

RESM8412 RESEARCH METHODOLOGY

Portfolio of Evidence

Research Title:

The initiatives taken by the 2018 Cape Town Cycle Tour to ensure a positive participant-experience despite facing water scarcity in the Western Cape:
A qualitative study focusing on sports branding.

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Bachelor of Arts Honours in Strategic Brand Communication

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DECLARATION

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

ABSTRACT

This study aims to establish whether the initiatives implemented by the organisers of the Cape Town Cycle Tour (henceforth referred to as the Cycle Tour) to purchase and circulate two-million litres of water into the Western Cape municipal grid were successful in keeping a positive brand image and positive participant experience in general.

Using a qualitative approach, the researcher sent an electronic questionnaire to twenty-five participants. The questionnaire consisted of ten questions, including both open-ended and closed-ended questions. The researcher then used a qualitative approach of line-by-line coding in order to analyse the data.

The study found that after the implementation of the initiatives the brand image and identity of the 2018 Cycle Tour remained aligned. The paper also found that due to the Cycle Tour showing awareness of the water crisis and implementing water saving measures, the impact on the brand was positive.

The findings confirm that a brand's awareness of the environment and long-term sustainability, has a positive impact on the brand. Results such as these raise awareness that the sporting and events world need to be more environmentally conscious in the future.

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1 INTRODUCTION

The following section gives the reader some background knowledge to the rationale behind the research paper as well as an introduction to the research topic and question.

1.1 CONTEXTUALISATION

This study was conducted within the City of Cape Town during the water crisis in 2018. The study is based on the way in which sporting events, in particular the 2018 Cycle Tour, impact on the environment and initiatives that can be put in place to make sporting events more sustainable.

1.2 RATIONALE

The culture of watching and participating in sport is something for which South Africans are known. Year-on-year, budget allocation to the Department of Sports and Recreation has highlighted the importance of sport as a transformational instrument in South Africa, with the total allocation exceeding R1 billion in 2017 (Sports and Recreation South Africa, 2017). Nelson Mandela was a keen advocate for the role sports played in restoring South Africa's past, and was known for his belief that, to bring the Nation together after the 1994 elections, was through two huge sporting events held in South Africa, namely the 1995 Rugby World Cup and the 2010 Soccer World Cup (Nauright, 2013).

Cape Town shares in this national passion for sports, as evident by the multitude of provincial and club-sport teams, and recreational activities. However, water scarcity is currently a prominent issue in the Western Cape. According to the City of Cape Town website, the city is facing the very real threat of the taps running dry. On the 5th March 2018 the total percentage of dam water in the Western Cape was reported as sitting at 23.6% (City of Cape Town, 2018).

According to an article, titled *Sport Suffering in Cape Town Drought*, on sport24, the threat of water scarcity and the taps running dry has had a negative impact on things such as sporting events. The article states, at the time of the posting, that many events have had to be cancelled in 2018 for example (sport24, 2018):

- All club cricket in the Premier league, first division, second division and third division in the Western Province has been cancelled;
- There is a threat that all school cricket could be cancelled in the foreseeable future;
- Wynberg's Winter Sports festival has also been cancelled as the festival organisers cannot place the additional burden of visitors on Cape Town's water resource. .

In order to deal with the water restrictions and still keep these events running, certain initiatives have had to be implemented.

One particular event that is impacted by the water scarcity, is the Cycle Tour. This event sees approximately 15 000 riders from across the world participate (Cape Town Cycle Tour, 2018). Although the organising committee of the Cycle Tour has committed to using limited municipal water during the event for participants, it is estimated that visitors to Cape Town for the event will use between 1.5-million to 1.750-million litres of water during the duration of their stay (Cape Town Cycle Tour, 2018). This is over-and-above the water consumption of participants during the event.

The research aims to investigate the initiatives implemented by the Cycle Tour organisers to achieve their commitment of water saving. It will analyse the effect, both negative and positive, that these initiatives have had on the perceptions of the event by the residents of Cape Town.

This study is therefore relevant as it aims to gain a deeper understanding of what initiatives were implemented for the Cycle Tour to deal with the water scarcity the Western Cape is currently facing and then relate these findings to sport branding.

1.3 PROBLEM STATEMENT

The challenge faced by the Cycle Tour, in essence, a brand as defined later in this study, is that the efforts taken to curb water consumption and the supplementing communication efforts to highlight these efforts, impacts on the brand image held by both participants and

the general population in Cape Town. As a result of this, the hypothesis underpinning this research study, is that the Cycle Tour has committed to an overhaul of their water provision efforts and to their campaign efforts to raise awareness of the issue, that directly impacts their brand image.

During the preparation and running of the event, the City was on high alert about water usage. The constant media presence about the water restrictions helped to reinforce how important it is that the public conserve water and are aware of their water consumption. Sporting events, such as the Cycle Tour, require large quantities of water in order to operate. To maintain a positive brand image in the minds of the public, it was vital for the 2018 Cycle Tour organisers to come up with initiatives to run the event with minimal impact on the water resource. These initiatives needed to be successfully communicated to society in an effort to maintain a healthy brand image.

This study aims to establish whether their initiatives to purchase and put two-million litres back into the Western Cape municipal grid were successful in keeping a positive brand image and positive participant experience in general (Cape Town Cycle Tour, 2018).

1.4 PURPOSE OF THE STUDY

The aim of this paper is to look at the different initiatives taken by the 2018 Cycle Tour to ensure a positive participant-experience, as well as maintenance of a positive brand image despite facing water scarcity in the Western Cape. This paper further relates these findings to sports branding in general.

The research focuses on a single brand, the 2018 Cycle Tour and presents findings. According to the 2018 organisers' calculations for this year's Cycle Tour, if all participants abide by the level 6b water restrictions, which allow for each individual to use 50L of municipal water per day (City of Cape Town, 2018), over the two and a half days the event takes place, the participants will use 1 428 250 million litres of water (Cape Town Cycle Tour, 2018).

The purpose of this paper is to look at the different initiatives taken by the 2018 Cape Town Cycle Tour to ensure a positive participant-experience, maintenance of a positive brand image despite facing water scarcity in the Western Cape, and then relate these findings to sports branding in general.

1.5 RESEARCH QUESTIONS

The primary research question underpinning this research study, is:

How did the water-saving initiatives taken by the 2018 Cape Town Cycle Tour to ensure a positive participant-experience despite facing water scarcity, have an effect on their brand image?

Following, secondary research questions that support the responses of the primary research question are:

- What platforms did the organisers of the 2018 Cycle Tour use to promote the event?
- What water-saving measures did the organisers emphasise in the communication with the public?
- How successful were the water-saving measures in creating a positive brand image?

1.6 OBJECTIVES

From the research questions above the researcher was able to formulate the following objectives for the study:

- To discover the platforms used by organisers to promote the event.
- To uncover the specific water-saving measures the organisers emphasised in their communication with the public.
- To review the extent the water-saving measures were able to create a positive brand image.

2 LITERATURE REVIEW

This section presents the key concepts and models relevant to the study, as well as details of previously published work relating to the research topic.

2.1 CONCEPTUALISATION

This section provides the reader with insight into the meaning of some words or phrases used within the research paper to ensure the reader knows exactly to what the researcher is referring.

- Cape Town Cycle Tour – one of the world's leading cycle events, held in Cape Town annually, involving a race around the Cape Peninsula (Cape Town Cycle TOUR, 2018).
- Sports Branding – a brand is able to set the expectations, associations with memories and relationships that assist in helping the consumer choose to use a particular item or service over another (Conway, 2017). Sports branding can be seen as a service where any sports event, physical product or brand name is promoted (Santomier, 2008).
- Initiatives – according to the Oxford Dictionary, is the ability or opportunity to act before others. This study looks at the actions taken by the Cycle Tour to deal with the water scarcity.
- Water scarcity – the concept that there is a lack of water available within the Western Cape due to the major drought.
- Perceptions – refer to a way in which something is regarded. In the case of this study, it is the perceptions of the residents of Cape Town about the actions taken by the Cycle Tour while facing water scarcity in the Western Cape. This concept will help investigate the current brand image of the 2018 Cycle Tour and ascertain whether or not this image is consistent.

2.2 THEORETICAL FOUNDATION

The following section covers the theories used as a foundation for the study. The study applies Aaker's model (Aaker, 1996 p.67-68) and the Healthy Brand model (Cook et al, 2010) to provide the theoretical foundation. This is explained, in more detail, in the following text.

This study deals with three key models and theories, namely brand identity, brand image, and healthy brand. These are discussed in the following section.

2.2.1 Brand Identity

According to Aaker (1996 p.67-68) brand identity is constructed by the organisation and provides meaning, direction and purpose for the brand. Brand identity is the goal or the way in which the organisation wishes the brand to be viewed. Identity involves the way in which an organisation portrays the brand and the messages they send out with the intention to manage the brand image in a positive manner. For the long term success and sustainability of a brand, it is vital for the brand to carry a strong and well-formulated identity. Aaker (1996 p.67-68) suggests that in order to create a strong brand identity, a brand-builder must view a brand from several different perspectives:

- Brand as a person – brand personality.
- Brand as an organisation – product related associations.
- Brand as a symbol – visual imagery, metaphors and brand heritage.
- Brand as a product – organisational attributes.

Aaker (1996 p.86-89) suggests that the structure of a brand identity includes a core identity and extended identity. Both components help to organise the elements of the brand identity and help portray the essence of the brand.

Aaker (1996 p.86-89) states that the core identity is the representation of the timeless essence of the brand and is the central component to the meaning and success of a brand. It contains the associations linked to the brand. It is able to answer questions about the soul of the brand, the values and beliefs of the brand, and what the brand stands for. The core identity is timeless and gives a platform to ensure consistency of the brand even during times of change. This is applicable, for example, when new products are introduced or the brand is exploring new markets.

The extended identity adds the finer details to the brand (Zanthus Corp, 2011). It helps create a stronger, more memorable and interesting brand identity, which is able to connect to the customer's lives (Zanthus Corp, 2011). The extended identity completes the picture in order to build a stronger brand in the minds of the stakeholders (Aaker, 1996 p.86-89). Depending on the markets where the identity is portrayed, the elements of the extended

identity may change over time (Aaker, 1996 p.86-89). The extended identity allows for the overall brand identity to adapt to different markets and situations without losing the core essence of a brand (Aaker, 1996 p.86-89).

The Cycle Tour is a brand in itself as it has its own personality. It relates to the cycling world and has race sponsors as partners. It has its own associated images and colours, and the race is well known throughout the world. Although the race is an annual event, individuals start training for the next race almost as soon as they finish the race. For those associated with the brand, or who have an interest in the brand, need a constant presence of the brand in their minds. This is only possible if the brand has a strong identity and is communicated effectively to the public.

2.2.2 Brand Image

The Brand Image is the view that customers and outsiders have of an organisation. It is the way they feel about a brand, the associations they have with a brand and the way they interpret the messages they receive from a brand (Management study guide, 2013). According to Aaker (1996 p.67-68) the brand image is the current reality of the brand or the way in which the brand is interpreted.

According to Management study guide (2013) the brand image is the sum total of stakeholders and consumers' perceptions about the organisation and product. It is the impression, within the minds of the stakeholders, about the organisation. The brand image is constructed according to the way the stakeholders interpret the messages they receive from the organisation. An image cannot be created by the organisation as it only involves the interpretations and emotions of the stakeholders.

According to Aaker (1996 p.180-182) it is important for an organisation to constantly compare their brand image and brand identity to ensure that the brand is being viewed in the intended way. This ensures the messages being sent out by the organisation are interpreted in the desired way, creating a strong and healthy brand.

Aaker (1996 p.180-182) states that, although the organisation cannot create a brand image, they have the ability to attempt to strengthen or add to the image. Aaker (1996 p.180-182) motivates this statement by explaining an organisation is able to add different associations to a brand image in the messages they portray about the brand. These associations have

the ability to soften, reinforce, or exploit a brand image. By building on the strengths of the current brand image, rather than challenging the weaknesses, an organisation is able to grow a brand and create a more positive image of the brand.

Hannu Laakso (2003 p.109-114) states the three most important aspects to Aaker's model of analysing a brand are:

- The heritage of a brand;
- The strengths and weaknesses;
- The current brand image.

Hannu Laakso (2003 p.109-114) states that when analysing the current brand image from the customer's point-of-view, various angles should be considered:

- What image the customer's currently hold about the brand.
- The linked associations to the brand.
- What makes the brand different from competitors.
- The transformation of the brand over its' lifespan.
- How consistent the brand image is, depending on who is asked.
- What customers feel they gain from the brand.

It is suggested that an indirect research method is used to get answers to these questions as customers often do not feel comfortable giving their genuine opinion when approached in a direct or pressurised manner.

It is vital that the Cycle Tour organisers constantly monitor the perceptions of their stakeholders and assess the sentiment the public to ensure a positive brand image. They need to monitor what is being said about the brand so they know what to change or what their stakeholders expect from the brand.

2.2.3 Healthy Brand

Cook et al (2010) explains the concept of what components are needed to create a healthy brand. Cook et al (2010) suggest in order to create a healthy brand the following should be considered:

- Identity;
- Value;
- Sustainability;
- Authentic communication;
- The move from being solely profit and business driven.

Cook et al (2010) suggests the importance of brands adapting to environmental changes as society continues to impact the world in which we live. Cook et al (2010) suggest seven steps for creating a healthy brand:

- *Particular meaning* – the brand has a clear purpose that stays true to the value set the brand holds.
- *Unique meaning* – the aspects that make the brand ‘one of a kind’ which gives the brand reason to exist.
- *Effective and engaging communicator* – the brand must be able to communicate effectively in every interaction.
- *Adds value* – the brand needs to be able to enrich the lives of all stakeholders internally and externally.
- *Transparent* - it is vital that customers feel they know the true essence of a brand and this can only be done through a brand being completely open and honest with their stakeholders.
- *Sustainable relationships* – a brand needs to be able to meet the current demands of their customers without compromising future generations.
- *Profit is not a driver* - profit should be a result of a strong and healthy brand rather than the motivation behind a brand.

Cook et al (2010) recognise no brand can 100% fulfil all seven steps suggested, however, by using these seven steps as a guideline to creating a healthy brand, it should allow for a more sustainable brand and the long term success of a brand.

This will be applied to the Cycle Tour by assisting the researcher in analysing the brand. This is achieved by assessing how the implementation of the water saving initiatives and the communication thereof, impacts the brand.

2.3 PREVIOUS LITERATURE

This literature review discusses sports branding and how sport is able to impact the environment. Through looking at the impact on the environment, the literature looks at a few examples of major sporting events and their impact on the environment.

It is important to have a clear idea of what sports branding is in order to relate the findings of this study to sports in general. It is also interesting to see the impact sports events have on the environment and how the findings from this research could make future sporting events more sustainable and minimise the harmful effects on the environment.

The following is broken into two sections the first section includes all the literature to do with sports branding and the second deals with all the literature that relates to the impact of sport on the environment.

2.3.1 Sports Branding

A prominent reason for the success of sports brands is the relationship they have with their consumers (Brands and Branding, 2016). A sports fan's devotion to their team seems to transcend their job, family or social status (Brands and Branding, 2016). It can hold the ability to influence the way individuals dress, their interaction with others and social traditions (Davey, 2016). Successful sports brands create significant revenue from their fans (Davey, 2016). A 'sports brand' is a very broad concept and could include anything from individual athlete, a specific team, a sports club or any sporting merchandise or equipment (Davey, 2016).

2.3.2 Impact of sport on the environment

Sustainable development and the impact on the environment is a current issue trending and is getting a lot of attention from the public (Vuuren, 2017). With this in mind, major sporting events such as World Cups and the Olympic Games are getting increased attention as to their impact on the environment (Vuuren, 2017). The impact is difficult to measure as it often

occurs over long periods of time when publicity has moved away from the event itself (Vuuren, 2017).

The Russian city of Sochi held the 2014 Olympic Games which was said to be the most expensive in the history of the Winter Games. It has also been suggested the Games had the biggest impact on the environment (Vuuren, 2017). “Ornithological Park” was stated on a huge sign near the Olympic Park which warned visitors about the area being prohibited and protected so not to disturb the wildlife living there (Vuuren, 2017). Despite the sensitive nature of the ecology, the area developed residential blocks for athletes and journalist, surrounding the area. These now stand derelict (Vuuren, 2017).

Once the announcement of the Games was made, the Sochi area became a construction site for many years (Vuuren, 2017). The residents had to deal with constant noise pollution, traffic, dust, electrical interruptions and water cuts (Vuuren, 2017). Not only was there natural damage to the protected area, but the residents also had to deal with environmental damage disrupting their everyday lives (Vuuren, 2017).

Looking ahead to the 2022 Beijing Winter Olympics, the negative impact on the environment is already evident. Damage will be caused as snow is needed for the Winter Games in a region which receives very little snowfall (Vuuren, 2017). Snow will have to be created from water drawn from lakes and streams, super-cooled into ice crystals and then shot from a cannon (Vuuren, 2017). The estimated environmental impact could be profound and long-lasting (Vuuren, 2017).

Brazil’s Soccer World-Cup and Olympic Games provided evidence of how mega-events cause more harm than good (Vuuren, 2017). Tourist numbers were high, sales goals were reached, and there were no major issues with the infrastructure (Vuuren, 2017). However, huge amounts of money was spent on stadiums when the government could hardly afford to pay the wages of doctors and teachers (Vuuren, 2017). Stringent security was provided for wealthy tourists at the expense of the poorer residents, and uninterested crowds suggested that most residents were not invested in the sports at hand. This caused animosity between the spectators and the residents (Vuuren, 2017).

Sport tourism provides many positive aspects to host committees tasked to find ways to create interest in a country and find opportunities for positive publicity locally and abroad. Successful campaigns increases the demand for hotels and guest houses, which bring more

income to the country (Positive and Negative Impacts of Sports Tourism Events on the Host Community, 2017). With the positives of more tourists, there are negative impacts on the community too. These include displacing the local community, hooliganism, crime, crowding, and disrupting the normal way of life the local community experiences (Positive and Negative Impacts of Sports Tourism Events on the Host Community, 2017).

Sport tourism can also have a negative impact on the environment as the natural environment is often disturbed or destroyed in order build the infrastructure to host the sporting events (Positive and Negative Impacts of Sports Tourism Events on the Host Community, 2017). Negatives of noise, light and air pollution are created by the construction as well as by the event itself (Positive and Negative Impacts of Sports Tourism Events on the Host Community, 2017).

The goal of hosting a major sporting event seems to encourage cities to be more lenient when it comes to their rules and laws for urban development and restricting (Warren, 2017). This is due to she short timeframe they are given to prepare for such huge events (Warren, 2017). During the build-up to the 2014 World Cup and 2016 Olympics in Brazil 'flash-votes' were executed which allowed for Legislative Assembly to push through emergency bills like allowing alcohol at stadiums and being more lenient when it came to the protection of historical architecture (Warren, 2017). This shows a disregard for the inclusion of the local community, as if their feelings are not even a consideration (Warren, 2017).

With the rising awareness of environmental issues associated to major sporting events it is vital that organisers of these events start to manage resources more effectively in a sustainable way (Impact of Sport on Environment, 2015). Specifically, when it comes to the impact on the environment and the quality of life for the host residents (Impact of Sport on Environment, 2015). This awareness has led to the publication of the '*Guide to Sport, Environment and Sustainable Development*' buy the International Olympic Committee (IOC) (Impact of Sport on Environment, 2015). The IOC's objective in the creation of this publication was to encourage and support the concern for the natural environment and to promote sustainable development in sport (Impact of Sport on Environment, 2015). They aimed to find ways to encourage projects and raise awareness in making sports more sustainable (Impact of Sport on Environment, 2015). This was done through conferences, workshops, resource manuals and the sharing of knowledge (Impact of Sport on Environment, 2015). The result of this publication has been that organisers are more

concerned about the reduction of their ecological footprint and are more aware about the sustainability of the events they host (Impact of Sport on Environment, 2015).

2.4 LINKING EXISTING LITERATURE TO THE RESEARCH OBJECTIVES

Based on the literature discussed above this paper will study the brand identity of the Cycle Tour, as well as the health of its brand in light of required changes forced by environmental changes. The study will then go further and determine, in more depth, how the public's perception has changed prior and after the event in relation to the general brand image of the Cycle Tour, with specific focus on the efforts and communication of water saving measures during the event. The researcher can then use this information to ascertain if the initiatives taken by the tour have enhanced the brand image or harmed the image. It will also allow the researcher to determine whether the public's perceptions have changed due to the initiatives taken by the Cycle Tour or if the perceptions were changed due to the water crisis in general.

The researcher can then compare the brand identity to the brand image and determine the way the Cycle Tour attempted to portray and protect their brand identity and whether this portrayal is in line with the way the brand was interpreted by the participants. It is vital that the message the Cycle Tour wished to convey were interpreted in the desired manner.

The information on what constitutes a 'Healthy Brand' will aid the researcher in interpreting how successful the Cycle Tour brand is and what the brand could have done differently, if it is found that the image and identity are not aligned. This article will also guide the researcher in terms of what constitutes a successful brand. The information will help in linking the research findings to sports brands in general too.

The existing literature on the impact of sport on the environment show how previous major sporting events have been impacted by and in return itself impacted the environment. Organisers of major events are now paying more attention to the efforts taken in mitigating the impact they have on the environment. They do not relate to specific crises but rather the impact on the environment in general. The articles also provide insight into the initiatives implemented regarding to new policies and agreements to protect the environment and ensure future sporting events are sustainable. This information helps to give a broader picture of what is being implemented within the general world of sport and the researcher

can then compare the findings from this research to the success of other sustainability initiatives.

3 RESEARCH METHODS EMPLOYED IN THIS STUDY

The following section outlines the research design implemented and the research plan.

3.1 RESEARCH DESIGN

This study was placed in the interpretivist paradigm as this paradigm is based on the belief that reality consists of an individual's subjective experience of the world around them (Du Plooy-Cilliers *et al*, 2014). The brand identity, brand image and health of the Cycle Tour-brand has been analysed through a qualitative method approach of data collection and analysis. The research followed inductive reasoning as it looks at general findings in order to come up with a more specific theory (Du Plooy-Cilliers *et al*, 2014). The participants and Cape Town residents answered both open-ended and closed-ended questions in a cross-sectional survey about what initiatives were implemented, how successful they felt the plans were, and how their perceptions of the event changed. A cross-sectional survey design helped to give the researcher insight into a particular phenomenon at a given point in time as the data was only collected from the participants and residents once (Du Plooy-Cilliers *et al*, 2014).

3.1.1 Paradigm

This study is situated in an interpretivist paradigm, being that the core idea of the paradigm is the concept that humans are different from objects (Du Plooy-Cilliers *et al*, 2014). One cannot study humans in the same way as one does the natural sciences. Humans change and are constantly adapting to the environment around them as opposed to objects (Du Plooy-Cilliers *et al*, 2014). Interpretivism has been influenced by different intellectual traditions, with the dominant ones being:

- *Hermeneutics* – the theory and method in the interpretation of human action (Du Plooy-Cilliers *et al*, 2014).
- *Phenomenology* – the way in which humans interpret the world around them (Du Plooy-Cilliers *et al*, 2014).
- *Symbolic interactionists* – individuals who see reality as being highly symbolic and constructed (Du Plooy-Cilliers *et al*, 2014).

Interpretivists attempt to study and describe meaningful social interaction (DU Plooy-Cilliers *et al*, 2014). The aim of interpretivist research is to gain an in-depth understanding, which often requires the researcher to spend many hours with those being studied, in order to fully understand and experience their everyday life and find out what is meaningful and relevant to them (Du Plooy-Cilliers *et al*, 2014).

The interpretivist paradigm is used as the paper to gain insight into people's subjective experiences. It was hoped that the research would be able to help in understanding and describing meaningful social action and experiences regarding the way in which the initiatives implemented for the 2018 Cape Town Cycle tour impacted their brand image and how these findings could relate to sports branding in general.

Ontologically it followed a nominalist view which is defined by the idea that there are no universals, only particulars. The basic idea is that our world is made exclusively from particulars and the universals are of our own subjective making or perceptions. They stem from our representational system (the way we think about the world) or from our language (the way we see of the world) (Du Plooy-Cilliers *et al*, 2014). The interpretivism paradigm believes reality is fluid and subjective and created by human interaction (Du Plooy-Cilliers *et al*, 2014). The study aimed to discover what initiatives were implemented and how the participants and residents felt about these initiatives and ultimately how these perceptions influence their subjective opinion of the brand image of the Cycle Tour.

It is epistemologically interpretive as the researcher wished to understand how the initiatives were implemented, how these made the participants and residents of Cape Town feel and how that impacted on the brand. Interpretivists believe something is seen as knowledge when it feels right to those being studied. Interpretivists see common sense as a very important source of information (Du Plooy-Cilliers *et al*, 2014).

The study assumed human nature to be voluntarist as the researcher believed humans choose how they wish to feel (Du Plooy-Cilliers *et al*, 2014).

The methodological design of the study is ideographic as it followed the pattern of finding ideas, listening to reasons and thoughts and then creating a narrative from these findings (Du Plooy-Cilliers *et al*, 2014).

Interpretivism aims to descriptively tell a story in the theory created in order to show the in-depth understanding that has been obtained through research (Du Plooy-Cilliers *et al*, 2014). Therefore, subjective and qualitative methods are used. Subjective because the research aimed to understand how those being studied feel and qualitative as the researcher aimed to use open-ended descriptions and individuals emotions and opinions to determine a conclusion to the research problem, rather than using numbers and statistics (Du Plooy-Cilliers *et al*, 2014).

3.2 RESEARCH PLAN

The research plan explains shows the reader what unit of analysis will be used, gives an explanation of the population and sampling of the study as well as the data collection method that was used.

3.2.1 Unit of analysis

The unit of analysis in the study is an individual who either participates in 2018 Cycle Tour or has an awareness of the 2018 Cycle Tour brand.

3.2.2 Population and sampling

The **target population** was the participants of the 2018 or previous Cycle Tour as well as Cape Town residents who have been exposed to the Cycle Tour brand.

The **accessible population** was defined by the practical reasonability of access to the above target populations. Cycle Tour participants enter the event from all over the world, but access to the entire group of individuals is not practical. Therefore, the accessible population remains limited to predominately Cape Town residents, and in some cases, South African individuals where remote access is made possible with the help of technology.

The study gathered responses from **twenty-five participants** or individuals who answered the questionnaire. These questionnaires consisted of ten questions which had a mixture of both open-ended and close-ended questions.

Non-probability sampling methods were used as it is nearly impossible for the researcher to gain access to all participants (Du Plooy-Cilliers *et al*, 2014). Instead of trying to access the entire target population the researcher made use of snowball sampling to get the twenty

participants. The researcher gained email address from a friend involved in cycling in Cape Town and then asked those individuals for more cycling contacts in order to finally reach twenty-five participants.

The survey required volunteer sampling which means the participants come forward if they were willing to partake in the research study (Du Plooy-Cilliers *et al*, 2014). The researcher created the questionnaire and circulated the questionnaire using a link to Google Forms and emailed this link to the contacts.

3.2.3 Data collection method

The researcher was not directly involved with the participants which ensured that the researcher had no effect on the findings. A mixed method of collection was used in the form of a cross-sectional survey consisting of a ten-question questionnaire. These included open-ended general and specific questions and closed ended multiple choice questions and matrix questions, in the form of scales.

- *Open-ended questions* allow respondents to answer however they wish and use their own words (Du Plooy-Cilliers *et al*, 2014). It allows the respondents to share their ideas and feelings more freely (Du Plooy-Cilliers *et al*, 2014).
 - *General questions* are more applicable to the situation as a whole (Du Plooy-Cilliers *et al*, 2014).
 - *Specific questions* are more direct and focus on specific aspects of the situation (Du Plooy-Cilliers *et al*, 2014).
- *Closed-ended questions* have a fixed amount of answers the respondent has to choose from (Du Plooy-Cilliers *et al*, 2014).
 - *Multiple choice questions* allow the respondents to choose from the units that are grouped together to form different categories (Du Plooy-Cilliers *et al*, 2014). The respondent is able to choose the category most applicable to them (Du Plooy-Cilliers *et al*, 2014).
 - *Matrix questions* are scale questions where respondents are required to select the opinion that best suits their feelings toward the question asked (Du Plooy-Cilliers *et al*, 2014).

The survey consisted of ten questions in total and was circulated electronically using email addresses obtained. Due to the nature of how hard it is to gain access to the total population, random sampling took place. An example of the survey can be seen in Annexure A.

It was a self-administered survey and the participants were able to choose whether they wanted to click into the link and participate in the research (Du Plooy-Cilliers *et al*, 2014). The advantage of this type of circulation is that it is inexpensive and the researcher did not require many human resources in order to conduct the research (Du Plooy-Cilliers *et al*, 2014). A major disadvantage is the fact that the researcher was not able to conduct follow-up questions to the responses received in the survey or provide clarity for the respondents if they did not understand how to answer some of the questions in the questionnaire (Du Plooy-Cilliers *et al*, 2014). Many individuals are reluctant to respond to questionnaires which meant the researcher struggled to gain answers from twenty-five respondents (Du Plooy-Cilliers *et al*, 2014).

The first two questions of the questionnaire dealt with demographic details of the respondents and did not specifically link to the research question. The first asked the respondents to state their gender and the second was to state which age bracket they fitted into. This was asked as the researcher wanted to ensure they were getting responses from a number of different individuals and that the responses were not dominated by one gender. Respondents were given a multiple choice question with three options either 'male', 'female' or they could choose not to disclose their gender. The last option was given as the researcher did not want the respondents to ever feel uncomfortable or feel they had to give out information they were not comfortable giving. The next question was also multiple choice and broke ages down into six different categories. The participants of the cycle tour could range in ages and so this question was once again to ensure the researcher was able to get responses from a number of different age categories in order to get a broader understanding of participants' feelings.

The third question was a multiple choice question with two options 'Yes' and 'No' which asked respondents if they had participated in the 2018 Cycle Tour, if they had not then their response may not be relevant to the specific study. The fourth question was an open-ended question which followed on from the previous question and asked the respondents if they had not participated why they had decided not to. The researcher used this question in the hopes that they would be able to get a few respondents who had decided not to participate

in the cycle tour due to the water crisis. This question aligns with the main research question as people may have chosen not to participate due to the water crisis. This would have a negative impact on the brand as a race needs participants in order to happen. The researcher had ensured that all of their participants were cyclists who usually participated in the challenge which also aided the relevance of this question.

The fifth, sixth, seventh, eighth, and ninth questions dealt with the initiatives implemented for the cycle tour and addressed the first two sub-questions about which platforms were used to promote the event and what initiatives had the most emphasis placed on them.

The fifth question was multiple choice and asked the respondents if they had heard about the initiatives that were implemented. Respondents were given a choice of either selecting 'yes' or 'no'. The respondents who chose the 'no' option did not need to answer any more of the questionnaire. This answer aided the researcher in finding that some participants had no idea the cycle tour had implemented steps to try be more environmentally friendly. This could also help in looking at how the initiatives were communicated and seeing how they could improve this. The answers would also be relevant to the main research question as it gave the researcher a better understanding of whether people care enough about certain initiatives for the implementation of have any impact on the brand image.

The sixth question was an open-ended question and asked respondents to explain what they had heard about the initiatives. This question aided in seeing which initiatives were more popular than others, which were better known and maybe the communication of certain initiatives were more popular than others. It also helped the researcher find out whether the respondents were informed about the correct initiatives or not which aided in the reliability of their responses. The question addressed the second sub-question about which initiatives had more emphasis placed on them.

The seventh question gave respondents a multiple choice question where they were able to choose multiple answers about where they had heard about the initiatives. The respondents were given four choices which were Facebook, Twitter, News Articles, and The 2018 Cycle Tour Website. This question aided in seeing which platform was most effective in communicating what initiatives were implemented and addressed the first sub-question about which platforms were used to promote the event.

Question eight was an open-ended question that asked the respondents what their initial feelings were about the initiatives implemented. This question gave the researcher more of an idea about whether the respondents cared about the initiatives or not and addressed the main research question about the effect on the event's brand image.

The ninth question was a multiple choice question asking respondents if they felt the cycle tour had implemented the initiatives successfully or not. They were given three options which were 'Absolutely', 'Adequately', and 'Did not notice'. These answers could give the researcher an idea about how much people cared about the physical implementation of the initiatives. Participants may have been aware of the initiatives and felt positive about the implementation but may not have bothered to follow through with seeing if the tour actually acted on what they said they would do.

The tenth and final question dealt with brand image. It once again gave respondents a multiple choice of three options 'Absolutely', 'Adequately', and 'Did not notice'. This question dealt with the issue of whether or not being more environmentally friendly and respecting the environment actually has an influence on brand image and the way the public perceives a brand. This not only helped the researcher address the main research question but helps with giving advice for the future about whether or not events being environmentally sustainable enhances their brand image.

It was vital that the survey was tested before circulation and that was done by the researcher selecting a sample group of individuals to read through the questionnaire and complete it to ensure it made sense and there were no grammatical errors.

Qualitative data deals with gaining an understanding of subjective experiences and meanings associated to a certain phenomenon (Du Plooy-Cilliers *et al*, 2014). The goal of the researcher was to gain a 'whole world experience' by interacting with and analysing the responses they gained from the participants of the study (Du Plooy-Cilliers *et al*, 2014).

3.2.4 Data analysis method

The researcher used qualitative methods to analyse the data collected. Qualitative data analysis is a subjective interpretation of the content of the data collected by coding the data and identifying like patterns and themes within the data collected (Du Plooy-Cilliers *et al*, 2014). The specific qualitative method the researcher used was content analysis (Du Plooy-

Cilliers *et al*, 2014). This meant the researcher went through all the data collected in order to inductively come up with a conclusion (Du Plooy-Cilliers *et al*, 2014). The researcher used line-by-line coding to analyse the data, although this was a lengthy process it was important with the small sample size that the researcher took note of every answer given by participants in the surveys (Du Plooy-Cilliers *et al*, 2014).

Line-by-line coding is when the researcher literally analyses each line of information throughout all the data (Du Plooy-Cilliers *et al*, 2014). It is a microanalysis form of analysing which meant the researcher literally looks at every word and phrase within the set of data collected (Du Plooy-Cilliers *et al*, 2014). It is a very time consuming way of analysis but made easier when analysing questionnaires as the answers are already broken up in some way by the structure of the questions (Du Plooy-Cilliers *et al*, 2014).

It involved an in-depth understanding of the data collected in order to be able to provide a detailed description of the social reality depicted in the data collected (Du Plooy-Cilliers *et al*, 2014). It required an inductive approach, which meant the researcher used the data collected in order to develop theories (Du Plooy-Cilliers *et al*, 2014).

Qualitative studies do not use numbers as evidence and so in order to test the trustworthiness of the findings the researcher needs to test the credibility, transferability, dependability and confirmability of their findings (Du Plooy-Cilliers *et al*, 2014).

- The *credibility* of their findings refers to how long the researcher has spent with their participants and how believable their findings are from the perspective of their participants (Du Plooy-Cilliers *et al*, 2014).
- The *transferability* depends on how easily the data collected can be applied to similar situations and produce similar results (Du Plooy-Cilliers *et al*, 2014). This allows for generalisations of the findings (Du Plooy-Cilliers *et al*, 2014).
- The *dependability* refers to how the integration of the data collection method, data analysis and the theory generated flow (Du Plooy-Cilliers *et al*, 2014).
- The *confirmability* refers to how well the interpretations of the researcher support their data collected (Du Plooy-Cilliers *et al*, 2014). The ability for others to examine the data collected and draw similar conclusions as the researcher is vital (Du Plooy-Cilliers *et al*, 2014).

Due to the close-ended nature of all of the questions, excluding questions four, six and eight, the researcher included limited statistical analysis to supplement the qualitative data analysis as described above. A statistical analysis removes the guesswork from the interpretation of the results which aids the ease of interpretation (Du Plooy-Cilliers *et al*, 2014). They are objective in that they are completely free from any bias as they are based on numerical results (Du Plooy-Cilliers *et al*, 2014). They are also defensive in that they are able to show the statistical difference between phenomena (Du Plooy-Cilliers *et al*, 2014). Phenomena is statistically significant when the researcher is sure the results are reliable and there is a big enough difference between the phenomena being researched that makes the results noteworthy (Du Plooy-Cilliers *et al*, 2014).

The researcher gathered the data from the surveys which was then analysed to identify patterns. The researcher then formatted and presented the data in graphical representations so they were able to deliver their projections from the data collected (Du Plooy-Cilliers *et al*, 2014).

The research being conducted does not look at mathematical projections, however, the use of a limited statistical analysis will aid the researcher in describing the results from the survey in the most user friendly manner.

4 FINDINGS AND INTERPRETATION OF FINDINGS

The following sections show the researcher's analysis of collected data.

The researcher made use of a ten-question survey which was circulated digitally by sending a link to relevant participants. The researcher initially aimed to get twenty responses, however two of the twenty responses had not heard about any of the water-saving initiatives that were implemented and so the researcher then changed the total amount of respondents to twenty-five in order to get enough data. The following give an overview of the findings in general terms before going into detail about each response received. The following gives a brief overview of the responses before going into detail about how each respondent answered.

4.1 Demographics

The first two questions of the survey dealt with the demographics of the participants. The researcher was able to get a good variation of female and male respondents as shown below in Figure 1.

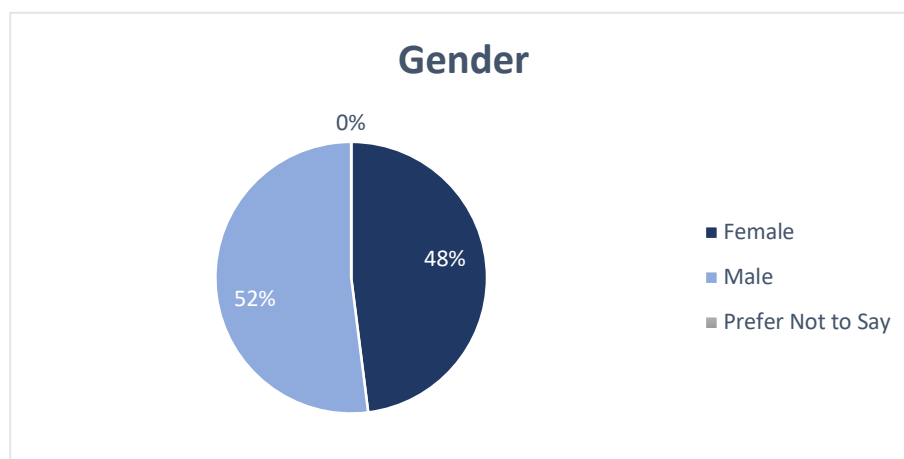


Figure 1: Gender of participants

It was important that the researcher was able to get a good mixture of men and female respondents to ensure the findings were not skewed to one gender's opinion.

Figure 2 below is a depiction of the different age categories of the respondents.

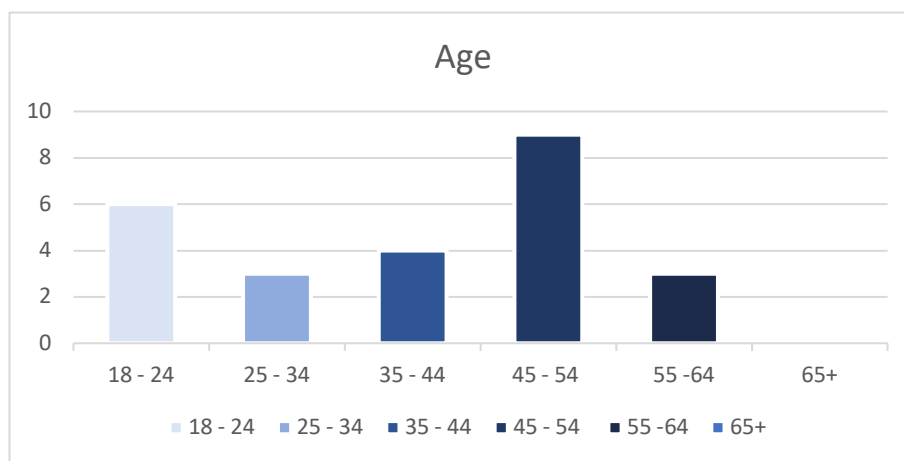


Figure 2: Participant's Age Ranges

The researcher once again was able to get a variety of different ages. This was good for data collection as individuals at different ages may have different interpretations of the implementation of the initiatives.

All twenty-five responses were from individuals who had participated in the Cycle Tour. This was found in the third question. This finding was not shown in a graph as all answers were 'Yes'. Due to this the researcher did not receive any responses from the fourth question which asked why respondents had decided not to partake if they previously had and did not in 2018.

4.2 Water saving initiatives

The survey addressed the concept of the water-saving measures and initiatives by asking participants if they had heard about the initiatives and then in an open-ended question asked participants what they had heard about these initiatives. From the respondents all seemed to be well informed, with only two not knowing about the initiatives. From the responses given it was very clear that the water-saving measure that was most talked about and communicated was the fact that the Cycle Tour was putting water back into the municipal reticulation system.

The other initiatives that seemed to get a lot of emphasis placed on them was that the tour was not providing showers for participants, that the use of grey-water was being implemented, that the Tour had reduced the number of water stations they had around the

course, and that participants were encouraged to bring their own water from areas not experiencing drought.

The survey also asked the respondents what their initial feelings were towards the initiatives. This was interesting insight to see whether all the effort that went into trying to account for the water-crisis was actually appreciated by the participants of the race. The responses given in the survey were very pleasing in that the respondents seemed to be impressed with the fact that the tour aware of their impact on the environment. Participants said they felt less guilty about participating in the race too.

In asking participants if they thought the initiatives were implemented successfully the researcher hoped uncover whether the participants really did care about the measures taken. Participants may have had positive initial feelings towards the concept of the tour being more environmentally friendly but if the participant did not bother to take notice of whether or not the initiatives were implemented it shows that a brand may not have to take drastic measures to be more environmentally friendly but just communicating their awareness for the environment is good enough. The response to this question was very positive in showing the researcher that participants did notice the initiatives being implemented and that it is important for a brand to put measures in place to account for their impact on the environment. However, the survey did show that some respondents felt the initiatives were adequately implemented which could be that they did not want to admit they did not notice but also did not want to lie and say the initiatives were implemented well. There were a few who did admit to not noticing which makes the study realistic as not everyone will always be worried about that is happening around them.

Two of the twenty-five respondents had not heard about any initiatives implemented which is shown in Figure 3. Due to the two respondents being unaware of the initiatives implemented the researcher had then extended the sample size from twenty respondents to twenty-five.

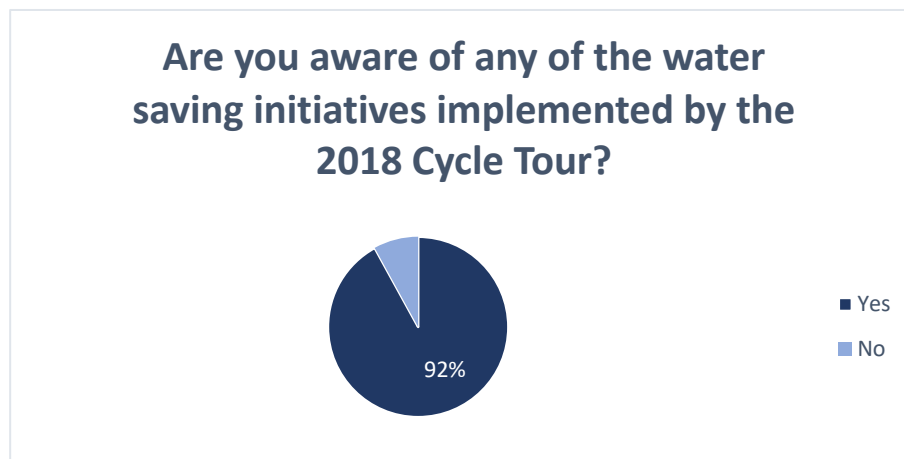


Figure 3: Participant's Awareness of water saving initiatives

Figure 3 depicts the results from the fifth question. From the graph above the researcher was able to see 92% of the respondents were aware of the water saving initiatives implemented by the Cycle Tour and 8% were not aware.

The sixth question was open-ended and asked respondents what they knew about the initiatives that the 2018 Cycle Tour had implemented. The majority of the respondents said the initiatives they had heard about was that the organisers were putting water back into the Western Cape water grid, the organisers encouraged participants to bring their own water from outside the Western Cape, the tour was using grey water, they would not provide as many water stations along the route, and the race would not provide showers. The full answers from the opened-ended question can be found in Annexure B.

Nine of the respondents had partaken in the 2018 Cycle Tour, they were aware of the water-saving initiatives and their understanding of the initiatives were that the organisers of the race were putting water back into the Cape Town water grid. Majority of them had gained this knowledge from either news articles, Facebook or the cycle tour website.

Two of the respondents claimed to know about the water-saving initiatives however all they had heard was that participants were encouraged to bring their own water from areas outside of the Western Cape. Interestingly they gained this knowledge from news articles, Facebook and the cycle tour website.

Another nine respondents seemed the most informed. They were all aware that there would be less water stations around the route, they all knew that the race organisers were going to put water back into the water grid, most were aware that the organisers were no longer

providing showers, and they were aware that participants were being encouraged to bring their own water from outside of the Western Cape. All of the respondents had gained the knowledge from news articles and as well as a few of them seeing things on Facebook and the cycle tour website.

Respondents four and ten did not know about the initiatives at all.

The seventh question followed the previous and asked the respondents which communication platform they had heard about the initiatives which is depicted in Figure 4 below.

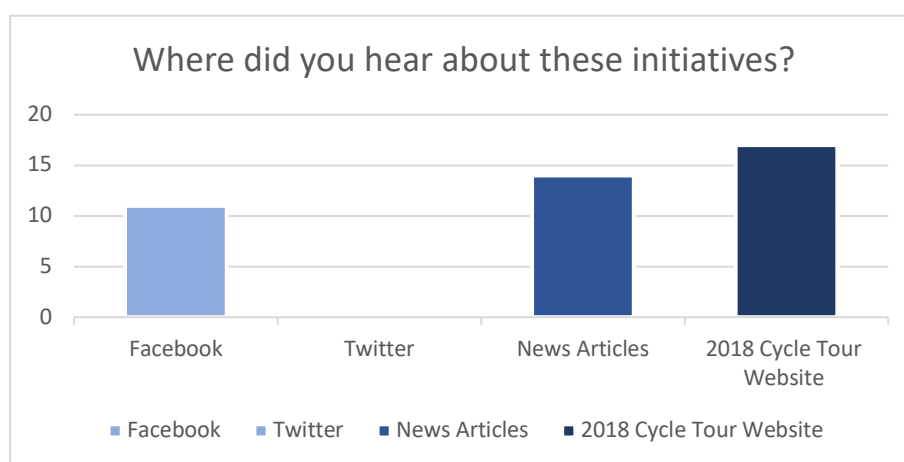


Figure 4: Communication Platforms

Seventeen respondents had heard about the initiatives via the 2018 Cycle Tour Website and of those seventeen eleven of them had also heard via Facebook and fourteen via News Articles. Interestingly not one respondent had heard about the initiatives via Twitter.

From the analysis it was clear to see that participants referred to the Cycle Tour website to get most of the information they needed. This shows that the Cycle Tour was good about their press and media releases and kept their website up-to-date. Keeping good communication lines with the public allows the Cycle Tour to be the main voice and it stops rumours from starting. Especially due to the fact that the race had to be cancelled last year because of strong winds, there were many concerns the race may not happen this year due to the water-crisis (Cape Town Cycle Tour, 2018).

Due to the Cycle Race being such a prominent sporting event in South Africa and the water-crisis in Cape Town being so publicised, the event was spoken about in numerous news articles which is clearly shown in the results from the survey.

There were also a few strange responses, respondent fifteen was interesting as they claimed to know about the initiatives and said they had heard via the Facebook, the news, and the cycle tour website but they did not state what initiatives they knew about. Respondent sixteen was aware of the initiatives however did not state what they knew about the initiatives, instead they just answered that the race organisers were aware of the water shortage and that there were plans implemented in an attempt to keep the race environmentally friendly. Respondent sixteen heard this through Facebook and the cycle tour website. Respondent seventeen was aware of the initiatives however all they said to have heard about the initiatives is that water was being transported from areas that were rich in water resources. Respondent seventeen heard about this through Facebook and the cycle tour website.

The seventh question was open-ended and asked the respondents about their initial feelings towards the initiatives. The responses were mainly very positive with respondents stating they were pleased that the Cycle Tour showed awareness about the water-crisis and impressed they had then implemented initiatives to ensure the Cycle Tour was able to happen without further putting stress on the water-crisis that the Western Cape was experiencing by giving alternative options for respondents. However, there were a few respondent show felt indifferent about the initiatives implemented the full answers can be found in Annexure B.

There was an overwhelmingly positive response from the respondents when asked about their initial feelings towards the initiatives. Sixteen respondents stated either how impressed they were, expressed admiration, said they were very pleased about the initiatives, were grateful the cycle tour was showing respect for the environment and how the tour was helping create awareness about the water-shortage. Respondent twenty stated they were pleasantly surprised that the cycle tour had implemented initiatives. Respondent eighteen said they were pleased about the initiatives being implemented because they then felt less guilty about participating in the race and did not feel they were contributing to day zero happening sooner than anticipated.

There were also some negative responses. Respondent nineteen felt the organisers could have done more in terms of the initiatives being implemented. Respondents four, eight, and thirteen said they did not care about the initiatives being implemented or felt indifferent about them. Respondents five, ten, fourteen and seventeen left the question blank. Respondent five and ten were not aware of the initiatives so made sense that they did not answer, however, respondents fourteen and seventeen were aware of the initiatives.

The respondents were then given a multiple-choice question where they were asked if they felt the initiatives were implemented successfully which is depicted in Figure 5.

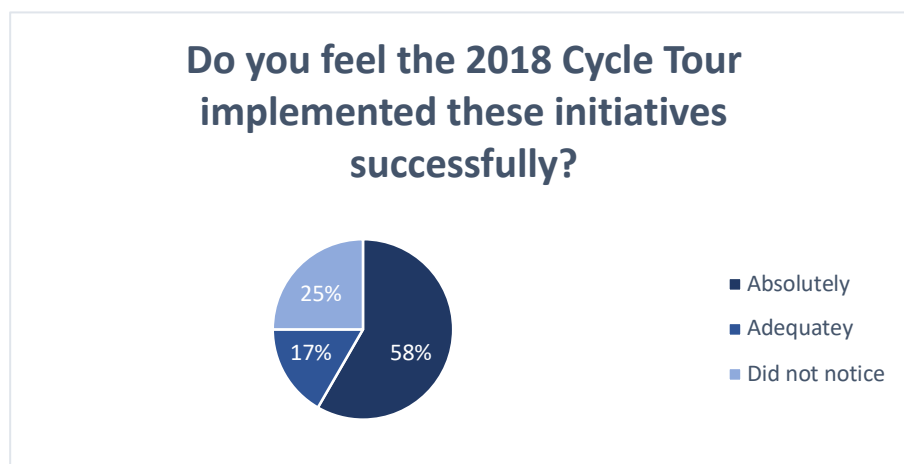


Figure 5: Participant's Attitude toward initiatives

When asked about whether or not respondents felt the cycle tour had implemented these initiatives successfully or not the respondents were given three options in terms of responses. They could either choose 'absolutely', 'adequately', or 'did not notice'. There was an overwhelming response from fourteen individuals which made up 58% of the respondents who felt the tour had absolutely implemented the initiatives successfully, four respondents which made up 17% said they felt there was an adequate effort was implemented. Six respondents which made up 25% said they had not noticed if the initiatives were implemented. This made sense as respondent five was not aware of the initiatives and respondent ten who was also not aware of the initiatives left the question blank.

4.3 Brand Image

The concept reviewing the brand image was addressed in the final question of the survey where participants were asked if the initiatives enhanced their view of the brand, but as described in the literature review the brand image is all about perceptions. Asking about feelings towards the initiatives and the implementation of these also aid the researcher in getting a more in-depth understanding of whether the brand image was effected.

The Cycle Tour is a major sporting event that takes place in South Africa therefore the brand already has a strong brand image. As addressed above the respondents of the survey seemed to be pleased with the concept of the Cycle Tour implementing water-saving measures. This concept alone should have a positive effect on brand image. From the responses to the survey the researcher was able to see the respondents seemed to be more precise about whether the initiatives enhanced the brand image or not. Most respondents said the initiatives absolutely enhanced their view of the Cycle Tour brand and others were clear they had not noticed. Few were undecided and chose to say they felt their view of the brand had been adequately enhanced.

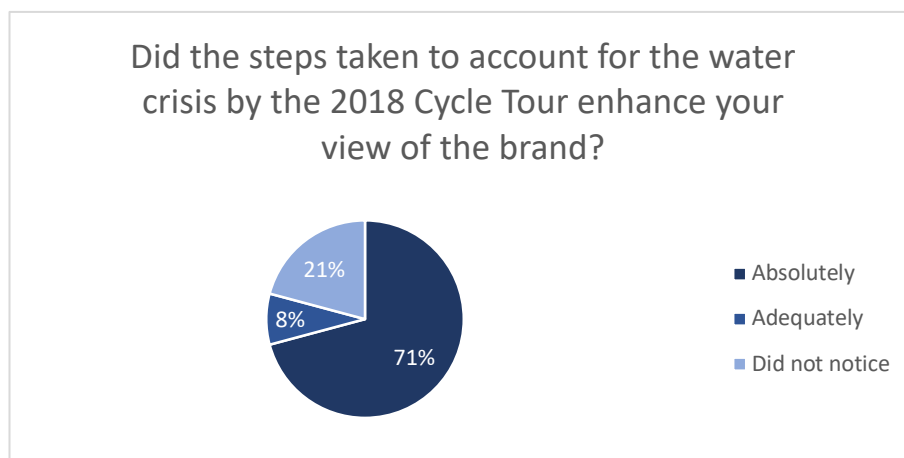


Figure 6: Participant's attitude toward the Cycle Tour brand

The final question asked the respondents about if they felt the steps taken to account for the water crisis enhanced their view of the cycle tour brand. Once again respondents were given the choice of 'absolutely', 'adequately', and 'did not notice'. Majority of respondents said they felt the initiatives absolutely increased their view of the brand. While respondents six and seven felt the initiatives adequately enhanced their view of the brand. Respondents four, five, eight, thirteen, and nineteen stated they had not noticed. Once again this made

sense for respondent five as they had not been aware of the initiatives and respondent ten left the question blank.

With these results from the survey the researcher is able to see the implementation of initiatives was very successful in enhancing participants view of the brand.

4.4 LINK BETWEEN LITERATURE

Based on the analysis of the findings the researcher was able to link their findings to the literature previously mentioned by referring to the articles which aided the researcher in drawing conclusions.

4.4.1 Brand Image

The researcher was able to use the information previously mentioned about brand image to analyse the responses from the survey and was able to determine that the brand identity of the Cycle Tour and their brand image was aligned.

Implementing Aaker's model (Aaker, 1996 p.67-68) for brand identity to the Cycle Tour brand the researcher looked at:

- Brand as a person – the Cycle Tour is an energetic, vibrant and caring brand. It is very concerned about everyone else's experiences and wants to ensure everyone has a good time. The brand is very environmentally friendly and is concerned about sustainability.
- Brand as an organisation – the Cycle Tour is a cycling race that happens on an annual basis in the Western Cape.
- Brand as a symbol – the Cycle Tour uses colourful and eye catching imagery, they mainly use different shades of blue with white writing. The brand has partnered with Pick 'n Pay so their colours of red, blue and white can be seen on a lot of the imagery. The brand holds a strong heritage with the first race taking place in 1978 (Cape Town Cycle Tour, 2018). The brand is dedicated to showing off South Africa and celebrating in the passion of cycling.
- Brand as a product – the brand is a world-famous cycling event, which participants from all over the world come to on an annual basis.

The researcher was then able to use the understanding of the brand identity of the Cycle Tour and compare it to the brand. The researcher did this using the guidance of Aaker's model for brand image (Aaker, 1996 p.67-68):

- What image the customer's currently hold about the brand – from the survey the researcher was able to determine the customers of the Cycle Tour currently hold a very positive image of the brand.
- The linked associations to the brand – the main issue this paper dealt with was what initiatives were associated to the Cycle Tour brand which they had implemented to accommodate for the water crisis in 2018.
- What makes the brand different to competitors – the Cycle Tour is a nine-day celebration of everything to do with cycling (Cape Town Cycle Tour, 2018)
- The transformation of the brand over its lifespan – the brand started as a small race with 500 participants on the 28th October 1978, forty-one years later it is a hugely successful nine-day event with over 15 000 participants from all over the world (Cape Town Cycle Tour, 2018).
- How consistent the brand image is, depending on who is asked – in the survey the researcher asked the twenty-five respondents if they felt the implementation of the water-saving initiatives had a positive effect on their image of the brand and all of them agreed. The researcher was also able to see in the responses to the survey that the respondents felt the brand had lived up to their promises and had implemented the initiatives successfully. From that knowledge the researcher is able to see there is consistency within the brand.
- What customers feel they gain from the brand – directly looking at the initiatives implemented and the effect it had on the brand the researcher was able to see the respondents felt they had gained awareness of the water crisis from the emphasis the race placed on the issue as well as gained admiration for the brand due to it being so environmentally friendly.

4.4.2 Healthy Brand

The literature on what constitutes a healthy brand (Cook et al, 2010) aided the researcher in determining the strength of the Cycle Tour brand. The literature suggests the following structure for analysis:

- *Particular meaning* – the brand has a clear purpose in that is a cycle tour in the Western Cape and the aim of the 2018 event was to ensure the event could take place even with the constraints of the water crisis. The brand stays true to the value set as they were able to implement water-saving measures so the event could take place and participants were able to enjoy the race as they always have.
- *Unique meaning* – the race is a nine-day celebration of everything to do with cycling in a the truly extraordinary city of Cape Town.
- *Effective and engaging communicator* – the brand was able to effectively communicate in every interaction with their consumers which was shown through the respondents answers to the survey where there was huge consistency in the initiatives respondents were aware about and they had received their information from a number of different platforms.
- *Adds value* – the brand is able to enrich the lives of all stakeholders internally and externally in the way they have been able to provide a wonderful event consistently for the past forty-one years despite the different curveballs being thrown at them. They were able to hold the 2018 race despite the water crisis and in doing so they were able to create more awareness about being water conscious and find ways to make the event more sustainable and environmentally friendly.
- *Transparent* - it is vital customers feel they know the true essence of a brand and the Cycle Tour was able to do this by being completely open and honest in their communication with their customers about their thought processes behind the initiatives implemented and then seemed to successfully follow through with their promises.
- *Sustainable relationships* – a brand was able to meet the current demands of their customers which was to provide an enjoyable cycle race but without compromising future generations or putting more pressure on the water crisis the Western Cape was facing at the time.
- *Profit is not a driver* - the motivation for the brand was to provide an enjoyable race that did not put further pressure on the dam levels in the Western Cape during the water crisis. Profit should be a result of a strong and healthy brand rather than the motivation behind a brand and from the positive responses from the survey about respondents' attitudes towards the brand after the implementation of the initiatives the brand does seem to have profited from the measures they implemented.

4.4.3 Sports Branding

The information on sports branding gave the researcher insight into how vast the concept of 'Sports Branding' can be. This study looked at a single brand but the findings can be related to sports branding in general. From the data collected the researcher was able to see the race participants were conscious about the impact the race has on the environment and they felt more at ease about competing in the race knowing there were measures in place to make the race more sustainable. The researcher is able to relate those findings to sports branding in general as sport clubs, sports teams or sporting individuals can be more environmentally aware and that could enhance the perceptions their fans' have about them. Sport brands could also use this information as it could enhance their customer's perceptions of their brand. Sport branding has an extremely powerful influence on their followers, the research shows brands being more environmentally friendly can enhance perceptions and through this awareness it could cause the brand's following to become more environmentally friendly too.

4.4.4 Impact of sport on the environment

The articles on the way sport impacts the environment gave the researcher an idea of how sport impacts the environment on a general level as well as looked at how events in the past have impacted the environment. The articles also gave a broad understanding of what measures and initiatives are being implemented for future events to make sport and sporting events more sustainable. From the data gathered the researcher was able to see similarities on what initiatives the Cycle Tour implemented and what is being implemented on a global level. The researcher could also identify where the Cycle Tour was able to implement initiatives that have not been used yet and this could aid the whole movement of making sport and sporting events more environmentally friendly and sustainable.

4.5 TRUSTWORTHINESS

In order to determine the trustworthiness of the findings the researcher tested the *credibility*, *transferability*, *dependability* and *confirmability* of their findings (Du Plooy-Cilliers *et al*, 2014).

The study is *credible* as there was huge consistency in the answers received from the twenty-five respondents which makes the study more believable. The researcher did not

spend any time with the respondents so cannot judge the credibility based on time spent with them.

The study is *transferable* as the data collected about the participants' awareness and feelings towards the initiatives implemented and the effect they felt it had on the brand image of the Cycle Tour could be generalised to any sport brand or event in general. As shown in the previous literature sport and any event uses a huge amount of water and through the responses to the survey it is clear to see there are ways to make events or sport more sustainable and it should have a positive impact on the brand.

The study is *dependable* as the qualitative data collected in the surveys flowed very easily with the line-by-line coding used for the analysis. With the ease and consistency in the collection and analysis the researcher was able to comfortably relate their findings to Aaker's model and a Healthy Brand model which were used as the foundation theories to this paper.

This study is *confirmable* as the data collected confirmed the researcher's interpretations that the study would prove the implementation of the initiatives by 2018 Cycle Tour enhanced their brand image. If others were to examine the data, they should come up with similar conclusions.

5 CONCLUSIONS

The following section takes the findings and the analysis of the findings and concludes the paper of the reader. Using the analysis of the data above the researcher was then able to link their findings back to their research question and objectives. For convenience, the research questions posed earlier in Section 1 are repeated below.

The primary research question underpinning this research study, is:

How did the water-saving initiatives taken by the 2018 Cape Town Cycle Tour to ensure a positive participant-experience despite facing water scarcity, have an effect on their brand image?

Following, secondary research questions that support the responses of the primary research question are:

- What platforms did the organisers of the 2018 Cycle Tour use to promote the event?
- What water-saving measures did the organisers emphasise in the communication with the public?
- How successful were the water-saving measures in creating a positive brand image?

5.1.1 Communication Platforms

In terms of social media, Facebook was clearly a very popular platform of communication. These results have been influenced by the ages of the respondents and what platforms they usually refer to in order to gain knowledge about certain situations. From the survey results it was clear the Cycle Tour website and Facebook were the most successful platforms to use to inform participants.

5.1.2 Initiatives

From the responses given to the questions addressing the issue of the initiatives it is clear the water-saving measure that was most emphasised was that the tour was putting water back into the municipal grid. On average participants seem to have a positive attitude towards the concept of the Cycle Tour accounting for the water crisis and the participants seem to genuinely care and not just put on a façade about caring.

5.1.3 Brand Image

With the results from the survey the researcher is able to see the implementation of initiatives was very successful in enhancing participants view of the brand.

After relating the findings to the one theoretical foundation which looked at brand image and identity of the Cycle Tour the researcher was able to determine the aim of the brand was to create more awareness of the water crisis and show the public they were putting measures in place to ensure they remained environmentally conscious. The researcher was able to see this as participants were aware of the initiatives implemented and the race was able to create more awareness about being water conscious. From the data gathered the researcher was able to determine that the implementation of the initiatives was perceived in a positive manner and did have a positive effect on the brand image of the Cycle Tour.

Using the guidelines from the second theory, which was the model on a Healthy Brand, to analyse the brand of the Cycle Tour the researcher found the Cycle Tour had a strong brand to begin with. The fact that after the initiatives were implemented the brand identity and image were still aligned strengthened the brand even more.

After relating the data gathered back to the initial secondary questions and objectives the researcher was able to answer the primary research question and conclude that through good communication and the ensuring the alignment between brand identity and image stayed consistent throughout the entire implementation process of the water saving initiatives, the implementation was able to have a very positive effect on their brand image.

5.2 ETHICAL CONSIDERATIONS

Ethics is the moral code of conduct that sets the standard for attitudes and behaviour (Du Plooy-Cilliers *et al*, 2014). It is vital that the researcher took certain aspects into careful consideration when conducting their research to ensure the highest ethical morale of their research.

The participants of the study need to trust the researcher and not feel as though they will be exploited (Du Plooy-Cilliers *et al*, 2014). The researcher ensured the safety of their participants by getting informed consent from the participants (Du Plooy-Cilliers *et al*, 2014). This means ensuring the participants know they are taking part in the research and clearly understand what will be required of them (Du Plooy-Cilliers *et al*, 2014).

When collecting data from participants it was vital the researcher informed them their answers were anonymous (Du Plooy-Cilliers *et al*, 2014). In the case of this research this was easy to follow as there is no way of tracking the participants as the questionnaire does not ask the participant to reveal their identity.

The researcher also needed to be aware of ethical issues regarding themselves. The researcher needed to ensure they did not falsify any information which meant that they did not deliberately change or lie about their findings (Du Plooy-Cilliers *et al*, 2014). They needed to ensure they did not distraught their results which could be done through putting emphasis on one aspect over others or quoting data out of context (Du Plooy-Cilliers *et al*, 2014). The researcher needed to ensure they did not show any bias towards their attitudes, beliefs or interpretations of the data collected (Du Plooy-Cilliers *et al*, 2014). They also needed to ensure the information collected was used for the research project only and not used in other circumstances that the participants were unaware of, this misuse of information is unethical practice by the researcher (Du Plooy-Cilliers *et al*, 2014). It was also vital the researcher used the appropriate research methods when conducting the research and did not use any methods that could be potentially harmful to participants or distasteful for the stated purpose or results of the research conducted (Du Plooy-Cilliers *et al*, 2014).

It is also important to keep in mind the broader public who want to find value in the studies (Du Plooy-Cilliers *et al*, 2014). The research communities who will rely on the credibility of the study (Du Plooy-Cilliers *et al*, 2014). The Vega School which is the academic institution the researcher was conducting the research for (Du Plooy-Cilliers *et al*, 2014). As well as the sports branding community who will directly benefit from the findings of this research (Du Plooy-Cilliers *et al*, 2014).

5.3 LIMITATIONS

The limitations of this study refer to aspects which limit the study and are out of the researcher's control (Du Plooy-Cilliers *et al*, 2014). This study has a very limited budget and the accessibility of the target market is challenging as the researcher is not a cyclist and did not participate in the 2018 Cycle Tour. By identifying these limitations in the early stages of the research, the researcher is able to take these into consideration when conducting the research. This should alleviate them becoming an issue in the future (Du Plooy-Cilliers *et al*, 2014). The researcher was able to overcome the limitation of accessibility to their target market as they had contacts within the cycling world and who had participated in the 2018

Cycle Tour and these contacts were able to further introduce the researcher to other individuals in the cycling world.

5.4 DELIMITATION

There are certain aspects the researcher decided not to include in the paper. The researcher only looked at the 2018 Cycle Tour as an event and did not look at other events such as music events to keep the study more specific. As the theoretical foundation to mention the research by, the researcher chose to only Aaker's model for brand image and brand identity and a Healthy Brand model. The researcher decided not to look at the public perceptions of the initiatives as they felt that a more comprehensive look at the participants' perceptions would be a good starting block before moving into the perceptions of the public.

5.5 CONTRIBUTIONS

This study contributes to the world of sports branding and future events in general as it shows the consequences of taking the environment into consideration and how a few initiatives are able to change a brand image in the minds of individuals attending an event.

This topic was selected as the water crisis is a very relevant topic at the moment. The Western Cape is living with the threat of taps running dry but still has to continue to function as normal. With sport and specifically sports events playing such a huge role in the culture of South Africans this study looked at initiatives that have been implemented, specifically by the 2018 Cycle Tour, to save water and still run a successful event.

This study is not only relevant to the Western Cape but could be relevant to the world in general as sport is something that is played all over the world and many different countries host numerous sporting events. The concept of saving water should be a consideration of any event and not only considered during a crisis. This makes this research study important as the results from the findings could help in assisting the organisation of future sporting events and events in general, ensuring they have water saving initiatives implemented. This will make events more sustainable and more environmentally friendly.

The research contributes to the sporting and events industry as it gains more insights into the practice of planning events, how the marketing and communication of the events impact the perspectives of the participants and the community in general, how to be more water

aware when planning the events, and assist the organisers of any event in how to make their event more sustainable and environmentally friendly.

By looking at how successful the implemented initiatives for the 2018 Cycle Tour were, this will guide organisers in the future in terms of how they market their event, what initiatives worked and did not work, and will also give them more insight into how their brand image is impacted due to how they conducted their event. This knowledge will help them in enhancing their brand image with their future actions. This research helps solve the issues of events not being water conscious and how organisers can ensure to change their actions in the future.

At the end of the study the researcher was able to contribute theoretically to by analysing the literature and drawing conclusions on past events and initiatives implemented to aid sport in becoming more environmentally sustainable. The researcher had an empirical contribution as they were able to find out how the initiatives implemented by the 2018 Cycle Tour was able to have a positive effect on their brand. This shows brands in the future that it is beneficial for them to be conscious of the environment and put measures in to ensure they are environmentally friendly. It also shows brands that even in situations of crisis they do not have to cancel events, they just need to find alternative ways to deal with the situations at hand and these alternative ways could really enhance the brand image.

5.6 RECOMMENDATIONS

On reflection of the research paper the implications of this research will be very positive for the event and sporting world. The researcher is able to recommend taking a more in-depth look at different types of events that do not relate to the sporting world. One could then compare the two studies and come up with more generalised theories to make events in the future more sustainable while enhancing brand image.

For further research the researcher would have got more respondents for the survey as that could have given a broader view. The researcher also would have gone into more depth when asking the respondents of the survey about how they felt the initiatives were implemented and their attitudes towards the Cycle Tour's brand image. The researcher would recommend the circulation of the questionnaire and then after analysis of the data collected from the questionnaire the researcher could conduct a number of focus groups. The aim of the focus groups would be to create conversation amongst relevant individuals

to gain more understanding about feelings towards the initiatives implemented. The researcher may be able to get a better understanding about perceptions as it is less effort for individuals to talk about their feelings rather than having to type it out in the survey.

The researcher would also recommend getting perspectives from the public on a general level and not just the participants of the Cycle Race. Cape Town residents are impacted by the Cycle Race as it takes place within their city. It not only brings revenue to the city but also uses the city's resources. This is why outside perceptions would also be very relevant and interesting to add to the study.

The researcher feels these recommendations would further benefit the sporting world and events world in the future.

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Survey Questionnaire

Please take a moment to partake in this survey for a research paper. Your responses enable the gaining of a deeper understanding of how aware individuals were about the water saving initiatives the 2018 Cape Town Cycle Town implemented and how the individuals felt about these measures. These insights will help us see what impact the initiatives had on the 2018 Cape Town Cycle Tour brand image. Your responses will be kept anonymous.

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

How old are you?

- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65+

Did you partake in the 2018 Cape Town Cycle Tour?

☐ Yes

☐ No

If no, why did you decide not to participate?

Your answer

Are you aware of any of the water saving initiatives implemented by the 2018 Cycle Tour?

☐ Yes

☐ No

What have you heard about these initiatives?

Your answer

Where did you hear about these initiatives?

☐ Facebook

☐ Twitter

☐ News Articles

☐ 2018 Cycle Tour Website

☐ Other:

What were you initial feelings about these initiatives?

Your answer

Do you feel the 2018 Cycle Tour implemented these initiatives successfully?

- ☐ Absolutely
- ☐ Adequately
- ☐ Did not notice

Did the steps taken to account for the water crisis by the 2018 Cycle Tour enhance your view of the brand?

- ☐ Absolutely
- ☐ Adequately
- ☐ Did not notice

SUBMIT

Never submit passwords through Google Forms.

8 ANNEXURE B – RESPONSES TO OPEN-ENDED QUESTIONS

Question 6:

Respondent 1: Organiser putting water back into the CT water grid

Respondent 2: As far as I know they brought in water from outside the Western Cape in order to cater for the influx of people into Cape Town. Also apparently no municipal water was used.

Respondent 3: Water was brought in from outside of CT for use during the race.

Respondent 4: Did not know about them

Respondent 5: They put water back into the CPT grid

Respondent 6: Less water stations, put water back into the grid

Respondent 7: No showers, using grey water, less water stations, water put back into Cape Town grid

Respondent 8: No showers, encourage people to bring own water, few water stations

Respondent 9: Use grey water, fewer water stations, no shower facilities, water put back in the Western Cape grid

Respondent 10: (Blank)

Respondent 11: Water added back to WP water table, encouraged to bring own water

Respondent 12: 2 million litres added back to water grid

Respondent 13: Import water back into grid

Respondent 14: The tour bought water from other areas and replenished the used water in the grid

Respondent 15: (Blank)

Respondent 16: The tour was aware of the water shortage and put plans in place to make sure they stayed environmentally friendly so the race could take place

Respondent 17: Water being transported from more water rich areas etc.

Respondent 18: The race calculated the amount of water that would be used during the duration of the race and gave the water back to the city

Respondent 19: Encouragement to bring your own water from other areas, the tour was replacing the estimated amount of water back into the CPT water grid

Respondent 20: Less water stations, no showers, race putting water back into the Cape Town water grid

Respondent 21: The tour organisers asked participants to pack their own water, there were fewer water stations on the course, they did not provide showers, the race replaced the amount of water used from the Cape Town water grid

Respondent 22: No showers provided, fewer water stations on the course, organisers had an estimated amount of water that would be used for the duration of the race and they replenished that amount of water back into the Cape Town water grid

Respondent 23: Less water stations on route, participants encouraged to bring own water, water used by participants will be put back into the grid

Respondent 24: Water being put back into the Western Cape water grid

Respondent 25: Less water stations, no showers, participants encouraged to bring own water, estimate of water used put back into grid

Question 8:

Respondent 1: Impressed

Respondent 2: That its admirable.

Respondent 3: Very pleased. Cycle Tour is such an iconic race yet water restrictions were very real. This solution worked for all.

Respondent 4: Did not really care

Respondent 5: (Blank)

Respondent 6: Impressed

Respondent 7: Pleased

Respondent 8: Indifferent

Respondent 9: Relieved and impressed they cared

Respondent 10: (Blank)

Respondent 11: Race threatened to be cancelled because of water crisis so very pleased they made a plan

Respondent 12: Impressed they recognised the water crisis was an issue

Respondent 13: Indifferent

Respondent 14: Extremely impressed and pleased to be a part of the race

Respondent 15: (Blank)

Respondent 16: They are great

Respondent 17: (Blank)

Respondent 18: I felt less guilty about participating and contributing to day 0

Respondent 19: Thought they could have done more

Respondent 20: Very pleasantly surprised the race was helping create awareness about the water crisis

Respondent 21: Impressed they were attempting to put in an effort to help save water

Respondent 22: Liked that they were respecting the environment and the water crisis

Respondent 23: Pleased they were showing respect to the environment and the water crisis

Respondent 24: Pleased they were showing awareness to the water shortage

Respondent 25: Impressed the tour was making a plan

9 ANNEXURE C – ETHICAL CLEARANCE LETTER



27 June 2018

Student name: Kate Montgomery

Student number: 15004824

Campus: Vegas, Cape Town



Re: Approval of RESM 2018 Proposal and Ethics Clearance



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



Your research proposal posed no significant ethical concerns and we hereby provide you with ethical clearance to proceed with your data collection.

There may be some aspects that you still need to address in your proposal. If this is the case, feedback will be provided to you in writing. You will need to address these aspects in consultation with your supervisor.

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

We wish you all the best with your research!

Yours sincerely,

Monika Edwards

Supervisor

Coordinator

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10 ANNEXURE D – ORIGINALITY REPORT

1 INTRODUCTION

The following section gives the reader some background knowledge to the rationale behind the research paper as well as an introduction to the research topic and question.

1 1.1 CONTEXTUALISATION

This study was conducted within the City of Cape Town during the water crisis in 2018. The study is based on the way in which sporting events, in particular the 2018 Cycle Tour, impact on the environment and initiatives that can be put in place to make sporting events more sustainable.

2 1.2 RATIONALE

The culture of watching and participating in sport is something for which South Africans are known. Year-on-year, budget allocation to the Department of Sports and Recreation has highlighted the importance of sport as a transformational instrument in South Africa, with the total allocation exceeding R1 billion in 2017 (Sports and Recreation South Africa, 2017). Nelson Mandela was a keen advocate for the role sports played in restoring South Africa's past, and was known for his belief that, to bring the Nation together after the 1994 elections, was through two huge sporting events held in South Africa, namely the 1995 Rugby World Cup and the 2010 Soccer World Cup (Nauright, 2012).

RESM8419_2018_ALL_VGCT - RESM8419_VGCT1

Assignment 4: Final Research Report (POE)

Kate Montgomery on Mon, Sep 17 2018, 8:02 AM

10% highest match
Submission ID: 6285e7d9-5ffc-4916-8198-2bf7aed2c8da

Submission_Text.html

Word Count: 13,810
Attachment ID: 228278361

10%

Citations (21/21)

- 1 Another student's paper
- 2 Another student's paper
- 3 Another student's paper
- 4 Another student's paper

11 ANNEXURE E – RESEARCH REPORT SUMMARY DOCUMENT

TITLE: The initiatives taken by the 2018 Cape Town Cycle Tour to ensure a positive participant-experience despite facing water scarcity in the Western Cape: A qualitative study focusing on sports branding.

Research Purpose/Objective	Primary Research Question	Research Rationale	Seminal Authors/Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings
Look at the different water saving initiatives implemented by the 2018 Cycle Tour to ensure a positive participant-experience, despite facing water scarcity have an effect on brand and relate findings to sports brands in general.	How did the water-saving initiatives taken by the 2018 Cape Town Cycle Tour to ensure a positive participant-experience despite facing water scarcity have an effect on their brand image?	Gain a deeper understanding of what initiatives that were implemented for the Cycle Tour to deal with the water scarcity the Western Cape is currently facing and then relate these to sport branding.	Internet Journals Textbooks	Theme 1: Sports Branding Theme 2: Sports impact on the environment Theme 3: Water-saving initiatives Theme 4: Brand Image Theme 5: Brand Identity	Paradigm Interpretivism Epistemology Interpretivist in order to understand how the initiatives were implemented and their effects on perceptions Ontology Nominalist view which is defined by the idea that there are no universals, only particulars Axiology Aims to descriptively tell a story in the theory created in order to show the in-depth understanding that has been obtained through research	Qualitative Approach Population Population Parameters Cycle Tour participants	Quantitative online survey with 10 questions of both open-ended and close-ended questions	Do not exploit participants; Ensure participants are comfortable and safe; participants aware of research; confidentiality of participants; no falsifying of information; no bias shown from researcher.	The awareness of the water crises and attempting to implement initiatives to save water will have a positive impact on the brand image of the Cycle Tour.
Research Problem	Secondary Questions/Hypotheses/Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Key Contribution
Figure out if the water saving initiatives implemented for the 2018 Cycle Tour had an impact on the brand image	Analyse communication efforts; look at watersaving initiatives implemented for the cycle tour; conclude whether the Cycle Tour brand was impacted.	- Cape Town Cycle Tour - Sports Branding - Initiatives - Water Scarcity - Perceptions	Brand Identity; Brand Image; Healthy Brand			Probability or non-probability sampling Non-probability sampling Sampling method Volunteer Sampling Size 25 individuals	Unit of Analysis An individual who participated in the Cycle Tour Data Analysis Method(s) Qualitative interpretation	Limited budget; accessibility to the target market is challenging as the researcher is not a cyclist	Change the way in which sport negatively impacts the environment so future sporting events and events in general can become more sustainable and environmentally friendly.