



A study about factors around alcoholic brand preference in South Africa

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I hereby declare that the Research Report submitted for the BA honors in strategic brand communication degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes

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Abstract

In South Africa, the alcohol industry contributes largely to the growth of the economy (The South African Liquor Industry: our contribution, 2020). The study looks to uncover and identify factors surrounding alcohol brand preference in South Africa. The relevant to the ever-changing socio-economic sphere and lifestyles and relevant seeing there is an increase in the alcoholic brand pool. Interpretivism was the chosen research approach and it was supported with qualitative (which made up 70% of the research) and quantitative research (which made up 30% of the research). An online survey and a telephonic interview found that South Africans love gin and wine. The research showed South Africans purchase their favorite alcohol brands because of taste, price and quality (the main factor that influence their alcohol brand preference). With these findings, brands will understand their South African consumers to be able improve to themselves to satisfy the South African consumer.

Introduction

A study about factors around alcoholic brand preference in South Africa

In South Africa, the alcohol industry contributes largely to the growth of the economy (The South African Liquor Industry: our contribution, 2020). The industry contributes tremendously to the governments earning to the country as its also provides employment and salaries for many South African households. South Africa houses many international alcoholic brands such as Bacardi and Johnnie Walker while also seeing a growth in the emerging South African alcohol brands such as Savanna and Amarula (South Africa's Top Liquor Brands, 2020). This means the pool of alcohol brands is increasing resulting in individuals having more alcohol brand choice.

Problem Statement

Alcohol is marketed and consumed at a brand level, and without any idea of factors affecting the brands preference amongst the alcohol consumers is nearly impossible to develop the correct marketing model. Particularly in South Africa where high number of people consume alcohol- studying the factors surrounding the alcohol brand preference is a crucial aspect. Apart from having an ever-increasing pool of alcohol brands one can choose from, understanding the alcoholic brand preference in South Africa is relevant to the ever-changing socio-economic sphere and lifestyles. The study is also relevant to the economic growth of the country.

This study has investigated and looked to understand, address and identify the factors surrounding alcohol brand preferences by examining articles written by Staff Writer titled “South Africa’s boozing habits revealed” and by Michael Lebona titled “#BizTrends2020: 5 spirits trends in South Africa for 2020” to give light to common factors and behaviors of alcohol consumers in South Africa. The study conducted has the ability to increase the sales of alcohol which increases the economic growth of the country.

Purpose Statement

The study of factors around alcoholic brand preference is needed in today’s world as the market is ever changing (New occasions and female empowerment drive change in the South African drinks market – IWSR, 2020). There are new segments of alcohol consumers emerging. Some of these segments and markers are emerging due to the transformation, such as female empowerment, taking place in the world and in South Africa. These include more women drinking alcohol thus changing the sphere and thus presenting an opportunity to include them in the communication (New occasions and female empowerment drive change in the South African drinks market – IWSR, 2020). The research conducted will assist brands to have a deeper understanding of their currents and new consumers and their consumers behaviour. With the insights that have been gained from this research, brands will have the ability to improve their communication with their consumers and play on the factors that influence the brand preference. This way, alcoholic brands can position themselves better in the minds of the consumer and ultimately increase their sales.

Rationale and Relevance

The study conducted about the factors surrounding alcoholic brand preference is relevant in society. Understanding the alcoholic brand preference of alcohol consumers in South Africa is relevant to the ever-changing socio-economic sphere and lifestyles. The study done is also relevant to the economic growth of the country. According Staff Writer (2016), “South Africans consumed a combined 4 billion liters of alcohol in 2015, totaling R96.5 billion worth of booze.” (Writer, 2020). The study executed has ability to increase the sales of alcohol which increases the economic growth.

Research Objectives

The study conducted aimed to achieve the following:

1. To determine the factors that influences a consumer's alcoholic brand preference in South Africa
2. To have a deeper understanding of the reason's consumers purchase certain alcoholic brands
3. To analyse the how South Africans consumer alcoholic brands

Research Questions

The research conducted sought to understand the alcoholic bran preference of South Africans by mainly asking the questions below:

- 1. Which factors are relevant to alcoholic brand preference in South Africa?**
2. Do alcoholic consumers prefer certain alcoholic brands in different stages of their lives?
3. Is age a factor in alcoholic brand preference?

Conceptualisation

The conducted research made use of key concepts and key words that assisted in understanding the alcohol brand reference factors in South Africa. These concepts include age, brand, preference, social drinking and alcohol brands. These concepts and key words shed light to reason behind alcohol brand preference in South Africa which will assist brands improve themselves in this ever-growing pool alcohol brand choice.

Theoretical foundation

The Maslow Hierarchy of Needs

The Maslow Hierarchy of Needs was developed Abraham Maslow and was introduced in his paper in 1943 (How Maslow's Famous Hierarchy of Needs Explains Human Motivation, 2020). Maslow's hierarchy recognizes and categorizes the five primary zones of needs that many humans experience. This theory, which is still relevant and valid in today's world, is often displayed and depicted in a five-tier pyramid shape. It is a motivational theory for understanding human motivation.

In the pyramid, needs found at the bottom need to be attained and satisfied for one to attend to the needs higher up in the pyramid. These needs are, from the bottom; physiological needs (includes food, water and rest), safety needs (includes security and safety needs), love and belonging (includes intimate relationships and friends), esteem needs (include prestige and feeling of accomplishment), and self-actualisation (includes attaining the full potential of self and creative activities) (McLeod, 2020). Although Maslow's theory has five levels of needs, these levels can be further categorized and be put into three groups which are basic (which are psychological and safety needs), psychological (which are belongingness and love as well as esteem needs) and self-fulfillment (which is self-actualisation). As one satisfies and meets the need at the lower level, they will move on to the next level and so the theory goes (Thompson, 2019).

The Maslow Hierarchy of Needs theory assisted this study in understanding the needs behind the factors surrounding alcohol preference. Knowing and understanding the reasons behind consumers' alcohol brand preference will assist alcohol brands in South Africa to apply themselves better in the market. By knowing and understanding the needs, motives and factors surrounding alcohol brand preference in South Africa, brands are able to tailor themselves and their communication to the consumers' needs as they will be able to know the motivational driver(s) of their consumers when it comes to alcohol brand preference.

The Howard Sheth model of consumer behavior

The Howard Sheth model of Consumer Behavior was put forward by John Howard and Jagadish Sheth in their publication titled, 'The Theory of buyer Behaviour' (M, 2019). Their model is an attempt to understanding the behaviour of a consumer. The model is a highly developed approach that integrates and combines numerous social, psychological and marketing factors that influence the consumers purchasing behaviour into a clear and logical sequence of information process. (Francis, 2014)

The model suggests and describes three levels or stages of the consumers decision making process of a specific brand which are the following (Francis, 2014):

1. The first stage of the decision-making process is the extensive problem solving. This is the initial stage where the consumer has very little to no knowledge or information about the brand and has no brand preference yet. At this stage, the consumer is seeking information about different brands in the market to make a purchase. This means, at this level, the consumer is an information seeker.
2. The second level in the decision-making process is limited problem solving. This stage is where a consumer has little and incomplete information about the market, brand or product in question of purchase. At this stage, the consumer may be confused and may find themselves lost between the numerous available alternatives. At this stage, the consumer will need to seek some comparative brand information to arrive at a brand preference.
3. The third and final level in the decision-making process is the habitual response behaviour. At this level, the consumer has sufficient information and is knowledgeable about the products offered by different brands and their features. This means, the consumer can compare their options in the market. Once the consumer reaches this level, they decided in advance the product and or brand to purchase from.

The Howard Sheth model of consumer behavior has four variables that will see the consumer move from the initial stage of extensive problem solving to the limited problem solving and finally to the habitual response behaviour. These four variables are the following:

1. The first variable is inputs. The inputs variable has three types of information sources (stimuli) the environment of the consumer. The three types are the significant stimuli (the physical brand characteristics such as price and quality), symbolic stimuli (the verbal and visual characteristics) and the social stimuli (the environmental factors such as social

- class, family and reference groups). All three types of stimuli (significant, symbolic and social stimuli) give inputs regarding the product class or brands to the specific consumer.
2. The second variable is hypothetical constructs. This is the central part of the model and has two categories.
 - a. Perceptual construct: concentrates on with how the consumer receives and understands the information from the input stimuli and other parts of the model.
 - b. Learning constructs: looks at consumers' goals, information about brands, evaluation alternatives, preferences and the buying intentions.
 3. The third variable is output, the results of the second variable (the perceptual and learning variables) as well as the response of the consumer to the variables (brand comprehension, intention, attention and attitude).
 4. The last and final variable is the external variable which are variables which are indirectly part of the decision-making process but do influence the consumer. These factors are environments and include culture, social class, personality variables and financial status.

The Howard Sheth model of consumer behavior was relevant to the conducted study as it looks and the journey one takes when making a purchasing decision. Knowing and understanding the decision-making process will assist in understanding types of factors that influence a consumer to having a brand preference. With this knowledge, alcoholic brands in South Africa can ensure and tailor their variables to gain more consumers who will choose their brand.

Customer Based Brand Equity Model

The consumer-based brand equity model, also known Keller's Brand Equity Model, was created and developed by a marketing professor at the Tuck School of Business at Dartmouth College, Kevin Lane Keller. The model was published in his widely known and used textbook, "Strategic Brand Management" (Keller's Brand Equity Model: Building a Powerful Brand, 2020).

The consumer-based brand equity model is depicted in a pyramid shape. It displays and showcases the how businesses can build strong brand equity by understanding their customers and therefore implement strategies accordingly (Bhasin, 2019). If there is a connection between the brand and the customer, the outcome is a positive brand equity which means the brand has

a better chance of obtaining and keeping its customer thus making them advocates of the brand (Bhasin, 2019).

According to the Keller Model, building a strong brand has four steps or stages which are the following:

1. The first step is brand identity which is to understand “who you are” (What Is Customer-Based Brand Equity? | Qualtrics, 2020). This is how customers look and perceive your brand as well as differentiates it from other brands. The branding objective of this stage is broad brand awareness (Essentials and model, 2019).
2. The second step in the Keller Model is brand meaning which about “what are you” (What Is Customer-Based Brand Equity? | Qualtrics, 2020). This step is to recognize, classify and convey what the brand means and what it stands for. This step has two building blocks; performance (which outlines how well your product satisfies your customers’ needs) and imagery (which states to how well your brand satisfies your customers’ needs on a social and psychological level). The branding objective of this stage is points of parity and difference (Essentials and model, 2019).
3. The third step is brand response which is about “what do I think, or feel, about you?” (What Is Customer-Based Brand Equity? | Qualtrics, 2020). This step refer to how customers act in response to the brand, its marketing, and other sources of information. The response of customers falls into two categories: judgement (personal opinions and evaluations in relation to the brand) and feelings (the emotional responses of customers and their reactions with respect to the brand). The branding objectives of this stage is positive reactions.
4. The fourth and final step is brand resonance, the desired stage, which is about having a strong relationship between the brand and the customer (What Is Customer-Based Brand Equity? | Qualtrics, 2020). The branding objective of this stage is active brand loyalty.

The Consumer Based Brand Equity model was relevant for to the conducted study as it looks at four steps brands can use to building strong brand equity. The goal is for brands to have a strong relationship with their customers to ensure strong brand loyalty which will mean result in brand preference. By brands understanding their customers, understanding which level they (as a brand) are on and their goals, it will assist in the brand equipping themselves in moving to the next level.

Literature Review

This study has examined the factors surrounding alcohol brand preference in South Africa by presenting a critical overview of existing literature within the same research field. This has shown the significance of the study and given reason to the relevance of the study.

The alcohol industry in South Africa is one that is a great contributor to the economic growth of the country (The South African Liquor Industry: our contribution, 2020). The country is home to many international alcohol brands such as Jonny Walker. Although there are international alcoholic brands, South Africa has seen several local alcohol brands emerge. The most famous South African alcohol brands include Amarula and Savanna. This means there is an increasing pool of alcohol brands that one can choose from. Micheal Lebona states in his article titled “#BizTrends2020: 5 spirits trends in South Africa for 2020” that there are over three hundred gin brands in country’s market driven. Lebona highlights in his article alcohol trends in relating to spirits. He states that there are many emerging alcohol brands (spirits) due to innovation, media and health. Although in his article Lebona mentions reason behind the increase of alcohol brands (spirits), it is not clear what the factors are that drive consumers to preferring alcohol brands.

Staff Writer wrote an article in 2016 titled “South Africa’s boozing habits revealed” which gave light the drinking habits of South Africans. According to the South African Industry Information & Systems (SAWIS), “South Africans consumed a combined 4 billion litres of alcohol in 2015, totalling R96.5 billion worth of booze – this is up from about 3.5 billion litres in 2006, worth R46.9 billion” (Writer, 2016). The article not only discussed the combined consumption of alcohol, it also showed the country’s top alcohol beverages. Beer was the top beverage consumed followed by ready to drink wine, then natural wine, whiskey and brandy. The World Health Organisation’s (WHO) data showed South Africa had the “highest alcohol consumption rate in Africa, and one of the highest in the world” (Writer, 2016). The article, unfortunately, did not shed light to the reasons the top 5 alcohol were consumed nor the top brands. The study conducted attempted to understand the factors that push one to choosing alcohol brands.

Norman Chiliya , Christopher T Chikandiwa and S Mkosi wrote a research paper titled “ Leisure time and alcohol beverage preferences of young people in South Africa: A structural model analysis” which aimed to understand alcohol preference in South Africa, specially looking at young people. Their study found that young consumers in South Africa have their perception of a product influenced strongly by price of the product followed by product category. Their

research found that young consumers are price sensitive and purchase more beer when there are either promotions and or discounts. (Chiliya, Chikandiwa and Mkosi, 2013). This study looks at the factors that influence the alcohol beverage preference. These factors may not be the same as the factors surrounding alcohol brand preference.

Marlize Terblanche-Smit, Ronel du Preez and Tiaan van der Spuy wrote a research journey titled "Measuring The Impact Of Branded Alcohol Advertising And Price On Brand Versus Segment Consumption" in 2014. The aim of their research journal was to study and look at the effectiveness of branded advertising in the alcoholic beverage industry of South Africa. It specifically focused on the relationship between alcohol advertising, price effects and alcohol consumption. Their research found that there is very little to no know effect from branded alcohol advertising on brand- and segment consumption or brand market share (Terblanche-Smit, Du Preez and Van der Spuy, 2014). Price on the other hand played a huge role. The study measured one of the of many factors surrounding alcohol brand preference. The conducted study has attempted to investigate, uncover and under other factors surround alcohol brand preference.

Sarahs Sloat write an article in 2015 titled "Science Explains How Life Experience Determines Alcohol Preference". In the article, Sloat shares words from Alissa Nolden, a Ph.D. candidate at Penn States's Department of Food Science. Nolden says that alcohol beverage preference is not as straightforward as food as there are several factors, besides taste, which include "age, prior experience, sex differences, stereotypes, and social pressures" (Sloat). Sloat makes light of a study in the "British Journal of Addiction" that stated women are mostly likely to prefer wine than men. In contrast, the study says men are most likely to prefer liquor (Sloat). Sloat's article agrees that there are many factors that influence one's alcohol brand preference. The article however did not look at factors in South Africa which the study completed attempted to do. The conducted study attempted to understand factors surrounding alcoholic brand preference in South Africa.

Research Paradigm

For the study that has been conducted, interpretivism was the research approach chosen. Interpretivism, also known as interpretivist, is a research approach that incorporates the interest of human beings (Interpretivism (interpretivist) Research Philosophy - Research-Methodology, 2020). Interpretivism research acknowledges that individuals have consciousness unlike positivism, which assumes society shapes one. The interpretivism research approach makes light of the different experiences one goes through which result in them being complex and elaborate individuals (Positivism and Interpretivism in Social Research, 2020).

Interpretivism research aims to understand the how and why while positivism aims to collect data. Interpretivism is the best research approach when attempting to understand social process unlike positivism.

For the performed study, a study about factors around alcoholic brand preference in South Africa, qualitative research was the research method used. It was used to gather and gain knowledge and understanding of underlying motives and reasons for human behavior. It was used to identify and examine trends found in thoughts and opinions which assist in understanding issues on a deeper level (DeFranzo, 2020).

To support interpretivism research approach chosen, deeper truths were collected from respondents around the reasons they preferred and purchased certain alcoholic brands in South Africa. Qualitative research made up about 70% of the research and it was collected by telephonic interview and online surveys while the quantitative research made up about 30% of the research and it was collected by means of an online survey.

The online survey was conducted on Google forms. Part of the data, quantitative, was calculated automatically by the program while some, qualitative, was tabulated for coding. Google forms has presented the quantitative data into charts and graphs ready to be interpreted. The tabulated qualitative data was line-by-line coded, concepts were grouped and then interpreted. The telephonic interviews were recorded, transcribed, the data was line-by-line coded, concepts were grouped and then interpreted. The two data collection method findings were combined for further interpretation.

Research Plan / Research Methodology

Research Design

A Research design is the outline of research methods and techniques that the researcher has chosen (Research Design: Definition, Characteristics and Types | QuestionPro, 2020). It permits researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success. The aim and function of a research design is to ensure that the data gained facilitates the researcher to effectively address the research problem. (Research Guides: Organizing Academic Research Papers: Types of Research Designs, 2020). To test the theory, the researcher will gather data that is relevant to the research problem.

For the study that been performed, because interpretivism was the chosen research, qualitative research was suitable as the researcher aimed to develop knowledge and uncover the factors surrounding alcoholic brand preference in South Africa by ways of an online survey and telephonic interviews.

The suitable paradigm was selected for this research, research approach and design, population and sampling, the data collection method and the data analysis method used to thoroughly explore a study of factors surrounding alcohol brand preference in South Africa.

Methodology

Research methodology is the specific procedure or technique that is used to “identify, select, process, and analyze information about a topic”. (LibGuides: Research Support: Research Methodology, 2020). The methodology section lets the reader critically assess a study’s overall validity and reliability. The researcher had planned and sketched the suitable research paradigm that was used in conducting the study. The research has outlined the research approach and design, population and sampling, the data collection method and the data analysis method used to thoroughly discover and seek how it can be used.

Qualitative & Quantitative Research

To acquire key findings and insights, both qualitative (research that is used to gain an understanding of the hidden and deep reasons, motives and reasons behind a problem) and quantitative methods (research is used to weigh and quantify the problem by producing data that can be changed into statistics) were used to identify the factors surrounding alcohol brand

preference in South Africa. Although both qualitative and quantitative research has been used, qualitative research predominantly make up the study.

Qualitative research collected data that is non-numerical. This includes feelings and opinions about the factors surrounding alcohol brand preference. The research aims to uncover the hidden truth about the topic at hand. For the conducted research, to have captured evidence surrounding the factors that influence alcohol brand preference, the research would have had to objectively obtain findings, reactions, and emotions. This was done successfully by using both an online survey and telephonic interview

On the other hand, quantitative research aims to collect and analyse numerical data. This performed research has fallen part of the study however it is only be a small portion (about 30% of the entire research). Quantitative research is only be used in the online survey.

Population and sampling

Research population is a complete set of elements from a set data a researcher establishes. It is also known as a distinct collection of people and or objects known to have comparable characteristics. All persons and or objects within a certain population usually have a common, binding characteristic or trait. Research population is a subdivision which includes target population and accessible population.

Target population

Target population describes the individuals who will be going to take part in the research study. For this research study conducted, both the online survey and telephonic interview, the target population is both male and female from any racial group. They are individuals that reside in South Africa as the study is specifically focused on factors surrounding alcohol brand preference in and around South Africa. The target population are individuals that are over the age of eighteen, for ethical reasons as alcohol consumption is legally permitted for individuals over the age of eighteen in South Africa, as the study is looking at factors influencing alcohol brand preference in South Africa. The individuals, who will be participating in both the online survey and telephonic interview, are people who purchase and consume alcohol as the study is looking to discover underlying factors of their alcohol brand preference in South Africa. Because the study looked at the brand preference of alcohol, individuals came from any income bracket.

Accessible Population

Accessible population is described as a portion of the target population that can take part of the research. The target population include both male and female who reside in South Africa. They are individuals who are over the age of eighteen that purchase and consume alcohol. These individuals came from any financial background. Although these were the desired individuals to take part of the research there, the accessible populations have all the characteristics of the target population but needed to have access to a cellphone. The ones that part of the online survey needed to be have access to internet while the ones taking part of the telephonic interview need to have a phone and be available for a one on one telephonic interview. For the online survey, the research aimed to have one hundred respondents over two weeks while for the telephonic interview, the research aimed to have the telephonic interview with five men and five women.

On the other hand, a sample is a portion of the entire population that the researcher has access to. Sampling is the technique and way of selecting a set and fit number of individuals and or objects with the similar or the same characteristics from a greater population under probe, denoting a “sample” (Pascoe, 2014). It can also be described people who will be able to take part of the research study.

For the online survey, the researcher aimed to have a survey with primarily open-ended questions as the chosen research approach was interpretivism. They survey was aimed to be open for a period of two weeks and aimed to have a hundred respondents. The research was doing probability sampling. To be more specific, the researcher was doing simple random sampling. For the telephonic interviews, the researcher aimed have ten once off interviews with five men and five women. Here, there researcher was doing non-probability sample. To be more specific, the researcher was doing volunteer sampling as participants had volunteered themselves to be part of the study

Data collection method(s)

For the research study conducted, to collect primary data, both qualitative and quantitative had been used. To ensure that interpretivism was supported with the primary research, the qualitative was greater than the quantitative research.

The online survey had consisted of both qualitative and quantitative questions. The survey had consisted mostly of open-ended questions rather than multiple choice or close ended questions as the chosen research approach was interpretivism. The online survey had no more than 15 questions. This is to ensure that respondents complete the survey, do not feel that the survey is tedious and to ensure that

they had answered truthfully. The survey was planned to have been ongoing for two weeks and aimed to have about a hundred respondents. The use of an online survey was be cost effective for both the respondent and researcher. The research had the potential to reaching more people as the survey will be online.

The quantitative questions were mostly structured as qualifying questions while the qualitative questions were open ended and structured to measure consumer preference. The quantitative questions, close ended questions, aimed gather statistic of the respondents such as age, location and gender. On the other hand, qualitative questions (open ended questions) aimed to gather, identify and uncover the factors that influence one's alcoholic brand preference. The factors had been identified and uncovered with questions relating to the reasons behind ones' purchase of alcohol as well as their consumption of alcohol. The factors had also been revealed from question relating to the type of alcohol the respondents consume and the brands they consume. Respondents were also be asked reasons for purchasing their favorite brands.

The telephonic interview will only consisted of qualitative open-ended questions where the respondent was invited and encouraged to have an open discussion about their alcoholic brand preference as well as non-preference. The interview was semi-structed which means that there would be prepared questions, not more than ten questions, which the interviewer will have on hand however the interviewer had encouraged a dialogue for the respondents to provide in-depth responses. Semi-structured interviews, in general, make the respondents more relaxed resulting in more in-depth and reliable responses. Like in the online survey, factors would be pinpointed with questions relating to the reasons behind ones' purchase of alcohol as well as their consumption of alcohol. Respondents, like in the online survey, were also asked reasons for purchasing their favorite alcohol beverages and alcohol brand. The telephonic interview will have ten respondents.

Using both online surveys and telephonic interviews to collect data was both safe and cost effective. With these two collection methods, the study aimed to uncover any factors relating to alcohol brand preference in South Africa including any opinion trends.

Data analysis method(s)

The online survey was conducted on a platform called Google forms, a tool used to collect data and information through and personalized survey. The online survey, as previously mentioned, was mainly and primarily consisting of qualitative questions and the quantitative questions had made up a small portion. Part of the data, quantitative, was calculated automatically by the program while some, qualitative, was tabulated for coding. Google forms had presented the quantitative data into charts and graphs ready to be interpreted. With the tabulated qualitative data, line-by-line coding was used for

finding key words and key concepts. These key words and concepts were grouped together for further interpretation.

The telephonic interviews on the other hand will be recorded and transcribed. This is to ensure the information transcribed is accurate. Once the interviews have been transcribed, just like the qualitative questions in the online survey, line-by-line coding will be used for finding key words and key concepts. The key words and concepts will be grouped together for interpretation.

Once each data collection method was interpreted, the findings for both of the methods were combined for further interpretation.

Trustworthiness

The conducted research was primarily making use of qualitative research as interpretivism was the chosen research approach. Qualitative research looks at the trustworthiness of the data rather than the focusing on the actual data. The chosen research approach for this study, that has been conducted, was measuring things that numbers cannot. Because there were no actual instruments used to establish metrics, trustworthiness is key in ensuring the research is valid and reliable. Trustworthiness has four main components, used to ensure the data is valid and reliable, which are credibility, transferability, dependability and confirmability.

Credibility

Credibility can be described as the “confidence that can be placed in the truth of the research findings” (Korstjens and Moser, 2017). Credibility determines whether the findings of the research has reasonable information draws from the respondent’s initial data. It also looks at if the findings gathered from the original data is an accurate interpretation of the respondent’s initial view.

For the conducted research study, two research methods were used. By using two methods, an online survey and a telephonic interview, credibility has been established. The results from both research collection methods have been individually interpreted. The online survey was conducted and completed on Google Forms where the collected data was tabulated, and the line-by-line coding was used to establish key words and concepts. On the other hand, the telephonic interview responses were recorded, transcribed and the data was line-by-line coded, concepts grouped and then interpreted.

The two data collection method findings was combined for further interpretation. Using triangulation will be then used to establish credibility and this contributing to trustworthiness.

Transferability

Transferability can be described as “how the qualitative researcher demonstrates that the research study’s findings are applicable to other context.” (What is Trustworthiness in Qualitative Research? - Statistics Solutions, 2020). Transferability looks at whether the research findings can applied other situations and or contexts. These ‘other context or situations’ can mean similar populations and phenomena’s (What is Trustworthiness in Qualitative Research? - Statistics Solutions, 2020).

To ensure and establish the proposed study is likely transferable, although it is difficult to prove definitively, nonprobability sampling was used. This kind of sampling “considers the sample subjects’ characteristics, which are directly related to the research questions” (DeVault, 2019). When transferability has been established, rather its likelihood, it will contribute to the trustworthiness of the research.

Dependability

Dependability can be described as “the extent that the study could be repeated by other researchers and that the findings would be consistent” (What is Trustworthiness in Qualitative Research? - Statistics Solutions, 2020). This means, dependability looks at if an individual, other than the researcher, want to replicate and conduct the exact research, do they have the relevant and necessary information of the research report to do so while also reaching the similar finds as the study.

Although other researchers argue that dependability and credibility is the same (What is Trustworthiness in Qualitative Research? - Statistics Solutions, 2020), for the conducted research it said to be similar but different. To ensure that that this study is dependable, the detailed steps on the research paradigm, research design, data collection methods and the data analysis method has been made available for one to be able to replica and conduct the exact research. Along with the steps on how he researches as done, the results (initial), findings, insights, interpretations and recommendations of the study are available.

Confirmability

Confirmability can be described as “the degree of neutrality in the research study’s findings” (What is Trustworthiness in Qualitative Research? - Statistics Solutions, 2020). It looks at

whether or not the findings of the research, interpreted from the data collected, is truly crafted from the respondents data and that there is not personal influence or biasness in the findings to achieve a specific narrative. Confirmability can also be described as the “the degree to which the findings of the research study could be confirmed by other researchers” (Korstjens and Moser, 2017).

For the conducted study, to ensure that confirmability has been achieved, an audit trail of the research has been provided. This trail has made light of every step of the data collection method and data analysis that was done to achieve a rational of the decisions made. This assisted in identifying whether the study's findings are accurate and stem from the respondents.

Anticipated Contribution

The conducted research intended to unfold, address, identify and provide a deeper understanding into the factors that influences one's alcohol brand preference and purchase decision in relation to alcohol in South Africa. Because interpretivism was the chosen research approach, the proposed study makes light of the different experiences one goes through which results in the factors that influences one's alcohol brand preference as individuals are complex and elaborate. The research that has been performed has gathered and gained knowledge to understand any underlying motives and reasons for human behavior in relation to alcohol brand preference in South Africa. It has also identified and examined any trends that can be found in thoughts and opinions which assisted in understanding the factors that influence alcohol brand preference in South Africa.

The knowledge and understanding gained from the conducted study and research will assist alcoholic brands (both local and international brands) in South Africa to better understand their South African consumers. Brands in South Africa will thus be able to improve themselves by positioning themselves better in the market, communicating better to their target audience or even rebranding themselves.

Ethical Considerations and Limitations

Ethical considerations

Ethical considerations are an important part of the research. This is to ensure the research conducted is trustworthy valid. For this study, ethical considerations have been out in place. For the online survey, participants were presented with a consent option in the beginning of survey while for the telephonic interview participants were verbally asked consent. Participants were informed that the research has been conducted, both the online survey and telephonic interview, was only for research purposes and that they would remain anonymous. This also meant then that their results will remain anonymous too. Participants were also given the option and opportunity to withdraw from the research at any point during the survey and or telephonic survey. For the online survey, participants were made aware of this in the description of the online survey that they may withdraw at any point which meant that they were able to exit the survey without completion and the data would not be captured. For the telephonic interview, the participants were verbally made aware that they may withdraw at any point and should they choose to withdraw, their data would not be used. Because the study was looking at the factors that influence one's alcohol brand preference, all participants had to be over the age of eighteen as the legal age for alcohol consumption in South Africa is eighteen.

Limitations

All studies have their own limitations. These may exist as a result of the research design and methodology. These limitations may impact the study which is why it is important to include them. Although some researchers do not see the need of including research limitations, it is important to acknowledge the limitations to demonstrate that the researcher is aware of the limitation and its impact.

For this study that has been conducted, there are limitations that have had an impact on the study. The first one is that participants may have been dishonest. Because the chosen approach is interpretivism, the research is aimed to gather non-numerical data. There was and still is no possible way or metric to measure the truthfulness of each participant. Another limitation is access to internet connect. If one has no internet connect, it poses a challenge to be able to partake in the online survey. South Africa is a country that experiences loadshedding more often than the public would like. Loadshedding is another limitation for the study as it may hinder some individual in partaking in the study due to the inability to charge a cellphone for both the online survey and the telephonic interview. Lastly, finding time to conduct the telephonic

interview poses as a limitation. Finding time that suits both the researcher and participant may be a challenge.

Although there are limitations to the study, a research audit can be conducted to ensure the research is valid and trustworthy.

Findings and Interpretation of Findings

From the research conducted, both the online survey and telephonic survey, finding from each research method was collect for further interpretation. These are the following:

Online Survey

An online survey, created and performed on Google Forms, was conducted which consisted of fourteen questions. These questions were predominantly open-ended question, see annexure b, and have very little closed ended questions. This was to ensure that the research approach chosen, interpretivism, was supported. The survey was created to discover the factors surrounding alcohol brand preference in South Africa. The survey proposal aimed to have one hundred respondents a period of two weeks however because of time being a limitation, the survey was only opened for only a week and only forty-three respondents completed the survey. In the beginning of the survey in the description, it was mentioned that should the participant complete the survey they would be giving their consent, that the they would remain anonymous at all times along with their data and that they would withdraw at any point. The survey conducted found the following:

Question one to four:

The first four questions in the survey are close ended quantifying questions that asked the respondents age, gender, province they came from in South Africa and their race. These questions were crafted and asked to understand the general respondent's situation. The reader of the conducted survey will have a clear idea of the respondents should a researcher wish to replicate the study. From these four questions, below are the findings:

- 65.1% of the respondents that answered the survey were between the ages of twenty-five and thirty-four while 25.6% of the respondents were between the age of eighteen to twenty four.
- 88.4% of the respondents that answered the survey were female while only 11.6% of the respondents that answered the survey were male.
- 79.1% of the respondents that answered the survey are coming from the Western Cape while 16.3% were coming form the Eastern Cape.

- 74.4% of the respondents that answered the survey are black, 14% of the respondents are coloured and 11.6% of them were white.

Question five and six:

The fifth and sixth question in the online survey were aimed at understanding if the respondents purchased alcohol or not. The question was also looking and seeking to understand the reason behind their purchase in general. From these questions, reader of the conducted survey will have a clear idea of the respondents purchase of alcohol. Question five was an close ended multiple choice question while question six was to understand the behaviour answer. These were the findings of both questions

- 95.3% of the conducted survey of the respondents said yes to purchase while 2.3% said they do not purchase alcohol.
- Most of the respondents from the conducted survey said they purchased alcohol for entertainment purposes. After entertainment purposes, respondents said they purchase alcohol for taste.

Question seven and eight:

Question seven and eight were crafted to understand the alcohol consumption of the respondents. The question was also looking and seeking to understand the reason behind their alcohol consumption in general. From these questions, a reader of the conducted research survey will have a clear idea of the respondents consumption of alcohol. Question seven was a close ended multiple-choice question while question eight was open ended. This was purposefully done to answer the alcohol behaviour question. The findings of these questions are the following:

- 95.3% of the respondents of the conducted survey said yes to consume while 2.3% said they do not consume alcohol.
- Most of the respondents from the conducted survey said they consumed alcohol for entertainment purposes as well as self-pleasure. After entertainment purposes and self-pleasure, respondents said they consumed alcohol for taste.

Question nine and ten:

Question nine was crafted and asked to understand the respondents favorite alcohol type to consume. This was to understand of alcohol type was a factor in alcohol brand preference. The question was also asked in relation to previous literature discussing alcohol types people preferred. The study aimed to understand alcohol preference in South Africa which meant that this question was essential to ask and understand in the South African context. Here, respondents were asked to select up to five of their favorite alcohol beverages types. From their preferred alcohol type, in question the respondents were asked the reason they chose their type. The findings from this data are as following:

- From the research conducted, 74.4% of the respondents said wine and gin were their favorite alcohol type.
- 69.8% of the respondents of the conducted online survey said that ciders were their favorite alcohol type.
- 41.9% of the respondents of the performed online survey said cognac was their favorite alcohol type.
- Lastly, only 30.2% of the respondents of the conducted survey said that beer was their favorite alcohol type.
- Most of the respondents from the conducted survey said they chose their alcohol type because of taste. After taste, respondents said that they chose their alcohol type because of how it treated them.

Question eleven:

Question eleven was crafted and asked to understand the effect alcohol has on the respondents in terms of how it makes the respondents feel. This was an open-ended question to ensure no answer was misled by and options that would have been given. Emotion could be a possible factor for alcohol purchase and consumption. The findings are the following:

- Most of the respondents from the conducted survey said that alcohol made them feel relaxed and stress-free.
- After being feeling relaxed and stress-free, respondents said alcohol made them feel happy.

Question twelve:

Question twelve was drafted and asked to understand when the respondents purchased alcohol. This question was to understand if there was a trend in purchasing alcohol that alcoholic brands could use in improving themselves. Also, understanding when alcohol is purchase can assist in understanding if time is a factor in alcohol brand preference. The findings of this question are the following:

- Most of the respondents from the conducted survey said they purchased alcohol over the weekend.

Question thirteen:

Question thirteen was crafted and asked to understand and evaluate the top of mind brands. From the responses, brands and their competitors can look to farther investigate why these brands are top of mind. Also, from the top brands, one can look to see and investigate the factor for those chosen brands. The results and findings of this question are the following:

- Most of the respondents from the conducted survey said they purchased Savanna was their favorite brand
- After Savanna, most of the respondents from the conducted survey said that Bernini and Brutal Fruit were their top favorite brand.

Question fourteen

Question fourteen stems from question thirteen. This question aims to understand the reason participants chose their top brands. This question ties in closely to the research options mentioned in the beginning of the report. The findings and results of this question are the following:

- Taste, price (affordability) and quality were the top three factors that respondents said affected their top brand choice in the previous question.

Telephonic Interview

Telephonic interviews were conducted and consisted of the same questions in the online survey. The interview had fourteen questions which were primarily open-ended questions, see annexure b, and has very little closed or multiple choice questions. This was to support interpretivism, the chosen research approach. The conducted survey was crafted and made to uncover factors surrounding alcohol brand preference in South Africa. The research proposal aimed to have ten telephonic interview respondents however because of time being a limitation, only two telephonic interviews were conducted. In the beginning of the telephonic interview, consent was verbally asked prior to the respondents completing the interview. Not only was their consent verbally asked, the participants were verbally informed that they would remain anonymous at all times along with their data and that they would withdraw at any point. The survey conducted found the following:

Question one to four:

- + 50% of the respondents that took part of the telephonic interview were between the ages of twenty-five and thirty-four while 50 of the respondents were between the age of eighteen to twenty-four.
- 50% of the respondents that answered the telephonic interview were female while only 50% of the respondents that answered the telephonic interview were male.
- 100% of the respondents that answered the telephonic interview are coming from the Western Cape.
- 100% of the respondents that answered the telephonic interview are black

Question five and six:

- 100% of the respondents of the conducted telephonic interview said yes to purchasing alcohol.

- Both respondents from the conducted telephonic interview said they purchased alcohol for entertainment purposes. After entertainment purposes, respondents said they purchase alcohol for taste.

Question seven and eight:

- 100% of the respondents of the conducted telephonic interview said yes to consuming alcohol
- Both respondents from the conducted telephonic interview said they consumed alcohol for entertainment purposes as well as self-pleasure. After entertainment purposes and self-pleasure, they said they consumed alcohol for taste.

Question nine and ten:

- From the research conducted, 100% of the respondents said wine and gin were their favorite alcohol type.
- 50% of the respondents of the conducted telephonic interview said that ciders were their favorite alcohol type.
- 50% of the respondents of the performed telephonic interview said cognac was their favorite alcohol type.
- Lastly, only 100% of the respondents of the conducted telephonic interview said that beer was their favorite alcohol type.
- Both respondents from the conducted telephonic interview said they chose their alcohol type because of taste. After taste, they said that they chose their alcohol type because of how it treated them.

Question eleven:

- Both respondents from the conducted telephonic interview said that alcohol made them feel relaxed.
- After being feeling relaxed, one said alcohol made them feel stress free while the other said alcohol made them feel happy.

Question twelve:

- Both the respondents from the telephonic interview said they purchased alcohol over the weekend while one also mentioned they purchased alcohol when they wanted to relax.

Question thirteen:

- Both respondents from the telephonic interview said they purchased Savanna was their favorite brand.

- After Savanna, one of the respondents from the telephonic interview said Hennessy was also their brand while another mentioned Krone.

Question fourteen:

- Taste, price (affordability) and quality were the top three factors that both respondents said affected their top brand choice in the previous question.

Key findings and insights

From both the online survey and the telephonic interview conducted, key findings were obtained. These key findings lead to key insights. Below are both key findings and key insights:

Key finding and key insights (one)

Key finding:

- 65.1% of the respondents that answered the survey were between the ages of twenty-five and thirty-four while 25.6% of the respondents were between the age of eighteen to twenty-four.
- 88.4% of the respondents that answered the survey were female while only 11.6% of the respondents that answered the survey were male.
- 79.1% of the respondents that answered the survey are coming from the Western Cape while 16.3% were coming from the Eastern Cape.
- 74.4% of the respondents that answered the survey are black, 14% of the respondents are coloured and 11.6% of them were white.
- 50% of the respondents that took part of the telephonic interview were between the ages of twenty-five and thirty-four while 50 of the respondents were between the age of eighteen to twenty-four.
- 50% of the respondents that answered the telephonic interview were female while only 50% of the respondents that answered the telephonic interview were male.
- 100% of the respondents that answered the telephonic interview are coming from the Western Cape.
- 100% of the respondents that answered the telephonic interview are black

Key insight:

- The primary target audience that consumes alcohol, for alcohol brands, is between the ages of twenty-five and thirty-four while the secondary target audience is between the ages of eighteen to twenty-four.
- The primary target audience is from the Western Cape while the secondary target audience is from the Eastern Cape.

- The primary target audience is female while the secondary target audience is male

Key finding and key insight (two)

Key findings:

- 95.3% of the conducted survey of the respondents said yes to purchase while 2.3% said they do not purchase alcohol
- 95.3% of the respondents of the conducted survey said yes to consume while 2.3% said they do not consume alcohol.
- 100% of the respondents of the conducted telephonic interview said yes to purchasing alcohol.
- 100% of the respondents of the conducted telephonic interview said yes to consuming alcohol

Key insight:

- Individuals in South Africa do purchase alcohol.
- Individuals in South Africa do consume.

Key finding and key insight (three)

Key findings

- From the research (online survey) conducted, 74.4% of the respondents said wine and gin were their favorite alcohol type.
- 69.8% of the respondents of the conducted online survey said that ciders were their favorite alcohol type.
- 41.9% of the respondents of the performed online survey said cognac was their favorite alcohol type
- From the research conducted (telephonic survey), 100% of the respondents said wine and gin were their favorite alcohol type,
- 50% of the respondents of the conducted telephonic interview said that ciders were their favorite alcohol type.
- 50% of the respondents of the performed telephonic interview said cognac was their favorite alcohol type

Key finding and key insight (four)

Key insights

- South African love primary purchasing wine and gin. After that, South Africans enjoy and purchase
- South Africans secondarily enjoy purchasing and or consuming ciders and cognac

Key Finding

- Most of the respondents from the conducted survey said that alcohol made them feel relaxed and stress-free.
- Both respondents from the conducted telephonic interview said that alcohol made them feel relaxed.

Key finding and key insight (five)

Key findings:

- Most of the respondents from the conducted survey said they purchased alcohol over the weekend.
- Both the respondents from the telephonic interview said they purchased alcohol over the weekend while one also mentioned they purchased alcohol when they wanted to relax.

Key insights:

- South Africans prefer having alcohol over the weekend,

Key finding and key insight (four)

Key finding

- Taste, price (affordability) and quality were the top three factors that respondents said affected their top brand choice in the previous question. ‘

Key insight:

South Africans' alcoholic brand preferences are affected by taste, price and quality.

Conclusion

The alcohol industry contributes tremendously to the economic growth of South Africa. With many brands (both local and international) emerging (thus increasing the pool of alcohol brands one can choose from), understanding the factors surrounding alcohol brand preference is key. The study can increase the sales of alcohol which increases the economic growth as brands will have a better understanding of their consumer. Using the interpretivism approach, the study will ensure that the empathetic understanding of the motives of individuals in South Africa relating to alcohol brand preference is gained. Both qualitative and quantitative was used to collect data for this study, however, the quantitative research was a small portion which aims to back the qualitative research. Research has been done in the past however, there is a need to

specifically understand alcohol brand preference in South Africa. Although there are limitations to the study, a research audit will prove the trustworthiness of the study. The completed research aimed to determine the factors that influences a consumer's alcoholic brand preference in South Africa, to gain a deeper understanding of the reasons consumers purchase certain alcoholic brands and to analyze the how South Africans consumer alcoholic brands. From the conducted research, price, quality and taste were the three factors that influenced one's decision when purchasing their alcohol brand. With an increase in time and resources to conduct the study, more deeper factors could have be unfolded. With the results from the research conducted, brands can understand their South African consumer better and improve themselves to ensure their South African consumer is satisfied.

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Annexure A: Concept Document Template

TITLE: A study about factors around alcoholic brand preference in South Africa

Research Purpose/Objective	Primary Research Question	Research Rationale	Seminal Authors/Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References
To uncover the reasons people consume particular alcoholic brands at different stages of their lives.	Which factors are relevant to alcoholic brand preference in South Africa?	For alcoholic brand to have a deeper understanding of the South African consumers in terms of alcoholic brand consumption and preference, to leverage this understanding and to apply themselves better in the market.	Keller, K. L., 2001. McLeod, S. A. (2007).	Title 1: South Africans drinking habits (Writer, 2016) Title 2: South African province with highest number of drinking women (Nkgweng, 2018) Title 3: South Africa's does not have worst alcohol consumption in the world (South Africans aren't the world's biggest alcohol consumers, 2018)	Paradigm Interpretivism Epistemology Evaluate consumers alcoholic brand preference and their needs. Ontology Reality is a social construction as consumers adjust their buying behaviour on ever changing factors. Axiology To add knowledge for alcoholic brands, to adopt how they reach and communicate to their consumers and apply themselves better.	Mixed methods: 70% qualitative and 30% quantitative Population Population Parameters Individuals that consumer branded alcoholic beverages in South Africa with internet connection and or are available for telephonic interview	Online survey and telephonic interview	All participants will be informed that they will be anonymous, will have to consent to the research, will be assured that all data collected is used for research purposes and need to be over the age of 18.	Uncovering factors such as age, price and lifestyle that influence ones purchase decision relative to alcohol brands. Gain any other deeper understanding and insights from alcoholic brand consumers (participants)	References Africa Check. 2018. South Africans Aren't The World's Biggest Alcohol Consumers. [online] Available at: < https://africacheck.org/reports/south-africans-not-worlds-biggest-alcohol-consumers/ > [Accessed 31 May 2020]. Cha, C., 2018. 11 Trends To Watch For Alcoholic Beverage Marketing in 2018. [online] Blog.brandbastion.com. Available at: < https://blog.brandbastion.com/11-trends-to-watch-for-alcoholic-beverage-marketing-in-2018 > [Accessed 31 May 2020].
Research Problem	Secondary Questions/Hypotheses/Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Anticipated Contribution	
For brands to understand the reasons consumers consume particular alcohol brands.	Do alcoholic consumers prefer certain alcoholic brands in different stages of their lives? Is age a factor in alcoholic brand preference?	1. Alcohol brands 2. Branding 3. Preference 4. Lifecycle 5. Age factors 6. Social drinking 7. Social factors 8. Peer pressure	Keller, K.L., (2001) Customer Based Brand Equity Model McLeod, S. A. (2007). Maslow's Hierarchy of Needs	Title 4: Alcohol trends and alcohol policies in South Africa (Van Walbeek, C. and Blecher, E., 2015) Title 5: Alcohol trends to take to take over South Africa in 2020 (Lebona, 2020) Title 6: Alcohol brand preference for young people (Mkosi, Chilya and C.T. Chikandiwa, 2016) Title 7:Alcohol trends to look out for globally in 2018 (Cha, 2018) Title 8: Scientific explanation that life experience play a role in alcoholic preference (Wendel, 2020) Title 9:Consumer behaviour as a theory (Consumer Behavior, n.d.)		Interviews: Non-probability, volunteer sampling, 10 individuals (size) Online survey: propability, simple random sampling, 1 000 people (over 6-weeks)	<u>Online survey:</u> Google Forms will analyse quantitative data and tabulate quantitative data, coding will be used (line by line) to analyse data <u>Telephonic interview:</u> transcribe interview, coding will be used (line by line) to analyse data	-respondents may be dishonest - Internet connection -finding time to interview participants -loadshedding	Enrich alcoholic brands with the knowledge to understand and their alcohol consumers 9	Consumerpsychologist.com. n.d. Consumer Behavior. [online] Available at: < https://www.consumerpsychologist.com/intro_Consumer_Behavior.html > [Accessed 31 May 2020].

Annexure B: Sample Questions

Online survey and telephonic survey

1. How old are you? [multiple choice (mc)]
2. What is your gender? (mc)
3. Where are you from? (mc)
4. What is your race? (m/c)
5. Do you purchase alcohol? (mc)
6. If so, what makes, or drives makes your purchase alcohol?
7. Do you consume alcohol? (mc)
8. If so, why do you consume alcohol?
9. which type of alcohol do you like (please select up to 5)
 - a. beer
 - b. cider
 - c. liquor
 - d. wine
 - e. vodka
 - f. gin
 - g. whiskey
 - h. cognac
 - i. brandy
 - j. rum
 - k. other _____
10. Why do you consume the alcohol you chose in the previous question?
11. How does alcohol make you feel?
12. When do you consume alcohol?
13. What are your top 5 favorite alcohol brands?
14. Why do your purchase the brands you mentioned in the previous question?

Annexure C: Ethics Checklist



HONOURS RESE, RESM and RMET ETHICS CHECKLIST

Dear student

Please complete this checklist and include this in your proposals as an appendix:

Student name: **Mbasa Mlatsha**

Title of the research: **A study about factors around alcoholic brand preference in South Africa**

	Yes	No	Comment:supervisor/ navigator/lecturer
I am not using human subjects: i.e. I use visual artefacts or visual observation			
I intend to use human subjects - I understand that I will not conduct research with human subjects under the age of 18 and other vulnerable groups. - I understand I can only proceed once I receive an ethical clearance letter.			
Interviews/ Focus groups An example of the <i>written consent form</i> I intend to use is attached.	x		
I will record the interview/focus groups and the sample of the letter where I ask for permission to do so is attached.	x		
I plan to use an interview schedule: The example of my research instrument is attached.		x	
I plan to use a questionnaire: The example of my research instrument is attached.			
I plan to use a gate-keepers letter: The example of my letter is attached.		x	
I plan to do research on an IIE site/with IIE students/staff/artefacts and I filled in the application for permission to do so. The application is attached. I understand I can only proceed once I receive IIE Approval for this.		x	

Signed: student.....M.Mlatsha

Annercure C: Ethical Clearance Letter



18 August 2020

Student name: Imbasa Mlatsha

Student number: [REDACTED]

Campus: CAPE TOWN

Re: Approval of BA Honours in Strategic Brand Communications- Proposal and Ethics Clearance

HONOURS/PGDIP ETHICAL CLEARANCE LETTER

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

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

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

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.
4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

Supervisor:



D. Bernhardi



Campus Postgraduate Coordinator (CPC): Carol Affleck