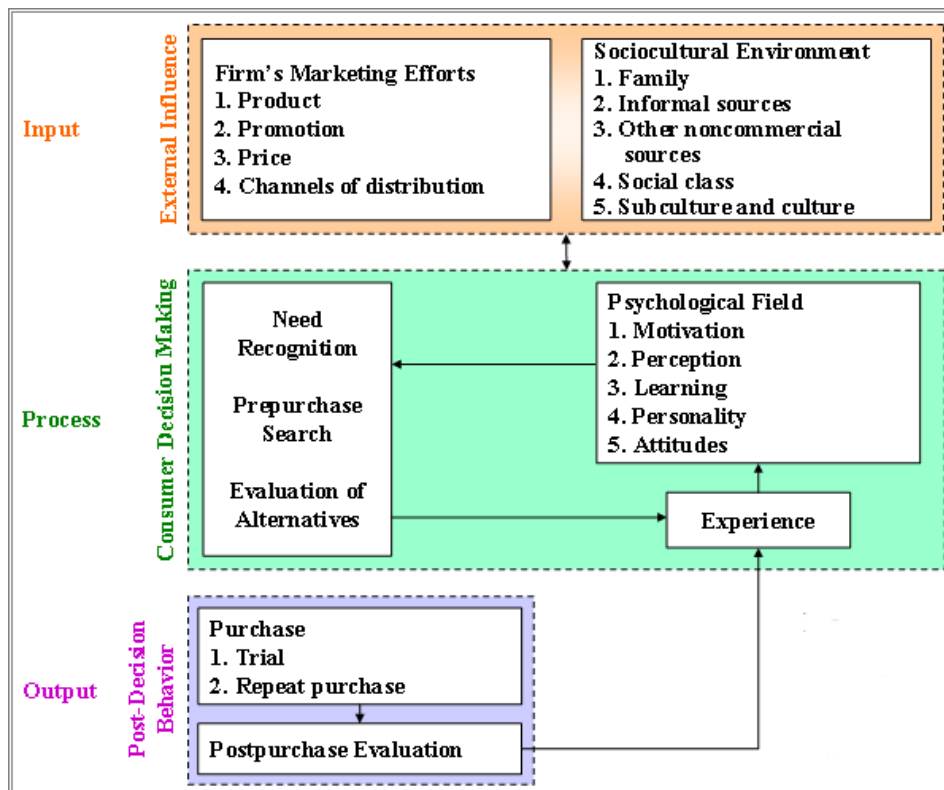


Figure 2.3 A Model of Consumer Decision Making

Source: Schiffman, L. and Kanuk, L. (2007). *Consumer behavior*. Upper Saddle River, N.J.: Pearson Prentice Hall.

The input stage consists of external influences that directly influence a consumer recognizing a product need and as shown above it consists of two sections; a firms marketing efforts and the sociocultural environment. Both these inputs influence consumer purchase decisions and the way in which they use their purchased goods.

The process stage is the middle stage and it focuses on how consumers react in the process of making decisions. This stage highlights how the external influences of the system influence recognition of needs. The process all includes a psychological field that in turn influences prepurchase search and an evaluation of alternatives. The experience of the process is the final phase within this stage.

The output stage is the final stage and consists of two closely linked concepts; purchase behaviour and post purchase evaluation (Schiffman & Kanuk 2010).

Cant, Brink and Brijball (2006) recognize that there are three different levels of consumer decision-making. These levels are not separate but levels that interlink as the consumers purchase involvement increases.

1. *Habitual decision-making*: This level exists when there is low involvement with the purchasing procedures and little search of information is done. It may lead to repeat buying, and then move on to purchasing based on habit. This habitual level can be separated into repeat buying behaviour and brand loyalty.
2. *Limited decision-making*: A limited consumer is not exceedingly involved in alternative options and there is little involvement in evaluative purchasing. The level fills the gap between habitual decision-making and extended decision-making.
3. *Extended decision-making*: This level of consumer decision-making includes high levels of purchase involvement and investigation. Complex and comprehensive evaluation of alternatives is completed and an extreme level of problem-solving takes place. This level is using performed in connection with house, car and computer purchasing decisions.

## **2.5 THE MARKETING CONCEPT**

Between the 1850s and 1920s, production orientation was the main focus of a business. What the company was internally capable of producing became its aim and understanding the consumer and their desires and needs became a secondary focus (Cant, Brink and Brijball 2006).

Between the 1930s to the 1950s this then changed to a more sales orientation and the core focus became to sell more products that could be produced. However, this led to the supply of products being increasingly high and higher than demand as a whole (Schiffman & Kanuk 2010). It became clear that although the quality of products were high, these sales-oriented companies could not convince the consumers to purchase products or services that they did not need or want.

In the mid 1950s companies then started focusing on a marketing orientation and this concept was based on better understanding the unique consumer needs and wants. Companies started putting their consumers first instead of focusing on what the company thinks are the least expensive to produce or the easiest to make. This is therefore the key understanding of the marketing concept (Schiffman & Kanuk 2010).

## **2.6 THE MARKETING MIX**

The marketing mix is a key marketing framework that will be vital throughout this research paper. This mix is the methods that are used by a company to offer its products or services to the consumer in exchange for their purchase. The first element of the mix is product. The design of the product, its brand, particular features as well as packaging all contribute to this product element. Price is the next aspect and this includes discounts, methods of payment and price listing. Place is the third element of the mix and this focuses on the distribution of the product or service. Lastly, promotion includes sales promotion and advertising, any public relations and efforts used to bring great awareness to the brand (Schiffman & Kanuk 2010).

Lamb, Hair and McDaniel 2003 take a similar approach to the marketing mix when they define it as “[A] unique blend of product, place, promotion and pricing strategies designed to produce mutually satisfying exchanges with a target market.” The authors mentioned above (2003) state that a marketing mix will be as good as its weakest link. Therefore it is important that each component of the mix work together to achieve the same goal.

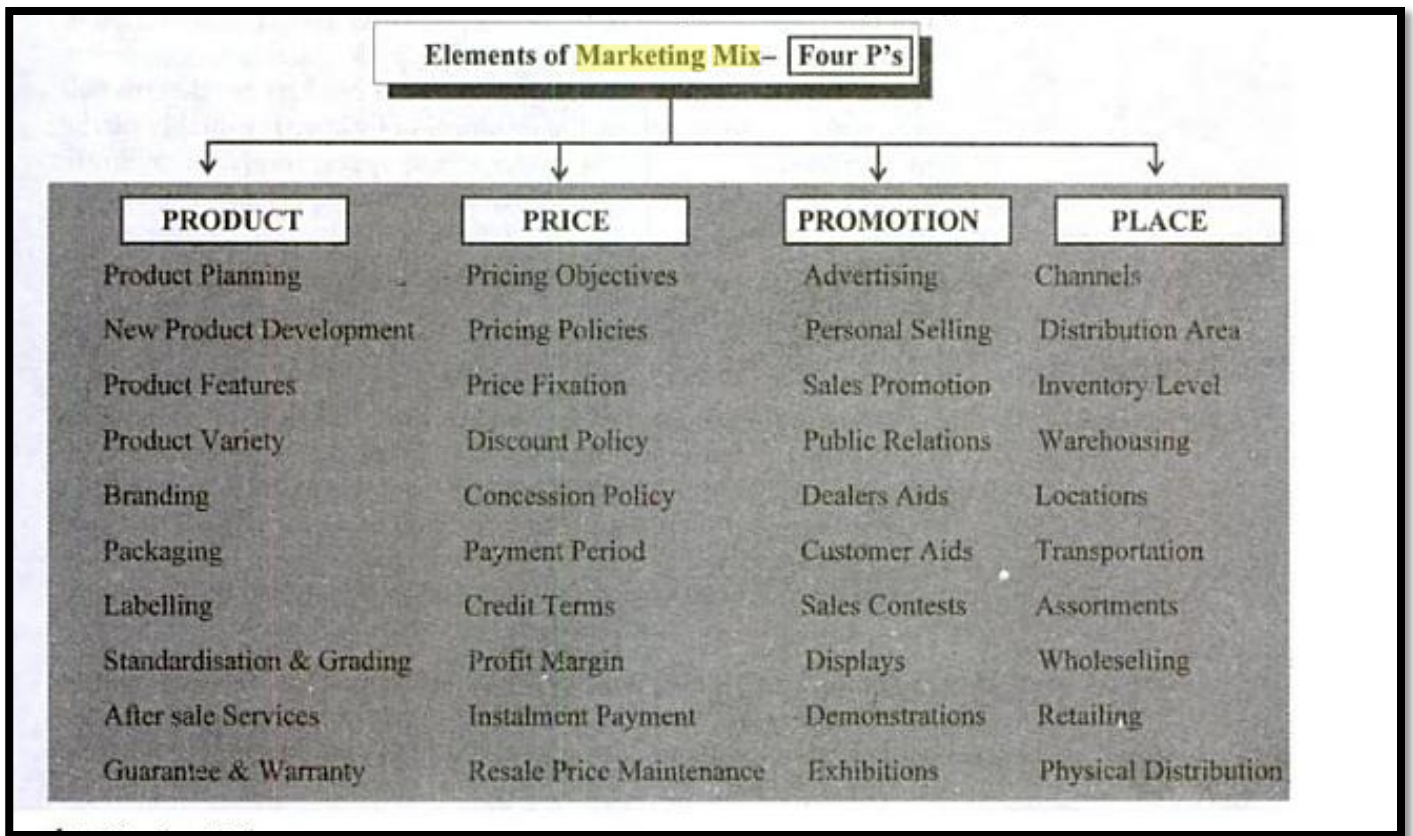


Figure 2.4 The Components of the Marketing Mix

Source: Lamb, C., Hair, J. and McDaniel, C. (2003). *Essentials of marketing*. Mason, Ohio: South-Western, Thomson Learning.

## 2.7 ADVERTISING AND PROMOTION

Within today's evolving society, advertising is an extremely important system of communication and has become a fundamental part of economic and social systems too. Means of media have changed over the years from a more traditional media with a focus on sales promotion to a non-traditional media in which companies are delivering prepared messages to target markets. Over the years, consumers are becoming dependent on advertising and promotion to give them information to assist them in consumer purchase decision. Therefore, marketers have come to understand the value and benefit of advertising and marketing as a marketing communication tool.

Thus, this form of media is quickly increasing and marketers need to accurately determine the specific needs and preferences of their target audience and efficiently advertise and promote in this manner, (Belch & Belch 2012). Modern advertising is a

non- traditional way of communicating media through to consumers in a more specified way instead of mass media (Mangold & Faulds 2009).

Fulop (1981) suggests that advertising can be used by firms to differentiate products and to create a form of brand loyalty. She states that there are two different types of advertising; informative and persuasive advertising. Persuasive advertising claims to create this product differentiation and build brand loyalty. Through the previously stated, it is then claimed to result in prices that are higher, monopoly profits and a capacity that is in excess.

Diffen.com (2015) brings to light the difference between advertising and promotion. Advertising can be seen as a one-way communication dialogue in which information about the products or services are informed to the consumer. Promotion on the other hand is an element of the previously discussed marketing mix and involves broadcasting product information, brand or company and product line. However, it is commonly thought that promotion may include advertising.

In relation to Appendix B, advertising generally seems to be a longer-term phenomenon in which building the brand as a whole is the goal and an immediate increase in sales may not occur. Promotion requires a more specific, shorter time period in which growing sales is the objective. Here an instant increase of sales would occur.

Diffen.com (2015) explain that promotions are divided into two parts;

- Above the line promotion
- Below the line promotion

Advertising can fall under four types;

- Media
- Covert advertising
- Television commercials
- Internet advertising

## **2.8 LABELING AND PACKAGING**

Labeling and packaging plays an important role as a marketing tool and plays an important role in marketing as a whole. The way in which a product is packed or labeled could encourage or discourage purchase on behalf of the consumer and this is extremely vital at the consumers point of sale and at the point in which the consumer is differentiating between products (Ahmad et al., 2012). It has been explained by Silayoi & Speece (2004) that when a customer is in a rush or when a customer knows little about a product they are attracted to visual elements of the package and the labeling. However, the packaging and labeling can influence how the customer may perceive a product and often it is perceived by the customer that the package is a part of the product.

Sehrawet & Kundu (2007) explained that packaging not only protects the product from getting damaged, it also contains information about the product quality, the brand and instructions on how to use the product. Packaging is also used as an important marketing tool for a product and consequently for the brand itself.

Labeling has been explained by Rita (2009) as a feature that gives out a message to the consumer that they are in need of the particular product and it allows for differentiation from other brands.

Therefore, as a marketer it is crucial to know what attracts a consumer to a product and to implement these factors within the products packaging and labeling.

## **2.9 CONSUMER PERCEIVED QUALITY, PERCEIVED VALUE AND PRICE**

Three factors that may influence a consumer's decision to purchase may include perceived quality, perceived value and risk, and price.

It is important to first understand the way in which consumers build perceptions and how the process of perceptual then influences these particular perceptions of quality and value.

Monroe (1990) defines perception in a way that “Basically involves the process of categorization”. In which he explains that one usually places experiences that are recent within experiences that have already been familiarized with and already existed.

Referring to Appendix A which explains the Conceptual relationship of price, perceived value, and willingness to buy, Monroe (1990) highlights the model in two sections; (a) and (b).

Within the model, part (a) indicates the role of actual price on the consumer’s perceptions of monetary sacrifice, quality, value and lastly the willingness to buy a product or service. More specifically, consumers often use actual price as an indicator for perceived monetary sacrifice and perceived quality. It can be argued that consumer’s value perception is a representation of a tradeoff as follows:

$$\text{Perceived value} = \frac{\text{perceived benefits}}{\text{perceived sacrifice}}$$

Monroe (1990) explains that the perceived benefits are a function of the quality that is perceived; and perceived quality and perceived sacrifice is then positively related to price. Perceived value is positive when quality perceptions are higher than sacrifice perceptions. Lastly, the willingness to purchase the product or service is positively related to the value that is perceived.

Part (b) of the conceptual relationship model shows that a store and brand name could also be used as guides by consumers with regards to perceived quality.

Jin & Yong (2005) state that a consumer will always compare the quality of a desirable product with an alternative product within the same category with regards to price. The quality of a product can however be directly related to the way in which a consumer perceives the manufacture of the product. (Davis et al 2003) Therefore, it is evident that there is a direct relationship between perceived quality and consumer purchase decision-making particularly in periods where time is short and one has little information or understanding of the product that may be purchased. (Aaker 1991; Armstrong & Kotler 2003)

Value is described by Mokhtar et al (2005) as a function of the overall quality and price of a firms products and services in comparison to competition. Perceived value is

therefore an overall evaluation in the mind of the consumer and the effectiveness of the product linked to the perceptions of what is received by the consumer. According to Monroe (1990), perceived value is compromised of four components;

- *Cost* – the sum of all costs required acquiring and using the product or service.
- *Exchange* – the perceived value of the brand, company, or store where the product is sold.
- *Aesthetics* – the value that customers place on the properties or attractiveness of the product.
- *Relative use* – the way a product is used.

Perceived risk is the uncertainty that is related to the actions of a consumer and is derived from the unknown future consequences. Within the consumer there is a fear that the product might not have required traits, there may be a feeling of dissatisfaction by social factors and a disappointment in the performance of a specific product. (Richarson et al., 1990). Therefore, a consumer would generally find out more information with regards to the quality of a product from an individual who has had first hand experience with the desired product.

Monroe (1990) suggests that in order for successful proactive prices, the price of a product should be set in such a way as to be consistent with the consumers perceived value. The author (1990) explains an idea of 'price awareness and price consciousness.' Here he states that's consumers are assumed to know the prices that they are paying for certain products and services and that they are sensitive to prices in such a way as to search for lower prices options. Price awareness indicates the consumer's ability to recall different prices, while price consciousness indicates how sensitive consumers are to price differentials. It is evident that when price is the only factor available, consumers will directly relate product quality to price.

From the above, it is clear that perceived quality, value and price are all directly related and that one area can influence another. Hence, as a marketer it is vital to understand the consumer perceptions of the quality, value or price and apply this to the way in which a product is marketed.

## **2.10 CONCLUSION**

From the literature review it becomes apparent that there are various factors that influence a consumers decision-making process. It is also important to acknowledge that once a brand is strongly established, it makes it easier to portray the brand identity through various marketing mediums. Within this literature review only the most crucial aspects appropriate to the research have been discussed and unpacked. The next chapter will examine the research methodology for the study, a large portion of which has been underpinned by the literature review.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

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### **3.1 INTRODUCTION**

This chapter discusses the research methodology that is used within this research and it provides a vast amount of insight into the research. The core understanding of this chapter is the research approach that was utilised in order to achieve the previously mentioned research objectives and questions. The chapter begins by highlighting the theoretical framework of the different research methodologies along with a motivation for the selection of a specific research design approach. The population and sample, the data collection instruments and processes used and validity and reliability are all unpacked. Concluding limitations, a data analysis and ethical considerations are mentioned.

### **3.2 RESEARCH METHODOLOGY**

Qualitative and Quantitative approaches vary with regards to usage, approach, techniques, responses and outcomes.

#### **3.2.1 QUALITATIVE**

Identifying and discovering new ideas, feelings and thoughts with a preliminary understanding of relationships are essentially the core goals and objectives within a qualitative research method (Hair, 2013). Incorporating an understanding of hidden social and psychological processes with a preferred induction of which is informed by interpretivism and constructionism (Bryman & Bell, 2014) is important when using this approach. An exploratory type of research is performed with open-ended, unstructured, probing questions during a relatively short time frame. Sample sizes are relatively small and represent only the sampled individuals. An analysis and interpretation of data is performed to identify relevant answers to the stated research questions through coding, statistics, narrative analysis and content analysis (Bryman & Bell, 2014). A marketing researcher engaging in this specific research approach must have interpersonal and observational communication skills and have an understanding of interpreting text or visual data (Hair, 2013).

Therefore, in summary a qualitative research approach focuses on an idea of understanding; they are flexible and not formal, have smaller sample sizes and may include unstructured interviews as a specific technique. Responses are in depth and outcomes are not always firm (Bcps.org, 2015).

### 3.2.2 QUANTITATIVE

According to Hair (2013) the goal and objectives of quantitative research methods are a validation of facts, estimates and relationships. The approach tends to 'emphasise quantification in the collection and analysis of data' (Bryman & Bell, 2014). Within this method descriptive and causal research designs are most often used, however exploratory designs are infrequently implemented. Research questions are most often structured and meet a time frame that is significantly longer than a qualitative research method. Sample sizes are fairly large and if accurate and thorough sampling is completed, sampling results can represent the actual population. Analysis types include statistical, descriptive and causal predictions and the researcher needs to ensure skills of statistical analysis and an interpretation of skills (Hair, 2013).

Summarizing, quantitative research mainly focuses on facts and research, is structured and more formal and has a larger sample size in comparison to qualitative research. Techniques could include surveys, tests and experiments and are most often numerical. These results can be quantified. (Bcps.org, 2015)

Table 3.1 Fundamental differences between qualitative and quantitative research approaches

| Qualitative Research                                                       | Research Aspect          | Quantitative Research                                                                   |
|----------------------------------------------------------------------------|--------------------------|-----------------------------------------------------------------------------------------|
| Discover Ideas, Used in Exploratory Research with General Research Objects | Common Purpose           | Test Hypotheses or Specific Research Questions                                          |
| Observe and Interpret                                                      | Approach                 | Measure and Test                                                                        |
| Unstructured, Free-Form                                                    | Data Collection Approach | Structured Response Categories Provided                                                 |
| Researcher Is Intimately Involved. Results Are Subjective.                 | Researcher Independence  | Researcher Uninvolved Observer. Results Are Objective.                                  |
| Small Samples—Often in Natural Settings                                    | Samples                  | Large Samples to Produce Generalizable Results (Results that Apply to Other Situations) |
| Exploratory Research Designs                                               | Most Often Used          | Descriptive and Causal Research Designs                                                 |

Source: RESEARCH, E. (2015). *ESSENTIALS OF MARKETING RESEARCH*. [online] Academia.edu. Available at: [http://www.academia.edu/9901094/ESSENTIALS\\_OF\\_MARKETING\\_RESEARCH](http://www.academia.edu/9901094/ESSENTIALS_OF_MARKETING_RESEARCH) [Accessed 10 Jun. 2015].

### 3.2.3 MIXED METHODS

According to Johnson and Onwuegbuzie (2004) mixed methods research is described as a research methodology approach that involves philosophical assumptions (Cresswell 2003); where quantitative and qualitative data are both incorporated in an effort to accumulate more comprehensive and sound data in order to complete research objectives and answer the research questions. However, it is an approach that uses both methods in tandem and the overall strength of the data collected creates understandings that would not have been gained through conducting a purely qualitative or quantitative study.

Hair (2013) explains that there are a number of mixed methods possible:

- Multiple methods of data collection
- Multiple data sets
- Multiple researchers analyzing the data, especially if they come from different backgrounds or research objectives
- Data collection in multiple time periods

- Providing selective breadth in informants so that different kinds of relevant groups that may have different and relevant perspectives are included in the research

#### **3.2.4 ADOPTED METHOD**

In order to fulfill the previously mentioned objectives and research questions a qualitative research approach was engaged. Within the chosen research approach, data can be collected relatively quickly or may even already exist as a natural occurrence within conversations on the Internet. The unstructured approach of qualitative research techniques in combination with a smaller sample use acting as “relevant” rather than representative of the consumer (Hair, 2013), allows the researcher to discover a richness of data. Qualitative research methods often deliver initial understandings that are useful in developing ideas about the relationship of different variables. Researchers are able to incorporate insights of theories from social and behavioural disciplines in order to enhance a deeper understanding and interpretation of discovered data.

The reason for the choice in a qualitative research approach was to allow for a greater and in depth understanding of the success of the Oh So Heavenly brand, this being in the mind of the consumer and the brand itself. Understanding the needs of the consumer and the way in which the Oh So Heavenly brand effectively achieved this, was the core focus when determining the research approach.

Therefore, a qualitative research approach was decided due to the many advantages of qualitative research directly related to the specific research topic.

### **3.3 RESEARCH DESIGN**

A researcher does not solely decide upon a specified research method such as qualitative, quantitative or mixed methods research, a type of study within these three options allow the researcher to gain a specific direction for the various procedures (Cresswell 2013). According to Bryman & Bell (2011), the choice of research design also reflects the various decisions about the importance attached to dimensions of the research process. These dimensions include:

- How to express causal connections between variables

- Whether and how the results can be generalised to a larger group of individuals or organisations than those actually forming part of the investigation
- How to understand and explain behaviour and the meaning of that behaviour in its specific social context
- How to explain social phenomena, their interconnections and changes over time.

Table 3.2 Alternate Research Designs

| Quantitative                                                                                                                 | Qualitative                                                                                                                                                                      | Mixed Methods                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Experimental designs</li> <li>• Nonexperimental designs, such as surveys</li> </ul> | <ul style="list-style-type: none"> <li>• Narrative <b>research</b></li> <li>• Phenomenology</li> <li>• Grounded theory</li> <li>• Ethnographies</li> <li>• Case study</li> </ul> | <ul style="list-style-type: none"> <li>• Convergent</li> <li>• Explanatory sequential</li> <li>• Exploratory sequential</li> <li>• Transformative, embedded, or multiphase</li> </ul> |

Source: Cresswell, J. W. (2003). *A Framework For Design*. In: *Qualitative, Quantitative And Mixed Methods Approaches*. 2nd Ed. Thousand Oaks: SAGE Publications. Pp. 3 -23

Qualitative research design, as chosen for this research; include narrative research, phenomenology, grounded theory, ethnographies and case study research.

Case study design involves extreme analysing of one or more cases, in such a way that the researcher ideally aims to gain an in depth understanding of the study and what exactly is going on (Sekaran 2011). It focuses on understanding a system or bounded situation. Case study exponents are most likely to favour qualitative research methods, which may include semi- structured interviewing and participant observation (Bryman & Bell, 2014). This is done in order to gain a comprehensive and detailed analysis of a case. A case can be:

- A single organisation
- A single location
- A single event

According to Hair (2013), exploratory research helps to generate perceptions that will help define the problem situation the researcher is confronted with or it improves the

understanding of consumer attitudes, behaviour and motivations that are not easily accessed whilst using other research approaches.

Bryman & Bell (2014) describe an exploratory case study to that of 'The researcher conducts preliminary research in advance of wide-scale surveys to map out the themes for the subsequent research.' Sekaran (2011) perfectly summarizes the fact that an exploratory study is done when the researcher is not too familiar with the research.

This research will comprise of a case study research approach, however, more specifically an exploratory case study design.

### **3.4 THE POPULATION AND THE SAMPLE**

Hair et al (2013) defines population as;

*"The identifiable set of elements of interest to the researcher and pertinent to the information problem."*

Gray (2009) explains population as the total number of possible elements or units that are integrated into the study. Struwig and Stead (2001) further discuss the theory of population as being made up of four components; elements, units, extent and time.

However for this research, the population included:

- Consumers within the greater Durban areas that are in the four major shopping centres; Gateway Shopping Centre, Westwood Mall, The Pavilion and Galleria Mall. Consumers who are aware of the brand.
- Management and people of authority working at Oh So Heavenly

However, at times when research is in progress, the researcher may find that populations are too large to investigate, thus making it difficult to include all elements of the population. This then allows for the concept of a sample. A sample is a smaller portion of the population, yet represents the larger population.

Following this Hair et al., (2013) defines sampling as;

*"Selection of a small number of elements from a larger defined target group of elements and expecting that the information gathered from the small group will allow judgments to be made about the larger group."*

Sampling can be grouped into two methods; Non-probability and probability sampling.

Within probability sampling designs every sampling unit in the total target population (Hair et al., 2013) has a known probability of being included in the sample (Struwig and Stead, 2001).

Struwig and Stead (2001) explained non-probability sampling as a sampling method where the probability of any particular unit of the population being selected (into the sample) is not known. Selecting sampling units are based on personal judgment of the researcher and may or may not represent the total target population (Hair et al 2013).

Hair et al., (2013) divide non-probability into four categories;

- Judgement sampling
- Quota sampling
- Snowball sampling
- Convenience sampling

Due to time and budget constraints, convenience sampling was the chosen non-probability method for this research. Bryman & Bell (2014) describe convenience sampling as a design that is made available to the researcher by 'virtue of its accessibility.' Convenience sampling is therefore a method in which samples are drawn from the target population at the convenience of the researcher (Hair et al., 2013). An assumption here is that the sample interviewed is comparable in terms of the study to the defined target population.

Within this research approximately sixty females within the above stated Durban shopping centres in Durban were interviewed. This was done in order to get a wide spread of findings (Bryman & Bell 2014).

### **3.5 DATA COLLECTION INSTRUMENTS**

Research instruments that were used during the study to collect data are introduced and discussed below.

### 3.5.1. RESEARCH TOOLS

- A computer with Internet access to gather data of various topics covered within this research
- A pen and notepad to collect data related to interviews and observations
- Samples of Oh So Heavenly products to gain a better, personal understanding of the brand
- A printer to print surveys for various customers

### 3.5.2. SURVEY CONSTRUCTION

The survey was designed to highlight the research objectives. These being;

4. Objective 1: Advertising and promotional methods influencing consumer purchase decisions.
- Objective 2: Labeling and packaging influencing consumer purchase decisions relative to the product and it's pricing
  - Objective 3: Consumer perceptions of price, quality and value for money

The survey aimed to gain an in-depth understanding of consumer's perceptions in relation to the brand, continuously linking the specified questions to the research objectives. The survey also touched on Oh So Heavenly, asking consumers their knowledge of the brand and what factors contribute to their purchase of the various products. General female consumers over the age of 18 within various greater Durban malls were engaged in the surveys.

### 3.5.3. INTERVIEW SCHEDULE

The interview was conducted with various people of management of the Oh So Heavenly brand. The interview was guided with open-ended questions to enable insiders perspective of topics. Shelly (2001) states that questionnaires with open ended questions encourages 'spontaneous and unstructured responses.' These unstructured questions are important when one wants to gain a deeper understanding of the interviewee's suggestions, opinion's and attitude.

### **3.6 PILOT STUDY**

According to van Teijlingen and Hundley (2001) the concept of a pilot study can be explained as a "Mini version of a full-scale study (also called 'feasibility' studies), as well as the specific pre-testing of a particular research instrument such as a questionnaire or interview schedule". Pilot studies are in nature mainly directed to quantitative research methods, however it is also crucial for other approaches. Pilot studies do not only test whether the survey questions and interview schedules test well, it also ensures that as a whole the research instrument functions accordingly (Bryman & Bell 2011).

van Teijlingen and Hundley (2001) conducted many important reasons for conducting pilot studies; a few of them are mentioned below:

- Developing and testing adequacy of research instruments
- Designing a research protocol
- Assessing whether the research protocol is realistic and workable
- Establishing whether the sampling frame and technique are effective
- Identifying logistical problems which might occur using proposed methods
- Collecting preliminary data
- Determining what resources (finance, staff) are needed for a planned study
- Convincing funding bodies that the research team is competent and knowledgeable
- Convincing other stakeholders that the main study is worth supporting

For this research, a pilot study of the questionnaire was directed to ten females, 18 years and older, in order to gain a better understanding of the compatibility of the questionnaire and whether the questions were clear and simple enough to answer. A pilot study of the interview schedule was tested on two people, not within the Oh So Heavenly management.

### **3.7 VALIDITY AND RELIABILITY**

Validity and reliability form crucial aspects of any research paper. The research cannot be considered scientific if the data and various methods used in the study cannot show or prove reliability. If the data were not reliable, this would in turn lead to outcomes of

the research being invalid. However, quantitative researchers find credibility in data analysis by proving that their findings are valid and reliable.

In contrast to the above, Hair (2013) states that the credibility of qualitative data analysis is based on the precision of “the actual strategies used for collecting, coding, analysing, and presenting data when generating theory.” It is believed that within qualitative research the terms validity and reliability must be redefined as ‘emic validity’ and ‘cross-researcher reliability.’ Emic validity referring to key members within a culture or subculture agreeing to the findings of the research report and cross-researcher reliability meaning ‘the degree of similarity in the coding of the same data by different researchers’ (Hair 2013). Concluding, it is said that a vast amount qualitative researchers prefer terms such as ‘quality, rigor, dependability, transferability, and trustworthiness’ instead of the commonly known quantitative validity and reliability terms (Hair 2013).

### **3.8 DATA COLLECTION PROCESS**

The relationship between the Oh So Heavenly brand and the consumers was investigated. I conducted personal interviews with people of authority within the brand and people within different departments. This gave me a deeper understanding in determining the impact that advertising and promotion, packaging, effectiveness of the product, price, perceived quality, value for money and distribution have on the sales of the brand. Getting a deeper understanding of how the brand has gained such a huge competitive advantage within their market was the overall objective.

A questionnaire was conducted in order to target the consumer as to how they perceive the brand. Questions were asked in order to understand what the consumers view was and that was done in various malls within the greater Durban area.

However, there were various problems that were experienced during the data collection process. Some people were not happy to participate in the interviews as they felt they did not have the spare time.

### **3.9 DELIMITATION AND DEMARCATION**

Due to time constraints, the research was limited to a small sample size, in the above stated four malls within the greater Durban area. This may not have been a large enough sample to gain a true understanding of consumers or an adequate sample across all LSM groups. The racial composition across the greater Durban area might not have been fully covered and the core shopping areas were the main focus of the research.

### **3.10 DATA ANALYSIS**

Due to the study's small-scale research, a thematic analysis of the qualitative data was employed. This type of analysis records the most common words and trends, and identifies themes that occur within the research. These themes are then analysed (Fereday & Muir-Cochrane 2006).

However, if the study were on a much larger scale a NVIVO software approach would be adapted.

### **3.11 ETHICAL CONSIDERATIONS**

Whilst researching, questions asked will not cross any boundaries and offend any one in any form. Respecting the interviewee and consumers will be the core focus whilst conducting research for the study. It will be explained to the consumers and interviewees that the outcome and results will be used within the findings of my research and they will be available in my research paper. Confidentiality of interviewees was assured.

### **3.12 CONCLUSION**

Within this chapter, research methodology was discussed in connection with research design, population and sample, data collection instruments, limitations of the study and ethical issues. It is clear to see that research methodology is the core component

behind the chosen study. The next chapter will present research findings that were discovered from the chosen research methodology.

## CHAPTER FOUR: PRESENTATION AND DISCUSSION OF FINDINGS

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### 4. 1 INTRODUCTION

This chapter is comprised of the study findings based on the objectives of the study. The findings of this qualitative study are presented in tables as per quantitative analysis to provide greater clarity; however the analysis is qualitative and each issue is discussed accordingly. These factors are considered to be important in helping to understand a trend and answer the above research questions. The distribution of age groups between the various respondents is first discussed, followed by the distribution of race. Following this, the three research objectives are unpacked along with the aligned research questions.

Throughout the study, fifty-four female respondents who were aware of the brand completed the required qualitative questionnaire. The questionnaire was entirely qualitative, however key themes throughout the answers were identified. This was done through four malls in the greater Durban area; these being Gateway Theatre of Shopping, The Pavilion, Westwood Mall and The Galleria Mall. Females leaving the Clicks stores were targeted due to the fact that the brand is solely sold within these outlets. The following two tables represent the respondent age and race distribution throughout the study.

Table 4.1 Respondent Age

| Respondent Age |           |         |               |                    |
|----------------|-----------|---------|---------------|--------------------|
|                | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid 17-25    | 20        | 37.0    | 37.0          | 37.0               |
| 26-45          | 20        | 37.0    | 37.0          | 74.1               |
| 46+            | 14        | 25.9    | 25.9          | 100.0              |
| Total          | 54        | 100.0   | 100.0         |                    |

Table 4.2 Respondent Race

| Respondent Race |           |         |               |                    |
|-----------------|-----------|---------|---------------|--------------------|
|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
| African         | 3         | 5.6     | 5.6           | 5.6                |
| Caucasian       | 32        | 59.3    | 59.3          | 64.8               |
| Valid Indian    | 15        | 27.8    | 27.8          | 92.6               |
| Other           | 4         | 7.4     | 7.4           | 100.0              |
| Total           | 54        | 100.0   | 100.0         |                    |

## 4.2 OBJECTIVE ONE: ADVERTISING AND PROMOTION

Within this objective, questions related to brand awareness, reasoning for first purchase of the brands products and whether it is believed that Oh So Heavenly's current in store advertising is effective was unpacked. Each question is stated; following is a representation of the results along with a brief related comment.

Question 1: How did you find out about the Oh So Heavenly brand?

Table 4.3 Product Awareness

| Product Awareness         |           |         |               |                    |
|---------------------------|-----------|---------|---------------|--------------------|
|                           | Frequency | Percent | Valid Percent | Cumulative Percent |
| In Store                  | 19        | 35.2    | 35.2          | 35.2               |
| Received as gift          | 25        | 46.3    | 46.3          | 81.5               |
| Valid Saw it on promotion | 6         | 11.0    | 11.0          | 92.5               |
| Social Media              | 1         | 1.9     | 1.9           | 94.4               |
| Word of Mouth             | 3         | 5.6     | 5.6           | 100.0              |
| Total                     | 54        | 100.0   | 100.0         |                    |

It is evident that 46.3% of respondents became aware of the brand through receiving it as a gift. 35.2% of respondents became aware of the brand by seeing it in store and

11% saw it on promotion. Therefore, the brands gifting concept plays a huge role in brand awareness.

Question 2: What caused your first Oh So Heavenly purchase?

Table 4.4 First Purchases

| First Purchase |              |         |               |                    |
|----------------|--------------|---------|---------------|--------------------|
|                | Frequency    | Percent | Valid Percent | Cumulative Percent |
| Valid          | Fragrance    | 10      | 18.5          | 18.5               |
|                | Gift         | 26      | 48.1          | 66.7               |
|                | Not purchase | 3       | 5.6           | 72.2               |
|                | Packaging    | 9       | 16.7          | 88.9               |
|                | Price        | 6       | 11.1          | 100.0              |
|                | Total        | 54      | 100.0         | 100.0              |

From the above table it is clear to note the top four reasoning for first purchase is gift, fragrance, packaging and price. 48.1% of respondents purchased the brands products for the first time as a gift, 18.5% purchased the brand because they enjoyed the fragrance of the product, 16.7% believed that packaging caused their first purchase and 11.1% purchased the products because they believed that the price of the products were affordable.

Question 3: How effective is the in-store advertising for Oh So Heavenly to you?

As shown below, 33.3% of respondents believe that the current in store advertising within the Clicks stores is very effective, and again 33.3% of respondents believe that it is effective. Therefore this is a total of 66.6% of respondents believe that what the brand is currently doing with regards to their advertising is working.

Table 4.5 Effectiveness of In Store advertising

| In store Advertising |           |         |               |                    |
|----------------------|-----------|---------|---------------|--------------------|
|                      | Frequency | Percent | Valid Percent | Cumulative Percent |
| Average              | 6         | 11.1    | 11.1          | 11.1               |
| Effective            | 18        | 33.3    | 33.3          | 44.4               |
| Not Effective        | 5         | 9.3     | 9.3           | 53.7               |
| Valid Not good       | 1         | 1.9     | 1.9           | 55.6               |
| Not sure             | 6         | 11.1    | 11.1          | 66.7               |
| Very Effective       | 18        | 33.3    | 33.3          | 100.0              |
| Total                | 54        | 100.0   | 100.0         |                    |

#### 4.3 OJECTIVE TWO: LABELING AND PACKAGING INFLUENCING CONSUMER PURCHASE DECISIONS

Question 4: What physical aspects/ qualities of the products attract you to the brands products?

Below is a table that categorizes the various aspects that respondent's felt attracted them to the brands products. Theme answers were the way in which the table was formed. From the table below it is noted that more than half of the respondents are attracted to the physical aspects of the products packaging. This referring to the way in which the occasion packaged goods, the extra sized bottles that the brand provides and the overall actual packaging look and feel of the various products. Respondents also felt that they were attracted to the brand due to the colour of the labels/packaging and they relate this aspect to the various fragrance details; these being 14.8% and 13.0% respectively.

Table 4.6 Physical Aspects

| Physical Aspect |                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------------------|-----------|---------|---------------|--------------------|
| Valid           | Colour                | 8         | 14.8    | 14.8          | 14.8               |
|                 | Fragrance             | 7         | 13.0    | 13.0          | 27.8               |
|                 | Not purchase          | 1         | 1.9     | 1.9           | 29.6               |
|                 | Packaging             | 30        | 55.6    | 55.6          | 85.2               |
|                 | Packaging and wording | 1         | 1.9     | 1.9           | 87.0               |
|                 | Quality               | 2         | 3.7     | 3.7           | 90.7               |
|                 | Wording               | 5         | 9.3     | 9.3           | 100.0              |
|                 | Total                 | 54        | 100.0   | 100.0         |                    |

Question 5: Is there anything specific you look for on beauty product labels?

The table below represents whether or not respondents look for anything specific on product labels when purchasing beauty products. Answers were fairly even between yes and no; being 51.9% and 48.1% respondents respectively. However, it is important to note the various aspects that the respondents do look for on beauty products. Common themes that were identified are as follows;

- If the product is tested on animals
- The benefits the product offers or results expected (i.e Anti-aging)
- If the product contains natural ingredients with few chemicals
- Safe to use on sensitive skin
- Lasting moisture on the skin
- Flavour and scent combination
- Ingredients and manufacturing process
- If there is a SPF cover
- Directions for use

Table 4.7 Product Label

| Product Label |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-------|-----------|---------|---------------|--------------------|
| Valid         | No    | 26        | 48.1    | 48.1          | 48.1               |
|               | Yes   | 28        | 51.9    | 51.9          | 100.0              |
|               | Total | 54        | 100.0   | 100.0         |                    |

Question 6: Do the Oh So Heavenly product labels provide all the information you are looking for?

The table below represents whether respondents believe the Oh So Heavenly labels provide all the information that they are looking for. A total of 87% of respondents believe that they are happy with the current label information. However, 9.3% of respondents were not happy with the label information. The key theme between these answers were that they believe the brand needs to drive the fact that their products are not tested on animals, as well as the fact that they are wanting more information when it comes to natural ingredients in beauty pampering products.

Table 4.8 Label Information

| Label Information |            | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|------------|-----------|---------|---------------|--------------------|
| Valid             | Don't know | 2         | 3.7     | 3.7           | 3.7                |
|                   | No         | 5         | 9.3     | 9.3           | 13.0               |
|                   | Yes        | 47        | 87.0    | 87.0          | 100.0              |
|                   | Total      | 54        | 100.0   | 100.0         |                    |

Question 7: Discuss your purchasing patterns of Oh So Heavenly products

(I.e. Regular purchase or only purchase the products due to occasion-packaged special promotions?)

The table below represents the various purchasing patterns of the respondents. The top two popular aspects are occasional purchases at 40.7% and a regular purchase at 37.0%. Therefore, majority of respondents are purchasing the brand for an occasion, however there is a substantial amount of respondents who consider themselves as a regular Oh So Heavenly consumer.

Table 4.9 Purchase Patterns

| Purchase Pattern   |           |         |               |                    |
|--------------------|-----------|---------|---------------|--------------------|
|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
| Not a user         | 4         | 7.4     | 7.4           | 7.4                |
| Not regular        | 8         | 14.8    | 14.8          | 22.2               |
| Valid Occasionally | 22        | 40.7    | 40.7          | 63.0               |
| Regular            | 20        | 37.0    | 37.0          | 100.0              |
| Total              | 54        | 100.0   | 100.0         |                    |

When analyzing the respondent's answers, the following key themes were mentioned;

- Specific products are bought on a regular occasion (i.e. regular hand creams and lip balms), and packaged goods are bought for special occasions
- Buying due to convenience
- Buying products when they are on promotion or there are specials on products

One respondent stated;

“ If I was younger it would be packaged promotions, however, I feel that to buy a packaged special occasion promotion becomes inauthentic in a way, showing that not

too much thought has gone into the gift. So I would prefer to buy the product on a regular basis, and singular.”

The figure below represents the various purchase patterns that are most popular between the different age groups. From the figure it is noticeable that respondents between the ages of 17-25 are purchasing products mainly for occasions, respondents between the ages of 26-45 are not considered regular consumers and respondents that are 46 years and older are purchasing Oh So Heavenly products for occasions during the year. However, it can be said that there is a consistent regular consumer throughout the different ages that are brand loyal, yet it is noted that these respondents referred to themselves as being consistent on specific products, not the entire brand range as a whole.

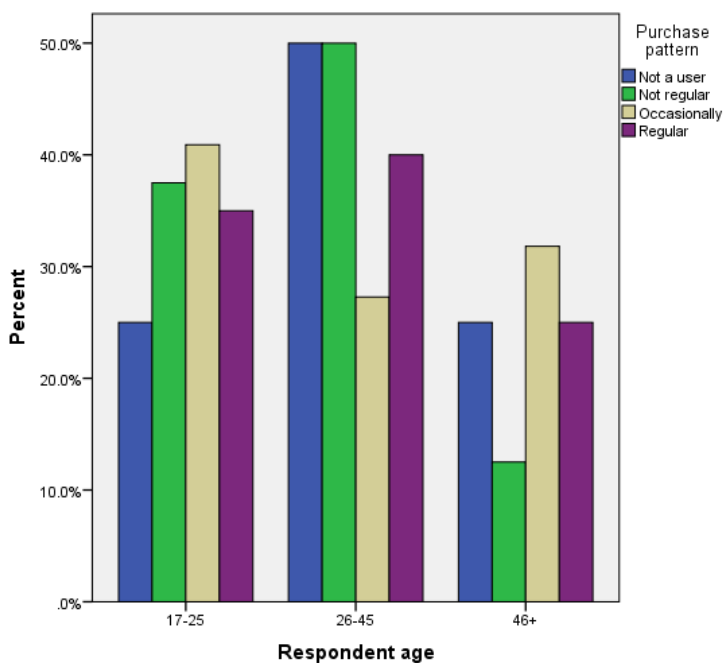


Figure 4.1 Purchasing Patterns vs. Respondent Age

Question 8: In terms of cosmetic and beauty purchases, do you only buy the Oh So Heavenly brand or do you buy similar products from competing brands? If so, why?

The table below shows the respondents response to the above question. It is noticeable that 83.3% of respondents do use similar competing brands and 16.7% of respondents would consider themselves as brand loyal.

Table 4.10 Competing Brands

| Competing Brands |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|------------------|-----------|---------|---------------|--------------------|
| Valid            | Competing brands | 45        | 83.3    | 83.3          | 83.3               |
|                  | Brand loyal      | 9         | 16.7    | 16.7          | 100.0              |
|                  | Total            | 54        | 100.0   | 100.0         |                    |

When analyzing the respondent's answers with regards to why they would consider using similar competing brands, directly quoted key answers are as follows;

- "I buy from other brands – sometimes because of specials and specific anti-wrinkle products"
- "If I am shopping at Clicks, but often buy the cheapest"
- "Other products with a long standing e.g. Dove and Nivea"
- "I buy which ever product suits my pocket at the time of purchase"
- "For myself – both but for gifts I but Oh So Heavenly – good packaging"
- "Due to having sensitive skin, I stick to what I know"
- "I keep to what I know and what I trust"
- "I often buy Rooibos or Nivea products, just because of the credibility that I have come to know. The more well known internationally, the more I tend to lean towards buying that product"
- "I don't often buy the Oh So Heavenly brand because I find the scents too strong and a bit cheap. I prefer buying similar Woolworths products"

- “Yes, beauty benefits determine my choice”
- “I do buy similar products of other brands. I have only seen the Oh So Heavenly brand in Clicks stores and sometimes it is easier to just buy the product I need from the store I am in e.g. Pick n Pay instead of making a special trip to Clicks”

#### 4.4 OBJECTIVE THREE: CONSUMER PERCEPTIONS OF PRICE, QUALITY AND VALUE FOR MONEY

The following three questions represent the respondent’s feelings towards the brand with regards to price, quality throughout the brands range and whether the respondents believe they are getting value for money when purchasing the Oh So Heavenly products.

Question 9: What is your perception on the price of the Oh So Heavenly products relative to competing products?

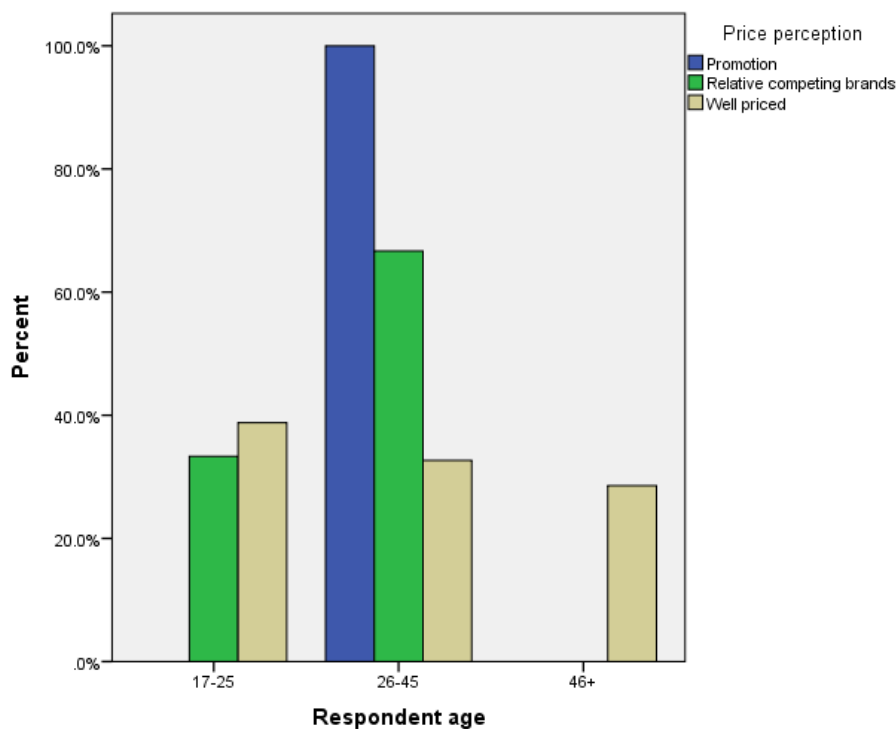


Figure 4.2 Price Perceptions vs. Respondent Age

The above figure represents respondent's perception of the product prices relative to competing brands in comparison to the respondent age groups. Respondents between the ages of 17-25 mainly believe that the products are well priced, respondents between the ages of 26-45 mentioned that they would purchase the products mainly when it is on promotion or when there is a special and respondents of 46 years and above believe that the brands products are well priced.

Question 10: Do you think the Oh So Heavenly brand offers good quality throughout the different ranges of products? Please explain your answer.

The table below represents whether or not respondents felt that the brand offers good quality throughout its product offering. In total 85.2% of respondents felt strongly that the brand does offer good quality throughout its product range, yet 14.8% believed that there was not good quality throughout its product range. Directly quoted key answers that represent these respondents are as follows;

- "No I don't feel the quality is good – I do not enjoy the strong smell and texture of the products (I find they are a bit "cheap")
- "Not really. Body lotions and creams too thin and 'watery'. Does not moisturize skin for long"
- "Not really convinced. I feel it is a bit 'cheap and cheerful', but does the job"
- "Some of the products are good quality. Some are 'weak', not rich enough e.g. body creams
- "No – I think that the hand cream is a little 'soapy' and does not moisturize as much as Dove and Nivea"

Table 4.11 Range Quality

| Range Quality |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-------|-----------|---------|---------------|--------------------|
| Valid         | No    | 8         | 14.8    | 14.8          | 14.8               |
|               | Yes   | 46        | 85.2    | 85.2          | 100.0              |
|               | Total | 54        | 100.0   | 100.0         |                    |

Question 11: To what extent do you consider the Oh So Heavenly products to be value for money?

Table 4.12 Value for Money

| Value for money |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-------|-----------|---------|---------------|--------------------|
| Valid           | No    | 4         | 7.4     | 7.4           | 7.4                |
|                 | Yes   | 50        | 92.6    | 92.6          | 100.0              |
|                 | Total | 54        | 100.0   | 100.0         |                    |

The table above represents the respondent's response to the Oh So Heavenly products being value for money. In total 92.6% believe that the brand does offer value for money with directly quoted key answered responses saying;

- "Yes, so often packaging and quality cost a lot"
- "Yes – based on price in relation to volume"
- "The gifts packs are certainly value for money"
- " I enjoy the feminine feel. It appears to be an expensive product although it has value for money"
- "It is cheaper than other brands whilst still maintaining a good quality"

However, 7.4% of respondents believed that the brand does not offer good value for money. These respondents agreed that;

- “ Not good value for money as they don’t serve the purpose”
- “Occasionally I am tempted by the scents and the price but I find that I am always disappointed with the product”
- “ I personally feel that some products in the range are a lot ‘weaker’ or more ‘watery’ than the other products”

The respondent views stated above suggest that majority of respondents believe that the brand is good value for money. However, there is a small group who feel that the brand does not offer good value for money. Although this group is small percentage, it is important to understand what they are saying and whether this group would be considered the brands target audience.

#### **4. 5 CONCLUDING QUESTIONS**

The following two concluding questions were aimed at the respondents to get their view on how the brand can improve in terms of marketing their brand and whether respondents purchase products online.

Question 12: How do you think the Oh So Heavenly brand could market their products in a better way?

Table 4.13 Improvement

| Improvement |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|--------------------|-----------|---------|---------------|--------------------|
| Valid       | Happy              | 8         | 14.8    | 14.8          | 14.8               |
|             | Online             | 4         | 7.4     | 7.4           | 22.2               |
|             | Samples            | 18        | 33.3    | 33.3          | 55.6               |
|             | Store availability | 24        | 44.4    | 44.4          | 100.0              |
|             | Total              | 54        | 100.0   | 100.0         |                    |

From the above table it is noticeable that respondents believe the products should be available in more stores, making it convenient for them to purchase the product with this being 44.4% of respondents. In total 33.3% of respondents believe that product samples should be handed out to consumers, especially with product fragrance being a driving purchasing force, samples will allow consumers to get a first hand experience with the brand which will allow them to experience before purchase. Some 14.8% of respondents confirmed that they are happy with the way the brand is and 7.4% believe that the brand needs more online presence.

Below is a summary of a number of directly quoted key responses to the way in which the brand could make improvements;

- “Perhaps by having fewer products their marketing would be easier as their products become ‘singular’ rather than just Oh So Heavenly”
- “Samples! In malls, magazines and testers”
- “Free samples to Clicks customers or discount vouchers”
- “They are pretty well marketed. They always take the holidays into consideration”
- “Perhaps expand their product offering to more stores”
- “TV ads”
- “Increase beauty benefits”

- “A simpler design on the products (not so kitsch) and a gentler scent would attract me more”
- “Maybe appear somehow to be more personal, instead gifts “for everybody” as many people have different tastes and preferences. I’d prefer to receive a gift for me, not one for anybody”
- “Getting involved in events for ladies”
- “You definitely don’t see or hear about the product unless its in a Clicks pamphlet or in store”
- “Personally, I think a more elegant, simple labeling and packaging design would work best (almost makes a product look more expensive)”
- “Offer monthly vouchers”
- “Get involved in an event like the Spar Ladies race, which moves around S.A and attracts a lot of attention”
- “Target specific age groups”
- “Greater advertising campaigns through digital devices e.g. cellphone app”
- “Different colours relating to different ages with regards to facial products”
- “The trend is more natural, safe and not harmful to the planet. Biodegradable packaging where possible”
- “More shelf space in store and more promotions and maybe samples to customers”
- “Perhaps they could emphasize they are beauty without cruelty, as I think this should encourage people to purchase their products”

Question 13: Do you purchase products online?

The idea regarding this question was to get an understanding if consumers purchase products online and the overall trust consumers have with online purchasing. This question was asked in order to lead the research activation.

As shown in the table below, 70.4% of respondents do not purchase products online. However, a substantial amount of 16 respondents (29.6%) do purchase products online. With the increase in digital media within society, this group is definitely seen to grow. Therefore, there is a potential market for Oh So Heavenly explore.

Table 4.14 Online Purchase

| Online Purchase |           |         |               |                    |
|-----------------|-----------|---------|---------------|--------------------|
|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
| No              | 38        | 70.4    | 70.4          | 70.4               |
| Valid Yes       | 16        | 29.6    | 29.6          | 100.0              |
| Total           | 54        | 100.0   | 100.0         |                    |

## 4.8 CONCLUSION

This chapter presented the data collected and its analysis. The chapter gave insight into the research problems. Whilst the research was qualitative the findings have been tabulated in a quantitative manner to illustrate and bring clarity to the findings. Each objective has been presented and the findings are assessed and discussed. The next chapter contains the conclusions and recommendations of this research.

## **CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS**

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### **5.1 INTRODUCTION**

This chapter comprises of the conclusions and recommendations of the study. It gives brief reference to various findings made in the literature review along with the findings based on the research. Conclusions of each objective are drawn and appropriate recommendations are suggested that Oh So Heavenly will be able to benefit from. Lastly, recommendations for further research are made and some concluding remarks are also presented.

### **5.2 OBJECTIVE ONE: ADVERTISING AND PROMOTIONAL METHODS INFLUENCING CONSUMER PURCHASE DECISIONS**

#### **5.2.1 FINDINGS FROM LITERATURE**

When referring to appendix B, it can be seen that advertising is in a sense a long term marketing tool with a purpose to increase sales and assist in brand building. Results are seen fairly slowly with advertising. Promotion can be seen as a short term marketing tool that involves an immediate incentive for a buyer. Its purpose is to increase sales and results are seen quickly (Diffen.com 2015). Due to means of media changing from a non- traditional form to a more traditional form in which companies are delivering prepared message to target markets, it is important for marketers to understand their target audience and advertise and promote in a way to connect with their target group (Belch & Belch 2012).

#### **5.2.2. FINDINGS FROM RESEARCH**

It is clear from the above research findings that respondents believed that the current in-store advertising is effective. More than half of the respondents became aware of the

brand from receiving it as a gift and nearly half of respondents purchased the brands products as a gift for their first purchase. Therefore, it is clear that the brands product is well supported by its target audience, especially during times of special occasions due to packing and promotional methods, along with the price attracting buyers.

### **5.2.3 OBJECTIVE CONCLUSION**

When looking at the advertising and promotional methods used by the Oh So Heavenly brand, it is clear that they are excelling when it comes to gifting and the way in which products are packaged for gifts. Therefore, this can be seen as a driving sales factor. Concluding, it can be said that the Oh So Heavenly's promotional marketing methods influence consumers purchase decisions within the beauty and pampering market.

### **5.2.4 OBJECTIVE RECOMMENDATION**

As Differ.com (2015) suggests, promotional marketing is a short term effort and instant sales is the main purpose. However, building the brand and evidently brand loyalty is not a core focus within this marketing tool. Therefore, Oh So Heavenly would benefit from an increase in advertising methods, enabling a relationship with consumers and their products. At the moment, majority of consumers are purchasing the product for special occasions and not completely building a longer term relationship with the brand. Oh So Heavenly should understand their specific target audience and create crafted advertising that is directed at them, in order to build a long-term relationship with them and allow the brand to become a go to product for various needs, not just occasional products and promotions.

### **5.3 OBJECTIVE TWO: THE LABELING AND PACKAGING INFLUENCE ON CONSUMER PURCHASE DECISIONS RELATIVE TO THE PRODUCT AND IT'S PRICING**

#### **5.3.1 FINDINGS FROM LITERATURE**

As Ahmed (2012) suggests, product packaging and labeling can encourage or discourage purchase on behalf of the consumer and this is extremely important at the consumers point of sale and at the point in which the consumer is differentiating between products. Therefore, as a marketer it is important to understand your target audience, understand what attracts them to a product and to implement these factors within the products packaging and labeling.

#### **5.3.2 FINDINGS FROM RESEARCH**

From the above research findings it is clear to note that over half of the respondents believe that they are physically attracted to the brand through the way in which the products are packaged. However, a large group of respondents also feel that the fragrance and colouring of the products is also another factor that attracts them to the brands products. There was an even split between respondents looking for specific things when purchasing beauty products and respondents not looking for anything specific. However, when looking at the brands product labeling, majority of respondents were happy with the current information available. When respondents were asked to describe there purchasing patterns of the brand, there was a closer division between respondents purchasing the products for an occasion and a group of respondents who consider themselves a consumer who purchases the brands products on a regular basis. Lastly, majority of respondents did admit to purchasing other brands and not just Oh So Heavenly when purchasing beauty and pampering products.

### **5.3.3 OBJECTIVE CONCLUSION**

Consumers are reasonably happy with the way in which Oh So Heavenly has labeled and packaged their products. The way in which the brands gift and occasional products are packaged can be seen as a factor that encourages consumers to purchase the brand. Therefore, it can definitely be said that the labeling and packaging play a huge role when consumer make purchase decisions with regards to beauty and pampering products.

### **5.3.4 OBJECTIVE RECOMMENDATION**

After many questionnaires with respondents, it became clear that consumers are becoming increasingly aware of animal testing within beauty and pampering products. It would definitely be beneficial to Oh So Heavenly if they were to increase this awareness to their consumers through various means of advertising, not just purely on the product. Consumers are also alert to ingredients that go into beauty products and whether or not these products are natural. Therefore, if the brand brought like to this factor, along with the product benefits, consumers would feel that the brands product labeling would definitely be more informative.

## **5.4 OBJECTIVE THREE: CONSUMER PERCEPTIONS OF PRICE, QUALITY AND VALUE FOR MONEY**

### **5.4.1 FINDINGS FROM LITERATURE**

Monroe (1990) suggests that consumers value perception is a representation of a tradeoff between perceived benefits and perceived sacrifice. However, one the benefit exceeds the sacrifice, the perceived value increases. However, consumers will always compare the quality of a desirable product with an alternative product within the same category with regards to price (Jin & Yong 2005). It is clear that perceived quality, value

and price are directly related and that one area can influence another. It is crucial to understand the consumer perceptions of the quality, value or price and apply this to the way in which a product is marketed.

#### **5.4.2 FINDINGS FROM RESEARCH**

From the previously stated research findings in chapter four, it was noticed that respondents throughout the various age groups believed the brand was well priced in comparison to other competing brands. Once again, majority of the respondents believe that the brand offers good quality throughout its product range, with a handful believing that it does not. Almost all respondents believe that the brand offers good value for money. A common theme throughout this objective was the respondents view in the consumer perceiving the brand to be some what a premium product, yet the price is affordable for the majority.

#### **5.4.3 OBJECTIVE CONCLUSION**

Concluding this objective, it can be said that respondents believe that the brands products are well price in comparison to competing products, there is good quality throughout the product range and they believe that they are getting good value for money when purchasing the brands products. Respondents felt that the brand was almost meeting them half way in terms of price and quality, in which they believe they are benefiting far greater than they are sacrificing for the product.

#### **5.4.4 OBJECTIVE RECOMMENDATION**

Oh So Heavenly has successfully achieved a positive relationship between its price, quality and value for money in terms of respondents responses. Therefore making the market consumer perceptions on the above equally as positive. However, it can be said that this particular objective is largely based on various gift packaged promotions as this was a major insight throughout the study. Oh So Heavenly would benefit in

understanding consumers perceptions of products other than occasional packaged products. Therefore getting a greater understanding of the product range as a whole.

## **5.5 SUGGESTIONS FOR FURTHER RESEARCH**

Oh So Heavenly has created a brand that is succeeding within the beauty and pampering market. Throughout the respondent's views, a general understanding of their perceptions was understood with regards to the brand. However, a larger scale study would have allowed for the research paper to be of more credit. Future research could include working closer with the brand in order to benefit them with findings that they need to determine. Within this suggestion, being able to differentiate target groups and trends within the brand's products may be of great interest. Oh So Heavenly has something great going for them, but with various improvements they are destined to succeed even further.

## **5.6 CONCLUDING REMARKS**

Conducted research on the Oh So Heavenly brand was performed by securing consumers' perceptions in which these were considered in light of various authors' views within the literature. Throughout the research, the various factors contributing to the success of the Oh So Heavenly brand were unfolded and important aspects were highlighted with appropriate recommendations. Recommendations have been made in terms of the three different objectives. In light of this, if Oh So Heavenly were to adopt or implement these research suggestions, they are likely to improve their brand's profile and evidently increase their level of sales.

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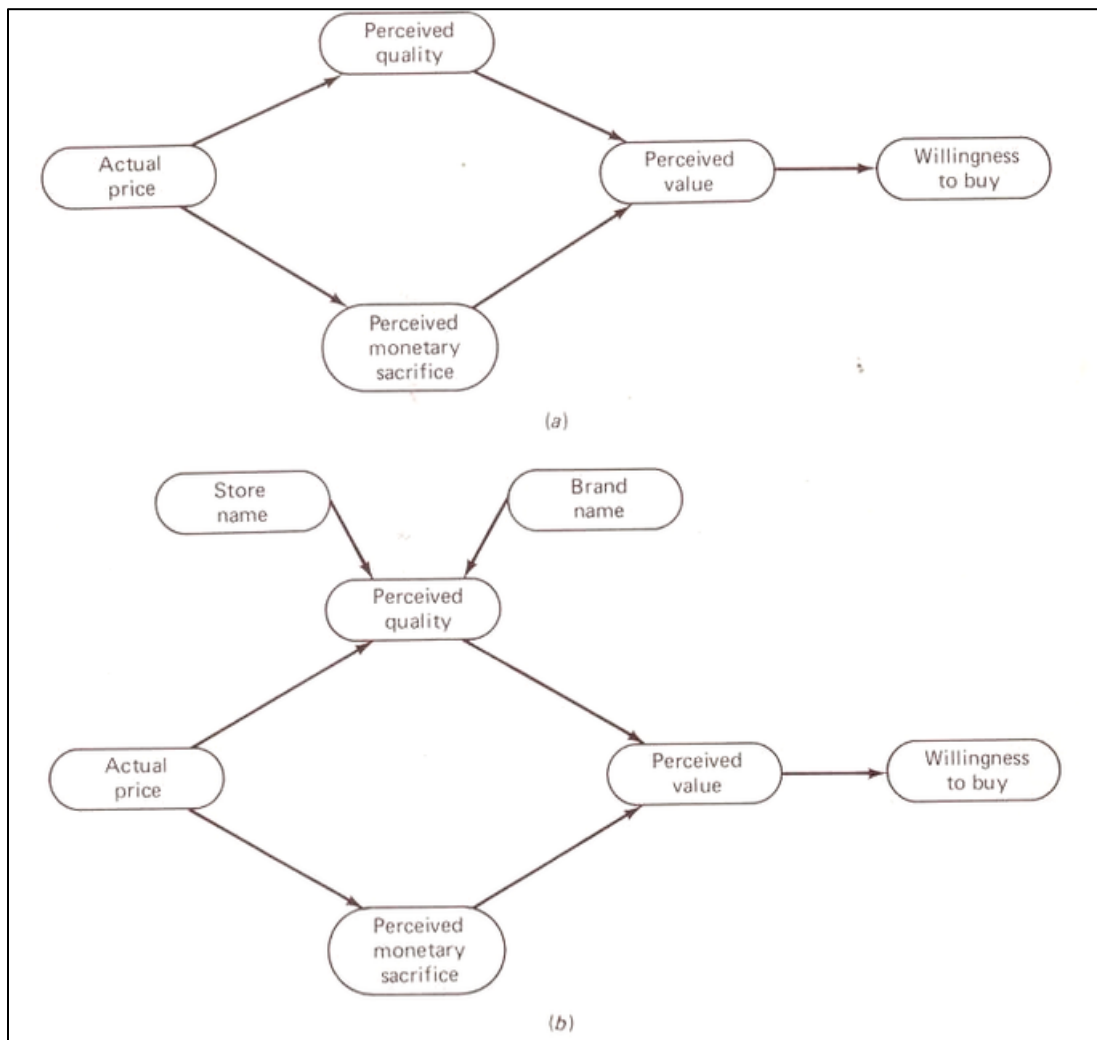
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## **APPENDICES:**

### **APPENDIX A:**

Conceptual relationship of price, perceived value, and willingness to buy (Monroe 1990).



Source: Monroe, K. (1990). *Pricing*. New York: McGraw-Hill Pub. Co.

## APPENDIX B:

|                     | Advertising                                                                                                                                                  | Promotion                                                                                                                                                                                                   |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Time</b>         | Long term                                                                                                                                                    | Short term                                                                                                                                                                                                  |
| <b>Definition</b>   | One-way communication of a persuasive message by an identified sponsor, whose purpose is non-personal promotion of products/services to potential customers. | A Promotion usually involves an immediate incentive for a buyer (intermediate distributor or end consumer). It can also involve disseminating information about a product, product line, brand, or company. |
| <b>Price</b>        | Expensive in most cases                                                                                                                                      | Not very expensive in most cases.                                                                                                                                                                           |
| <b>Suitable for</b> | Medium to large companies                                                                                                                                    | Small to large companies                                                                                                                                                                                    |
| <b>Sales</b>        | Assumption that it will lead to sales                                                                                                                        | Directly related to sales.                                                                                                                                                                                  |
| <b>Example</b>      | Giving an advertisement in the newspaper about the major products of a company                                                                               | Giving free products, coupons etc.                                                                                                                                                                          |
| <b>About</b>        | A type of marketing tool                                                                                                                                     | A type of <u>marketing</u> tool                                                                                                                                                                             |
| <b>Purpose</b>      | Increase sales, brand building.                                                                                                                              | Increase sales.                                                                                                                                                                                             |
| <b>Result</b>       | Slowly                                                                                                                                                       | very Soon                                                                                                                                                                                                   |

Source: Diffen.com, (2015). Advertising vs Promotion - Difference and Comparison | Diffen. [online]  
Available at: [http://www.diffen.com/difference/Advertising\\_vs\\_Promotion](http://www.diffen.com/difference/Advertising_vs_Promotion) [Accessed 4 Jun. 2015].

## **APPENDIX C:**



Please take a few minutes to fill in this market research survey.  
Your input is greatly appreciated.

### **AGE**

- ☐ 17– 25
- ☐ 26– 45
- ☐ 46 +

### **RACE**

- ☐ Caucasian
- ☐ African
- ☐ Indian
- ☐ Asian

## **ADVERTISING AND PROMOTION**

1. How did you find out about the Oh So Heavenly brand?

- ☐ In Store (Spotted it on the shelves)
- ☐ Word of Mouth
- ☐ Social Media
- ☐ Received as a gift
- ☐ Saw it on promotion in a Clicks pamphlet
- ☐ Other (Please explain) .....

2. What caused your first Oh So Heavenly purchase?

3. How effective is the in-store advertising for Oh So Heavenly to you?

### **LABELING AND PACKAGING INFLUENCING CONSUMER PURCHASE DECISIONS**

4. What physical aspects/ qualities of the products attract you to the brands products?
5. Is there anything specific you look for on beauty product labels?
6. Do the Oh So Heavenly product labels provide all the information you are looking for?
7. Discuss your purchasing patterns of Oh So Heavenly products (I.e. regular purchase or only purchase the products due to occasion-packaged special promotions?)
8. In terms of cosmetic and beauty purchases, do you only buy the Oh So Heavenly brand or do you buy similar products from competing brands? If so, why?

### **CONSUMER PERCEPTIONS OF PRICE, QUALITY AND VALUE FOR MONEY**

9. What is your perception on the price of the Oh So Heavenly products relative to competing products?
10. Do you think the Oh So Heavenly brand offers good quality throughout the different ranges of products? Please explain your answer.
11. What is it about the Oh So Heavenly brand that causes you to purchase its products? Based on your response, to what extent do you consider the Oh So Heavenly products to be value for money?

### **CONCLUDING QUESTIONS**

12. How do you think the Oh So Heavenly brand could market their products in a better way?

13. Do you purchase products online?

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