UNIVERSITY OF KWAZULU-NATAL

Integrated Marketing Communication as the Key Component to Building Customer Based Brand Equity

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DECLARATION

I, **Belinda Chiedza Dapi, Student Number 206525366** declare that

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- My friends who always have an ear to lend
- The respondents who gave their time
- Thank you all and God bless.

ABSTRACT

This study investigates the role of integrated marketing communications in building customer based brand equity. The study was conducted in Pietermaritzburg and Durban in South Africa using the consumers of the Coca Cola brand as the study subjects. The aim of the study was to determine the differential effect that knowledge of the Coca Cola brand has on consumers' responses to the marketing of the brand.

The study commenced with a survey of literature related to the fields of integrated marketing communications and customer based brand equity. The theoretical framework was determined to be the customer based brand equity model of Keller (2008: 60). For the empirical research, the quantitative research methodology was employed. The primary data was collected from a sample of 285 Coca Cola drinkers from Pietermaritzburg and Durban in South Africa. The findings from the theoretical survey revealed that there are several promotional mix tools that can be used to market a brand and that these can be used in brand building to precipitate the strong, favourable and unique brand associations that are necessary for the development of brand equity.

The results of the empirical study revealed that the Coca Cola brand does indeed employ several marketing communications tools and that they have been integrated in such a way that they present a cohesive and consistent message. Respondents revealed that this integration of communications has an impact on their attitudes and beliefs about the brand. The research determined that Coca Cola is a highly salient brand in the minds of consumers and that they hold positive associations about the brand. The study determined however that although they hold strong, favourable and unique brand association of the brand in their minds, the majority of respondents do not have the attitudinal attachment, active involvement and sense of community that are necessary for brand resonance.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

The single most important consideration to today's savvy brand manager is how to add value to a brand. This is especially true in the highly competitive context in which most brands compete today. Any company that seeks to have superior market share, gain high profitability through its products and challenge competitors in their product category for market dominance, has to establish a brand that has the respect, loyalty and admiration of its consumers (Dahlen, Lange & Smith, 2010). The proliferation of brands on the market and the ease with which these brands can be accessed by consumers has made it impossible for marketers to give little or no attention to the value of extensive marketing of their brands. High levels of marketing communications, which result in sustained brand awareness, have to be maintained if brands are to stay relevant to consumers. A vital element of this marketing process is continuity and consistency in marketing communications, which can be achieved by integrating the communications of a brand (Percy, 2008). This is essential when brand familiarity is necessary in order for a consumer to consistently pick that brand over others.

Integrated marketing communications (IMC) is defined as "the process of managing all sources of information about a product/service to which a customer or prospect is exposed, which behaviourally moves the consumer toward a sale and maintains customer loyalty" (Reinold & Tropp, 2012:114). This is a marketing strategy that recognises that the combined effect of various communications tools used in conjunction with each other will result in higher brand awareness and subsequently positive brand image. This synergistic type of communication not only contributes to brand awareness but to brand equity, which is the intangible value of a brand (Keller, 2008). This is due to the fact that consistent and continuous positive communications about a brand can lead to consumers themselves adopting these views of the brand as theirs and therefore think positively of those brands.

The concept of brand equity has been a subject of much discussion among marketing theorists for its suggested potential to help estimate the financial value of a brand (Aaker, 1991; Mandvaram et al, 2005; Kayaman & Arasli, 2007 and Keller, 2003). It is the intangible value that a brand endows on a particular product (Aaker, 1991; Keller, 2003; Lassar et al, 1995 and Myers, 2003). Brand equity is associated with high familiarity with the brand by

consumers, strong customer loyalty to that brand and strong market share possession for that brand. A much more customer based assessment of brand value takes brand equity a step further and suggests customer based brand equity. This is defined as "the differential effect that brand knowledge has on consumer response to the marketing of a brand" (Keller, 2008:48). It occurs when a consumer has a high level of familiarity and awareness with a brand and holds strong, favourable and unique associations about a brand in mind. The basic premise of this model of brand success is based on the fact that the power of a brand lies in the minds of consumers. If then the success of a brand lies in the minds of consumers, then companies need to do the best that they can to ensure that their brands are forever residing in these minds.

The purpose of this study was to determine the extent to which an integrated marketing communications program can influence brand awareness and brand image which will in turn influence customer based brand equity. The researcher sought to determine whether brand familiarity through IMC contributes to brand value. The brand in focus was the Coca Cola brand, which has an extensive IMC program. Coca Cola is the most valuable brand in the world with at least 1.4 billion bottles of Coca Cola being sold every day the world over (The Telegraph, 2011). According to Sunday Times (2005:3), Coca Cola has managed to enjoy a high market share in excess of 90% in the soft drinks market in South Africa because the company has been able to consistently, over time, deliver good quality products. Given that the primary purpose of this study was to determine whether a cohesive integrated marketing communications program can lead to brand equity, the research attempted to identify if the consumers of the Coca Cola brand have strong favourable and unique associations of the brand in their minds and if this is the case, to identify if the brand has achieved customer based brand equity.

The research was carried out as follows:
1. A review of literature to obtain information about integrated marketing communications and customer based brand equity. This literature search included an analysis of past research that is related to the topic at hand.
2. A quantitative empirical study, in the form of a survey that was designed to gather new information from actual consumers as to their perceptions and beliefs about the Coca Cola brand. The information was gathered by way of a questionnaire.

1.2 Motivation for the study

The field of brand equity is one that has been identified by marketing theorists as one of the most important in the field of marketing today. This is due to the fact that changes in international accounting standards, in relation to how intangible assets are dealt with, have meant that brand equity has been receiving considerable attention (Eagle & Kitchen, 2000). This is arguably due to the fact that intangible assets can provide competitive advantages that are not product specific, which the competition cannot enjoy and therefore lead to higher profitability. According to Leixton & Movondo (2005:91) consumers are "on a daily basis confronted with literally thousands of products from which to choose from and hence they are spoilt for choice". This knowledge means that marketers have no choice but to find ways in which to add value to their products and also constantly keep their products in the eye and the mind of consumers.

This study seeks to determine whether integrated marketing communications, through the various stages of the brand building, can contribute to customer based brand equity. There is a vast amount of conceptual papers as to the contribution of IMC to customer based brand equity. However, the researcher identified insufficient empirical research has been done to affirm these claims. The primary justification for this study was therefore the fact that the researcher anticipated that it will add practical evidence to the conceptual frameworks that have determined that IMC can lead to customer based brand equity. Furthermore, it was determined by the researcher that the effectiveness of traditional marketing communications tools has to be re-visited in light of the growth of social media as a communications tool. This study also sought to further interrogate the role that marketing communications has on consumers and their relationship with a brand. The results from this study will provide marketers with practical support for extensive marketing communications programs and help identify which areas they need to focus on when drawing up a marketing strategy that is focused on strengthening the value of their brands in the minds of consumers.

1.3 Problem statement

Many companies have in recent times invested large amounts of money in the marketing of their products. The need for strategic marketing of products in today's highly competitive market and the constantly changing marketing communications environment has resulted in companies spending more money in developing good brand communications programs (Dahlen, Smith & Lange, 2010). Increasing the effectiveness of the marketing communications of a brand can contribute to that brand's success enormously. The ultimate achievement with these communications will be the establishment of a relationship with the consumers of these brands. A well established brand identity, which is developed when high levels of brand awareness exist, which in itself is a result of effective communication, will lead to a good relationship between the consumer and the brand. According to Erdem and Valenzuela (2006) companies invest large amounts of money in building brand equity over a period of time with the intention to recoup this equity by means of customer loyalty. It is from these brand building considerations that the problem statement of this research was based. The problem statement for the study was as follows:

A well-executed integrated marketing communications program will result in customer based brand equity.

1.4 Research Objectives

The objectives of the study were as follows:

    1.4.1   To determine if high brand familiarity and brand awareness are sources of brand value.

    1.4.2   To investigate the extent to which consumers hold positive brand associations about the Coca Cola in mind.

    1.4.3   To determine whether linking tangible or intangible brand associations through IMC can enhance brand meaning.

    1.4.4   To determine whether the IMC strategies of Coca Cola affect the perceptions that consumers have of the company's brands.

    1.4.5   To determine whether the IMC strategies of Coca Cola elicit positive brand related judgements in consumer's minds

    1.4.6   To determine whether the IMC strategies of Coca Cola elicit positive brand related feelings in consumer's minds

1.4.7   To determine whether integrated marketing communications can lead to customer-based brand equity.

1.5 Research Questions

The information that was used to fulfil the research objectives was gathered by means of a questionnaire in which respondents were asked a series of quantitative questions. The following were the primary research questions:

1.5.1   Are brand awareness, deep brand knowledge and high brand familiarity sources of brand value?

1.5.2   To what extent do the consumers of Coca Cola hold positive brand associations for the brand in mind?

1.5.3   Can linking tangible or intangible brand associations through IMC enhance brand meaning?

1.5.4   Do the marketing communication strategies of a company affect the perceptions that consumers have of a brand?

1.5.5   Can integrated marketing communications be used to elicit positive brand related judgements in consumers' minds?

1.5.6   Can positive brand related feelings be cultivated using integrated marketing communications?

1.5.7   Can a comprehensive integrated marketing communications programme lead to customer based brand equity?

1.6 **Research design**

1.6.1 Secondary Data Analysis

An extensive review of the relevant literature pertaining to integrated marketing communications and customer based brand equity was the foundation of the study from a theoretical perspective. The review of this literature provided a basis from which research questions were formed. The literature was collected from books, journals, the internet, magazines and other sources which were considered relevant.

1.6.2 Primary Data Collection

The next step of the research was an empirical study that was conducted in KwaZulu-Natal, South Africa with 285 respondents from Durban and Pietermaritzburg. The primary data was collected in the form of a self-administered questionnaire. The research questions were constructed using the secondary data as a basis.

1.7 Ethical considerations

To ensure that this research was conducted within the appropriate parameters, an ethical clearance was obtained from the University of KwaZulu-Natal Ethics Committee. The purpose of this was to determine whether the research and the methods that were used to collect the data are morally and ethically acceptable. An informed consent document was given to all the participants to ensure that they knew that their involvement in this study was entirely voluntary and that they had the right to withdraw from the study as and when they saw fit. This consent document was also used to inform the participants that their involvement in the study was entirely confidential.

1.8 Delimitations of the study

- The scope of the study was limited to Pietermaritzburg and Durban, Kwa-Zulu Natal.
- The respondents of the study only included frequent drinkers of Coca Cola who are also familiar will other brands with which Coca Cola competes.

1.9 Limitations

- Financial limitations

Finances were a limitation in the study in respect of the fact that the respondents were from Durban and Pietermaritzburg hence the researcher was not able to travel between the two places as often as necessary. This resulted in there being more respondents from Pietermaritzburg than from Durban.

- Data Collection Instrument

A further limitation of the study was that some of the questions in the questionnaire were not understood by some of the respondents. For example, when respondents were asked "Do you belong to any Coca Cola Community?" they did not know what a Coca Cola community was. The researcher had to constantly explain to respondents what was required by the question.

1.10 Structure of dissertation

Chapter 1: Introduction and background

The initial chapter gives a background of the study together with the primary objectives of the study as well as the justifications for the selection of the topic under study. This chapter also introduces all the important issues that will be dealt with in subsequent chapters.

Chapter 2: Literature Review

This chapter contains a review of all the relevant literature to this study. An in-depth exploration of the concepts of integrated marketing communications, brand equity, brand awareness and customer based brand equity are provided.

Chapter 3: The Coca Cola Brand

The purpose of this chapter is to present the Coca Cola brand. A brief history of the brand together with the company that produced it is given. The different elements that make up the brand are discussed as well as the marketing communication tools that are used to promote the brand in South Africa.

Chapter 4: Research Methodology

The research methodology chapter presents a detailed explanation of the research methods that were used to collect the primary data. The methods used to analyse, interpret and present the data are also included in this chapter.

Chapter 5: Research Findings and statistical analysis

The purpose of this chapter is to present the data collected in the primary research. The chapter presents the descriptive and inferential statistics from the data analysis. The SPSS software was used to analyse the individual questionnaires.

Chapter 6: Discussion and Interpretation of Findings

This chapter presents a discussion of the results finalised in the previous chapter in relation to the research objectives and the literature discussed in chapter 2. The responses of the participants are analysed in order to deduce the implications of their answers.

Chapter 7: Conclusions and Recommendations.

This chapter will be a presentation of the conclusions that will be drawn from the discussion and interpretation of the data. This chapter will present whether or not integrated marketing communications are indeed a primary contributing factor to customer based brand equity. The limitations of the study together with the recommendations for future research as well as those specific to this particular study will be presented.

1.11 Conclusion

The purpose of this research is to determine whether integrated marketing communications are the critical component in building customer based brand equity. This chapter presented the motivation for the study as well as justification for the study. The problem statement for this research is that "a well-executed integrated marketing communications program will result in customer based brand equity". The research objectives and research questions were also identified. The following chapter will present the literature review of the study.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The purpose of this chapter is to present the theoretical framework of the study, together with all the relevant theoretical aspects that are concerned with the fields of integrated marketing communication (IMC) and customer based brand equity (CBBE). Firstly, the theoretical framework on which this study is based shall be discussed, followed by discussion of the different promotional mix tools and how they can be integrated to develop customer based brand equity.

2.2 Theoretical Framework

According to Keller (1993), Lassar et al (1995) and Tong & Hawley (2009), there are two ways to measure customer based brand equity. The first one, which is the indirect approach, assesses the potential sources of CBBE by measuring brand awareness and brand image which are the two components of brand knowledge. The second one, which is the direct approach, measures CBBE by assessing the effect that the knowledge of a brand has on consumers' responses to the different elements of the marketing program of that brand. According to Keller (1993), these two approaches are complimentary and should be used in tandem. This research attempts to combine these two approaches by measuring how CBBE is built by establishing brand awareness and positive brand image through the various elements of the promotional mix. According to Larry Light (2004),

The days of mass media advertising are over. Any single ad, commercial or promotion is not a summary of our strategy. It's not representative of the brand message. We don't need one big execution of a big idea. We need one big idea that can be used in a multidimensional, multi-layered and multifaceted way. (IN Dahlen, Lange & Smith 2010: 2).

The field of marketing communications has always been an integral part of brand management. As brand management has become more and more important, the communications landscape has changed dramatically in its focus from single tactics orientation to multi-channel, dynamic communication strategies. As Larry Light's statement above shows, marketing communications tools need to be used in such a way that they

provide a consistent appeal in all consumer brand encounters (Dahlen, Lange & Smith 2010). Marketing communications, if well integrated, can be used to develop the brand narratives that are necessary to develop consumer involvement and sustain brand knowledge. Kayaman and Arasli (2007); Keller (2008) and Sedaghat, Sedaghat & Moakher (2012) believe that marketing communications can be used in the brand building process in order to build equity for a brand. The principal theory of this study is based on the writings of Keller (2003, 2008). In his customer based brand equity model shown below, Keller (2008) puts forward that high levels of brand awareness will lead to customers having strong, unique and favorable associations of brands in their minds. He suggests that using the right combinations of communications tools can be used in all the stages of brand develop to aid a brand in achieving customer based brand equity.

Figure 2.1 The customer based brand equity model

Source: http://www.pauleycreative.co.uk/2011/04/building-strong-b2b-construction-brands/
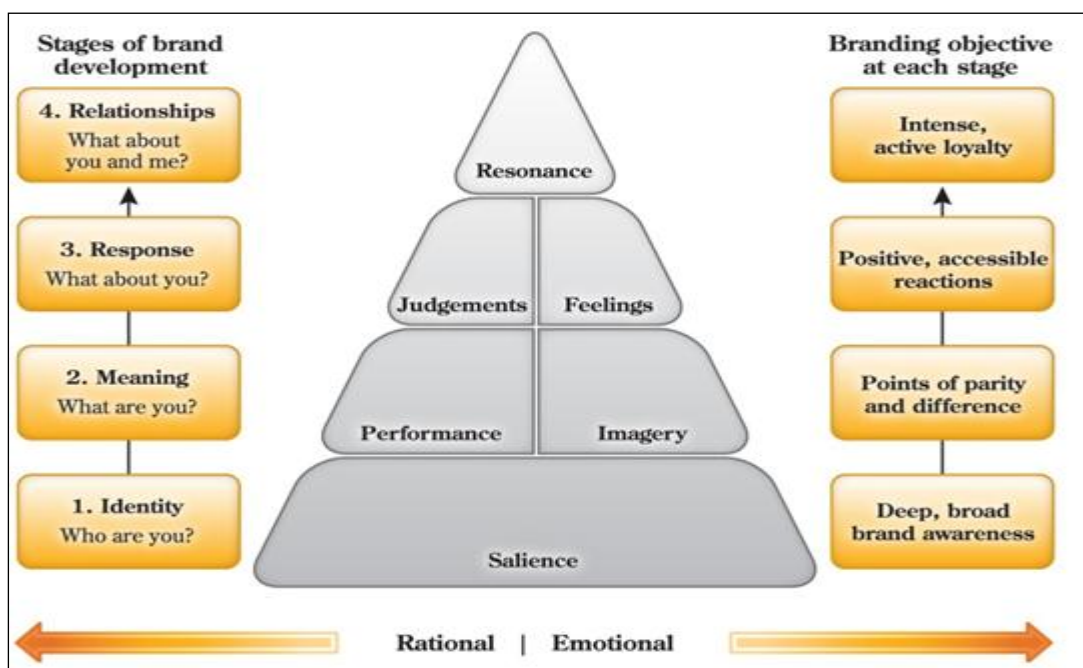
The fundamental premise of this model is that the power of the brand lies in the mind of the consumer. According to this model, brand knowledge is not simply the facts about a brand but includes all the perceptions, thoughts, feelings, experiences and images that become linked to a particular brand in the minds of consumers (Keller, 2008). The more aware that consumers are of a brand and have positive perceptions about that brand in their minds, the more likely they are to purchase that brand when faced with a need that the brand fulfils or

when faced with a purchase and usage situation. He proposes that mixing and matching different communications options and integrating them can help to reach the desired awareness necessary for brand equity building. According to the CBBE model, brand building is a process that takes place through a series of steps whereby each stage is dependent on the success of the previous one. According to Keller (2008), the steps are as follows:

1. Ensuring that consumers identify with a brand and creating an association of the brand with a product class or consumer need in consumers' minds.
2. Establishing brand meaning in the minds of consumers by linking tangible and intangible brand associations with specific brand properties.
3. Eliciting appropriate brand responses such as judgments and feelings to the brand identification and meaning.
4. Converting the judgments and feelings to create intense, loyal relationships between the brand and consumers.

The development of each step depends primarily on the success of the previous one. According to the model, the ideal stage to be reached by customers is brand resonance, in which customer based brand equity will take place. The purpose of the primary research will be to determine if the use of integrated communications programs through this brand building process will lead to customer based brand equity.

In support of the theory of Keller (2008), are the writings of Madhavaram et al (2005), Ratnatunga & Ewing (2005) and Eagle & Kitchen (2000) who also write that there is a strong relationship between integrated marketing communications and brand equity. They have all proposed conceptual frameworks for the relationship between integrated marketing communications and brand equity. According to Figure 2.1, the development of brand equity starts at the establishment of a brand identity strategy for each brand. The brand identity strategy is followed through by an IMC strategy which will increase the number of contacts that the consumer will have with the brand. The underlying premise of this model is that consumers react more positively to the product and communications of a brand when it is identified and well known to a consumer than when it is not. This study seeks to determine whether this model is indeed applicable practically.

Some the above mentioned theorists argue that there is an insufficient acknowledgement of the role that integrated marketing communications can play in the building brand equity. This study seeks to take this argument a step further by arguing that there is a relationship between IMC and customer based brand equity. An in-depth exploration of the concepts of integrated marketing communications, brand equity, brand awareness and customer based brand equity will be provided. The theory will also include a discussion of the functional IMC tools such as advertising, public relations, personal selling and direct marketing as they are used by Coca Cola in South Africa.

2.3 The research model

Figure 2.2 The Research Model
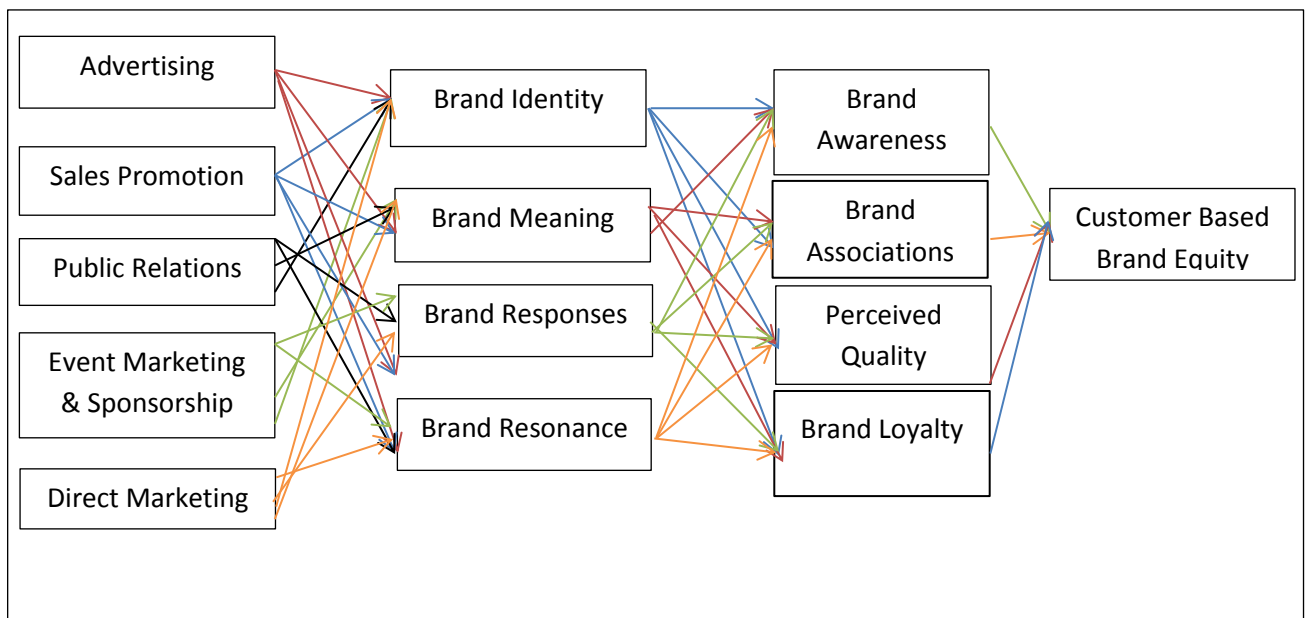
 Designed by researcher

The above model, developed by the researcher, illustrates how the promotional mix elements can be used in the brand building process from establishing its identity to developing strong brand resonance. The model proposes that each of the marketing communications tools can contribute to each step in the brand building process which will influence the four dimensions that are necessary for the development of customer based brand equity. Cultivating brands that have strong customer based brand equity will lead to increased probability that the brand will be chosen over others, increases the performance of that brand in its product category,

leads to the willingness of consumers to pay price premiums for that brand, marketing productivity, easier brand positioning and heightened brand knowledge in consumers' minds (Sedaghat, Sedaghat & Moakher, 2012). Through this study, the researcher seeks to determine whether mixing and matching the different communications tools will result in the sufficient levels of brand awareness, brand relationships, brand meanings and brand resonance necessary for the establishment of customer based brand equity.

2.4 Brands and branding

The proliferation of competing products in many markets has always made it necessary for marketers to distinguish their products from those of competitors. Customers need to be given a way in which they will easily identify the product of one manufacturer from another (Percy, 2008). Putting an identifying mark on a specific product has always provided consumers with a means of easily identifying the product when they want to purchase, repurchase it or in the event that they want to recommend the product to someone else (Hart& Murphy, 1998). If both the buyer and the seller can identify the product then exchange is possible which will result in the benefit of both parties. Furthermore, the ways in which branded products are differentiated from each other have also come to include non-tangible associations that can lead consumers to become loyal to that brand which in turn will make that brand a well performing one (Hart & Murphy, 1998).

Branding is a strategic move that any savvy marketing manager will engage in. This is due to the fact that the strength of brands lies not only in how those brands perform at a product level but also on the marketing activities associated with that brand. When marketers create perceived differences between brands, they can create value for those brands which will in turn lead to profitability (Keller, 2008). Internationally recognisable brands such as Coca Cola, Apple and MacDonald's have taken up this branding approach and have spent millions in enhancing the status and goodwill associated with their brands (Kotler, 2008). Coca Cola has gone further than merely investing large sums of money in marketing communications but have also spent money on community development projects as well as fund raising projects to boost the image of their brand.

2.4.1 What is a brand?

A brand is the combination of a name, symbol, colours, design or any combination of them to differentiate the goods of one seller from those of another (Keller, 2008; Arens & Bovee, 1994). A brand is more than a product as it includes even those intangible associations that are either created by the marketers of specific brands through marketing communications or those that are formed by consumers upon using them. Brands perform a variety of functions for firms that include signalling the quality of the brand, serving as a means of protecting brand features legally, providing ways of endowing certain products with strong favourable and unique associations and as a source of competitive advantage (Keller, 2008:7). Strong brands have to be built by marketers if they are to survive, especially in highly competitive contexts.

Brands, if managed appropriately and competitively can create value and influence for both the company and the consumer (Interbrand, 2004). For the consumer, brands can be seen as the promise or essence of what will be delivered by the product as it enables buyers to recognise the product offerings of particular companies (Persuasive Brands, internet, 24). From the business perspective, they are a source of value in the sense that they are a guarantee of future earnings. This is due to the fact a product with a brand is likely to create a relationship with the consumer because it has a specific identity than that which does not (Arens & Bovee, 1994).

2.4.2 Why do brands matter?

A brand is a company's greatest intangible asset (Percy, 2008). The higher the value associated with that brand, the more of an asset it is to the company. Brands play an important role not only to the companies that produce them but to the consumers that purchase them as well. According to Interbrand's brand value study of 2012, Coca Cola is still the leading brand globally in terms of brand value at $77,8m, which is an 8% increase in brand value from 2011 (Interbrand, 2012). For a brand such as Coca Cola which competes in the fast moving consumer goods market, up to 70% of the value of the company can lie in the brand which is why it is essential that companies put a special focus on growing and managing their brand (Keller, 2008). Consumers no longer desire just products. They want a brand that they will have familiarity and a relationship with and this is what ultimately leads to high brand value.

2.4.3 The importance of brands to manufacturers

- Means of identification to consumers

For manufacturers, brands provide several important benefits. Firstly, brands allow them to be able to identify their products from those of competitors (Keller, 2008). Products that are marketed in highly competitive markets such as the soft drinks market in which Coca Cola competes, have to be clearly identifiable from those of competitors so as to avoid confusion on the part of the consumer which may in turn lead to lost customers and therefore lost sales.

- Legal protection of unique features

Another key benefit of brands for manufacturers is that they allow the firm to protect its intellectual property in many different ways. For example, the Coca cola brand name has been trademarked since 1893 therefore it cannot be used by other manufacturers of Cola flavoured drinks (Coca Cola, 2012). This means that when consumers buy the products that are under this brand they know the company to which they belong and can hence be assured of the quality or benefits that they are accustomed to. This brand name trade marking is essentially important in fast moving consumer goods product category whereby consumers can easily use one brand name to refer to an entire product category. For example, many people in South Africa tend to refer to all carbonated soft drinks as Coke. Furthermore, the Coca Cola flavour and its manufacturing processes have been patented since 1887 therefore the company can assure that they will retain those customers who are loyal to the brand for its taste (The Telegraph, 2011).

- Quality signal to customers

One of the primary benefits that most consumers can seek from a product is quality. Quality has been defined as the ability of any product to meet the performance, reliability and need satisfaction standards as set by the end user (Yeshin, 1998; Dahlen, Lange & Smith, 2010). Consumers prefer products that they believe give them value for their money. Products that are perceived as having high quality will perform better than those that do not because consumers are likely to choose those products over and over again which may in turn lead to brand loyalty (Keller, 2008:9). Quality is one of the key elements that can be used to develop unique associations for a brand.

- Means of endowing products with unique associations

Many firms have over the years spent large sums of money in developing unique associations for their brands in the minds of consumers. For example, Coca Cola has over the years designed their marketing programs to link associations in their consumer's minds such as "refreshment", "taste", "availability", "affordability" and "accessibility" (Keller, 2008:53). These associations are obviously very important in a product category that is very competitive and where a need can be satisfied by any number of products. The intention of such brand associations is such that when consumers have a need that is closely related to these associations then they will buy Coca Cola.

- Source of competitive advantage

A well-known brand can also be a source of competitive advantage. There are brands such as Coca Cola, Mercedes Benz, Toyota, and Kellogg's that consumers have literally "grown up" with. These brands are usually seen by consumers as part of their culture, society or identity that they feel the need to use them (Keller, 2008). These brands have better and stronger positive associations in the minds of consumers than do other brands that are seen as being 'newcomers" on the market. There is a perception from consumers that brands which have existed for longer are more trustworthy than new ones (Daye & VanAuken, 2012).

2.4.4 The importance of brands to consumers

- Identification of maker

For customers first and foremost, brands provide a means of identification of the maker of a product and allow consumers to assign responsibility of that product to that maker (Percy 2008). Also, when consumers find themselves in a purchase or usage situation, and they see a brand that they recognise, they do not have to go through the entire process of analysing information and other products so that they can make a choice of the product that they want (Keller, 2008:7). For example, if a consumer walks into a grocery store in need of a soft drink, and they see refrigerators filled with a variety of choices and the one that they easily recognise is Coca Cola, chances are that they will go with that option.

- Reduction of search costs

Brands also reduce the search costs that consumers are faced with when they have to choose from a variety of products (Keller, 2008). This is due to the fact that knowledge is power and

the more knowledge that a consumer is given about a specific product, the more likely they are to choose that product over others. The costs of goods change frequently and unexpectedly hence consumers sometimes feel the need to search for more favourable prices. Well branded products often result in consumers selecting them over others as they have all the necessary information about them provided. Furthermore, Arens and Bovee (1994) state that it is difficult to compare two different items with two different brands.

- Signal of quality

Popular and well recognisable brands also serve the purpose of being a sign of quality. Consumers often assume that manufacturers of branded products know better than to lend their valuable brand name to a product with a low quality standard. This means that consumers see brands as a promise of consistency and reliable standards of quality (Aaker & Joachminsthaler, 2000). Ideally, when customers see a brand on the shelf, they immediately understand the brand's promise and have confidence in its quality. Consumers need to believe in all brand promises in order for marketing communications to be effective and successful (Russel & Arens, 1998:32).

- Familiarity

According to psychologists, familiarity induces liking (Thomson, MacInnis & Park, 2005). Even consumers who have never actually used a product or done business with a company but have encountered the brand or company identity on several occasions may even be willing to recommend it to others (Yudkin, 2012). For example, when consumers see the Coca Cola logo on buses, see pens with the brand logo and hear adverts on radio, they may believe in the efficacy of their products even though they may not have a personal experience.

- Risk Reduction

Popular and well established brand names reduce the risks for consumers especially when they are buying new brands. This is true in the case of brand extensions as well (Yudkin, 2012). Companies that have proven track records find it easier to introduce other products to consumers who know that they can deliver. For example, when Coca Cola introduces a new soft drink flavour, consumers will expect that it will also be as good as the rest of the company's products.

2.5 The benefits of building strong brands

Building strong brands is a task that has to be done by marketing managers in a way that will add both tangible and intangible associations to a brand that will become synonymous with that brand. Branding is a process that if well implemented can have significant benefits. These benefits include but are not limited to:

- Increased revenues, market share and profitability

Brands allow sellers to control their market and therefore control how their product is bought or sold. Furthermore, brands with well established brands that have a positive image are likely to be bought for higher prices than those that do not, which in turn will lead to higher profit margins for those brands. Because brands are different in terms of image, meanings and associations (Arens & Bovee, 1994:159), marketers that are able to control these three can control the market in their favour by ensuring that their products are better received than others.

- Decreased price sensitivity

If consumers have used a brand before and it has satisfied the needs for which they purchased it, then they will likely buy it regardless of the fact that there may be cheaper products on the market that they have not tried before. This may be true also in the event that the price of the product may be increased. According to Arens & Bovee (1994), branding reduces price comparisons as it is very difficult for consumers to compare two items with different brand names as there is always the assumption that somehow they are different.

- Increased customer loyalty

The primary purpose of branding is to give the branded item an identity. By having an identity, a brand is likely to develop a relationship with a consumer. When customers have developed relationships with products they are less likely to switch to other brands even in the event of sales promotions that make other brands look more appealing. Customer loyalty is key to profitability because research has determined that it is cheaper to keep an existing customer than to gain a new one (James, 2012; Stark & Stewart, 2011 and Dalton, 2010). This is due to the fact that the amount of advertising and promotion required to get a customer to start using a product is higher than that of reminding an existing customer and

existing customers are three times more likely to do business with the firm than new ones (Dalton, 2010).

- Additional leverage with vendors and retailers (Keller, 2008)

Vendors and retailers are likely to carry strong brands as they can be more confident that they will be able to sell them than those that are not. Due to the fact that retailers and vendors carry a variety of products and many different brands in the same product category, the manufacturer has to ensure that their brand is one that the retailer will want to carry as it is competitive enough. They have the responsibility of making sure that in the eyes of the manufacturer, and ultimately the retailer, their products are a cut above the rest.

- Increased ability to diversify into new product or service categories (Yudkin, 2012)

Consumers are likely to adopt a new product with an already existing brand name than that which does not. This is due to the fact that if they have used a product with the same brand name before, they know how that brand performs and if that product had positive brand associations, then those associations are likely to be transferred to the new one.

- Improved ability to attract and preserve high quality employees

A highly competitive brand would likely attract the kind of employees that are likely to succeed as well as the brand. If employees can see that the product they are marketing is a strong one on the market, then they are likely to work as hard as they can to ensure that the product does well (Yudkin, 2012). Furthermore, it is easier to persuade employees to join a team that has a highly respected and competitive brand than one that does not.

- Creation of unique identities

Another primary benefit of branding is that it allows the creation of unique identities for a product or a group of products which in turn will allow for favourable brand positioning (Dahlen, Lange & Smith, 2010). Creating brand identities has become more and more important as some product categories have become more and more crowded. In creating these brand identities, it is the responsibility of the marketer to then create positive brand associations in the consumers' minds that will in turn work in their favour in the event that the customer is to have an experience with the brand (Madhavaram et al, 2005). Brand positioning allows marketers to create positive perceptions for their brands in consumers' minds relative to that of competitors.

There is no doubt that the benefits of building strong brands are innumerable. However, in recent years, due to technological innovations, branding has become more challenging. Consumers are now more knowledgeable than ever on the choices that they have (Kotler, 2008). The information that is at the disposal of consumers has grown more and more. Savvy consumerism, brand proliferation, media fragmentation, increased competition, increased costs and the need for greater accountability have come together to influence the way that marketers treat their brands (Keller, 2008). Marketers therefore spent most of their time developing strategies that will add value to the brand. This focus on brand value led to the development of the concept of brand equity.

2.6 The influence of brands on product preference

Brands play a central role in the development of a meaningful relationship between a manufacturer and a consumer (Pitt, 1998 and Keller, 2008). This is due to the fact that brands are the physical object that producers have to offer and consumers have to receive. They offer consumers convenience in shopping because they provide easy identification and they take away the need for consumers to try a variety of products of unknown quality, attributes and benefits just so as to find the right fit (Percy, 2008). When a consumer walks into a store, he or she must be able to easily identify the red and white brand elements of Coca Cola in any refrigerator or any promotional setup. When consumers establish their preference for a particular brand, they have faith that they can be assured that the particular brand will perform consistently and provide just as much satisfaction over time (Pitt, 1998 and Keller, 2008).

Another reason why brands are important in the establishment of brand preference is that they reduce the perceived risk that customers often associate with lesser known or non-branded products (Keller, 2008). The most common types of risk that consumers worry about are functional risk, which is the fear that a product will not perform up to expectations; and financial risk, which is the fear that the product will not be worth the price that the consumer paid for it (Keller, 2008). The way that consumers tend to handle these risks is that they go for well-known brands with which they or others that they know have had favourable past experiences with. The lower the perceived risk associated with the product, the more likely that brand insistence will be achieved.

Brands can also serve as a symbolic device which allows consumers to project their self-image (Keller, 2008:8). Different types of brands are often associated with certain types of people hence consumers believe that they reflect certain values and traits. They help people to define to themselves and others who they are and communicate something about who they are (Fournier, 1997). For example, the luggage brand Louis Vuitton is associated with affluence and being part of the "in crowd" therefore it is often seen in the possession of the rich and famous when they are travelling. This desire to project their self-image may play a significant role in consumers insisting on a particular brand. Marketing communications which highlight these types of associations go a long way in establish brand preference. They can play a significant role in the way that consumers relate to brands. The following section describes how the various promotional mix tools can be integrated in the brand building process to develop brand equity.

2.7 Integrated Marketing Communications

Every company survives ultimately on public awareness, acceptance of their product and purchase of their product. One of the primary ways in which companies ensure that consumers are aware of their products is through marketing. Marketing is "all the activities that a company undertakes to bring their products, both tangible goods and intangible services, to the market" (Ouwersloot & Duncan, 2008:8). These planned operations which include both strategic operations and tactical decisions, involve the conception of products, their pricing, where they are to be sold and most importantly how they are going to be promoted (Dahlen, Lange & Smith, 2010). Promotion of the brand through various forms of communication is for the purpose of delivering brand messages that will have an influence on how customers, competitors, internal and external stakeholders perceive a brand (Ouwersloot & Duncan, 2008). Brand messages are the ones that will inform a customer of what the brand is, what they will benefit from using the brand, how much the brand costs, where it can be found and purchased etc. These messages need to be tailored in such a way that they will produce maximum communications impact when received by consumers (Reinold & Tropp, 2012). The basic marketing communications tools that are often used to send these brand messages are advertising, public relations, sales promotions, events marketing, sponsorship, direct marketing, personal selling etc.

Basic marketing however is not enough. There is a need for a more holistic approach when it comes to effective marketing communications. Since the start of the 21st century there has been a paradigm shift in the use of a single marketing communications tool to one that stresses the use of several tools in conjunction in order to get more brand exposure and consumer contact. The use of several communications tools with the purpose of driving a single message is known as integrated marketing communications (IMC). IMC is best defined as "a cross-functional process for creating and nourishing profitable relationships with customers and other stakeholders by strategically controlling or influencing all messages sent to these groups and encouraging data driven, purposeful dialogue with them" (Reid, Luxton & Mavondo, 2005:13). As mentioned previously, when the marketer is able to control the brand contacts that a customer has with their product and their communications, then they are likely to influence the resulting relationship. The ultimate goal of IMC is to achieve integration of brand messages and ultimately synergy in all marketing communications (Dahlen, Lange & Smith, 2010). IMC has several benefits that can be reaped by the firm if the IMC program is well planned and implemented.

2.7.1 Benefits of IMC

Synergy: Arguably the chief benefit of IMC, synergy is the result of multiple tools working in combination to result in better communication results than would have been achieved if those tools were used individually (Reinold & Tropp, 2012). For example, research on Levi Strauss pants sales has shown that more sales were made when print, television and online advertising were used together than when they were used individually (Shimp, 2007:7).

Consistency of message: When marketing communications plans are approached in a holistic manner, the more likely that the components of the IMC programme will deliver a consistent message to the audience that is being targeted by those communications. A holistic approach ensures that an overall brand strategy is adopted rather than individual strategies for different communication tools that may in turn serve to confuse the customer in their lack of cohesiveness (Yeshin, 2012). Also, according to Percy (2008), consistency is a criterion for credibility, which is necessary for the creation of a positive brand image.

Creation of meaningful client relationships: The primary purpose of any communications program should be to enhance the relationship between the brand and the target audience. The more contacts that the customer has with the brand, the more likely they are to form a close bond with that product (Yeshin, 2012). There are vast benefits of customer loyalty, least of which being that it can lead to higher profit margins.

Achievement of strategic positioning: Integrated marketing communications may also be used to cements a brand's position (Dahlen, Lange & Smith, 2010). A brand's position is the mind space that it has in consumers' minds and by communicating consistent messages about a brand marketers can be able to cement the presence of the brand in that space.

Consolidation of the brand image: Integrated marketing communications can also be used to consolidate the image of the brand. If consumers hold favourable beliefs about the brand in their minds, IMC can be used as a constant reminder of these beliefs. Also, according to Dahlen, Smith & Lange (2010), the more consumers are exposed to the marketing communications of a brand, the more likely they are to believe claims made in the communications of that brand which in turn helps the brand image.

2.7.2 How IMC can contribute to customer based brand equity

According to Keller (2008:230), integrated marketing communications can contribute to customer based brand equity in the following ways:

- Create awareness for the brand
- Link points of parity and points of difference associations in the customer's mind
- Elicit positive brand judgements or feelings
- Facilitate stronger brand resonance

Marketing communications programs can be developed strategically in such a way that they help to build brand equity. If various marketing communications are mixed and matched in such a way that they are integrated and co-ordinated, then brand equity can be built. The primary consideration for these marketing communications to build brand equity is that they need to be effective. Figure 2.3 highlights the importance of effective marketing communications in the building of brand knowledge.

Figure 2.3: Marketing Communications Effectiveness
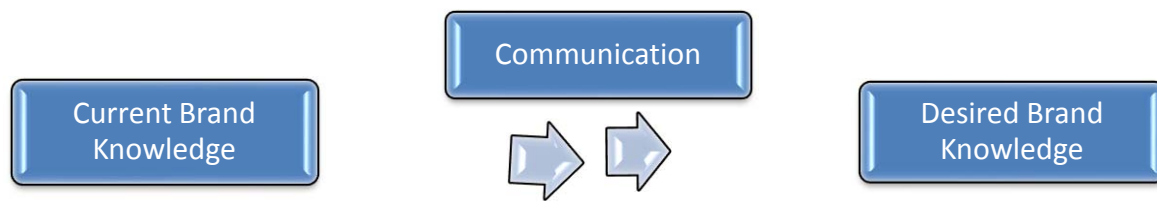
Adapted: Keller, 2008

The purpose of marketing communications is that they should move a consumer from the brand knowledge that they currently have to the one that the marketer desires (Hoeffler & Keller, 2003). Marketers need to know what exactly consumers know about their brands and design marketing communications programs that will get the brand from current knowledge to desired knowledge with consumers. Applying a variety of communications options not only helps in increasing brand awareness but helps marketers to reach different market segments.

2.7.3 Criteria for an effective IMC program

In order to assess the collective impact of an IMC program, a marketer has to ensure effectiveness and efficiency of the program (Keller, 2008). In order to do this, there are certain criteria that the IMC program should adhere to. For the purposes of this study, the researcher determined that there are four essential criteria for evaluating how effective the integrated marketing communications program of Coca Cola is. These criteria are coverage, contribution, commonality and complementarity.

2.7.3.1 Coverage

Coverage relates to the number of people reached by each communications option as well as the overlap that exists between the different options (Daymon & Holloway, 2011). Overlap of communications options is essential because consumers may already have an association in mind due to previous exposure to another communications tool; therefore, the new one may serve as a reminder or qualifier of an already existing association (Keller, 2008).

2.7.3.2 Contribution

This criterion refers to the ability of a communications option to create a desired response and communications effect from the target audience in the absence of the exposure to any other communications tool (Keller, 2008; Daymon & Holloway, 2011). Contribution relates to how consumers process information and the outcomes of that processing. For example, if the consumer sees a television advertisement for a brand, that advert should have the effect that was intended by the marketer in the absence of another communication tool. The integration of promotional tools depends of the contribution that each individual tool can make.

2.7.3.3 Commonality

A marketing communications program that consists of more than one communications tool needs to be coordinated in such a way that it creates a consistent and cohesive brand image. Commonality therefore refers to the extent to which different communications tools convey the same information and therefore shared meaning (Burnett & Moriarty, 1998). It is easier for consumer to learn and recall information that is related and consistent that unrelated information (Keller, 2008). Furthermore, commonality is concerned with the executional consistency of a message across communication tools (Dahlen, Lange & Smith, 2010). When information is coordinated, it is more likely to act as a retrieval cue to other communications efforts. For example, if a dancing teddy bear is used in a Coca Cola television advert, it would be sensible for the brand managers to use the image of the bear across other communications tools.

2.7.3.4 Complementarity

Complementarity is referred to as "the extent to which different associations and linkages are emphasized across communication options" (Keller, 2008:269-270). Research has shown that some communications tools are more effective when used in tandem with others, for example, promotions with advertising (Kumar, 2005 and Daymon & Holloway, 2011). This is due to the fact that the brand awareness created by advertising can help to improve the success of later sales promotions.

2.8 The functional areas of IMC

There are a variety of promotional tools that are at the disposal of marketers today. Several factors such as the nature of the product, consumer willingness to buy the product, stage in the product life cycle as well as the market share and position of the brand should be considered when designing an effective communications program (Keller, 2008). With the host of communication tools available to them, marketers need to be "media neutral" when mixing and matching communications options. Anything that can draw attention to the brand should be used to the extent that it is relevant and appropriate. The following are the different integrated marketing communications tools available to the marketer.

2.8.1 Advertising

Advertising is defined as "any form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor" (Keller, 2008:235). Mediums that are often used for advertising include television, radio, newspapers, magazines, internet and outdoor advertising. With advertising, marketers have control of what is said about their brand. Advertising essentially helps marketers to create brand awareness, set a brand apart from competing brands, develop brand image and influence attitudes consumers have toward the brand (Ouwersloot & Duncan, 2008:10). According to Russel & Arens (1997), brands are in fact the reason why advertising exists in the first place. This is due to the fact that brands give marketers a name or an identity to advertise in the first place.

Although its effects are difficult to quantify and predict, advertising is a powerful medium in the creation of strong, favourable and unique brand associations as well as eliciting positive judgements and feelings (Keller, 2008:235). The repetitive nature of advertising helps consumers to learn and remember brands as well as creating associations between brands and attributes and benefits. Any form of advertising that does not contribute to brand equity and positioning is a waste of the organization's resources. Advertising must be memorable and powerful in such a way that it will etch the appropriate brand image and position of the brand in consumers' minds (Sedaghat, Sedaghat & Moakher, 2012)

2.8.1.1 Functions of brand advertising

The purpose of any marketing communications tool is to draw attention to a brand, communicate information about that brand, as well as create a meaningful relationship with the brand. Different communications tools have different ways in which they achieve this. Effective advertising has three primary functions which if fulfilled effectively and efficiently, can help strengthen brand equity.

2.8.1.1.1 To inform

The primary purpose of advertising is to inform the public of the product, its benefits and attributes or to communicate any other information that the firm feels is pertinent (Yeshin, 2012). Advertising can go a long way to influence the perception that consumers have of a product which will in turn affect customer based brand equity. This function includes informing consumers about a new product or, in the case of an existing product, advertising may serve to extend its appeal by reminding consumers about it or highlighting new benefits that the product has to offer (Ouwersloot & Duncan, 2008). In the building of customer based brand equity, advertising can be the first step in the development of brand awareness.

Brand advertising has recently become less about communicating the benefits and attributes of the product but rather to manipulate the way that consumers think based on their attitudes and values. Consumers aggressively construct meaning according to their frame of reference or their own knowledge of the world and their experiences in it, building associations with concepts and constructs presented to them within an advertisement (Zwelakhe, 2007). With this knowledge in mind, and using these types of contexts, marketers generally create advertisements largely to appeal to the irrational, desirous aspects of our mind, particularly using emotional appeals and playing on consumers' fears and their needs to belong. By so doing, advertisers offer their brands as an answer (Packard, 1995:96).

2.8.1.1.2 To persuade

The second function that is fulfilled by advertising is persuasion. It can be argued that persuasion is the core function of advertising as this function is the one that will attempt to influence consumers to buy the product or use the service (Ouwersloot & Duncan, 2008). The primary purpose of persuasion is to highlight the benefits of the product, its superiority over

competing brands, the value that is offered by that brand and ultimately alter the attitudes of consumers towards the product (Yeshin, 2012). Advertisements that appeal to the consumers' psychological needs are often designed to be very persuasive. According to Packard (1995), there are eight hidden needs that adverts appeal to.

1. **Emotional security**: All humans need emotional security and from the time that we are born we seek it in one way or another. Advertisements play on this need for emotional security when they promise comfort, happiness, permanence, safety and brandishing of bad feelings (Changing Minds, 2012). The current slogan for Coca Cola is "Open Happiness" which suggests to consumers that if they drink Coca Cola they will be happy and a lot more happiness will come into their lives.

2. **Reassurance of worth**: This need is concerned with the consumers' desire to be reassured that they are adding value to the world and that they deserve their place in it. Packard (1995) noted for example how adverts directed at housewives in the 1950s were designed to instil in them a sense of pride in the work that they were doing and that they should not feel any less than working women (Changing Minds, 2012).

3. **Ego gratification**: Advertisements can also be designed to appeal to a person's need to have their ego stroked. Advertisements that praise a consumer for buying a certain product or complying with some brand related instruction are designed to stroke the ego and make the consumer feel good about using that particular brand and therefore create positive associations (Cameron & Wilcox, 2010). For example, advertisements for DIY products always imply that only a real man would buy such products.

4. **Creative outlets**: Advertisements can be designed to offer creativity by selling products that offer us the ability to be creative such as ingredients and clothes. Also, when advertisements are inherently creative, they are well received by consumers who have this need. These advertisements are beneficial in that they facilitate advertising recall.

5. **Love objects**: According to Packard (1995), every human being has the need to love something or someone, and if they do not have, they will either buy it or make it. Advertisements are persuasive when they sell things to love or things that can be bought for loved ones (Cameron & Wilcox, 2010). Advertisements for pet foods are often created with the knowledge that humans want to show pets that they love them by providing the best possible foods for them.

6. **Sense of Power**: Humans have an innate desire to hold some sort of power over others. Advertisements that emphasize power, stability, solidity and reliability offer this sort of power (Cameron & Wilcox, 2010). Packard (1995) stated that men in particular have an inherent desire for power and advertisers often exploit this by offering them brands that appeal to this. Marketers of big cars such as Range Rover, Hummer and Jeep often emphasize the power that driving these cars will give you over others.

7. **Roots**: Many people believe that their past is a major part of who they are and is what forms their identity. Advertisements that emphasize tradition, family, nation and culture are designed to persuade consumers to use those brands because those brands offer familiarity and safety. These advertisements make us focus on the "good old times" with warmth and sentimentality (Zwelakhe, 2007). A Coca Cola advertisement in the 1990s showed a grandfather sharing a coke with his grandson where it is revealed that many things in their life have changed except for the Coca Cola they are drinking.

8. **Need for Immortality**: Most consumers do not think that they are going to die nor do they take kindly to getting old. Advertisements that make them feel younger, for example those that show elderly people playing and having fun, appeal to this need and make the consumers to feel more comfortable with these ideas.

When advertisements are designed to communicate that a brand can fulfil these needs, than they can be very effective. Consumers will buy the brand that they feel most fulfils their needs and this will be more likely if the consumer will perceive that the brand fulfils more than one of these needs. When consumers know all the information that they need to about a brand, then the purchase process becomes more pleasant.

2.8.1.1.3 To sell

According to Packard (1995), advertisements are the epitome of the phrase "a picture is worth a thousand words". This is due to the fact that they tell the consumers more about the brand than any other means in such a way that consumers feel compelled to buy what they are selling. Advertising gives the consumer basic information about the product. By knowing what the product is, what it does, and what benefit it provides, advertising helps the consumer to be in a better position to make the correct choice. Advertising is the one that is responsible for the final push in terms of convincing the consumer to buy the product. Because it is visual medium, advertising allows the marketer to demonstrate the core attributes and benefits in a way that consumers can actually see (Keller, 2008). Advertisements are often encoded with various meanings and messages that are designed to associate a need with a specific product or brand.

2.8.1.2 The role of advertising in building brand equity

Advertising for a strong, well differentiated brand tends to be more effective when the brand's position is exploited (Percy, 2008). This is done by ensuring that when consumers see a product in the store, they are reminded of the product's advertising which in itself created a brand promise that they desire. Advertising enhances brand equity in some of the following ways:

Brand Awareness: Advertising is the quickest and easiest to achieve brand awareness because of its mass reach. Creative, memorable advertisements can drive brand salience such that brands are recalled at a critical time in the purchasing process (Koekermoer, 2004) Customer knowledge of brand attributes and benefits can be enhanced due to its high impact of sight, sound and motion (Keller, 2008). When consumers are able to see and hear the attributes and benefits of a product, they are in a better position to store them in memory and recall them later.

Brand associations: Advertising can be used to link memory to the rational and emotional elements of a brand. The most common associations that are made through advertising are product attributes or customer benefits such as value for money, durability, quality and safety (Koekermoer, 2004).

Perceived quality: Advertising can help to enhance the perception that the brand is of a higher quality. Perceived quality affects return on investment directly because it allows marketers to charge higher for their products. Creative advertising, coupled with a consistent product, can enhance brand equity immensely (Koekermoer, 2004). Furthermore, television and trade magazine advertising have a perception of high prestige, so they can be used to associate the brand with prestige.

Inasmuch as advertising can be used to build brand equity, it does have its disadvantages. The disadvantages of advertising are that it can lead to unrealistic expectations for a brand, its effects are often difficult to quantify, it is mostly very expensive and it is mostly a one way medium that does not engage the consumer (Yeshin, 2012). Unrealistic expectations of a brand can lead to a disparity between the brand promise and brand delivery. If, due to advertising consumers have expectations that are not met by the brand simply, then this may create negative associations which in turn will lead to a decrease in the chances of brand resonance being developed (Dahlen, Lange & Smith, 2010). Also, because advertising is a one way medium, the creation of a meaningful relationship is compromised if consumers feel that they do not have a positive contribution to make to the brand.

2.8.2 Sales promotion

Sales promotions are "short-term incentives to encourage trial or usage of a product or service" (Keller, 2008:256). They are aimed at driving short term sales and brand usage. The purpose of sales promotions is to give consumers an incentive to buy a product or patronise a service as opposed to advertising that gives them a reason to buy. They are designed to do three things: get the consumer to buy a brand for the first time, buy more of a brand or buy the brand more often (Percy, 2008). According to Ouwersloot & Duncan (2008:341), sales promotions have several objectives that they should satisfy when they are carried out:

- Inducing trial
- Increasing frequency, quantity and repurchase
- Countering competitive offers
- Helping customers to accept small product modifications
- Building customer databases
- Cross-selling and extending the use of a brand
- Reinforcing a brand image and strengthening brand relationships

The tools typically used in sales promotion are coupons, premiums, specialities, point of purchase displays, price reductions, product sampling etc. (Yeshin, 2012). The selection of which promotional tool should be used is based on the tool's ability to contribute to brand equity while at the same time generating sales (Keller, 2008).

Sales promotion, if undertaken appropriately, can be a great contributor to brand awareness. Consumers who were previously unaware of a brand may know it in the event of a sales promotion drive. On the other hand, qualities of a brand that the current consumers of a brand may not have been aware of may be highlighted in the event of a promotions drive. This in turn enhances brand knowledge. Furthermore, sales promotion contributes to brand equity in that it may enhance the image of the brand and strengthen the relationships that consumers have with that brand (Dahlen, Lange & Smith, 2010). They can also enhance the attitudes and loyalties of consumers towards a brand.

Similarly to advertising, sales promotions do have their disadvantages. Decreased brand loyalty, decreased perceptions of quality, increased brand switching and increased price sensitivity are the most common disadvantages associated with sales promotion (Keller, 2008). Consumers may assume that there is something wrong with the product being sold and they may react negatively to the promotions. However, when designed carefully, sales promotions may still contribute to the development of customer based brand equity by providing informational experiences that will help create strong, favourable and unique associations.

2.8.3 Event Marketing and Sponsorship

This is defined as "the public sponsorship of events or activities related to sports, art, entertainment, or social causes" (Keller, 2008:258). There are two primary reasons why companies engage in event sponsorship and marketing, which are to increase brand awareness and to establish, strengthen or change brand image (Cornwell & Maignan, 1998 and Gwinner & Bennett, 2008). High levels of brand awareness can be achieved due to the fact that these sponsored events tend to have large audiences and are often accompanied by extensive media coverage.

2.8.3.1 Primary reasons for event sponsorships:

- *To identify with a particular target market or lifestyle*

Event sponsorship allows marketers to associate their brands with events that are popular with specific market segments or their broader target market. Coca Cola is particularly known for sponsoring music and sporting events which are popular with their target audiences. Marketers can target their consumers demographically, geographically, psychographically or behaviourally depending on the type of event that they want to sponsor (Cameron & Wilcox, 2010). Also marketers can choose events based on the type of user they believe uses their particular brand and their attitude toward the brand. The US Open has Lexus as one of their sponsors because they believe that tennis players are prime buyers of cars (Keller, 2008).

- *To increase awareness of the company or product name*

One of the prerequisites to building extensive brand recognition and brand recall is sustained exposure of a brand (Keller, 2008). Event sponsorship allows for this, especially with events like the Olympics or soccer World Cup that go on for a longer period that one day events. For example, during televised international cricket matches, the logo of the major sponsor is often projected onto the pitch such that viewers see it throughout the duration of the match. And because the event sponsored is a passion of the target audience, it is easier for the organization to enhance consumer recognition with a brand.

- *To create or reinforce consumer perceptions of the key brand image associations*

The majority of high profile events have in themselves positive associations that can help to create or reinforce brand associations (Keller, 2007:262). This is especially true in the case of events where the product itself can be used. For example, if a sports drink manufacturer is to sponsor the Special Olympics, which are often associated with perseverance and overcoming the odds, then the consumer will come to associate this with the brand. In the building of customer based brand equity, developing brand associations is always a primary goal.

- *To enhance corporate image dimensions*

Sponsorships can be used as a means of improving consumer perceptions of the company as being likeable, credible, prestigious etc. (Belch & Belch, 1995). When marketers choose sponsorship events, especially those that are associated with a good cause, they do it because

they believe that consumers will give credit to them for that sponsorship and therefore favour them at a later stage when they need to purchase a product from their product category.

- *To create experiences and evoke feelings*

Events are sometimes used by marketers as part of their experiential marketing programs. The feelings that may be experienced during an exciting or highly rewarding event may become indirectly linked to a brand (Percy, 2008). For example, a consumer whose favourite team won a major soccer tournament for the first time in 50 years may come to associate the brand with the excitement they felt at that event such that the brand becomes identified as being part of that positive experience.

- *To express commitment to the community on social issues*

Some sponsorships fall under community engagement and are often referred to as cause related marketing. Because we live in a time where corporate social responsibility is seen as a must for all organizations, events that are designed for community upliftment or to promote social issues can be used by marketers to create corporate tie ins with non-profit or charitable organisations (Keller, 2007). To illustrate how much money companies sometimes spend on cause related marketing, it is estimated that between 2002 and 2010 Coca Cola spent $690 million dollars internationally on community projects (Coca Cola, 2012).

- *To entertain key clients or reward key employees*

At any sponsorship event, there are often lavish hospitality areas and other special facilities and activities that are reserved for the sponsors and their guests. Involving clients in this way is a great way to generate goodwill and create valuable business clients (Keller, 2007). For example, by Coca Cola giving free world cup tickets to their most profitable retailers, they are showing appreciation to them for carrying their product. Also, sponsors can offer their employees some incentives that are related to the event so as to reward them for a job well done.

2.8.3.2 How sponsorship can contribute to customer based brand equity

Event sponsorship gives the brand an identity that consumers can relate to. This is essentially due to the fact that event sponsorship goes a long way in building brand personality. Sport sponsorship especially has been given much attention by companies who use this promotional tool. According to BMI Sports Info, sport sponsorship in South Africa has been growing at an estimated 22% annually while making up 20% of most companies' communication budgets (Encyclopaedia of Brands, 2000). The company in question, Coca Cola, is arguably one of the biggest event sponsors in the world, with the most recent being the Coca Cola fan parks at the 2010 FIFA World Cup. According to the company, sponsoring sporting events is "a natural fit" (Irish Times, 2000:1).

Celebrity endorsements are also another form of sponsorship which is very popular amongst companies. Celebrity endorsements are a good way to build positive brand associations as consumers can associate the popularity of the celebrity to the brand (Wilcox & Cameron, 2010). For example, celebrities like Will Smith whose last five movies have each made more than US$500 million dollars in the box office are often sponsored by companies who want to associate his success with themselves. Celebrities provide good sources of brand associations as they are seen by consumers to possess credibility, trustworthiness and expertise and are therefore highly persuasive (Wilcox & Cameron, 2010).

The downside of celebrity endorsements however, is that celebrities derive their meanings from the consumers' various perceptions of their activities (Gwinner & Eaton, 1999). This means that the perceptions that consumers hold may change constantly depending on the popularity of the celebrity at the time. For example, the golfer Tiger Woods was very popular with consumers and was considered as a very credible source to the extent that at one stage he endorsed more than 20 products at a time which were valued at over US$100 million a year. When it was revealed that he was unfaithful to his wife, many of his sponsors had to withdraw their sponsorships so as not be associated with the scandal. This meant that some of the companies had to spend more money trying to survive the scandal on top of the bad publicity they were receiving.

Sponsorships contribute to the building of customer based brand equity by increasing brand awareness and effectively building a positive brand attitude (Percy, 2008). Through

marketing communications, there must be a clear association between the sponsored activity and person with the brand. For example, beer manufacturers are often sponsors of sporting events because beer drinking is often associated with fun and sport. There would be no sense in a tea manufacturer sponsoring a rugby tournament. Also, there must be a clear association between the brand name and the product category need. Sponsorships can go a long way in developing the image of the brand and developing the relationship between the brand and its consumers.

2.8.4 Public Relations and Publicity

Public relations are an organization's efforts to get their publics and stakeholders to co-operate with them and establish goodwill (Skinner, von Essen & Mersham, 2004). Publicity and public relations were formally used in the event of marketing crises but now marketers realise their value as part of an on-going IMC program. There is often a tendency by many to confuse public relations and advertising. There are several types of public relations that can be used which include:
- Brand publicity
- Media relations
- Corporate communication and employee relations
- Financial and investor relations
- Crisis management

Publicity includes all the non-personal communications tools such as press releases, press conferences, media interviews, feature articles, newsletters, films etc. (Cameron & Wilcox, 2010). The primary advantage of publicity is that it is a non-paid form of promotion. Companies can sometimes get large amounts of free press coverage due to their involvement in some cause or the other. The primary benefit of publicity in the building of brand equity is that it is often judged as being "authentic" as consumers do not see it as coming from the organization. This can be a significant contributor to brand image.

From the discussion above, there is no doubt as to the numerous benefits of the different promotional mix tools. If an organisation is able to harness all promotional mix tools and use them to their advantage, then they will be able to create the necessary and meaningful brand awareness and acceptance that is needed for their brand to succeed. Keller (2008) suggested

that an effective marketing communications program contributes to the formation of brand awareness and brand image. This then becomes the basis for the formation of brand knowledge structures that result in brand equity, which is the intangible value of a brand (Ouwersloot & Duncan, 2008:40). This definition is based on the idea that the value of a brand lies in the mind of consumers. It is essential to understand how brand equity is built through marketing communications.

2.9 Brand Equity

The primary purpose of any business is to create wealth for its stakeholders. Brands that are valuable can be major wealth creators for many companies. The concept of brand equity has been a subject of much discussion among marketing theorists for its suggested potential to help estimate the financial value of a brand (Aaker, 1991; Mandvaram, et al, 2005; Kayaman & Arasli, 2007 and Keller, 2008). Although there had been no consensus as to its definition, brand equity has been defined as "the added value that is endowed by the brand name" (Tong & Hawley, 2009:263). It is said to be "the value premium that a company realizes from a product with a recognizable name as compared to its generic equivalent" (Investopedia, 2011). It is the added value that is endowed on products or services. The higher the equity the brand has, the higher the chances of it creating wealth for the firm. This equity is created by marketers when they ensure that their products are memorable, recognizable and superior in terms of performance and reliability in comparison to that of competitors. Consumers are more likely to purchase brands that are highly familiar and have a proven track record than those that do not. This in turn will have numerous benefits for the firm.

In recent times, the concept of brand equity has made the brand the focal point when it comes to marketing strategy. This is based on the belief that intangible assets can bring a more sustainable source of competitive advantage for a brand than tangible ones (Ratnatunga & Ewing, 2005) as they cannot be copied or reproduced as easily. Marketing managers therefore need to develop brand equity strategies that will maximise exposure of the brand and at the same time develop brand associations for consumers that will make them stick to that brand. Furthermore, brand equity has often been seen as a performance measurement tool (Eagle & Kitchen, 2000). This is because although there are many performance measurement tools that can be used, to commercial institutions such as businesses, the monetary value of a brand is of uttermost importance. Due to the fact that financial value is objective rather than

subjective as other measurement tools, it can be considered as being more reliable because financial value has to be proven in the balance sheets.

There has been much discussion among accounting and marketing theorists concerning the treatment of brand value in firms' financial statements (Seethavaman, 2000:245). This discussion is based on the fact that value can reside in the brand itself and thus the company can leverage this value so as to gain financial benefits. This value is even more relevant to the company if customers recognise it. According to Keller (2008), brand equity does not just reside in the brand itself but that value can reside in the customers' minds through them having a positive attitude towards the brand. When customers have strong, favourable and unique associations of that brand in their minds then the value of that brand is likely to be higher. This is what results in customer based brand equity. CBBE is the "differential effect that brand knowledge has on consumer response to the marketing of that brand" (Keller, 2008:48). This definition suggests that customers are likely to react differently to the marketing of a brand that they know than that which they do not. Furthermore, customers are likely to react favourably to the brand that is well known and has a proven track record than one that is not. A well marketed brand, whose performance is just as satisfactory, will gain the value that marketing theorists speak of.

The important question then becomes how is this customer based brand equity built? In order for it to exist, customers need to have high levels of awareness and familiarity with a brand and hold strong, favourable and unique associations with that brand in their minds. For most consumers it is the strength, favourability and uniqueness of brand associations that will determine the differential effect that makes up brand equity (Keller, 2008:53). Marketers need to convince their customers beyond a reasonable doubt that that there exist substantial, value-laden differences between their brand and that of competitors. It is in establishing a positive brand image in the minds of consumers and establishing brand awareness that customer based brand equity is built.

2.9.1 Potential sources of CBBE

Figure 2.4 Sources of Brand Equity

Figure 1 A conceptual framework for brand equity

Brand Awareness

Perceived Quality

Brand Association

Brand Equity

Brand Loyalty

Other Proprietary Brand Assets
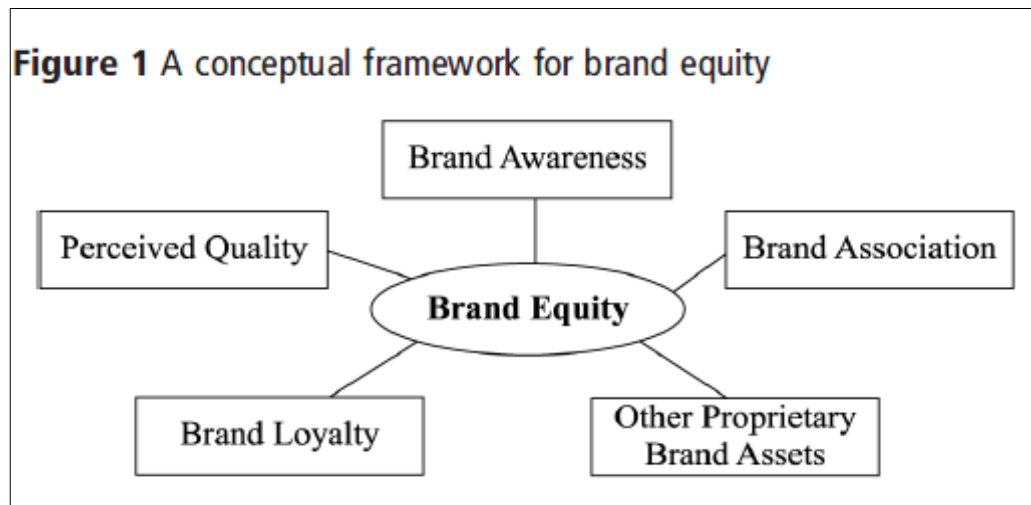
Source: Tong & Hawley, 2009:264

There has been a great deal of research done into the determinants of brand value (Lassar et al, 1995; Kayaman & Arasli, 2007 and Tong & Rowley, 2009). The different researchers have all drawn different conclusions about what exactly is the primary ingredient for brand equity. For the purposes of this study, the potential sources of customer based brand equity were determined to be brand awareness, brand loyalty, brand association and perceived quality.

2.9.1.1 Brand awareness

According to the theoretical framework, the first and most important step in the attaining of brand equity is building brand awareness and establishing a brand identity. If consumers do not know about a brand, no matter how high it scores in term of quality and performance, that brand will never develop a relationship with consumers (Kotler & Keller, 2006). Consumers need to have sufficient knowledge of the product, what it is about, and how it will benefit them if they use it. When the optimum level of brand awareness is reached, then the brand will have strong favourable and unique associations in their minds.

Brand awareness at its most elementary stage is the mere knowledge that a certain brand in a product category exists. For example, although they may have never purchased it, most consumers simply have knowledge of the Pepsi brand or products even though they may be

consumers of Coca Cola. Brand awareness is critical to a company in differentiating their products from those of competitors (Gustvson & Chabot, 2007; Keller, 2008). In their research on the development of brand equity, Srinivasan et al (2005) claim that brand awareness plays the dominant role in brand choice if consumers have more awareness of some brands more than others as brands with low brand awareness will not be considered. Srinivasan et al (2005) determine that increased brand awareness will lead to increased brand equity as it is the foundation for the development of brand associations that will lead to brand equity.

Mere brand awareness is however not sufficient. Consumers need not only know that a product exists but that the particular product can satisfy their needs in a specific way. This understanding is the one that will lead to them using that product and, hopefully for that company, remain loyal to them. This is more likely if the product falls under a highly recognisable and trusted brand. Brand awareness also helps consumers to understand the product category in which the brand competes (Keller, 2008). It also ensures that consumers know which of their needs that brand is designed to fulfil. In most consumers' minds, a product hierarchy often exists, with product class information at the highest level, product category information at the second level, product type information at the third level and brand information at the last level (Sujan & Dekleva, 1987). Below is a sample of a product category structure of the beverage industry.

Figure 2.5: Beverage Category Hierarchy
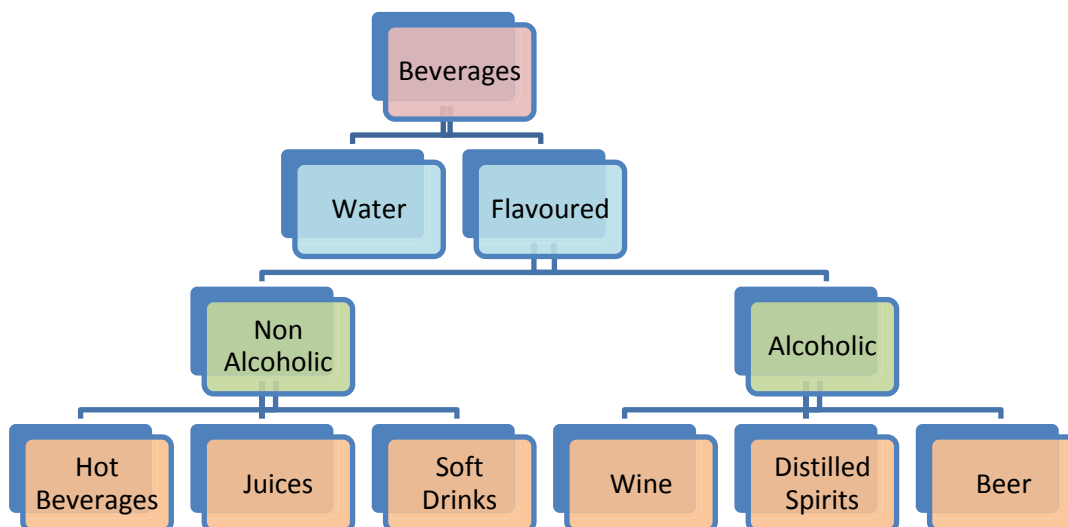
Source: Dahlen, Lange & Smith (2010)

Using Figure 2.5 as an example, in the minds of consumers the beverages product category is firstly distinguished between flavoured and non-flavoured beverages. The next distinction will then exist between alcoholic and non-alcoholic beverages. Those two categories will then be broken down into further categories which the consumer believes are relevant. The organization of this product category hierarchy as held in memory will play a vital role in the decision making process (Keller, 2008). Brand awareness is thus vital to ensure that the brand is the one that is associated with that level in the product category hierarchy.

Brand awareness is identified in two ways when it comes to consumers. It consists of *brand recall* and *brand recognition*.

- **Brand recall**

Brand recall is the ability of the customer to remember the brand when faced with a product category in which that brand exists (Keller, 2008). For example, recall of Coca Cola is when a consumer is in need of a soft drink and the first brand that comes to their mind is Coca Cola. Brand recall can consist of aided recall, which is the extent to which the brand is recalled when that specific brand is promoted by the researcher (Percy, 2008), for example, when consumers are asked "Do you know the Coca Cola brand?" It also consists of unaided recall where consumers can be asked to name all the brands in a specific product category. The type of recall that companies would want amongst their consumers would be high levels of unaided recall when compared to their competitors. This is beneficial to the brand in that top of mind recall, whereby a brand is recalled first among competing brands, has the advantage that it is evaluated for purchase first than competing brands (Dahlen, Lange & Smith, 2010). Brand recall contributes to brand equity in the sense that when a consumer constantly recalls a certain brand when they are in need of a brand in that product category, they will keep on purchasing that brand and in time will become loyal to that brand and develop a lasting relationship with it.

- **Brand recognition**

Brand recognition is defined as the extent to which an organization's target audience is able to identify a brand by its attributes (Investopedia, 2012). A brand is said to have achieved successful brand recognition when the target audience is able to state the brand without being exposed to the company's name but by simply seeing visual signifiers such as slogans, colours and logos. For example, most consumers know the pink rabbit that is associated with

Duracell batteries although they may not know that Duracell batteries are made by Proctor & Gamble. Because markets are crowded with many products, consumers often prefer products that have a strong, recognisable symbol or icon that they know and trust, which can give them the confidence to buy the product (Kenner, 2007). Firstly, brand recognition contributes to brand equity in that consumers will remember creative brand attributes and keep them in their mind, which in turn becomes a favourable association. Secondly, research has proven that customers see strongly recognisable brands as being more reliable and of better quality than those of the competition (Kenner, 2007).

2.9.1.2 Brand loyalty

Another important source of brand equity is brand loyalty. Brand loyalty is defined "as a deeply held commitment to re-buy or re-patronise a preferred product or service consistently in the future, thereby causing repetitive same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour" (Ha et al 2011:676). From a customer behavior perspective, it is the degree to which a customer or group of customers concentrate their purchases over time to one particular brand in a certain product category (Tong & Hawley, 2009). Consumers become loyal to a brand that over time proves to be reliable, trustworthy and provides consistent quality. To get to the stage of brand loyalty, consumers go through the following stages: brand non-recognition, brand rejection, brand preference and then finally brand insistence (McCarthy, 1999:273). Brand insistence is not an easy stage to reach due to the fact that other marketers are also trying to get consumers to get to the same place with their brands. The only way that consumers come to insist on a brand is that the brand continually delivers product benefits successfully.

According to Rowley (2005:574), the key benefits of brand loyalty are:
- lower customer price sensitivity;
- reduced expenditure on attracting new customers; and
- Improved organisational profitability.

When firms have highly loyal customers, they may rely on a smaller customer base for profitability. This may lead to costs savings as the marketers may have to advertise less to this small base (Chaudhuri & Holbrook, 2001). Marketing communications must concentrate on building stronger relationships as well as rewarding loyal consumers in order for them to

contribute to brand equity. In attempting to build brand equity and retain loyal customers, marketers need to realise that consumers may not react in the same way to the brand and that some consumers may need more effort than others.

According to Rowley (2005), there are four categories of customer loyalty. From table 2.1, the relationship that a firm needs to achieve with a consumer is that of committed loyalty. A consumer who will barely consider other brands will most often than not find the need to justify their loyalty to the brand to others. Customers who are loyal to a brand may be responsible for encouraging other users to adopt a brand. By being active advocates of a brand, they can have an influence on the decision of others concerning the brand (O'Brien, 2010). Word of mouth is a promotional tool that a firm can benefit from and yet spend no money on it. Also, word of mouth promotion has proven to be a very effective promotional tool as consumers tend to listen more to their peers and those that they consider to be opinion leaders than advertisements and mass media communications tools (Keller, 2003).

Table 2.1: Categories of customer loyalty

Consumer Categories	Typical Behaviour	Typical Attitudes
Captive	Continues to purchase or use a product or service because they have no choice	Neutral to the brand, with experience of the brand which does not cause them to perceive the brand in a negative light
Convenience Seeker	Often associated with routine, low involvement purchases. Engages in regular repeat purchase transactions associated with the brand	No particular attitude to the brand, except that some brands may be associated with convenience
Contented	Evaluates products on their merits, but previous and existing engagement with the brand is an opportunity for the brand owner to build the relationship with the customer	A positive attitude in relation to the brand, which may be shared with acquaintances, if their advice is requested
Committed	Barely considers other brands. Is prepared to "add value" to the brand, perhaps through participating in supportive customer-to-customer interaction	Engages in positive and delighted word-of-mouth exchanges with other customers or potential customers

Adapted: Rowley, 2005: 576

Brand loyalty contributes to brand value because it provides a set of habitual buyers who over time will have a significant financial contribution to a firm. This is because loyal customers will make frequent purchases (Bowen & Shoemaker, 1998). In their research into the determinants of brand equity, Tong & Hawley (2009) determined that brand loyalty is the primary contributor to brand equity.

2.9.1.3 Brand associations

Brand associations are those images and symbols that are deep seated in a consumer's mind concerning a branded product and its benefits. They refer to anything that is linked to a brand in the mind of a consumer (Chen, 2001). Brand associations do not give a consumer a reason to buy the product but they provide a form of acquaintance and differentiation which consumers believe is not replicable by any other brand (Management Study Guide, 2012). They include all the qualities and attributes that come into the minds of consumers when they think of certain products. Associations are assets that can instil confidence and trust and affect attitudes towards a brand. According to Chen (2001), Krishnan (1996) and Aaker (1996), brand associations are the core asset for building brand equity. Aaker (1991) says that brand associations provide consumers with the reason to buy a product and the basis for those consumers remaining loyal to that product.

Brand associations create value for the brand in a variety of ways. These ways include "helping to process/retrieve information, differentiating the brand, generating a reason to buy, creating positive attitudes/feelings and providing a basis for extension" (Chen, 2002:440). Tong & Hawley (2009) also state that brand associations create value for the brand in these ways. They exist in many forms and to consumers may reflect the characteristics of a specific product or other aspects that are not part of the product but are closely related to it. Aaker, (1991) says that there many brand associations that can be classified into eleven categories (Chen, 2001: 440-441). These categories include:

1. Product attributes

Product attributes are descriptive features or characteristics that are used to identify and differentiate a product or a service. They tend to be concrete and reside in the actual product (Keller, 2008). For example, the attributes of a soft drink would be sweetness, packaging, ease of use and thirst quenching ability. Consumers need to associate these attributes to a specific brand if these are the ones that they value the most. Marketing communications are used in this case to highlight these attributes. For example, an advertisement showing a young thirsty child who effortlessly opens a bottle of Coca Cola will create an association between the brand and ease of use and thirst quenching ability.

2. Intangibles

Intangibles refer to those associations that are perceived but are not easy to quantify or communicate to consumers (Chen, 2001). For example, Mercedes Benz is positioned as a classy car although consumer perceptions of what classy means may differ. Integrated marketing communications can be used in this sense in that they provide a consistent message that pushes a certain intangible asset in such a way that consumers may end up believing it.

3. Customer benefits

Benefits are abstract concepts that often form in the minds of consumers as a result of a cluster of product attributes (Keller, 2008). For example, when consumers think about the safety of a car, they are referring to an efficient brake system, appropriate air bags and the actual structure of the car (Dahlen, Lange & Smith, 2010). Customer benefits are not as easy to communicate as product attributes because they are often subjective. Having a positive benefit association is good for the company because customers look for value; and benefit associations often provide that.

4. Relative price

Price is often considered as one of the most important considerations to customers when choosing which brand to buy. Higher price premiums are ranked amongst the most important brand equity benefits of building strong brands (Keller, 2008:200) Customers often rank brands according to price tiers in every product category (Blattenberg & Wisneiewski, 1989:295). Consumers often make brand associations of price and quality, assuming that the more expensive the product the higher the quality, or conversely, the cheaper the brand is, the lower the quality. Customer associations of this perceived value play an important role when it comes to the selection of products during purchase decisions.

According to Ofir & Winer (2005), customers do not just passively accept the prices that are asked for by sellers but they actively process the information that is price related and interpret it in relation to the knowledge that they possess from prior purchases, formal communications from the organisation, online information, word of mouth from opinion leaders and in-store experiences [point of purchase]. These make up what becomes the consumer's frame of reference when it comes to relevant prices. There are typically eight tiers under which consumers rate brands according to price.

1. Fair price [what the product should cost]
2. Typical price [what the product usually costs]
3. Last paid price [the price paid when the product was last purchased]
4. Upper-bound price [the price that most consumers are usually willing to pay]
5. Lower-bound price [the least that consumers are willing to pay]
6. Competitive prices [the reasonable price compared to competing prices]
7. Expected future prices [the price that the consumer anticipates in future]
8. Usual discounted prices [the prices offered during promotions]

5. Use/application

Another important brand association implication is that of use/application. Brand associations are made about the typical usage situation such as how, where and how (Management Study Guide). The way that a product is going to be used is important in the sense that it is the primary reason why consumers buy the product in the first place; so the product's functionality is of very serious importance. Marketing communications can highlight how the brand is the best to be used in that particular context.

6. User/customer

Users are those people who use the service and are usually responsible for initiating the customer/product relationship. Certain types of brands are associated with certain types of people (Egan, 2007). For example, conservative people identify with the more traditional, sober types of brands. The strength and uniqueness of associations can be strengthened when these distinctions are made. For example, Gillette often associates sporty, successful and good looking men with their product.

7. Celebrity/person

Celebrity endorsements are a good way to build positive brand associations as consumers can associate the popularity of the celebrity to the brand (Fournier, 1994). The celebrity's expertise, trustworthiness and credibility can become shared with the brand. They can be a good source of brand equity in the sense that when advertising creates an association between the celebrity and the brand, consumers may see value in that brand.

8. Lifestyle/personality

The personality of a brand can be associated with the lifestyle and personality of a person (Fournier, 1994). For example, a sports drink brand can be associated with a sporty, outgoing lifestyle. When this association is made, consumers may start to identify with the brand and see it as being a perfect fit with who they are as a person.

9. Product class

Associations can also be made about the product category to which the brand belongs. For example, positioning the brand as the most reliable and efficient in a certain product category can help to build the positive associations that can contribute to brand equity (Keller, 2008). Consumers also tend to hold certain perceptions about products in certain product categories; therefore marketing communications can be designed to highlight this and therefore benefit the brand.

10. Competitors

Strong brand associations can be developed in relation to competitors especially in highly competitive product categories. These associations are often created by way of making statements about competitors in the product category. For example, Checkers Supermarket often makes statements about how they are the only supermarket that does thing "better and better". Although their advertisements do not expressly mention the names of competing supermarkets, they are often filled with elements such as colours and symbols that consumers associate with competing brands.

11. Country/geographic area

The country of origin can also plays a great role in the building of positive brand associations and thereby building strong brand equity. Brands that originate from countries where that region is known specifically for producing the best of that product category often fair better when it comes to competition. For example, Germany is known for producing highly efficient and safe cars; therefore German brands in the automobile industry, such as Mercedes Benz, Audi and Volkswagen, tend to be very popular even in countries where the automobile industry is known for producing a different brand.

2.9.1.4 Perceived Quality

According to Aaker (1991), perceived quality is one of the key drivers of customer based brand equity. It is not essentially the actual quality of the brand but customer perceptions of the brand in relation to the purpose for which it was intended and compared to competing brands. Perceived quality contributes to brand value in several ways: it "gives consumers a good reason to buy the brand and allows the brand to differentiate itself from its competitors, to charge a premium price, and to have a strong basis for the brand extension" (Tong & Hawley, 2009:264). Kotler (2006) also notes that there is an intimate connection between perceived quality, customer satisfaction and the profitability of any firm.

2.10 Building a strong brand: The customer-based brand equity model

The customer based brand equity model of brand valuation has the consumer as the primary focus of brand equity. The concept of CBBE suggests that consumers will react more positively to an identified brand than an unnamed one (Keller, 2008). This means that the perceptions that the consumer has about the brand and the beliefs that they hold to be true concerning the brand are what will lead to brand value more than anything. This concept argues that the knowledge that the customer has of a brand is the one that creates the differential effect that will in turn drive brand. For the purposes of this study, the customer based brand equity model by Keller (2008) was used as the tool for measuring brand equity. This model determines that a brand building process goes through four stages of which each stage leads to greater brand awareness than the last (Keller, 2008).

According to the CBBE model in Figure 2.1, every stage of the brand building process is identified by building blocks on which the branding strategy will reside (Keller, 2008). The first building block, in which brand awareness is established and the brand building process starts, is the one of brand salience whilst the last, which most brands need to achieve if they are to be valuable, is brand resonance. When consumers resonate with a brand, they feel a very strong connection with a brand both formally and casually and feel that the brand is the only solution to their problem (Stratford, 2009). The purpose of this particular study is to determine whether customers of a well marketed brand can move from a stage of mere brand awareness to that of brand resonance and if this can be done through integrated marketing communications.

The customer based brand equity model postulates that the building of strong brands that consumers can resonate with is a dual process which deals with the rational and emotional aspects of consumer-brand relationships. Marketers need to appeal to both psychological or social needs [emotional] and the functional or practical needs [rational] of the consumers for them to resonate with the brand (Ambekar, 2009). According to Keller (2008), the creation of brand equity requires that the brand reach the top of the pyramid in Figure 2.1. This can only be done if the right building blocks are put into place. The following section deals with how each brand building block is put into place in an attempt to build brand equity.

2.11 The four steps of brand building

2.11.1 Step 1: Who are you? (Brand identity)

The first step in brand building involves ensuring that customers identify with the brand and creating an association of the brand in the customer's mind with a specific product class or need (Keller, 2008). This is the step whereby the company identifies itself to the consumers through marketing communications messages that tell the consumer what they have to offer and why the customer should be interested in the company. This step is achieved by developing and implementing a brand identity strategy that will maximise brand exposure.

2.11.1.1 Brand building block: Brand salience

According to the CBBE model, the relationship that customers have with a brand starts at the stage of brand salience. Brand salience measures the degree to which consumers are aware of a product when faced with a purchase or usage situation (Daye & VanAuken, 2010). This refers to the propensity of the specific brand to be thought of by the customer when faced with a buying situation (Romanuick & Sharp, 2004:328). This stage measures the extent to which the brand is easily recalled or recognised in a situation in which a consumer needs to use a brand in that product category (Keller, 2008). Strong brands have a high level of brand salience yet weaker brands have a lower level of brand salience. For a long time, brand salience was conceptualised simply as top of mind awareness, which is simply the ability of the consumer to name the brand first when asked to name the brands in a certain product category (Romanuick & Sharp, 2004:328). Brand salience is not simply what comes to mind when consumers are asked to name brands in a product category but rather the memory that they have of a specific brand and the associations that they make of that brand with other

memory structures (Daye & VanAuken, 2010). This memory is the one that will help them choose between competing brands.

Marketing communications are especially important at this stage as this is where the foundation of brand building is laid through specific brand identity programs. The more and varied the communications, the more likely that the product will achieve this salience. This is due to the fact that brand salience is driven by two elements: quantity of memory structures and quality of memory structures. Quality refers to how relevant that association is to the consumers whilst quantity refers to the number of memory structures that the brand is linked to (Daye & VanAuken, 2010). This is based on the fact that in every purchase situation, consumers are motivated by cues that make them to remember specific brands. For example, when consumers want to buy pizza for the family but realise that they only have enough money for two people, they are likely to remember the Panarotti's advert in which children eat free on certain days. Marketing communications would need to be designed such that each time consumers need to use a product in a category in which that company competes, they will remember that company's specific brand.

2.11.1.2 Establishing a brand identity

One of the key elements and the first step in building brand equity is establishing a good brand identity. A brand identity is the noticeable elements that make up the brand such as the name, logo, symbol and slogans that identify and differentiate the brand (Management Study Guide, 2012). It is the basic character of the company as seen by consumers. It is seen as "the cumulative impressions and representations of users, potential users, opinion leaders, word of mouth, mediated meaning and what resides in the minds of consumers (Dahlen. Lange & Smith, 2010:213). Some scholars see brand identity as the unique set of associations attributable to a brand that marketers aspire to create or maintain (Aaker & Joachminsthaler, 2000 and de Chenatony, 2010).

Researchers and marketers alike recognize the role that an effective brand identity can play in differentiation and management of a brand (Keller, 2008 and da Silveira, Lages & Simoes, 2011). Marketers need to develop and maintain a clear and consistent brand identity that can serve as a reference point for customers (da Silveira, Lages & Simoes, 2011). A brand identity may resonate and connect with audiences if the marketer understands the

marketplace and is empathetic with consumers (Dahlen, Lange & Smith, 2010). Brand identity needs to be intended and oriented to create experiences via sensory, affective and creative associations (Martín-Barbero & Sandulli, 2006). In agreement with this, Dahlen, Lange & Smith (2010:213) state 'brand identity should help establish a relationship between the brand and the customer by generating a value proposition potentially involving functional, emotional and self-expressive benefits". When consumers believe that they identify with a brand, then they are likely to select that brand over others.

Any brand identity needs to be coherent, integrated, adaptable, durable and dynamic (Dahlen, Lange & Smith, 2010). This is due to the fact that most brands exist in highly competitive, ever changing markets where consumer needs are always constantly changing. Brand switching is often lessened for consumers when they are used to purchasing a brand with a unique brand identity. Marketing communications that highlight these unique identities can lead to the development of favourable associations. Television advertising is particularly useful in this instance.

According to Dahlen, Lange & Smith (2010) there are three main components that make up a brand identity.

- *Brand vision*: This is the strategic direction of the brand which is consistent with the firm's goals, vision and mission.
- *Brand culture*: Brand culture refers to the level at which the organization is market oriented and promotes the importance brand communications.
- *Brand image*: This is the sum total of brand experiences and feedback from others concerning a particular brand.

2.11.1.2.1 Brand Personality

In developing a brand identity to build brand equity, brand managers will also need to establish the brand personality. Brand personality is "the set of human characteristics associated with a brand" (Ingenhoff & Fuhrer, 2010:85). The personality of a brand is mainly shaped by three types of appeals: sensual, rational and emotional. The sensual appeal centers around the appearance, feel and sound of the product; the rational appeal deals with the physical performance of the product whilst the emotional appeal is concentrated on the psychological benefits the product is able to evoke in the mind of the consumer (Park & John,

2002). A brand ne eds to ha ve all three appeals in order for it to be di stinguishable f rom competing brands.

Brands can b e posi tioned on human qualities such as sincerity, e xcitement, c ompetence, sophistication and ruggedness (Park & John, 2010). These attempts to *humanise* a br and are intended to appeal to consumers who may f eel that the y share their personality with the brand. A brand personality is a good starting point for marketing communications as they are an excellent way to describe brands and explain what the brands stand for (Dahlen, Lange & Smith, 2010). There are several dimensions of brand personality. Figure 2.6 is an example of the dimensions of brand personality that can exist.

Figure 2.6 Dimensions of Brand personality
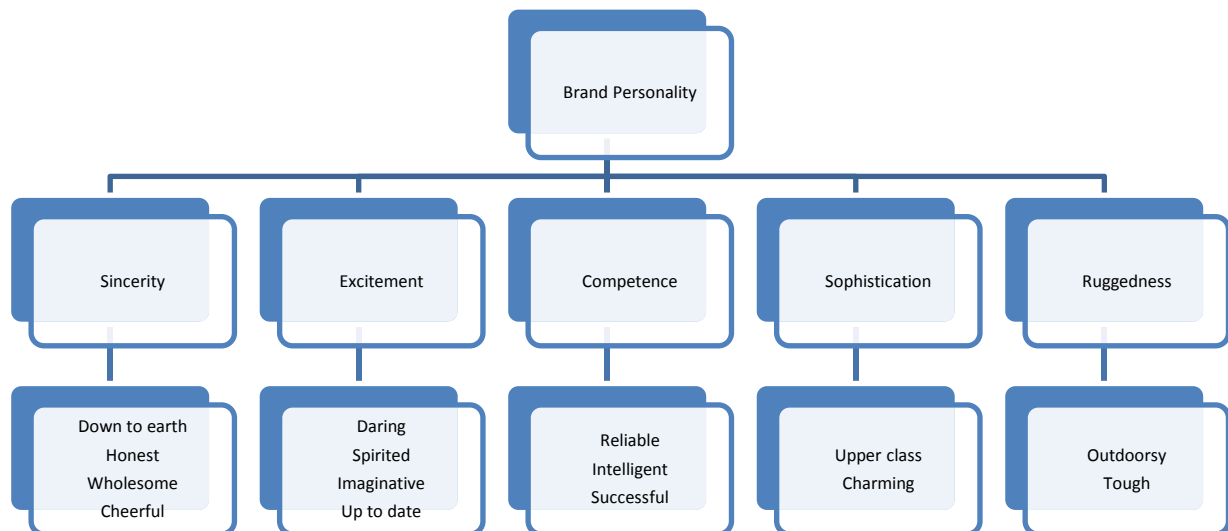
Source: Dahlen, Lange & Smith (2010:219).

2.11.1.2.2 Brand image

Brand im age is the set of be liefs that c onsumers have a bout a spec ific brand a nd a ll the perceptions that c onsumers hold about a brand (Management S tudy Guide, 2011). It is the sum total of consumer pe rceptions of a br and, as reflected b y the se veral forms of br and associations they hold in memor y concerning t hat brand (Keller, 2008). The im age that consumers have in mind a bout a pa rticular brand will a ffect the associations that the y will make in their mi nds concerning that br and. For example, a br and that has a posi tive b rand image will li kely be associated with positive things in the mind of c onsumers than one that does not. An image is formed about a spec ific brand on the basis of personal perceptions of

all the associations that the consumer has about the brand. For example, Toyota is associated with reliability and cost efficiency whilst Mercedes Benz is associated with safety and luxury. The creation of a positive brand image requires the strategic use of marketing programs that link strong favourable and unique brand associations. The definitions of customer based brand equity do not emphasise the sources of these associations or how these associations are formed but rather their strength, favourability and uniqueness.

- *Strength of brand associations*

Strong brand associations are the result of a consumer deeply thinking about product information and relating it to existing brand knowledge (Keller, 2008). Personal relevance and the consistency with which information is presented over time are the factors that affect how strong an association is. According to Keller (2008:56), "the particular associations we recall and their salience will depend not only on the strength of association, but also on the retrieval cues present and the context in which we consider the brand". Direct experiences with the brand create the strongest associations as they are the sources of attribute and benefit associations (Aaker, 2006). Word of mouth from opinion leaders may also lead to the strengthening of these associations. Company sources of product or brand information usually create weak associations; therefore, it is necessary to use creative marketing communications programs that will lead consumers to elaborate on brand related information and apply it to existing knowledge.

- *Favourability of brand associations*

Favourable brand associations are created by positioning of a brand that convinces the customer that the brand possesses the attributes and benefits that that will satisfy their wants and needs; that will lead the consumer to make positive judgements about the brand (Aaker, 2006). Favourable associations are those that are desirable to the consumer, such as convenience, reliability, efficiency, effectiveness etc. that can be successfully delivered by a product and can also be conveyed by the marketing communications program (Keller, 2008). Desirability is determined by how relevant, distinctive or believable consumers find brand associations to be (Ergin, 2006). For example, how personally relevant does the consumer find the association, how unique is that association and how believable is that association to the brand.

- *Uniqueness of brand associations*

The key to effectively positioning a brand is that the brand must possess a sustainable competitive advantage or a unique selling proposition (Keller, 2008). A brand with a clear competitive advantage will fair better in today's markets that are characterised by complex competition and increasingly demanding customers. This competitive advantage may be based on product related or non-product related attributes and benefits. An essential element of unique associations is that consumers must believe them and they must be personally relevant (Ergin et al, 2006). In their study on the effects of brand associations, Ergin et al (2006) determined that unique brand associations have the greatest impact on brand selection decisions.

2.11.2 Step 2: What are you? (Brand meaning)

The second stage in the road to establishing brand equity is establishing brand meaning. The product is the focus at this stage as it is the primary influence on the experiences that users have of a brand, what they hear from others about the brand and what the organization tells consumers about the brand in their communications. By strategically linking tangible and intangible brand associations to the brand in the customers' minds, brand meaning can be established (Keller, 2008). An important consideration for a consumer when it comes to picking a brand is the value that they receive from buying or using that brand. The role of the business here would be to communicate the value that the brand will give to the consumer and the benefits that are associated with using that brand. Marketing communications at this stage answer the question "what are you as a brand to me as a consumer"?

According to Dahlen, Lange & Smith (2010), brands have different levels of meaning for consumers. At the first level, which is the basic level, consumers see the brand in the context of its ability to fulfil a category need as well as its competitiveness in that category. This level includes all the physical and functional attributes. The next level of brand meaning represents the psychological significance that a brand has for the consumer. Considerations such as security, perceived risk, self-image, ego and status are made by the consumer in relation to how the brand will fulfil all these. The last level that exists is the brand's ability to fulfil the self-actualization needs of the consumer. This is when the brand becomes tied to the core values and life goals of the consumer. According the CBBE model, there are two building blocks which underlie brand meaning:

2.11.2.1 Brand building blocks: Performance and imagery

Brand performance refers to how adequately a product meets the customers' functional needs. If a brand is able to meet those needs at a more superior level than that of competitors, then that brand will have a competitive advantage. A product that seeks to be competitive should be designed and manufactured to meet and ideally exceed the expectations that the consumers have for products in that category (Pragasen, 2007). Dimensions of performance that a marketing program would have to highlight would be the primary characteristics and secondary features (Keller, 2008). There are five important types of attributes and benefits that underlie brand performance.

1. Primary ingredients and supplementary features
2. Product reliability, durability and serviceability
3. Service effectiveness, efficiency and empathy
4. Style and design
5. Price

Consumers will often hold certain beliefs about the ingredients of a product and the quality of these ingredients. Some ingredients are considered to be essential while others may be seen as being secondary. Marketing communications need to highlight the primary ingredients and secondary features that consumers find as most important. Associations may also go further than just the functional aspects of the brand to more aesthetic ones such as shape, size colour and materials (Keller, 2008). Consumers like packaging that is appealing and will form certain associations about the packaging of a brand especially in relation to other brands. Reliability refers to a product's ability to perform consistently over time across purchases. In South Africa, Coca Cola's ability to consistently deliver a good product over the years has resulted in the brand owning an almost 90% market share in the carbonated soft drinks market (Sunday Times, 2005). Durability on the other hand is the expected economic life of a product whilst serviceability is the ease of the product to be repaired when the need arises. Consumers develop perceptions about brands in relation to the how they perform at a functional level.

Closely related to superior brand performance is brand building block of brand imagery. The dimensions of brand imagery are concerned with how well the product meets the customer's psychological and social needs. This in essence refers to the way in which the customers

think of the intangible aspects of the brand and the way in which they form imagery associations of that brand to knowledge structures that are important to them (Keller, 2008).

There are many types of intangibles that can be linked to a brand but the most common ones are:

1. User profiles
2. Purchase and usage situations
3. Personality and values
4. History heritage and experiences

Marketing communications that are designed to develop the imagery dimensions should take into account the demographic, psychographic and behavioural make-up of the consumers of that specific brand. Brand associations need to be created around the type of person who uses a brand, when and how they use it, their personality and their experiences and history (Keller, 2008). By doing so, the appropriate image can be developed and brand meaning can be established.

2.11.2.2 Brand positioning

The problem that most marketers are faced with today is that they sell products that are too similar to their competitors. This is due to the fact that most new innovations are copied quickly, which makes gaining a competitive advantage difficult. Marketers and theorists alike have realized the importance of non-price differentiation (Ingenhoff and Fuhrer, 2010; Keller, 2008 and Kotler & Keller, 2006). The aim of any branding exercise would be to create a brand that is unique, desirable and highly valued. Brand positioning is defined as "the act of designing the company's offer and image so that it occupies a distinct and valued place in the target customers' minds" (Kotler & Keller, 2006). It is a deliberate attempt to establish a competitive advantage by way of delivering a product that will occupy a distinct place in the minds of consumers relative to their perceptions and preferences (Dahlen, Lange & Smith, 2010).

According to Evans, Jamal and Foxall (2006), good marketers are those who look at all things from a customer's perspective rather than focusing on what the company is making or selling. Marketers need to emphasize both brand elements that consumers see as being most beneficial and necessary. Because of this, brand positioning is at the heart of what marketing

strategy is. It is the battle for the consumer's mind. According to the customer based brand equity model, positioning involves identifying the target audience and the nature of the competition and then establishing the ideal points of parity and points of difference associations (Keller, 2008). It involves answering three questions: who should we target for brand use? What goal does the brand allow the target market to achieve? Why should they choose our brand over brands that achieve the same goal? (Dahlen, Lange & Smith, 2010:128).

2.11.2.2.1 The Positioning process

1. Identifying the target market

Understanding the target audience is essential because consumers do not have the same brand knowledge structures and will therefore have different perceptions and preferences for the brand (Kotler, 2008). At this stage, market segmentation is used to divide the market into homogenous groups that have the similar needs and behaviour, who require the same marketing mix (Gillian & Wilson, 2009). Segmentation helps the marketer to tailor a specific communications program that will appeal to each of the segments and therefore have the appropriate impact on brand knowledge.

2. Determining the nature of the competition

According to Dahlen, Smith and Lange (2010), brand positioning is about establishing a core brand promise in the marketplace. This brand promise needs to be created in the context of the prevailing market conditions. Knowing who your competitors are and what they have to offer helps marketers to determine the dimensions on which to position their brand. It is important that the competition not be defined too narrowly as sometimes competition occurs at benefit rather than attribute level (Keller, 2008). Also, because consumers tend to organize brands in categories, competition may exist at different levels therefore the brand position has to be designed appropriately.

3. Establishing points of parity

Points of parity are those associations that are not uniquely attributable to a brand but are in fact shared with other brands (Kotler & Keller, 2006). Category points of parity represent the necessary conditions for brand choice. There are attributes and benefits that consumers expect to see in specific product categories. As far as consumers are concerned these are

necessary for a brand to compete in a product category. Competitive points of parity are the associations that are designed in order to negate the points of difference of the competition. This means gaining an edge in those areas where competitors are trying to establish an advantage (Percy, 2008).

4. Establishing points of difference

Points of difference associations are the attributes and benefits that consumers associate with a brand and believe that they cannot find with other brands (Keller, 2008). Points of difference associations increase the chances of a brand being chosen over competing ones. Points of difference associations should provide sustainable competitive advantage to a brand. An effective positioning strategy should provide ways in which to cannibalise the market share of competitors (Kapferer, 2004). This can be done by emphasising the points of difference associations.

A well-defined brand position helps to guide the marketing strategy of the firm by highlighting what the product is about, the ways in which it is unique, its competitive comparability as well as providing a reason why customers should buy that product (Kapferer, 2004). Brand positioning attempts to style the company's product offering and its brand image in such a way that it will retain a special place in the mind of the intended target audience (Kotler & Keller, 2006). In highly competitive markets, positioning helps to reinforce the brand in consumer's consideration sets (Gillian & Wilson, 2009). This means that consumers will consistently consider a brand that has a distinct place in their minds. Marketing communications can contribute to stage in the creation of brand meaning by highlighting what exactly makes the brand worth considering.

2.11.3 Step 3: What do I think or feel about you? (Brand responses)

The third step in the building of a strong brand is "eliciting the proper customer responses in terms of brand-related judgment and feelings" (Keller, 2008:8). The feelings, thoughts and judgements that a consumer has toward the product will be highly influenced by the image that a brand has. The image that the consumer has of a brand plays a big role in the attitude and eventual action that the consumer will have toward the product. The more positive a view that the consumer has of a brand, the more likely that customer is to buy that brand or use the

service. The key here is to get consumers to respond to the brand in a positive manner that will lead to them selecting the brand over competitors' brands at all times.

2.11.3.1 Brand building blocks: Judgements and feelings

Brand judgements are all the personal opinions and evaluations that a consumer can have about a brand which are formed by analysing performance and imagery associations. These are mainly related to issues of brand quality, credibility, consideration and brand superiority (Keller, 2008). If a brand can meet the expectations that the customer has of a satisfactory brand, then that brand will be kept in memory as a good one. If the brand is judged negatively then the outcome will likely be that the brand will be associated with a negative knowledge structure in the customer's mind. In the building of strong and health brand, there are four judgements that are often made by consumers:

- *Brand quality*

The most important attitudes that form the basis of brand choice for consumers are often related to perceived quality. As we have seen, brand quality is the product's ability to satisfy the functional needs of the consumer. When developing a brand equity strategy, marketers need to ensure that the quality of the product is consistent with the expected level by consumers (Kotler, 2008).

- *Brand credibility*

Brand credibility refers to the extent to which consumers see a brand as being credible in terms of the dimensions of perceived expertise, trustworthiness and likeability (Keller, 2008). Consumers need to see the brand as being competent, innovative, a market leader in product category, dependable, fun, interesting and worth spending time with. This dimension is important is establishing points of difference associations and is vital in very competitive product categories (Gilligan & Wilson, 2009).

- *Brand consideration*

Consumers may hold favourable brand attitudes and associations together with and perceptions of credibility but all this is useless if the consumer will not consider the brand for purchase. Consumers need to find the brand personally relevant and this will be a crucial filter in the brand equity building (Keller, 2008). Consumers need to spend a sufficient

amount of time seriously considering whether to buy a brand or not for it to be worthy of a positive judgement.

- *Brand Superiority*

Brand superiority is related to how consumer view the brand as being unique and better than other brands (Keller, 2008). The consumers need to believe in the unique selling proposition of the brand and they need to see it as being personally relevant. Keller (2008) states that superiority is critical in building the active and intense relationships required to establish brand equity. The number and nature of these unique associations will determine how strong this relationship is (Dahlen, Lange & Smith, 2010).

The second brand building block in the creation of brand responses is feelings. Brand feelings are the customer responses and reactions to the brand (Keller, 2008). The emotions that are evoked by that brand can be so strongly associated with a brand that when the brand is being used or purchased, they can be accessible. For example, if a consumer bought a soft drink that tasted flat when they were thirsty, and the consumer got very angry, the next time they decide to purchase a soft drink they will think twice before they purchase that brand as they recall their disappointment and irritation the last time that they decided to purchase it. According to Keller (2008), there six essential types of feeling that can be evoked during brand building:

1. *Warmth*: The brand makes the consumer feel a sense of calm and peace as well as being sentimental and affectionate about the brand.
2. *Fun*: These are associations that make the consumer feel amused, happy, cheerful and playful.
3. *Excitement*: This is when the brand makes the consumer feel energized and like they are experiencing something that is special.
4. *Security*: The consumer feels that they are safe, comfortable and self-assured as a result of using the brand.
5. *Social Approval*: Feelings that are related with the consumer believing that they will get social acceptance as a result of using the brand.
6. *Self-respect*: These feelings are evoked by the brand, making the consumer to feel better about his/herself.

Over the years, more and more companies have attempted to tap more and more into consumer's emotions with their advertising. According to Bulbul & Menon (2010), affective connections last longer and can be the basis for longer term relationships. They state that brand advertising that gives consumers warm and fuzzy feelings are more likely to be remembered and to influence the buying decision more than others. If consumers can internalize positive responses in their minds to a brand, then that brand will have the positive associations necessary for brand equity.

2.11.4 Step 4: What about you and me (Brand relationships)

The ultimate goal of any organization with respect to its consumers is arguably to develop good relationships. The last step in the brand building process is to convert the positive brand related responses elicited previously to create an intense, loyal relationship between the customer and the brand (Keller, 2008). The ultimate goal to be achieved would be brand loyalty. The advantage of this is that when customers consistently select the brand over competitors, then the company has to spend less money to keep those customers.

2.11.4.1 Brand building block: Brand resonance

Brand resonance refers to the way in which the customer feels that they are in sync with a brand (Keller, 2008). This is the stage in which customers really become attached to the brand and feel that they cannot use any other brand besides it. Brand loyalty and active engagement in relation to using the brand are the key outcomes of brand resonance. This is the stage in which customers actively follow a brand and all the activities that are associated with that brand. Brand resonance has four dimensions which each capture a different dimension of brand loyalty.

- *Behavioural Loyalty*

Behavioural loyalty is measured by repeat purchases and the volume of purchases of a particular brand (Jarvis, Rungie & Lockshin, 2010; Keller, 2008 and Farrell, 1999). In other words, behavioural loyalty refers to how often consumers purchase a brand and how much of it they purchase. According to Farrell (1999), the lifetime value of a loyal customer can be very enormous. If a person buys a certain brand for their entire lifetime, this may be worth more than losing and having to gain new customers over and over again.

- *Attitudinal Attachment*

Behavioural loyalty is a necessity for the occurrence of brand loyalty but it is not sufficient (Chaudhuri & Holbrook, 2001). This is due to the fact that consumers sometimes buy out of necessity as the brand may be the only one stocked or readily available or the one they can afford when they go to the store (Keller, 2008). Consumers need to get to a point with a brand where they feel a sense of *attachment* with the brand. Attitudinal attachment occurs when consumers feel that they "love" a brand, see it as their "favourite possession" or view the brand as a "little pleasure" that they look forward to (Keller, 2008:72). Attitudinal attachment contributes to brand equity because it builds the strong, favourable and unique brand associations that are necessary for the differential effects to occur.

- *Sense of Community*

Feeling a sense of attachment and satisfaction may also not be sufficient for brand resonance to occur. Research has proven that consumers who have shown that they feel attached to a brand may defect to competitors if they are given an incentive (Chaudhuri & Holbrook, 2001). Consumers need to get to a stage where they feel a sense of community with other brand users. It has been said that "identification with a brand community may reflect an important social phenomenon in which customers feel a kinship or affiliation with other people associated with the brand, whether fellow brand users or customers, or employees or representatives of the company" (Keller, 2008:72). The stronger the sense of community amongst brand loyal users, the more likely that favourable brand attitudes and intentions may develop (Algesheimer, Dholakia, & Hermann, 2005).

Coca Cola is an example of a brand that has been used as an exemplar for emotional branding that evokes a sense of community. Since the 2nd world war, the brand has been symbolically associated with American identity myths of national solidarity, suburban nuclear life, and racial harmony. With slogans such as "Buy the world a Coke" that evoke a sense of a global village and "Live on the Coke side of life" whose marketing communications are filled with elements that evoke strong emotional attachments, the brand has been established as a mainstay of community relations. According to Holt (2004:28), "the emotional connections we routinely witness with iconic brands and their core customers are the result of the potent identity myths spun by the brand". The more longer and more often that the marketer can perpetuate these myths, the more likely they will be believed by consumers.

■ *Active Engagement*

According to Keller (2008), the strongest affirmation of brand loyalty occurs when consumers get to a stage where they are willing to invest resources such as time, money and energy outside of the purchase or consumption of a brand. For example, consumers of Coca Cola may join a coke drinkers club, register to receive updates from the company, visit the Coca Cola website, participate in chat rooms and request correspondence from company representatives. This engagement can be to a point such that the consumers themselves become brand ambassadors and help to communicate brand information to other people and may be responsible for the significant amount of promotion through word of mouth.

Ultimately, the primary objective of this brand building model is to get consumers to have such a relationship with the brand that when they faced with a purchase or usage situation they will always chose the brand over competing ones. The advantages of this besides the financial benefits include greater customer loyalty, improved perceptions of brand performance, greater brand positioning etc. (Keller, 2008:49). All of these have a big impact on any company's primary objectives, which is attaining greater profits.

2.12 Choosing brand elements to build brand equity

Every brand has a variety of elements that make up its identity. As with all the other marketing aspects of the marketing communications program, brand elements need to be chosen such that they facilitate the formation of strong, favourable and unique brand associations. According to marketing theorists (Keller, 2008; Zheng, 2010), there are generally six criteria to be considered when choosing brand elements.

1. Memorability

Memorability refers to the ability of a brand element to be easily recalled or recognised under different situations (Keller, 2008). It is easy for a brand to be retained in the mind of a consumer if it is unforgettable or attention getting. Memorability is necessary for recall and recognition. For example, the brand name Coca Cola is easy to pronounce and spell; therefore, it is easy to store in memory for possible retrieval at a later stage. Furthermore, the red, stylised writing is easy to recognise. Brand elements should be selected in a way that consumers will easily recall them when the need arises. This goes a long way in developing

brand awareness and brand equity (Dr Prem, 2012). Marketing communications that are memorable help in the building of memorable brand elements.

2. Meaningfulness

The brand element should be able to provide meaning for the consumer while at the same time communicating general or specific information about the product. Firstly, the brand element should have a descriptive meaning that implies or suggests something about the product category under which that brand falls. The consumer must be able to identify the product category based on more than one element and that element should be credible for that product category (Keller, 2008). For example, a green tea product with a picture of leaves and herbs on the box suggests that this is a herbal product or some type of tea. Consumers can guess from that picture what the product inside is likely to be. Secondly, a brand element should provide specific information about the attributes and the benefits of that brand. This means that something about the ingredients, functional uses or type of user should be communicated by that brand element. Naming a soft drink Orange pop suggests to the consumer that the drink is orange flavoured.

3. Likeability

Likeability refers to the ability of the brand element to be aesthetically appealing (Zheng, 2010). The consumers must be able to find the brand element appealing bothy visually and verbally. Brand elements need to be entertaining and interesting while at the same time being rich in imagery and being inherently fun (Keller, 2008). The primary advantage of likeable brand elements is that they reduce the burden on the marketing department of having to constantly do brand awareness campaigns. This is due to the fact that the brand element will have been descriptive enough to provide all the necessary product benefits. Likeability is critical in product categories where actual product differentiation is not possible. For example, although most consumers believe that Coca Cola is different from other colas, the look and feel of the actual drink is not different from other competing brands. Brand elements that differentiate will be essential and will be helpful in creating positive brand associations which will develop customer based brand equity.

4. Transferability

Transferability refers to the ability of the brand element to be transferred to other products under the same brand. This means that a brand element must be able to add to the brand equity of a new product (Zheng, 2010). When the opportunity to extend a brand arises, the brand element should not be such that a name change is necessary or that a new name for the extension is created. For example, it would be difficult for Toys "R" Us to extend to other product categories as the name suggest that is sells toys whereas Amazon.com is able to sell a variety of products as the name does not suggest what the product being sold is. In the case of Coca Cola it would not be strategically wise to call new products under the brand by the name as the name is inherently descriptive of what the product is. This is probably the reason that different carbonated drinks by the company are marketed under their own brand names.

A further consideration for the transferability of a brand element is its ability to add brand equity across different geographic boundaries and market segments (Keller, 2008). The use of non-meaningful names is sometimes best as they can easily be transferred into other languages. Sometimes companies try to translate a brand element from the country of origin in the new market and they end up making marketing errors that are sometimes impossible to overcome. For example, when Coca Cola started to market the product in China they translated the brand name to something that sounds like Coca Cola in Chinese. The result was that they ended up using characters that were translated to the senseless phrase "bite the wax tadpole" (Coca Cola Conversations, 2008, internet 8).

5. Adaptability

Another important criterion that is important when selecting brand elements is adaptability, which refers to the ability of the brand element to be changed over time. This is important due to changing social trends and consumer values and opinions over time. The brand element needs to be flexible and adaptable so that is easier to update and such the marketing communications of that brand are also easy to adapt. For example, the Betty Croker spokesperson portrait has been changed eight times in 60 years so as to make her look more modern and give her modern clothes and accessories (Panati, 1989; Moskowitz, Levering & Kantz, 1990 and Marks, 2005). It is very important for brand elements to move with the times as it makes the company seem more innovative.

6. Protectability

Protectability refers to the extent to which a brand element can be protected from competitors and also legally (Dr Prem, 2010). If the brand element such as the name, colour and packaging is something that can be easily copied, especially in the absence of a trademark, then that element will lose its uniqueness. It is therefore necessary for brand elements to be protected legally so as to avoid competitors using them and the company losing billions of sales from consumers who believe that the competing product belongs to the family brand. Not only should the brand element be protected locally but internationally as well.

By selecting appropriate brand elements, marketers are able to mix and match these elements according to the different roles that each brand element plays in the brand building process. Ultimately, when all these brand elements are put together they need to create the desired and appropriate brand identity. These elements need to be consistent with each other in order to create the appropriate brand identity.

2.13 Conclusion

The purpose of this chapter was to present the theory that underlies integrated marketing communications and customer based brand equity. The customer based brand equity model by Keller (2008) was presented as the theoretical framework. This theory was then used to develop the customer based brand equity research model. This model illustrates how marketing communications tools can be used in the four stages of brand building to develop customer based brand equity. The following chapter shall be a discussion of the Coca Cola brand and how the above mentioned theories are applied practically in their brand building.

CHAPTER 3: THE COCA COLA BRAND

3.1 Introduction

The purpose of this chapter is to give a brief overview of the Coca Cola brand. The chapter will also include a discussion of the integrated marketing communications tools that are employed by the Coca Cola Company in South Africa to market the Coca Cola brand and the impact that they have had on the image of the brand and subsequently, on brand equity.

3.2 A brief history

With a history starting over a hundred year ago by pharmacist John Pemberton, Coca Cola is today considered the most successful, valuable and recognised brand in the world (Business Week, 2011 and Hernandez, 2011). When the drink was first invented, the company sold about nine glasses a day. Little did they know that a century later they would have produced more than 10 billion gallons of syrup. When Asa Chandler bought the business, he realized that an aggressive marketing strategy was needed in order to popularize the brand hence he gave away free coupons for those who wanted to taste the drink and offered to outfit pharmacists who were distributing the brand with Coca Cola branded clocks, urns, calendars etc. (Coca Cola Company, 2011). This resulted in people seeing the Coca Cola brand everywhere and the company having to increase production and operations. Within three weeks of the drink being invented, the first advertising campaign appeared (Crainer & Dearlove, 2003).

With many successful brands under the parent name of Coca Cola, Coca Cola the brand is arguably its most successful and widely recognised brand. The first marketing campaign that was used by the company was an aggressive campaign that included the distribution of coupons for tasting the drink and posting of gadgets with the Coca Cola logo (Coke Heritage, 2011). By the early 1900s, Coca Cola was being marketed in eight countries, the first celebrity spokesperson for the brand was chosen and the company developed their first fully fledged advertising campaign. Coca Cola pursued an aggressive global branding strategy that used colourful and persuasive advertising that was driven by its image as an "All American" beverage (Keller, 2008:600). Marketing of the brand intensified and customer relationship management became a primary focus for the organization. By 2011, the company was considered the world's most valuable brand, valued at $71.8 billion (Hernandez, 2011).

3.2.1 Coca Cola South Africa

The first bottling and product distribution centre in South Africa was opened in 1928. Today, Coca Cola South Africa has become the company's biggest producer of the soft drink in Africa with South Africa being the biggest market. It is estimated that the company sells about 235 servings of the drink to each person in the country every year, amounting to approximately 10 billion units sold a year. This figure is very high compared to the average of 77 in other regions. The company is responsible for marketing the drink in this region (Coca Cola, 2012).

3.3 The Coca Cola brand

Coca Cola refers to a carbonated soft drink that is cola flavoured. It is the most popular and highest selling soft drink in history with at least 1.4 billion bottles of Coca Cola being sold every day the world over (Crainer & Dearlove, 2003). The recipe of the soft drink has been one of the most highly guarded trade secrets in history resulting in it being the market leader in the cola flavoured soft drinks market. According to the company, the drink has become more than just a product but has managed to achieve celebrity status the world over (Coca Cola, 2012). According to BusinessWeek (2011), Coca Cola is one of the most recognizable brands in the world. This is very important for brand salience, especially if the brand can be recalled without any cues. Also, Coca Cola is the most popular brand in South Africa (Markinor/Sunday Times Top Brands Survey, 2007). For a developing country with many brands entering the market, this is a positive thing for the brand building efforts of the brand. The fact that the brand is highly recognizable is a testament to the marketing communications efforts for the brand.

Coca Cola is the only brand in the world that has an entire museum dedicated to showcasing the history of the brand as well as having a physical place where consumers can come and interact with one another as well as company representatives (Coca Cola, 2012). In South Africa, the Coca Cola dome is an international conferencing and exhibition centre that is often used by international musicians in their tours of South Africa. The fact that this venue is used constantly and sometimes for international events, this helps to sustain the awareness if the brand as well as creating a positive association between the brand and those events.

3.3.1 Coca Cola Brand Elements

3.3.1.1 Brand name

The brand name ***Coca-Cola*** has been in use since the inception of the brand. Consumers commonly shorten the name to Coke. Brand names are an effective communication tool and are the central element of a brand's identity. This is due to the fact that consumers can register a brand name and its meaning or recall it in just a few seconds (Keller, 2008). Brand names need to be simple, easy to pronounce or spell, familiar and meaningful, different, distinctive and unusual in or to reduce the effort that consumers have to make to comprehend and process the brand as well as recall the brand (Kotler & Keller, 2006).

3.3.1.2 Logos and symbols

Logos and symbols are valuable ways of creating strong brand identities. Their primary benefit compared to brand names is that they can be modified over time in order to make them look more contemporary (Keller, 2008). The Coca Cola logo is written with a red font on a white background. In 1886, Frank Robinson wrote the distinctive script of the Coca Cola logo that is still in use even today, with a slight modification being made in 2007 (Famous Logos, 2012). Figure 3.1 shows the slight moderation that has been made.

Figure 3.1: The Coca Cola Logo

Source: http://www.famouslogos.us/coca-cola-logo/

3.3.1.3 Slogans

Slogans are "short phrases that communicate descriptive or persuasive information about a product" (Keller, 2008:159). Slogans are helpful in reinforcing a brand's position as well a great way of creating vital links between the brand and the product category in which it

competes (Dahlen, Lange & Smith, 2010). An integral part of the marketing communications strategies of Coca Cola have been the brand slogans. The last three slogans that have been used by Coca Cola in South Africa have been:

1. Always Coca Cola
2. Live on the Coke side of life
3. Open Happiness.

3.3.1.4 Packaging

The Coca Cola contour bottle in which the drink has been sold since 1915 and the red and white logo is said to be the most recognisable packaging in the world (Coca Cola, internet, 7). The shape of the bottle has not changed in almost a century and this has helped in cementing the brand as being a part of the lives of many consumers as they have grown up with the same trusted brand. According to Wilcox & Cameron (2010), the completeness of a brand identity is evaluated by the consistency of its packaging. Also, according to Egan (2007), consistent packaging is one of the key elements that affect brand preference. This is due to the fact that consumers will often go for the package which is tried and tested that they are familiar with.

3.4 Marketing of the brand

Worldwide, billions of dollars are spent every year in marketing the Coca Cola brand. For the longest time, the company did not institute a uniform global branding strategy. Instead, the flavour, packaging, price and advertising were often tailored to match the tastes of consumers in different markets (Keller, 2008). The marketing communications mix was designed in such a way that it focused on those elements that were considered to be relevant in each country. This approach worked well in that it resulted in the brand being entwined in the cultural fabric of each of the countries in which it was marketed. The disadvantage of this approach is that it led to some regions having marketing campaigns that were contrary to the image of the brand. In the year 2002, the company decided that it was time to put a hybrid strategy in place for all the global regions with minor country specific differences in the marketing campaigns. According to the company, "with this new hybrid strategy in place, Coke increased its spending on major global ad campaigns in 2004 while simultaneously boosting collaboration between regions to balance global and local efforts" (Keller, 2008:601).

3.3.1   Promotional mix tools used in South Africa

3.3.1.1 Advertising

Within three weeks of the drink being invented, the Coca Cola Company embarked on their first advertising campaign (Crainer & Dearlove, 2003). This shows that advertising has been an integral part of the branding strategy from the product's inception. Since the early nineties, the advertising agency Sonnenberg Murphy Leo Burnett (SMLB) has been responsible for the brand's advertising in South Africa (Irwin, 2001). According to BrandChannel, Coca Cola advertising in South Africa is savvy and attempts to link the personality of the brand with people's aspirations and passions. The current Coca Cola marketing campaign *Open Happiness* started in January 2009. Coca Cola advertisements are often seen on television and magazines with billboards also being a common promotions mix feature.

3.3.1.2 Public Relations

The public relations department is responsible for maintaining a positive brand image of the company's policies and procedures and well as maintaining the goodwill of the brand (Business2000, 2002). This department is responsible for issuing press releases, organizing news conferences and informing the public about the activities of the organization. An example of a public relations activity that was done in South Africa was the FIFA World Cup trophy tour. The tour enabled football lovers in South Africa to be able to see the football world cup trophy live as well as a chance to interact with celebrities and soccer legends.

3.3.1.3 Sales Promotions

Sales promotions are another feature of the promotions mix that are used for the brand. Promotions by the company are often price related, such as lowering the price during certain periods or designed to encourage purchase such as competitions where consumers stand the chance to win a price e.g. a trip. Also, point of sale advertising is one of the critical promotional tools that the company uses (Keller, 2008). The company has over the years offered fridges to small business owners in order to encourage them to carry their product (BrandChannel, 2002).

3.3.1.4 Sponsorship

In 1928, Coca Cola had its first sponsorship campaign when they went with the US team to the Olympic Games. Coca Cola has over the years become one of the world's top global sponsors in sport. The rationale given by the company is that it is a *"natural fit"* for the brand (Business2000, 2002). By associating the brand with world class events such as the FIFA World Cup, the brand is associated in the minds of the consumer with the excellence these types of events are known for. The biggest sports sponsorship to be done by the brand is the 2010 FIFA World Cup. According to BrandChannel (2002), soccer is Africa greatest obsession; therefore, the brand would have created a powerful emotive link. Coca Cola's sponsorship efforts in South Africa are not limited to sports. Musical shows and Coca Cola's involvement in the campaign to raise funds for the Nelson Mandela Foundation through the 46664 concerts have been well received by South Africans and has helped to enhance the image of the brand as being one of the top brands in the country (Sunday Times, 2005:2).

3.5 Conclusion

The chapter provided a brief overview of the Coca Cola brand. The brand elements that make up the brand's identity were discussed together with the different promotional mix tools that are employed by the brand. The following chapter will be a discussion of the research methods that were employed by researcher to obtain data for the study.

CHAPTER 4: RESEARCH METHODOLOGY

4.1 Introduction

In order to answer the research questions that could not be addressed by the literature survey, primary data was collected. The purpose of this chapter is to present a discussion of the data collection techniques that were employed in this study. Furthermore, a description of the sample and the sampling method used in the study as well as the techniques incorporated for the analysis of the data and research instruments will be presented. The chapter will conclude with a discussion of the statistical tests that were used to analyse and interpret the data as well as the ethical considerations that were made when collecting the data.

4.2 Research Questions

- ✓ Are brand awareness, deep brand knowledge and high brand familiarity sources of brand value?

- ✓ To what extent do the consumers of a brand hold positive brand associations for that brand?

- ✓ Can linking tangible or intangible brand associations through IMC enhance brand meaning?

- ✓ Do the marketing communication strategies of a company affect the perceptions that consumers have of a brand?

- ✓ Can integrated marketing communications be used to illicit positive brand related judgements in consumer's minds?

- ✓ Can positive brand related feelings be cultivated using integrated marketing communications?

- ✓ Can a comprehensive integrated marketing communications programme lead to customer based brand equity?

4.3 Research Design

Research designs are defined as a detailed blueprint that is used to collect data and analyse that data in order to guide the study towards its objectives (Sekaran, 2003). An appropriate research design is one that will ensure that the information that is gathered is consistent with the objectives of the study. According to Kumar (2005), a good research design is one that will allow for valid, accurate, objective and economic data to be gathered. Selecting the most appropriate research design is helpful in that it eliminates mistakes and avoids the wastage of time on the part of the researcher. Furthermore, a good research design should produce sufficient information within the constraints that are set by the researcher, for example, time and budget constraints (Ghauri & Gronhaug, 2005:56).

The methodological approach that was used was quantitative in nature. The purpose of quantitative research is to "determine the relationship between one thing (an independent variable) and another (a dependent or outcome variable) in a population" (Hopkins, 2000:1). In this research, the dependent variable was customer based brand equity whilst the independent variable was integrated marketing communications. The quantitative approach was selected because it is the approach that produces objective truth as it primarily converts number into information (Zwelakhe, 2007). Also, it is often used when the researcher wants to conduct a large study that requires a large number of respondents. The method that was chosen allowed for objectivity of the researcher. Also, this method was used as it allowed for the researcher to analyse numerous issues at the same time and identify the relationships between numerous variables (Holme & Solvang, 1997).

There are several characteristics that make quantitative research appealing to researchers. The following is a discussion of those characteristics as identified by Struwig & Stead (2001:4-6).

- Causality

Quantitative research, more often than not, tries to establish the cause and effect relationship between variables. An identified causal relationship helps to explain the way that things are and also tries to point out the causes. For example, the primary purpose of this research was to determine if there was causality between integrated marketing communications and customer based brand equity. If a causal relationship is determined then the research will be able to determine why.

- Generalization

Researchers that use quantitative research often do so because they need to generalize the results to the larger population. A great deal of attention is given to the sampling methods and the representativeness of the sample. The benefit of generalization is that it allows for the researcher to use sampling and avoids the use of entire populations to conduct research, something which may not always be possible.

- Replication

Another primary characteristic that makes quantitative research attractive to social science researchers is that it allows for replication of research methods. Replication helps the researcher to determine if the research findings can be applied to other contexts. For example, in the context of this research, if the researcher determined that integrated marketing communications were indeed a source of customer based brand equity, then the same research methods would be used with a different target population to determine if the results will be the same. Furthermore, replication is a valid method that can be used to identify the biases of the researcher, especially in contexts where the sampling method relied solely on the discretion of the researcher (Holme & Solvang, 1997).

- Individual as focus

Quantitative research methods often use the individual respondent as the primary focus of the study. The data collection instrument, in this case the questionnaire, is given to individuals to complete in their own capacity. According to Dayaneethie (2006: 132), "the individualistic element in quantitative research has to do with its techniques of investigation, which use the individual as a sort of data, largely independent from other individuals". Individuals do not have to know each other just that their aggregated responses have to be analysed. This makes respondents far more accessible and takes away the pressure to conform.

4.4 Target Population

Every research that involves primary data collection needs to have a set of elements from which this data will be collected. Any group of individuals places or objects that share common characteristics that are relevant for the research purposes are known as the population (Fox & Bayat, 2007). The target population is the specified group of people from which questions will be asked in order to develop the required data structures and information

needed in the research (Lamb et al, 2000). The target population for this study were drinkers of Coca Cola who live in KwaZulu-Natal. It is from this population that the respondents from the study were selected. The population was determined to be 391625 people who drink Coca Cola classic per day in KwaZulu-Natal (Eighty20, 2009). Half of the respondents were selected in Durban whilst the other half of the respondents were from Pietermaritzburg. Respondents had to be from the four major race groups in South Africa which are Black, White, Coloured and Indian.

The racial composition of the study was based on the racial composition of the province. According to Shavers, Lynch & Burmeister (2002), racial differences in responses can provide valuable avenues for further research and shed light on how different races relate to different brand research variables. According to the Provide Project, which did a study on the racial composition of the province, the racial makeup of Kwa-Zulu Natal is shown in the following table.

Table 4.1: Racial Composition of Kwa-Zulu Natal

Population Group	South Africa	Share	KwaZulu-Natal	Share
	Number	%	Number	%
African	37,887,594	79.42	8,180,006	83.55
Coloured	4,223,511	8.85	242,917	2.48
Indian	1,168,672	2.45	804,839	8.22
White	4,348,366	9.11	556,473	5.68
Other	8,764	0.17	6,395	0.07
Total	47,706,907	100	9,790,629	

Due to the sample size, the researcher determined that it was necessary to adjust the racial composition of the sample as keeping to the above mentioned figures would have made some of the statistical analyses impossible. According to Pallant (2005), if group sizes are extremely unequal, it is inappropriate to run some statistical analyses.

4.5 Sampling

Due to the fact that it is sometimes impossible to include the entire population in a study, it is necessary to limit the research to a section of the population (Fox & Bayat, 2007). This may be due to the fact that it is physically impossible to include all members of a population in a

study if the numbers are higher than 1000 (Kumar, Aaker & Day, 2002). The part of the population from which the information is then collected is called a sample. A sample is defined as the subset of elements from the population (Kumar, Aaker & Day, 2002). It may also be defined as "any subset of the elements of the population that is obtained for the purpose of being studied" (Fox & Bayat, 2007:54). Sampling is therefore the process by which elements are drawn for the purposes of the research.

In social science research, there are two types of sampling methods which are, probability sampling and non-probability sampling. Probability sampling methods are those that give every member of the population a known, equal chance of being selected as a participant (Fox & Bayat, 2007). This method was not selected as it would have been costly and would have necessitated the development of a sampling plan. Conversely, in non-probability methods, the elements of the population do not have an equal, known chance of being selected (Pallant, 2005). This is usually because it may be impossible to come up with a list of elements from which they can be selected. The primary disadvantage of this method is that it makes it difficult to determine how well the sample represents the population.

For this study, the non-probability sampling method was used. The specific method that was used was the convenience sampling method. Convenience sampling is a method where participants are selected because they were readily available, easy to recruit and are willing to participate in the study (Gibbs, 2007). Although this method is deemed to be unreliable, it is the cheapest and the easiest to conduct, especially if the researcher has little statistical knowledge. This method was chosen because it provides acceptable results for commercial purposes. Due to the fact that the respondents simply needed to be residents of KwaZulu-Natal who drink Coca Cola, a much more complex sampling method was not necessary.

4.5.1 Sample size

The target population determined to be 391625 people who drink Coca Cola classic per day in KwaZulu-Natal (Eighty20, 2009). From the population a convenience sample of 384 was determined using a sample size calculator with a confidence level of 95% and a confidence interval of 5. This large number of respondents was used to ensure that although a convenience sampling method is used, the results can be generalizable to the larger populations. However, due to financial constraints and a large number of the questionnaires

that were not completed adequately by the respondents, the researcher only included 285 respondents in the data analysis.

4.6 The data collection instrument

The data collection instrument that was used for this study was a questionnaire. A questionnaire is a list of questions on a specific topic that are used to obtain data and information (Fox & Bayat, 2007). The questionnaire is advantageous in that it allows the researcher to quantify opinions, attitudes, personality traits and interests of the investigated population (Neuman, 1997). The questionnaire for this research was made up of closed, structured questions. According to Kumar, Aaker & Day (2005), although a questionnaire can consist of both closed and open ended questions, closed ended questions have the advantage that they are not time consuming and respondents do not get bored or frustrated answering questions that need them to elaborate on certain answers.

The researcher personally asked all the respondents to fill in the questionnaire. This was due to the fact that because self-administered questionnaires that are sent via mail have low response rates and the researcher felt that participants would be more willing if asked personally. Both Harris (1995:45) and Sekaran (2003:220) state that a researcher is able to create and maintain rapport with respondents if the questionnaire is administered personally. Also, it allows the researcher to address problems that are encountered by the respondents when completing the questionnaire. This too was the experience of the researcher. Some of the respondents did not understand some of the terms on the questionnaire.

The questionnaire was divided into three main sections. The layout of the questionnaire was designed to be as interactive as possible because questions need to be such that the respondent feels like they are actually being spoken to by the researcher (Kumar, 2005:126). The researcher attempted to ensure that the question wording was understandable and consistent with the culture and background of the respondents so that the respondents were able to respond immediately and give responses that were reflective of their opinions, attitudes and beliefs (Sakaran, 2003). Despite the efforts of the researcher, some of the respondents found a few of the questions challenging. For example, when respondents were asked "Do you belong to any Coca Cola Community", they did not know what a Coca Cola community was. Another challenge that was faced was that respondents complained that at

six pages, the questionnaire was too long. However, the fact that the researcher was personally present encouraged the respondents to complete the questionnaire.

The sequencing of questions was determined to be very important as it allows for "…a harmonious flow of thought in the questionnaire". (Martins, Loubser & Van Wyk, 1996:219). Also, the sequencing aided in the understanding of the questionnaire. The questionnaire was divided as follows:

- **Biographical information**

There were three biographical questions which included age, gender and race. The information that was gathered here allowed the researcher to identify the general profile of the type of consumers that drink Coca Cola frequently.

- **Customer based brand equity**

Section A consisted of four subsections that that were meant to provide information on the four brand building blocks. Question 1-7 asked questions relating to *brand salience*, questions 8-14 *performance and imagery*, questions 15-18 *judgements and feelings* with questions 19-22 dealing with *brand resonance*. The purpose of this section of questions was to determine if consumers are able to identify elements of the Coca Cola brand, the meaning that the brand has to them, the feelings that they have towards the brand and finally to determine the types of relationships that the participants have with the brand.

- **Integrated marketing communications**

Section B of the questionnaire addressed the consumer's knowledge of the integrated marketing communications of the Coca Cola brand and their responses to these communications. Questions 1-3 dealt with the actual communications tools as used by the organisation, the various criteria for choosing brand elements and the frequency with which consumers were confronted by communications messages. Questions 4-9 dealt with consumer's opinions, attitudes and beliefs concerning the brand communications.

- **Brand associations and communications**

The last section of the questionnaire consisted of questions that were designed to address the different associations that consumers hold in mind about the Coca Cola brand as well as

address other topics that were deemed pertinent for addressing integrated marketing communications and brand equity.

The questionnaire consisted of closed ended questions. Aside from the three biographical questions, the questionnaire consisted of 52 close ended questions. The reason why the questions were closed ended in this study was because the researcher determined that these type of questions not only allow for the quick coding of questions for analysis, but also provide choices for respondents which makes it easier for them to choose answers quickly and maintain enthusiasm and commitment (Sakaran, 2003). A variety of question formats were used in the questionnaire. The following categories of closed ended questions were used:

- *Multiple choice questions*: These types of questions are used when the researcher wants the respondents to choose the best possible answer amongst the options presented. There were three multiple choice questions in the questionnaire.

- *Categorical questions*: Categorical questions are used when all the possible responses are categories and the respondents must belong to at least one of the categories. The biographical questions of gender and race fell into this question format.

- *Likert Scale questions*: The majority of questions in the questionnaire were Likert scale questions. These types of questions are used to measure the direction and strength of an individual's attitudes and opinions (Sekaran, 2003). The majority of the questions were of this type due to the fact that they are easy to construct and easy for the respondent to understand.

- *Numerical questions*: These types of questions are used when the response needs to be a number. For example, the question on race was a numerical question.

According to Martins, Loubser and van Wyk (2004), questionnaires should be edited using the following criteria:

- Adherence to research sample requirements
- Relevance of respondents' answers
- Completeness
- Legibility and comprehensibility
- Consistency and regularity

4.6.2 Administration of the questionnaire

The questionnaire was administered from August to October 2012. This long period was necessitated by the fact that researcher had to travel between Pietermaritzburg and Durban. The respondents were all informed of the nature, scope and purpose of the research. An informed consent document accompanied each of the questionnaires. The following conditions were stipulated by the document:

1. Respondent's names were not to be included in the results of the study.
2. Confidentiality and anonymity for each respondent was to be maintained for the duration of the research.
3. Participation was completely voluntary.
4. Participant had the right to withdraw at any stage of the process.

More than 500 people were approached by the researcher for participation in the study. Many of the respondents were willing to complete the questionnaire although they were later discouraged by the length of the questionnaire. The researcher did not provide any incentive for completing the questionnaire as this would have affected the reliability of the results. A total of 400 questionnaires were handed out and only 320 were returned. 35 of these questionnaires were not completed adequately or appropriately with many of them having missing data. This resulted in 285 questionnaires being included in the data analysis.

4.7 Validity

A vital consideration to be made when conducting research is validity and reliability. Validity is the extent to which a test measures what it claims to measure (Sherry, 2008). There were two types of validity that the research tried to ensure, namely external validity, which is the ability of the data to be generalised across persons, settings and time; and internal validity, which is the ability of the questionnaire to measure what it is supposed to measure (Cooper & Schindler, 2006). The validity in this case was concerned with how well the questionnaire revealed information about the perceptions that the respondents have of the integrated marketing communications of the Coca Cola brand and how well the respondents will reveal their attitudes towards the brand. The questionnaire was first pilot tested in Pietermaritzburg to test whether or not the respondents were able to answer the questions appropriately.

4.8 Reliability

Reliability is "a characteristic of measurement concerned with accuracy, precision and consistency" (Cooper & Schindler, 2006:352). The reliability of the study was measured so as to ensure that the data collected is correct, the method of collection is not compromised and that the questionnaires are consistent for all the respondents. It is important for the results of the study to be reliable as this can ensure that they are commercially significant or can be used for academic purposes. Cronbach's Coefficient Alpha was used to analyse the reliability of the data collection instrument and the results.

4.9 Pre-testing and validation

Before the questionnaire was administered to the entire sample, it was pilot tested. The purpose of the pilot study was to ensure validity and reliability of the research instrument. According to Saunders, Lewis and Thornhill (2003:308) a pilot test is a rehearsal of the final research project that ensures that the procedures will allow the collection of data needed for the study. It is further said that the purpose of pilot test is to refine the questionnaire so that respondents will have no problems in answering the questions and there will be no problem in recording the data (Sekaran, 2003). Before the actual study was conducted, 10 participants from Pietermaritzburg were asked to fill in the questionnaire to ensure that the questions are understandable and relevant. The feedback from the pilot test questionnaires determined that respondents had difficulty answering some of the questions and that they found some of the questions confusing. Furthermore, some of the questions were found to be repetitive. The difficult and repetitive questions were removed whilst the confusing questions were reworded.

4.10 Data Analysis

After field work has been completed, the next step is the analysis of data. The primary purpose of data analysis is to "break up" the data into smaller, much more manageable patterns, themes, trends and relationships (Dayaneethie, 2006). The main aim of this data analysis is "to understand the various constitutive elements of one's data through an inspection of the relationship between concepts, constructs or variables, and to see whether there are any patterns or trends that can be identified or isolated, or to establish themes in the data" (Mouton, 2004:108). Statistical analysis was used in order to provide descriptive and

inferential information on the data. After the data was collected it was coded using the statistical package for social sciences (SPSS). The statistics that were provided by the SPSS analysis were descriptive and inferential statistics.

4.10.1 Descriptive statistics

Descriptive statistics enable the researcher to organise and summarise the data in a meaningful way that allows for easy interpretation. Descriptive statistics "...include both specific numbers and ways of presenting data in tabular form in order to make the information succinct but clear to the reader" (Harris, 1995:6). Harris (1995) further states that the most prevalent apparatuses of descriptive statistics include frequency distributions, together with measures of central tendency and measures of variability.

4.10.1.1 Frequency distributions

Frequency distributions are defined as visually depicted summaries of how frequently different scores occur within a sample of scores (Sekaran, 2003). They help to depict the number of times each response has been selected in each category. For example, on a question on gender, frequency distributions will show how many or what percentage of the respondents was male and how many were female. They are often used to categorise information so that it can be interpreted quickly and visually (Pallant, 2008). The two popular methods for representing frequency distributions that were used in the study were percentage breakdowns and bar graphs. Percentage breakdowns are numerical representations of different question categories whilst bar graphs are visual representations of the information (Aaker, Kumar & Day, 2006).

4.10.1.2 Measures of central tendency

A measure of central tendency is a single value that seeks to describe a set of data by identifying the central position within that data (Leard Statistics, 2012). Measures of central tendency are used to represent a group of scores. The measures of central tendency that were calculated in this study were the mean, the median and the mode. The mean is the sum of all the values in the date set divided by the number of values in the data set (Leard Statistics, 2012). The median on the other hand is the middle value when the values in a data set are arranged by increasing magnitude. The mode is the most selected response in the data set.

The mode allows the researcher to determine which is the most frequently selected response selected by respondents.

4.10.2 Inferential Statistics

Inferential statistics allow for the researcher to make generalizations about the population with data gathered from a representative sample (Pallant, 2005). Harris (1995:18) suggests that inferential statistics should allow researchers "...to draw inferences from a sample that can be applied or generalized to the population from which the sample came". According to researchers, it is imperative during quantitative research to determine the relationships between variables and between groups in a data set (Zikmund, 1994).

4.10.2.1 The T-tests

T-tests are parametric tests are used when there are two groups in the study and the researcher wishes to compare the mean score on a continuous variable (Pallant, 2005). For this study, the independent sample t-tests were done to measure whether significant differences exist amongst males and females in the variables of purchase frequency, brand recognition, reasonable pricing, packaging and personal relevance. The value that is obtained for the t-test indicates the magnitude and differences of the respective means between groups, if a value of zero is obtained, then the means are identical (Zikmund, 1994).

4.10.2.2 Correlations

Correlation analyses are used to determine the strength and the direction of the relationship between variables (Pallant, 2005). For the purpose of this study, the Pearson product-moment correlation was the selected test. According to Harris (1995:163), "...a value of +1 indicates a perfect positive linear relationship, reflecting the fact that the higher the score on X, the higher the score on Y and vice versa. Conversely, a negative value of Pearson indicates that low scores on X go with high scores on Y".

4.10.2.3 Chi-Square tests

The chi-square test for independence is used to determine the relationship between two categorical variables. Phi ranges from 0 to 1 and indicates the strength of a relationship similarly to the correlation tests (Pallant, 2005).

4.10.2.4 Cronbach Alpha Coefficient

According to Sekaran (2003) and Fox & Bayat (2007), the reliability of a questionnaire is measured by how well it measures that which it purports to measure. Cronbach Alpha Coefficient is a reliability test which measures the internal consistency of a multi item measurement scale (Sekaran, 2003). Ideally, the Cronbach Alpha Coefficient value should be above .7 because the closer to 1 that the coefficient value is, the higher the internal consistency (Pallant, 2005).

4.10.2.5 Analysis of variance (ANOVA)

Analysis of variance (ANOVA) compares the variability in score between different groups with the variability within groups (Pallant, 2005). It is "a bivariate statistical test which is commonly referred to as 'one way', since there is only one independent variable" (Pillay, 2007:112). ANOVA differs from the t-test in that it allows for simultaneous measurement of differences in more than two independent groups.

4.11 Ethical considerations

To ensure that this research was conducted within the appropriate parameters, an ethical clearance was obtained from the University of KwaZulu-Natal. The purpose of this was to determine whether the research and the methods that were used to collect the data are morally and ethically acceptable. An informed consent document was given to all the participants to ensure that they knew that their involvement in this study was entirely voluntary and that they had the right to withdraw from the study when they saw fit. This consent document was also used to inform the participants that their involvement in the study is entirely confidential.

4.12 Conclusion

The purpose of this chapter was to present the research methodology of this study. The study was determined to be quantitative in nature. This type of study was selected as it was expected to yield objective, statistical results that are reliable and valid. The data collection instrument that was used as well as the data analyses that were carried out were explained. The different statistical tests used to test for statistical significance were also explained. The following chapter will present the findings of the research.

CHAPTER 5: RESEARCH FINDINGS AND STATISTICAL ANALYSIS

5.1 Introduction

The following chapter is concerned with the analysis and interpretation of the collected data. The data collection instrument that was used to collect the data was a questionnaire. The sample was drawn from the target population which was determined to be Coca Cola drinkers in KwaZulu-Natal. The total respondents for the study were 285, who were selected using the convenience sampling method. The data was analysed using the Statistical Package for Social Sciences (SPSS).

5.2 Demographic profile

Figure: 5.1 Age
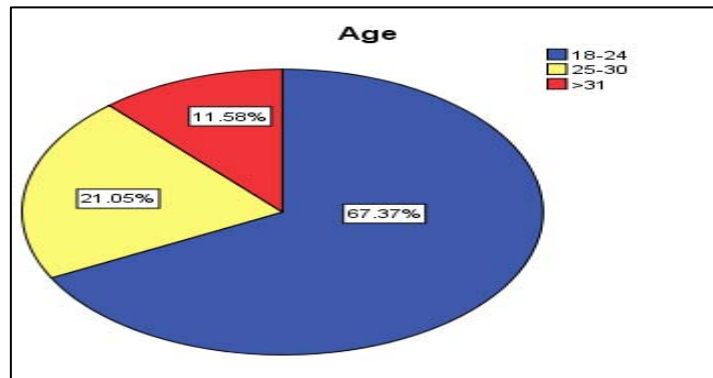
Table 5.1 Descriptive Statistics: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	192	67.4	67.4	67.4
	25-30	60	21.1	21.1	88.4
	>31	33	11.6	11.6	100.0
	Total	285	100.0	100.0	

Table 5.1 reveals that the dispersion of ages was divided into three categories of which 67.37% were young adults between the ages of 18-24, 21.05% were between the ages of 25-30 and the remainder of the respondents were above 31 years old. The reason why the younger age group has the most respondents was due to the fact that an analysis of Coca Cola company demographics revealed that the primary target audience of Coca Cola are youth

between the ages of 15-25, although they serve up to the 40 and above segment (Knowledge Inn, 2010). Also, as a convenience sampling method was used, it was the experience of the researcher that respondents of this age group were far more willing to participate in the study than those of other age groups.

Figure 5.2: Gender
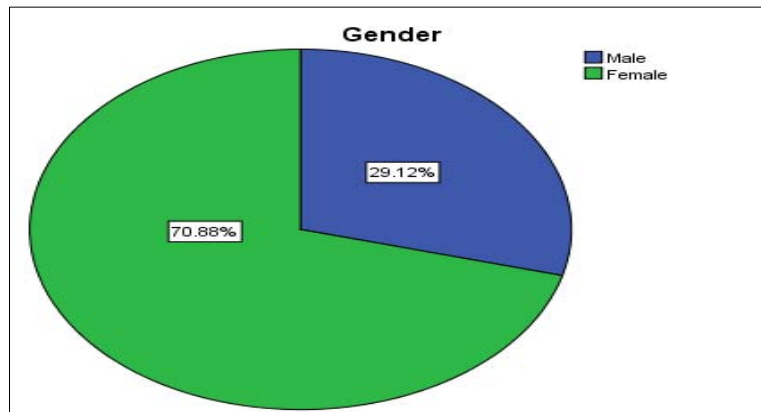
Table 5.2 Descriptive Statistics: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	83	29.1	29.1	29.1
	Female	202	70.9	70.9	100.0
	Total	285	100.0	100.0	

Table 5.2 above reveals that 70.9% of the responds were female and 29.1% were male. There was no attempt made to have an equal number of respondents for both genders for two reasons. Firstly, according to province statistics there are more females in the province therefore there were more females in the target population than males. Secondly, according to Knowledge Inn (2010), Coca Cola generally segments most markets with a percentage of 58% females and 42% males. Although the researcher tried to achieve this, females were far more willing to participate in the study than males.

Figure 5.3: Race
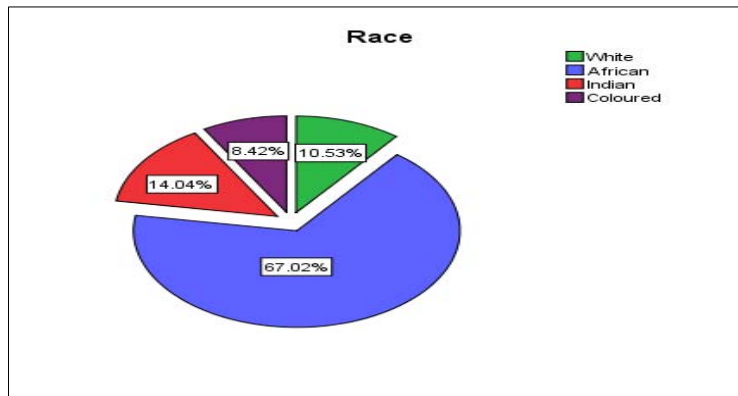
Table 5.3 Descriptive Statistics: Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	30	10.5	10.5	10.5
	African	191	67.0	67.0	77.5
	Indian	40	14.0	14.0	91.6
	Coloured	24	8.4	8.4	100.0
	Total	285	100.0	100.0	

Table 5.3 reveals the distribution of sample according to race. The largest group was the Africans (67%) as they constitute the greatest percentage in KZN. The white demographic counted for 10.5% of the respondents whilst Indian and Coloured counted for 14% and 8.4% respectively. Although there was an attempt by the researcher to have the same racial profile as the province, the figures had to be changed for the study as using the exact demographic profile of the province would have made some of the data analyses impossible.

5.2.1 Error Checking for Categorical Variables

Table 5.4: Categorical Variables

Statistics		Age	Gender	Race
N	Valid	285	285	285
	Missing	0	0	0
Minimum		1.00	1.00	1.00
Maximum		3.00	2.00	4.00

The above table shows that there were no errors in the capture of data for the age, gender and race variables. There were no missing cases in any of the variables and all the cases were valid. The maximum values and the minimum values were correct and appropriate for all the variables when checked against the codebook.

5.3 Identity: Brand Salience

Table 5.5 Brand recognition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	224	78.6	78.6	78.6
	Agree	53	18.6	18.6	97.2
	Neutral	3	1.1	1.1	98.2
	Disagree	2	.7	.7	98.9
	Strongly Disagree	3	1.1	1.1	100.0
	Total	285	100.0	100.0	

Table 5.5 above reveals that 78.6% strongly agreed and 18.6% agreed with the statement "I easily recognise the Coca Cola brand, logo, symbol and name". That made a total of 97.2% of respondents who answered in the affirmative for the easy recognition of the brand together with the logo symbol and name. This statistic reveals that Coca Cola has very high brand awareness among consumers. These results suggest that consumers will easily recall Coca Cola when in a purchase and usage situation.

Figure 5.4 Purchase frequency
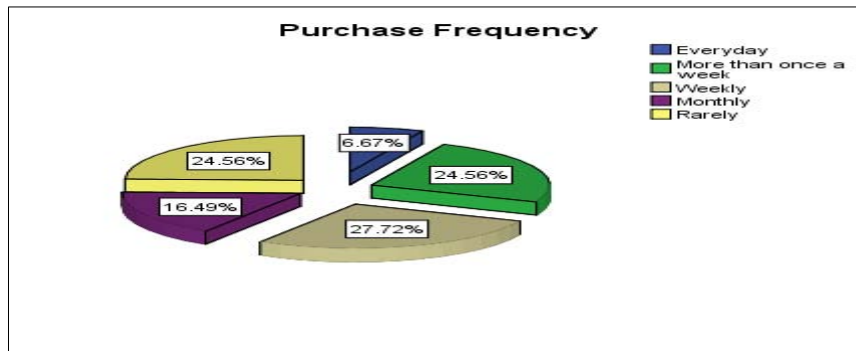
Figure 5.5 above reveals that when questioned about the frequency of their purchases of Coca Cola, 6.7 % of the respondents said that they purchase it every day, 24.6% said more than once a week, 27.7% weekly, 16.9 monthly and 24.5 rarely. These statistics were not expected due to the fact that all the respondents for the study identified themselves as Coca Cola drinkers yet less than 10% buy it daily. However, the two largest groups were those that said they buy it more than once a week and weekly (24.5% and 27.7% respectively). This may be attributed to the fact that people do not buy soft drinks on a daily basis.

Figure 5.5 First Soft Drink Preference
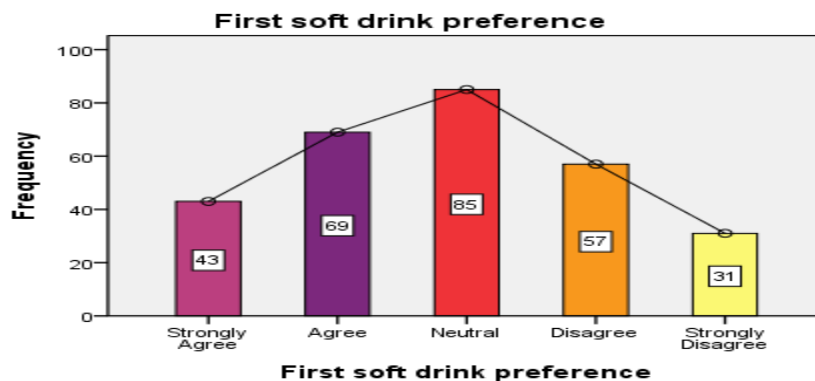
Figure 5.5 reveals that 43 (15.1%) strongly agreed, 69 (24.2%) agreed, 85 (29.8%) were neutral, 57 (20%) disagree and 31 (10.9%) strongly disagreed with the statement "When in need of a soft drink, Coca Cola is my first choice". This suggested that although a brand may have very high levels of brand salience as shown previously, it does not necessarily mean that it will be the first brand consumers will buy when they are in need of a product from that product category.

Table 5.6: Coke as a generic soft drink name

Coke as generic soft drink name

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	10.5	10.5	10.5
	No	195	68.4	68.4	78.9
	Sometimes	60	21.1	21.1	100.0
	Total	285	100.0	100.0	

Table 5.6 above reveals that 10.5% of the respondents said that they refer to all soft drinks as Coca Cola. 68.4% said that they do not whilst 21.1% said that they do it sometimes. Cumulatively, this means that at least 30.6% of respondents refer to all soft drinks by this name. According to Hall (2008), the ultimate identity of a brand is when it becomes a generic name for all the brands in that category.

Table 5.7: Coca Cola as first choice thirst quencher

Coca Cola First choice thirst quencher

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	46	16.1	16.1	16.1
	Agree	82	28.8	28.8	44.9
	Neutral	70	24.6	24.6	69.5
	Disagree	57	20.0	20.0	89.5
	Strongly Disagree	30	10.5	10.5	100.0
	Total	285	100.0	100.0	

Table 5.7 reveals that 16.1% strongly agreed and 28.8% agreed when asked if Coca Cola was their first choice of soft drink when they were thirsty. Cumulatively, 44.9% of the respondents said Coca Cola is their first choice thirst quencher. 24.6% of the respondents were neutral, 20% disagreed whilst 10.5% strongly disagreed. This suggests that a total of 30.5% of respondents may buy other brands when they are thirsty for a soft drink. This result is also contrary to the high levels of brand awareness and salience that the brand has amongst these consumers.

Figure 5.6 Knowledge of Coca Cola Products
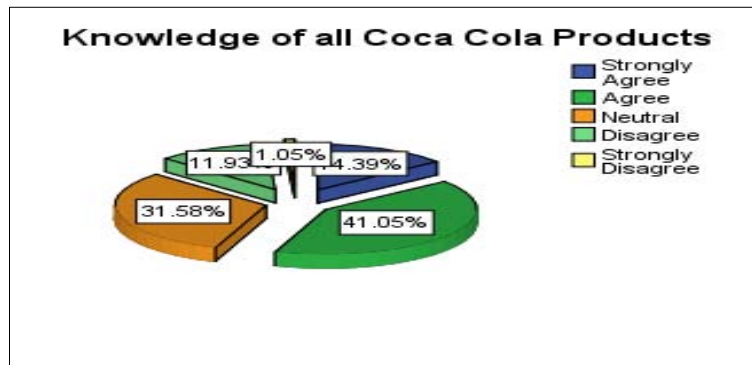
Figure 5.6 above reveals that 14.4% of the respondents strongly agreed whilst 41% agreed when asked if they know all of the Coca Cola products. This gives a cumulative percentage of 55.5% of respondents who responded in the affirmative. This means that more than half of the respondents know all of Coca Cola products. 31.5% of respondents were neutral to this question. This may have been attributed to the fact that they were not certain of the answer. A cumulative percentage of 13% of the respondents either disagreed or strongly disagreed with the statement. This may suggest that although consumers may be aware of the brand, they may not be aware of all the products that fall into that brand portfolio.

Table 5.8 Coca Cola Purchase situations

Purchase situation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid When I'm thirsty	97	34.0	34.0	34.0
When I think of a soft drink	79	27.7	27.7	61.8
For special occasions	87	30.5	30.5	92.3
Each time I go to the store	22	7.7	7.7	100.0
Total	285	100.0	100.0	

Table 5.8 reveals that when given a variety of situations in which they possibly buy Coca Cola, 34% of the respondents said that they buy it when they are thirsty. This figure was less to the previous statistics that determined that 44.9% of respondents thought of Coca Cola as being their first choice of soft drink when they are thirsty. 27.7% said that they purchased Coca Cola each time they thought of a soft drink whilst 7.7% said that they bought the drink each time they went to the store. This also points to the fact that 1 in 3 consumers of Coca

Cola have high levels of brand salience when it comes to purchase and usage situations of soft drinks. 30.5% said that they bought Coca Cola for special occasions.

5.3 Brand Meaning (Performance and Imagery)

Table 5.9: Coca Cola Reliability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	101	35.4	35.4	35.4
	Agree	141	49.5	49.5	84.9
	Neutral	37	13.0	13.0	97.9
	Disagree	4	1.4	1.4	99.3
	Strongly Disagree	2	.7	.7	100.0
	Total	285	100.0	100.0	

Table 5.9 reveals that when posed with the statement "Coca Cola is a reliable company", 35.4% of respondents strongly agreed whilst 49.5% agreed making a total of 84.9% of respondents who believe that Coca Cola is a reliable company. Due to the fact that reliability measures the consistency of product performance over time and from purchase to purchase (Keller, 2008:65), this suggests that 85% of respondents have had a good experience with the consistency of Coca Cola over time. 13% of the respondents were neutral whilst 2% either disagreed or strongly disagreed with the statement. These results suggest that consumers have a favourable image of the brand when it comes to reliability.

Figure 5.7 Reasonable Price

Figure 5.7 reveals that a quarter (26%) of the respondents strongly agreed whilst almost half (49.5%) agreed when asked if they felt that the price that they pay for the drink was reasonable in relation to the quality. That gives a cumulative percentage of 75.4% of respondents who responded in the affirmative for the price being reasonable. 17.5% were neutral, 6.3% disagreed whilst less than a percentage said they strongly disagreed. According to Keller (2008:65), price is a very important performance association due to the fact that consumers tend to organise their product category knowledge according to the price tiers that each of those brands fall into.

Figure 5.8 Product Consistency
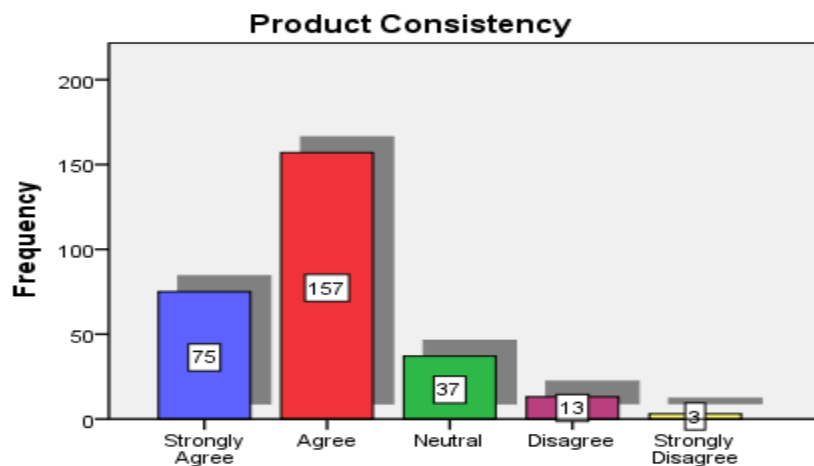
Figure 5.8 above reveals that with regards to the question of product consistency over time, 75 (26.3%) strongly agreed whilst 157 (55.1%) agreed to Coca Cola being consistent. This gives a total of 81.4% who responded affirmatively that all Coca Cola products are consistently good. This is a similar figure to the respondents' belief that Coca Cola is a reliable company. 37 (13%) were neutral, 13 (14.6%) disagreed and 3 (1.1%) strongly disagreed. Consistency is very vital as a performance related brand association as it is a primary consideration of most consumers when they want to make repeat purchases of a brand (Brand Knowledge, 2012).

Figure 5.9 Appealing Packaging
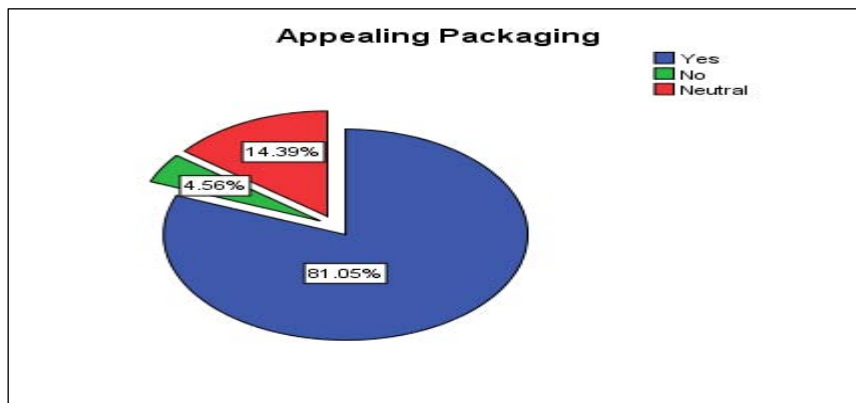
Figure 5.9 above reveals that 81% of the respondents responded yes when asked if they found the packaging of Coca Cola appealing. 14.4% were neutral whilst only 4.5% said no. Brand associations that consumers have about a product usually go beyond the functional aspects to more aesthetic ones such as packaging (Keller, 2008:65). The fact that such a significant percentage of respondents said that they found the packaging visually appealing suggests that they have strong and favourable associations about the packaging of the products.

Table 5.10: Rating of Coca Cola

Rating of Coca Cola

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The same	28	9.8	9.8	9.8
	Better	96	33.7	33.7	43.5
	The best	134	47.0	47.0	90.5
	Neutral	27	9.5	9.5	100.0
	Total	285	100.0	100.0	

Table 5.10 shows the results of consumers being asked to rate the quality of Coca Cola in relation to other soft drinks. 47% said Coca Cola was the best whilst 33.7 % said it was better. 9.8% rated it as the same whilst 9.5% were neutral. These results suggest that at least 84.7% of respondents believe that Coca Cola is better than competing soft drink brands. The brand element that was being measured with this question was that of superiority; therefore, this result suggests that consumers believe that Coca Cola is superior to other soft drinks.

Table 5.11: Brand experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	230	80.7	80.7	80.7
	No	16	5.6	5.6	86.3
	Neutral	39	13.7	13.7	100.0
	Total	285	100.0	100.0	

Table 5.11 illustrates the response of the respondents when asked if their past experience with the brand was positive. 80.7% said yes, 5.6% said no whilst 13.7% were neutral. The fact that the majority of respondents said that their past experience was positive suggests that Coca Cola has been able to satisfy the functional needs of its consumers adequately. According to Keller (2008:65) "brand performance transcends the products ingredients and features to include dimensions that differentiate the brand". Positive brand experience goes a long way in creating favourable brand associations.

Figure 5.10 Coke fit with personality
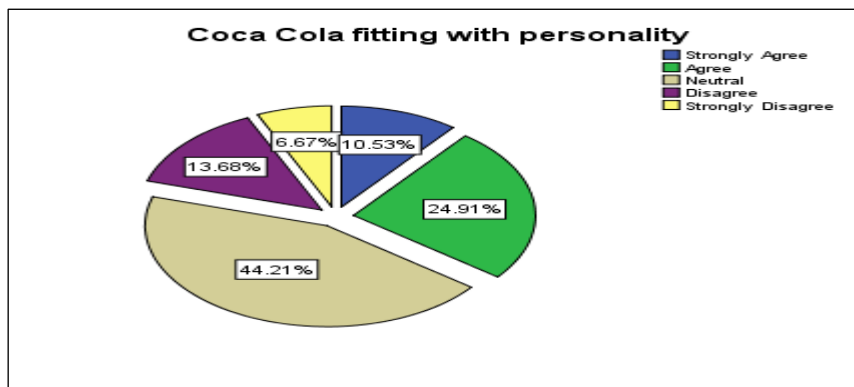
Figure 5.10 indicates that 10.5% strongly agreed and 24.9% agreed when respondents were asked if Coca Cola fit with who they were as a person. The largest group of respondents were neutral (44.2%) whilst 13.7% disagreed and 6.8% strongly disagreed. These results suggest that only 35% of respondents feel that Coca Cola fits with who they are as individuals. This could be attributed to the fact that consumers often purchase brands that are consistent with their desired self-concept rather than their actual image (Sirgy, 1982 and Chaplin & John, 2005).

5.4 Brand Responses: Judgements and Feelings

Figure 5.11 Quality of Coca Cola
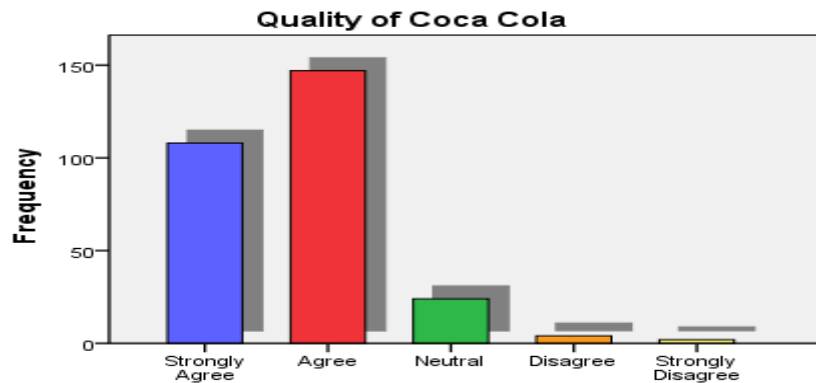
Figure 5.11 illustrates the responses of respondents when asked what they think about the quality of Coca Cola. Unlike the previous question (4.10) that asked them to rate the quality of Coca Cola compared to other competing brands, this question required them to state their opinion of Coca Cola as an individual brand. 37.9% strongly agreed whilst 51.6% agreed with the statement "I believe that Coca Cola is a quality brand". This makes a cumulative total of 89.5% respondents who believe that Coca Cola is a quality brand.

Figure 5.12 Personal Relevance
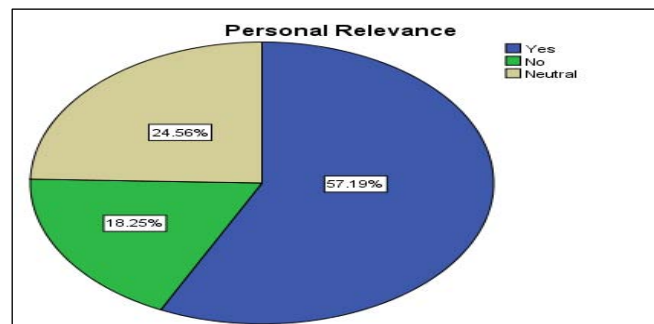
Figure 5.12 above reveals that 57% of respondents said they found Coca Cola as being personally relevant whilst 18.2% they do not and 24.5% said they were neutral. This suggests that more than half of Coca Cola consumers believe that the brand is personally relevant to them. Personal relevance is a very important dimension for measuring brand feelings as emotions are very important in the development of strong favourable and unique brand associations.

Table 5.12: Coke as market leader

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	263	92.3	92.3	92.3
	No	8	2.8	2.8	95.1
	Neutral	14	4.9	4.9	100.0
	Total	285	100.0	100.0	

Table 5.12 reveals that 92.3% of the respondents answered in the affirmative when asked if they felt that Coca Cola was the market leader in the soft drinks category. 2.8% said no whilst 4.9% were neutral. The fact that 92% of respondents believe that Coca Cola is the market leader points to the fact that the majority of consumers believe the brand to be superior to competing brands. This statistics is very essential in the sense that it speaks to the brand image that consumers have of Coca Cola and the unique associations that are attributed to the brand.

Figure 5.13 Competence and innovation
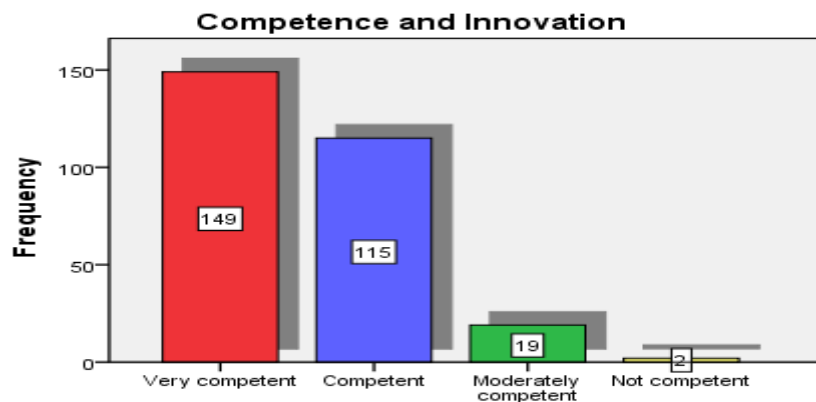
Figure 5.13 above reveals that when asked to rate how competent and innovative they believed the Coca Cola to be, 149 (52.3%) said they believed that the company was very competent whilst 115 (40%) said that it was competent whilst 19 (6.7%) said it was moderately competent. Only 2 of the respondents said they felt that the company was not competent. This shows that 98.9% of the respondents to one degree or another believe that Coca Cola is a competent and reliable company.

5.5 Brand Relationships (Resonance)

Figure 5.14 Coca Cola Brand Loyalty
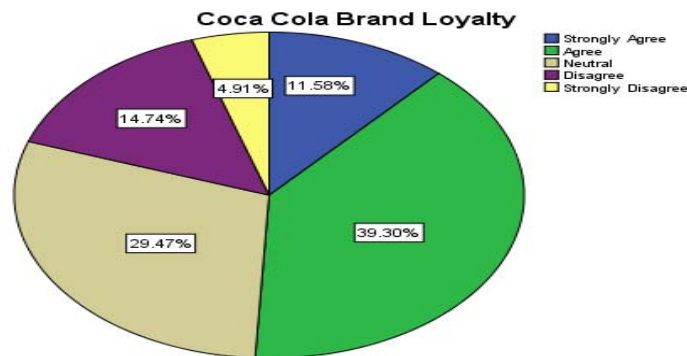
Figure 5.14 reveals that 11.6% of the respondents strongly agreed whilst 39.3% agreed when asked if they considered themselves as being brand loyal to Coca Cola. 29.4% said that they were neutral whilst 14.7% said that they disagreed and 4.9% said they strongly disagreed. The brand element that was being measured in this instance was brand resonance. A total of 50.9% of respondents said they felt that they were loyal to the brand. Brand loyalty and active engagement in relation to using the brand are the key outcomes of brand resonance. This result suggests that at least half of Coca Cola consumers are loyal to the brand.

Table 5.13: Brand Attachment

Brand Attachment				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	26	9.1	9.1	9.1
	Agree	96	33.7	33.7	42.8
	Neutral	81	28.4	28.4	71.2
	Disagree	60	21.1	21.1	92.3
	Strongly Disagree	22	7.7	7.7	100.0
	Total	285	100.0	100.0	

Table 5.13 reveals that when asked if they believed they were attached to the Coca Cola brand, 9.1% of the respondents strongly agreed and 33.7% agreed that they were attached to the brand. A cumulative total of 42.8%, which is less than half, of the respondents believe that they are attached to the brand. In contrast 28.4% said they were neutral, 21.1% said they disagreed whilst the remaining 7.7% strongly disagreed with the idea of them being attached

100

to the brand. A total of 28.8% of the respondents therefore do not feel attached to the brand. Brand attachment is necessary in the development of brand resonance.

Figure 5.15 Coca Cola Event Participation
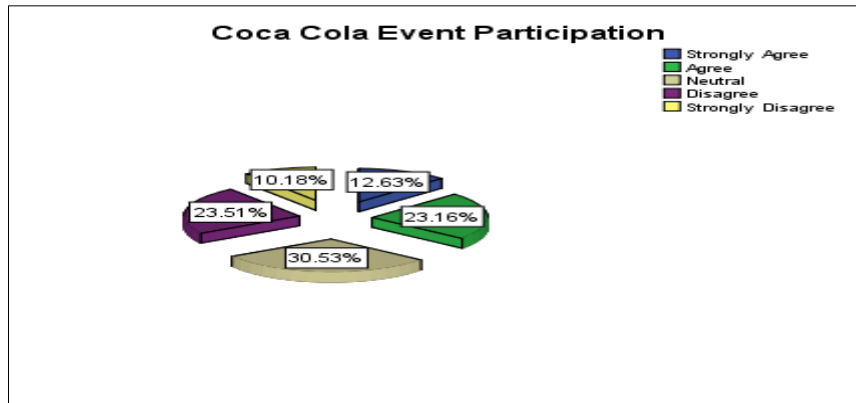
Figure 5.15 reveals that when posed with the statement "I would go out of my way to participate in Coca Cola events" 12.6% said that they strongly agreed and 23% said that they agreed. This means that a total of 35.8% of the respondents answered in the affirmative. The response that had the most selections was neutral with 30.5% choosing this one. A discussion by the researcher with some of the respondents revealed that most of them do not attend these events due to the fact that they do not actually know about them or they are too far, not necessarily that they do not have the intention or the desire to do so.

Table 5.14: Belonging to a Coca Cola Community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	57	20.0	20.0	20.0
	No	228	80.0	80.0	100.0
	Total	285	100.0	100.0	

Table 5.14 reveals that 20% of the respondents said yes and 80% responded in the negative when asked if they belong to any Coca Cola communities. According to McWilliams (2000:49), identification with a brand community means consumers feel a kinship with other people affiliated with the brand. The stronger the sense of community that loyal consumers feel, the more likely that positive brand attitudes and intentions will develop (Algesheimer,

Dholakia & Hermann, 2005). The fact that the majority of the respondents said that they did not belong to any Coca Cola community points to the fact that most of them are either not interested in joining them or the fact that they do not know of the existence of them. The pilot study revealed that most of the respondents did not even know what a Coca Cola community is.

5.6 Integrated Marketing Communications

Table 5.15 Television Advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	268	94.0	94.0	94.0
	No	17	6.0	6.0	100.0
	Total	285	100.0	100.0	

Table 5.15 shows that 94% of the respondents said that they were aware of Coca Cola television advertisements whilst 6% said they were not. Television is said to be a powerful advertising medium as it allows for sound, motion and sight. The importance of television in the building of brand equity is that it allows marketers to visually demonstrate product attributes and benefits and also portray user and usage imagery while at the same time demonstrating brand personality and other intangibles (Keller, 2008:236). The researcher had anticipated a 100% response in the affirmative for this question due to the fact that most, if not all, urban houses today have televisions and a Coca Cola advertisement is flighted almost every day. However, the fact that some of the respondents did not know television adverts could be attributed to the short message life of television adverts.

Table 5.16 Magazine Advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	187	65.6	65.6	65.6
	No	98	34.4	34.4	100.0
	Total	285	100.0	100.0	

Table 5.16 reveals that 65.6% of respondents said that they were aware of magazine adverts for the Coca Cola brand whilst 34.4% said that they were not. This suggests that at least 2

thirds of Coca Cola consumers have seen a magazine advertisement. The primary advantages that magazines have are that they reach well segmented audiences and have longevity. Because they can be kept for a long time, consumers may see adverts a very long time after they were first introduced (Keller, 2008). Magazines are also helpful in building favourable associations because consumers carry them around where ever they go so the information taken from them can be positively received.

Table 5.17 Newspaper Advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	176	61.8	61.8	61.8
	No	109	38.2	38.2	100.0
	Total	285	100.0	100.0	

The results in Figure 5.17 reveal that 61.8% of the respondents said yes and 38.2% said no when asked if they have seen newspaper adverts. This figure could be attributed to the fact that newspapers have a high coverage at a low cost. However, this figure was high considering that the majority of respondents were between the ages of 18-24 and do not usually buy newspapers, as they prefer to get their information form television or from the internet. According to the South African Audience Research Foundation (2012), at least 48.6% adults above the age of 16 read daily newspapers, which is significantly less than the statistics revealed here.

Table 5.18 In-store Promotions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	232	81.4	81.4	81.4
	No	53	18.6	18.6	100.0
	Total	285	100.0	100.0	

The results in Table 5.18 reveal that 81.4% of respondents answered in the affirmative when asked if they had seen or had been involved in in-store promotions. 18.6% said that they had not. This figure was high and can be attributed to the fact that in-store promotions easily get

noticed, are visually appealing and can be very engaging (Belch & Belch, 1995). Research has shown that consumers in many product categories, especially fast moving consumer goods like soft drinks, make the majority of their brand purchase decisions in store (Keller & Kotler, 2008). It is therefore essential that in-store marketing communications should be designed to trigger positive memories and associations that were created by other marketing communications.

Table 5.19 Event sponsorships

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	232	81.4	81.4	81.4
	No	53	18.6	18.6	100.0
	Total	285	100.0	100.0	

From the table above, it can be seen that 81.4% of the respondents said that they have seen event sponsorships involving Coca Cola. 18.6% said that they had not. Event sponsorships are a very good way to build secondary brand associations; so the fact that a majority of the respondents were aware of them is a good sign for the company. Also, seeing as the primary benefits of sponsorship are that they enhance brand awareness and that they allow the brand to identify with a specific target audience (Roush, 1994).

Table 5.20 Radio promotions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	204	71.6	71.6	71.6
	No	81	28.4	28.4	100.0
	Total	285	100.0	100.0	

Table 5.20 above shows that 71.6% of the respondents said they had heard radio promotions whilst 28.4% said they had not. According to the South African Research Foundation (2012), at least 85.4% of South Africans listen to the radio at least weekly. If this is applicable to the Coca Cola consumers, it means that they may all listen to radio but almost 30% of them have never heard a radio advert or promotion.

Table 5.21 Posters, fliers and newsletters

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	158	55.4	55.4	55.4
	No	127	44.6	44.6	100.0
	Total	285	100.0	100.0	

Table 5.21 shows that posters, fliers and newsletters had the least number of respondents saying that they were aware of them. Only 55.4% of the respondents said that they were aware of them whilst 44.6% said no. This number was low considering that posters and fliers can be posted and distributed anywhere; so they are likely to be seen by respondents.

5.7 Brand Elements

Table 5.22 Memorable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	182	63.9	63.9	63.9
	No	103	36.1	36.1	100.0
	Total	285	100.0	100.0	

When asked if they found the advertisements of Coca Cola memorable, 63.9% of the respondents said yes whilst 36.1% said no. At 63.9%, this was the brand element criterion that had the most respondents saying it applies to Coca Cola advertisements. Previously it was mentioned that memorability is a necessary condition for brand awareness and brand recognition (Keller, 2008). This seems to be true in this case as it was established that brand recognition of Coca Cola was at 97.2%.

Table 5.23 Likable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	132	46.3	46.3	46.3
	No	153	53.7	53.7	100.0
	Total	285	100.0	100.0	

On the brand element criterion of likeability, 46.3% of the respondents said yes whilst 53.7% said no when asked if they found the advertisements likeable. From this result it can be seen that less than half of Coca Cola respondents find the brand advertisement aesthetically appealing. This figure was unexpectedly low considering that television, which is the most visual medium, is the one that had the most respondents saying that they were aware of its marketing communications.

Table 5.24 Meaningful

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	88	30.9	30.9	30.9
	No	197	69.1	69.1	100.0
	Total	285	100.0	100.0	

Another important brand element criterion that was measured was meaningfulness. Only 30.9% of the respondents said that they found the adverts meaningful whilst 69.1% said that they did not believe they were. This means that consumers do not believe that the marketing communications or the brand elements provide general information about the product category nor do they provide specific information about the attributes and benefits of the brand. A number of respondents asked the researcher what the term meaningfulness means. This could explain the low number of positive responses.

Table 5.25 Fun/Funny

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	133	46.7	46.7	46.7
	No	152	53.3	53.3	100.0
	Total	285	100.0	100.0	

The table above reveals that only 46.7% of the respondents said yes and 53.3% said no when asked if they found the advertisements of Coca Cola fun or funny. Humour is one of the best ways of creating positive brand recall in advertising (Hennig-Thurau et al, 2008) and it was therefore not a positive sign that less than half of the respondents found the adverts not fun or funny.

Table 5.26 Interesting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	142	49.8	49.8	49.8
	No	143	50.2	50.2	100.0
	Total	285	100.0	100.0	

Table 5.26 reveals that 49.8% of the respondents said that they find the advertisements of Coca Cola interesting whilst 50.2% said that they do not. This means that at least half of the respondents answered in the affirmative. Interesting advertisements facilitate memorability and likeability which in turn help in the development of positive brand associations.

5.8 Integrated Marketing Communications Associations

Table 5.27 Message Exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hourly	14	4.9	4.9	4.9
	Daily	146	51.2	51.2	56.1
	Weekly	93	32.6	32.6	88.8
	Monthly	22	7.7	7.7	96.5
	Hardly	9	3.2	3.2	99.6
	Never	1	.4	.4	100.0
	Total	285	100.0	100.0	

Table 5.27 above indicates that at least 88.8% of respondents were exposed to Coca Cola communications messages in a space of a week. This result indicates that the company is doing well in terms of sustaining their brand awareness. This suggests that Coca Cola consumers are exposed to marketing communications frequently. This may be a contributing factor to the high levels of brand awareness revealed previously. Only 10 of the respondents said that they hardly or never saw any communications.

Table 5.28 Advert Credibility

Advert credibility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	51	17.9	17.9	17.9
	Agree	154	54.0	54.0	71.9
	Neutral	65	22.8	22.8	94.7
	Disagree	13	4.6	4.6	99.3
	Strongly Disagree	2	.7	.7	100.0
	Total	285	100.0	100.0	

As can be observed from table 5.28, a cumulative total of 71.9% of the respondents either strongly agreed or agreed that they found Coca Cola messages credible. The believability of messages is essential in the building of customer based brand equity because once customer

see a message or source as being credible, then they will develop positive associations in their minds (Keller, 2003).

Figure 5.16 Believability of Claims
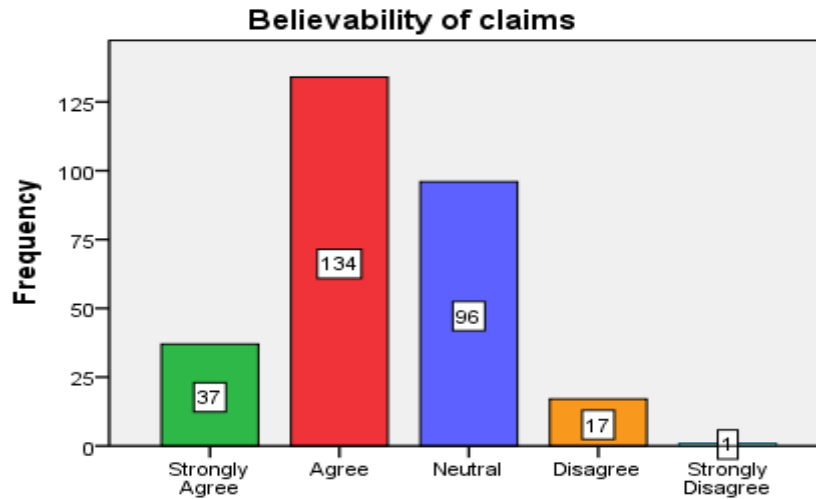
The figure above reveals that a total of 171 respondents, which is 60%, agreed that they believed that claims made in Coca Cola messages were true. This figure was 11.2% less than the respondents who said that they found the messages credible, a discrepancy which was not anticipated by the researcher. An explanation for this could be that respondents find Coca Cola as a company credible but do not necessarily believe all the claims that are made in their adverts or other forms of communication.

Figure 5.17 Message consistency with product performance
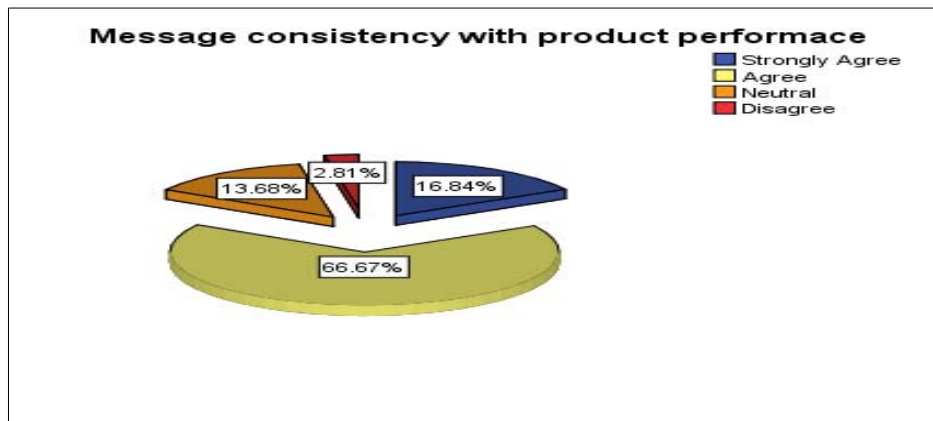
The figure above illustrates that 16.8% strongly agreed and 66.7% agreed when asked if they though that Coca Cola messages were consistent with their performance. This reveals that as far as 83.5% of the respondents are concerned, the expectation that the brand messages set up, are ultimately satisfied by the actual product.

Figure 5.18 Fulfilment of message promises
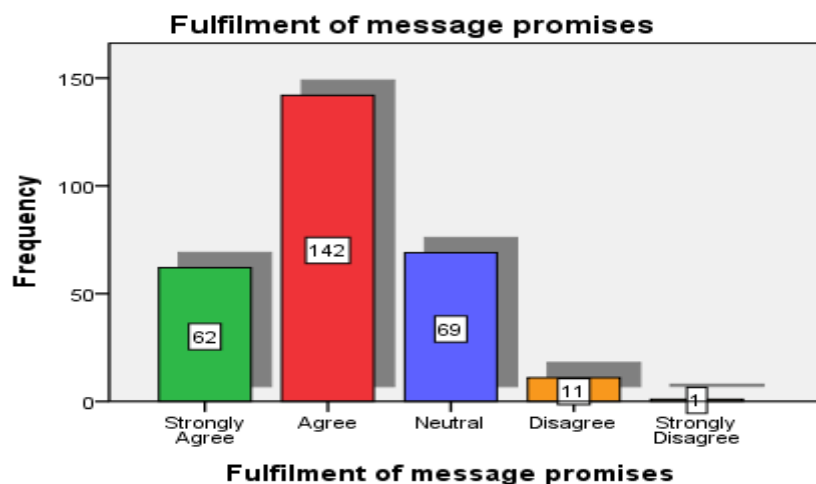
The figure above illustrates that at total of 211 (71.6%), respondents answered in the affirmative when asked if the products fulfilled the promises made by the marketing communications. This figure was similar to the number of respondents who found the marketing communications credible and consistent with product performance. From this, it can be deduced that consumers have had positive experiences with the actual product from a functional perspective.

Table 5.29 Message influence on brand attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	58	20.4	20.4	20.4
	Agree	128	44.9	44.9	65.3
	Neutral	74	26.0	26.0	91.2
	Disagree	20	7.0	7.0	98.2
	Strongly Disagree	5	1.8	1.8	100.0
	Total	285	100.0	100.0	

Table 5.29 above reveals that 65.3% of the respondents either strongly agreed or agreed when asked if they believed that brand communications messages had an influence on their attitudes towards the Coca Cola brand. Considering that as previously stated, 71.6% of respondents said that they found Coca Cola advertisements credible and 60% of the respondents said they found all communications messages believable, it can be suggested that at least 60% of the respondents have a positive attitude towards the Coca Cola brand.

Figure 5.19 Message consistency
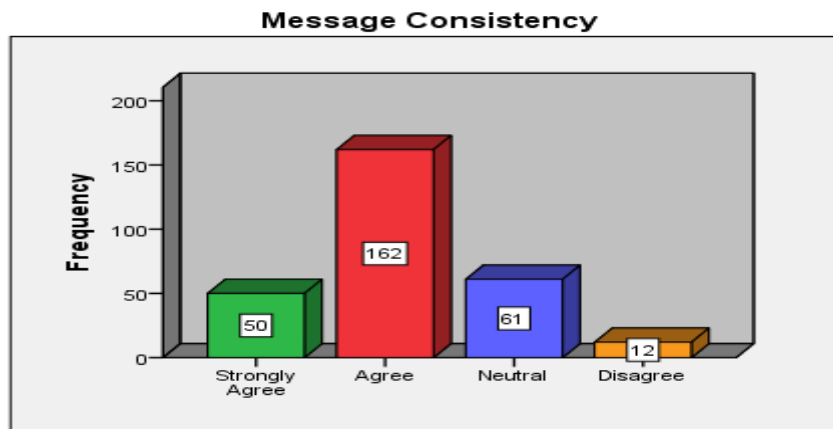
Figure 5.19 reveals that a total of 212 respondents (74.4%) either strongly agreed or agreed to the statement "All the Coca Cola messages that I encounter portray a consistent message". This means that at least 3 in 4 of all the respondents believe that all marketing communications about the brand are consistent. This result suggests that the respondents recognise the promotions as being integrated.

Table 5.30 Live on the Coke Side of Life

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	108	37.9	37.9	37.9
	No	177	62.1	62.1	100.0
	Total	285	100.0	100.0	

The table above illustrates that 37.9% of the respondents said that they recalled the Coca Cola slogan "Live on the Coke side of life". 62.1% said that they did not. This result can be attributed to the fact that this slogan was actually part of an international campaign and was never formally used in South Africa. The fact that 38% of the respondents actually knew it, means that the brand marketing strategies at an international level are very effective. Also, this slogan was last formally used in 2007; hence most of the respondents may have forgotten it.

Table 5.31 Open happiness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	221	77.5	77.5	77.5
	No	64	22.5	22.5	100.0
	Total	285	100.0	100.0	

The table above illustrates that 77.5% of the respondents said that they were aware of the slogan "Open Happiness" while 22.5% said they were not. These figures were not anticipated by the researcher as this is the current slogan that is used in Coca Cola marketing communications. Also, at least 88.8% of the respondents said that they encounter Coca Cola messages weekly therefore it was expected that at least 88% would know this slogan.

Table 5.32 Always Coca Cola

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	112	39.3	39.3	39.3
	No	173	60.7	60.7	100.0
	Total	285	100.0	100.0	

Table 5.32 reveals that only 39.3% of the respondents said they were aware of the slogan "Always Coca Cola". This figure was also low as this was the slogan that the brand has used for the longest period spanning 7 years from 1993-2000. However, considering that a significant number of the respondents were children themselves at the time when the slogan was used, this can explain this results.

5.9 Brand Associations.

Table 5.33 Ease of brand name pronunciation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	138	48.4	48.4	48.4
	Agree	134	47.0	47.0	95.4
	Neutral	11	3.9	3.9	99.3
	Disagree	1	.4	.4	99.6
	Strongly Disagree	1	.4	.4	100.0
	Total	285	100.0	100.0	

Table 5.33 reveals that 95.4% of the respondents responded in the affirmative to the statement "I believe that the brand name Coca Cola is simple and easy to pronounce". According to Keller (2008), simple brand names that are easy to pronounce reduce the amount of effort that the customer has to make in order to comprehend and process. This can be given as one of the reasons why the brand has high levels of brand awareness.

Table 5.34 Ease of Name Shortening

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	141	49.5	49.5	49.5
	Agree	122	42.8	42.8	92.3
	Neutral	13	4.6	4.6	96.8
	Disagree	8	2.8	2.8	99.6
	Strongly Disagree	1	.4	.4	100.0
	Total	285	100.0	100.0	

According to Table 5.34 above, 92.3% of the respondents said that they often shorten the name Coca Cola to just "Coke". The benefit of having brand names that are easy to shorten facilitates brand recall as they are easy to record and store in memory (Keller, 2008).

Figure 5.20 Descriptive Name
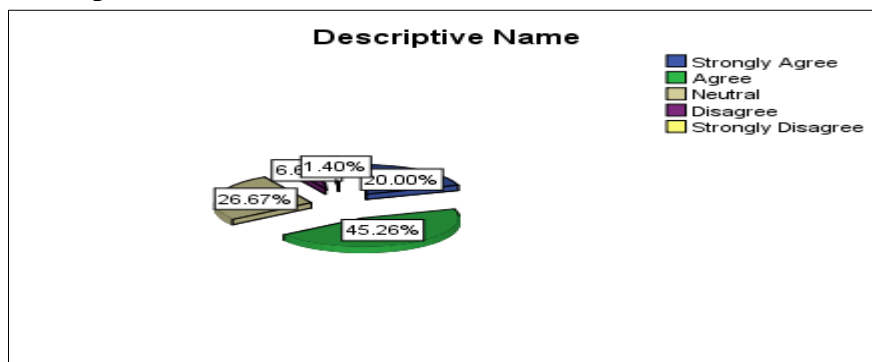
According to Figure 5.20 above, 65.3% of the respondents believe that the brand name Coca Cola is descriptive of what the product actually is. A descriptive name is necessary for the linking of benefits and attributes the brand as well as facilitating easier advertising recall (Keller, Heckler & Houston, 1998:48). This means that consumers know that from the name Coca Cola that the product is a cola flavoured drink.

Table 5.35 Logo and slogan catchiness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	85	29.8	29.8	29.8
	Agree	155	54.4	54.4	84.2
	Neutral	39	13.7	13.7	97.9
	Disagree	5	1.8	1.8	99.6
	Strongly Disagree	1	.4	.4	100.0
	Total	285	100.0	100.0	

Table 5.35 above reveals that 84.2% of the respondents agreed that the logo and slogan of Coca Cola easily grand their attention. A brand element that is catchy is necessary for brand recognition and recall (Dahlen, Lange & Smith, 2010). A slogan that is catchy can be easy to store in memory because consumers are likely to repeat it over again even in the absence of marketing communications.

Figure 5.21 Message Complementarity
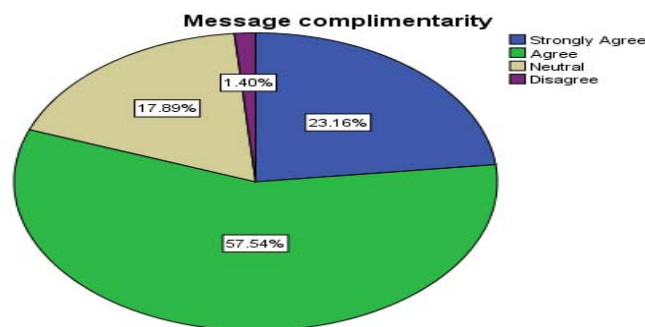
Figure 5.21 above reveals that 80.7% of the respondents agreed to the statement "I believe that communications messages from Coca Cola through different mediums e.g. TV, radio, magazines all complement each other". This means that the marketing communications of the brand have been integrated well enough for consumers to recognise them as being complementary.

Table 5.36 Plurality of message mediums

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	106	37.2	37.2	37.2
	Agree	136	47.7	47.7	84.9
	Neutral	34	11.9	11.9	96.8
	Disagree	8	2.8	2.8	99.6
	Strongly Disagree	1	.4	.4	100.0
	Total	285	100.0	100.0	

Table 5.36 above reveals that 84.9% of the respondents believed that having more than one communication medium helped them to be more aware of Coca Cola. This figure gives evidence for the necessity of having more than one communications medium for a brand.

Figure 5.22 Message Creativity and visual stimulation
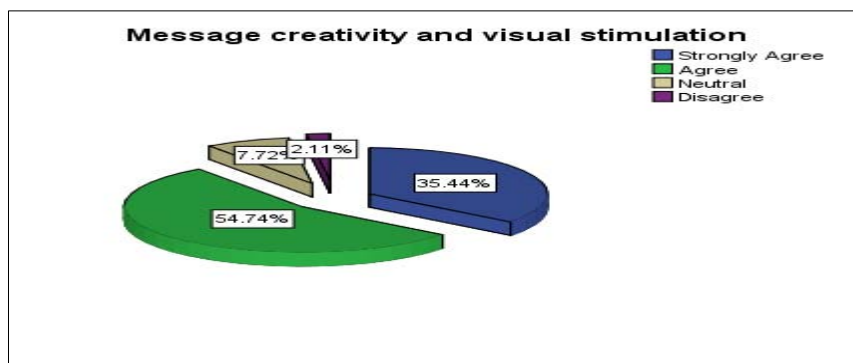
Figure 5.22 above illustrates that 90.2% of the respondents said they believe the advertisements of Coca Cola are creative and stimulating. Creativity and visual stimulation are necessary for advertising recall (McCarthy, 1999). Creative advertising also enables consumers to recall the brand when they are faced with a purchase situation.

Table 5.37 Celebrity Advertising

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	56	19.6	19.6	19.6
	Agree	110	38.6	38.6	58.2
	Neutral	87	30.5	30.5	88.8
	Disagree	27	9.5	9.5	98.2
	Strongly Disagree	5	1.8	1.8	100.0
	Total	285	100.0	100.0	

The table 5.37 reveals that 58.2% of the respondents responded in the affirmative to the statement "I believe that the use of celebrities in Coca Cola advertisements make them to be more believable". This result suggests that celebrity advertising may not be as popular with all respondents as previous research has stated.

5.10 Inferential Statistics

5.10.1 Reliability Analysis: Cronbach Alpha Test

Cronbach's Alpha coefficient was used to measure the internal consistency of the data collection instrument. This method was selected because it does not require the questionnaire to be administered twice in order to test for reliability (James, 1997).

Table 5.38 Case Processing Summary

		N	%
Cases	Valid	285	100.0
	Excluded[a]	0	.0
	Total	285	100.0

a. Listwise deletion based on all variables in the procedure.

The case processing summary table reveals that there were cases that were excluded in the calculation of the Cronbach Alpha reliability test. None of the respondents had invalid responses.

Table 5.39: Cronbach's Coefficient Alpha

Reliability Statistics

Cronbach's Alpha	N of Items
.881	55

Results of the reliability analysis reveal that with a number of 55 items in the questionnaire, the Cronbach Alpha value is .881 which is above 0.7. This means that the research instrument's variables have high internal consistency and reliability. The researcher concedes that the number of questions in the questionnaire may have contributed to this high figure.

5.10.2 Chi Square tests

Table 5.40: Chi Square tests, Age and Celebrity Advertising

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.691[a]	8	.166
Likelihood Ratio	10.818	8	.212
Linear-by-Linear Association	1.747	1	.186
N of Valid Cases	285		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is .58.

Table 5.40 show a p value of .166 which is above 0.05. This reveals that there is no statistically significant relationship between age and celebrity advertising. These variables are not associated or dependent on each other. This shows that there are no age differences in relation to respondents' attitudes towards celebrity advertising.

Table 5.41: Chi Square Test, Gender and Packaging

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.543ᵃ	2	.462
Likelihood Ratio	1.609	2	.447
Linear-by-Linear Association	1.476	1	.224
N of Valid Cases	285		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.79.

Table 5.41 above reveals a p value of .462 which is above 0.05. This reveals that there is no statistically significant relationship between these variables. This shows that there are no gender differences in relation to the perception about the packaging of the brand.

Table 5.42: Chi Square test, Race and Brand Loyalty

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.623ᵃ	12	.098
Likelihood Ratio	16.601	12	.165
Linear-by-Linear Association	.389	1	.533
N of Valid Cases	285		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 1.18.

Table 5.42 above reveals a p value of .098 which is more than 0.05. This shows that there is no statistically significant relationship. This means that there are no racial differences in the respondents' loyalty towards the brand.

5.10.3 Correlations

Table 5.43 Correlation, Market Leader and Innovation

		Coke as market leader	Competence and Innovation
Coke as market leader	Pearson Correlation	1	.165**
	Sig. (2-tailed)		.005
	N	285	285
Competence and Innovation	Pearson Correlation	.165**	1
	Sig. (2-tailed)	.005	
	N	285	285

**. Correlation is significant at the 0.01 level (2-tailed).

Table 5.43 reveals a p value of .005 which is equal to 0.05. The correlation value is a positive .165. This means that there is a statistically significant relationship between the two variables. This result suggests that consumers see Coca Cola as being a competent and innovative market leader therefore they believe the company is a market leader.

Table 5.44 Correlation, Advert credibility and Belief in Claims

		Advert credibility	Believability of claims
Advert credibility	Pearson Correlation	1	.559**
	Sig. (2-tailed)		.000
	N	285	285
Believability of claims	Pearson Correlation	.559**	1
	Sig. (2-tailed)	.000	
	N	285	285

**. Correlation is significant at the 0.01 level (2-tailed).

Table 5.44 above reveals a p value of .000, which is below 0.05 and a positive correlation value of .559. This means that there is a statistically significant relationship between the two variables. This result reveals a large correlation value suggesting a strong relationship between that advertisement credibility and believability of claims.

Table 5.45 Correlation, Message Complementarity and Plurality of Message Mediums

		Message complementarity	Plurality of message mediums
Message complementarity	Pearson Correlation	1	.403[**]
	Sig. (2-tailed)		.000
	N	285	285
Plurality of message mediums	Pearson Correlation	.403[**]	1
	Sig. (2-tailed)	.000	
	N	285	285

**. Correlation is significant at the 0.01 level (2-tailed).

In table 5.45 the correlation results reveal a p value of .000 and a positive correlation value of .403. This suggests that there is a statistically significant relationship between the two variables. This therefore means that there is a relationship between message complementarity and the plurality of marketing communications mediums.

Table 5.46: Correlation between believability of claims and message consistency with product performance

		Believability of claims	Message consistency with product performance
Believability of claims	Pearson Correlation	1	.486[**]
	Sig. (2-tailed)		.000
	N	285	285
Message consistency with product performance	Pearson Correlation	.486[**]	1
	Sig. (2-tailed)	.000	
	N	285	285

**. Correlation is significant at the 0.01 level (2-tailed).

Table 5.46 reveals that Question 5 and 6 have a p value of 0.00 and shows a positive correlation value of 0.456. This suggests that there is a medium to high, statistically significant correlation between consumers' beliefs of the marketing messages of the Coca

Cola brand and the performance of the brand. This is a positive correlation. From these results, it can be inferred that if a product's performance is consistent with the brand messages, then consumers are more likely to believe other claims made about that brand.

Table 5.47: Correlation between message consistency with product performance and Fulfillment of message promises

		Message consistency with product performance	Fulfilment of message promises
Message consistency with product performance	Pearson Correlation	1	.623**
	Sig. (2-tailed)		.000
	N	285	285
Fulfilment of message promises	Pearson Correlation	.623**	1
	Sig. (2-tailed)	.000	
	N	285	285

**. Correlation is significant at the 0.01 level (2-tailed).

Table 5.47 above reveals a p value of 0.00 and a positive correlation value of .623 meaning that there is a high positive correlation between the consumers' perception that the communications messages are consistent with the product's performance and their beliefs that the brand promises are met by the actual product. This is a positive correlation suggesting that as over variable increases so does the other.

Table 5.48: Correlation between message consistency with product performance and message complementarity

		Message consistency with product performance	Message complementarity
Message consistency with product performance	Pearson Correlation	1	.447**
	Sig. (2-tailed)		.000
	N	285	285
Message complementarity	Pearson Correlation	.447**	1
	Sig. (2-tailed)	.000	
	N	285	285

**. Correlation is significant at the 0.01 level (2-tailed).

Table 5.48 reveals a p value of 0.00 and a positive correlation value of .447 meaning that there is a medium to high, statistically significant correlation between consumers' perceptions that Coca Cola messages are consistent with their products and the complementarity of these messages.

5.10.4 The T Tests

Table 5.49: Gender and brand Elements

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
							Mean Differenc e	Std. Error Differenc e	95% Confidence Interval of the Difference	
						Sig. (2-				
		F	Sig.	t	df	tailed)			Lower	Upper
Purchase Frequency	Equal variances assumed	2.103	.148	.930	283	.353	.15287	.16436	-.17065	.47639
	Equal variances not assumed			.899	142.317	.370	.15287	.16997	-.18313	.48887
Brand Recognition	Equal variances assumed	.052	.819	-.298	283	.766	-.02422	.08134	-.18433	.13590
	Equal variances not assumed			-.288	142.302	.774	-.02422	.08413	-.19052	.14209
Reasonable Price	Equal variances assumed	.213	.645	.716	283	.475	.08088	.11297	-.14149	.30325
	Equal variances not assumed			.699	145.012	.486	.08088	.11577	-.14793	.30969
Appealing Packaging	Equal variances assumed	5.936	.015	-1.216	283	.225	-.11332	.09319	-.29676	.07011
	Equal variances not assumed			-1.293	175.645	.198	-.11332	.08764	-.28629	.05964
Personal Relevance	Equal variances assumed	7.260	.007	-2.004	283	.046	-.21955	.10955	-.43520	-.00391
	Equal variances not assumed			-2.105	170.603	.037	-.21955	.10431	-.42545	-.01365

In table 5.50 above, the p significance values are above 0.05 for consumers responses on purchase frequency, brand recognition, reasonable pricing and appealing packaging. The p values reveal that there are no significant differences between gender groups towards these variables. On the variable of personal relevance, the p value was 0.037 which is less than 0.05. This value reveals that there were significant differences between the gender groups with regards to how personally relevant they find the brand. It must be noted however, that this figure was calculated when equal variances were not assumed.

5.10.5 Analysis of Variance

Table 5.50: Analysis of Variance Age

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Memorable	Between Groups	.156	2	.078	.335	.716
	Within Groups	65.620	282	.233		
	Total	65.775	284			
Likeable	Between Groups	.801	2	.401	1.612	.201
	Within Groups	70.062	282	.248		
	Total	70.863	284			
Fun/Funny	Between Groups	.028	2	.014	.056	.945
	Within Groups	70.905	282	.251		
	Total	70.933	284			
Meaningful	Between Groups	.130	2	.065	.303	.739
	Within Groups	60.698	282	.215		
	Total	60.828	284			
Interesting	Between Groups	1.950	2	.975	3.968	.020
	Within Groups	69.299	282	.246		
	Total	71.249	284			

Table 5.50 above reveals that there was a p value of more than 0.05 on the variables of memorable, likeable, fun/funny and meaningful. This means that there were no significant differences among the different age groups in relation to these variables. The table also reveals a p value of 0.020 for the interesting variable. This means that there were significant differences among the ages on how interesting they found the Coca Cola advertisements.

Table 5.51: Analysis of Variance Race

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Plurality of message mediums	Between Groups	2.789	3	.930	1.552	.201
	Within Groups	168.355	281	.599		
	Total	171.144	284			
Message complementarity	Between Groups	1.525	3	.508	1.088	.355
	Within Groups	131.303	281	.467		
	Total	132.828	284			
Message consistency	Between Groups	5.903	3	1.968	3.716	.012
	Within Groups	148.799	281	.530		
	Total	154.702	284			
Message influence on brand attitude	Between Groups	1.078	3	.359	.424	.736
	Within Groups	238.235	281	.848		
	Total	239.312	284			
Message consistency with product performance	Between Groups	.785	3	.262	.623	.600
	Within Groups	118.043	281	.420		
	Total	118.828	284			
Fulfillment of message promises	Between Groups	1.721	3	.574	.902	.440
	Within Groups	178.686	281	.636		
	Total	180.407	284			

Table 4.52 reveals that there were p values that were more than 0.05 for all the variables with the exception of message consistency which had a p value of 0.012. These results reveal that there were no significant differences among the different racial groups on these variables. However, for the variable of message consistency, there were significant differences.

5.11 Conclusion

This chapter presented the results of the statistical analyses that were done on the data set. The primary data collected using the structured questionnaires was analysed with the computer programme SPSS - Version 19. The following chapter shall be a discussion of these results in relation to the literature in Chapter Two and other studies relating to the current study.

CHAPTER 6: DISCUSSION OF RESULTS

6.1 Introduction

The primary objective of this research was to determine whether integrated marketing communications can lead to customer-based brand equity. The purpose of this chapter it to determine the extent to which the study answered the research questions presented in Chapter One. Also, the extent to which the empirical study is in accordance with the theoretical framework shall be assessed.

6.2 Objective 1: To determine if high brand familiarity and brand awareness are sources of brand value

In attempting to answer the research question related to the research objective mentioned above, the perspectives of a number of marketing professionals, academics and researchers that were discussed in the literature were reviewed and then evaluated. Both academics and marketing practitioners are in agreement that the first step in the development of brand equity is the registration of the brand in the mind of the consumer (Srinivasan et al 2005; Gustvson & Chabot, 2007 and Keller, 2008). Knowledge of a brand however is simply not enough. Brand salience, which is the propensity of a specific brand to be thought of by the customer when faced with a buying situation, is necessary (Romanuick & Sharp, 2004). To measure the extent to which the Coca Cola brand is top of mind and easily recalled or recognised, questions were asked concerning the respondents recognition of the brand and various elements.

Table 5.5 revealed that a total of 97.2% of respondents answered that they *easily* recognise the Coca Cola brand together with the name, logo and symbol. Easy brand recognition is one of the fundamental measures of brand salience as it can facilitate easy category identification and help consumers know which need the brand fulfils (Keller, 2008). Furthermore, research has shown that customers see strongly recognisable brands as being more reliable and of better quality than those of the competition (Kenner, 2007).

Furthermore, according to Figure 5.6, 55.5% of the respondents said that they know all the products under the Coca Cola brand. Knowledge of all the products under a brand name is vital in that it suggests that a consumer has a higher number of experiences with a brand.

Positive and direct brand experiences are primarily responsible for the development of brand associations that can lead to brand equity (Aaker, 2006). Knowledge of the products that fall under one brand is an advantage in that consumers use the same brand to fulfil many different needs.

According to Keller (2008), simple brand names that are easy to pronounce reduce the amount of effort that the customer has to make in order to comprehend and process brand information. Also, names that are easy to shorten are easy to store in memory and recall. This study confirmed this viewpoint as Table 5.33 revealed that 95.4% of the respondents responded in the affirmative to the statement "I believe that the brand name Coca Cola is simple and easy to pronounce". Furthermore, Table 5.34 revealed that 92.3% of the respondents said they often shortened the name Coca Cola to Coke. The fact that respondents are able to shorten the brand name means that they are able to store it in memory and recall it when they need to.

One of the key elements of a brand identity is the brand slogan. The research asked questions concerning three of the slogans that Coca Cola has used in the past 10 years. According to table 5.30, 77.5% of the sample said they were aware of the slogan *Open happiness*. This question was essential due to the fact that this is the slogan that is currently being used in the marketing communications of the brand. According to Brown (2011), a slogan can become part of the fabric of a brand and can hence facilitate brand familiarity. Research done in the UK and in the USA revealed that on average, consumers remember slogan at an average of 8% and 11% respectively, therefore the recall levels of this study were significantly higher. Additionally, when asked if they recalled or knew two other Coca Cola slogans, namely *Always Coca Cola* and *Live on the Coke side of life,* consumers recalled them 39.3% and 37.9% respectively [Table 5.13 and Table 5.32]. Although these figures were low, *Always Coca Cola* was used several years ago and *Live on the Coke Side of Life* was used briefly in South Africa.

In an attempt to measure familiarity with the brand, questions were asked regarding the purchase and usage habits of the consumers. According to Keller (2008), for a brand to achieve high brand salience, it must be easily revoked under various situations and circumstances. The results confirmed this viewpoint as according to Table 5.8, 34% of the respondents said that they buy Coca Cola when they are thirsty. 27.7% said that they

purchased Coca Cola each time they thought of a soft drink whilst 7.7% said that they bought the drink each time they went to the store. This gives a total of 69.4% of respondents who buy Coca Cola on a regular basis in the most common purchase and usage situations. This result showed that consumers purchase the brand across different purchase situations.

Furthermore, Figure 5.5 reveals that 59% of the respondents said that they buy Coca Cola in a space of less than a week. This result revealed that a significant number of the respondents repeatedly purchased the brand in a short period of time. According to Romanuick & Sharp (2004), frequency of purchase is one for the measures of brand salience. According to Reinartz et al. (2005) and Paul et al. (2008), economic success depends on the organization's ability to maintain long term relationships with consumers, which are reflected by repeat purchases. This figure was however not consistent with the awareness levels of the brand.

The results for this objective reveal that Coca Cola consumers do indeed have high levels of brand awareness and brand salience. The results did reveal, though, that high brand awareness and salience levels may not necessarily translate to equally high usage levels. Consumers may be highly aware of a product, the need it fulfils and the product category under which it competes, but they may not necessarily use it. However, the fact that almost 60% of the respondents are frequent buyers of the brand, it can be concluded that brand awareness and brand familiarity are sources of brand value. According to the customer based brand equity model, one of the ways in which integrated marketing communications can contribute to brand equity is by creating and sustaining awareness of the brand (Keller, 2008). The study confirmed this viewpoint as Table 5.36 revealed that 84.9% of the respondents said that having more than one communications option helps them to be more aware of the brand.

6.3 Objective 2: To investigate the extent to which consumers hold positive brand associations in mind

Brand associations are those things that are linked in memory to a brand. Associations are assets that can instil confidence and trust and affect attitudes towards a brand. According to Aaker (1996) and Chen (2001), brand associations are the core asset for building brand equity. One of the objectives of this study was to determine whether consumers hold any positive associations about the Coca Cola brand. The following results reflected the associations that consumers hold about the brand.

According to Figure 5.7, 75.4% of the respondents said that they felt that the price they pay for the drink is reasonable. Price premiums are ranked amongst the most important brand equity considerations when building strong brands as price is one of the primary criteria that consumers consider when selecting a brand (Keller, 2008:200). When consumers evaluate the price of a specific brand as being reasonable and competitive, they are likely to select that brand. This result suggests that consumers hold positive associations about the price of Coca Cola. As price is one of the primary factors that consumers consider when they purchase a brand, this means that this association can contribute to the value of the brand.

Additionally, positive brand associations can also be made in relation to competing brands. According to Gwinner & Eaton (1999), brand superiority is primarily responsible for creating the uniqueness of associations that is required to build brand equity. The results of this study confirmed this viewpoint because when asked to rate the brand compared to other soft drinks, Table 5.10 revealed that 84.7% of respondents said they believe that Coca Cola is better than competing soft drink brands. The brand element that was being measured with this question was that of superiority. The fact that consumers find the brand as being superior to other brands is a reflection of a positive brand association.

Table 5.22 revealed that 63.9% of the respondents said that the Coca Cola advertisements were memorable. Memorability is important in the development of brand equity because when brand elements are memorable, consumers are more able to recognise and recall the specific brand when faced with a purchase situation. This in turn means that consumers will select that brand over competing brands when in a purchase or usage situation. The analysis of variance for age and memorability revealed that there were no statistically significant differences between the ages therefore this result can be applied evenly across all ages. The implication of this is that marketers do not have to design different advertisements that are targeted at different age groups.

According to Table 5.26, a total of 49.8% of the respondents said that they find the advertisements of Coca Cola interesting. This means that at least half of the respondents remember the advertisement as being interesting. The analysis of variance for age and the interesting variable determined that there were statistically significant differences amongst the different age groups. The respondents between the ages 25-30 had far lower means than the other two age groups.

From these results, it can be seen that that consumers do indeed hold positive brand associations about the Coca Cola brand. The downside of these results is that they do not reflect the strength, uniqueness and favourability of brand associations which would have given a better reflection of the differential effect that is needed to measure customer based brand equity. Due to the fact that brand associations are the ones that are responsible for the development of customer based brand equity, these results suggest that the brand has done well in their attempts to build equity for the brand.

6.4 Objective 3: To determine whether linking tangible or intangible brand associations through IMC can enhance brand meaning

The questions that were deigned to fulfil this objective were concerned with determining whether the brand has managed to link tangible and intangible associations to the brand. The tangible brand associations that were measured were price, packaging whilst the intangible brand associations were Coca Cola's fit with consumer personality, quality and superiority, reliability and message consistency. The brand building blocks that were measured for brand meaning were performance and imagery.

According to Figure 5.8, at least 74.4% of the respondents said that all the Coca Cola messages they encounter portray a consistent message. Consistency affects brand attitude as it increases familiarity with a brand which may in turn increase positive brand associations. Furthermore, the more consistent a message is, the more persuasive it will be (Keller, 2008). This result confirmed the viewpoint of Percy (2008) who states that consumers are able to identify consistency in marketing communications and this can go a long way in consumers believing the promotions.

Another question that dealt with the linking of brand associations was reliability. On the question of reliability, Table 5.9 revealed that 84.9% of respondents said they believe that Coca Cola is a reliable company. Reliability refers to a product's ability to perform consistently over time across purchases and is one of the most important attributes and benefit associations that underlie brand performance. In his research into brand reliability, DelVecchio (2005) determined that the failure of a brand to be reliable is often viewed by consumers as a breach of promise and will lead to the brand being viewed with suspicion. This result also supported the results of his research which showed that strong brands are

often seen as belonging to reliable companies. The fact that consumers see the company as being reliable means that they will view their products the same way.

According to Gwinner & Eaton (1999), brand superiority is primarily responsible for creating the uniqueness of associations that is required to build brand equity. On the brand meaning dimension of superiority, Table 5.10 shows that when asked to rate the quality of Coca Cola in relation to other soft drinks, 47% said Coca Cola was the best whilst 33.7 % said it was better. These results suggest that at least 84.7% of respondents believe that Coca Cola is better than competing soft drink brands. The brand element that was being measured with this question was that of superiority. Furthermore, superiority is vital when attempting to build intense and active relationships with consumers. This result shows that the brand has been able to adequately link this intangible association.

One set of brand imagery associations relate to the type of person that uses a brand (Keller, 2008). Figure 5.10 revealed that 35% of respondents feel that Coca Cola fits in with who they are as individuals. This result can be due to the fact that Coca Cola may not be positioned as a brand that appeals to the self-image of the majority of the respondents. On the other hand, this result could be attributed to the fact that consumers often purchase brands that are consistent with their desired self-concept rather than their actual image (Sirgy, 1982 and Chaplin & John, 2005). So respondents may have been answering the question based on who they are, not who they desire to be. Taken at face value, this result suggests that a lot needs to be done by the marketers of the brand to get consumers to identify with the brand.

In determining whether linking tangible or intangible brand associations through IMC can enhance brand meaning, the results of the study revealed that generally respondents hold positive performance and imagery associations about the brand. These results point to the fact that the company had indeed been able to link tangible and intangible brand associations in the minds of consumers. The linking of these associations is however only relevant to the extent that it provides value for the brand.

6.5 Objective 4: To determine whether the IMC strategies of Coca Cola affect the perceptions that consumers have of the company's brands

Brand perceptions are the result of functional experiences and emotional experiences that consumers associate with a brand. They are developed through a variety of sources which include past experiences with a brand and advertising (InfoTrends, 2012). Brand perceptions developed through marketing communications can relate to speed, reliability, quality and ease of use as well as how the product makes the user feel better, how the product improves their performance or how it makes life easier for them. If marketing communications can communicate these well, this can contribute to brand value.

From the results presented in Table 5.29, the researcher determined that 65.3% of the respondents said that the integrated marketing communications of the brand influence the attitude they have towards the brand. According to their research on the effect of brand attitude on brand equity, Faircloth, Capella & Alford (2001) determined that brand attitude has a positive *indirect* effect on brand equity as it has a significant *direct* effect on brand image. If this attitude is positive, then that brand will have value in the eyes of the consumers. This result supported this previous study. The downside of this question was that it was not able to determine whether the IMC strategies affected the respondent's attitudes positively or negatively.

Another variable concerning brand perceptions was packaging. Packaging is one of the primary drivers of brand attitudes and perceptions (Ford, 2012). Figure 5.9 revealed that 81% of the respondents said that they find the packaging of the brand appealing. Packaging is important for the building of brand perceptions because brand perceptions that consumers hold about a product usually go beyond the functional aspects to more aesthetic ones such as packaging (Keller, 2008:65). According to Mininni (2011), packaging is the most enduring and accessible brand communication vehicle therefore it contributes significantly to brand equity. From this result it can be suggested that the packaging of the Coca Cola product is perceived positively by consumers hence it will contribute to brand equity. The chi square test for gender and packaging in Table 5.41 revealed that there is no statistically significant relationship between these two variables. This result was did not support Underwood (2003) who says that packaging must be designed along gender lines in order to be more appealing

to each of the sexes. These results reveal that marketing communications do indeed have an impact on the perceptions that consumers hold about a brand.

6.6 Objective 5*: To determine whether the IMC strategies of Coca Cola elicit positive brand related judgements in consumer's minds

Brand judgements are the personal opinions and evaluations that consumers hold about a particular brand that are the totality of brand performance and imagery associations (Keller, 2008). The four primary brand judgements that consumers often make that were measured in the study were quality, credibility, consideration and superiority. On the dimension of quality, Figure 5.11 reveals that 37.9% of the respondents strongly agreed whilst 51.6% agreed with the statement "I believe that Coca Cola is a quality brand". This makes a cumulative total of 89.5% respondents who believe that Coca Cola is a quality brand. According to Keller (2008), although consumers hold many attitudes toward a brand, the most important ones relate to perceived quality. Also, according to an EquiTrend survey by Harris Interactive, quality is one of the top three dimensions that consumers deem most important when rating brands in different categories. In fact, according to their 2012 brand survey, Coca Cola was rated as the Soft Drink Brand of the Year when compared to six other brands (Harris Interactive, 2012).

Another essential element on which consumers make brand judgements is credibility. Credibility measures the extent to which consumers see a brand as being credible in terms of perceived expertise, trustworthiness and likeability (Goldsmith, Laferty & Newell, 2000 and Keller, 2008). Table 5.28 revealed that 71.9% of the respondents said that they found the adverts of Coca Cola credible. Also, figure 5.16 revealed that 60% of the respondents said that they are likely to believe a claim made in communications message for the brand. The correlation test in Table 5.44 for advert credibility and believability of claims revealed a p value of .000 meaning that there is a statistically significant relationship between the two variables. The results further revealed a positive correlation value of .559 which shows a strong correlation between the two variables. This means that there is quite a strong relationship between perceived credibility of adverts and belief in those claims. This result suggests that respondents trust the brand communications.

On the variable of competence and innovation, the results in Figure 5.13 showed that 98.9% of the respondents to one degree or another believe that Coca Cola is a competent and innovative company. In fact 52.3% said the company was very competent. The correlation test in Table 5.43 with the variables market leader and innovation revealed a p v value of .005 and a positive correlation value of .165 which reveals that there is a statistically significant relationship between the variable and a moderate correlation between them. This means that when consumers see the company as being competent and innovative, they are more likely to see them as being a market leader. Tellis & Golder (1996) determined, through research of General Motors, IBM and Gillette, that innovation is one of the key drivers of sustained market leadership.

Additionally, respondents were asked if they believed that the advertisements of Coca Cola were likeable. Only 46.3% of the respondents said that they felt the advertisements were likeable. The analysis of variance for age and likeability in Table 5.50 revealed that there were no significant differences between the different age groups therefore this result can be applied across all age groups. This result suggests that consumers do not see the advertisements as being visually or verbally appealing.

On the dimension of superiority, Table 5.12 revealed that 92.3% of the respondents said that they believed that Coca Cola was the market leader in the soft drinks category. As suggested previously, superiority is critical in the building of strong active relationships with consumers (Keller, 2008). These results also confirmed a previous study that revealed that Coca Cola has managed to enjoy a high market share in excess of 90% in South Africa which makes them the market leader in the soft drinks market.

The results for the questions addressing this objective reveal that consumers hold positive brand judgements about Coca Cola and that some of these judgements are as a result of the integrated marketing communications. The results revealed that consumers believe Coca Cola to be a high quality brand which comes from a competent and innovative company which they believe is a market leader. The strategic implication of this is that brand managers of the brand no longer need to spend large sums of money on trying to elicit positive brand judgements in the minds of consumers.

6.7 Objective 6: To determine whether the IMC strategies of Coca Cola elicit positive brand related feelings in consumer's minds

The purpose of the questions that relate to this objective was to determine the emotional responses that consumers have towards the brand. This objective was designed to determine what feelings are evoked by the marketing programs of the brand. Brand feelings are the emotional responses that consumers go through when having a brand contact (Keller, 2008). Several questions were asked to try and address this objective.

Direct experiences with a brand create the strongest associations as they are the sources of attribute and benefit associations (Aaker, 2006). According to Table 5.11, when asked if their past experience with the brand was positive, 80.7% of the respondents said yes. From this result it can be inferred that the past experiences that the consumers have had with the brand have had a direct positive impact on how the consumers feel about the brand. The strategic implication of this is that marketers need to ensure that consumers have more direct and positive experiences with either the product itself or with other brand elements.

The CBBE model also proposes that marketing communications should elicit positive brand feelings by being visually appealing. The study confirmed this viewpoint as Figure 5.22 reveals that 90.2% of the respondents said that they find the marketing communications of the brand to be creative and visually stimulating. Also, according to Table 5.25, 46.7% of the respondents said that they felt that the advertisements were fun or funny. Visual stimulation can lead to consumers feeling good or positive about a brand. According to Packard (1995), adverts that are inherently appealing, can be appealing to consumers that are themselves creative and do a great deal to contribute to brand meaning. Also, marketing communications that are humorous can contribute a great deal to brand meaning (Park, 2006 and Kim, 2012). Additionally, another critical element that is vital for the selection of brands by consumers is personal relevance. Personal relevance determines how much consideration is given to a brand by a consumer prior to purchase. The results in Figure 5.12 revealed that 57% of respondents said they found Coca Cola as being personally relevant. Personal relevance can contribute to how consumers feel about a brand because the more personally relevant the consumer feels about the brand, the more they are likely to identify with that brand. This result and the other ones to address this objective reveal that the IMC strategies for the brand have managed to elicit positive brand related feelings.

6.8 Objective 7: Determine whether integrated marketing communications can lead to customer based brand equity.

In addressing this objective, the first step was to determine if the Coca Cola brand does indeed have an integrated marketing communications program. This was firstly done by assessing the marketing communications tools employed by Coca Cola that consumers are aware of or have an experience with. Seven marketing communications tools were determined to be used by the Coca Cola brand in South Africa. From Table 5.15 to Table 5.21, the percentage of respondents who were aware of each of these communications tool were as follows: television, 94%; magazine adverts, 65.6%; newspaper adverts, 61.8%; in-store promotions, 81.4%; event sponsorship 81.4%; radio promotions, 71.6% and poster, fliers and newsletters, 55.4%. It is evident from these results that Coca Cola do indeed employ a multi tool communications program. The next step was then to determine if these tools have been integrated.

Marketing communications programs that consist of more than one communications tool need to be coordinated in such a way that they create a consistent and cohesive brand image. Figure 5.19 revealed that 74.4% of the respondents said that all the Coca Cola messages they encounter portray a consistent message. Furthermore, Figure 5.21 revealed that 80.7% of the respondents said that the integrated marketing communications of Coca Cola are complementary. These results point to the fact that the IMC programs adhere to the criteria of commonality and complementarity therefore they are indeed integrated. These results also support previous studies which revealed that some communications tools are more effective when used in tandem with others; for example, promotions with advertising (Moran 1978; Kumar, 2011 and Daymon & Holloway, 2011). The correlation results for message complementarity and plurality of message mediums in Table 5.45 reveal a p value of .000 and a positive correlation value of .403. This means that there is a medium correlation between the two variables. This suggests that there is a strong relationship between plurality of message mediums and complementarity of the messages.

In Table 5.48, the correlation analysis between message consistency with product performance and message complementarity revealed a positive correlation value of .447. This suggests that the more complementary the message mediums are, the more likely they are to produce brand associations that will be consistent with the performance of the product, given

that the product performs up to consumer expectations. Furthermore, Figure 5.17 revealed that 83.5% of the respondents said that they believe that the communications of the Coca Cola brand are consistent with the product's performance. Also, 71.6% of the respondents said that the product fulfils the promises made by the marketing communications. The correlation test in Table 5.47 between these two variables revealed the highest correlation value of .623. This reveals that there is a very strong relationship between these two variables. These results reveal that the marketing communications of the Coca Cola brand have been integrated well and that they present a consistent message about the brand.

6.8.1 Brand resonance

Brand loyalty and active engagement in relation to using the brand are the key outcomes of brand resonance (Keller, 2008). Figure 5.14 reveals that a total of 50.9% of respondents said they felt that they were loyal to the brand. This means that it can be inferred that at least half of Coca Cola consumers are loyal to the brand. This statistic can be applied across all the races because the chi square test between race and brand loyalty in Table 5.41 revealed a p value of 0.098. This means that there were no statistically significant differences between the races.

The second dimension of brand resonance that was measured was attitudinal attachment. Attitudinal attachment occurs when consumers feel that they "love" a brand, see it as their "favourite possession" or view the brand as a "little pleasure" that they look forward to (Keller, 2008:72). Table 5.13 revealed that a cumulative total of 42.8%, which is less than half, of the respondents believe that they are attached to the brand. This means that most of the respondents have not gone beyond just having positive attitudes about the brand to viewing the brand as something special in a broader context of their lives (Keller, 2008:72).The fact that less than half of the respondents felt that they were attached to the brand means that it cannot be concluded that Coca Cola consumers feel an attitudinal attachment towards the brand.

The third dimension of brand resonance that was measured was active engagement. Figure 5.15 revealed that 35.8% of the respondents answered in the affirmative when asked if they would go out of their way to participate in Coca Cola events. Active engagement with a brand is the strongest affirmation of brand loyalty (Keller, 2008:74). This result was not

sufficient to conclude that consumers are actively engaged with the brand. A discussion by the researcher with some of the respondents revealed that most of them do not attend these events due to the fact that they do not actually know about them or they are too far not necessarily that they do not have the intention or the desire to do so. This result reveals that a majority of consumers do not resonate with the brand.

The last dimension of brand resonance measured was sense of community. Only 20% of the respondents said that they belonged to a Coca Cola Community. A discussion with some of the respondents who revealed that they did not know of any Coca Cola communities, and that even if they did, they doubted that they would be useful. The strategic implication of this is that Coca Cola needs to follow the example of companies such as Apple and Jeep who encourage consumers to form local user groups and provide services on their websites that help consumers to interact with other consumers (Keller, 2008).

According to the customer based brand equity model, marketing communications contribute to brand equity by creating brand awareness, linking points or parity or difference associations, to the brand eliciting positive brand judgements and feelings and facilitating brand resonance (Keller, 2008). The results discussed above have revealed the fact that the marketing communications of the Coca cola brand have managed to create brand awareness, link points of parity and points of difference as well as elicit positive brand judgements and feelings. However, the results have also revealed that consumers do not resonate with the brand. Due to the fact that the customer based brand equity model states that the ultimate sign of brand value is brand resonance, it can be suggested that Coca Cola have not created this value through their marketing communications.

6.9 Conclusion

This chapter presented a discussion of the findings within the framework of the research objectives. Firstly, the research revealed that consumers do indeed have the high levels of brand awareness that are required for the development of customer based brand equity. The relationship between integrated marketing communications and brand equity was evaluated and it was revealed that there is a statistically significant relationship between the two. It was further established that consumers have not yet reached the brand resonance level in their relationship with Coca Cola.

CHAPTER 7: CONCLUSIONS AND RECOMMENDATIONS

7.1 Introduction

The preceding chapter presented a discussion of the findings of the chapter within the framework of the research objectives. This chapter presents the conclusions of the study in relation to the theoretical framework of the study. The purpose of this chapter will also be to present the recommendations that were derived from the research as well the implications for future research.

- Chapter 1

The purpose of the first chapter was to present a summarised version of the study. The background to the study, research problem, research objectives, research questions and motivation for the study were all given in this chapter. The problem statement was identified and it was determined to be "A well-executed integrated marketing communications program will result in customer based brand equity". The delimitations and limitations of the study were also presented.

- Chapter 2

The purpose of chapter two was to present the information that was found in the literature survey. Firstly, the theoretical framework, based on the work of Keller (2008), was presented. This was followed by a discussion of integrated marketing communications as well as the different promotional mix tools that can be used brand communication. The chapter also explored in detail the customer based brand equity model of brand building showing how brand equity is developed from establishing a brand identity to achieving brand resonance.

- Chapter 3

The focus of this chapter was the Coca Cola brand. Firstly, a brief history of the brand was given followed by a short discussion of the company that produces the brand. Secondly the brand itself and the various elements that make up the brand identity such as the name, logo, packaging, URL and slogan were presented. Lastly, the promotional mix tools that are used to market the brand in South Africa were discussed. These tools included advertising, public relations, sales promotions and direct marketing.

- Chapter 4

The fourth chapter provided a description of the research methodology that was used to collect the primary data. The study was quantitative in nature with a questionnaire being the data collection instrument. The convenience sampling method was used and a sample of 285 respondents was determined to be the sample size needed using the sample size calculator. As a test for validity and reliability, a pilot study was conducted prior to the full study.

- Chapter 5

The results of the empirical study were presented in this chapter. The statistical package for social sciences (SPSS) was used to analyse the data and the results were presented in the form of tables and graphs. A preliminary analysis of the results showed that consumers do indeed have positive opinions about the marketing communications of the Coca Cola brand. The results were not discussed as the discussion would be done in the following chapter.

- Chapter 6

The purpose of this chapter was to provide a discussion of the results presented in chapter five. The results were discussed in the context of the literature presented in chapters two and three. The discussion revealed that customers do hold positive associations about the Coca Cola brand in their minds and as well as having positive attitudes towards the brand. The discussion revealed that the company has been successful in their brand building from establishing an identity to creating a positive relationship with consumers. The results revealed that consumers do make positive brand judgements towards the brand in terms of quality, superiority, reliability. The results also showed that respondents feel that the brand's marketing communications are highly credible and believable. From this chapter, the following conclusions can be drawn from each of the objectives.

- **To determine if high brand familiarity and brand awareness are sources of brand value**

The results of the study revealed that brand awareness and knowledge levels for the brand are at 97.2%. Consumers said that they easily recognise the brand and find the brand name easy to pronounce and to shorten, which means it is easier to store in memory. As the theoretical framework states that brand awareness and brand knowledge are sources of brand equity, it

can be concluded that the marketing communications of the brand have created value by creating and maintaining high levels of these.

- **To investigate the extent to which consumers hold positive brand associations in mind**

The primary brand associations that were measured by the study were price, brand superiority and memorability. 75.4% of the respondents said that the price they pay for the brand is reasonable, 84.7% said that the brand was superior to other brands whilst 63.9% of the respondents said that the advertisements of the brand are memorable. Form these results it can be concluded that consumers do indeed hold positive brand associations in their minds concerning the brand.

- **To determine whether linking tangible or intangible brand associations through IMC can enhance brand meaning**

The tangible brand associations that were measured were price, packaging whilst the intangible brand associations were Coca Cola's fit with consumer personality, quality and superiority. On all these associations, the researcher determined that the respondents held positive associations. Most importantly the results revealed that 84.9% of the respondents found the brand to be reliable whilst 84.7% said they the felt the brand was superior The results also revealed that tangible and intangible brand associations have been linked in consumers memory and the fact that they are positive means that it can be inferred that they have contributed to brand meaning.

- **To determine whether the IMC strategies of Coca Cola affect the perceptions that consumers have of the company's brands**

First and foremost, 65.3% of the respondents said that the marketing communications of the brand affect their attitude toward it. This meant that the perceptions that were measured could be attributable to the integrated marketing communications. Also, 81% of the respondents found the packaging, which many know from the advertisements, appealing. Packaging is one of the primary drivers of brand attitudes and perceptions (Ford, 2012) therefore we can conclude that the IMC strategies of the brand have managed to create positive perceptions for the brand.

- **To determine whether the IMC strategies of Coca Cola elicit positive brand related judgements in consumer's minds**

The four primary brand judgements that consumers often make that were measured in the study were quality, credibility, consideration and superiority. 89.5% said the brand was of high quality, 71.9% said they found the marketing communications credible whilst 98.9% of the respondents found the company competent and 92.3% felt that the brand was the market leader of soft drinks. These results can be used to conclude that the company's IMC strategies have indeed elicited positive judgements in consumers' minds.

- **To determine whether the IMC strategies of Coca Cola elicit positive brand related feelings in consumer's minds**

Brand feelings are the emotive responses that consumers have towards a brand or its elements. From the research, 80.7% of the respondents said that their past experience with the brand was positive whilst 90.2% said that they found the marketing communications for the brand creative and visually stimulating. Furthermore, 57% of the respondents said that they found the marketing communications personally relevant. From these results it can be concluded that the IMC strategies of the brand have to a certain extent elicited positive brand related feelings.

- **Determine whether integrated marketing communications can lead to customer based brand equity.**

In order to determine this, the researcher had to determine from the perspective of the consumer whether the promotional tools of the brand have been integrated. 74.4% of the respondents said that all the Coca Cola messages they encounter portray a consistent message whilst 80.7% of the respondents said that the integrated marketing communications of Coca Cola are complementary. Furthermore, 83.5% of the respondents said that they believe that the communications of the Coca Cola brand are consistent with the product's performance whilst 71.6% of the respondents said that the product fulfils the promises made by the marketing communications. From these results it can be concluded that the IMC strategies have indeed led to customer based brand equity as the premise of CBBE is that a brand has positive CBBE when consumers react more favourably to the marketing of the brand. The results did reveal however that consumers do not resonate with the brand which is the height of customer based brand equity.

7.2 Limitations

- Assumptions

Several assumptions were made by the researcher when designing the questionnaire which may affect the validity of some of the results. The primary assumption made was that consumers' attitudes and beliefs about the brand were based not only on their experiences of the brand but that of the marketing communications of the brand. It is therefore difficult to determine whether some of these attitudes and beliefs are as a result of IMC or merely the personal experiences of respondents with the brand.

- The questionnaire

The questionnaire itself presented some limitations for the study. Firstly, respondents complained that it was too long. Although a pilot study was conducted to avoid this, some of the respondents also complained that they found some of the questions too similar and felt this was unnecessary repetition. Lastly, it is the opinion of the researcher that some vital questions were omitted which would have given better insights for the study.

- Focus of the study

The focus for this study was the Coca Cola brand and the marketing communication tools that are used to promote the brand. This means that the application of these results is limited as consumers of other brands may have completely different opinions, attitudes and beliefs. Also, the popularity of the b rand may have had a psychological impact on the respondents in terms of the responses that they gave.

7.3 Recommendations

Based on the above conclusions, the following recommendations are suggested.

- Literature on brand equity has suggested that high brand awareness is one of the primary sources of brand equity. The results of the study however revealed that although Coca Cola has brand awareness levels as high as 97.2%, only 59% of the respondents buy the brand in the space of a week or less. Marketers need to come up with ways of translating brand awareness to purchase behaviour as simple knowledge about a brand does not contribute to brand value. Strategic marketing that focuses on encouraging consumption rather than brand knowledge needs to be implemented.

- When analysing the results on the criteria for choosing brand elements, the results revealed that less than half of the respondents found the advertisements for the brand likeable, meaningful, fun or interesting. These criteria are essential because they influence the strength, favourability and uniqueness of brand associations. It is recommended that when a communications campaign is being carried out, marketers need to do research to determine how consumers react to it. This will help in knowing if the strategy meets the appropriate criteria in the mind of the consumer.

- Marketers need to take greater responsibility in terms of testing the relationship between brand satisfaction and brand loyalty. The research revealed that less than 60% of the respondents believe that they are loyal to the brand. Seeing as brand loyalty is the ultimate stage of the brand building process, marketers need to employ marketing campaigns that increase the likelihood of this loyalty.

- Although companies such as Coca Cola can benefit from using a familiar brand image for long periods of time, as seen with the packaging and logo of the brand, it is necessary to come up with alternative strategies of using those tried and tested brand elements in order to build brand equity. The marketer can no longer afford to assume that brand familiarity is all that is needed to make a brand successful. Creative packaging and brand element combinations need to be used to keep the brand looking fresh and up to date to the consumer.

- The study revealed that although Coca Cola has managed to create a positive brand image and consumers hold strong, favourable and unique associations about the brand in mind, there is no evidence to suggest that consumers resonate with the brand. As brand resonance is the ultimate goal to be reached in the brand building process, the company needs to provide incentives and platforms in which this resonance can develop. Marketers can make consumers to be more aware of the communities in which consumers can interact with others. Also, if there activities in which consumers can participate, then consumers should be made more aware. If this is done adequately, it will result in the attitudinal attachment and active engagement that is necessary for the development of customer based brand equity.

7.4 Value of the study

The primary value of this study was that it provided empirical data on customer based brand equity model. The study was able to determine consumer attitudes and beliefs on each of the four steps in the brand building process. The study was also able to determine that even a brand with a highly effective communications program will not necessarily resonate with consumers. The study also provided empirical data on some of the conceptual frameworks that have been developed by marketing theorists.

7.5 Implications for further research

Comparative research can be done on a brand that has a well-integrated marketing communications program and one that is not well marketed in order to see whether brand associations held by consumers are truly as a result of marketing communications or that they are simply based on consumer experiences with the brand. Since customer based brand equity is essentially the differential effect that brand knowledge has on consumers' response to the marketing of a brand, it would be beneficial to see how consumers respond to the marketing of an unnamed brand as compared to an identified one. Also, research into other product categories should be carried out. A product such as Coca Cola which competes in a fast moving consumer goods market where brand switching does not adequately reflect the relationship that consumers have with a brand.

7.6 Conclusion

This research was directed towards providing both marketers and academics better insights into integrated marketing communications as they relate to customer based brand equity. The study presented the finding of both the literature survey and the empirical research on the role that integrated marketing communications can play in the building of customer based brand equity. The study has to an extent endorsed the customer based brand equity model of brand building. Finally, it can be concluded that integrated marketing communications do indeed play a vital role in the development of customer based brand equity.

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University of KwaZulu-Natal
School of Management
Informed Consent Document

I, Belinda Chiedza Dapi, am a student currently registered for the B. Com Masters Degree on the Pietermaritzburg campus of the University of KwaZulu-Natal (UKZN). A requirement for the degree is a dissertation and I have chosen the following topic:

"Integrated marketing communication as the key component to building customer based brand equity."

Please note that that this investigation is being conducted in my personal capacity. I can be reached on belindadapi@yahoo.com or 0711384344.

My academic supervisor is Dr Maxwell Phiri, based in the School of Management on the Pietermaritzburg campus of the University of KwaZulu-Natal. He can be contacted on Phirim@ukzn.ac.za or Ext 5843.

The purpose of this research is to determine whether an integrated marketing communications program will result in customer based brand equity. Information gathered in this study will include data retrieved from the questionnaire that I request you to answer. Please note that your name will not be included in the report as only summary data will be included. Your anonymity and confidentiality is of utmost importance and will be maintained throughout the study.

Your participation in completing the questionnaire is completely voluntary. You have the right to withdraw at any time during the study.

I appreciate the time and effort it would take to participate in this study. I would be very grateful for your participation, as it would enable me to complete my dissertation and degree.

Please complete the section below:

I …………………………………………………….. (Full names of participant) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project.
I understand that I am at liberty to withdraw from the project at any time, should I so desire.

Signature of Participant………………………………….………

Date……………………………………………………….……..

Age_____

Gender:

Male

Female

Race:

White   African   Indian   Coloured

Section A

a) Identity (Brand Salience)

1. I easily recognise the Coca Cola brand, logo, symbol and name.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

2. How often do you purchase this brand?

Every day	More than once a week	Weekly	Monthly	Rarely

3. When in need of a soft drink, Coca Cola is my first choice.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

4. I refer to all soft drinks as Coca Cola.

Yes	No	Sometimes

5. When I am thirsty for a soft drink, Coca Cola is usually the first one on my mind.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

6. I know all of the Coca Cola products

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

7. When are you likely to purchase and use Coca Cola?

When I'm thirsty	When I think of a soft drink	For special occasions	Each time I go to the store

b) Brand meaning (Performance and Imagery)

8. Coca Cola a reliable company

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

9. I feel that the price I pay for the drink is reasonable for the quality of the drink.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

10. I believe that the Coca Cola products are always consistently good.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

11. I believe that the packaging of the drink visually appealing.

Yes	No	Neutral

12. How do you rate the quality Coca Cola as compared to other soft drinks?

The same	Better	The best	Neutral

13. Can you say that your past experience with the brand was positive?

Yes	No	Neutral

14. I believe that the Coca Cola brand fits in with who I am as a person.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

c) Brand Responses (Judgements and Feelings)

15. I believe that Coca Cola is a quality brand.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

16. Do you find this brand a personally relevant one?

Yes	No	Neutral

17. Do you believe that Coca Cola is the market leader of soft drinks?

Yes	No	Neutral

18. How competent and innovative do you find Coca Cola?

Very competent	Competent	Moderately competent	Not competent

d) Brand Relationships? (Resonance)

19. I consider myself brand loyal to Coca Cola.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

20. I believe that I am attached to this brand.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

21. I would go out of my way to participate in Coca Cola events.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

22. Do you belong to any Coca Cola community?

Yes	No

Section B

1. Which of the following Coca Cola communications tools or events have you seen, are you aware or have been part of?

   Television Advertisements

   Magazine adverts

   Newspaper adverts

   In-store promotions

   Event sponsorship e.g. 2010 Soccer World Cup

   Radio promotions and advertisements

   Posters, fliers or newsletters

2. Which of the following words do you think describe Coca Cola advertisements? (tick all that apply)

Memorable	Likeable	Fun/ Funny	Meaningful	Interesting

3. How often do you encounter a Coca Cola message [advert, billboard, in-store advert]

Hourly	Daily	Weekly	Monthly	Hardly	Never

Please select the option that most applies to you.

4. Coca Cola advertisements are very credible [believable].

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

5. I am likely to believe a claim that is made in a Coca Cola communications message.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

6. Coca Cola messages are consistent with the product's performance.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

7. The promises made by Coca Cola in their advertising are fulfilled by the brand.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

8. Coca Cola messages influence the attitude that I have toward the brand.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

9.
All the Coca Cola messages that I encounter portray a consistent message.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

Section C

1. Which of the following Coca Cola Slogans do you recognise or remember?

Live on the Coke side of life

Open happiness

Always Coca Cola

2. I believe that the brand name Coca Cola is simple and easy to pronounce

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

3. I often refer to Coca Cola as Coke

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

4. I believe that the name Coca Cola describes what the actual product is.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

5. The Coca Cola logo and slogan easily grab my attention

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

6. I believe that communications messages from Coca Cola through different mediums e.g. TV, radio, magazines all complement each other

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

7. I believe that having more than one communications medium helps me to be more aware of the Coca Cola Brand

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

8. I believe that the marketing communications of Coca Cola are creative and visually stimulating

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

9. I believe that the use of celebrities in Coca Cola advertisements make them to be more believable

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

APPENDIX 2

Cross Tabulations
Age and Celebrity Advertising

Age * Celebrity advertising Cross tabulation

			Celebrity advertising					
			Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age	18-24	Count	39	75	61	16	1	192
		Expected Count	37.7	74.1	58.6	18.2	3.4	192.0
		% within Age	20.3%	39.1%	31.8%	8.3%	.5%	100.0%
		% within Celebrity advertising	69.6%	68.2%	70.1%	59.3%	20.0%	67.4%
		% of Total	13.7%	26.3%	21.4%	5.6%	.4%	67.4%
	25-30	Count	12	20	20	5	3	60
		Expected Count	11.8	23.2	18.3	5.7	1.1	60.0
		% within Age	20.0%	33.3%	33.3%	8.3%	5.0%	100.0%
		% within Celebrity advertising	21.4%	18.2%	23.0%	18.5%	60.0%	21.1%
		% of Total	4.2%	7.0%	7.0%	1.8%	1.1%	21.1%
	>31	Count	5	15	6	6	1	33
		Expected Count	6.5	12.7	10.1	3.1	.6	33.0
		% within Age	15.2%	45.5%	18.2%	18.2%	3.0%	100.0%
		% within Celebrity advertising	8.9%	13.6%	6.9%	22.2%	20.0%	11.6%
		% of Total	1.8%	5.3%	2.1%	2.1%	.4%	11.6%
Total		Count	56	110	87	27	5	285
		Expected Count	56.0	110.0	87.0	27.0	5.0	285.0
		% within Age	19.6%	38.6%	30.5%	9.5%	1.8%	100.0%
		% within Celebrity advertising	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	19.6%	38.6%	30.5%	9.5%	1.8%	100.0%

Gender and Packaging

Gender * Appealing Packaging Cross tabulation

			Appealing Packaging			
			Yes	No	Neutral	Total
Gender	Male	Count	71	3	9	83
		Expected Count	67.3	3.8	11.9	83.0
		% within Gender	85.5%	3.6%	10.8%	100.0%
		% within Appealing Packaging	30.7%	23.1%	22.0%	29.1%
		% of Total	24.9%	1.1%	3.2%	29.1%
	Female	Count	160	10	32	202
		Expected Count	163.7	9.2	29.1	202.0
		% within Gender	79.2%	5.0%	15.8%	100.0%
		% within Appealing Packaging	69.3%	76.9%	78.0%	70.9%
		% of Total	56.1%	3.5%	11.2%	70.9%
Total		Count	231	13	41	285
		Expected Count	231.0	13.0	41.0	285.0
		% within Gender	81.1%	4.6%	14.4%	100.0%
		% within Appealing Packaging	100.0%	100.0%	100.0%	100.0%
		% of Total	81.1%	4.6%	14.4%	100.0%

Race and Brand Loyalty

Race * Coca Cola Brand Loyalty Cross tabulation

			Coca Cola Brand Loyalty					
			Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Race	White	Count	7	7	8	5	3	30
		Expected Count	3.5	11.8	8.8	4.4	1.5	30.0
		% within Race	23.3%	23.3%	26.7%	16.7%	10.0%	100.0%
		% within Coca Cola Brand Loyalty	21.2%	6.3%	9.5%	11.9%	21.4%	10.5%
		% of Total	2.5%	2.5%	2.8%	1.8%	1.1%	10.5%
	African	Count	17	84	58	23	9	191
		Expected Count	22.1	75.1	56.3	28.1	9.4	191.0
		% within Race	8.9%	44.0%	30.4%	12.0%	4.7%	100.0%
		% within Coca Cola Brand Loyalty	51.5%	75.0%	69.0%	54.8%	64.3%	67.0%
		% of Total	6.0%	29.5%	20.4%	8.1%	3.2%	67.0%
	Indian	Count	6	14	13	6	1	40
		Expected Count	4.6	15.7	11.8	5.9	2.0	40.0
		% within Race	15.0%	35.0%	32.5%	15.0%	2.5%	100.0%
		% within Coca Cola Brand Loyalty	18.2%	12.5%	15.5%	14.3%	7.1%	14.0%
		% of Total	2.1%	4.9%	4.6%	2.1%	.4%	14.0%
	Coloured	Count	3	7	5	8	1	24
		Expected Count	2.8	9.4	7.1	3.5	1.2	24.0
		% within Race	12.5%	29.2%	20.8%	33.3%	4.2%	100.0%
		% within Coca Cola Brand Loyalty	9.1%	6.3%	6.0%	19.0%	7.1%	8.4%
		% of Total	1.1%	2.5%	1.8%	2.8%	.4%	8.4%
Total		Count	33	112	84	42	14	285
		Expected Count	33.0	112.0	84.0	42.0	14.0	285.0
		% within Race	11.6%	39.3%	29.5%	14.7%	4.9%	100.0%
		% within Coca Cola Brand Loyalty	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	11.6%	39.3%	29.5%	14.7%	4.9%	100.0%

5 October 2012

Ms Belinda Chiedza Dapi 206525366
School of Management, IT and Governance
Pietermaritzburg Campus

Dear Ms Dapi

Protocol reference number: HSS/0496/012M
Project title: "Integrated Marketing Communication as the Key Component to Building Customer Based Brand Equity"

Full approval notification - Amendment

This letter serves to notify you that your application for an amendment dated 24 August 2012, has now been granted Full Approval.

• Revised questionnaires.
• Revised informed consent forms.

Any alterations to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form; Title of the Project, Location of the Study must be reviewed and approved through an amendment /modification prior to its implementation. In case you have further queries, please quote the above reference number. Please note: Research data should be securely stored in the school/department for a period of 5 years.

Best wishes for the successful completion of your research protocol.

Yours faithfully

Professor Steven Collings (Chair)
Humanities & Social Sciences Research Ethics Committee

/px

cc Supervisor Dr Maxwell Phiri
cc Academic leader Professor KK Govender
cc School Admin. Deborah Cunynghame

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Founding Campuses: ■ Edgewood ■ Howard College ⠿ Medical School ■ Pietermaritzburg ■ Westville

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