

An exploration into the rise in alcohol purchases and consumption by young black female working professional consumers in Bloemfontein South Africa.

BCom Honours in Strategic Brand Management

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

Acknowledgements:

As I write this I'm filled with plenty of emotions. I'm filled with the joy of completing my honours journey, the excitement of what's to come, relief that comes with the pressures of finishing this paper, and even fear of what's to come just to name a few. My journey towards completing my dissertation and my honours degree hasn't been an easy one, It's come with many challenges and a host of new experiences in a completely new environment.

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Abstract:

In the current period where consumers are flooded with all types of different advertisements and marketing campaigns. It becomes increasingly important for brands and brand teams to differentiate themselves and tailor the message to meet specific target consumers and what the potential consumer wants to hear, how this consumer wants to hear, and where this consumer wants it to happen.

The contents of this research paper show an attempt by the researcher to explore how females who happen to be young professionals purchase and the thought process behind their purchases. It has proven that these females indeed operate more independently and how well they relate to specific types of marketing.

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Chapter 1: Introduction

1.1. Background

For many centuries women have been denied equal opportunities in comparison to their male counterparts. From the beginning of time men have been seen as the hunter, whilst females have been expected to stay home and take care of the offspring, sometimes even forced. This has been happening not only in rural communities but across the world even in the “highly evolved west”. History has taught today’s generation about female liberation, not for absolute power, but for equal rights and somehow it is a constant battle to this day.

It is important when one discusses female liberation that one tackles economic empowerment as it’s a major part of liberation. The United Nations identifies economic empowerment as being of central importance to women’s rights and equality(unwomen.org, 2020). The UN states that “women's economic empowerment includes the ability to participate equally in existing markets; access to own and control over productive resources, access to decent work, control over their own time, lives and bodies; and increased voice, agency and meaningful participation in economic decision-making at all levels from the household to international institutions”(unwomen.org, 2020).

It is interesting to note that inequality and the type of advertising being aired on tv for many generations portrayed women as less than and in turn the global community has had separate unsaid rules for boys and girls, men and women. Phrases such as unladylike when a girl does something viewed as wrong versus boys will be boys whenever a boy does something wrong(psychologytoday.com, 2020). This double standard is even involved in perishable goods such as cannabis, alcohol, and cigarettes where it is seen as fine when men consume them but shunned upon when females do it. However, in recent years there's been a shift from media outlets and the content they portray with a much more positive outlook on femininity and clear quashing of gender roles in households and consumption of goods(newyorkfamily.com, 2020).

With specific attention drawn to alcohol and the purchasing and consumption in the South African market. The South African alcohol industry has many manufacturing competitors with the main ones including AbInBev, Heineken, Diageo, and Distell which all have their separate alcohol category focus(Businesswire.com, 2020). These four companies together hold the lion share of the alcohol market in South Africa as well as its marketing spends(Businesswire.com,2020). These companies need to capture the

next wave of consumer consumption behaviour which potentially involves the female market.

The South African alcohol industry is a well-oiled machine that includes various role-players including manufacturers, wholesalers, retailers, and consumers. The offering in this supply chain mentioned above has a host of alcohol types including wine, beer, white spirits, dark spirits, flavored drinks, and liqueurs. The liquor industry in South Africa is very often shunned upon seeing only the negative effects of irresponsible consumption of alcohol such as underage drinking, driving under the influence, consumption abuse, and fetal alcohol syndrome and never the positive. In 2019 the World Health Organization ranked South Africa 5th in terms of alcohol consumption amongst drinkers in the country, the organization suggests that on average of those who drink in South Africa, consume 28.9 liters per capita behind only Tunisia at 33.4 liters, Cook Island at 32.9 liters Eswatini at 32.7 liters and Namibia at 31.3 liters(businesstech.co.za, 2020). This suggests to the researcher that there's a lot of individuals in the South African market that consume alcohol, but begs the question, are females an equal part of this number?

According to the department of trade industry and competition the alcohol industry is responsible for over 100 billion rands towards the gross domestic product of South African(thedtic.gov.za,2020). The industry employs more than 500 000 people, be it directly or indirectly. It is due to these reasons why one can not simply ignore the impact it has on the economy and thus have to acknowledge its importance and try to figure out how best to capitalize on the next possible wave of consumer consumption behaviour which potentially involves a female consumer(thedtic.gov.za,2020).

Almost all of society is filled with a constant bombardment of advertising overall media platforms, making it crucial to the survival of any business or brand to understand their consumers and their train of thoughts otherwise the brands marketing efforts will fall on deaf ears(Rotfeld, 2006). This is why the study will bear fruit because it intends on understanding young professional black females, who one day will make up the bulk of the population in South Africa and thus have the potential to be the most valuable client in not only alcohol but all industries.

1.2. Rationale

For marketing teams and brand managers, advertising is one of the tools used to communicate messages with large groups of people(Fill, 2009); thus an important aspect of the study measuring its effectiveness. The entire advertising spend in South Africa in 2019 is estimated to be around 30.4 billion Rand(Guttman, A, 2019).

With this information taken into account it provides the researcher with enough motivation to pursue this study, to try to determine how important empowerment and femvertising is to selling products to the growing economically inclined female black consumer.

The topic of exploring the effects of empowerment on the rise of alcohol consumption by young black female working professionals in South Africa is therefore a worthwhile study as the principles and findings of this study could very well be applied with other products besides alcohol. The findings of this research could break the norm of how advertising is directed towards this demographic. Where in future brand managers of different types of products and brands can tailor a message that can help better engage with the consumer.

1.3. Problem Statement

With the scope of how the world operates, from what used to be to what is, there's an evident lack of information in understanding the educated black female consumer in South Africa and leading to a mismanagement of funds when marketing brands to this consumer. A problem of excessive advertising resources and without the subsequent female returns compared to their male counterparts. This study will, therefore, look to uncover the literature to support the statement made.

1.3.1. Research Questions

1. What's the correlation between women's empowerment and alcohol consumption?
2. Does the modern young black female working professional drink more than young black female working professionals who came before her?
3. How does femvertising, in general, resonate with the generation in question in Bloemfontein?
4. Which marketing activity ignites alcohol purchasing behavior in females?

1.3.2. Research Objectives

1. To explore the link between women's empowerment and alcohol consumption.
2. To understand if the current group of young black female working professionals think that they consume more alcohol than generations before them
3. To ascertain the perceived value of femvertising according to the generation in the question of females in Bloemfontein.
4. To determine which marketing activity works best for consumers.

1.4. Purpose Statement

Living in a society that is filled with advertising clutter on all media platforms, it becomes imperative to have an understanding of one's consumers and their thought process otherwise one's efforts become ineffective (Rotfeld, 2006).

This study will utilize key literature, quantitative and qualitative data to measure and explore the rise in alcohol purchases and consumption by black female working professional consumers in South Africa to help refine and tailor the marketing efforts of companies.

1.5. Conceptualisation

1.5.1. Key Concepts

1. Femvertising
2. Brand equity
3. Female empowerment
4. Consumer brand-perceptions
5. Purchasing behaviour

1.5.2. Theoretical definition of key concepts

1. Femvertising:

Advertising isn't a modern phenomenon, as it dates back many years. Advertising for a long time has been considered as a sales pitch and the art of selling by others.

Femvertising however is defined as advertising that puts forward pro-female talent, messages, and depiction, to uplift females (SheKnows media, 2004). The importance of this is to ascertain if females react with stronger emotions when an is done to uplift them.

2. Brand equity:

When brand managers try to determine how well the marketing activities in place to uplift a brand are received by the target population, it is often difficult to understand the

depth of some of the smaller activities and how they were received. Brand equity is defined as the amount of value a company receives from a product with a well-known brand name(Investopedia, 2020). Aaker defines it as the assets and liabilities linked with the brand for example its logo, slogan, name, and a host of other symbols used to express the brand(Aaker,1991).

3. Female empowerment:

Female empowerment is a topic widely discussed across numerous avenues, from business and politics to general conversations had by members of the public. It is defined as the active process whereby females acquire power and control over their lives and fuelled to make decisions about their lives(European institute of gender equality, 2020). The term is important to the study and appears often over the course of the paper as the researcher tries to show it's a correlation to spending patterns.

4. Consumer brand perceptions:

When marketing departments discuss consumer brand perceptions there's usually a level of uncertainty as to what it is and why it is important to understand it. Consumer brand perceptions are defined simply as what consumers believe a brand or product represents and not necessarily what the company says it is(qualtrics.com, 2020). In terms of the study, the researcher will try to ascertain how consumers feel about certain brands after they have seen certain advertisements.

5. Purchasing behavior:

The core of a buyer's outlook, preferences, intentions, and choices concerning a buyer's behavior within the marketplace when buying a product(Grimsley, 2015). It is also defined as a process whereby individuals decide and choose what to purchase when to buy to purchase, how to purchase, and from whom to purchase(Walters, 1978). For the researcher, it is imperative to understand how consumers think before they purchase, to plan marketing activities that the consumer can relate to, and can spark brand resonance.

Chapter 2: Literature Review

2.1. Introduction

The impact of advertising alcohol products and brands on purchasing behavior and consumption of alcohol is a topic that's been debated over the years and will continue to be a difficult topic to navigate despite over thirty decades of investigation. This study will attempt to investigate the impact of femvertising on alcohol consumption of a specific demographic namely the young black working professional women of South Africa and

understand why there's a generational increase in consumption. Several studies have been done in many countries around the world with similar themes, but never one that's concentrated on the South African landscape. According to Alan Abitbol, a consumer's location plays a role in how well they receive the femvertising efforts of a brand. The more urban the settlement the respondents of the study sample stayed and the more educated they were, the more likely the respondent was to have a positive feeling towards femvertising and vice versa(Abitbol, A & Sternadori, M, 2018).

Over the centuries there's been the constant practice of selling products to women with the promise of improving their identity or how they feel about themselves. The practice instead of enhancing a female consumer's self-worth rather did the opposite and brought in more doubt into the minds of millions of females. In recent times the advertising companies and brands themselves have taken a new leaf, choosing to use their advertisements to uplift female self-belief by displaying pro-female messages(Cox, J, 2019). The purpose of this marketing can often be seen as a social movement marketing that has to capture the ever-increasing cultural idea and turning it into the corporate culture of an organization's products(McIntyre,2015).

2.2. Theoretical Framework

Maslow's hierarchy of needs model is the theoretical framework that the researcher intends on using for this study. The premise behind using a theoretical framework is that it is the structure that holds and supports a research study, by introducing and giving thorough descriptions for why the research problem exists. Maslow's hierarchy of needs model is based on motivation and drive an individual has to achieve certain goals, in the form of a 5 layer pyramid where once tier 1 being the bottom is achieved the individual moves on to the next tier and it goes on until all tiers are achieved(Mcleod, 2007).

In Maslow's hierarchy of needs the five tiers starting from most important at the bottom to least important at the top, in each tier there're thorough descriptions which break down what the tier entails in full(Mcleod, 2007). At the bottom of the pyramid is the most essential tier which is the physiological needs each individual has. Physiological needs are the biological needs a human being has to survive, these include sex, shelter, sleep, clothing, food, and drink(Mcleod, 2007). These needs must be met as if they aren't the human can't fully function and all other needs only come to importance after this tier is fulfilled. The second tier of the five in Maslow's model is "safety needs". Safety needs are not complicated, the model states that a human must feel safeguarded against the elements, a sense of security law and order, as well as stability and the sense that they can operate freely(Mcleod, 2019). Once the safety needs have achieved an individual then moves to the third tier which is "the need to be loved and belong".

In the third tier of love and belonging which comes after physiological and safety needs, human contact becomes vital. It's based on the premise of the need for interpersonal relationships, where human beings need such as friendship, intimacy, receiving love, and belonging to certain groups such as family, friendship group, and occasionally a workgroup(Mcleod, 2007). The fourth needs tier in Maslow's hierarchy of needs is esteem needs, an individual only focuses on esteem needs once they've successfully achieved the first three tiers of the pyramid. The esteem needs are described by Saul Mcleod as a two-fold tier that has esteem for oneself and the desire for recognition and respect from others. The esteem of oneself includes factors such as achievement, dignity, mastery, and independence in its purest form(Mcleod, 2007), whilst the desire for respect from others is based on egoistic needs such as wanting others to not only see you but to acknowledge your importance.

In the highest tier of the pyramid being level five, is the need to self actualize. An individual can only be motivated to self actualize once the first four tiers needs' have been achieved according to Maslow. Self-actualization can be described as the need to fulfill and realize one's true potential and become aligned with who one is. Described as a "desire to become everything one is capable of becoming"(Maslow,1987). In Maslow's belief system he had the ideology that many if not every man had the drive to move up each tier to reach self-actualization, but couldn't manage to pass the lower tiers and move up where they want to be(Mcleod, 2007). After grasping the ideology of the Maslow hierarchy of needs the researcher realized that this model would best suit their study. The researcher came to this realization by trying to align the research problem which is trying to understand the psyche of young black female work professionals and whether feminist marketing attracts them to brands. It's important to understand where on their list of needs alcohol products and all that comes with it falls, as alcohol in itself is meant to be consumed in social settings, thus understanding how important love and belonging is to this demographic is crucial to design marketing campaigns that talk specifically to this demographic. It is also crucial to the researcher to understand how self actualized individuals operate or how the lack of self actualization plays a part in individuals succumbing to the external pressures of their environment. This study will, therefore, look at the impact of femvertising has on young black female working professionals as well as how their environment in the work space affects them. It focuses on their drinking patterns concerning those that came before them and if there's a correlation between empowerment and alcohol consumption, as well as understanding which marketing activity ignites purchasing behavior in females.

The research study will include the social comparison theory as a sub consideration of Maslow's Hierarchy of Needs. The theory of social comparison was first developed by Leon Festinger who suggested that we are centered on the belief that there is a drive

within individuals to gain accurate self-evaluation (Festinger, 1954). The theory was created off the basis that human beings like to evaluate themselves by comparing themselves to other people in their lives with questions such as “am I a good person?”, “do people like me?” and “am I successful?”. Leon believed that there are two ways in which these comparisons go, either an individual compares themselves with someone they deem as superior to themselves called an upward comparison or individuals compare themselves with someone that they deem as inferior to themselves called a downward comparison (Festinger, 1954). The general reasons for the comparisons are usually for self-enhancement, validation, and maintenance of positive self-evaluation. The reason the researcher chose to include a sub consideration to Maslow's Hierarchy of Needs is that the social comparison theory will further validate the assumptions that the researcher has. The researcher believes that due to the comparisons that all human beings make and in this case females in the workplace make and the lack of self-actualization the majority of the population don't achieve it leads to individuals changing certain behaviors to seem as if they fit into the mold of the organization and thus the two models are intertwined where one will lead to the other.

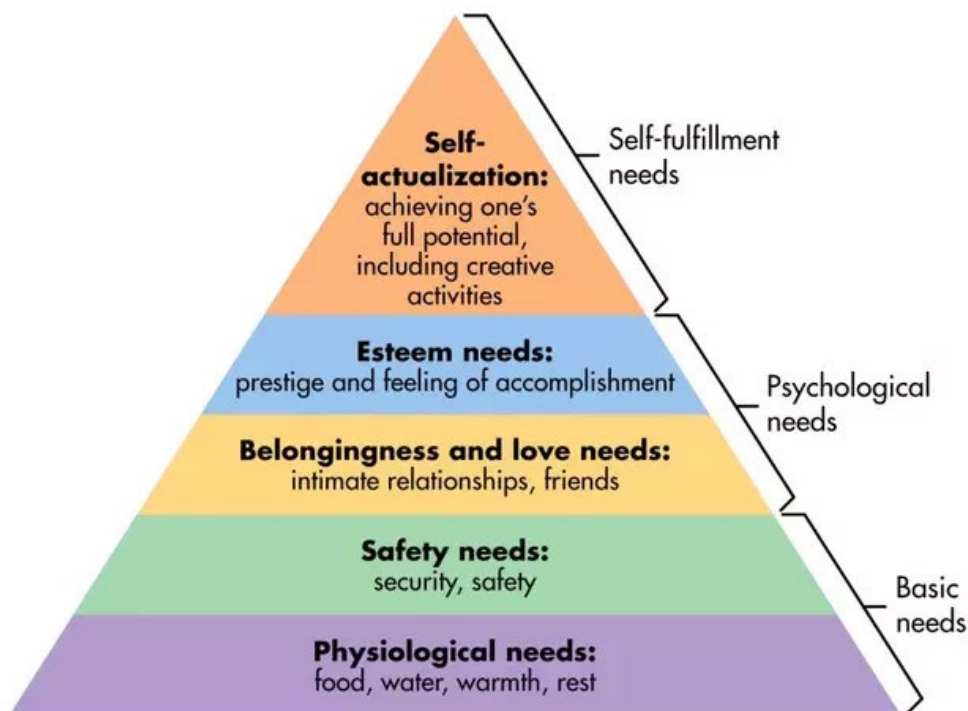


Figure 1: Maslow's hierarchy of needs
Source: (Mcleod, 2007)

2.3. Alcohol Marketing

All companies across all industries implement marketing departments entrusted with marketing activities that have to be executed to meet their objectives be it general or income-related. Four main tools are used generally by marketing companies to align the needs of producer and consumer namely product, price, promotion, and place(Goi, 2009). A study was done which prioritizes mass media advertising and takes a thorough assessment of the relationship between alcohol advertisements in its various contemporary channels and the effect this sort of marketing has on its users. According to the researchers in this study, they believe alcohol marketing is an explanation for a drinking pattern in the environment, the researchers believe that the marketing advocates and promotes alcohol consumption and the ideologies that come along with it(Stautz et al, 2016). Due to this said influence, alcohol marketing has long been a matter of public health interference. The alcohol industry does have a different opinion where they believe that alcohol marketing merely increases awareness of its products and brands, but doesn't encourage consumption(Stautz et al,2016).

Over the years many researchers took up the study to prove that marketing did indeed encourage consumption in connection with a certain activity which can be explained that a consumer associates a certain event or feeling displayed on an advertisement with the product in the said advertisement(McCreanor et al, 2005). Consumers of alcohol are targeted by brands at various times even during the actual consumption of alcohol through tv advertisements and other forms such as festivals and sporting events etc and it has been found that during the experience marketing realigns itself to positively remain in consumers mind according to cognitive research(McCreanor et al, 2005). In terms of the South African market which is fairly concentrated by big companies such as South African Breweries, Brandhouse and Distell which collectively control the large portion of beers, wines and spirits in the country with beer-making up the largest marketing spend 50% of the overall industry marketing spend(Daly & Walbeek, 2014). However over the years evidence that the marketing of alcohol faced restrictions to try to curb the consumption of alcohol through the influence of major brands, with possibilities of the total ban of marketing alcohol on television being mentioned by South African cabinet members(Daly & Walbeek, 2014)

2.4. Gendering of Alcohol

Since consumption of alcohol became legal it has been normal practice in many countries to separate alcohol for men and alcohol for women. Although it's never been a law, it has been in many instances one of those unsaid laws/rules, where men drink

beer whiskey and the liquor considered stronger and women have been said to drink the sweet alcoholic beverages and as well as the supposed lady like beverages such as wine and cream liqueurs. This is why a group of researchers from the United Kingdom conducted a study to analyze this, The gendering of alcohol. It is difficult to explain how these behaviors have been passed on from generation to generation. The researchers interviewed millennials and the consensus they received from the sample size is that most young males see drinking high quantities of specific beer instead of all other types of alcohol as a method to feed their dominant masculine identity(Atkinson et al, 2011). Whereas females were the polar opposite in terms of alcohol-related practices, due to their drinking patterns being shaped by common conceptions of femininity and the constant battle to achieve an unrealistic ultra-feminine identity(Griffin et al, 2009). To summarize it is maintained by the researchers that the purchasing and consumption of alcohol products of males and females are viewed as a way of achieving gender-specific identities and thus fitting the socially constructed identities.

This constant race that each of the genders has chased is fuelled by consumers needing to belong and this goes with the theoretical model which on its third-tier places importance on achieving the need to socially connect with others. Recent studies suggest that convergence has taken place between the drinking habits of men and women, of late they have become similar(Wilsnack et al, 2000). This entails that for a large time certain products have been identified for men and certain others for females, but with the times moving right along it would be wise for marketing managers to consider diversifying their target populations on certain brands and opening them up to the opposite sex. The status quo as it is affectionately known is the general norms that individuals adhere to, in this case females compare to see what their peers are doing and more often than not follow suit.

2.5. Femvertising

With marketing being a major part of how brands communicate with their respective target consumers and some brands being tailored to fit a male demographic and other brands tailored to fit a female demographic. It is essential to understand that over the years more and more companies and brands have been redefining how they tailor their brands. The reason a lot of brands decided to redefine and reposition their respective brands is that for a long time the media industry in its entirety contributed in maintaining gender-specific stereotypes, these depictions have idolized models and alienated everyday women and their supposed “gender roles”(Jalees & Majid, 2009). In a study done by Erving Goffman, the analytics showed that in the media women were more often than not shown as subordinates(Goffman, 1979). One study went further and the research indicated how television advertisements were more sexist than content on

television shows themselves(Crawford & Unger, 2004). It is for these reasons that around the world there's been an influx of marketing campaigns that feature female empowerment messages and while it's being discussed upon the media there has been little research to prove its effectiveness from a marketing effectiveness point of view. The rise in this has resulted in the term "femvertising" being created which is defined as "advertising that employs pro-female talent, messages and imagery to empower women and girls(SheKnows Media, 2004).

In the current political socio-cultural climate across the globe female empowerment amongst making right on other previously disadvantaged human beings has become an increasingly prevalent theme, challenging previously adopted stereotypes, which started with the first femvertising Dove advertisement with its real beauty campaign. Dove showed great insight back in 2004 only percent of women involved in the study felt they were "beautiful", then Doves advertisements started to show women of all ethnicities, shapes, and sizes to be more inclusive. The resulting messaging was that "women are more beautiful than they think". The big question that this study tried to uncover was to research the various ways in which empowering ads influence consumers' perceptions of females in advertising and the effect in terms of return on investment. The researcher at the time uncovered that modern women have more economic and political power than in previous decades, therefore advertising has adjusted to resonate with this change(Drake, 2017). It is the reason why there have been subsequent profits that Dove has recorded since are multi-billion dollar profits from the release of the real beauty campaign(Wallace, 2015).

2.6. Advertising skepticism

Advertising in the current environment is a multi-billion dollar industry year on year, which employs bright minds who make use of various state of the art theory in human behavior to design adverts that speak specifically to target consumers. Despite all of this at the marketing industries' disposal, advertising faces enormous challenges in influencing sales. Advertising has become cluttered on all media platforms with consumers constantly bombarded with various types of advertisements from various brands. The emergence of technology and the plethora of new media channels have changed the landscape of marketing communications(Stewart & Pavlou, 2002). With an increase of consumer skepticism towards advertising as many brands make unrealistic claims without the necessary support. Consumer skepticism is defined as the tendency toward disbelief of advertising claims(Obermiller & Spangenberg, 2013).

The marketing agent or marketing team depends on knowledge bases to develop a persuasion attempt. Empirical evidence of previous studies suggests that the advertising claims made by companies are frequently not accepted(Obermiller &

Spangenberg, 2013). Researchers Obermiller and Spangenberg developed a SKEP model scale to support their claims, further suggesting that advertising skepticism influences a set of responses to advertising. From bypassing advertising and gathering information about the product from other sources. Other responses in between include processing of the adverts, formation of brand beliefs, attitude towards adverts, and forming purchase intentions. Consumers who are higher in skepticism are expected to have a weaker brand belief in terms of the advertising claims that were made, negative attitudes, and lead up to fewer purchase intentions and vice-versa for the positive. This is crucial because consumers will pick up if ever the femvertising claims made by a brand is untrue or not within the brand, this will lead to the lack of purchases from the targeted consumers. The researchers in this study felt that some level of skepticism is healthy from consumers because it keeps the marketing team honest(Obermiller & Spangenberg, 2013).

2.7. Conclusion

In drawing the literature review to a conclusion it's important to understand the literature in its entirety to take into account all the information at hand to ensure validity.

Throughout the literature, it has become increasingly evident that female consumers as a whole no matter the race, through equality and economic empowerment programs have become more independent from generation to generation. It is also evident that the selling of products will need to shift to sell products without bias in advertisements. It is estimated that if all countries achieve equality in economic empowerment between men and women it could add approximately 28 trillion US Dollars to the world economy(Pritchard, M, 2018). The purchasing power that economic equality gives females is what leads to their being an increase in their purchasing behavior and subsequent consumption of alcohol. This goes to show that women will slowly have a big say on how brands operate and thus to be ahead of the curve it would be wise for brands to incorporate authentic femvertising as when it's done right will evoke emotions which could lead to purchasing behavior. South Africa has empowerment laws that have increased equality in the corporate workspaces, which has increased the amount of disposable income in this demographic's pockets. Coupled with the disposable income is a need to belong to social groups and have a sense of "home" which leads to activities and girls night outs which increase the amount of money spent on alcohol in comparison to previous generations.

Chapter 3: Research Methodology

3.1. Introduction

In the forthcoming chapter, the research methodology concept will be thoroughly explored. The chapter will include multiple sections including research paradigm, research approach, research design, population and sampling, data collection methods, data analysis methods and limitations and delimitations of the research study on hand. Research in its purest nature refers to the process and procedure that is used to obtain data and information to further academia as a whole (Maree, 2016). How the researcher collects this information is referred to as the methodology, be it interviews, questionnaires, surveys, publications research, and a host of other methods and research practices which could be both present and historical data.

The researcher has chosen to conduct the study on exploring the rise in alcohol purchases and consumption by young black female working professionals and try to find the causes that lead this particular demographic to behave a certain way. The researcher hopes to find information that will prove that there's been an increase in alcohol purchase and consumption over the years and whether factors such as empowerment and femvertising play a role in their drinking patterns.

3.2. Research Paradigm

To understand what a research paradigm is, breaking it up individually and putting it back together is helpful. A paradigm can be explained as a "shared world view that represents the beliefs and values in discipline and that guides how problems should be solved" (Schwandt, 2001). Research can be explained as the study of a particular subject or topic. When putting together Thomas Kuhn uses the words "the set of common beliefs and agreements shared between scientists about how problems should be understood and addressed" (Kuhn, 1970). In every study conducted it is important that once you've settled on a topic that the researcher must consider how they would potentially go about investigating it with in-depth thought to their field of research in particular (Plooy-Cilliers, et al., 2014).

There are three main types of paradigms focused on research methodology, namely positivism, interpretivism, and critical realism. Where positivism is described as an empirical and quantitative approach in which a hypothesis is tested to uncover relationships and facts that can be generalized to a population. Positivism usually uses an objective perspective on the human experience. Interpretivism is seen as an

epistemology with the complete opposite of positivism, where it is seen as a study model that requires more qualitative data to come to an understanding of people's common thought processes and use these people's perspectives as an outlook base to the research matter at hand. Positivism uses the information gathered from individuals and interpreters to try to get a holistic understanding of what's valuable to them.

The paradigm this study adopted to best extract the value in all the data collected in the third type of paradigm, being critical realism. Critical realism can be defined as a combination of natural science philosophy with the philosophy of social science(Bhaskar, 1998). The researcher holds the ideology that there's an existence independent of any human beings' thoughts regarding it, although the existence in its entirety is not dependent on observation. The reason this researcher chose to use a critical realism approach with this topic is that it allows the researcher to engage in an open system investigation to the ever-evolving nature of consumers and can further use data to understand their thinking processes. This will allow the researcher to delve into empirical data that shows an increase in alcohol purchases by females and still allow the research to understand why that is so.

3.3. Research Approach

The complete set of procedures on which a research study is based and relied on when implementing a study, collecting and analyzing data, and interpreting what the data means, thus the research approach is a broad label that includes a host of subheadings. There are three different approaches in which research can be conducted namely quantitative, qualitative, and mixed methods approaches. Where qualitative research is used to understand and explore the meaning of a particular social problem as receiving information based on personal perception and feelings of the participants(Creswell et al, 2016).

Qualitative research usually uses deductive logic by emphasizing measurements and statistical, numerical analysis of data through questionnaires and surveys as well as numerous other avenues including previous(researchgate.com, 2020). The researcher has selected to make use of the third approach which is the mixed methods approach. The reason why the researcher feels that the mixed methods approach is the best option for this study is that it will give a voice to quantitative data and verifies qualitative data, as well as clearing any contradictions that may occur. The mixed-methods approach in this study will look to verify the statistical data with the voice of the participant's opinions.

3.4. Research Design

Research design outlines the procedures and methods used in collecting and analyzing data for a specific research problem (Cresswell, 2003). Triangulation is the collection of separate but complementary data on the same topic via quantitative and qualitative data (Morse, 1991) to get the full perspective of the problem. This design is best implemented when a researcher plans to directly quantitative statistical results with qualitative findings to validate results (Cresswell et al., 2003). Research design is seen as an effective plan where certain research techniques are interlinked to obtain a reliable and valid accumulation of information for empirically grounded conclusions and theory formation (Maree, 2016).

The researcher made an attempt to answer the research problem and research questions using the mixed methods design approach. The research problem of this study is the lack of consumer purchasing intelligence of the young black female working professionally in South Africa. The research questions that need to be understood in this study are: does the current group of young black female working professionals drink more than previous groups? Is there a correlation between women's empowerment and alcohol consumption? How does femvertising, in general, resonate with the generation in question and which marketing activities ignite alcohol purchasing behavior in this group?. In this mixed-methods study, the qualitative and quantitative happen sequentially with the first phase being qualitative and being followed by a quantitative phase that will solidify the initial findings.

3.5. Population and Sampling

3.5.1. Population

A population concerning a research study is all the individuals that make up the research study group. It consists of individuals, units, and all other processings aspects the researcher is interested in (Du Plooy-Cilliers, 2014). In terms of the research population, there are two types of populations, the target population, and the accessible population. The target population is described as the population that has a range of different characteristics otherwise known as the theoretical population the researcher wants, whereas the accessible population is the population that the researcher can base findings on (elitemv.com, 2019).

In this research study the unit of analysis for this study was twofold, firstly the target population which is young black working professional females between the ages of 24 to 33 who happen to be working professionals in corporate South Africa. The accessible population however is more refined than the target population, would require the target population to have internet access available to be interviewed, the accessible

population would require the target group to consume alcohol, accessible population would be required to have been exposed to femvertising of some sort. The accessible population of this study group will need to be based in Bloemfontein South Africa at the time the researcher begins to conduct interviews in the form of a focus group. The second unit of analysis of the loyalty program transaction history of Distell Limited products in grocery liquor stores such as Pick n Pay Liquor, Checkers Liquor, and Shoprite Liquor that cover the sales of over the last three years which is the target population.

3.5.2. Sampling

According to Burns and Grove sampling is “the process of selecting a group of people or other elements that represent the population being studied “.In terms of sampling, probability sampling is associated with quantitative data and non-probability with qualitative data and the researcher has chosen to use both to apply to the mixed methods approach being used in this study. There are 2 major sampling methods namely probability sampling methods and non-probability sampling methods. Under probability sampling namely; simple random sampling, systematic sampling, stratified sampling, and cluster sampling(Cresswell, 2003). A non-probability sampling includes convenience, quota, snowball, and purposive sampling(Cresswell, 2003). Selecting the most appropriate choice is dependent on time and money available, traits of the population, and good sampling frame.

Due to the researcher choosing to conduct mixed methods study the researcher has two considerations to think about which are time orientation and sample relationship. In this mixed-methods study, the qualitative and quantitative happen sequentially with the first phase being qualitative and being followed by a quantitative phase that will solidify the initial findings. For the qualitative data, the researcher will use a non-probability sample method called convenience sampling which is usually quick and inexpensive based on certain practical criteria such as participants being accessible, geographical proximity, availability, and willingness to be included in the study(Etikan, 2015).

A sample for both sets of data will be selected based on:

- Age 24 – 33
- Female working professional
- Consumers of alcohol
- The geographical location(Bloemfontein)

3.5.3. Parameters

For the sake of the proposal the researcher will use 5 participants whose identity will be kept anonymous. The sample is described in the table below:

Participant	Gender	Age	Race
1	Female	26	Black
2	Female	27	Black
3	Female	30	Black
4	Female	33	Black
5	Female	31	Black

Table 1: Focus group sample

3.6. Data Collection Methods

Due to time constraints facing the researcher, the researcher has chosen to focus on the qualitative data for the sake of the academic submission required for the completion of the honors degree at Vega School. The data collection method is explained as the systematic process where an individual or a group of individuals gather information on specific variables based on the interest of the study(Kabir, 2016). In the research study, the data collection component allows the researcher to find out the answers to the questions the researcher might have, ensuring the correct and unbiased gathering of information(Kabir, 2016).

The research has been selected to make use of two forms of data collection, the first data collection method the researcher intends on using is 2 focus groups consisting of 5 women of color each, in which the findings will be put together to identify identical themes. The second method will be done by using the sales records of an alcohol manufacturer as the quantitative which will be investigated at a later stage.

The choice of a focus group was due to how the researcher can facilitate an open discussion amongst a group of women where several women can discuss their opinions and thoughts openly, thus allowing them to build on each other's statements. The participants in this particular focus group will converse on a topic selected by the researcher to spark open discussion as focus groups communication helps widen the range of responses and tends to initiate ideas that participants had forgotten to mention(Cresswell et al, 2016).

The researcher will introduce themselves to the focus group, followed by a brief description of what the focus group is about, whilst explaining all the rules that are applied in a focus group to give the participants an idea of what's to come. Questions will be asked

by the researcher to develop a relationship with the participants. An initial discussion will surround women empowerment and how today's female youth purchase differently from previous generations. The second discussion will be held concerning alcohol consumption and the gendering of alcohol. The third discussion will be about the concept of femvertising and the researcher will show the participant two femvertising adverts, the researcher will introduce these topics and then remain largely silent whilst capturing reactions of the participants.

The researcher aimed to conduct the focus group to capture reactions and gain an in-depth understanding of the participants. The focus group will give the researcher insight on how the modern young black working professional perceives alcohol, empowerment, and femvertising. The clear advantage of the focus group is that participants are allowed to go into detail with their answers as well as give unexpected answers and findings. The potential disadvantage of the focus groups is that more often than not, some participants dominate discussions which may lead to other participants withdrawing from the conversations. The facilitator of the focus must remain unbiased to allow the conversation to flow.

These are some of the following key considerations that the researcher took into account when conducting the focus group:

- Questions the researcher asks will move from broad and vague to focused
- The researcher formulated clear, concise and simple questions for the participants to understand and help them understand where help clarifying was needed, the researcher compiled.
- The researcher through-out the focus group didn't try influence participants thinking

3.7. Data Analysis Methods

The data analysis method the researcher will look to employ is the mixed analysis which is used when one has both quantitative and qualitative data (Onwueguzie & Combs, 2010). The researcher has selected to adopt a qualitative content analysis which is a step by step process that assembles and refines all the text to clear content classification for analysis (Du-Plooy Cilliers, 2014). This method is preferred in a study that is focused and provides a deeper understanding, context, and meaning to help create conclusions (Du-Plooy-Cilliers, 2014).

The researcher will analyze the themes with guidance through questioning, allowing the researcher to allocate themes to find deep insights from the participants. The process followed in the qualitative content analysis begins with the familiarization of the data by continuously reading the data to completely understand the context. The researcher will

then begin to code where the constant comparisons are done between coded and text. The third step will be the researcher discovering the recurring themes and grouping the ideas and codes. The fourth step will be reviewing the themes and for the fifth step, the researcher will define and name the themes as it's done to simplify the analysis process(Du-Plooy-Cilliers,2014). The final step for this analysis method will be the researcher reporting the findings for the analysis conducted.

3.8. Trustworthiness

When conducting a research study the researcher needs to ensure that the study is valid and reliable. In a research study, it is crucial to ensure that the study is valid and reliable. The term trustworthiness is defined as the extent to which results are correct and consistent over some time and representative of the total population being studied(Joppe, 1998). The study and the results being achieved must be able to be reproduced in different studies using similar methodologies(Joppe, 1998). There are four dimensions of trustworthiness the researcher and the study need to achieve: dependability, transferability, credibility, and confirmability(Carson, et al, 2001).

Dependability involves how much the study and findings can be used for different studies by different researchers. Transferability involves the ability to use one study's findings and use it for another study. The researcher will include a wealthy and in the depth literature review to litigate this. Credibility involves the researcher questioning the findings of the study on how truthful the findings are. In this study, the researcher will make use of cross-verification of all the data from sources. Confirmability involves the degree of neutrality in findings from the research study, the researcher will achieve this by removing all possible bias from the study. The researcher will conduct a pre-test to ensure validity and reliability of the study, the researcher will make use of a completely different sample group to ensure the smooth sailing of the actual study.

3.9. Limitations and Delimitations

When conducting a research study research needs to consider research limitations and delimitations. Research limitations and delimitations are defined as factors that may increase or decrease the state or the accuracy generated during the said study(Enslin, 2014). Enslin goes a step further to explain that limitations are those factors that happen that researchers can't control and delimitations, the challenges that happen according to the researchers' decisions and can be overcome(Enslin, 2014). According to Marshall and Rossman, all research topics have some limitations as they aren't perfect(2011).

3.9.1. Limitations

- The first limitation for the study will be budget constraints as the researcher will have to use their financial capacity however limited that may be.
- The second limitation the researcher potentially faces is that of financial and time constraints
- The third limitation the researcher potentially faces is that due to period in which he is conducting the study, the country where the study is meant to be conducted currently under strict regulations which forbid gatherings could discourage individuals from wanting to be part of the study
- The fourth limitation will be a small sample size.
- The fifth limitation is that participants who take part in the study may not be truthful and thus falsify information because it's self-reported data

3.9.2. Delimitations

- The intended study population is limited to young black females and thus will not include all other races.
- The study will only look at the age group of 26 to 35 and not below or above that age.
- The study will focus solely on participants who are within the borders of South Africa.

4.2. Ethical Considerations

It is crucial that any individual who forms and takes part in the study be informed before taking part in what exactly their responses will be used for. Participant information must remain anonymous unless the researcher has written permission to share such information (McMillan & Schumacher, 2001).

The researcher will ensure that the organization under which the study is being done, Vega School is protected and it's image untainted. The researcher will conduct the study in alignment with the code set by the school. The researcher will ensure that throughout the study all bias will be avoided and all information captured will not be the product of fabrication and misrepresentation of data.

Several ethical considerations need to be ironed out to ensure the study is trustworthy and ethical in terms of the participants. That which pertains to the qualitative:

- Ensure all participants' information is kept confidential.
- Get written permission of participants to get them involved.
- Participants will have access to all transcripts that pertain to them.

- Participants will have the right to withdraw from the study at any point they choose.
- Participants have the right to refuse to answer questions

Chapter 4: Findings and Interpretations

4.1. Introduction

In this chapter, the focus will be on documenting the data collected and the findings from the research that was conducted. The research method which the researcher used is a focus group which included 10 participants divided into two different groups. The results from the study were documented using thematic analysis which is the process of identifying patterns and themes in qualitative data (Braun and Clarke, 2006). The process includes coding which is described as identifying a passage in the text, searching, and identifying concepts whilst identifying the relation between them (Gibbs, 2007). The findings were found as a result of the focus groups conducted. The themes that emerged will be further discussed, interpreted, and related to the literature, theory, objective, and research questions.

4.2. Context

The researchers' initial thoughts of selecting a focus group as the preferred study of choice have adequately been outlined by the data collection approach section, however, the groups prevailed to be less controlled than had hoped. Initially, the researcher had hoped to conduct five separate groups over a period of three weeks with different time slots where numerous participants invited to take part in the focus could ideally assign themselves to a group. It couldn't happen like that due to two reasons, the first being time constraints on the researcher to complete the study in time to graduate. The second reason being the coronavirus pandemic where many invited participants refused outright to be a part of the study and the researcher couldn't convince them of alternative methods of holding the meeting. Regardless of the plan to have focus groups of largely unacquainted participants, it proved to be unachievable. It resulted in participants of similar natures, backgrounds, and jobs being willing and available at the same time. This equated in two focus groups of five and four participants each conducted the study over the course of two nights Monday 24th of August and Tuesday 25th of August 2020. The focus groups were done over Zoom video conferencing and a total of 9 participants were involved, both facilitated by the researcher.

4.3. Procedure

The focus groups were conducted for a minimum of an hour and a maximum of two hours. In this period the facilitator gave some ground rules to allow for the smooth sailing of the sessions, firstly; individuals had to make use of the mute and unmute icon depending on whether they were speaking or not, to try to avoid the unnecessary noises and comments. Secondly, only the acknowledgment of the facilitator would permit a participant to respond and answer. The session had quite a loose questioning structure to avoid leading participants down a certain answering path. These questions included open-ended questions, general consumer behaviour related questions, and targeted questions all to reach the research objectives stated at the beginning of the paper.

Objective 1: To understand if the current group of young black female working professionals think that they consume more alcohol than generations before them.

- What are your favourite alcoholic beverages (Please name 3 categories in chronological order from favourite downwards e.g beer, gin, cognac)
- Why do you think modern women drink more alcohol and more variety of alcohol than previous generations?
- Thoughts on females drinking patterns being judged harsher by the general public and than their male counterparts?
- What's your take on the statement "women who are more empowered, be it academically or financially are more inclined to drink alcohol?"

Objective 2: To explore the link between women's empowerment and alcohol consumption.

- How do you think corporate could affect an individual if they aren't self actualized or comfortable in who they are?
- What are your thoughts on the masculine culture that comes with working in corporate?
- How do you think working in a corporate company could pressurize individuals to drink?
- How often do you drink on a weekly basis?
- How do your purchasing behaviours differ in the nightclub from your male counterparts?
- What's the correlation between women empowerment and alcohol consumption?

Objective 3: To ascertain the perceived value of femvertising according to the generation in the question of females in Bloemfontein.

- What kind of advertisements stand out to you in general?
- What are your thoughts on femvertising(show a video of femvertising and explain)

- How would you feel if company's used this kind of advertising to increase sales of products that aren't necessarily made for females?

Objective 4: To determine which marketing activity works best for consumers.

- Tell me about your alcohol consumption journey?
- What do you picture when you consider having a perfect drink(describe the setting)
- What's your take on gendering of alcohol?

Throughout the meeting using the skeleton of the abovementioned questions, the facilitator ensured that the questions were constant and were asked in both groups. The participants were eagerly encouraged to participate, engage, and use their personal experiences to feed potential insights and ideas, whilst also building on other participants' points. Even though the same questions were asked to both groups, they each took their own paths, with the first group being of a slightly older group and the answers were quite precise whereas the second group was fresh into corporate and had high energy in their explanations and sometimes would stray off-topic. The facilitator allowed this to happen in order to keep everyone engaged but only to a certain extent and with limits determined by the facilitator alone. The facilitator had trouble making notes as they had to conduct the study as well, so recordings are the primary source of valid data, which the facilitator watched and rewatched a number of times to fully comprehend what was being said.

4.4. Coding Data Grouping

The information and data gathered from the focus groups amounted to this research' only study data. The information shared in the focus group was critically analysed and compared to the information gathered in the literature review and although it was a difficult time-consuming exercise eventually it became evident who said what. The exact phrases became apparent only after revisiting the recordings of the session. The difficulty came in when trying to find the point of what was being said especially in terms of open-ended questions. The result of this meant the answers varied and each participant mentioned their own experience in the answer they gave.

4.5. Presentation of findings

After the data had been captured, the researcher made use of a systemic thinking approach which was followed by grouping and categorizing the data on hand. Initially, all the points were jotted down in a list format as individual concepts, then a process of elimination of the data was grouped together using numerous repetitions to narrow the

data down to a more inclusive and simple array of 3 themes which were in actual fact a reinforcement of previous literature. The themes are set up in a manner that answers the research questions.

1. What's the correlation between women's empowerment and alcohol consumption?

Insight 1: Modern young black female working professionals make their own money therefore the choice of what they do with that money is all there's.

The insight came along during the focus group whilst one of the participants was answering a question, then another participant said why are men always trying to police my spending patterns, which led to a unanimous agreement by all involved in the discussion. The females felt that they had worked long for their degrees and worked even longer on a daily basis to meet the requirements required at their respective workplaces. The participants mentioned that they enjoyed finer things in life and all though nothing was wrong with beer and one participant even said that she occasionally dabbles in Corona beer which is classified as a premium beer but the general consensus with this population is luxury with all other aspects of their lives as well.

2. Do the modern young black female working professionals drink more than young black female working professionals who came before her?

Insight 2: Females in the modern world are more than just child bearers and naturers.

How this insight came about is that during the discussion the facilitator had with the participants answered the question, do the modern young black female working professionals drink more than young black female working professionals who came before them, by asking “instead of drinking alcohol, go out and have a life would you rather have us sit at home and look after five children?”. This subsequently raised the point that Females can't be labelled as one thing based on prehistoric social constructs. The participants believe that females who came before them were too busy taking care of kids to have any time to have fun with their friends.

3. How does femvertising, in general, resonate with the generation in question in Bloemfontein?

Insight 3: Any advertising needs to be authentic and mustn't look like it's jumping on the me too trend.

Over the course of the period where the topic of femvertising general was being had. The facilitator selected the “Like a Girl” commercial by Always to air to the participants in order for them to have a thorough idea of what’s the idea of this pro-female advertising the facilitator tried to explain. Once the majority of the participants saw it two different camps developed which was the camp that suggested that the advertisement was boring, seemed forced, and wasn’t occurring naturally enough for them. The second camp said that the thought that went into the commercial to promote females alone deserves props and thumbs up. However, both camps strongly suggested that in order for this kind of advertising to be relevant it should be done authentically. The group mentioned a number of attempts of femvertising which had failed in their eyes, one in particular was the first for women insurance commercials which had the participants feeling as if the company was solidifying backward social norms.

4. Which marketing activity ignites alcohol purchasing behavior in females?

Insight 4: Experiential marketing that heightens the aspirations females have.

The topic about which marketing activities ignited the most positive feelings in terms of alcohol products got the group excited as each of the group members spoke fondly about what spoke to their hearts. The participants each spoke about events hosted by alcohol brands and how everything from the set up to the performers and the energy in general just radiated a quality brand association to whichever brand was hosting the gig. The participants mentioned many events by brands such as Hunters, Veuve Rich, Brutal Fruit, Bernini, Strongbow, and a host of others which they thought made the brands more memorable and more likely to drink the products on the day and beyond.

Chapter 5: Recommendations

5.1. Recommendations

When the researcher decided on this study it was based on generating information and exploring the purchasing behaviour of a large demographic in South Africa and the reasons why there's an increase in alcohol purchases and consumption by females in general. The researcher hasn't fully explored the topic to its fullest and feels there are flaws in the study conducted.

The research recommends that in order to fully reap the wealth of potential information available in this study, one must make use of many more participants in the focus groups to give the study more integrity to the findings. It is also recommended that a comparative study be included to show the differences between participants in different social classes, which will in turn highlight how different all the consumers behave; furthermore if female consumers are targeted in a manner that resonates with how they seem themselves. The last way in which this study could be made more relevant and impactful is if the researcher could manage to get sales records of a company which corroborates the study. In order to understand the demographic in greater detail a more thorough study needs to be done

5.2. Conclusion

The aim of this study was to explore the increase in alcohol purchases and consumption by modern black young working professionals in Bloemfontein South Africa. With this being said the research questions and objectives framed in the study to obtain understanding and insights:

Based on the research conducted, the following insights were established:

Insight 1:

Females in the modern world are more than just child bearers and naturers.

Insight 2:

Modern young black female working professionals make their own money therefore the choice of what they do with that money is all there's.

Insight 3:

Any femvertising ad needs to be authentic and mustn't look like it's jumping on the "me too" trend.

Insight 4:

Experiential marketing that heightens the aspirations females have.

The insights mentioned above answer the research questions the researcher had set out for this study. Based on the focus group and the rest of the secondary data collected, it's clear that with time there'll be a constant increase of female alcohol purchases and subsequent consumption. Through the research, it has become vividly clear that with the rise of social media, financial independence and liberation of females comes a new wave of drinkers who in previous generations would've been ostracized by the community at large. The female communities care less and less of gender norms and rules as a whole, but more specifically outdated ones that give males privilege and exclude females.

With this information provided by the study, it is crucial for marketing teams and brand managers to take it into account and use the information to tailor their messages to yield better results. The marketing campaigns should be authentic and let the consumer know that there's no gender when it comes to alcohol, it is for everyone. It is important to highlight that message as modern young black female working professionals are decision-makers and ask no one for approval which becomes important because black females of the biggest demographic of the South African population and therefore we can deduce that over time and more of this population will have corporate jobs and eventually equate to the biggest population in corporate South Africa.

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List of Appendices

Annexure A: Focus group sample questions

Good evening everyone today's focus group discussion is aimed at trying to understand how a particular demographic behaves and the extent to which their immediate surroundings influence purchasing behaviour. The specific population I'm referring to are young black female working professionals ages 24-33. Who the researcher deems as empowered, be it educationally or economically etc after working in a male dominantly sectors.

Questions:

What are your favourite alcoholic beverages (Please name 3 categories in chronological order from favourite downwards e.g beer, gin, cognac)

Why do you think modern women drink more alcohol and more variety of alcohol than previous generations?

Thoughts on females drinking patterns being judged harsher by the general public and than their male counterparts?

How do you think corporate could affect an individual if they aren't self actualized or comfortable in who they are?

What are your thoughts on the masculine culture that comes with working in corporate?

How do you think working in a corporate company could pressurize individuals to drink?

Tell me about your alcohol consumption journey?

How often do you drink on a weekly basis?

What do you picture when you consider having a perfect drink(describe the setting)

What kind of advertisements stand out to you in general?

What are your thoughts on femvertising(show a video of femvertising and explain)

How would you feel if company's used this kind of advertising to increase sales of products that aren't necessarily made for females?

What's your take on gendering of alcohol?

How do your purchasing behaviours differ in the nightclub from your male counterparts?

What's the correlation between women empowerment and alcohol consumption?

What's your take on the statement "women who are more empowered, be it academically or economically are more inclined to drink alcohol?"

Annexure B: Ethical clearance and consent forms



18 August 2020

Student name: Katlego Mokgele

Student number: [REDACTED]

Campus: CAPE TOWN

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

HONOURS/PGDIP ETHICAL CLEARANCE LETTER

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

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

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

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

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

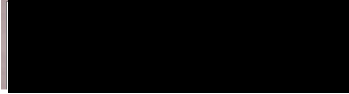
Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

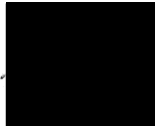
1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant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

6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

Supervisor:



D. Bernhardt



Campus Postgraduate Coordinator (CPC): Carol Affleck

Annexure C: Consent Forms



Explanatory information sheet and consent form for participants To whom it may concern, My name is Katlego Kefentse Mokgele and I am a student at Vega School Cape Town. I am currently conducting research under the supervision of Donna Bernhardt about The exploration into the rise of alcohol purchases and consumption by young black female working professionals in Bloemfontein South Africa. I hope that this research will enhance our understanding of the subject. The researcher anticipates that the research conducted will provide brand managers a solid base to target this population in future with a good understanding of the factors in their lives. 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 I think there's a wealth of information in your personal experiences and opinions. If you decide to participate in this research, I would like to have your complete participation for the duration of the meeting. 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 opinions of the questions on hand. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study? • Your inclusion in this study is completely voluntary; • If you do not wish to participate in this study, you have every right not to do so; • Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.
Will my identity be protected? I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega School Cape Town will have access to your interview information. I would like to use quotes when I discuss the findings of

the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Bachelor's of Commerce(Honours) in Strategic Brand Management. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

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

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

My contact details are as follows:

Katlego Kefentse Mokgele

[REDACTED]

The contact details of my supervisor are as follows:

[REDACTED]

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I, _____, agree to participate in the research conducted by Katlego Kefentse Mokgele about an exploration into the rise in alcohol purchases and consumption by young black female working professional consumers in Bloemfontein South Africa. 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.	
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- 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.

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- I may be quoted directly when the research is published, but my identity will be protected.

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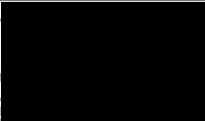
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Annexure D: Final Research Summary Document

<u>Research Purpose</u>	<u>Primary Research Question</u>	<u>Research Rationale</u>	<u>Seminal Authors</u>	<u>Literature Review- Conceptual Framework</u>	<u>Approach</u>	<u>Data Collection Methods</u>	<u>Ethics</u>	<u>Paradigm</u>
To understand the rise in alcohol purchases by females and which marketing activity they react best too	What's the correlation between women's empowerment and alcohol consumption?	Purchasing behaviour of young working professionals is a topic that is studied well enough, so there's little literature to support theories.	Maslow, A,H Hierarchy of Needs Leon Festinger Social comparison theory	1.The gendering of alcohol in consumer magazines Immediate effects of alcohol marketing communications and portrayals on consumption and cognition. 2.The impact of female empowerment in advertising 3.The rise of femvertising: Authentically reaching female consumers Advertising skepticism 4.Advertising skepticism:The consequences of disbelief	Qualitative Methods	Focus Group	-Obtain consent from participants -Keep participants information confidential -Avoid falsifying data and distortion of results -Avoid forming bias which might affect results -Sensitivity when dealing with participants personal information	<u>Paradigm:</u> Critical Realism <u>Epistemology:</u> <u>Ontology:</u> <u>Axiology:</u>

<u>Research Problem</u>	<u>Secondary Questions</u>	<u>Key Concepts</u>	<u>Key Theories</u>	<u>Recommendations</u>	<u>Sampling</u>	<u>Data Analysis Methods</u>	<u>Limitations</u>	<u>Key Contribution</u>
The researcher believes that there's a massive under utilization of young black female working professionals population consumer in South Africa	-Does the modern young black female working professional drink more than young black female working professionals who came before her? -How does femvertising, in general, resonate with the generation in question in Bloemfontein ? -Which marketing activity ignites alcohol purchasing behavior in females?	Femvertising Brand equity Female empowerment Consumer brand-perceptions Purchasing behaviour	Maslow's Hierarchy of Needs Model Social Comparison Theory Model	Include more participants in study Include quantifiable data to act as support to the study Include a comparative study where a comparison of two different generations is done.	Age 24 – 33 Female working professional Consumers of alcohol The geographic Location Bloemfontein	1. Familiarization with data 2. Initial code development 3. Discovery of themes 4. Review of themes 5. Define & Name themes 6. Findings being reported	Time and financial constraints Pandemic constraints Small sample size Self reported data	The research conducted will provide brand managers a solid basis to target this population in future with a good understanding of the factors in their lives

Annexure E: Safe assign report