



'An exploratory study, assessing the criteria of cause-related marketing building brand resonance with Generation Z, a qualitative analysis into understanding what benefits brands receive after resonating with the Gen Z target audience in South Africa.'

By

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ABSTRACT

The purpose of this paper was to understand if cause-related marketing was an effective tactic that was able to resonate with Generation Z. In recent times, there had been a shift from traditional marketing efforts towards a more holistic approach that required brands to be unique, likeable and responsible. The everyday consumer was informed and was looking to buy into the ideals of a brand along with purchasing products/services. This notion occurred when consumers resonated with a brand. A popular criterion for building brand resonance was the We Brands Framework and the Three Pillars of Meaningful Brands. Throughout the qualitative research process, cause-related marketing was assessed in comparison to the above criteria to determine the effectiveness of cause-related marketing resonating with Generation Z in Durban.

The research aimed to uncover what guidelines cause-related marketing must follow to resonate with Generation Z and to explore what benefits a brand would receive if a consumer did indeed resonate with the brand. The Savlon brand was used as a case study during the data collection process in which the Savlon Healthy Hands campaign was viewed by the sample group and insightful feedback was recorded.

The key discovery uncovered during the research process was that cause-related marketing was an effective tactic to resonate with Generation Z in South Africa, however, the sample group only resonated with the tactic because they cared about the social cause and there was a real change that was brought about through the cause-related marketing efforts. Another important discovery made was the We brands and Three Pillars of Meaningful Brands criteria being applicable in the execution of cause-related marketing as a tactic. Lastly, the benefits of consumers resonating with a brand are largely intangible mostly focusing on building strong relations with consumers (brand loyalty) and a positive brand image.

The implications of this study show that cause-related marketing is not a profit-centred tactic and are therefore more suitable for mature brands that are established in the marketplace and are looking to strengthen their relationship with consumers and sincerely make a difference.

Keywords: cause-related marketing, resonate, social good, meaningful brands, Savlon

DECLARATION

I hereby declare that the research report submitted for the BA Honours in Strategic Branding and Communication to The Independent Institute of Education (The IIE) is my own work and has not previously been submitted to another University or Higher Education Institution for a postgraduate qualification.

Signature: Zahraa Mall

Date: 29th November 2021

1. Introduction

1.1. Background and Rationale

During the digital age, mainly globalisation has shifted the way brands interact with their audiences (Kotler & Kartajaya, 2010). Due to the leaps in technology advancements, brands can share their message and access consumers on a global scale over multiple platforms (Kotler & Kartajaya, 2010). However brands do not have a monopoly over the market and are constantly competing with one another, additionally, most brands products or services are similar (low product differentiation) which makes it increasingly difficult to build brand loyalty among consumers (Kotler & Kartajaya, 2010).

Furthermore, consumers with the aid of the internet and access to incremental amounts of information are well informed, critical and have a short attention span due to the overwhelming amount of marketing activities they're exposed to daily (Kotler & Kartajaya, 2010). The challenge brands have to face is to differentiate themselves not only by-product but mainly by its brand (Kotler & Kartajaya, 2010).

However, taking into consideration Gen Z as consumers for a brand, there are specific ways brands need to differentiate themselves to resonate with the Gen Z audience. Gen Z is born between 1996 and 2015 and is the most racially and ethnically diverse generation yet (Janfaza, 2020). Gen Z is the most empathetic and accepting generation because of the way that diversity has been normalized within their generation since birth (Janfaza, 2020). Because of globalisation and the digital age, Gen Z has been able to share their experiences, relate to one another and most importantly are adamant that now is the time for a social revolution (in the streets, online and at the polls) (Janfaza, 2020).

They believe that they are uniquely positioned to effect real change because of social media and the way it unites them as a generation (Janfaza, 2020). Gen Z has already begun their social media revolution targeting a range of social issues like gender inequality, black lives matter, LGBTQ + and body positivity as well as political issues like #free Palestine and gun control laws (Janfaza, 2020).

1.2. Problem Statement

It is clear that Gen Z has taken a stance and are trying to bring about change but cannot do it alone. Gen Z is an important target audience to capture as they make up 23% of the global population but the problem is that Gen Z is no longer responding to traditional brand messaging but are now demanding that brands act with a purpose (Aaker, 2019). Brands

Brands need to determine their purpose which Gen Z can believe in and take action in the form of cause-related marketing to achieve social good (Aaker, 2019). The purpose of this study is to see if cause-related marketing can connect, engage and build resonance in the mind of the Gen Z consumers which results in brands staying relevant, profitable, building customer loyalty and becoming a potential leader in their industry (Campbell, 2016).

1.3. Research Goal

The goal of the research is to explore if cause-related marketing tactics are able to resonate with Gen Z'ers, and if so what are the necessary criteria need to be followed. The qualitative research aims to uncover any associated benefits of Gen Z resonating with a brand to determine the importance of cause-related marketing as a tactic within the next decade.

1.4. Research Question

What are the tangible and intangible benefits for brands using cause-related marketing as a tactic to resonate with the Gen Z audience in Durban?

1.5. Objectives

- What is the role of cause-related marketing?
- What are the criteria for building brand resonance with the Gen Z target audience?
- Does cause-related marketing of social issues resonate with the Gen Z audience in South Africa?
- Is cause-related marketing a useful tactic?

2. Literature Review

The purpose of this literature review is to disclose existing information written by creditable researchers that cover the founding themes of this research study. Aligned with the main question and sub-questions of this study, Gen Z will be discussed, along with themes of brand resonance, cause-related marketing, social good, emotional branding, meaningful and purposeful brands and a comparative analysis of campaigns as well as disadvantages of cause-related marketing.

The following literature themes explore different marketing methods that achieve brand resonance. Cause-related marketing as a tactic has one main criterion which is creating social good to build brand resonance (Adkins, 2003). The research design will measure the effectiveness of social good as well as each of the following literature themes to assess what the necessary criteria is, for cause-related marketing building brand resonance.

2.1. Conceptualisation Of Key Terms

Cause-related marketing: (CRM) is a mutually beneficial collaboration between the brand and usually a nonprofit for a specific cause designed to promote the former's sales and the latter's cause (Adkins, 2003). However, the collaboration should yield measurable change or support for the cause instead of superficial efforts (Adkins, 2003). CRM can be measured through spreading awareness on a social issue, supporting and giving a platform for the social issue, incorporating the change within the brand or creating tangible change that alleviates the social issue (Adkins, 2003). In this study, CRM is brands that incorporate or tackle social issues in a unique, engaging and sustainable way.

Generation Z: Refer to people born between 1996 and 2015 who are currently aged 6-24 years old (Kasasa, 2021). Gen Z consist of 68 million people and their defining characteristic are media consumption (Kasasa, 2021). The average Gen Zer has been exposed to technology from a young age and has grown up in a hyper-connected world in which their smartphone is the preferred method of communication (Kasasa, 2021). This ties in with Gen Z starting their revolution on social media as the digital space is where they feel most comfortable and where they can make the most impact (Janfaza, 2020). As the world moves to a more technology-centric focus, Gen Z will be a pivotal target market

to capture as they will lead other generations forward into this new technological age (Janfaza, 2020).

Brand Resonance: 'Brand resonance refers to the nature of the relationship that consumers have with the brand and the extent to which they feel that they are "in synch" with the brand" (Keller, 2001: 6). Brand resonance can be defined as how well consumers connect both formally and casually with a brand (Keller, 2008). There are many ways to achieve brand resonance. Strong brand resonance builds brand equity for a company which has many intangible and tangible benefits (customer loyalty, active engagement, brand advocacy and positive attachment) (Keller, 2008).

Emotional branding: Is the process of forming a relationship between a consumer and a brand by provoking their emotions as well as establishing trust and liability (Campbell, 2016). Once an emotional link is established customers will use logic to try and justify their emotional connection to the brand to purchase or support it (Campbell, 2016). Emotional branding integrates with meaningful brands to create an emotional link with consumers which is a tactic to build brand resonance (Campbell, 2016).

Meaningful brands: Go beyond the products, by exploring how brands tangibly improve people's lives and the role they play in society (Meaningful Brands, 2019). This is based on functional benefits, personal benefits and collective benefits (Meaningful Brands, 2019). As well as developing trust, community, enrichment and contribution for consumers (Meaningful Brands, 2019). Meaningful brands is another tactic to build brand resonance (Meaningful Brands, 2019).

Brand purpose: Refers to a brand having a purpose that consumers can buy into and believe in (Prophet, 2019). Instead of trying to sell consumers on the product, sell them on an idea/purpose they can relate to or aspire to have (Prophet, 2019). Brand purpose is also a tactic to build brand resonance (Prophet, 2019).

Social good: This refers to when brands take the initiative to start a campaign or organise tasks that benefit the largest number of people in the largest way possible (Kenton, 2021). Social good in this context refers to trying to make difference not only environmentally but also to alleviate issues like poverty, discrimination, oppression and move towards a more inclusive world (Kenton, 2021). Social good has grown through social media by efficiently

educating the public, advocating and fundraising for programs that support the social good (Kenton, 2021). Social good is the fundamental concept in achieving CRM to build brand resonance (Adkins, 2003).

The digital age: Also known as the information age exists in which everyone is hyper-connected and two-way communication, engagement and feedback are evident (Kotler & Kartajaya, 2010). This is relevant to brands as their actions are perceived by the whole world not just their intended target audience (Kotler & Kartajaya, 2010). The digital age has allowed brands to take a stance and bring about change without having to be in the same location (Kotler & Kartajaya, 2010). The digital age exists through technologies like social media, AI, the internet of things and robotics (Kotler & Kartajaya, 2010).

2.2. Theoretical Foundation

Brand resonance exists on a wide spectrum with multi-facets to achieving it. Meaningful brands are one of the most difficult but successful ways of building brand resonance (Thompson, 2018). Therefore the meaningful brand's frameworks criteria will be integrated with the research approach to measure against the CRM tactic, to understand if it is successful in building brand resonance.

We Brands Framework: states trust, enrichment, responsibility, community, and contribution are the foundation of purposeful brands (Thompson, 2018). A purposeful brand attempts to create a relationship with the customer that goes beyond the functional benefits and instead inspires and builds respect through a purpose that customers can believe in (Aaker, 2019). Therefore when executing cause-related marketing to achieve social good it should meet the above criteria and be able to be measured against it.

The above criteria are important as it prevents superficial cause-related campaigns that focus on improving the brands' image rather than setting out to achieve/promote real change concerning a particular social issue (Aaker, 2019). As mentioned above customers are smart, critical and well-informed brands that cannot claim to be purposeful without tangible evidence (Kotler & Kartajaya, 2010). When a brand is purposeful it is more likely to build stronger brand loyalty, awareness and can uphold its brand promise (Aaker, 2019).

Three Pillars of Meaningful Brands: include functional benefits, personal benefits and collective benefits (Meaningful Brands, 2019). It is vitally important to understand that while Gen Z consumers are calling for brands to act with purpose and meaning, functional benefits still need to be made a priority (Meaningful Brands, 2019).

Functional benefits refer to how well the product or service will benefit the consumer, how products/services are differentiated from competitors as well as bonus benefits like free delivery or cheaper pricing for similar quality (Meaningful Brands, 2019). Only once a brand's product/service functional benefits are up to par and can compete with competitors or product differentiation is very low then a brand can concentrate on personal and collective benefits (Meaningful Brands, 2019).

Personal benefits refer to how the purchasing or owning of the product makes the consumer feel, in terms of Gen Z if a brand practices social good through cause-related marketing the personal benefits associated are feeling as if they are a part of the change, their purchase is contributing to the greater good and making a difference (Meaningful Brands, 2019).

While the collective benefit for Gen Z in terms of a meaningful brand practising social good would be a unifying movement, a sense of belonging to a community that supports Gen Z's stance of sparking their social media revolution to bring about change as a generation (Janfaza, 2020).

Commitment and Consistency Theory: states once a choice is made, there are personal and interpersonal pressures to behave consistently with that commitment (Cialdini, 2009). This theory is the foundation for building brand loyalty (Cialdini, 2009). In terms of consistency, there is a term known as automatic consistency (Cialdini, R. B. 2009). This is a powerful principle in guiding human action (Cialdini, R. B. 2009).

This theory views the desire for consistency as a central motivator of human behaviour (Cialdini, R. B. 2009). Consistency guides and motivates behaviour as it is generally valued as a character trait, and is the basis of logic, rationality, stability, and honesty (Cialdini, R. B. 2009). If a brand is meaningful and purposeful, a Gen Z consumer that buys into the ideals of the brand will have a natural tendency to behave in ways that are

consistent with the decision and therefore committed to supporting the brand (Cialdini, R. B. 2009).

2.3. Literature Themes

1. Generation Z

Gen Z has become an important growing target audience that brands are striving to capture. Gen Z already makes up a considerable portion of society, about 23% of the world's population (Singh, 2013). Gen Z is seen as digital natives that are qualified, technologically savvy, innovative and creative individuals that will be the key generation to lead e-commerce business practice in the upcoming years (Monaco 2018). E-Commerce is a byproduct of the fourth industrial revolution in which brands are adapting to keep up with the changing times and stay relevant (Monaco 2018). Therefore Gen Z is a very important target audience that brands need to appeal too, to enable brands to survive within the shift into the digital age of business and brands. (Monaco 2018).

Brands need to understand who Gen Z is and what methods work to build long-lasting relationships with them. Gen Z is currently aged between six and twenty-four and is the most racially and ethnically diverse generation yet (Janfaza, 2020). Gen Z is the most empathetic and accepting generation because of the way that diversity has been normalized within their generation since birth (Janfaza, 2020). Because of globalisation and the digital age, Gen Z has been able to share their experiences, relate to one another and most importantly are adamant that now is the time for a social revolution (in the streets, online and at the polls) (Janfaza, 2020).

One instance of Gen Z attempt for social revolution via social media was when Gen Z reserved tickets for Trumps rally with no intention of attending (De, 2020). The rally had a request of almost one million people wanting to attend, but in reality, the event drew fewer than 6,200 people which led to the cancellation of a scheduled second event (De, 2020). While this didn't bring about real change, Gen Z teenagers found a way to boycott the president and bring awareness to their stance against Trump and his discriminatory principles (De, 2020). This alludes to the fact that Gen Z is committed to standing up for social change and brands that can appeal to this aspect of theirs are one step closer to adopting Gen Z as a consumer.

2. Cause-Related Marketing

Cause-related marketing (CRM), is when a brand donates money, advocates, brings awareness or brings about change to social causes based on customers purchases (Chang and Lee, 2008). CRM through social campaigns has become a main strategic marketing tool for large businesses (Aggarwal & Singh, 2019).

A key aspect to CRM is that it is not merely a superficial initiative that is behind the scenes and only to boost a brands image but rather driven by a deliberate and well-planned marketing activity aimed to simultaneously increase sales and promote the social cause for meaningful engagement with consumers (Choi & Seo, 2019). CRM initiatives should follow the following criteria by having integrity, transparency, sincerity, mutual respect, partnership and mutual benefit (Baker, 2003).

CRM demonstrates an ethical and altruistic obligation to society which results in building a positive brand image, positioning the brand positivity in the mind of the consumer and increasing purchase intentions of customers (Aggarwal & Singh, 2019). A brand needs to consider cause involvement when choosing a social issue to take on. Cause involvement refers to the extent consumers feel a cause to be personally important or relevant (Zaichkowsky, 1985). Consumers also consider their experiences, assumptions and perceptions concerning cause involvement (Zaichkowsky, 1985).

Therefore, brands cannot pick a superficial social cause but rather a cause that personifies who they are or what they stand for so that the CRM campaigns can continue to motivate and keep on attributing meaning to the brand, employees and customers even when the campaign is over (Varadarajan & Menon, 1998). Brands need to understand their communities first and identify what social causes impact their stakeholders when initiating CRM campaigns (Aggarwal & Singh, 2019).

Brands should also be aware that CRM campaigns are intertwined with social media so marketers need to understand how to utilise social media to engage with Gen Z and millennials (Jacqueline & Eastman, 2019). The benefits of CRM are consumers are more likely to switch to brands that support social causes if the product is similar in nature to competitors and if the cause is related to the product (Cone, 2013).

3. Social Good

In recent years, there is a shift for brands to focus on implementing campaigns that support a social cause (Yilmazer, 2018). Social good happens when a brand tries to benefit the largest number of people in the largest way possible by focusing on a particular cause (Kenton, 2021). Social good can be translated into causes for sustainability, female empowerment, black lives matter, LGBTQ+, equality and so on (Yilmazer, 2018).

Social good becomes a part of the advertising and marketing campaigns more to bring awareness change, advocacy, and for the good of humankind rather than to yield profits (Yilmazer, 2018). Social good is incorporated into the brand by selling an idea rather than the product and the benefits include good for the business, attention and self-redemption for the brand (Yilmazer, 2018).

Brand equity is also created through social good as the brand takes a genuine interest and willingness to engage with customers needs in a societal context (Brisk, 2019). A recent study by the University of San Diego studied consumers emotional reactions to brands that implemented social good in their campaigns (Suarez, 2019).

The results showed that 27% of customers were intrigued, 24% were impressed, 23% engaged, 21% inspired and 5% were combative (Suarez, 2019). This demonstrates that brands that practice CRM with social good as a focus are more likely to positively engage with consumers, change their perceptions towards the brand and build brand equity (Suarez, 2019).

4. Emotional Branding

Emotional branding is the process of building a relationship between the consumer and a brand by provoking their emotions (Karnes, 2020). While emotions like love, fear, greed, guilt and pride are useful they are not at the epicentre of emotional branding (Campbell, 2016). Brands need to establish a strong sense of trust and likability with consumers, after this is achieved the consumer uses the secondary emotions mentioned above to rationalise their emotional connection to the brand (Campbell, 2016).

CRM and social good use emotional cause branding that offers the consumer an opportunity to buy into/support and purchase from a brand that makes positive changes for social issues and is not solely profit-orientated (Kim and Johnson 2011). When social

issues are addressed by brands it builds emotional bonds with customers as moral emotions are at the centre that stems from the customers' interests and desire to be a part of a higher cause (Haidt 2003).

Emotional branding will be successful if the social cause resonates with consumers, therefore brands should pick a cause that links to their product or affects their stakeholders (Kim & Sullivan, 2019). Emotions play a predominant role in purchasing decisions where 90% of buying decisions are made subconsciously (Karnes, 2020). Therefore if brands can link their social cause to build an emotional bond with the consumer the results will be an increase in consumer loyalty and a subconscious need to support the brand (Karnes, 2020).

5. Meaningful and Purposeful Brands

A meaningful and purpose-driven brand can build a strong emotional connection with its customers as it resonates with them by inspiring and engendering respect (Prophet, 2019). For an emotional bond to be built trust, enrichment, responsibility, community, and contribution are the foundation of purposeful and meaningful brands (Thompson, 2018). A purposeful brand goes beyond the functional benefits and instead provides a higher purpose that customers can believe in that can also be perceived as personal and collective benefits (Aaker, 2019)

Brands should strive towards a unique, relevant and compelling purpose that adds value to customers' lives and becomes the brands chief pursuit and natural way of thinking and doing, then a meaningful brand is brought into existence (Enslin, 2019). Empowered by its leadership and culture, brands are to operate mindfully to swiftly create and deliver a brand experience that is always congruent with its unique reason for being (Enslin, 2019). By doing this customers can sense the brands authentic, sincere and transparent purpose in which they can buy into (Enslin, 2019).

A meaningful brand can add value to a consumers life that goes beyond the functional benefits. The benefits of meaningful brands are the ability to increase brand equity, strong customer loyalty and retention, a positive brand image, establishing a strong emotional relationship with consumers and customers being less price-sensitive (Aaker, 2019).

Therefore if CRM that takes on social issues is interpreted as meaningful to consumers then the above benefits may be applicable.

5a. Comparative Analysis of CRM Campaigns that take on Social Good Causes to build Brand Resonance:

A comparative analysis between Savlon and Pepsi will be discussed concerning the themes mentioned above.

Savlon

Savlon is an Indian brand that specialises in hygiene products (Impact Relations, 2016). Savlon was aware of a pressing social issue within its region of more than a thousand children dying every day due to poor hand hygiene and exposure to bacteria (Impact Relations, 2016). While the solution to this was simple teachers struggled to enforce the use of soap in schools, and parents often couldn't afford it (Impact Relations, 2016).

Savlon's social good and CRM initiative were to help reduce illness by launching the Healthy Hands initiative, in partnership with Ogilvy India (Impact Relations, 2016). Savlon created a simple, easy-to-use product for good (Impact Relations, 2016). Savlon developed special chalk sticks, infused with soap particles so that when kids washed the chalk powder from their hands, it turned into soap (Impact Relations, 2016).

Savlon distributed the chalk sticks to 100 rural schools most in need of the Healthy Hands solution and the impact was immediate (Impact Relations, 2016). From there, the chalk sticks were given to 150,000 students in 100 schools across 22 cities (Impact Relations, 2016). The campaign went viral with 4 million views and became an ongoing initiative in India (Impact Relations, 2016).

Savlon created an impactful, creative, authentic, purpose-driven initiative that created real change. The social cause was closely related to Savlons products and was a meaningful engagement that built an emotional connection with many customers worldwide as they created a fun effective solution that benefited children, a cause that resonates with everyone (Impact Relations, 2016).

Some key benefits from the campaign was an increase in brand awareness, positive brand image and customer retention (Impact Relations, 2016). The campaign was successful in resonating with consumers and becoming a meaningful brand.

Pepsi

Pepsi the well known fizzy drink company created a campaign to focus on the social issue of Black Lives Matter (BLM) and police brutality (Victor, 2017). Pepsi CRM adverts aimed to bring awareness and advocate for BLM as well as project a global message of unity, peace and understanding (Victor, 2017). The climactic point of the advert portrayed a police officer accepting a can of Pepsi from Kendal Jenner and the protesters cheering as 'peace is achieved' (Victor, 2017).

While Pepsi was supporting a social cause that many people agreed with, it was a superficial initiative that received backlash for trivialising the experience of protesters and the BLM struggle (Victor, 2017). Pepsi did not bring about change as a protester tried imitating the ad in a real-life standoff with the police in which nothing changed (Victor, 2017). Pepsi's CRM failed as it belittled real-life experiences and tried to portray the product as the solution to a very complex problem (Victor, 2017).

Pepsi campaign didn't resonate with consumers as it wasn't meaningful or have a higher purpose that wasn't product orientated which resulted in no emotional bond being built (Victor, 2017).

Therefore, a brand cannot just jump on the latest social good trend but have to incorporate it into the essence of their brand to build an authentic and meaningful campaign that resonates with consumers.

6. Disadvantages

As seen with the Pepsi campaign above, if a brand fails with its social good cause due to inauthenticity or it being perceived as self-serving it may be detrimental for the brands' reputation and image (Adkins, 2000). Consumers may lose trust in the brand and its purpose in which they lose their main competitive advantage of brand differentiation (Adkins, 2000). Another disadvantage is that social goods and CRM campaigns do not guarantee consumer purchases, therefore brands should act authentically and not rely on an increase in profits when implementing these campaigns (Adkins, 2000).

In addition, whilst a brand may be meaningful and resonate with a consumer if it does not yield any benefits for the brand other than a basic improved brand image then CRM will not be a successful method for brands to adopt (Adkins, 2000).

7. Brand Equity

Brand equity refers to the value that a brand generates from a product/service with a recognizable name when compared to a generic equivalent (Keller, 2008). A brand with positive brand equity, have customers that are willing to pay a higher price for its products, although competitors charge less (Keller, 2008). Brands with strong brand equity also have consumer loyalty, active consumer engagement, brand awareness, perceived quality, brand advocacy and positive brand associations (Keller, 2008). The research report will assess which of these associate benefits of brand equity is built through brand resonance with CRM.

2.4. Concluding Stance

Gen Z wants to and has the digital space and platform to shape the cultural narrative with social good causes (Janfaza, 2020). However they cannot achieve this alone, brands carry a lot of weight and influence and can create a real impactful difference by being a purpose-driven, meaningful brand that adopts social causes and CRM campaigns to better society and therefore resonates and build an emotional bond with its consumers (Yilmazer, 2018). Simultaneously, by brands shifting towards this type of marketing and altruistic practices they also appeal to Gen Z who are a key target audience that is going to lead consumers as a generation going fourth into the fourth industrial revolution as well as create brand equity associated benefits for the brand (Janfaza, 2020).

3. Methodology

The research methodology used a qualitative approach to seek an in-depth understanding to assess the different brand resonance tactics against CRM to measure if social good was successful in creating brand resonance and if so, what associated benefits of brand equity were evident.

3.1. Research Paradigm

This study uses the research paradigm known as Interpretivism. Interpretivism is most suitable as it can gain an in-depth understanding of people's perceptions, experiences and a specific phenomenology (Maree, 2020).

Interpretivism enables this study to investigate the subjective perceptions of social good and to what extent is it expected to be incorporated into brands from the point of view of Gen Z (Maree, 2020). Interpretivism allows the research to explore which brand resonance tactics are successful with Gen Z and which seem to be redundant. For something to resonate with a person and build brand equity, is a very subjective narrative and each person will have a different opinion or interpretation which is why this paradigm is useful (Keller, 2008). Gen Z insights and perceptions need to be well understood to understand how successful cause-related marketing is in building brand resonance and if any benefits associated with brand equity are established.

The ontological position examines the social reality of Gen Z based on human interpretations (Maree, 2020). It assumes that peoples' own experiences influence their outlook on the world and therefore not all realities are the same (du PlooyCilliers, 2014). Therefore, what one Gen Z consumer finds meaningful in terms of a social cause may not resonate with another due to different experiences. This study aims to find a common resonance amongst Gen Z as a whole.

The epistemology is subjective to the nature of reality depending on Gen Z's interpretation of social good (Maree, 2020). Therefore, geographic location will play a part in understanding what social good resonates with Gen Z audiences depending on the most prominent issues they are exposed to in their region or life (Maree, 2020).

Hence, the principles of the Interpretivist paradigm allow the researcher to investigate the research problem and gain a holistic understanding of cause-related marketing achieving social good and being able to resonate with Gen Z consumers (Maree, 2020).

3.2. Research Design

This was a qualitative analysis that was exploratory in nature and aimed to understand the phenomenology behind the link between CRM in the 21st century and building brand resonance. A qualitative approach was used so that the research could reflect an in-depth understanding of people's perceptions of brands, whether they resonated with them, and how successful CRM was (Maree, 2020).

The research used deductive reasoning (Maree, 2020). Qualitative research used appropriate data collection instruments that gave insights into Gen Z's subjective reality to understand if CRM was relevant and if a shift of branding practices was needed within the digital age. A qualitative approach allowed Gen Z to express how they felt and experienced CRM and whether it is more effective than traditional brand messaging (Maree, 2020).

The data collection and analysis was suited for this qualitative research study as in-depth opinions and experiences of the sample could be captured to understand their common beliefs as to what Gen Z perceived as a meaningful social cause to resonate with and what the associated benefits were for a brand. It also measured which brand resonance tactics are effective for Gen Z consumers and explored why.

3.3. Population

The objective of this research study was to identify what Gen Z perceived as a meaningful social good cause and the associated benefits that apply. The total population were Gen Z who are in the age range of (6-24) and live in Durban and Gauteng. The above parameters were too broad therefore due to ethical clearance reasons (participants being 18 and over) and for a more accessible population, the characteristics were Gen Z (between the ages of 18 and 24), located in South Africa.

3.4. Sampling

The unit of analysis was people that shared their perceptions and experiences of cause-related marketing and if they resonated with it. The population characteristics are Gen Z (between the ages of 18 and 24), located in South Africa.

The research used non-probability sampling, more specifically convenience sampling and snowball sampling due to the population being easily available (Maree, 2020). The sample size was 37 participants (33 participants being sent the qualitative questionnaires and 4 participants being interviewed). The data from the participants cannot be generalised but the large sample size can give an indication of some of the existing attitudes and benefits of cause-related marketing.

Initially, convenience sampling was meant to be used on IIE students and was to be a part of the population parameters. However, the ethical clearance process and access to the students on campus became challenging due to Covid so therefore the IIE parameter was excluded from the population characteristics. Convenience sampling on the accessible population were friends and acquaintances of the researcher who already was aware of 90% of participants age that met the population parameters. Convenience sampling made it easy to reach the accessible population with online surveys sent through WhatsApp.

Convenience sampling was also used for who the participants were to be interviewed as the researcher needed to be able to schedule times that were compatible with the researcher and close proximity to the interviewee to save travel time. The researcher made use of snowball sampling as there were not enough participants from convenience sampling alone. Therefore in order for snowballing sampling to be successful, the participants that were recommending others to volunteer for the study were aware of the population characteristics and as back up the population characteristics were included in the questioners in which participants had to state if they were apart off.

Initially, the accessible population was meant to be just based in KZN, however, when snowball sampling was initiated participants from Gauteng volunteered and that's why South Africa is included in the population parameters. A larger geographic was needed to increase the sample size for more diverse and holistic feedback.

3.5. Data-collection method(s)

As stated previously the purpose and objective of this study was to understand if brands that practised meaningful social good causes (CRM) resonated with Gen Z and how that benefitted a brand. This required in-depth feedback and personal opinions from participants which is why a qualitative study was most appropriate (Maree, 2020). Primary research was conducted through two research instruments namely qualitative questionnaires and interviews, both of which fall under qualitative instruments. Each research instrument has its own set of questions that are appropriate for that data collection method.

Firstly, qualitative questionnaires were created comprising of 10 questions. Question 1 was a consent request that participants needed to agree to that specified explained all the necessary ethical considerations as well as informed participants of the population parameters.

Next, a link to the Savlon marketing campaign was attached and participants were told to watch it before answering the questions. The questionnaire is attached in Annexure A. With regard to the questionnaire, participants were asked to comment on the Savlon campaign with regards to the different brand resonance tactics to see which was most effective in building brand resonance for Gen Z. The questionnaire was multiple choice with an option for participants to add their own opinion. The reason for this is because while participants may give their opinion the subject of cause-related marketing and benefits is a foreign concept to the majority of the participants.

The multiple-choice options were extensive answer options gathered from secondary data used in the literature review in which participants could select if it applied to them. If the multiple-choice answers did not reflect their opinion they had an opportunity to write another option for each question. The reason multiple choice answers were also included is so that feedback wouldn't be on a superficial level because participants weren't too familiar with the extensiveness of the subject and may not be aware of what benefits fall under resonating with a brand.

With multiple-choice, in-depth options that correlate to secondary research studies were able to be gathered and the research can compare to see if South African Gen Z opinions align with secondary research while leaving room for other viewpoints from respondents.

Also multiple-choice, encouraged respondents to participate as the questionnaire is short and easy to fill out. The completion rate of the surveys was 100%.

Secondly, the interview is the other research instrument. Interviews are more timely and harder to organise with many participants which is why only four respondents were interviewed. The interview questions are attached in Annexure B. The interviews allowed for a lot more in-depth feedback from participants compared to the questionnaires as respondents could take their time explaining their opinion and there was sufficient time and space for follow up questions.

The interview had set questions in which concepts were explained but in each interview when a new thought process or opinion from a participant was expressed there were follow up questions from the researcher side that was unique to that specific interview. The interviews were a necessary instrument to gain lengthy insightful answers into which brand resonance tactics mentioned in the literature were present in the campaign and the extent to which they contributed to building brand resonance.

The interview led towards new insights as participants were able to explain which tactics were successful, why and what benefits each tactic resulted in. Therefore CRM and social good are able to be measured against other brand resonance tactics to assess what the necessary criteria are when executing this marketing strategy.

3.6. Application of data-collection method(s)

Since the research was no longer using IIE students as participants the ethical clearance was not needed in that regard. However, multiple forms were filled out stating what the research would entail and gathering the necessary consent forms for participants to fill out. Once this was approved the primary data collection could begin.

With regards to the questionnaires, they were created first on a platform called Survey Monkey. However, there were some limitations using this platform and that was a limit of only 10 questions that could be asked and no direct links to Youtube could not be added in the description (Savlon campaign). Question 1 out of 10 was used as a consent form. Annexure A shows how participants were informed of the ethical considerations and then Question 1 asked them if they agreed to participate and if they were a part of the population parameters.

Once the questionnaire was created a mock version was made and sent to a participant who knows nothing about cause-related marketing as a trial run. The feedback provided was that the participant did not understand some of the terms of the questions were too complicated. To rectify this the questions were put more simply and brief definitions were provided for some of the concepts. The second trial was successful and the participant was able to comprehend and answer the questions fully.

The survey itself was also a success in terms of formatting, grammar, opening the link to watch the Savlon campaign and returning to the survey to answer all the questions. The trial response was recorded and tried on the Survey Monkey website for data to be analysed. (This trial run was not analysed for the research study). Once the questionnaire was created and running smoothly, a link to the survey was copied from Survey Monkey and was distributed to participants via WhatsApp.

A broadcast list on WhatsApp was created that included the survey link and a message for the individual to please take five minutes to watch a short clip and complete the survey. There were 35 people on the broadcast list whom the researcher knew firsthand as friends and acquaintances that were between the ages of 18-24 and who lives in Durban (convenience sampling).

The data was collected between 7/31/2021 and 8/5/2021 in which a total of 33 people responded. During this time there were only 25 responses from the broadcast WhatsApp list so to increase the sample size, three participants who had completed the survey were asked to forward the survey link to their friends. One of the three participants said they had 7 volunteers who were within the age group parameters but were studying in Gauteng. Therefore to increase the sample size the parameters of the study were increased from Durban to South Africa and a new link with the new parameters was sent to the remaining 7 out of 33 participants.

In total 33 participants completed the survey with a 100% completion rate with an average of 4 minutes to complete the survey. All 33 respondents agreed to the consent form and some feedback from participants after they completed the survey was the gratitude for a non-time-consuming and easy survey to complete. All the responses were stored on the Survey Monkey website and ready to be analysed.

With the interviews, there were two consent forms that the four participants needed to sign (Annexure J and Annexe K). This was the general consent form used in the questionnaires and a consent form for the researcher to record the interview. Note: A focus group was meant to be the research instrument of choice but due to Covid and Civil unrest in Durban participants schedules could not match to conduct the focus group which is why one on one interviews was more suitable. The two consent forms were sent to the participants electronically for them to sign for Covid safety regulations and safer storage of forms.

The researcher used convenience sampling to handpick the four participants based on location and availability for the one on one interviews. These participants were close friends and family of the researcher that fell within the population parameters. A mock interview with a non-participant was conducted to test the scope and depth of the questions and the recording device for clarity of the interview. The mock trial was successful and the researcher contacted the participants to set up the one on one interviews.

Once consent forms were signed, each participant gave a day and time that suited them and found a quiet place to meet (researchers premises). Social distancing was adhered to at all times. Each participant had the Savlon campaign WhatsApp'd to them so they could watch the campaign first before answering the questions. The researcher used their iPhone to record the interviews and labelled each participants interview under their name. To make it easier to analyse the data the researcher had all the questions written down with a timestamp of when they were asked to make it easy to go back to a specific part of the interview when analysing the data.

The average time of each interview including the Savlon clip that participants had to watch was 8,32 minutes. All four interviews were saved on the researcher's phone under voice memos to be analysed and a copy of each interview is stored on a memory stick as well as online. The one on one interviews was a great research instrument that allowed the interview to explore insights and opinions as well as let the interviewee justify their opinions for the interviewer to gain a deeper understanding.

3.7. Data analysis method(s)

The research requires a qualitative data analysis using thematic analysis for the questionnaires and interviews (Maree, 2020). A thematic analysis was appropriate as the data set was identified analysed and reported on repeated patterns (Braun and Clarke, 2006). Thematic analysis was able to describe the data as well as accurately interpret it by a process of selecting codes and constructing themes (Braun and Clarke, 2006). Thematic analysis was appropriate when seeking to understand a set of experiences, thoughts, or behaviours across a data set and designed to search for common or shared meanings (Braun and Clarke, 2006).

Going back to the research goal of the study which is to understand why Gen Z resonates with a brand and what are the benefits for the brand, this data included the personal thoughts of participants and how they had experienced a brand. The participant's insights were suitable for a thematic analysis in which the data was first prepared, codes will be generated and themes were found, reviewed & defined for the manuscript (Braun and Clarke, 2006).

The questionnaires were stored on Survey Monkey with each question isolated and analysed which made prepping the data, coding and finding themes an easy process. Whilst the audio from the interview had to be transcribed first which was a very time-consuming process. The researcher used the diction available with Pages to play the audio and let the computer transcribe the interview to be analysed for codes and then themes.

3.8. Application of data analysis method(s)

The data was analysed following the thematic analysis approach which entailed preparing the data, coding it and searching for themes (Maree, 2020).

The qualitative questionnaires from Survey Monkey already had the data prepared and tabulated. Each question from the questionnaire was analysed. Due to the nature of the questionnaire which is multiple choice which meant it was more analysing the number of respondents that shared an opinion rather than interpreting the opinion the formatting of the data analysis was as follows.

Each question was analysed, this meant under each question the options that were selected were used as codes and the most popular codes were categorised in order of frequency (Maree, 2020). These codes were then translated into themes along with the number of people that shared the same ideology (Maree, 2020). The themes under each question were then compiled together and ranked in order of most relevant vs least relevant. Annexure C shows an extract of Question 6 being analysed.

The interviews were a lengthier process to analyse due to the audio that had to be transcribed first through auto diction and then manually sorted for codes (Maree, 2020). The most occurring codes were then used as themes. Once again each question was individually sorted for codes and themes.

Each answer for each question was written down and phrases that captured the data were underlined and written as codes. These codes that were repeated became secondary themes and the most frequent themes from all the questions were used as the main themes with the secondary themes being the sub-themes. Annexure D shows a transcribe of an interview and how it was coded.

3.9. Validity, Reliability and Trustworthiness

The reliability, validity and trustworthiness refer to the 'soundness' of this research study with regards to the sources used, data collection and analysis methods and the integrity of the findings (Maree, 2020).

Firstly, the sources are academic journals, published authors and credible websites that are integrated to create the literature review (IIE,2021). All sources are written within the appropriate time frame to make them still relevant for this study (IIE,2021). All sources have been referenced correctly (IIE,2021).

In terms of the data collection methods, the most appropriate methods for the circumstance is being used. The data is collected through open-ended questionnaires and semi-structured interviews to give participants the space to express their opinions even if it contradicts the purpose of the research (Maree, 2020). No leading questions are being added to the reliability and trustworthiness of the study. Therefore this increases the trustworthiness of unbiased points of view and findings from participants.

The methods for collecting the data are valid as they use online platforms like Survey Monkey that stores and tabulates data accurately while interviews are recorded so the researcher can go back and analyse data word for word.

The data will be valid and reliable as it will be stored in a safe secure USB that prevents tampering of results and participants confidentiality. There is a bias of the sample size that are Vega students who know a lot about brands and therefore to make the study more reliable students from other degrees (Accounting, IT, Law) will also be asked to participate for a more holistic approach to understanding what resonates with the Gen Z target audience in South Africa.

When the findings are being analysed there will be no personal bias to only include finding that support CRM but rather all points of view will be reflected in the final report.

3.10. Concluding Remarks

The methodology was ethical in nature and yielded generalised feedback from the sample group that found common factors that resonated with the Gen Z target audience in South Africa

4. Results/Findings and Interpretation

The following results were interpreted unbiasedly and portray how successful CRM is in building brand resonance for Gen Z and which other brand resonance factors appealed to them. The direct benefits for each brand resonance tactic were also recorded to see which tactic was most effective amongst the Generation Z target audience in South Africa.

Annexure F includes the graphs of questionnaire responses. Annexure G includes word clouds of themes from the interviews.

4.1. Presentation of Data findings gathered from the questionnaires:

Question one includes the consent from participants agreeing to take part and complete the survey. The demographics of the participants are both males and females between the ages of 18-24 who live in South Africa. * Three participants live in Gauteng and received authorisation to fill out the survey in which the survey parameters stated Durban. All 33 respondents answered this question

Question five stated “ Are brands that address social issues perceived as purposeful?” (Survey Monkey, 2021). All participants agreed that it was perceived as purposeful with 79% answering yes and 21% answering only to a small extent. The question was asked to assess the integration of how acceptable a brands purpose was creating social good. The results portray that the two concepts used to build brand resonance integrate seemingly for Generation Z consumers in South Africa. All 33 respondents answered this question

Question six explored which social good causes Generation Z cared about to assess if which brand’s values correlate to what causes Gen Z currently supports. The answers were as follows: Poverty (93%), Environment (81%), Politics (21%), Civil Rights (39%), Discrimination (66%), Gender Inequality (63%), Healthcare Availability (63%), LBGTQ + (18%), Education (12%), Animal rights (12%) and Body Dysmorphia (12%). The most popular social causes amongst Gen Z in South Africa is social injustice and looking after the planet. This is supported by literature on Gen Z that states they are the generation that wants to create inclusive and beneficial social change for people and the planet. This translates into values of equality and sustainability which many brands currently have

adopted. Therefore, brands must define their purpose and values which they can then integrate into their CRM campaigns. All 33 respondents answered this question

Question seven assess what factors the Gen Z audience expect from social good causes. Increasing awareness (79%), creating a platform to give a voice to the issue (54%), creating a small scale solution (66%), making a difference in peoples lives (84%), the quality of the brand's product mustn't be compromised through the social issue (45%). The CRM Savlon campaign was able to meet all the above factors when taking on its healthcare and poverty social good issue. All 33 respondents answered this question

Question 8 then assessed any reasons why the Salvon CRM campaign didn't resonate with consumers after being purposeful and meeting all requirements of a social good cause. The results for barriers to building brand resonance for CRM were as follows: The campaign didn't benefit the participant correctly(45%), Superficial campaign (40%) and price & quality are the only factors one considers during the purchase decision (10%). 20 out of 30 participants responded to this question

Therefore, this portrays that CRM and social good are not effective alone in building brand resonance as the meaningful brand's framework was needed in proving personal, functional and collective benefits for consumers to resonate with the brand.

Question 9 assessed the brand equity benefits that were evident in participants that did respond to the CRM campaign. The brand equity benefits that were built through CRM brand resonance include: Have a positive perception towards Savlon's brand image (69.70%), being more likely to buy Savlon over a competing brand if the price is the same (36.36%), more likely to buy Savlon over a competing brand even if Savlon is more expensive (6.06%), customer loyalty to the brand (18.18%), an emotional connection to the brand was established (45.45%), increase brand awareness (70%), participants are more likely to share the Savlon campaign with friends and family through word of mouth or social media (45.45%), perceive Savlon as unique or to have a differentiating competitive advantage (30.30%) and the Savlon campaign contributes to its brand equity (39.39%). All 33 respondents answered this question

What stands out is that 45 % of participants that had an emotional connection to the brand resonated with it, therefore making emotional branding a criterion in building brand resonance along with CRM.

Question 10, asked participants if CRM was an effective technique in building brand resonance in which 52% responded yes whilst 49 responded yes, only because it was an authentic campaign. This response is supported with literature that states social good causes have to be an authentic initiative rather than a superficial campaign and one of the fundamental underlying concepts of CRM (Aaker, 2019)

All 33 respondents answered this question

4.2. Interpretation of Findings for Questionnaires:

Questions 3-10. Data from the questionnaires are responses from 33 individuals.

After watching the Savlon campaign and having a definition of purposeful brands being provided, 85% of respondents found the CRM Savlon campaign purposeful while 15% did not have an opinion yet. These two differentiating stances are explored in the following questions.

Question 4 aimed to understand if purposeful/ meaningful brands appealed to Gen Z. 97% of respondents agreed that purposeful brands appealed more to them as it allowed respondents to contribute through the brand, they felt that brands have a responsibility to society, it created an emotional connection to the brand and there was a sense of humanity that they could relate too.

Therefore, purposeful brands appealed to the respondents as they satisfied an expectation that consumers have of brands to serve society. Purposeful brands give respondents perceived personal (causes they can relate and contribute to) and collective benefits (adds value to the world) that they can support and buy into. Whilst the remains 3% who do not find a purposeful brand more appealing only look at price and quality as factors when purchasing.

Since purposeful brands are more appealing to the majority of the respondents, Question 5 aimed to understand if respondents associated social good with being purposeful. 79% of respondents agreed that when a brand takes on social causes they are purposeful while 21% only felt that it makes brands purposeful to a small extent. Since all respondents

agreed that there is an association between social good causes and being purposeful it was important to understand what respondents consider as social good/ social causes.

Question 6 displayed that there are several social issues that most people support that range from education, poverty, healthcare to discrimination. Respondents had the option to choose all causes that they support. However whilst they selected most options there is no indication as to what causes they support and relate to the most. This is important as interview data suggests that the more a consumer relates and supports the cause the more meaningful and resonating it is.

Question 7 asked respondents what type of actions a brand need to undertake with a particular cause to be meaningful. 84% of respondents wanted to see small scale solutions and real authentic attempts at bringing about change. This among creating awareness for the issue and a platform for people to discuss the cause is seen as purposeful. This correlates with the interview data below that stated genuine attempts of change must be undertaken which most brands do not do but rather have fake attempts to show support for social causes.

Question 8 and 9 look at if the campaign resonated with respondents. All participants resonated with the campaign but at different levels. Question 8 shows that 20 participants did not resonate completely with Salvon's campaign as they found a lack of personal benefits and authenticity around the campaign. This leads the researcher to assume that the meaningful brand's criteria are relevant and effective in building brand resonance as without it there is a gap.

Tactics that are effective in building brand resonance are social good, emotional branding, meaningful and purposeful brands and CRM. Therefore according to results, CRM by itself is moderately effective in building brand resonance (Data Findings, 2021).

The most popular benefits include:

A positive perception towards Savlon, an emotional connection, increase in brand awareness, forward the campaign to friends, purchase Savlon over a competitor if the price is the same and build brand equity.

When asked if CRM is an effective tactic to build a meaningful brand that resonates with consumers, all participants agreed that it is with 48% wanting authentic attempts at social causes from brands. This CRM strategy resonates with consumers and has intangible benefits to the brand.

4.3. Presentation of Data gathered from one on one interviews:

Major and most common themes from all interviews were as follows: Meaningful Brands, CRM is effective, resonating with relatable causes, We brands Framework, Emotional Connection and Brand Equity.

4.4. Interpretation of Findings for Participant 1:

After watching the Savlon campaign the participant understood what cause-related marketing (CRM) was about. They were then asked to assess the brand in terms of the We Brands Framework, Three Pillars of Meaningful Brands, Emotional Branding, Social Good/ CRM and Brand Purpose in building brand resonance for them. The participant expressed that Savlon as a brand translated functional and collective benefits through CRM. The functional multipurpose use benefitted many communities in India which resulted in real changes to hygiene and sickness.

The participant felt that the functional and collective benefits were able to make a difference and were a genuine attempt to create change. The participant saw the campaign as a brilliant and creative CSR initiative that responsibly enriched lives. The participant resonated with the Savlon campaign and perceived the brand as a meaningful one as she supported healthcare initiatives. The participant felt that CRM is an effective tool for them to resonate with a brand.

However, resonating and finding Salvon a meaningful brand had its limitations for the participant. The participant felt that there were no personal benefits from CRM and it did not build brand trust for the participant. The participant stated that “ just because a brand does a good thing, doesn't mean they have a good product” (Interview 1, 2021). The final considerations for the participants buying behaviour were price and quality. Even though she perceived Salvon to be a great brand, she would not purchase from them due to a preconceived notion of their products sold, which are not of the quality she wants.

Another limitation the participant had was that she did not believe that brands have a responsibility to society and had an underlying belief that all CSR initiatives were inauthentic and used to promote the brand rather than helping with a good intention. Whilst this belief was broken with the Savlon campaign as the participant felt a real difference was being made, and even though the campaign was meaningful it did not translate into any action that the participant would take to purchase the brand.

What resonating with the campaign did translate into, was a positive perception of Savlon, she would promote Savlon through word of mouth in the right setting, increase her brand awareness and she will take more interest in them in the future.

Therefore, whilst the participant resonated with the brand through meaningful CRM it did not influence any purchase decisions for her as there were no personal benefits and brand trust concerning the products she would buy. Instead, the benefits Savlon has from their CRM is an increase in brand awareness, positive brand image and sharing of Savlon through word of mouth.

4.5. Interpretation of Findings for Participant 2:

After watching the Savlon campaign the participant understood what cause-related marketing (CRM) was about. She expressed that Savlon as a brand translated functional, collective and personal benefits through CRM. She felt the campaign was able to benefit multiple communities globally including our own South African rural areas (perceived personal benefit).

She expressed that the multifunctional benefit conveyed how advanced and innovative Salvon was which increased her perceived personal benefit of an emotional connection being established and a way for her to contribute to making a difference through supporting Savlon. She felt the campaign was genuine and that Savlon made a real difference which built trust in the brand for her. A personal connection to the brand was developed as she related to the cause and those kids as she's travelled to India and seen firsthand the quality of living those kids are exposed to.

She made it clear that Savlon builds trust, community, responsibility and enrichment for her and those kids that they helped. She stated that brands do have a responsibility to society and seeing the authentic change from the CRM campaign created a permanent

emotional connection to Savlon and made her more aware of her actions to help out with the specific cause.

An interesting point she made was that she only resonates with causes that she could relate to (gender inequality as women, race, religion, geographic location). She also felt she resonated with brands that were brave and helped make a difference towards controversial social issues through awareness, solutions and change. Keeping this in mind, she did resonate with Savlon's campaign as she could relate to Indian kids after seeing their living conditions.

Participant 2, had broader factors influencing her buying behaviour which included quality, price, brands, marketing and trends. She expressed that CRM is an effective tactic for a brand to be meaningful and create an emotional attachment to consumers. She resonated with Savlon and this translated into the following benefits for the brand. Brand trust, brand loyalty, positive perception, purchase Savlon over competitors even if Savlon is more expensive, emotional connection to the brand, added brand value and equity and she shared the campaign with multiple friends and family through social media.

4.6. Interpretation of Findings for Participant 3:

Participant 3 was not aware of CRM as a tactic but grasped what it was after watching the Savlon campaign. He expressed that the campaign was a clever idea that through its functional benefits benefited the children and brought about real change. However, he did not associate any personal or collective benefits with the CRM campaign. He felt that trust, community, responsibility were built for him when looking at the campaign but not enrichment. He expressed that he would never use the product or need it therefore it wouldn't be able to enrich his life.

He stated that brands have a huge impact and influence on what they promote and what shapes society. Brands should use that power responsibly but they do not have a responsibility to take on social causes. He supports climate change causes but only if a real attempt to contribute to change through solutions are undertaken.

The participant resonated with the brand to a large extent but not fully. He perceived Savlon as a meaningful brand and resonated with it because a solution to a real problem was addressed and he can see the value in that. However, he did not resonate with it fully

as there were no personal benefits for him and the product featured in the campaign is not something he would use. However, he felt CRM is an effective tool for brands to use if they want consumers to perceive them as meaningful and resonate with them.

He explained that price and quality right now are the only factors taken into consideration when purchasing products, as there hasn't been a brand that he's been loyal to or needs in his life every day. With this in mind, he stated that if a need for purchasing the products that Savlon stock arises, he would approach Savlon first. This is due to Savlons efforts that made a difference and money that could go to future solutions. Although, he will approach Savlon first price and quality are still primary factors that would influence his purchase decision. He also expressed a positive brand image and a better understanding of who Savlon is and what their values are.

Therefore, by resonating and finding Savlon meaningful to a large extent due to their authentic CRM campaign there are intangible benefits for Savlon.

4.7. Findings in Context of Literature and Gen Z respondents

1. Meaningful brands

A meaningful and purpose-driven brand can build a strong emotional connection with its customers as it resonates with them by inspiring and engendering respect (Prophet, 2019). 45% of Gen Z respondents developed an emotional connection to Savlon after watching their CRM campaign and finding it a meaningful brand to resonate with. The CRM tool used the social cause to become meaningful to consumers. The social cause campaign needs to incorporate the three pillars of meaningful brands (Aaker, 2019).

A meaningful brand goes beyond the functional benefits and instead provides a purpose that customers can believe in that can also be perceived as personal and collective benefits (Aaker, 2019). Data shows that 15 participants that perceived Savlon to have personal, functional and collective benefits developed stronger emotional attachments to the brand which influenced their purchasing decisions. Participants that found Savlon to only have functional benefits and collective benefits are still perceiving Savlon as a meaningful brand but there is no emotional connection established and therefore only intangible benefits apply.

Therefore, social cause /CRM campaigns need to deliver on all three benefits and trust, enrichment, responsibility and community for an emotional connection to be established and the brand to be seen as meaningful to consumers (Enslin, 2019). Savlons social cause campaign met this criterion for 4 participants who expressed an emotional connection to the brand and perceived it as meaningful.

These 4 participants that had the strongest emotional connection (resonation) had a higher number of benefits for Savlon. The benefits of meaningful brands are the ability to increase brand equity, strong customer loyalty and retention, a positive brand image, establishing a strong emotional relationship with consumers and customers being less price-sensitive (Aaker, 2019). The four participants that found Savlon a meaningful brand had the benefits mentioned above.

2. Emotional branding

Emotional branding is the process of building a relationship between the consumer and a brand by provoking their emotions (Karnes, 2020). Savlon created this by becoming a meaningful brand to consumers. Participants demonstrated that a meaningful brand develops a purpose and trust that builds an emotional connection. Along with strengthening this emotional connection comes resonating to the social cause.

Brands need to establish a strong sense of trust and likability with consumers, after this is achieved the consumer rationalises their emotional connection to the brand (Campbell, 2016). Consumers need to like the cause to develop an emotional connection and perceive the brand as meaningful. Therefore the social good campaign has to be likeable to resonate with consumers. Participant 1 stated, “there’s a strong emotional connection to the brand because I relate to the issue” (Interview 2, 2021). The Savlon campaign translated likability into relating or supporting a cause for participants to resonate with. Data findings show that participants are more likely to support causes they resonate with.

Therefore emotional branding is made up of consumer trust & likability along with meaningful brands to establish an emotional connection (Campbell, 2016). Emotional branding will be successful if the social cause resonates with consumers, therefore brands should pick a cause that links to their product or affects their stakeholders (Kim & Sullivan, 2019).

Emotions play a predominant role in purchasing decisions where 90% of buying decisions are made subconsciously (Karnes, 2020). Therefore if brands can link their social cause to build an emotional bond with the consumer the results will be an increase in consumer loyalty and a subconscious need to support the brand (Karnes, 2020). Four participants who found Savlon to be a meaningful brand with an emotional connection too stated that they would purchase Savlon over competitors even if Savlon was more expensive.

3. Social good and resonating with consumers

Social good becomes a part of the advertising and marketing campaigns more to bring awareness, change, advocacy, and for the good of humankind rather than to yield profits (Yilmazer, 2018). All participants saw Savlon as a social cause that made a difference and brought real change to India with hygiene and sickness prevention. The social good campaign being action based to create small scale solutions and bring awareness were the fundamentals in creating an authentic CRM campaign that consumers can resonate, trust and like. Brands need to take a genuine interest and willingness to engage with customers needs in a societal context (Brisk, 2019). By doing this customers can sense the brands authentic, sincere and transparent purpose in which they can buy into (Enslin, 2019).

4. Cause-Related Marketing

A key aspect to CRM is that it is not merely a superficial initiative that is behind the scenes and only to boost a brands image but rather driven by a deliberate and well-planned marketing activity aimed to simultaneously increase sales and promote the social cause for meaningful engagement with consumers (Choi & Seo, 2019). Participants found Savlon to be a CRM campaign and a meaningful brand that they resonated with. Therefore

CRM demonstrates an ethical and altruistic obligation to society which results in building a positive brand image, positioning the brand positivity in the mind of the consumer and increasing purchase intentions of customers (Aggarwal & Singh, 2019). All 33 respondents admitted to building at two or more benefits mentioned above.

Therefore CRM when incorporated with meaningful brands, authentic social good and emotional branding are effective in resonating with consumers and having a wide range of benefits for the brand.

4.8. Research Question and Objectives

Research Question

What are the tangible and intangible benefits for brands using cause-related marketing as a tactic to resonate with the Gen Z audience in Durban?

The main intangible benefit is a positive perception of the brand's image. Other popular intangible benefits include: Increase in brand awareness, developing an emotional connection to the brand, building customer loyalty, brand advocacy, perceived quality and creating shared value. This is consistent with the benefits of brand equity (Keller, 2008).

While the tangible benefits include purchasing the brand over competitors if the price is the same and to a lesser extent purchasing the brand over competitors even if the brand is more expensive (Data Findings, 2021). The latter tangible benefit only occurs when brand resonance is very strong and data interpretations show that the participant that cared deeply and resonated strongly with the Savlon social cause was inclined to this action (Data Findings, 2021).

Objectives

What is the role of cause-related marketing?

CRM as an effective tool plays an important role in adding value to society, the brand and its consumers. CRM is able to build meaning and an emotional connection with consumers to resonate with. Participants expressed that CRM adds value to society through authentic campaigns that advocates and make a real difference for social causes. CRM would strategically choose a cause that aligns with its brand, business and its stakeholders (Aggarwal & Singh, 2019)

CRM provides value to consumers through perceived functional and collective benefits of the brand serving a purpose that consumers buy into/ contribute to/ make a difference by supporting and relating to. CRM's role towards a brand is the listed benefits associated with resonating with a brand. According to all participants, CRM is an effective tool for Gen Z to resonate with a brand.

What is the criteria for building brand resonance with Gen Z in South Africa?

Brand resonance is achieved through an integration of tactics including authentic CRM and social good initiatives that create a measurable change and benefit to society. It also includes building an emotional connection with consumers usually through a relatable cause that the audience cares about (Data finding, 2021) (Enslin, 2019).

Emotional branding must also gain the consumer's trust (authentic campaign) and must be likeable (cause they support) to build brand resonance (Data finding, 2021) (Enslin, 2019). Brand resonance is stronger when the brand has a purpose in which the CRM campaign carries out and correlates to the brand value and purpose (Enslin, 2019). The three meaningful brand pillars criteria of functional benefits, personal benefits and collective benefits are imperative and need to be incorporated into the CRM campaign (Data finding, 2021) (Enslin, 2019). Lastly, the We brands framework of responsibility, community, contribution and enrichment must also be evident in social good CRM campaigns (Data finding, 2021) (Enslin, 2019).

Does cause-related marketing of social issues resonate with the Gen Z audience?

Yes, 78% of respondents said yes, while 22 % said to a small extent (Data Findings, 2021). The key insight was that the social issues must be undertaken with authentic campaigns. CRM campaigns need to have measurable results of the difference made and not a superficial initiative. The CRM causes must also be relatable to consumers for their buy-in (Data Findings, 2021).

Yes, data findings demonstrate that all Gen Z participants that found Savlon to be a meaningful brand that they resonated with it. Data findings show the more a participant resonates and finds a brand meaningful (meets the criteria) the more associated benefits a brand can expect to receive from the participant. Participants that resonated the most were influenced in their purchasing decisions and brand perception of Savlon.

Is cause-related marketing a useful tactic?

Cause-related marketing is a useful tactic in building resonance, however, the social good cause must align with the brand's purpose and values as only those consumers that deeply relate to the social good cause will be more inclined to possess the associated benefits of brand equity (Prophets, 2019). Therefore, to create a wider reach and impact

brands should integrate all brand resonance tactics discussed in the literature within their CRM campaigns (Campbell, 2016).

5. Conclusion

5.1. Ethical Considerations

The research topic will first gain approval from the IIE and permission to conduct research on campus with students and adhere to the regulations of the post-graduate handbook refer to Appendix B & Z (IIE, 2021). All sources cited will be credible, trustworthy, and relevant (IIE, 2021). The IIE will grant permission before convenience sampling occurs on campus. All students participating will be 18 years or older.

Participants' involvement will be voluntary and they will be informed of the purpose of the study through Appendix C (IIE, 2021). Student responses will be confidential and data will be safely stored on a secure online platform (IIE, 2021). No invasive data collection methods will be used, the researcher will remain respectful and accommodating at all times while recording interviews, refer to Appendix D (IIE, 2021). Due to Covid a safe distance and precautions will be taken to ensure participants' safety. No leading question will be asked and data will not be analysed or represented with bias (IIE, 2021).

5.2. Limitations and Delimitations

Limitations refer to occurrences and situations that are out of the researcher's control (Maree, 2020).

The limitation that applies to this research study is the lack of time. To gain an in-depth understanding of CRM building meaningful brands and resonating with IIE students requires multiple campaigns to be assessed. However, the interviews and questionnaires cannot be a lengthy and inconvenient process for participants so the research is limited to one campaign which makes the findings harder to generalise.

Another limitation is that some participants will be from the Vega campus which is a branding school and will have more insights into CRM than an average Gen Z consumer which therefore does not represent Gen average consumer. To account for this VC students from different degree backgrounds will be approached to participate for a more holistic view of Gen Z opinions.

Due to Covid 19, the access for interview participation is more rigid which decreases the sample size. Another limitation is questionnaires are done online and require students to use their WIFI and data to watch the Salvon CRM video and complete the questions which could be an inconvenience if done at home with load shedding or lack of data. A limitation applicable to the questionnaires is that respondents may not elaborate on their answers which leave the data collected insufficient.

Delimitations

Delimitations arise from the limitations of the study but are the researchers specific choice to apply to the study (Maree, 2020).

In relation to this study, the delimitations are the small sample size that consists of a total of 25 participants, therefore making the findings harder to generalise. The sample size is also relevant to Durban students who may differ from other university cultures that could yield a different point of view.

The research objective aims to see if CRM is successful but does not explore the pitfalls of CRM as a marketing method but rather focuses on the perceived benefits.

5.3. Anticipated Contributions and Heuristic Value

The anticipated contributions that this study aims to yield is the effectiveness and success of cause-related marketing and whether it is the correct method to capture the Gen Z audience. While this study cannot be generalised it will provide insight from the Gen Z point of view as to what tactics resonate with them and why. These findings can be built upon to create an alternate strategy to resonate with Gen Z. The CRM also aims to see what benefits brands can expect if it does resonate with Gen Z and then brands can assess if these benefits are valuable to them or not and then compare it to other methods that yield the same benefits to see which is more cost-effective.

This study assesses the personal opinion of a Gen Z individual whose consumer behaviour may differ from their online persona. As mentioned in the literature review, Gen Z is an inclusive generation that tends to care about social issues but all this usually occurs on social platforms that sway their behaviour in a public forum (De, 2020).

However, with an anonymous questionnaire, an individual may be willing to admit their personal opinion that could differ from the masses and what influences their purchase decisions. This will gain further insight into the authenticity of resonating with the individual Gen Z consumer for brands to create a more accurate brand strategy.

5.4. Final Conclusion

Overall CRM is an effective tactic in building brand resonance, however, when combined with other brand resonance tactics it creates a stronger chance for Generation Z to resonate with. CRM mainly has intangible associated benefits for brands rather than tangible profitable benefits. CRM is most suitable for mature brands who are established in the marketplace and can enjoy the luxury of not being profit centred and instead focus on a holistic approach that creates a strong relationship and resonance with Gen Z consumers in South Africa (Keller, 2008). The CRM tactic is a long-term strategy that aims to build lifelong relationships with consumers. An authentic attempt at CRM is the only way to ensure the tactic is mutually beneficial to the brand and consumers.

(Total Word count:13 471)

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CONSENT FORM**Explanatory information sheet and consent form for participants**

To whom it may concern,

My name is Zahraa Mall and I am a student at Vega. I am currently conducting research under the supervision of Sarah Freestone about the shift of cause-related marketing within the next decade, a qualitative analysis into understanding what brands incorporate to resonate with the Gen Z audience in Durban. I hope that this research will enhance our understanding of which marketing methods are most successful moving forward within the next decade.

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

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

I would like to invite you to participate in this research because it will provide me with key insight into how Gen Z perceives marketing tactics. If you decide to participate in this research, I would like to show you examples of cause related marketing and ask you questions on your views and opinions.

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

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

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

Do I have to participate in the study?

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

Will my identity be protected?

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

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my BA Honors in Strategic Branding and Communication. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

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

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

My contact details are as follows:

Zahraa Mall



The contact details of my supervisor are as follows:

Sarah Freestone

**Participant or respondent consent**

I, _____, agree to participate in the research conducted by Zahraa Mall about the shift of cause-related marketing within the next decade, a qualitative analysis into understanding what brands incorporate to resonate with the Gen Z audience in Durban.

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

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

Signature	Date

Annexure K: Consent Form for Audio Recordings

Annexure K

2021

CONSENT FORM FOR AUDIO OR VIDEO RECORDING

Consent form for participants	
I, _____, agree to allow Zahraa Mail to audio record my interviews as part of the research about the shift of cause-related marketing within the next decade, a qualitative analysis into understanding what brands incorporate to resonate with the Gen Z audience in Durban. This research has been explained to me and I understand what participation in this research will involve. I understand that: • My confidentiality will be ensured. My name and personal details will be kept private; • The recordings will be stored in a password-protected file on the researcher's computer; and • Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.	
Signature	Date

Annexure A: Qualitative Questionnaire

Cause- related marketing

To whom it may concern,

My name is Zahraa Mall and I am a student at Vega. I am currently conducting research about the shift of cause-related marketing within the next decade, a qualitative analysis into understanding what brands incorporate to resonate with the Gen Z audience in Durban.

Participation is voluntary and confidentiality is ensured. All participants must be between the ages of 18-24 years old and live in Durban. Participants have a right to withdraw their responses at any time. Participants may be quoted directly when the research is published, but all identities will be protected. Thank you for your time.

In order to answer the questions below please watch a short clip on an example of a cause-related marketing campaign.

<https://sites.wpp.com/wppadcream/2017/healthcare/consumer-traditional/savlon-healthy-hands-chalk-sticks/>

or

<https://www.youtube.com/watch?v=VhVfLoKqS1o>

* 1. Do you agree to voluntarily participate in this research study? Participants must be between the ages of 18-24 years old and live in Durban.

☐ Yes

☐ No

2. Definition of Cause-related marketing (CRM): CRM is when a brand addresses a social cause while promoting its product.

Are you aware of cause-related marketing as a tactic in advertising?

☐ Yes, I've noticed other brands incorporate it.

☐ No, I am not aware of this tactic

3. Definition of a purposeful brand: A purposeful brand does not only concentrate on profit but has a human-centred, socially-engaged approach to create value for a broad set of stakeholders

Do you agree Savlon is a purposeful brand?

☐ Strongly agree

☐ Agree

☐ Neither agree nor disagree

☐ Disagree

☐ Strongly disagree

* 4. Are brands that have a purpose more likely to appeal to you?

☐ Yes

☐ No

☐ Why?

5. Are brands that address social issues perceived as purposeful?

☐ Yes

☐ No

☐ To a small extent

6. Which social causes do you support or appeals to you? (Please select all that apply)

☐ Poverty

☐ Climate Change and the Environment

☐ Politics

☐ Civil Rights

☐ Discrimination

☐ Gender Inequality

☐ Healthcare Availability

☐ LGBTQ+

☐ Other (please specify)

☐ None of the above

7. Which of these factors are important to you when a brand addresses a social issue? (Please select all that apply.)

☐ Increasing awareness for the social issue

☐ Creating a platform for people to discuss the social issue

☐ Creating a small scale solution to help to social issue

☐ Making a difference in peoples lives

☐ The quality of the product is not compromised through the social cause (eg: paper straws replacing plastic straws)

☐ Other (please specify)

8. Did the Savlon cause-related marketing campaign resonate with you? If No, why?

- ☐ The campaign does not benefit you directly
- ☐ Price and Quality are the only factors you take into consideration when buying a product
- ☐ Its a superficial campaign
- ☐ Other:

9. Did the Savlon cause-related marketing campaign resonate with you?

If Yes, which of the following applies to you when resonating with Savlon?
(Please select all that apply)

- ☐ Have a positive perception towards Savlon's brand image
- ☐ More likely to buy Savlon over a competing brand if price is the same
- ☐ More likely to buy Savlon over a competing brand even if Savlon is more expensive
- ☐ Customer loyalty to the brand
- ☐ An emotional connection to the brand was established
- ☐ Increase brand awareness, you are more likely to share the Savlon campaign to friends and family through word of mouth or social media.
- ☐ Perceive Savlon as unique or to have a differentiating competitive advantage

- ☐ The Savlon campaign contributes to its brand equity
- ☐ Recommend Savlon to others
- ☐ Other (please specify)

10. After understanding what cause related marketing is do you believe its an effective method to build a purposeful brand that resonates with you?

- ☐ Yes
- ☐ No
- ☐ Only if used correctly (authentic attempt)

Done

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Annexure B: Interview Questions

1. After watching the campaign do you understand what cause-related marketing is?
2. After watching this campaign do you believe it provides * functional, collective and personal benefits? * concept was explained
3. Does the Savlon brand build trust, community, responsibility and enrichment? * concept was explained
4. Do you feel brands have a responsibility to society?
5. What causes would you personally support and when a brand addresses this cause what actions would you want them to undertake?
6. Do you feel the Savlon campaign resonated with you?
7. Are price and quality the deciding factor when purchasing?
8. Is CRM an effective tactic for a brand to be meaningful?
9. When you resonate with a campaign what does that translate into for you? and are any of the following applicable:
 - The Savlon campaign contributes to its brand equity
 - Perceive Savlon as unique or to have a differentiating competitive advantage
 - Increase brand awareness, you are more likely to share the Savlon campaign to friends and family through word of mouth or social media.
 - An emotional connection to the brand was established
 - Customer loyalty to the brand
 - More likely to buy Savlon over a competing brand even if Savlon is more expensive
 - Have a positive perception towards Savlon's brand image
 - More likely to buy Savlon over a competing brand if price is the same
10. Free flow for dialogue that comes up in the interview.

Annexure C: Sample of data analysis of questionnaire

(Data Analysis, 2021)

Question 6: <u>Which social causes do you support or appeals to you?</u>	
<u>Codes:</u>	
-Poverty	94%
-Climate Change and the Environment	82%
-Politics	21%
-Civil Rights	39%
-Discrimination	67%
-Gender Inequality	64%2
-Healthcare Availability	64%
-LGBTQ+	18%
-Education	03%
-Animal rights	06%
- Body dysmorphia	03%
-Rape/Gender Based Violence	03%
<u>Themes in order of commonality:</u>	
Poverty	
Climate Change and the Environment	
Discrimination	
- Gender Inequality & Healthcare Availability	
Civil Rights	
Politics	
LGBTQ+	
Animal rights	
- Education & Rape/Gender Based Violence & Body dysmorphia	

Annexure D: Sample of data analysis of interviews

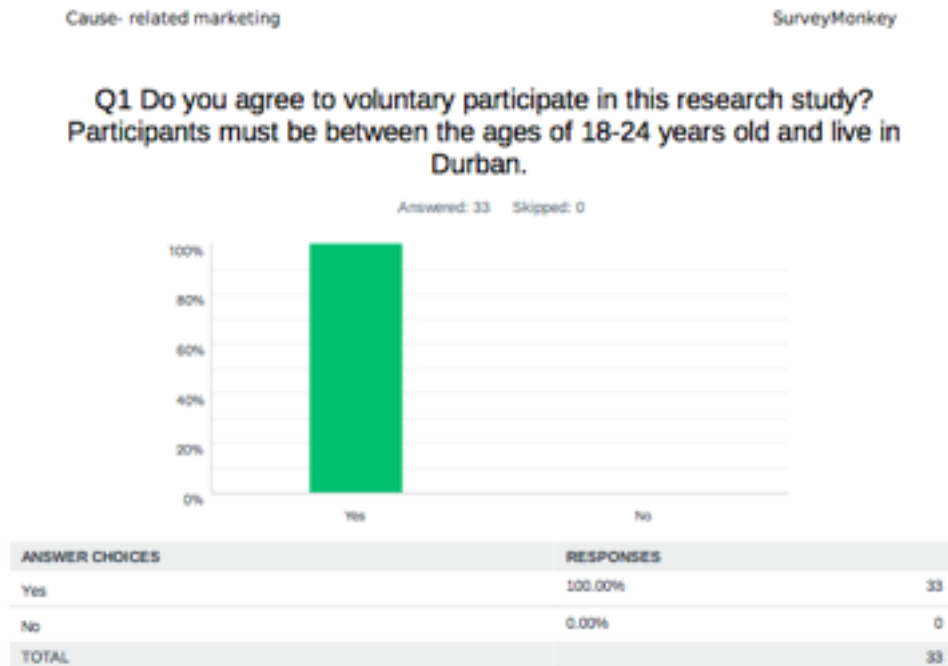
Interview 1

Question 1		Time Stamp	Codes
Interviewer	After watching the campaign do you understand what cause related marketing is?	0.0 sec	
Interviewee 1	Yes, I'm aware of tactics like this, I've never really taken note of them before because the brands I buy and support don't really make use of CRM. And if they have I've not been aware of the campaign. This was a really good example of CRM but I feel like other brands don't do it that well and it's kind of superficial.	0.3-16 secs	• Lack of awareness around campaigns • Superficial campaigns

(Data Analysis, 2021)

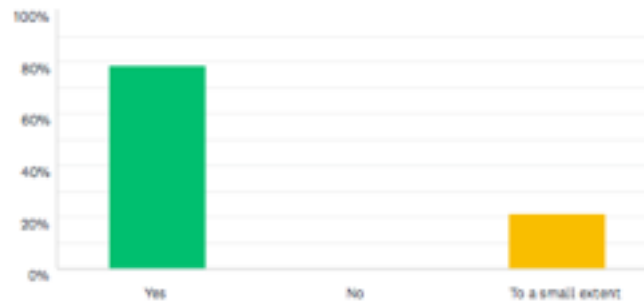
Annexure F: Presentation of data gathered from qualitative questionnaires

(Data Findings, 2021)



Q5 Are brands that address social issues perceived as purposeful?

Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	78.79%	26
No	0.00%	0
To a small extent	21.21%	7
TOTAL		33

Q6 Which social causes do you support or appeals to you?(Please select all that apply)

Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
Poverty	93.94%	31
Climate Change and the Environment	81.82%	27
Politics	21.21%	7
Civil Rights	39.39%	13
Discrimination	66.67%	22
Gender Inequality	63.64%	21
Healthcare Availability	63.64%	21
LGBTQ+	18.18%	6
Other (please specify)	12.12%	4
Total Respondents: 33		

#	OTHER (PLEASE SPECIFY)	DATE
1	Education	8/3/2021 4:17 PM
2	Animal rights	8/3/2021 3:18 PM
3	Body dismorphia	8/3/2021 8:39 PM
4	Animal cruelty, rape/GBV	7/31/2021 6:33 PM

Q7 Which of these factors are important to you when a brand addresses a social issue ? (Please select all that apply.)

Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES	
Increasing awareness for the social issue	78.79%	26
Creating a platform for people to discuss the social issue	54.55%	18
Creating a small scale solution to help to social issue	66.67%	22
Making a difference in peoples lives	84.85%	28
The quality of the product is not compromised through the social cause (eg: paper straws replacing plastic straws)	45.45%	15
Other (please specify)	0.00%	0
Total Respondents: 33		

Q8 Did the Savlon cause-related marketing campaign resonate with you? If No, why?

Answered: 20 Skipped: 13



ANSWER CHOICES	RESPONSES	
The campaign does not benefit you directly	45.00%	9
Price and Quality are the only factors you take into consideration when buying a product	40.00%	8
Its a superficial campaign	10.00%	2
Other:	10.00%	2
Total Respondents: 20		

#	OTHER:	DATE
1	I'm more in life to make savlon purchased based on the motive that they will continue to do such work in other communities	8/1/2021 8:39 PM
2	Super clever, relevant, makes sense for the brand's primary product and purpose to disinfect	7/31/2021 6:33 PM

**Q9 Did the Savlon cause-related marketing campaign resonate with you?
If Yes, which of the following applies to you when resonating with Savlon?
(Please select all that apply)**

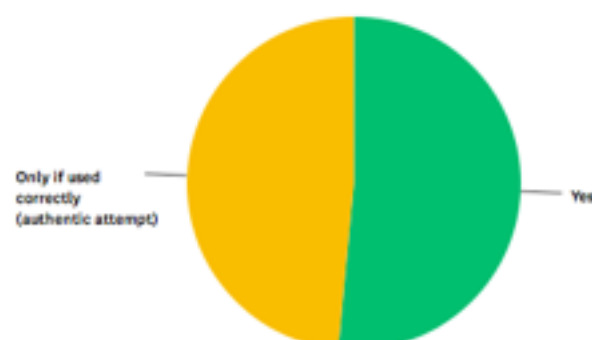
Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES
Have a positive perception towards Savlon's brand image	69.70% 23
More likely to buy Savlon over a competing brand if price is the same	36.36% 12
More likely to buy Savlon over a competing brand even if Savlon is more expensive	6.06% 2
Customer loyalty to the brand	18.18% 6
An emotional connection to the brand was established	45.45% 15
Increase brand awareness, you are more likely to share the Savlon campaign to friends and family through word of mouth or social media.	45.45% 15
Perceive Savlon as unique or to have a differentiating competitive advantage	30.30% 10
The Savlon campaign contributes to its brand equity	39.39% 13
Recommend Savlon to others	15.15% 5
Other (please specify)	0.00% 0
Total Respondents: 33	

Q10 After understanding what cause related marketing is do you believe its an effective method to build a purposeful brand that resonates with you?

Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	51.52% 17
No	0.00% 0
Only if used correctly (authentic attempt)	48.48% 16
TOTAL	33

Annexure G: Presentation of Data gathered from one on one interviews

Interview 1 -Word cloud (Data Findings, 2021)



Interview 2- Word cloud (Data Findings, 2021)



Interview 3- Word cloud (Data Findings, 2021)



Annexure E: Research Request Form

Annexure E – Research request form (IIE007)
2021



ANNEXURE E – RESEARCH REQUEST FORM (IIE007)

REQUEST TO CONDUCT RESEARCH ON OR ABOUT STUDENTS, STAFF, SITES OF ARTEFACTS OF THE INDEPENDENT INSTITUTE OF EDUCATION (THE IIE)

General instructions:

- This is a non-editable form; only ungreyed fields in the tables can be filled in. Some fields provide spaces for ticks, while others provide spaces for text to be entered or dates to be selected.
- Context-specific instructions appear in some sections.
- Only tick relevant boxes. All relevant dates must be selected by those and only those to which the date selection is relevant. Not all text fields will be relevant to all candidates. Where a text field is not, please mark it with an 'N/A' to indicate that the empty field was not overlooked.
- Text fields, though small in appearance, automatically expand as required by the text. Tables are also adjusted accordingly as a result.
- Headings and contextual delimitation appear in black text in the tables. The text you insert in the applicable fields in the tables will appear in blue. This cannot be changed.

Note for candidates who are not affiliated to The IIE as a student, staff member or contractor:

This form, and all other relevant documentation, should be completed and forwarded electronically to research@iie.ac.za and marked for the attention of the Dean: Research and Postgraduate Studies. Where applicable, you must provide the required accompanying documentation with this form, such as an ethics clearance certificate, a participant or respondent consent form and your measurement instrument.

Note for candidates affiliated to The IIE as a student, staff member or contractor:

Find out who the person responsible for managing research is at your campus. It is their job to send your completed research request form to the office of the Dean: Research and Postgraduate Studies. Where applicable, you must provide the required accompanying documentation with this form, such as an ethics clearance certificate, a participant or respondent consent form and your measurement instrument.

About the researcher													
Title	Prof	☐	Dr	☐	Ms	☒	X	Mrs	☐	Mr	☐	Mx	☐
First name(s)	Zahraa Hassan												
Last name	Mall												
Student number (if applicable)	[REDACTED]												
SA ID number	[REDACTED]												
Passport number (if applicable)	N/A												
Home address						Postal address							
[REDACTED]						Tick if same as home address						yes	

Code:		Code:	
Telephone number	N/A	Cell phone number	
Email			

About the researcher's affiliations												
Institutional affiliation												
<i>If research forms part of a qualification or institutionally sanctioned research project</i>												
Institution enrolled at	Vega La Lucia											
Qualification name	BA Honors in Strategic Branding and Communication											
Faculty or area of study	Strategic Branding and Communication											
About the supervisor or promoter												
Title	Prof	☐	Dr	☐	Ms	☒	Mrs	☐	Mr	☐	Mx	☐
First and last names	Sarah Freestone											
Email address												
Corporate or organisational affiliation												
<i>If the research forms part of a project sanctioned by a company or association or organisation</i>												
Employer	N/A											
Physical address	N/A											
	Code	N/A										
Contact number	N/A											
Researcher's position or designation	N/A											
About the head of the company, association or organisation												
Title	Prof	☐	Dr	☐	Ms	☐	Mrs	☐	Mr	☐	Mx	☐
First and last names	N/A											
Email address	N/A											
Researcher's position or designation	N/A											

About the research	
Purpose of the proposed research	Undergraduate study

Section 1 Tick the appropriate option	Postgraduate study	X
	Private company or agency	
	IIE Celebrate Teaching and Learning	
	Other (if other, explain below)	
Qualification or output type For example, a Master's degree or a journal article	Honors Dissertation	
Full title of the research	An exploratory study into the shift of cause-related marketing within the next decade, a qualitative analysis into understanding what brands incorporate to resonate with the Gen Z audience in Durban.	
Value of the research	Determining if new marketing methods are successful	
Proposed date of completion	13 September 2021	
Proposed date of submission of research findings to The IIE	16 August 2021	

About the methodology					
<i>Indicate by ticking the appropriate block and answering the relevant sections.</i>					
Questionnaire	☐	Interviews	☐	Observations	☐
Existing	☐	Structured	☐	Number of observations	...
Own	☒	Semi-structured	☒	N/A	
Open-ended	☒	Number of interviews	5		
Number of respondents	20	Focus group or workshop	☐		
Images of cause related marketing will be inserted into the questionnaire and participants will respond according to their views of cause related marketing and if it resonates with them		Participants per focus group	...		
		Number of focus groups	...		
	Participants will be shown a comparison video of cause related marketing vs traditional marketing and will be asked to discuss their views, what resonates with them and if they are more likely to support a brand due to the campaign				
Purposive	☐	Random	☐	Snowball	☐
Convenient	☒	Stratified	☐	Census	☐
Other (if so, state)	N/A				
Other methods <i>If so, state the method and expand on how it will be used</i>	N/A				
List of the student or staff groups, sites or artefacts under study	VC and Vega Durban students from different degrees. 1st, 2nd, 3rd and Honor students.				
Average time participants or respondents will be involved in research activities	Questionnaires = 3 mins Interviews = 7 min				

About the ethics considerations for the research						
Aspects considered	Informed consent	☒	Anonymity	☒	Confidentiality	☒
	Committed to give feedback on the study	☐	Voluntary participation	☒	Vulnerable group involved	☐
	Elaborate on vulnerable groups		N/A			

Documentation submitted with proposal* <i>Select the applicable options</i>	Ethics clearance certificate or letter	X
	Instrument(s) (interview schedule or questionnaire)	X
	Participant or respondent consent form that includes information sheet for participants or respondents	X
	Audio-visual consent form (if applicable)	X

Conditions for conducting research on or about students, staff, sites or artefacts of The Independent Institute of Education

1. A copy of the final paper must be submitted electronically to The IIE's Dean for Research and Postgraduate Studies at research@iie.ac.za no later than 30 days post finalisation.
2. The researcher(s) is not permitted to either refer to The IIE or any of its educational brands or to the name, logo, brand or any other identifiers of The IIE or any of its educational brands in any way, including, but not limited to, in questionnaires, surveys, interviews, proposal or research reports. The IIE or educational brand in question must be referred to in a generic manner, for example, 'A private provider'.
3. 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.
4. If the Learning Management System (LMS) of The IIE is used, the researcher(s) is not permitted to refer to it by name. Learn needs to be referred to in a generic manner, for example "the Learning Management System of a Higher Education provider."
5. A copy of this letter must be forwarded to the relevant person(s) at the brand or The IIE that would be involved in the study.
6. Research must be conducted in such a way that the normal programme and operations of the site/offices is not interrupted.
7. The principal/ manager of a site must be consulted about an appropriate time when the researcher(s) may carry out the research at the site.
8. The researcher(s) may only use this data for these research purposes and in no other way.
9. Should the researcher(s) wish to publish this research or in any way make the results public, for example by publishing the results on a social media platform, this committee will need to approve a request to this end first.
10. No names or identifying information of participants may be used within the research and the research must be voluntary.
11. Photographs of human subjects may only be taken if relevant to the research and informed consent from the participants or respondents was obtained, and, even with informed consent, the photographs may not be published.
12. 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 or the offices visited for supplying such resources.
13. If any of The IIE reports or policies are used as part of the research, all identifying information needs to be removed.
14. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled or advised based on this.
15. The reference number of the permission letter, if permission is granted, must appear, in one format or another, on all research documentation distributed amongst IIE staff or students.

Declaration by the researcher

1. I declare that all statements made by myself in this application are true and accurate; and 2. I accept the conditions associated with the granting of approval to conduct research and undertake to abide by them.	
X _____ Zahraa Mall	15 June 2021
Signature of the researcher	Date

Declaration by the supervisor/promoter/lecturer	
I declare that	
1. the above researcher is enrolled at the institution/ employed by the organisation to which the undersigned is attached; 2. and that the research proposal and or study has been approved by the Ethics Committee of The Independent Institute of Education; and 3. and that the questionnaires/structured interviews/tests meet the criteria of: • Educational accountability; • Proper research design; • Sensitivity towards participants; • Correct content and terminology; • Acceptable grammar; and • Absence of non-essential/superfluous items.	
04  Sarah Freestone	15 June 2021
Signature of the supervisor/promoter/lecturer	Date

Annexure X: Vega Ethics Checklist



Vega Ethics checklist: RESE8419/p/w

Student Details												
Title	Prof	☐	Dr	☐	Ms	☒	Mrs	☐	Mr	☐	Mx	☐
First name(s)	Zahraa Hassan											
Last name(s)	Mall											
Title of study	An exploratory study into the shift of cause-related marketing within the next decade, a qualitative analysis into understanding what brands incorporate to resonate with the Gen Z audience in Durban.											
Qualification	BA Honors in Strategic Branding and Communication											

Supervisor Details												
Title	Prof	☐	Dr	☐	Ms	☒	Mrs	☐	Mr	☐	Mx	☐
First and last names	Sarah Freestone											

Co-supervisor Details (if applicable)												
Title	Prof	☐	Dr	☐	Ms	☐	Mrs	☐	Mr	☐	Mx	☐
First and last names	N/A											

Explaining your research process						
Philosophical paradigm	Positivism	☐	Interpretivism	☒	Constructivism	☐
	Realism	☐	Objectivism	☐	Pragmatism	☐
	Functionalist	☐	Subjectivism	☐	Humanist	☐
	Other:					
Research design:	Interview	☒	Questionnaire (self administered)	☒	Focus group	☐
	Ethnography/ Observation	☐	Artefact analysis/website/ social media analysis	☐	Action Research	☐
	Case Study	☐	Design Research (Practice based)	☐		☐
	Other (if so, state)	☐	Click or tap here to enter text.			
Brief explanation of the population and number of participants/items	25 Students from Vega and VC campuses in Durban. 1st, 2nd, 3rd and honour students included.					

Target group sampling methods/artefact (No under 18's or vulnerable groups allowed)	Purposive	☐	Random	☐	Snowball	☐
	Convenient	☒	Stratified	☐	Census	☐
	Explain selection process		Once permission from the IIE is granted I will approach lectures to gain access to their classes to reach my target group.			

Ethics		
Documentation submitted with proposal	Gatekeeper's letter (institutional consent)	☐
	Completed Annexure E if you conduct research on IIE sites/students/staff	☒
	Instrument(s) (interview schedule or questionnaire)	☒
	Participant or respondent consent form	☒
	Audio-visual consent form (if applicable)	☒

Campus ethics committee recommendation	
Proposal has been reviewed by the supervisor and necessary ethics considerations have been included. ☐ Accepted as is and provide letter ☐ Accepted with provisions: Nature of provision: <i>e.g. Instrument is not sufficient / included and need to be signed off by the supervisor</i> ☐ Major issues: Student should not continue with fieldwork. Actions to be taken: Click or tap here to enter text.	
Supervisor signature	
	15 July 2021.
Co-supervisor/Campus ethics panel member signature	
	15 July 2021.

Annexure Z: Honours Ethical Clearance Letter



Date: 15 June 2021

Student name: Zahraa Mall

Student number: [REDACTED]

Campus: Vega La Lucia

Re: Approval of RESE8419 Proposal and Ethics Clearance

HONOURS 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.

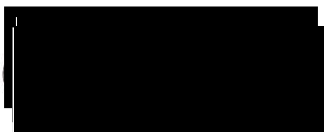
Permission is granted subject to the following conditions:

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 name: Sarah Freestone

Signature: 

Campus Postgraduate Coordinator (CPC) name: Carolanda du Toit

Signature: 

Originality Report

Research Report

Zahraa Mall

on Mon, Nov 29 2021, 11:17 PM

100% highest match 83% average match

Submission ID: 90b3d76e-ad11-4dc7-a9a3-60d30219d597

Attachments (2)

Zahraa Mall final research report 2021.docx 100%

Word Count: 15,861

Attachment ID: 5022827330

Zahraa Mall Final Research Project 2021.pdf 66%

Word Count: 18,103

Attachment ID: 5022827342

Final Research Report Summary Document Table

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Lit Review – Conceptual Framework	Paradigm	Data Collection Method(s)	Ethics	Key Findings
The purpose is to determine the cause related marketing tactic builds brand resonance amongst Generation Z, and if so what benefits are associated with brand resonance?	What are the tangible and intangible benefits for brands using cause-related marketing as a tactic to resonate with the Gen Z audience in Durban?	There is a shift in what brands need to incorporate in their strategy to build relationships with consumers within the next decade, therefore the research wants to understand the importance of the cause related strategy.	(Campbell, K. 2016) (Kim, YK., Sullivan, P. 2019)	Theme 1 Cause-related Marketing Theme 2 Meaningful brands Theme 3 Brand Resonance Theme 4 Social good Theme 5 Savlon VS Pepsi Theme 6 Emotional Branding	Interpretivism Epistemology- Subjective opinions and perceptions about CRM resonating with Gen Z and why? Onotogly: Examines the social reality of Gen Z Approach Qualitative	One on one interviews Qualitative Questionnaire	Participants confidentiality Covid regulations Credible sources Unbiased analysis	CRM does build brand resonance for Gen Z, if they care about the cause and its creates tangible change. Benefits include building brand equity
Research Problem	Secondary Questions / Hypotheses/ Objective s	Key Concepts	Key Theories	Population	Sampling	Data Analysis Method(s)	Limitations	Recommendations
Traditional brand communication s is no longer effective as Generation Z are demanding brands to take a stance in society therefore is CRM and effective method to build brand resonance ?	- What is the role of cause-related marketing? - What is the criteria for a brand that wants to resonate with the Gen Z target audience?	Generation Z Emotional Branding Social Good Cause-Related marketing Meaningful Brands The digital age Brand purpose Brand resonance	We Good Brands Framework Meaningful Brands Criteria Commitment and Consistency	Gen Z between 18 and 24 years of age Durban and Gauteng	Non probability Sampling Convenience Sampling 37 participants	Thematic analysis	Small sample size Only one example of a CRM campaign used to gather feedback	CRM must relate to the values of the company to be mutually beneficial as it is not a profit centred strategy.
Key Contribution								
Authentic CRM campaigns that make a difference resonate and build brand equity for Generation Z								

