The impact of brand elements on the purchase behaviour of University of KwaZulu-Natal students in relation to fast-moving consumer goods

By

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DECLARATION

I, **Verushka Singh**, declare that

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iii. This dissertation/thesis does not contain other persons' data, pictures, graphs or other information, unless specifically acknowledged as being sourced from other persons.

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Signed: ____[redacted]_____ **Date:** _____**8 July 2021**_____

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DEDICATION

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ABSTRACT

Branding, as well as its counterpart brand elements, plays an important role when it comes to a product or company. Branding is not a new concept and has been around for several years; however, the role of branding has become important over the years owing to changing business environments. Therefore, this study focuses on the impact of brand elements on the purchase behaviour of UKZN students in relation to fast-moving consumer goods (FMCGs).

The study focuses on four main objectives. The first objective is to determine the impact that brand elements (brand names, URLs, logos, symbols, slogans, jingles, characters, packaging and spokespeople) have on the purchase decisions of UKZN students in relation to fast-moving consumer goods (FMCGs). The second objective is to understand the perceptions of UKZN students about the effectiveness of brand elements in building brand awareness, brand image and customer loyalty. The next objective focuses on uncovering the evaluative criteria that UKZN students rely upon when making purchase decisions of fast-moving consumer goods (FMCGs). Finally, the study focuses on formulating creative competitive advantage strategies that marketers can adopt for successful marketing of fast-moving consumer goods (FMCGs) to university students.

A sample of 210 students from the University of KwaZulu-Natal's Westville campus were drawn using the convenience sampling technique. The data were collected through questionnaires, which were then analysed accordingly. The data were analysed using descriptive and inferential statistics.

The results of the study show that there is a significant positive relationship between the impact of brand elements on purchase decisions and perceptions of the effectiveness of brand elements, as well as the evaluative criteria used when making purchase decisions. There is also a significant positive relationship between perceptions of effectiveness of brand elements and evaluative criteria used when making purchase decisions. Recommendations from the results of the study provide insight into how marketers can adopt creative competitive advantage strategies for successful marketing of fast-moving consumer goods (FMCGs) to university students.

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CHAPTER ONE

INTRODUCTION AND OVERVIEW

1.1 INTRODUCTION

Branding has been around for many years as it has helped to distinguish different brands from one another. A brand can be defined as "a set of tangible and intangible attributes designed to create awareness and identity, and to build the reputation of a product, service, person, place, or organization" (Bonnici, 2015:1). Keller (2013:2) defines a brand as a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition".

The first dimension of the study investigates the effectiveness of brand identifiers in aiding consumer decision-making. These include brand names, logos and symbols, slogans and jingles, packaging, spokespeople and characters, and uniform resource locators (URLs) (Keller, 2013).

The second dimension of the study examines the purchase behaviour of university students in relation to fast-moving consumer goods (FMCGs), which are goods that are sold at a low cost and relatively quickly (Selvakumar, Rani & Jegatheesan, 2013). These products include items such as toiletries, food products, detergents and groceries (Singh, 2014). Students would need to purchase these products every day, weekly or monthly and there are numerous brands to choose from. Therefore, the study will analyse how and why students choose the brands they do. Students, compared to working adults, have different needs and wants; hence, the study focuses on the different elements that might affect students' purchasing behaviours and habits.

The third dimension of the study focuses on the different brand elements and how these elements play a role in purchase decisions. Furthermore, the study will investigate students' decision-making process with regard to the different evaluative criteria. Finally, the study focuses on uncovering creative competitive advantage strategies that marketers can adapt for the successful marketing of FMCGs to university students.

1.2 BACKGROUND OF THE STUDY

Branding, as well as its counterpart brand elements, plays an important role when it comes to a brand or company. Branding is not a new concept and has been around for several years; however, the role of branding has become more important over the years owing to changing business environments (Wildfeuer, 2018).

With the increase in trends worldwide, the use of advertisements as a communication tool has increased annually through different media channels (Rao & Rao, 2012). Rao and Rao (2012) state that advertising is least effective during the negotiation stage of the consumer decision-making process and most effective when consumers identify choices. A study by Amandeep, Varshney and Aulia (2017) showed similar results, where advertisements affected the purchase decisions of new products.

According to a study by Wildfeuer (2018), the most important stage in the branding process is the brand platform, where the creative strategy is established. The creative strategy helps the brand to execute and communicate the brand identity. Another important process in branding and consumer decision-making revolves around brand elements and evaluative criteria that consumers use when making purchases. Brand elements consist of brand names, logos, symbols, slogans, jingles, colours, packaging, spokespeople, celebrity endorsers, characters and uniform resource locators (URLs). Evaluative criteria include price, quality, packaging, aesthetics, performance, marketing communication and availability. These are important aspects that companies need to take into consideration when introducing their brand to consumers; therefore, a company would need to understand the customer base well in order to succeed.

In the case of FMCGs, these goods are available in a variety of brands; therefore, it is more difficult for consumers to identify different brands. Marketers need to use the best strategies to attract consumers to the brand. Hence, the role of branding and brand elements is significant in the consumer decision-making process and purchase decisions (Malhotra, 2014).

1.3 FOCUS OF THE STUDY/PROBLEM STATEMENT

In South Africa, not many studies have been conducted on the influence of brand elements on university students' purchase behaviour of fast-moving consumer goods (FMCGs) (Adams, 2016),

This study is intended to fill the gap of knowledge. The study focuses on brand elements and how they influence students when making purchase decisions. Furthermore, the study focuses on fast-moving consumer goods, which are goods that students would need to purchase every day, weekly or monthly (Adams, 2016). Students, in comparison to working adults, have different needs and wants; therefore, the study looks at the different elements that would affect students' purchasing behaviours and habits.

1.4 MOTIVATION FOR THE STUDY

The study adds to the body of knowledge in marketing since not many studies have been undertaken from a South African university perspective (Adams, 2016). This study will investigate the impact of brand elements on the purchase behaviour of UKZN students in relation to fast-moving consumer goods (FMCGs). The study aims to understand how brand elements play a role in the consumer decision-making process, as well as aiming to uncover the evaluative criteria that students deem important when making purchase decisions. The study will uncover the perceptions of brand elements in building brand awareness, brand image, and customer loyalty. The findings will provide a basis for the formulation of competitive advantage strategies that marketers can adopt to market FMCGs to university students. Considering that young consumers are important customers of FMCGs companies, and will form the major customers in the future, the results will be in the interest to FMCGs marketers.

1.5 RESEARCH OBJECTIVES OF THE STUDY

The research objectives are as follows:

1. To determine the impact that brand elements (brand names, URLs, logos, symbols, slogans, jingles, characters, packaging and spokespeople) have on UKZN students' purchase decisions in relation to Fast-Moving consumer goods (FMCGs).
2. To understand the perceptions of UKZN students on the effectiveness of brand elements in building brand awareness, brand image and customer loyalty.
3. To uncover the evaluative criteria that UKZN students rely upon when making purchase decisions of Fast-Moving consumer goods (FMCGs).

4. To formulate the creative competitive advantage strategies that marketers can adopt for successful marketing of Fast-Moving consumer goods (FMCGs) to university students.

1.6 RESEARCH QUESTIONS OF THE STUDY

Questions underpinning the study are as follows:

1. What impact do brand elements (brand names, URLs, logos, symbols, slogans, jingles, characters, packaging, spokespeople and celebrity endorsers) have on UKZN students' purchase decisions in relation to Fast-Moving consumer goods (FMCGs)?
2. What are the perceptions of UKZN students on the effectiveness of brand elements in building brand awareness, brand image and customer loyalty?
3. What evaluative criteria do UKZN students rely upon when making purchase decisions of Fast-Moving consumer goods (FMCGs)?
4. What are the creative competitive advantage strategies that marketers can adopt for successful marketing of Fast-Moving consumer goods (FMCGs) to university students?

1.7 HYPOTHESES OF THE STUDY

Hypothesis 1:

There exists significant intercorrelations among the key dimensions (brand elements, effectiveness of brand elements in building brand awareness, brand image and customer loyalty and evaluative criteria) of the study relating to UKZN students respectively.

Hypothesis 2:

There is a significant difference in the perceptions of UKZN students, varying in biographical profiles (gender, age, race, educational level and college) regarding each dimension of the study (brand elements, effectiveness of brand elements in building brand awareness, brand image and customer loyalty and evaluative criteria) respectively.

1.8 LIMITATIONS OF THE STUDY

The study was conducted on the University of KwaZulu-Natal Westville Campus; therefore, the College of Humanities has been left out of the study. Owing to the strikes that happened at the beginning of the year (2020) and the closure of the University of KwaZulu-Natal owing to the Coronavirus pandemic (COVID-19), along with a hard lockdown in South Africa, it has been difficult dealing with non-responses from students. Many students did not check the notice boards for the questionnaires, and it was very difficult to get hold of a large number of the students to take part in the research study. Therefore, time and feasibility constraints were also limiting factors.

1.9 SUMMARY OUTLINE PER CHAPTER

Chapter One: Introduction and Overview

Chapter One outlines the summary of the study. This chapter includes areas such as the background of the study, the focus of the study, the problem statement and the motivation for the study. In addition, the chapter looks at the research objectives, research questions, hypotheses of the study and lastly, at the limitations of the study.

Chapter Two: Literature Review

Chapter Two focuses on the literature review. This chapter focuses on the different brand elements; then it outlines the impact of brand elements on building brand awareness, brand image and customer loyalty. The chapter then delves into the consumer decision-making process and the evaluative criteria that consumers use when making these purchase decisions.

Chapter Three: Research Methodology

The research methodology is emphasised in Chapter Three. This chapter focuses on the research design and approach. The study site and target population are defined, followed by the sampling method and sample size. Data collection methods and data quality control are introduced, followed by a data analysis description and ethical considerations.

Chapter Four: Presentation of Results

This chapter contains the presentation of results which show the interpretations and findings of the study. Descriptive and inferential statistics are utilised in this chapter. Graphical descriptions and

tabulations are used to show the interpretation of the results. The statistical analysis of the questionnaire is also shown.

Chapter Five: Discussion of Results

Chapter Five provides a discussion of the results. The research objectives and questions are answered in accordance with the results of the study.

Chapter Six: Conclusions and Recommendations

The conclusions and recommendations are described in Chapter Six. This chapter concludes the research study and provides recommendations on the topic for future research. Creative competitive advantage strategies that marketers can adopt for successful marketing of fast-moving consumer goods (FMCGs) to university students are discussed.

1.10 CONCLUSION

This chapter focused on the background of the study, the focus of the study, the problem statement, and motivation for the study. The next area outlined the research objectives and questions as well as the hypotheses and limitations of the study. The chapter concluded with the summary outline per chapter. The next chapter, Chapter Two, focuses on the Literature Review.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

Branding has been around for many years as it has helped to distinguish brands from one another. A brand is defined as a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition" (Keller, 2013:2). According to Starčević (2015), the word "brand" originates from the Middle Ages Nordic word "*brandr*" which means to "burn down". People previously used a hot iron stamp to label their items. Branding is an important part of any company or brand's lifespan as it helps to differentiate companies from one another, as well as helping to create memorable brands that consumers love to purchase (Farhana, 2012). This study investigates the effectiveness of brand identifiers in aiding consumer decision-making of university students in relation to fast-moving consumer goods (FMCGs). These brand identifiers include brand names, logos and symbols, slogans and jingles, packaging, spokespeople and characters, and uniform resource locators (URLs) (Keller, 2013). The study also investigates how these brand identifiers aid in building brand awareness, brand image and customer loyalty.

Fast-moving consumer goods (FMCGs) are products that are sold relatively quickly and at a low cost (Selvakumar, Jansi & Jegatheesan, 2013). FMCGs have a short shelf life, as these products are high in demand and may perish quickly (Chhabra & Farooque, 2018). These products include items such as toiletries, food products, detergents, groceries, pharmaceuticals, consumer electronics, packaged food products and soft drinks (Singh, 2014). FMCGs have become an industry that the African continent has turned into an area of focus for economic growth (NPI Governance Consulting, 2018). According to Adams (2016), the main characteristics of FMCGs include: low pricing strategy by the marketer, frequent purchases by the consumer, high stock turnover and extensive distribution networks. There is low consumer involvement with the product. Products with strong brand loyalty are an exception. Today, building brand equity is an important factor for brands.

> "Brand equity is the differential effect that brand knowledge has on customer response to a marketing activity. The power of the brand lies in what consumers have learned, felt, seen and heard about the brand as a result of their experiences over time" (Hoeffler & Keller, 2002:78).

Building brand equity revolves around different steps which include: building brand awareness, enhancing brand image, establishing brand credibility, evoking brand feelings, creating a sense of brand community and lastly, eliciting brand engagement (Hoeffler & Keller, 2002).

Customer satisfaction and loyalty are crucial as they play an important role in purchase behaviour. Ranabhat (2018) states that customers who have brand loyalty, have pleasant relationships with the business. The study found that existing loyal customers bring more customers towards a brand and they are a good source of word-of-mouth (WOM) (Ranabhat, 2018). Loyal customers like to provide feedback to help a brand improve; therefore, they are important to the brand.

2.2 BRAND ELEMENTS

Brand elements are defined as trademarkable devices that serve to identify and differentiate the brand (Farhana, 2012). Marketers should choose brand elements that enhance the awareness of the brand in the minds of consumers, as well as that formulate strong and unique brand associations and positive brand judgements and feelings (Keller, 2013). Brand elements consist of brand names, logos and symbols, slogans, jingles, colours, packaging, spokespeople and celebrity endorsers, characters, and uniform resource locators (URLs). There are also certain criteria when choosing brand elements. Figure 2.1 shows the criteria followed by the brand elements that will be discussed further.

Figure 2.1: Criteria For Choosing Brand Elements

1. **Memorable**
   Easily recognized
   Easily recalled
2. **Meaningful**
   Descriptive
   Persuasive
3. **Likable**
   Fun and interesting
   Rich visual and verbal imagery
   Aesthetically pleasing
4. **Transferable**
   Within and across product categories
   Across geographic boundaries and cultures
5. **Adaptable**
   Flexible
   Updatable
6. **Protectable**
   Legally
   Competitively

Keller, K. L. (2013). *Building, Measuring and Managing Brand Equity*. 4th edition. Harlow: Pearson Education.

Figure 2.1. indicates that when choosing brand elements, there are certain criteria that need to be fulfilled in order to be successful. The brand elements should be memorable, meaningful, likeable, transferable, adaptable, and protectable (Keller, 2013).

2.2.1 Brand Names

Ayele (2016) defines the brand name as any word, term, symbol, device (design, sound, shape or colour), or a combination of these, used to identify a company's product or services. The brand name captures the central theme or the key association of the product (Mishra & Dutt, 2014). The brand name is a very important aspect as it is a fundamental for building brand equity. The name helps to create an identity for the brand and for consumers (Farhana, 2012). Brand names are an effective form of shorthand communication. Unlike advertisements, which take long to communicate a message, a brand name can activate memories or associations in consumers' minds (Keller, 2013). The brand name, once established, is very difficult for marketers to change; therefore, it has to be thought through thoroughly before being released to the public (Keller, 2013). Brand names are uniquely designed to generate a collection of memory correlations. According to a study by Makki (2014), the brand name resonates in consumers' minds and can

significantly impact their purchasing decisions. Brand names can create brand awareness and brand associations.

According to Seimiene and Kamarauskaite (2014), the brand name is perceived as the most striking information by consumers. Their study indicates that it is a fundamental for brand awareness and creates a desired brand image, especially for a new product. A study done by Hasan (2008) found that brand awareness plays an important role in the consumer decision-making process. If the consumer had already heard the brand name, the consumer would feel more comfortable at the time of making a decision (Hasan, 2008).

2.2.1.1 Brand Awareness

Brand names that are simple, easy to pronounce and spell, and that are familiar and meaningful as well as distinctive and unique, add to brand awareness.

- ***Simplicity and ease of pronunciation and spelling***

This means that the brand name is easy for the consumer to understand and grasp. Short names are easier to recall because they are less complicated to remember (Keller, 2013). Brands with short names aid in spreading word-of-mouth communication as they are easy for consumers to remember and talk about (Angus & Oppenheim, 2004). Brands with difficult, ambiguous pronunciation and meanings lead to confusion and may cause consumers to forget or mix up the brand with that of the competitor. Therefore, clear and understandable names should be used (Keller, 2013). According to Angus and Oppenheim (2004), in order for a company to have a successful brand name, the company should be guided by nine basic principles. Table 2.1 highlights these principles.

Table 2.1: Eight Basic Principles for A Successful Brand Name

1. Simplicity should be considered when designing a brand name.
2. Distinctive wording should be used.
3. The brand name should be a meaningful word.
4. The brand name should be a verbal/ sound associate of the product class.
5. Mental images of the brand should be associated with the name.
6. Emotions should be used in accordance with a brand name.
7. Alliteration, assonance, consonance, rhyme and rhythm when used, make interesting brand names.
8. Morphemes and phonemes should be used.

Source: Angus and Oppenheim (2004).

Table 2.1, adapted from Angus and Oppenheim (2004), outlines that there are basic principles for a successful brand name. Simplicity, distinctiveness, meaningful and emotional are a few of the principles that are highlighted for a strong brand name.

- ***Familiarity and meaningfulness***

The brand name needs to be familiar and meaningful in order for the consumers to create resonance and recall (Farhana, 2012). Names of people, objects or animals are easy to remember as consumers are already familiar with them; therefore, it would not take long for them to remember and learn the brand name (Keller, 2013).

- ***Differentiated, distinctive and unique***

Brand names should be distinctive, unusual and different, so that there is improved consumer recall, as well as recognition of the brand (Baeva, 2011). The point of the brand name is to help consumers to link the brand with good quality and with that of a high status (Baeva, 2011). Distinctive brand names help consumers to retain and learn important product information (Keller, 2013).

2.2.1.2 Brand Associations

Baeva (2011) states that a strong the brand name is a valuable asset to the firm. Keller (2013) states that consumers extract explicit and implicit meanings from brand names, which is important for strong brand associations.

Brand associations are the "informational nodes that contain the meaning of the brand in the mind of the consumer" (Gordon, James and Yoshida, 2016: 141). They are any thought linked to the brand in the mind of consumers. (Gordon et al., 2016). Marketers use brand associations for positioning their products, while consumers use it to make purchase decisions (Gordon et al., 2016). Benefits of brand associations include, highlighting unique qualities that consumers will remember, which helps the brand stand out from competitors and creates differentiation (Duke, 2021). Other benefits include it helps create a brand identity as well as it creates positive feelings and attitudes towards a brand (Duke, 2021). Lastly brand associations help with long-term loyalty (Duke, 2021).

2.2.1.3 Benefits of Brand Names

Brand names have numerous positive benefits. According to Keller (2013), the benefits include some of the following:

- Positive perceptions of the brand help to create emotional attachment and repeat purchase behaviour.
- There would be a possible increase in sales.
- The company gains customer loyalty.
- The name of the brand would have a higher recall rate.
- The brand stands out from the clutter.
- Strong brand names encourage a strong brand image in the minds of the consumers.

2.2.2 Logos and Symbols

Logos and symbols are parts of every brand and provide a visual representation of the brand (Ragēvičiusa, 2014). These can be unique with a stylish design in order for the brand to be memorable (Schroten, 2011). Logos are described as being part of the visual elements of building

brand equity and brand awareness (Keller, 2013). A visual representation of the brand helps with the brand being memorable as well as recognisable, and can trigger consumers to create and build associations for the brand (Farhana, 2012). A logo or a symbol serves as an anchor, in the sense that consumers may create mental shortcuts based on previous experiences that influence the purchase decision-making process (Dekker, 2017). Having a distinctive logo or symbol can act as an automatically triggering system (Dekker, 2013). A study done by Subhani, Hasan, Alvi and Osman (2012) found that brands that are often displayed on marketing communication mediums are often readily remembered and recognised by consumers, especially when the brand is associated with a logo or symbol.

Logos provide two important functions for brands, namely identification (a marker for finding a specific offering), and differentiation (how to tell the offering apart from other brands and competitors) (Farhana, 2012). Logos can range from trademarks, to wordmarks with text only, corporate names written distinctively, or could even be abstract designs that are not related to the wordmark or corporate name (Keller, 2013). These non-wordmark logos are also known as symbols (Keller, 2013). Visual symbols help to personalise a brand and help consumers to gain a better connection with the brand than brand names do alone (Park, Eisingerich, Pol & Park, 2013). Park et al. (2013) suggest that brands with higher aesthetic attractiveness are more likely to build connections with their customers than brands that have low aesthetic appeal. There are many functions of a logo, as highlighted in Figure 2.2.

Figure 2.2: The Functions of Logos

1. Contact function - assures and sustains the contact to the public;
2. Explain function - specifies the identity and the personality of the organization;
3. Denotative function - offers information about the product/service/event;
4. Identification function - indicates the target public;
5. Signification function - follows to add emotion;
6. Translation function - explains the code of the message;
7. Esthetics function - inspires pleasure, sensibility.

Source: Adîr, Adîr, and Pascu. (2012).

Figure 2.2 highlights the important aspect of logos. It indicates the significant areas that need to be considered when designing a logo that will evidently help to create the brand image. The contact

function of a logo refers to any contact that the brand or logo has with the target audience, or any relevant audience (Digital School of Marketing, 2019). The function of a logo is that it helps to create an identity for the brand, set the tone for the brand and give off an overall impression. The identification function helps the brand to stand out in the minds of consumers, and it helps to create differentiation from other brands. Finally, the aesthetic function gives the appeal of the logo of the brand and encompasses strong attention and involvement from the consumers (Pittard, Ewing & Jevons, 2007).

Previous studies by Adîr, Adîr and Pascu (2012) show that a logo is recognised faster when the product category is embodied in a logo. A good example of a well-established logo is the Nike Swoosh. Consumers tend to know the logo without a name next to it owing to its easy recognition (Ridgway, 2011). Logos create confidence for consumers when making purchase decisions. Ridgway (2011) explains that it was found that consumers use recognition of a brand and its logo as a cue for purchase decisions as they have trusting associations with the brand. Research by Ridgway (2011) showed that respondents were between the ages of 18 and 24, and that 40 % of purchasing decisions happen outside the store; therefore, more decisions happen at the point-of-purchase in store.

2.2.2.1 Benefits of Logos and Symbols

Karami and Aldi (2016) discuss numerous benefits of logos and symbols. These include aspects such as that logos and symbols are easily recognisable and help with identifying brands. They help consumers to engage with the product in a visual manner. Logos and symbols are versatile, in the sense that they can be understood in a non-verbal manner and across cultures and product categories. Logos help to create convenience for consumers when purchasing products. It is easy to recognise the products' brand extensions. Consumers who may be illiterate can still identify the brand. It is easy also to identify when the brand name cannot be used in a situation (Karami & Aldi, 2016). Finally, they are easily adaptable over time and are easy to change depending on the circumstances and current trends (Karami & Aldi, 2016). A study undertaken by Leighton and Bird (2012) tested different logo sizes. The study found that respondents explained that a 50 % reduction in logo size reduced their brand recognition of a product.

2.2.3 Slogans and Jingles

2.2.3.1 Slogans

Slogans are defined as "a memorable phrase expressing an idea, purpose or claim" (Björkstrand, 2012:7). A slogan, which often appears in advertisements, communicates descriptive or persuasive information about the brand (Keller, 2013). The slogan is the phrase that is constantly repeated after an organisation's name or logo and it is considered to be the definition of the organisation's identity (Adhikari, 2018).

Slogans help with successful differentiation from competitive companies and they help brands to gain a competitive position (Khalid & Yasmeen, 2017). A study by Fransen, Fennis and Pruyn (2007) looked at the influence of advertising slogans on regulatory focus and consumer spending behaviour. The study found that the slogan-induced orientation state can affect actual spending behaviour (Fransen, Fennis & Pruyn, 2007). In essence, slogans need to be three things, namely meaningful, motivating and memorable. They have to be meaningful to the target audience, as well as appealing to the consumer to purchase the product and help them to recall the brand. The slogan needs to be motivating in the sense that it needs to make the consumer relate and resonate with the brand. Therefore, complicated and complex slogans are not reliable. Finally, the slogan needs to be memorable so that it can be repeated often and affect memorability in a positive way (Khalid & Yasmeen, 2017). A study by Kholi, Thomas and Suri (2013) found that consumers use their memory to link slogans with brands when the brand name is not provided. Therefore, associations are formed between the brand and the slogan. The study further explains that when slogans are played alongside advertisements with jingles, the recall of the brand by consumers is enhanced (Kholi, Thomas & Suri, 2013).

According to the study by Khalid and Yasmeen (2017), the results of the study show that 68.4% of the respondents said that slogans have an impact on the recall of the product that they purchase, and 37.8% of respondents agree that slogans urge them to buy a product. Finally, 68.4 % of respondents agree that slogans make a brand distinct. Overall, the study shows that slogans capture attention, enhance recall and increase purchase decisions (Khalid & Yasmeen, 2017).

2.2.3.1.1 The reasons that companies use a slogan

The Khalid and Yasmeen (2017) study shows that the effect of advertising slogans on consumer purchase intention includesthe following: slogans help differentiate the brand**,** explains the brand name**,** explains the field of operations**,** identifies with the consumer group**,** identifies with societal concern**,** makes a promise to consumers**,** provides a call to action**,** is a reminder of corporate vision**,** states a distinctive competency, and states a strategy. The Khalid and Yasmeen (2017) study results show that 68.4 % of respondents indicate that slogans have an impact on their recall of products in general. Further to this, 68.4 % of the respondents said that the brands that are being advertised become distinctive when advertising slogans are used. Finally, the study found that in the United States of America, consumers over the age of 18 watch 350 000 advertisements, and slogans act as a carrier of brand equity (Khalid & Yasmeen, 2017).

2.2.3.2 Jingles

Jingles are defined as "musical messages written around the brand" (Farhana, 2012:231). Jingles, which have catchy notes and choruses that become permanently registered in consumers' minds, are composed by professional songwriters (Keller, 2013). These tunes are etched in the minds of consumers even when they do not want them to be there (Keller, 2013).

According to Jain and Jain (2016), jingles create sensory branding through sound. Sensory branding has proven to be a very effective branding strategy. Sound is also used to evoke emotions and feelings to influence brand experiences (Jain & Jain, 2016). The use of jingles is a psychological method that helps to play a significant role in the retention and recall of the product (Shakil & Siddiqui, 2019). The study by Shakil and Siddiqui (2019) found that participants rely on jingles for advertisement retention. A well-known jingle can serve as an advertising foundation for years (Keller, 2013). Slogans and jingles, like other brand elements, have their own set of benefits.

The study conducted by Shakil and Siddiqui (2019), where most of the respondents were either undergraduate or postgraduate students, found that 94 % of the respondents agreed that jingles that are easily memorised, help consumers to retain the product or brand name more readily. In addition, 89 % of the respondents indicated that they strongly agree that consumers are likely to

retain the product information more easily if the lyrics used in the jingle are meaningful (Shakil & Siddiqui, 2019).

2.2.3.3 The benefits of slogans and jingles

Keller (2013) describes the benefit of slogans and jingles as vital elements for consumers to recall brand image and brand differentiation. Slogans and jingles help to create memorable and amusing ways to create brand awareness, and are emotional receptors having a sense of comfort and joy (Keller, 2013). Slogans and jingles that are likable and easily remembered help brands to gain more success (Keller, 2013). According to a study by Karailievová (2012), the findings revealed that jingles are more effective than slogans when it comes to brand awareness. Further to this, Abolhasani (2017) suggests that music enhances the memorability of the advertising message. A piece of music associated with the brand helps to enhance the recall of a particular brand.

2.2.4 Colours and Packaging

2.2.4.1 Colours

Colours dominate our life; they are all around us. Colour is the first thing seen by consumers and can draw their attention, as well as lead them to make an impulsive buying decision by making the consumers feel euphoric (Goguen, 2012). Colour directly affects the human subconscious and different colours cause different emotional states (Anica & Silvija, 2017). A study by Kumar (2017) found that the use of colour is a powerful marketing tool that significantly influences consumers' purchases, accounting for 85 % of purchase decisions.

Colours attract attention either involuntarily or voluntarily. Involuntary attention occurs when consumers see an unexpected use of packaging colour in a product class (Kauppinen-Räisänen, 2014). Voluntary attention is where the colours are stored in memory. This response could be emotional and suggests that voluntary attention may be influenced by colour preferences (Kauppinen-Räisänen, 2014).

Colour conveys brand meanings and consumers form brand associations that they later associate with the brand (Keller, 2013). According to Kauppinen-Räisänen (2014), it is well-known that consumers draw relationships between colour and the brand, and they use colour to create brand meanings as well as to evaluate brands. Colour is, therefore, deemed to be an essential part of designing the visual identity of the brand and for brand communication (Kauppinen-Räisänen,

2014). The study by Kauppinen-Räisänen (2014) states that packaging colours and brand colours go hand-in-hand. Examples of the importance of colour in brand associations are companies such as Kodak, with their signature yellow, and Coca-Cola's signature red. The products of these companies are easily identifiable worldwide.

Colour communicates product meanings. Ultimately, the packaging colour insinuates product quality and product meaning (Keller, 2013). The study by Kauppinen-Räisänen (2014) suggests that colour meanings are universal or country related. The study found that the colour blue is universally associated with higher quality and that the food industry uses green for ecological products to signify healthiness (Kauppinen-Räisänen, 2014).

Colour conveys other influential meanings. The Kauppinen-Räisänen study (2014) found that warm colours evoke the perception of greater volume of the product rather than cool colours. Previous studies in psychology have suggested that colours are linked to various moods and that colours influence consumers to enter a particular store or even to make purchases they usually would not make (Kauppinen-Räisänen, 2014).

Goguen (2012) states that, according to the Color Marketing Group (CMG), colour increases brand recognition by up to 80 %. The CMG further explains that 85 % of the reasons that consumers may purchase an item, is based on the use of colour application.

2.2.4.2 Packaging

A study by Mohebbi (2014) found that most consumers make their purchase decision at the store shelf, which indicates the vast importance of packaging in affecting consumers' point-of-purchase decisions. Packaging refers to the containers or wrappers that products come in. Packaging provides protection for the product, as well as attracting the attention of the consumer with eye-catching designs (Keller, 2013). According to Agariya, Johari, Sharma, Chandraul and Singh (2012), the package must appeal to the consumer, must attract the consumer's attention, and must convey the satisfactory value of the product to the consumer in the short period of the point of sale. Waheed, Khan and Ahmad (2018) state that packaging is an ultimate selling proposition which helps consumers to differentiate products.

Packaging serves numerous purposes. According to Schaefer and Cheung (2018), the purpose of packaging includes: preventing the product from leaking or breaking, and helping to protect it against possible contamination (in the case of food products). It communicates important information about the contained ingredients or directions of use, the contained food product and its nutritional value as well as preparation instructions, if needed. It provides convenience such as home storage or indicates whether a food product could be microwavable, reusable and resealable packaging. It provides containment for ease of transportation and handling.

According to Agariya et al. (2012) a packaging design aims to attract the buyer, communicate a message to the buyer, create a desire for the product and finally, to sell the product. There are many factors regarding packing that influence consumer behaviour. Factors such as the quality of the packaging material, font style, printed information, design of the wrapper, background image and innovation should be considered. Each of these factors will be discussed.

- **Quality of packaging material:** According to White (2014), high quality materials attract more consumers than low quality materials. The materials used are important as they protect the product and represent the overall appearance (Poturak, 2014).
- **Font style:** The font used on the packaging is very important. It helps to attract consumers. Small fonts or dense writing styles lead to inaccurate and misleading information; hence its importance (Poturak, 2014). Imiru (2017) states that packaging font style is one of the main visual attributes when making a purchase decision and helps consumers to identify a brand on a shelf.
- **Printed information:** Labels on packaging are essential as they convey marketing messages, the name of the brand and ingredients or materials used to make the product (White, 2014). Printed information contains information regarding product quality, price and a description of the brand (Poturak, 2014).
- **Design of the wrapper:** Eye-catching wrappers or graphics can catch consumers' attention. Products that have holograms and other materials may persuade consumers to touch the product and consequently, inspire them to purchase it (Poturak, 2014).

- **Background image:** Background images create familiarity with the product, which helps with identification of the brand. Background images may help products to represent luxury and exclusivity (Poturak, 2014).
- **Innovation:** This has an impact on whether a product is noticed and is largely dependent on design wrappers and containers. Unique and creative designs help to gain attention (White, 2014). Environmentally friendly packaging, portion-controlled packaging, tamper-proofing, child-proofing, easy-carry, or packaging that is not easily breakable are all innovative features (White, 2014).

According to Husnain and Akhtar (2015), previous studies have shown that 70 % of purchases come from the point-of-purchase; therefore, packaging plays an important role in purchase decisions. The Husnain and Akhtar (2015) study shows that male university students find packaging and labelling more significant than female university students do when looking for FMCGs.

According to a study by Deliya and Parmar (2012), the results show that there is a relationship between buying behaviour and the quality of packaging. Better quality product packaging is preferred by the consumer. The study then looked at the relationship between buying behaviour and font style, which showed a positive relationship. It can be said that font styles are liked by consumers and new or different font styles help to influence buying behaviour. The study further found that there is a positive relationship between buying behaviour and wrapper design. Deliya and Parmar (2012) conclude that elements of packaging such as colour, size, form, and material are all important factors of buying behaviour. The study found that size and material are important elements of packaging when consumers purchase items such as milk and washing powder. Finally, the study results showed that for new products, consumers mostly use the product label to understand aspects such as ingredients and country manufacturing details before making important purchase decisions (Deliya & Parmar, 2012).

Study results by Imiru (2017) showed that when it came to purchasing an item such as cereal, respondents were more concerned about the printed information and less concerned about the colour of the packaging. Kapoor and Kumar (2019) looked at how packaging influences purchase decisions about food products. The results of this study showed that most of the respondents agreed

that packaging makes product handling more convenient, eases sourcing a product, and it extends the shelf-life of perishable goods (Kapoor & Kumar, 2019).

A study by Agata (2017) looks at the influence of product packaging on the millennial consumer buying behaviour. Results of the study showed that 52 % of the respondents feel that packaging that can be recycled, influences their product purchase decisions. Of the respondents, 43 % also indicated that the package disposal influences their purchase decisions. Woodside and Summers (2015) explain that respondents indicated that packaging elements such as ingredients, nutritional information, volume and packaging size are important. The respondents also indicated that some of the FMCGs products that they are extremely brand loyal to are coffee, toilet paper, breakfast cereals and tinned vegetables (Woodside & Summers, 2015).

2.2.4.3 Smart packaging and labelling

The global market for smart packaging is on the rise. In recent years smart packaging and intelligent packaging have started to appear. Smart packaging refers to "packaging systems with embedded sensor technology used with foods, pharmaceuticals and many other types of products. It is used to extend shelf life, monitor freshness, display information on quality and improve product and customer safety" (Schaefer and Cheung, 2018:1022).

Active packaging is an extension of the protection function of a package and is commonly used to protect the product against oxygen and moisture. Intelligent packaging has intelligent functions for products such as sensing, detecting, tracing, recoding and communicating, which help to extend shelf life, improve quality, enhance safety, provide information and warn about possible problems (Otles & Yalcin, 2008). Intelligent packaging applications have tamper-proof packaging, quality- and safety indicators, traceability devices, product authenticity, temperature indicators (such as colour indicators) (Otles & Yalcin, 2008).

According to a study done by Deloitte (2018), smart and intelligent packaging creates experience, such as it entertains, instructs, informs and has deeper interaction with consumers. Intelligent packaging creates usage for consumers in the sense that it makes the product easier for delivery preparation, as well as having easy disposable methods (Deloitte, 2018). Finally, intelligent

packaging makes it easy for consumers to gain access, in that it makes ordering, replenishing and returning easy (Deloitte, 2018).

2.2.4.4 Environmentally friendly / Green packaging

Packaging serves an important role for a product, and in today's society, eco-friendly packaging is popular and essential (Orzan, Cruceru, Bălăceanu & Chiru, 2018). Consumers' concern for the environment in their buying patterns show that they prefer products that support the environment (Esmaeilpour & Rajabi, 2016). Fierce and stiff competition as well as environmental sustainability issues push retailers and companies to focus on the environmental impact of their products (Dubihlela, 2016).

In a study by Orzan et al. (2018), results indicate that consumers want to buy products that are organic, and they want to be informed about it. The consumers stated that they pay attention to the product label and the information on it. Consumers preferred purchasing product packaging made of paper, glass and cardboard as they are easily recyclable and they do this is because they feel they are protecting as well as being responsible towards the environment (Orzan et al., 2018).

2.2.4.5 The benefits of colours and packaging

Colours and packaging allow for differentiation from other brands. They help with brand recognition and help to deliver information about a product (Keller, 2013). Packaging helps to create memorable brand associations and new packages and ideas help to expand markets and to capture new market segments. Packaging can also have an impact on immediate sales (Keller, 2013). According to Nair (2003), consumers expressed that good packaging would attract them to the product and it would then entice them to pick it up, examine it and may lead them to purchase the product. The respondents further explained that packaging and colours should be kept simple and when they glance at a product, they should be able to understand how to use it (Nair, 2003).

2.2.5 Mascots (Characters) and Celebrity Endorsers (Spokespeople)

2.2.5.1. Mascots (Characters)

Characters are defined as "a special type of brand symbol, one that takes on human or real-life characteristics" (Keller, 2013:156). Characters are introduced through advertising and are used in

advertising campaigns and package designs. Some of these characters can be animated, such as Tony the Tiger for the Frosties cereal (Keller, 2013).

A mascot, as defined by Najjar (2019), is a person, animal or object adopted by a group as a symbolic figure. Mascots are commonly used as advertising and marketing tools to create brands or event identities. These mascots help to create the organisation's identity. According to Cayla (2013), brand mascots are personified, and their function is a meeting point or interface for the communication of information between producers and consumers. Brand mascots play a critical role in the humanisation of modern corporations.

Brand mascots should add value to a brand and the mascot should be related to the target market (Najjar, 2019). Mascots are not only used for brand recall or brand recognition, but also to educate niche segments about the brand. The familiarity of the mascot, their colours and appealing images create the impression of the brands. Their memorable backstory highlights key messages to the consumers (Najjar, 2019).

Brand mascots are similar to celebrity endorsers as they help to promote the brand and to create brand awareness. However, the behaviour of brand mascots is controllable, unlike celebrity endorsers. Marketing controls how the brand mascots behave and look, and the company controls the image of the mascot (Pairoa & Arunrangsiwed, 2016). The results of the study by Pairoa and Arunrangsiwed (2016) showed that brand mascots are positively related to the decision and intention of consumers to purchase the products.

The study by Kochhar and Singh (2019) looked at the psychological impact of a brand mascot in customers' purchase decisions. The respondents of the study were undergraduate level or higher and they were either students or professionals working in private companies. Of the respondents, 52.5 % said that brand mascots influence their decision-making, and 85 % of respondents said that mascots influence the purchase of a particular product. A study by Pairoa and Arunrangsiwed (2016) looked at the effect of brand mascots on consumer purchasing behaviours. The study focused on younger consumers aged between 20 and 35 years. The results showed that in 58 % of respondents, brand mascots influence their purchasing decisions, and that 62.25 % of respondents have a positive feeling after they own the product with brand mascots.

2.2.5.2. Celebrity Endorsers (Spokespeople)

Spokespeople are usually celebrities or people who are experts in their fields, such as dentists (Grigaliūnaitė & Pilelienė, 2015). Today, celebrities are idealised and are seen as role models in the society. Celebrities are defined as "a famous person. It is a person who has outshined in his or her area of expertise. This could be in the domain of sports, cinema, theatre, social life, politics, science or anything with a unique outcome" (Malik & Qureshi, 2016:112).

Celebrities have a spark to grab the attention of viewers, fascinate them and produce desired actions from the general public towards specific items (Khalid & Siddiqui, 2018). Celebrities have large followings on social media platforms such as Instagram, Twitter, Facebook and YouTube. Marketers can use this to the brand's advantage (Das, Dash, Sahoo & Mishra, 2018). According to Malik and Qureshi (2016:112), a celebrity endorser is:

> "Any individual who enjoys recognition and who use this recognition on behalf of a consumer good by appearing with it in an advertisement, is useful, because when celebrities are depicted in advertisements, they bring their own culturally related meanings thereto, irrespective of the required promotional role".

The image of the brand should match the image of the celebrity (Adam & Hussain, 2017). Ahmad, Idris, Mason and Chow, (2019) state that consumers' purchase intentions are significantly influenced by recommendations of other consumers; therefore, celebrities also play a vital role for giving recommendations of products on social media. It can be concluded that celebrity endorsement leads to purchase intentions and there is a significant relationship between brand image and celebrity endorsement (Ahmad et al., 2019).

According to Kumar and Ramakrishnan (2016), the results of the study showed that 43.6 % of respondents preferred celebrities in the advertisements, and 73.6 % of respondents preferred to purchase products that are endorsed by celebrities. The study results further indicated that 87.3 % of the respondents strongly agree that the presence of celebrities in advertisements helps them to recall a specific product. Of respondents, 27.3 % strongly agreed and 46.4 % of respondents agreed that celebrities induce their buying decisions. The majority of the respondents belonged to the younger community ranging from 18–25 years of age

A study by Sridevi (2014) looked at the effectiveness of celebrity advertisements on fast-moving consumer goods. The study found that when looking at a product such as toothpaste, it was important to consumers that celebrity endorsements captures their attention and that the celebrities should give important truth to the testimonials of the product and its brand.

A study by Nasir, Khan, Sabri and Nasir (2016) covers celebrity endorsement and consumer buying intention within the fast-moving consumer goods sector. The results of the study show that celebrities influence brand awareness significantly and that celebrities should be chosen carefully according to their attractiveness, trustworthiness, expertise and credibility, as this is crucial for the brand.

According to a study by Raval and Tanna (2014), results showed that 70 % of the respondents strongly agreed and agreed that they like to see celebrities endorsing FMCGs brands, and 58% of the respondents strongly agreed and agreed that celebrities influence their purchase decisions of FMCGs. Raval and Tanna (2014) explained that 70 % of their respondents strongly agreed and agreed that their purchase decisions depend on brand awareness. Finally, the results showed that 61 % of respondents strongly agreed and agreed that they are loyal to their brands of FMCGs (Raval & Tanna, 2014).

The success of the endorsement, as mentioned previously, depends on the strength of the match between the brand and the celebrity, as well as factors such as credibility and trustworthiness, attractiveness, expertise and familiarity, and celebrity brand fit and similarity.

Credibility/Trustworthiness: Source credibility is defined as:

> "The communicator's positive characteristics that subsequently influence the receiver's evaluation of the message. Source credibility is the degree to which the receiver would believe the source has a certain degree of relevant knowledge or expertise and they choose to believe the information offered by the source" (Malik & Qureshi, 2016:115).

Trustworthiness refers to 'the honesty, integrity and believability of an endorser' (Johansson & Bozan, 2017:7). Companies search for endorsers that are truthful, believable and dependable (Johansson & Bozan, 2017).

Attractiveness: Source attractiveness refers to 'endorsers physically appealing personalities and good looks. Appealing and attractive personalities can successfully evolve convictions and produce buying expectations' (Khalid & Siddiqui, 2018).

Expertise/Familiarity: According to Khalid and Siddiqui (2018:9), expertise is "the measure of communicator's aptitude and attitude which influences customers' decisions towards the purchase of the brand'. Familiarity 'consists of norms such as being recognisable, likeable and friendly".

Celebrity brand fit/Similarity: Celebrity brand fit is defined as "the similarity or consistency and refers to how similar or consistent a celebrity endorser and the brand are" (Johansson & Bozan, 2017:14).

Kaur and Garg (2016) looked at celebrity endorsement and buying behaviour of university students. The respondents ranged in age from 15 to 26. Of the students, 44 % strongly agree and 42 % agree that endorsements by celebrities increase the image of the brand and their customer loyalty to that brand. Of the respondents, 10 % strongly agree and 51 % agree that celebrity credibility influences purchasing decisions. Finally, 32 % of respondents strongly agree and 56 % agree that endorsement of brands by celebrities is effective (Kaur & Garg, 2016).

Results of a study by Aziz, Omar and Ariffin (2019) showed the effects of celebrity endorsement towards purchase intention among university students. The study further looked at the categories of relationship between celebrity attractiveness, trustworthiness and fit with purchase intentions. All the results showed a positive relationship between celebrity attractiveness, trustworthiness and fit with regard to purchase intentions.

2.2.5.3. The Benefits of Characters and Celebrity Endorsers

Characters and mascots are colourful and rich in imagery; therefore, they gain attention. Unique brand characters break through the clutter and become noticeable, creating attention (Keller, 2013). The human-like element enhances likeability and gives consumers the sense of having something in common with the brand. Characters do not grow old; therefore, nothing can happen to them and since they are not human they cannot be involved in any scandals (Belch & Belch, 2015). Celebrities enhance brand image and gain recognition fast, since celebrities are popular. Celebrities have large followings on social media; therefore, there is more exposure of the brand (Belch & Belch, 2015).

2.2.6 Uniform Resource Locators (URLs)

Uniform Resource Locators (URLs) specify the location of the brand's web page. There are a large number of URLs on the internet, therefore, it is important for companies to have a unique one so that consumers can easily remember and access their page with ease (Keller, 2013). Anyone wishing to own a specific URL must register and pay for the name. The sheer volume of registered URLs often makes it necessary for companies to use coined words for new brands if they wish to have a website for the brand (Keller, 2013). Karimi (2013) states that usability is an important factor that influences shopping behaviour. The study by Karimi (2013) explains that factors such as information, presentation, navigation, ease of use, context, customisation and security are important; however, consumers' reactions towards those factors depend on the stage of the decision-making process that the consumers are engaged in (Karimi, 2013). According to a study by Alnsour and Subbah (2018), results show that there is an impact of the brand's URL on the brand equity.

2.2.6.1 The Benefits of Uniform Resource Locators (URLs)

According to Keller (2013), URLs that are easy to remember have a higher recall rate. URLs should be short and not complicated, leading to easier access and can be easily remembered by consumers. URLs can be linked on various social media platforms, making it easier for consumers to go straight to the brand's site. URLs can give consumers information if they cannot go in to the store physically and can rather look up products from the comfort of their homes.

This study will seek to determine the influence UKZN students have on the different brand elements when they are making purchase decisions.

2.3 BRAND RESONANCE MODEL

The Brand Resonance Model describes how to "create intense, active loyalty relationships with customers. The model considers how brand positioning affects what consumers, think, feel, and do and the degree to which they resonate or connect with a brand" (Keller, 2013:107). The Brand Resonance Model looks at building a brand in steps, where each step is dependent on achieving the objectives of the previous one (Keller, 2013). There are four main steps: identification, brand meaning, customer response, and relationships.

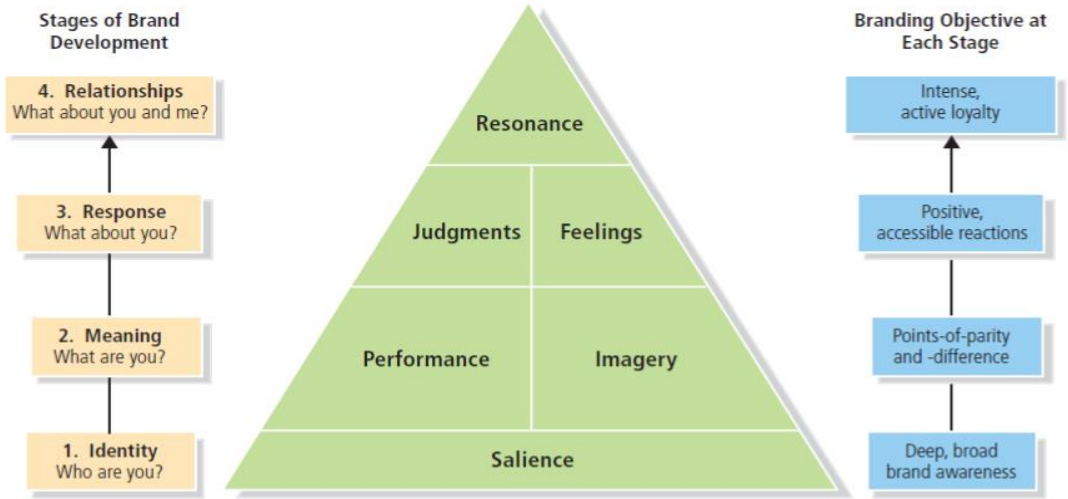
Identification: The first step looks at the identification of the brand by consumers with an association in their minds with regard to product benefit, class or need (Kuhn, Alpert, & Pope, 2014).

Brand meaning: This stage looks at establishing the brand in the consumers' minds by strategically linking tangible and intangible brand associations (Keller, 2013).

Customer response: This step uses brand judgements and brand feelings. It elicits customer responses to the brand (Gordon, 2010).

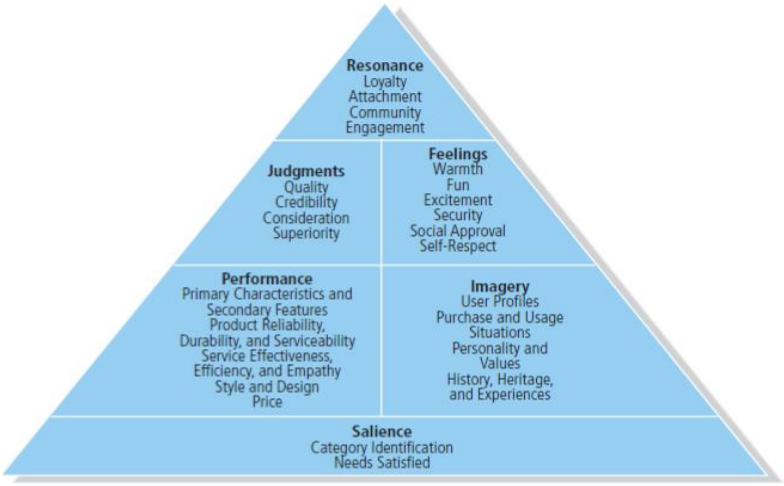
Relationships: The last step is where the brand response is converted into a loyal relationship between the customer and the brand (Kuhn, Alpert & Pope, 2014).

Figure 2.3: Brand Resonance Pyramid



Source: Keller (2013).

Figure 2.4: Subdimensions of Brand Building Blocks



Source: Keller (2013).

2.3.1 Brand Salience

Keller (2013) defines brand salience as measuring the various aspects of awareness of the brand and how easily and often the brand is evoked under various situations or circumstances. Achieving the correct brand identity means creating brand salience with customers (Raut, 2016). Romaniuk and Sharp (2004) state that brand salience has a positive impact on the brand, especially when the brand is being selected from numerous options. Brand salience also refers to how easily the brand is remembered by consumers, as well as how different cues affect recall (Keller, 2013).

2.3.2 Brand Performance

Molinillo, Ekinci and Japutra (2018) define brand performance as a relative measure of brand success. Keller (2013) further defines brand performance as how well the product or service meets customers' more functional needs, as well as how well the brand rates objective assessments of quality. Furthermore, to what extent the brand satisfies utilitarian, aesthetic and economic customer needs and wants in the product or service category.

2.3.3 Brand Imagery

Sulkunen (2012) defines brand imagery as dealing with the psychological and social needs of a customer. It tells the customer what to expect and it tries to arbitrate associations and intangible

aspects of a brand to consumers, and ultimately, the success of a brand relies on how well consumers interpret these intentions.

2.3.4 Brand Judgement and Feelings

Brand judgement focuses on consumers' personal opinions and evaluations, and brand feelings are consumers' emotional responses and reactions towards the brand (Raut & Brito, 2014).

2.3.5 Brand Resonance

Raut (2016) defines brand resonance as the characteristics of the relationship between the consumer and the brand and the level of time and effort spent on behalf of the consumer towards the consumption of the target brand. There are four dimensions of brand resonance: behavioural loyalty, attitudinal attachment, sense of community, and active engagement.

Behavioural loyalty refers to repeated purchases made by the consumer in terms of volume (how much they buy) or frequency (how often they buy) (Varjonen, 2018:13). Loyalty is imperative for a company as it offers long-term sales- and market share (Burgess & Spinks, 2014).

Attitudinal attachment means strong personal attachment level towards the brand by a consumer, which goes beyond just having a positive attitude towards the brand (Varjonen, 2018:13). Consumers may purchase products because the brand is stocked or readily accessible or it may be the only brand that the consumer can afford (Keller, 2013).

Sense of community is described as the customers' feeling of kinship or connection with other consumers of the brand, employees representing the brand, or other people associated with the brand (Varjonen, 2018:13). A community is made up of members who share a common interest (Burgess &Spinks, 2014). A customer may feel connected to the users, customers, employees or representatives of the company and this community could also exist online (Keller, 2013).

Finally, **active engagement** occurs when a consumer is willing to invest time, money and other resources over the amount required to buy and consume a product (Varjonen, 2018:14). Consumers are willing to be a part of the brand, as in attending events, being part of brand clubs, receiving company updates and interacting on websites (Menon, 2016).

2.4 IMPACT OF BRAND ELEMENTS ON BUILDING BRAND AWARENESS, BRAND IMAGE AND CUSTOMER LOYALTY

2.4.1 Brand Awareness

Brand awareness refers to the customers' ability to recall and recognise the brand under different conditions and to link the brand name, logo, symbol and so forth to memory (Keller, 2013). There are two main areas of brand salience: the breadth and depth of awareness, and the product category structure.

Breadth and depth of awareness: Gordon (2010) argues that brand awareness refers how to how consumers recognise and recall a brand by linking the brand elements to a product or service. Gordon (2010) further explains that, for a consumer to have a positive brand association regarding the product, the consumer has to be exposed to the product through marketing communications or first-hand experience.

Product category structure: This looks at how a product is viewed in a consumer's mind. Consumers classify products into product category class, product category information, product type information and brand information (Keller, 2013).

Brand awareness is related to "the strength of the brand node or the trace in memory which can be measured as the consumer's ability to identify a brand under different conditions. It is the ability of the potential buyer to recognize or recall that a brand is a member of a creative product category. The importance of brand awareness in the mind of the consumer can be evaluated at various stages". (Patil, 2017:16). Familiarity and awareness of the brand is created by anything that causes consumers to engage with one of the brand elements (Keller, 2013). The more elements that are used to describe a brand, the better the brand awareness of that particular brand (Keller, 2013).

Social media aids firms with an effective way to enhance brand awareness by exposing a large number of consumers to their brands (Chierici, Bosco, Mazzucchelli, & Chiacchierini, 2019). "Social media helps brands, not only with marketing communications, but extends links with consumers and acts as an important means for establishing, consolidating and maintaining brand awareness" (Chierici, et al., 2019:217). Social media helps consumers to share information about the brands, as well as consumer experiences with the brand (Chierici, et al., 2019). Results of the

study by Chierici, et al. (2019) show that social media acts as a core condition that can lead to brand awareness.

2.4.2 Brand Image

Brand image is defined by Opatha (2015) as the observations around a brand as reflected by the brand association held in consumers' memory. Brand image is an important factor of brand equity and is the consumers' general perception and feeling about a brand which influences consumer behaviour (Zhang, 2015). Rosengren, Standoft and Sundbrandt (2010) state that social influence (such as word-of-mouth and celebrity endorsements) has a powerful impact on brand image. Social influence affects the point of view of potential consumers, as well as their beliefs about a brand (Rosengren et al., 2010).

Companies primarily make use of images to position their brands in the market and to distinguish themselves from competitors. Depending on the actual circumstances of a company, it either builds up, modifies or stabilises the overall brand image (Fichter, 2008).

According to Sulkunen (2012:18):

> "Brand images are usually evoked by asking consumers the first words or images that come to their mind when a certain brand is mentioned (sometimes called top of mind). When responses are highly variable, non-forthcoming, or refer to non-image attributes such as cost, it is an indicator of a weak brand image".

Results of the study by Upamannyu, Gulati and Mathur (2014) state that most research shows a significant relationship between the brand image and customer loyalty and repurchase of products.

The brand has to have a certain level of credibility and trust. If a brand is not trustworthy then consumers would not resist changing to a different brand in the market. According to Joshi (2017), a positive brand image helps to build the buying likeliness among costumers, and afterwards aids customer loyalty toward the brand. Despite the fact that the brand image is the purchaser's close-to-home recognition, not the brand itself, a highly sought-after brand can promote loyalty, making itself stand out from the competition in a competitive market and create its own empire. According to Keller (2013), the four main intangibles are: user profiles, purchase and usage situations, brand personality and values, and brand history, heritage and experience.

2.4.2.1 Brand Judgements

Ranjbariyan, Shahin and Jafari (2012:518) define brand judgements as "the individual opinions of customers and their evaluation of the brand, which is formed though putting the performances and mental images of the brand together". According to Keller (2013), there are four important judgements: quality, brand credibility, brand consideration and brand superiority. Quality is the most important aspect of judgement. Consumers form opinions on the brand depending on the quality it delivers (Menon, 2016). Keller (2013) defines brand credibility as the extent to which customers see the brand as credible in terms of the dimensions: perceived expertise, trustworthiness and likability. Menon (2016) defines brand consideration as the actual response of customers. It reflects whether the brand occurs in the consideration set of consumers while making a purchase. Brand consideration depends on favourable brand associations and can form part of the brand image (Keller, 2013). Finally, "brand superiority mainly reflects the competitive advantage a brand has as compared to other brands in the same category" (Menon, 2016:52). It looks at the uniqueness of the brand and is important for intense and active relationships (Keller, 2013).

2.4.2.2 Marketing strategies in building brand image of FMCGs

According to Joshi (2017), there are important strategies for building the brand image. These are: multi-brand strategy, product flanking, brand extensions, building product lines, and new product development innovations in core products. In addition, long-term outlooks, extending the product life cycle, expanding market by usage, wide distribution network, monitoring the pulse of consumers, advertising and media coverage and sales promotion.

The study by Joshi (2017) looks at marketing strategies in creating the brand image of FMCGs. Of 549 respondents, 414 said that they purchase a product owing to its brand image. Building a brand image requires detail and effort. Once the image is created for consumers, they become loyal. Therefore, a strong brand image helps to create a good customer base.

2.4.2.3 Benefits of a strong brand image

Joshi (2017) explains that there are numerous benefits of building a strong brand image. Some of these benefits are: premium costs can be acquired, the item will be requested by consumers, competitive brands will be dismissed, and communications will be more promptly acknowledged.

Other benefits are: the brand can be built by the company, the consumer base will increase, licensing opportunities will be opened up, and the organisation will be worth more in the long run.

2.4.3 Customer Loyalty

Customer satisfaction is defined as:

> "An overall evaluation based on the total purchase and consumption experience with the good or service over time. With marketing, customer satisfaction also comes along with it which means it ascertains the expectation of the customer on how the goods and services are being facilitated by the companies. Actionable information on how to make customers further satisfied is therefore, a crucial outcome" (Khadka & Maharjan, 2017:5).

Customer satisfaction is crucial as it predicts the outcomes of consumers' future purchase behaviours. Therefore, the products of features, reliability, sales activity, functions and customer support are important aspects that either meet or exceed customer satisfaction (Khadka & Maharjan, 2017). According to Khadka and Maharjan (2017), keeping existing consumers happy and satisfied adds more value than gaining new ones; therefore, the relationships with existing consumers should be strong. Customer satisfaction leads to customer and brand loyalty.

Customer loyalty can be defined as a positive constant attitude towards any given product or brand (Khan, 2013). Customer loyalty includes trust of the brand, as well as the willingness of a customer to keep purchasing that product or brand (Ranabhat, 2018). Many companies have established loyalty programs which entice customers to purchase different items from them. Ultimately, customer loyalty is based on previous purchase experiences; it is not worthwhile for the customer to switch to alternate brands because they will forego their loyalty rewards (Uncles, Dowling & Hammond, 2002).

Växjö (2015) explains that brand loyalty consists of a high degree of interaction between the customer and the brand. When consumers are loyal to a brand, they are unwilling to switch brands, as they are comfortable and satisfied. Since consumers may perceive a unique value in the brand, consumers who are loyal towards the brand are also less price sensitive and are open to paying a higher price for a specific brand compared to for alternatives.

2.4.3.1 Factors affecting customer/brand loyalty

There are two types of customer loyalty: behavioural loyalty and emotional loyalty to good services. Behavioural loyalty refers to "frequent shopping in a particular retailer, and emotional loyalty refers to consumers' concern towards a certain retailer on the basis of past buying experience and attitude" (Khadka & Maharjan, 2017:12). Service quality, product quality, price strategy, and store attributes are four major variables that influence customer loyalty (Khadka & Maharjan, 2017).

2.4.3.2 Loyalty Programmes

Checkers loyalty programme: Checkers recently introduced a loyalty programme called Xtra Savings. Unlike the other loyalty programmes, where you collect points, the Xtra Savings programme gives you discounts on selected items (BusinessTech, 2019). Checkers is a well-known popular store that sells many FMCGs products. All that needs to be done is to sign up for the card and then it can be instantly used when shopping (Checkers, 2020).

Pick 'n Pay: Pick 'n Pay has the Smart Shopper loyalty programme. Pick 'n Pay requires consumers to sign up for a card, which consumers swipe every time they pay for their goods. Once the card is swiped, the loyalty programme accumulates points, which then can be used as vouchers for future purchases (Pick 'n Pay, 2020).

Dis-Chem and Clicks: Dis-Chem and Clicks both have loyalty programmes which are similar to the Pick 'n Pay one. Points are accumulated as customers purchase items and are later used for future purchases (Dis-Chem, 2020). The Clicks ClubCard also allows consumers discounts off certain items, in addition to accumulating points.

In 2017, the Clicks ClubCard had the top spot as the most used loyalty programme at 67 %, followed by Pick 'n Pay's Smart Shopper at 66 %, and Dis-Chem in third place with 44 % (Bizcommunity, 2017). A study suggested that four out of five South Africans are now using loyalty programmes. The study also found that 74% of males use loyalty programmes, while 84 % of females use loyalty programmes. Companies should choose brands that meet needs across the different spectrums of sectors which help accumulate rewards faster. Different types of consumers

should be considered when setting up loyalty programmes, and the brands involved should be chosen based on concrete research (Bizcommunity, 2017).

Younger consumers are willing to engage in activities such as reading emails and engaging in social media to look for loyalty programmes. Of the respondents aged 16–24, 6 % indicated that they would not compete in any activities for points or rewards, which is a very small percentage of younger consumers (Bizcommunity, 2017). All results have been taken from the 2017 White Paper findings (Bizcommunity, 2017).

2.5 THE CONSUMER DECISION-MAKING PROCESS

Every person is unique; therefore, each person has one-of-a-kind characteristics, knowledge, background, motivations and lifestyle, as well as different reasons for purchasing items (Anh, 2017). The consumer decision-making process comprises five stages, namely problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour. Each of these will be discussed further.

Stage 1: Problem Recognition

The consumer recognises a need or want to purchase an item (Lautiainen, 2015). This can be triggered either by an internal or an external stimulus. Internal stimuli refer to psychological factors that influence a consumer, whereas external stimuli refer to different social environments such as family and friends who influence purchase decisions (Rahmat & Mohan, 2017). This step is important as it initiates the entire process of making decisions. Maslow's hierarchy of needs plays an important role in this stage of the decision-making process as this model incorporates the psychological levels of needs that an individual has. Some needs are more important than others; therefore, they help to influence the decisions that an individual make (Lautiainen, 2015). According to McLeod (2017), the most basic need is physiological needs, and everything else that constitutes a particular person's behaviour follows after. Maslow's hierarchy of needs comprise physiological needs, safety needs, needs of belonging and love, self-esteem needs, and self-actualisation needs.

Stage 2: Information Search

This stage occurs after the consumer has recognised the need or want for an item. The consumer searches for information that will help to make a purchase decision (Stankevich, 2017). Consumers can obtain information that raises awareness of the different types of brands and while they are searching for this information, they might come across a brand that they were not aware of, or brands that they have not considered before (Lautiainen, 2015). Consumers may gather information from a variety of sources such as internal sources, reference groups, marketing sources, public sources and experiential sources.

According to Moreno, Lafuente, Carreón and Moreno (2017), previous studies have shown that millennials are extremely sensitive to electronic word-of-mouth (e-WOM) compared to traditional advertising, as they feel that they can resonate with people who have tried a brand before. Millennials actively participate in market research and use a range of social media platforms. Millennials also tend to prefer products that have discounts and benefits as this draws them towards finding out more about a brand (Moreno et al., 2017).

A study by Deloitte (2017) asked the participants what has the greatest influence on their fashion purchases. Of the respondents, 27 % said that they are influenced by friends they admire, 46.1 % said that the brand itself influences their purchase decisions, and 26.9 % said that they are influenced by a favourite celebrity endorser (Deloitte, 2017).

Stage 3: Evaluation of Alternatives

After having collected relevant information on the different products, the consumer assesses the choices depending on various factors such as price, quality, brand, and so forth. The consumer compares different products against fulfilling the need (Miklošík, 2015). Lee (2005) states that when information or knowledge about a product is low, the price factor is the next variable that is considered before purchasing the product. Consumers rank different brands or products from highest to the lowest according to their needs (Qazzafi, 2019). Then they choose the most important attribute to make the final decision (Stankevich, 2017). Consumers gravitate towards big, well-known brand names because the brand name resonates in consumers' minds and helps consumers to make purchase decisions (Makki, 2014). According to Lee (2005), situational factors

such as the location, convenience, comparability, motivations, and consumer involvement are all contingent factors that may influence the salience of the evaluation criteria.

Millennials consider the buying process as a time of enjoyment and they look for brands that stand out, that are more attractive and that communicate effectively with their tastes and needs in order to make a purchase decision (Moreno et al., 2017). Millennials look at multiple channels simultaneously. The Deloitte study (2017) showed that 20.5 % of respondents use social media for information, 15.1 % use the brand's website, and 14.4 % use fashion magazines for the comparison of alternatives.

Stage 4: Purchase Decision

This stage is when the consumer is ready for the actual purchase decision. The final product decision has been made when the consumer chooses the product that fulfils the need or want (Lautiainen, 2015). Two factors can come between a purchase decision. The first factor is the attitude of others towards a product and the second is unexpected situation factors (Kakiza, 2015). Consumers purchase the brand or product to which they give the highest rank in the evaluation stage (Qazzafi, 2019). Purchase of the product can either happen in-store, online or over the phone (Qazzafi, 2019).

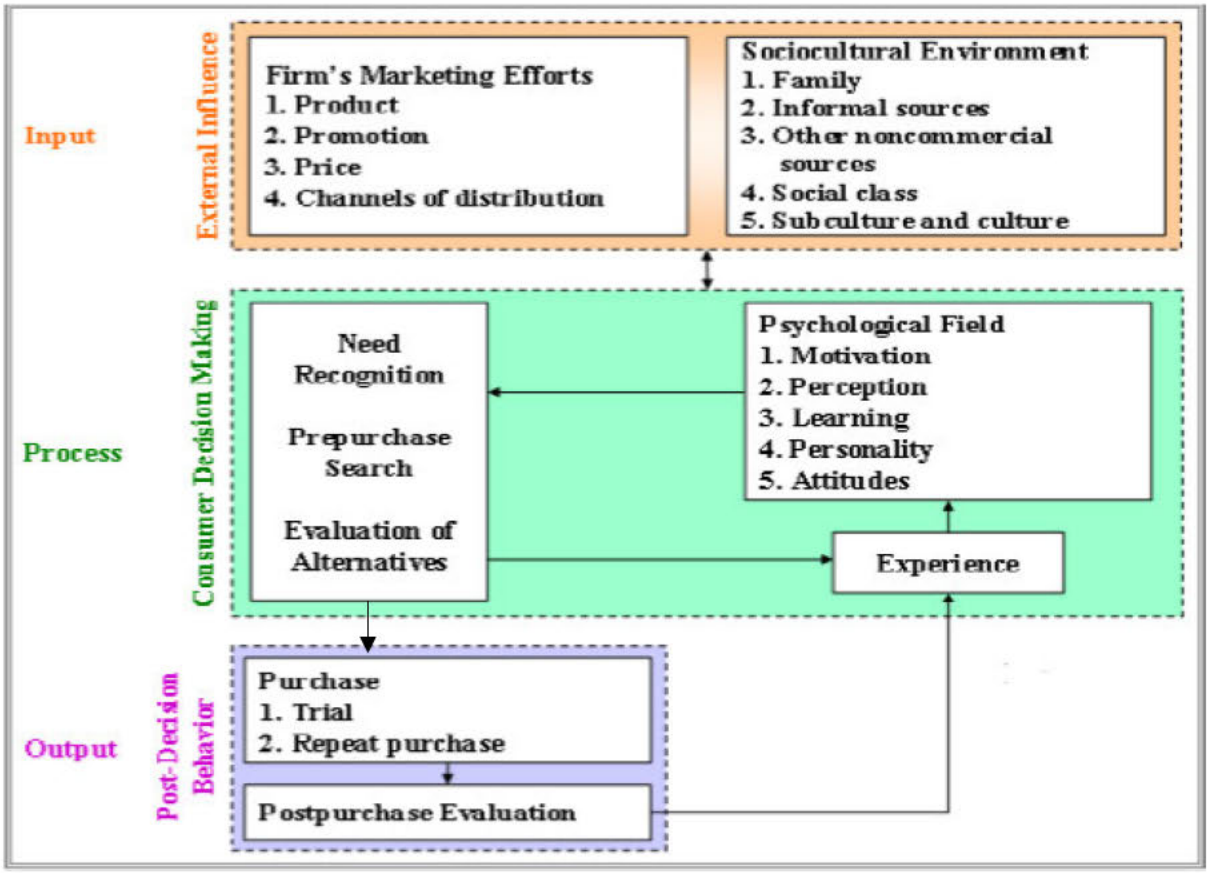
Consumers choose products by considering aspects such as location of the store, the actual store or brand image, and service provided by the store (Verma & Rojhe, 2018). A study by Deloitte (2017) looked at what makes millennials spend more. The results showed that more than half of all millennials being surveyed liked to buy clothing products in store. Of respondents, 25.6 % said they like to touch and feel the products, and 24.2 % of the respondents said they like to try on the products (Deloitte, 2017).

Stage 5: Post-purchase Behaviour

The consumer would either be satisfied or dissatisfied with the product or service in the sense that the product either met or exceeded the need that was brought forward (Rani, 2014). According to Qazzafi (2019), if a consumer is satisfied, then the chances of retention are higher, and there is a higher chance of consumer loyalty and spread by word-of-mouth. This stage allows the consumer to make judgements of the transaction for future reference (Kotler, Armstrong & Tait, 2015).

According to a study by Moreno et al. (2017) millennials are not as loyal to a brand. If they enjoy or feel a sense of identity with the brand, then the loyalty exists; otherwise, loyalty can last an average of eight months. Figure 2.5 shows a model of the consumer decision-making process.

Figure 2.5: Consumer Decision-Making Process



San and Yazdanifard. (2014).

2.5.1 Evaluative Criteria

Primarily, there are two types of consumer choice environments, namely product information availability and the prior experience of consumers with products. In many instances, consumers follow past experiences with a particular product or use a variety of evaluation criteria before making a purchase decision (Verma & Rojhe, 2018). Evidently, consumers compare and examine several brands based on their attributes. The evaluative criteria may change as the consumer becomes aware of product features that are not anticipated before a purchase decision (Verma &

Rojhe, 2018). Evaluative criteria such as price and affordability, quality, brands, aesthetics and appearance, performance, marketing communications, availability and accessibility, packaging, and quantities and sizes will be discussed.

2.5.2 Price and Affordability

Price is the monetary value a consumer would pay for a product or service, and quality is defined as "an evaluation of excellence and superiority of the product or service" (Nguyen & Gizaw, 2014:14). A study by Sarker and Rahman (2017) that examined consumers' purchasing decisions about FMCGs, showed a significant positive relationship between price and purchase behaviour. Kokoi (2011) argues that consumers perceive products which have a higher price as better-quality products; however, consumers would still purchase these items when they are on sale.

Previous studies found that women do not give much importance to price as an evaluative criterion. In contrast to that, men give more importance to price as an important evaluative criterion (Verma & Rojhe, 2018). The study by Shamsher (2012) looked at the importance of product attributes influencing purchase decisions on FMCGs laundry soaps. The study indicated that price is in fact not an important factor when purchasing soaps.

Verma and Rojhe (2018) explain that for rural consumers, price is a very important factor and FMCGs companies use low pricing strategies in order to sell their goods. A study by McConnochie, Walton, Campton, Inglis and Omar (2017) looks at exploring the influence of price promotions on students' FMCGs purchase decision-making. The study showed that in students' grocery shopping habits, price played an important role, with brand promotions being a big factor for purchase decisions. For young university students, this is the first time they are managing their finances on their own; therefore, they are on budgets and look for good pricing deals on FMCGs (McConnochie et al., 2017).

2.5.3 Quality

Brata, Husani and Ali (2017:434) define quality as "the ability of a product to perform its function", whereas, Huwaishel and Meshal (2018:22) define perceived quality as "the consumer's judgment about a product's overall excellence or superiority". The study by Huwaishel and Meshal (2018) looks at the impact of perceived value, quality, and loyalty on purchase decision in the

accessories department, specifically looking at females. The study shows a significant positive relationship between perceived quality and purchase behaviour.

Verma and Rojhe (2018) explain that the higher the significance and importance of the purchase, the higher the quality expectations will be. They also explained that for FMCGs products, quality plays an important role in post-purchase behaviour and satisfaction. Quality is important and should be improved in order to prevent consumers from switching brands (Verma & Rojhe, 2018). The Alam (2020) study looks at the influence of quality on consumers' purchase intentions in choosing between cosmetic firms. The study found that in the case of cosmetics, quality plays a significant role in purchase intention. The study further explains that consumers are more quality conscious when it comes to purchasing cosmetic products as they will be willing to wait for a brand when it is unavailable (Alam, 2020).

2.5.4 Brands

"A brand can be defined as a set of tangible and intangible attributes designed to create awareness and identity, and to build the reputation of a product, service, person, place, or organization" (Bonnici, 2015:1). A study by Kokoi (2011) shows that women consider brands when purchasing products; however, the brand is not the most important factor for purchasing products such as face care items. Albari and Safitri (2018) found that the brand image is important as it influences purchase decisions, especially when consumers do not have a long period of time to think about their purchase decision.

Avani (2016) states that in the FMCGs sector, urban consumers preferred branded products. In today's society, young consumers are brand conscious. New companies need to create brand consciousness through advertisements (Verma & Rojhe, 2018). People who have a higher brand consciousness and brand familiarity consider brand names to be an important evaluative criterion. The Gopisetti and Linganna (2017) study looks at consumer behaviour towards FMCGs with regard to personal care products. The study showed that for cosmetics, consumers chose well-known brands that they usually purchase, and this is due to the rise of consumers' literacy levels and communication and their use of technology (Gopisetti & Linganna, 2017). In the FMCGs industry, many products and brands are being duplicated by other brands which make their

products look similar; therefore, it is important for a brand to uphold a strong brand image and to engage with their consumers (Verma & Rojhe, 2018).

2.5.5 Aesthetics and Appearance

Aesthetics refers to the attributes of a brand while performance refers to how well the product or brand functions (Kotler et al., 2015). Attributes are an important aspect of the consumer decision-making process. As the attributes become abstract and common, brands are more prone to alternatives (Alfred, 2013).

A Nilsson and Oström (2005) study on packaging as a brand communication vehicle shows that women preferred round shape packaging or brands, and women like circles better than triangular-shaped products. Further to this, angular shapes are preferred by men and are considered more masculine; men prefer triangular shapes to circles (Nilsson & Oström, 2005). The study continues to explain that the shape of the packaging or product should be simple, and a shape that is unbalanced is unpleasing to consumers (Nilsson & Oström, 2005).

2.5.6 Performance

This refers to the durability of a product as well as good consistent results from the usage of a product (Santandreu & Shurden, 2017). The study by Santandreu and Shurden (2017) looks at purchase decisions for high-involvement products with the new generation of buyers. The study shows that performance of the product is usually linked to the quality of that product. Furthermore, performance was one of the top priority criteria when making a purchase decision of high-involvement products (Santandreu & Shurden, 2017).

Keller (2013) states five important attributes and benefits that underlie brand performance. There are primary ingredients, and supplementary features: product reliability, durability and serviceability, service effectiveness, efficiency and empathy, style and design and finally, price.

Primary ingredients refer to the first attributes or the main features of a product that consumers look at when purchasing products, such as whether the product fits into the category of high, medium or low. Supplementary features refer to patented features or special features that complement the primary features of a product (Keller, 2013). Product reliability is defined as “the probability that an item will perform a required function without failure under stated conditions

for a specified period of time" (Portsmouth Business School, 2012:1). Durability is 'the expected economic life of the product' (Keller, 2013:113) and serviceability "represents service or repair speed, the courtesy of service premises in entertaining customers, service personnel competence when solving service problems, and the level of easiness in repairing malfunctioned products" (Syahrial, 2018:2). Service effectiveness is described as the capability of producing a specific, desired effect, in other words getting the right things done, as well as performance-related associations with service (Kostopoulos, Lodorfos & Kaminakis, 2015). Service efficiency describes the speed and responsiveness of the service and service empathy is "the extent to which service providers are seen as trusting, caring and having the customers' interests in mind" (Keller, 2013:113). The style and design of a product serves a functional purpose that helps with associations. Finally, price creates associations in consumers' minds about how expensive or relatively inexpensive a product is (Keller, 2013).

Michael and David (2019) looked at product quality and consumer brand loyalty. The study results showed that 25 % and 50 % of respondents strongly agreed and agreed that product durability influences consumer behaviour. Of the respondents, 37.5 % and 37.5 % strongly agreed and agreed that consumer brand loyalty is influenced by brand performance (Michael & David, 2019).

2.5.7 Marketing Communications

Marketing communications are defined as "the activity, set of institutions, and processes for creating, delivering and exchanging offerings that have value for customers" (Belch & Belch, 2015:7). Kakiza (2015) found that the majority of consumers take advertisements into consideration when making a purchase decision as it makes them aware of that product. E-WOM refers to "any attempt by a former, potential or actual customer to highlight the positive or negative attributes of a product or service on an online platform" (Almana & Mizra, 2013:23). Kokoi (2011) states that female consumers are more influenced by family and friends than by salespeople, when it comes to purchasing face care items. Zamil (2011) shows that E-WOM largely impacts consumers' purchase decisions when consumers go online to read reviews.

Initial advertising helps with the selling and distribution of products. Once brand awareness is achieved, repetitive advertising results in the consumer purchasing a product (Avani, 2016). Marketing communications, according to Joshi (2017), consist of five major forms of

communication: advertising, sales promotion, public relations and publicity, personal selling, and direct and interactive marketing.

2.5.8 Availability and Accessibility

Availability refers to keeping products consistently on the shelves (Steinhart, Mazursky & Kamins, 2013). Steinhart et al. (2013) explain that product availability and the lack of it have the potential to trigger a reaction to purchase the product or to purchase a different brand of the same product.

Verma and Rojhe (2018) state that factors such as the store environment, colourful surroundings and window displays influence impulsive buying behaviour. According to a study by Pearson (2010), 70 % of purchases are impulse decisions made whilst shopping; therefore, the store plays a crucial role in decision-making and factors such as traffic, distance, road conditions and parking facilities.

2.5.9 Packaging

"Product packaging is used for protecting a product from the external environment and for promotion purposes" (Waheed, Khan & Ahmad, 2018:99). Waheed et al. (2018) state that consumers judge the quality of a product when comparing the design of the product. Furthermore, consumers prefer products of high involvement, to have more information on the package that aids consumers when making a purchase decision.

According to Anand (2014), the packaging design is like a vehicle for communication when it comes to FMCGs. The product packaging forms the end of a promotion chain and is linked closely to the actual purchase. Therefore, it may play an important role in consumer decision-making outcomes (Anand, 2014). Packaging delivers brand identification and label information (Anand, 2014).

2.5.10 Quantities and Sizes

Quantity refers to the number of products, and the size refers to how big a product is (Silayoi & Speece, 2004). Silayoi and Speece (2004) state that consumers feel that bigger-sized products are related to higher quality.

The study by Imiru (2017) indicates that packaging size is related to the usability. Consumers use this as a criterion to help make volume judgements. The larger package size is more easily noticed and communicates a higher value (Imiru, 2017).

2.6 CONCLUSION

There are many processes that consumers go through to make a final purchase decision towards FMCGs. Factors such as brand elements, brand names, logos and symbols, slogans and jingles, colours, packaging, spokespeople (celebrity endorsers), characters, and uniform resource locators (URLs) will be investigated. This will be followed by the evaluative criteria such as price and affordability, quality, brands, aesthetics and appearance, performance, marketing communication, availability, packaging, quantities and sizes. The study will then look at the effectiveness of brand elements in building brand awareness, brand image and customer loyalty. Finally, the study will help to articulate creative competitive strategies that marketers can adopt for successful marketing of FMCGs to university students. The next chapter, Chapter 3 focuses on the research methodology.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. INTRODUCTION

The previous chapter looked at the literature review which outlined the factors and evaluative criteria that students use when making purchasing decisions and how these elements and criteria help to articulate brand awareness, brand image and customer loyalty. This chapter focuses on the research methodology. Research methodology refers to an organised and systematic approach to identifying a solution to the specific problem that has been identified (Sekaran & Bougie, 2017). Necessary steps are conducted to establish the relevant factors that affect the problem. Once the problem has been identified, then the information is analysed from the data obtained. Thereafter the problem can be solved with the use of corrective measures (Sekaran & Bougie, 2017).

This chapter outlines the problem statement, objectives of the study, the research design and research approach or paradigm. The next aspects that are looked at are the study site, target population, sample, sampling method and sample size. The last few areas outlines are data collection and data analysis.

3.2. PROBLEM STATEMENT

In South Africa, there are not many studies that have been conducted on the influence of brand elements on university students' purchase behaviour of fast-moving consumer goods (FMCGs) (Adams, 2016). This study focuses on brand elements and how they influence students when making a purchase decision. Furthermore, the study focuses on fast-moving consumer goods which are goods that students would need to purchase daily, weekly or monthly (Adams, 2016). Students, in comparison to working class adults, have different needs and wants (Kassier, 2018); therefore, the study looks at the different elements that would affect students' purchasing behaviours and habits.

3.3. OBJECTIVES OF THE STUDY

The research objectives of the study are as follows:

3.3.1. To determine the impact that brand elements (brand names, URLs, logos, symbols, slogans, jingles, characters, packaging and spokespeople) have on UKZN students' purchase decisions in relation to Fast-Moving consumer goods (FMCGs).

3.3.2. To understand the perceptions of UKZN students on the effectiveness of brand elements in building brand awareness, brand image and customer loyalty.

3.3.3. To uncover the evaluative criteria that UKZN students rely upon when making purchase decisions of Fast-Moving consumer goods (FMCGs).

3.3.4. To formulate the creative competitive advantage strategies that marketers can adopt for successful marketing of Fast-Moving consumer goods (FMCGs) to university students.

3.4. RESEARCH DESIGN AND RESEARCH APPROACH/PARADIGM

For the purpose of this study, empirical research was conducted. Empirical research is defined as "research based on observed and measured phenomena and derives knowledge from actual experience rather than from theory or belief" (University of Pennsylvania, 2019:1).

There are three different techniques that could be used to conduct a study. The study could be conducted through a quantitative, a qualitative or through a mixed methodology approach. Quantitative methods involve the processes of "collecting, analysing, interpreting, and writing the results of a study" (Creswell, 2009: 24). This approach is useful for a large scale of assessment and it is described as a method that gathers data in a numerical form which can then be transformed into diagrams and statistics (Surbhi, 2016). This method is measurable, standardised and is used to pick up patterns and trends in the data (Sekaran & Bougie, 2017). Qualitative data is in the form of meanings expressed through words as well as the data being non-standardised (Sekaran & Bougie, 2016). Mixed methodology is described as the integration of both quantitative and qualitative methods (Wisdom & Creswell, 2013). This study used the quantitative research approach so that data can be generalised to the larger population.

There are many benefits to using a quantitative data approach, for example most of the data is numerical; therefore, it is not that easy to misinterpret, and different methods can be used to

understand the data. In addition, the data can easily be compared (HealthResearchFunding, 2014). Other benefits include that the data can be generalised to the population and can be analysed using statistical methods. The data can be interpreted quickly, especially if there is only a short time frame for conducting the research (Daniel, 2016).

3.5. STUDY SITE

The study was conducted at the University of KwaZulu-Natal. The University has five different campuses, namely Westville Campus, Howard College, Edgewood Campus, Pietermaritzburg Campus, and the School of Medicine. For the purpose of this study, the University of KwaZulu-Natal Westville Campus was used to conduct the research as it comprises a variety of different colleges allowing for a variation of responses from different students in different faculties, as well as from undergraduate and postgraduate students. Owing to time constraints, as well as taking the strikes and the closure of the University of KwaZulu-Natal because of the Coronavirus (COVID-19) into consideration, the Westville Campus was more accessible and therefore a more feasible option.

3.6. TARGET POPULATION

According to Sekaran and Bougie (2017:236), a population is "the entire group of people, events or things of interest that the researcher wishes to investigate. It is the areas of interest for which the researcher wants to make inferences". The target population was registered students at the University of KwaZulu-Natal's Westville Campus. Both undergraduate and postgraduate students were included in the study. The Westville Campus comprises different colleges, namely the College of Agriculture, Engineering and Science, the College of Health Sciences, and the College of Law and Management Studies. Table 3.1 displays the number of registered students at the University of KwaZulu-Natal for 2019, which is 12532.This is highlighted in the table.

Table 3.1: University of KwaZulu-Natal, Institutional Intelligence Reports: Student Registration by College and Campus (2019)

College	UG	PG	Howard	Pmb	Med Sch	Westville	Edgewood	TOTAL
COLLEGE OF AGR, ENG & SCIENCE	7424	1998	2638	2970		3814		9422
COLLEGE OF HEALTH SCIENCES	4531	2219	1385		2552	2813		6750
COLLEGE OF HUMANITIES	15684	5786	10219	4138			7113	21470
COLLEGE OF LAW & MAN STUDIES	7056	3215	1991	2375		5905		10271
TOTAL	**34695**	**13218**	**16233**	**9483**	**2552**	**12532**	**7113**	**47913**

Source: University of KwaZulu-Natal (2019).

3.7. SAMPLE

Sekaran and Bougie (2017:239) defines sampling as "the process of selecting a sufficient number of the right elements from the population, so that a study of the sample and an understanding of its properties or characteristics make it possible to generalize such properties or characteristics to the population elements". The Westville Campus had 12532 students registered in 2019. For the purpose of this study, Sekaran and Bougie's population-to-sample size table was used to calculate the sample for the study which was 375 subjects (Sekaran and Bougie, 2017:).

3.8. SAMPLING METHOD

Probability sampling and non-probability sampling are the main sampling methods. Probability sampling "specifies to the researcher that each segment of a known population will be represented in the sample" (Adwok, 2015:95). Probability sampling incorporates double sampling, area sampling, systematic sampling, simple random sampling, stratified simple sampling and cluster sampling, whereas the components of non-probability sampling consist of quota sampling,

convenience sampling and judgement sampling (Sekaran & Bougie, 2017). With regard to this study, the method of choice was convenience sampling. The principle of simple random sampling expresses that each component within the population has an equal and known probability of being picked as a subject (Sekaran & Bougie, 2017).

Convenience sampling is defined as "a type of nonprobability or non-random sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study. It is also referred to the researching subjects of the population that are easily accessible to the researcher" (Etikan, Musa and Alkassim, 2015:2).

Convenience sampling has numerous benefits. This method allows for researchers to collect data quickly, it involves speed and convenience (Gaille, 2020). It is also inexpensive and has a low cost. This helps when a researcher is on a budget, as well as help collect larger samples in an overall brief period (Gaille, 2020). Another benefit includes that this sampling method has a readily available sample.

Table 3.2 explains in further detail the different probability and non-probability sampling techniques.

Table 3.2: Probability and Non-Probability Sampling Designs

Probability and Nonprobability Sampling Designs

Sampling Design	Description	Advantages	Disadvantages
Probability Sampling			
1. Simple random sampling	All elements in the population are considered and each element has an equal chance of being chosen as the subject.	High generalizability of findings.	Not as efficient as stratified sampling.
2. Systematic sampling	Every *n*th element in the population is chosen starting from a random point in the population frame.	Easy to use if population frame is available.	Systematic biases are possible.
3. Stratified random sampling (Str.R.S.)	Population is first divided into meaningful segments; thereafter subjects are drawn in proportion to their original numbers in the population.	Most efficient among all probability designs.	Stratification *must* be meaningful.
Proportionate Str.R.S.		All groups are adequately sampled and comparisons among groups are possible.	More time-consuming than simple random sampling or systematic sampling.
Disproportionate Str.R.S.	Based on criteria other than their original population numbers.		Population frame for *each* stratum is essential.
4. Cluster sampling	Groups that have heterogeneous members are first identified; then some are chosen at random; all the members in each of the randomly chosen groups are studied.	In geographic clusters, costs of data collection are low.	The least reliable and efficient among all probablitiy sampling designs since subsets of clusters are more homogeneous than heterogeneous.
5. Area sampling	Cluster sampling within a particular area or locality.	Cost-effective. Useful for decisions relating to a particular location.	Takes time to collect data from an area.
6. Double sampling	The same sample or a subset of the sample is studied twice.	Offers more detailed information on the topic of study.	Original biases, if any, will be carried over. Individuals may not be happy responding a second time.
Nonprobability Sampling			
7. Convenience sampling	The most easily accessible members are chosen as subjects.	Quick, convenient, less expensive.	Not generalizable at all.
8. Judgment sampling	Subjects selected on the basis of their expertise in the subject investigated.	Sometimes, the only meaningful way to investigate.	Generalizability is questionable; not generalizable to entire population.
9. Quota sampling	Subjects are conveniently chosen from targeted groups according to some predetermined number or quota.	Very useful where minority participation in a study is critical.	Not easily generalizable.

Source: Sekaran and Bougie. (2014).

Table 3.2 outlines probability and non-probability sampling designs. The table highlights the different categories and descriptions of each sampling design, along with the advantages and disadvantages of each sampling method.

3.9. SAMPLE SIZE

A sample is defined as "a subset of the population in which only a few members of that population are selected" (Sekaran & Bougie, 2017:237). The study includes 375 students after that number

was calculated using Sekaran and Bougie's population-to-sample size table. Table 3.3 shows the population-to-sample size table.

Table 3.3: Population-to-sample size table

N	*S*	*N*	*S*	*N*	*S*
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Source: Sekaran and Bougie (2014).

3.10. DATA COLLECTION

Data collection is the process of obtaining or gathering information carefully so that the analysis of the information collected is credible (Parveen & Showkat, 2017). Data can be obtained from

numerous sources. This section outlines the functions of primary and secondary data, followed by the use of questionnaires as the data collection method.

3.10.1. Source of Data

The process of obtaining data is expressed either through primary or secondary sources. Primary data is the term used when a researcher gathers information first-hand for a specific purpose of a study (Sekaran & Bougie, 2017). Primary data can be obtained by making use of interviews, observations, focus groups or by administering questionnaires (Sekaran & Bougie, 2017). Secondary data is a term used for the reanalysis of previously collected data (Martins, da Cunha & Serra, 2018). Secondary data can be collected from, amongst others, books, journal articles, case studies, company websites, government publications and statistical bulletins (Sekaran & Bougie, 2017).

3.10.2. Questionnaires

The study utilised the quantitative research method; therefore, questionnaires were administered electronically. A questionnaire is defined as a form of questions that have been formulated in advance. Respondents answer the questions that have been provided to them (Sekaran & Bougie, 2017). Mathiyazhagan and Nandan (2010) highlight benefits of using questionnaires:

- Questionnaires are practical as well as cost- and time efficient.
- They can be handed out easily and quickly to large groups of respondents.
- They allow for the anonymity of the respondents.
- Uniformity of responses can be ensured.
- The questions are standardised; this also allows the researcher to cover all topics needed to conduct the research.
- They allow for easy scientific and statistical analysis as well as predictions and trends.
- There is a possibility of a high return rate.

For the purpose of the study, closed-ended questions were used to ensure that the respondents can answer the questions quickly and easily as they have to select responses from a set of preformulated options. There are many benefits of using closed-ended questions, such as that the respondents can answer the questions quickly and easily as they have to choose from a set of preformulated options as well as that the information is easier to understand (Hyman & Sierra, 2016). Other benefits of

close-ended questions include that it is easier to code, enter and analyse and that no unnecessary information is obtained (Sekaran & Bougie, 2017).

3.10.3. Construction of the questionnaire

The questionnaire was divided into two sections, Section A and Section B. Biographical data is contained in Section A. This relates to the respondents and includes categories such as: gender, age, race, educational level and College. A nominal scale has been used for these categories. A nominal scale is defined as a scale that allows the researcher to allocate themes into groups or categories (Sekaran & Bougie, 2017). This scale allows the researcher to allocate subjects to certain categories and groups (Sekaran & Bougie, 2017). Benefits of a nominal scale include that it is easy to generate statistics from closed-ended questions, there is no magnitude on a nominal scale, and it is divided into two or more categories in which the answer to a particular question can fall into either category (University of Regina, 2005).

Section B incorporated the key dimensions of the study. The first key dimension studied is brand elements (brand names, URLs, logos, symbols, slogans, jingles, characters, packaging, spokespeople and celebrity endorsers), followed by the effectiveness of the brand elements in building brand awareness, brand image and customer loyalty. The last dimension looks at evaluative criteria such as price and affordability, quality, brands, aesthetics and appearances, performance, marketing communications, availability and accessibility, packaging, quantities and sizes. An ordinal scale has been used in the form of a 5-point Likert scale ranging from:

1. Strongly disagree (SD)
2. Disagree (D)
3. Neither agree nor disagree (N)
4. Agree (A)
5. Strongly agree (SA)

An ordinal scale categorises variables to denote differences among the categories and places the categories in rank order in some meaningful way (Sekaran & Bougie, 2017). Benefits of an ordinal scale include that it provides more information than the nominal scale, there is ease of collation and categorisation, and besides categorising information, ordinal scales rank them in order (Sekaran & Bougie, 2017).

Owing to the Coronavirus (COVID-19) pandemic, along with lockdown and social distancing rules, the questionnaires were administered electronically. A link to the online questionnaire and the letter of Informed Consent was emailed to all registered students at Westville Campus via the University Notices. Students who were willing to participate accessed the online questionnaire.

3.10.4. In-House Pretesting and Pilot testing

A pilot test was conducted using 15 respondents in order to ensure that there were no issues with the understandability of the questionnaire. A pilot test is a preliminary study that helps the researcher in understanding whether there are any errors in the instrument and to make changes accordingly. Benefits of doing a pilot test include that it gives insights to the research. It also helps the researcher to detect problems early in the research, such as looking at whether the study can go further or whether questions on a questionnaire are ambiguous, as well as enhancing the outcomes so that changes can be made timeously (Schade, 2015).

3.11. DATA QUALITY CONTROL

Data quality control ensures that the quality of data is accurate as well as consistent (Palmer, 2011). To ensure accuracy and consistency, areas of validity and reliability will be explored.

3.11.1. Validity

Validity is how well the instrument is used to measure variables. (Heale & Twycross, 2015). Validity is measured through factor analysis. There are different types of validity, content, construct and criterion validity. Content validity assesses whether a test is representative of all aspects of the construct (Middleton, 2020). To produce valid results, the content of a test, survey or measurement method must cover all relevant parts of the subject it aims to measure (Middleton, 2020). Construct validity evaluates whether a measurement tool really represents the thing we are interested in measuring (Middleton, 2020). Lastly, criterion validity evaluates how closely the results of your test correspond to the results of a different test (Middleton, 2020).

According to Sekaran and Bougie (2017: 222), factor analysis is “a multivariate technique that confirms the dimensions of the concept that have been operationally defined, as well as indicating which of these items are most appropriate for each dimension”. Table 3.4 explains the different areas of validity.

Table 3.4: Types of Validity

Type of validity	Description
Content validity	The extent to which a research instrument accurately measures all aspects of a construct
Construct validity	The extent to which a research instrument (or tool) measures the intended construct
Criterion validity	The extent to which a research instrument is related to other instruments that measure the same variables

Source: Heale and Twycross (2015).

Validity was ensured through the questionnaires. All questions presented to the respondents were the same across all the platforms, making sure each key dimension area was covered thoroughly throughout the questions.

3.11.2. Reliability

Reliability looks at how accurately and consistently the research the instrument is used to measure variables (Mohajan, 2017). Reliability is measured using Cronbach's coefficient alpha. Cronbach's coefficient alpha helps measure the consistency of the data (University of Virginia, 2018). Internal consistency reliability is higher when the Cronbach's alpha is closer to 1; therefore, a range from 0.7 upwards is good (Sekaran & Bougie, 2017). According to Golafshani (2003), reliability is reflected in three types. The initial reflection accentuates the degree by which a measurement, given repetitively, remains unchanged. The subsequent reflection represents the consistency that a measurement has over a period of time, and finally, the resemblance of measurements within a period of time.

3.12. DATA ANALYSIS

Data analysis refers to the way data is interpreted (Kawulich, 2004). Descriptive statistics and inferential statistics were used to analyse the data. The data was captured from the questionnaires onto Microsoft Excel where it was coded. Once coded, the data was inputted in Statistical Package for Social Science (SPSS) Software where the data was further analysed accordingly.

3.12.1. Descriptive Statistics

Descriptive statistics gives a representation of the data collected in the forms of reports, charts or diagrams (Sekaran & Bougie, 2017). Descriptive statistics include frequencies and percentages, measures of central tendency, and measures of dispersion.

3.12.1.1. Frequencies and Percentages

The number of times the subcategories occur in a certain phenomenon are referred to as frequencies, and percentages can then be calculated from these frequencies (Sekaran & Bougie, 2017). Frequencies and percentages can be illustrated using pie charts and graphs. In this study, frequencies and percentages were used to record biographical variables such as age, gender, race, college and educational level.

3.12.1.2. Measures of Central Tendency

The measures of central tendency comprise aspects such as the mean, median and mode.

Mean: This is the value or category that represents the average (Patel, 2009). It is the sum of all the values divided by the number of values (Sekaran & Bougie, 2017). Advantages of the mean include that it is the only one of the three measures that uses information from every single value in a data set, it is a common statistical formula, and it is the measure which is most resistant to sampling fluctuation (Manikandan, 2011b).

Median: This is the middlemost value or category after values have been arranged from the lowest to highest (Patel, 2009). It splits the statistical data exactly into two halves (Sekaran & Bougie, 2017). Advantages of the median include that it is easy to calculate and grasp, it is not distorted by outliers or skewed data, and it can be used with ordinal, interval or ratio data (Manikandan, 2011a).

Mode: This is the value or category that is repeated the most (Patel, 2009). In some data sets, there is no mode present because no value repeats itself, while in some sets more than one mode occurs (Manikandan, 2011a). Advantages of the mode include that it is simple to compute, and instinctively easy to understand, and it is the only measure of central tendency which can be used with nominal data (Manikandan, 2011a).

3.12.1.3. Measures of Dispersion

Sekaran and Bougie (2017) state that the range, standard deviation and variance are components of measures of dispersion.

Range: This shows the mathematical difference between the maximum and the minimum value or category (Sekaran & Bougie, 2017). Benefits of the range include that it is quick and easy to calculate, and easy to understand (Manikandan, 2011a).

Standard deviation: This is the most commonly used measure of dispersion. It is a measure of the spread of data about the mean. Standard deviation is "the square root of sum of squared deviation from the mean divided by the number of observations" (Manikandan, 2011a:315). Benefits of the standard deviation include that it measures the variability in the data set and explains how close the scores are centred around the mean. Along with the mean, it can be used to detect skewness of the data (Sekaran & Bougie, 2017).

Variance: Subsequently, this is the square root of the standard deviation (Sekaran & Bougie, 2017). Subtracting the mean from each observation in the data set, taking the square of this difference and dividing the total of these by the number of observations is how the variance is calculated (Sekaran & Bougie, 2017).

3.12.2. Inferential statistics

Inferential statistics helps to form relationships amongst variables and then to draw conclusions from them (Sekaran & Bougie, 2017). Inferential statistics include the Pearson correlation, T-tests, analysis of variance (ANOVA) and regression analysis.

3.12.2.1. Pearson Correlation

The Pearson correlation looks at relationships between two variables and whether the one variable is dependent on the other (Gilchrist & Samuels, 2015). A Pearson correlation matrix indicates the significance, direction and strength of the bivariate relationships among all the variables that were measured at an interval or ratio level (Sekaran & Bougie, 2017). A benefit of the correlation coefficient, r, is that it can only range from –1.0 to +1.0. Any values outside this range are invalid (Sekaran & Bougie, 2017). In this study, the chi-square correlation analysis was used in order to determine the relationships and intercorrelations amongst the key dimensions of the study (brand

elements, effectiveness of brand elements in building brand awareness, brand image and customer loyalty and evaluative criteria).

3.12.2.2. T-test

According to Kim (2015), t-tests can be divided into two types. There is the independent t-test, which can be used when the two groups under comparison are independent of each other, and the paired t-test, which can be used when the two groups under comparison are dependent on each other (Kim, 2015). The T-test assesses whether or not there is a difference between two variables and it is normally used with gender (Sekaran & Bougie, 2017).

3.12.2.3. Kruskal-Wallis One- Way Analysis of Variance (ANOVA)

According to Sekaran and Bougie (2017:311), "an analysis of variance (ANOVA) helps to examine the significant difference among more than two groups on an interval or ratio-scaled dependent variable". It is also used to indicate whether there is a statistical mean in a dependent variable between two or more groups (Hair, Clesi, Oritinau, and Bush, 2013). The F-statistic shows whether two sample variances differ from each other or are from the same population (Sekaran & Bougie, 2017). Sekaran and Bougie (2017: 311) state that "if the F statistic obtained is significant at the 0,05 level or better, then accept the alternate hypothesis that there are significant mean differences among the groups. If the F statistic is not significant then retain the null and reject the alternate hypothesis". In this study, ANOVA was done to determine whether there is a significant difference between biographical variables (age, race, educational level and college) and the key dimensions (brand elements, effectiveness of brand elements in building brand awareness, brand image and customer loyalty and evaluative criteria) of the study, respectively.

3.12.2.4. Mann-Whitney U-test

The Mann-Whitney U-test is used to contrast divergences between two independent groups when the dependent variables is either continuous or ordinal, but not normally distributed. The Mann-Whitney U-test is often considered the nonparametric substitute for the independent t-test but, unlike the independent samples t-test, the Mann Whitney U-test allows the researcher to draw different inferences about the data depending on the assumptions made by the researcher about the data's distribution. In this study, the Mann Whitney U-test was used to analyse the differences in the perceptions of male and female respondents regarding the key dimensions (brand elements,

effectiveness of brand elements in building brand awareness, brand image and customer loyalty and evaluative criteria) of the study.

3.13. ETHICAL CONSIDERATIONS

The students were provided with letters of Informed Consent, which assured them that responses would remain anonymous and that their personal information would not be distributed to anyone. The students were assured that their participation was voluntary and that they would not be forced to answer the questions.

3.14. CONCLUSION

It is very important to understand the problem statements and objectives of the study in order to choose the correct form of sampling techniques and data collection methods. It is also important that data analysis and statistical analysis of the data collection method is understood. From the above, it can be seen that pilot testing has many benefits that will help to improve the entire research process to obtain better and more accurate data. Chapter 4 looks at the presentation and analysis of results.

CHAPTER FOUR

PRESENTATION OF RESULTS

4.1 INTRODUCTION

In this chapter, the research findings of the study are presented. The researcher used both inferential and descriptive statistics when processing the data. Data is presented in tabular and graphical forms. Electronic questionnaires were emailed to the students at the Westville Campus of the University of KwaZulu-Natal. The questionnaires were emailed to both undergraduate and post-graduate students. The research findings were analysed using Statistical Package for the Social Sciences (SPSS) and presented by means of figures and tables, which are considered the most appropriate way to present the details of the findings. The descriptive statistics include the mode, mean, median and standard deviation, where appropriate. Data are presented in line with the research objectives and related research questions.

The major research questions that have been answered in this chapter are as follows:

1. What impact do brand elements (brand names, URLs, logos, symbols, slogans, jingles, characters, packaging, spokespeople and celebrity endorsers) have on UKZN students' purchase decisions in relation to fast-moving consumer goods (FMCGs)?
2. What are the perceptions of UKZN students on the effectiveness of brand elements in building brand awareness, brand image and customer loyalty?
3. What evaluative criteria do UKZN students rely upon when making purchase decisions of fast-moving consumer goods (FMCGs)?
4. What are the creative competitive advantage strategies that marketers can adopt for successful marketing of fast-moving consumer goods (FMCGs) to university students?

4.2 PRESENTATION OF RESULTS

Descriptive and inferential statistics were utilised in the study.

4.2.1 DESCRIPTIVE STATISTICS

4.2.1.1 Biographical Details of Respondents

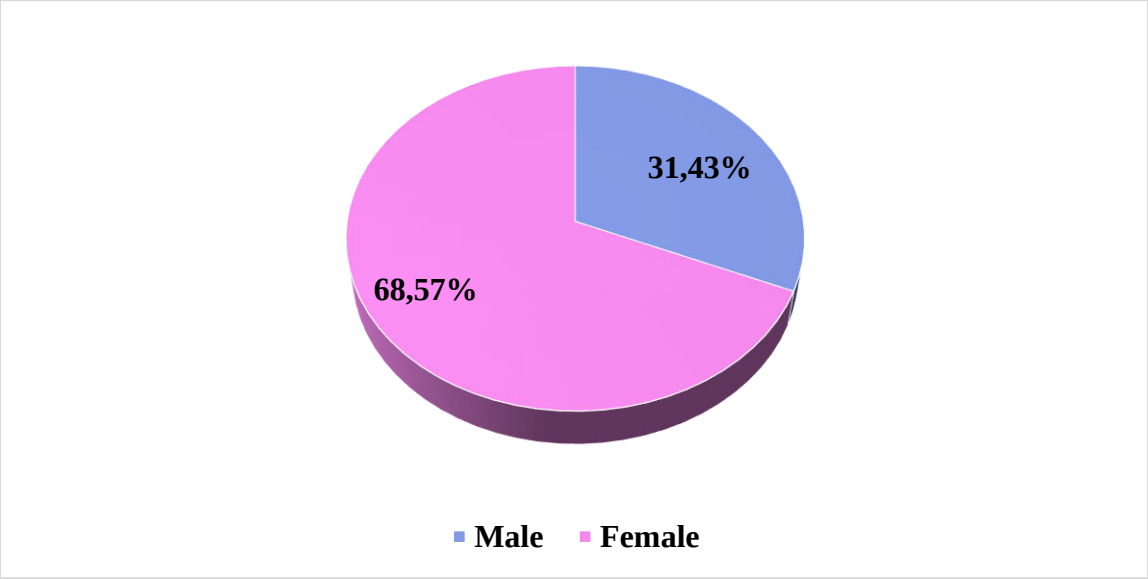
The minimum sample for this study was calculated as 375 subjects and the researcher received 210 correctly completed questionnaires. There was a limitation in terms of the collection of data for this study. Questionnaires were administered electronically but owing to the Coronavirus (Covid-19) pandemic, there was a low response rate. The biographical details of the 210 respondents are outlined in Table 4.1.

Table 4.1: Frequency distribution of biographical variables

		n	%
Gender	Male	66	31.4%
	Female	144	68.6%
	Total	210	100.0%
Age in Years	18–21	120	57.1%
	22–25	82	39.0%
	26–29	5	2.4%
	30–33	2	1.0%
	34–37	1	0.5%
	38 and over	0	0.0%
	Total	210	100.0%
Race	Black	58	27.6%
	Coloured	7	3.3%
	Indian	143	68.1%
	White	2	1.0%
	Others	0	0.0%
	Total	210	100.0%
Educational Level	Undergraduate	137	65.2%
	Honours Degree	47	22.4%
	Postgraduate Diploma	10	4.8%
	Master's Degree	15	7.1%
	Doctoral Degree	1	0.5%
	Total	210	100.0%
College	College of Law and Management Studies	123	58.6%
	College of Humanities	0	0.0%
	College of Health Sciences	21	10.0%
	College of Agriculture, Engineering and Science	66	31.4%
	Total	210	100.0%

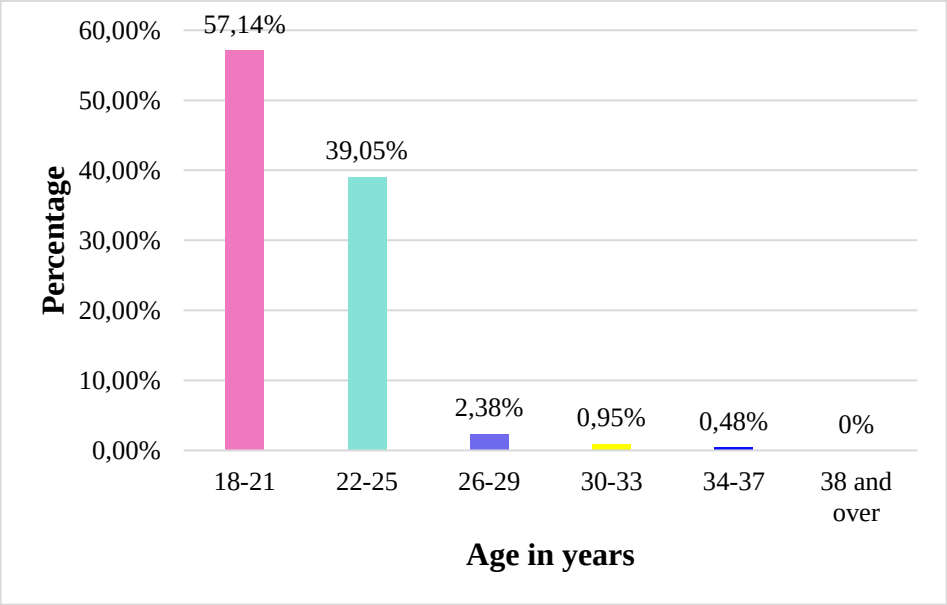
As evident in Table 4.1, the biographical variables included gender, age, race, educational level and college of study. Figure 4.1 provides an illustration of the gender proportions of the 210 respondents of this study.

Figure 4.1: Composition of Sample: Gender



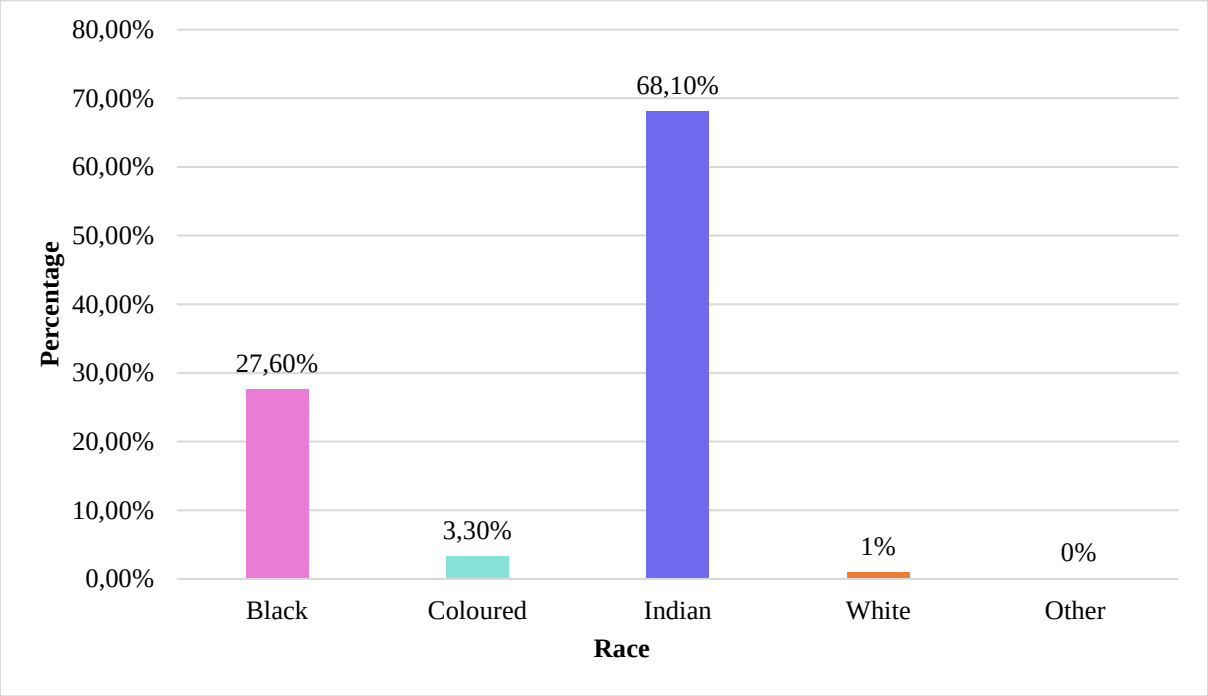
In terms of the composition of the sample respondents, there were more females (68.6%) than males (31.4%). Figure 4.2 provides an illustration of the age proportions of the 210 respondents of this study.

Figure 4.2: Composition of Sample: Age



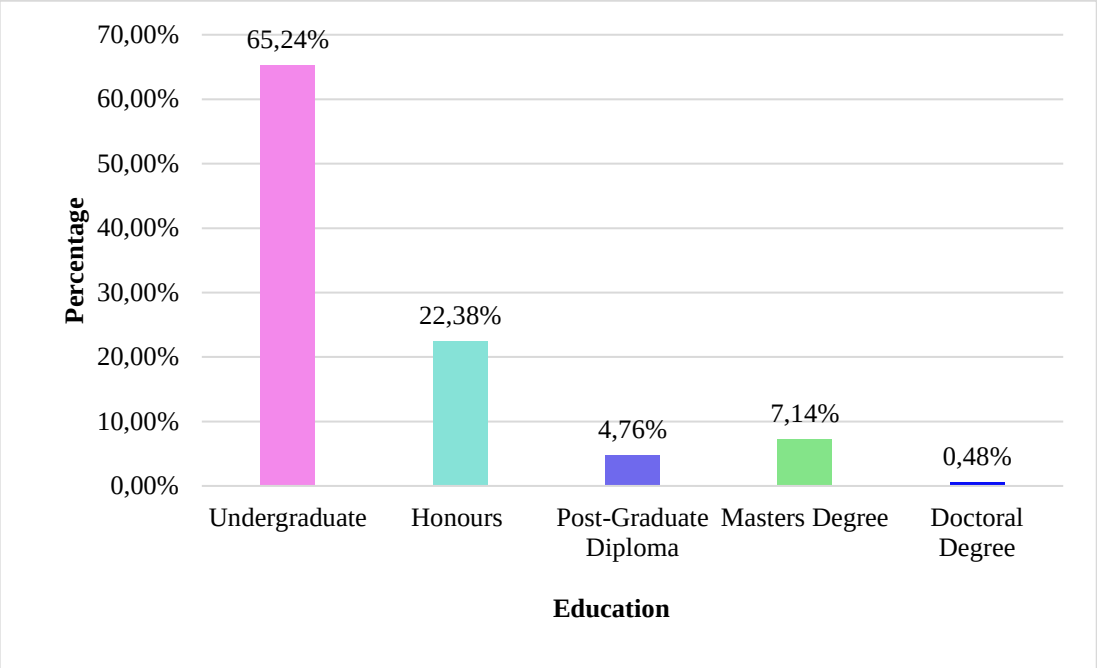
The majority (57.1 %) of the respondents were between the ages of 18 and 21, followed by the 22 to 25 age category (39.1 %), thereby indicating that the sample comprises predominantly younger students. Figure 4.3 provides an illustration of the race proportions of the 210 respondents of this study.

Figure 4.3: Composition of Sample: Race



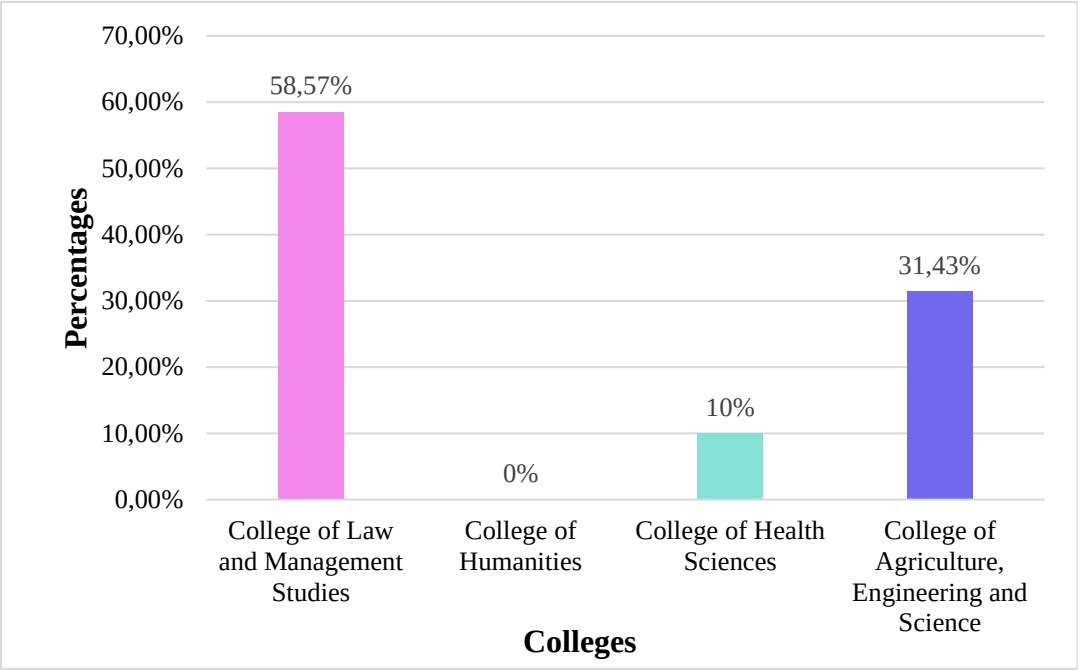
The majority of respondents (68.1 %) were Indian, followed by Black (27.6%), Coloured (3.3 %) and White (1 %) respondents. Figure 4.4 provides an illustration of the educational levels of the 210 respondents of this study.

Figure 4.4: Composition of Sample: Educational level



The majority of the respondents were Undergraduates (65.2 %), followed by Honours students (22.4 %) and Masters' students (7.1 %). Post-Graduate Diploma students comprised 4.8% of respondents and Doctoral students comprised 0.5% of the sample. Figure 4.5 provides an illustration of the proportions of the sample relative to the different colleges of UKZN.

Figure 4.5: Composition of Sample: College



The majority of the respondents were from the College of Law and Management studies (58.6%), followed by the College of Agriculture, Engineeering and Science (31.4%), and then College of Health Sciences (10%). The College of Humanities was not represented in the sample owing to the fact that students from this college are not registered at the Westville campus.

4.2.1.2 Importance That UKZN Students Attach to the Key Dimensions of the Study

The results obtained relating to the key dimensions of the study will be presented using descriptive statistics. UKZN students were asked to rate their perceptions of the various key dimensions of the study using a 5-point Likert scale. The higher the mean score, the more positively the dimension is viewed (Table 4.2).

Table 4.2: Descriptive Statistics: Key Dimensions of the Study

Key Dimensions of the Study	Mean	95% Confidence Interval for Mean		Std Dev.	Min.	Max.
		Lower Bound	Upper Bound			
Brand Elements	3.563	3.498	3.627	0.476	1	5
Effectiveness of brand elements in building brand awareness, brand image and customer loyalty	3.978	3.910	4.047	0.504	1	5
Evaluative Criteria	3.643	3.588	3.698	0.403	1	5

Table 4.2 indicates that UKZN students attach varying degrees of importance to the key dimensions of the study which, in descending level of mean score values are:

- Effectiveness of brand elements in building brand awareness, brand image and customer loyalty (Mean = 3.978)
- Evaluative criteria (Mean = 3.643)
- Brand elements (Mean = 3.563)

It is evident from Table 4.2 that the respondents attach the greatest level of importance to the effectiveness of brand elements in building brand awareness, brand image and customer loyalty

and the least level of importance to the influence of brand elements on purchase decisions. In order to analyse how respondents view each of these dimensions (Table 4.2), clusters were formed from each of the three major dimensions of the study, and frequency analyses were conducted on key items of each of the clusters. This involved the examination of the frequency distribution of the results for each of the scale items (Appendix 5). The first objective of the study looked at determining the impact that brand elements (brand names, URLs, logos, symbols, slogans, jingles, characters, packaging and spokespeople) have on UKZN students' purchase decisions in relation to fast-moving consumer goods (FMCGs). The results of this aspect of the study are outlined in Table 4.3.

Table 4.3: Descriptive Statistics: Key Dimensions of the Study: Brand Elements

Sub-dimensions of Brand Elements	Mean	Std Dev.	Min.	Max.
Brand Names	3.72	0.675	1	5
Uniform Resource Locators (URLs)	3.32	0.837	1	5
Logos and Symbols	3.99	0.567	1	5
Slogans and Jingles	3.39	0.754	1	5
Packaging and Colours	3.78	0.640	1	5
Characters, Spokespeople and Celebrity Endorsers	3.08	0.811	1	5

Table 4.3 indicates that UKZN students attach varying degrees of importance to the sub-dimensions of brand elements which, in descending level of mean score values are:

- Logos and Symbols (Mean = 3.99)
- Packaging and Colours (Mean = 3.78)
- Brand Names (Mean = 3.72)
- Slogans and Jingles (Mean = 3.39)
- Uniform Resource Locators (URLs) (Mean = 3.32)
- Characters, Spokespeople and Celebrity Endorsers (Mean = 3.08)

With regard to **logos and symbols**, 93.8 % of respondents (as per Appendix 5) remember familiar logos when purchasing FMCGs. The majority of respondents (64.2 %) believe that brands with popular logos and symbols influence their purchase decisions of FMCGs. In terms of attractive logos, the majority (83.8 %) of respondents agree that attractive logos help them to remember brands. Finally, the results of the study reveal that 91.9 % of respondents immediately recognise a brand by its symbol.

In the context of **brand packaging and colours**, the results of this study reveal that the majority of the respondents (84.3 %) are able easily to recognise brands by the colours and design of its packaging. In addition, 68.6 % of respondents affirm that creative packaging influences their purchase decisions of FMCGs. According to the majority of the respondents (63.3 %), reusable packaging entices them to purchase certain brands of FMCGs. The storage of a product is an

important factor when making purchase decisions, according to 60.4 % of the respondents. The majority of the respondents (65.7 %) feel that packaging that is environmentally friendly influences their purchase decisions of FMCGs. Finally, 81.9 % of respondents are of the opinion of that it is important for companies to use innovative packaging for their brands in order to attract more customers.

In terms of **brand names**, 77.7 % of the respondents of this study are cognisant of brand names when purchasing fast-moving consumer goods. The results of the study reveal that the majority (86.7 %) of the respondents are easily able to differentiate between competing brands based on brand names, logos, design and colouring. According to the results of this study, a third of students (35.7 %) believe that purchasing branded products is unimportant to them. The majority (79.5 %) of respondents attest that their preferred brand comes to mind when a product category is mentioned.

In terms of **brand slogans and jingles**, the majority of the respondents (69.5%) are able to link slogans with brands even when the brand name is not mentioned. In terms of catchy slogans, 35.3% of respondents are of the opinion that catchy slogans do not make them want to purchase a certain brand of FMCGs. The majority of the respondents (53.4%) feel that jingles help them to remember brands when purchasing FMCGs.

In terms of **Uniform Resource Locators (URLs)**, approximately half (48.08%) of the respondents revealed that they do not visit a brand's website before deciding whether to purchase a particular brand of FMCGs. The majority of the respondents (60%) agree that brands with websites containing detailed product information influence their purchase decisions of FMCGs. The results of the study reveal that the majority (63.3%) of respondents believe that consumers will be able to recall brands if their websites have URLs (Uniform Resource Locators) that are easy to remember.

In terms of **characters, spokespeople and celebrity endorsers**, the majority of the respondents (59.5%) believe that brand characters or mascots are effective in gaining their attention and creating awareness of a particular brand of FMCGs. In terms of recalling brands, a fair proportion of respondents (56.7%) are better able to recall brands that have brand characters or mascots. The majority of the respondents (42.4%) feel that they are not enticed to buy brands of FMCGs that have been endorsed by a celebrity. The results of the study reveal that 51% of the respondents do

not believe that celebrity endorsements are a credible source of information about FMCGs brands. Finally, 45.7% of respondents are of the opinion that brand spokespeople are not often able to influence their purchase decisions of FMCGs.

The second objective was to understand the perceptions of UKZN students on the effectiveness of brand elements in building brand awareness, brand image and customer loyalty, the results of which are outlined in Table 4.4.

Table 4.4: Descriptive Statistics: Key Dimensions of the study: Effectiveness of brand elements in building brand awareness, brand image and customer loyalty

Sub-dimensions of the Effectiveness of Brand Elements	Mean	Std Dev.	Min.	Max.
Brand Awareness	4.06	0.538	1	5
Brand Image	3.89	0.616	1	5
Customer Loyalty	3.98	0.575	1	5

Table 4.4 indicates that UKZN students attach varying degrees of importance to the effectiveness of brand elements in building brand awareness, brand image and customer loyalty which, in descending level of mean score values are:

- Brand Awareness (Mean = 4.06)
- Customer Loyalty (Mean = 3.98)
- Brand Image (Mean = 3.89)

In the context of **brand awareness**, the results of the study reveal that the majority (83.8%) of the respondents believe that unique brand names will assist companies in creating awareness of their brands. The majority of the respondents (97.2%) believe that the design and style of packaging will make it easier for consumers to recognise certain brands of FMCGs. In terms of slogans and jingles, 82.8% of the respondents believe that catchy slogans and jingles will enable consumers to be more aware of the brand. The majority of the respondents (85.8%) are of the opinion that companies need to use creative logos and symbols in order for their brands to stand out against competing brands of FMCGs. Finally, the vast majority (85.2%) of the respondents believe that

the various brand elements will help consumers to make their decisions about which brand of FMCGs to purchase.

With regard to **customer loyalty**, 95.7% of the respondents believe that customers will be loyal to brands that symbolise quality. The majority of the respondents (90.4%) feel that companies need constantly to update their websites with useful and creative content in order to build strong customer loyalty. The majority of the respondents (89.1%) are of the opinion that innovative product packaging (like tamper-proof- and resealable packaging) is important for keeping customers loyal to certain brands of FMCGs. The results of the study reveal that approximately half (48.6%) of the respondents feel that customers are more loyal to brands that are endorsed by celebrities. Finally, the majority (61.9%) of respondents feel that customers are more likely to be loyal to brands whose brand characters/mascots are likable.

In terms of **brand image**, the majority of the respondents (66.2%) believe that the use of brand characters or mascots will enhance the likability and image of the brand. The results of the study show that 68.5% of the respondents are of the opinion that companies that use celebrities to endorse their brands are able to enhance the image of their brands in the minds of consumers. According to the results of this study, the majority (84.3%) of respondents have a positive attitude towards brands that use environmentally friendly packaging. The majority of the respondents (73.3%) believe that slogans are an effective means of enhancing the image of FMCGs brands for consumers. Finally, 80% of respondents are of the opinion that sophisticated packaging enhances the brand's appeal to consumers.

The third objective of this study was to uncover the evaluative criteria that UKZN students rely upon when making purchase decisions of fast-moving consumer goods (FMCGs). The results pertaining to this objective are reflected in Table 4.5.

Table 4.5: Descriptive Statistics: Key Dimensions of the study: Evaluative criteria

Sub-dimensions of Evaluative Criteria	Mean	Std Dev.	Min.	Max.
Price and Affordability	3.50	0.784	1	5
Quality	4.14	0.701	1	5
Brands	3.02	0.883	1	5
Aesthetics and Appearance	3.70	0.907	1	5
Performance	4.24	0.741	1	5
Marketing Communication	3.99	0.684	1	5
Availability and Accessibility	3.94	0.616	1	5
Packaging	3.63	0.731	1	5
Quantity and Size	2.96	0.755	1	5

Table 4.5 indicates that UKZN students attach varying degrees of importance to the sub-dimensions of evaluative criteria which, in descending level of mean score values are:

- Performance (Mean = 4.24)
- Quality (Mean = 4.14)
- Marketing Communication (Mean = 3.99)
- Availability and Accessibility (Mean = 3.94)
- Aesthetics and Appearance (Mean = 3.70)
- Packaging (Mean = 3.63)
- Price and Affordability (Mean = 3.50)
- Brands (Mean = 3.02)
- Quality and Size (Mean = 2.96)

With regard to **performance**, the results of the study reveal that the majority of the respondents (93.3%) often pay careful attention to the durability and performance of products whenever they make purchase decisions.

In terms of **quality**, the majority (84.8%) of respondents affirm that the quality of a brand is the most important factor for them when making purchase decisions of FMCGs. In addition, the majority of the respondents (85.2%) are willing to pay higher prices for good quality FMCGs.

In terms of **marketing communication**, advertisements and promotional deals often play a vital role in purchase decisions of FMCGs, according to the majority (79.5%) of the respondents. In addition, the majority of respondents (81.9%) take into consideration the recommendations of family and friends when they make their purchase decisions of FMCGs.

In terms of **availability and accessibility**, the majority (78.1%) of respondents purchase an alternate brand of product when their preferred brand is unavailable in the store. In addition, 90.4% of respondents feel that the brands that they usually purchase are easily accessible.

In the context of **aesthetics and appearance**, the majority of the respondents (66.2%) are of the opinion that the aesthetics and appearance of the product matters to them when they are evaluating the different brands that are available.

In the context of **packaging**, the majority of the respondents (54.3%) often judge the quality of a brand by its packaging. According to the results of this study, the majority (72.4%) of respondents prefer packages that contain a lot of information about the product. In addition, the results of the study reveal that the majority (61.4%) of respondents feel that the packaging of the product plays a vital role in their decision making in relation to FMCGs.

In the context of **price and affordability**, the results of study reveal that the majority (82.8%) of the respondents are very conscious of the prices of FMCGs when they make purchase decisions. However, the results of the study reveal that 39.5% of the respondents do not purchase the cheapest brands of FMCGs that are available on the market.

According to the results of this study, 41.9% of respondents feel that **brand names** play an important role in their purchase decisions of FMCGs. The results of the study reveal that a slight majority, 43.3% of respondents do not purchase their preferred brands of FMCGs irrespective of price.

With regard to **quantity and size**, the results of this study reveal that the majority of respondents (61%) feel that the quantities in which the product is available is a crucial factor when they make their purchase decisions of FMCGs. In addition, 53.8% of the respondents do not feel that larger products are of a better quality than smaller ones.

4.2.2 INFERENTIAL STATISTICS

4.2.2.1 UKZN Student Perceptions of the Key Dimensions of the Study

Hypothesis 1:

There exists significant intercorrelations among the key dimensions (brand elements, effectiveness of brand elements in building brand awareness, brand image and customer loyalty and evaluative criteria) of the study relating to UKZN students respectively (Table 4.6).

Table 4.6: Correlation: Key Dimensions of the study

		Brand elements	Effectiveness of brand elements	Evaluative criteria
Brand elements	**r**	1.000		
	p			
Effectiveness of brand elements	**r**	0.716	1.000	
	p	0.000**		
Evaluative criteria	**r**	0.655	0.672	1.000
	p	0.000**	0.000**	

** $p<0.01$

*$p<0.05$

Table 4.6 indicates that, at the 1% level of significance, there is a significant positive relationship between the impact of brand elements on purchase decisions and the perceptions of the effectiveness of brand elements in building brand awareness, brand image and customer loyalty, as well as the evaluative criteria that are used when making purchase decisions. There is also a

significant positive relationship between perceptions of the effectiveness of brand elements and the evaluative criteria that are used when making purchase decisions. The implication is that respondents who are more cognisant of brand elements when making their purchase decisions are more inclined to believe that brand elements are effective in building brand awareness, brand image and customer loyalty. In addition, respondents who strongly believe that brand elements are effective in building brand awareness, brand image and customer loyalty are more cognisant of evaluative criteria (like product performance, quality, and marketing communication) when making their purchase decisions of FMCGs. From the results from Table 4.6, Hypothesis 1 may be accepted.

4.2.2.2 Key Dimensions of the study and Biographical Variables

Hypothesis 2:

There is a significant difference in the perceptions of UKZN students, varying in biographical profiles (gender, age, race, educational level and college) regarding each dimension of the study (brand elements, effectiveness of brand elements in building brand awareness, brand image and customer loyalty and evaluative criteria) respectively (Table 4.7).

Table 4.7: Kruskal-Wallis test: Key Dimensions of the study and Age

Key dimensions	Chi-square	p
Brand elements	10.983	0.027*
Effectiveness of brand elements in building brand awareness, brand image and customer loyalty	8.766	0.067
Evaluative criteria	6.933	0.139

** $p < 0.01$

* $p < 0.05$

Table 4.7 indicates that there is a significant difference in the perceptions of UKZN students, which varies in age, regarding brand elements (at the 5% level of significance). No other significant differences exist for other key dimensions. In order to assess where the significant differences lie, mean analyses were undertaken, as shown in Table 4.8.

Table 4.8: Mean Analyses: Key Dimensions of the study and Age

	Age	N	Mean	Std. Dev
Brand_elements	18-21	120	3.543	0.403
	22-25	82	3.634	0.525
	26-29	5	3.088	0.923
	30-33	2	3.180	0.368
	34-37	1	3.160	0.000
	Total	**210**	**3.563**	**0.476**

Whilst all the age groups are influenced to an extent by brand elements when making their purchase decisions, respondents in the 22–25-year age group are influenced to a higher degree in comparison to the other age groups. The 22–25-year age group (mean = 3.634) is followed by the 18–21 year-age group category (mean = 3.543). The respondents in the 26–29-year age group category (mean = 3.088) are least influenced by the various brand elements when making their purchase decisions.

Table 4.9: Kruskal-Wallis test: Key Dimensions of the study and Race

Key Dimensions	Chi-Square	p
Brand elements	5.381	0.146
Effectiveness of brand elements in building brand awareness, brand image and customer loyalty	4.905	0.179
Evaluative criteria	6.112	0.106

**** P < 0.01**

*** P < 0.05**

Table 4.9 indicates that no significant differences in race exist for the key dimensions.

Table 4.10: Kruskal-Wallis test: Key Dimensions of the study and Education

Key Dimensions	Chi-Square	p
Brand elements	12.027	0.017*
Effectiveness of brand elements in building brand awareness, brand image and customer loyalty	18.834	0.001**
Evaluative criteria	13.324	0.01*

**** P < 0.01**

*** P < 0.05**

Table 4.10 indicates that there is a significant difference in the perceptions of UKZN students, which varies in education, regarding brand elements and evaluative criteria (at the 5% level of significance), and effectiveness of brand elements in building brand awareness, brand image and customer loyalty (at the 1% level of significance). In order to assess where the significant differences lie, mean analyses were undertaken, as indicated in Table 4.11.

Table 4.11: Mean analysis: Key Dimensions of the study and Education

	Educational level	N	Mean	Std. Dev
Brand_elements	Undergraduate	137	3.559	0.389
	Honours	47	3.680	0.659
	Post-Graduate Diploma	10	3.528	0.309
	Masters Degree	15	3.296	0.518
	Doctoral Degree	1	2.920	.
	Total	**210**	**3.563**	**0.476**
Effectiveness_brand_elements	Undergraduate	137	3.963	0.447
	Honours	47	4.116	0.689
	Post-Graduate Diploma	10	3.807	0.111
	Masters	15	3.884	0.305
	Doctoral Degree	1	2.800	.
	Total	**210**	**3.978**	**0.504**
Evaluative_criteria	Undergraduate	137	3.618	0.354
	Honours	47	3.760	0.563
	Post-Graduate Diploma	10	3.688	0.209
	Masters	15	3.518	0.220
	Doctoral Degree	1	3.059	.
	Total	**210**	**3.643**	**0.403**

In terms of brand elements and educational level, students from the Honours degree category (mean = 3.680) are more cognisant of brand elements in comparison to other educational level categories when making purchase decisions. Respondents from the Master's degree category (mean = 3.296) were the least affected by brand elements when making purchase decisions.

In terms of the effectiveness of brand elements in building brand awareness, brand image and customer loyalty, and the educational level, the respondents from the Honours degree category (mean = 4.116) and the undergraduate category (mean = 3.963) have a strong belief that the brand elements are highly instrumental in building brand awareness, brand image and customer loyalty.

In terms of the evaluative criteria and educational level, the Honours students once again had the highest mean (mean = 3.76), indicating that they are the most reliant on evaluative criteria (such as performance or quality) when making purchase decisions. The educational category with the lowest mean came from the Master's degree students (mean = 3.518) who are not too cognisant of brands and packaging when making purchase decisions. Table 4.12 outlines the Kruskal-Wallis test with the key dimensions of the study and college.

Table 4.12: Kruskal-Wallis test: Key Dimensions of the study and College

Key dimensions	Chi-Square	p
Brand elements	13.955	0.000**
Effectiveness of brand elements in building brand awareness, brand image and customer loyalty	0.316	0.574
Evaluative criteria	0.114	0.736

**** P < 0.01**

*** P < 0.05**

Table 4.12 indicates that there is a significant difference in the perceptions of UKZN students varying from College to College, regarding brand elements (at the 1% level of significance). No other significant differences exist for other key dimensions.

Table 4.13: Mean Analysis: Key Dimensions of the study and College

	College	N	Mean	Std. Dev
Brand_Elements	College of Law and Management Studies	123	3.655	0.418
	College of Health Sciences	21	3.208	0.627
	College of Agriculture, Engineering and Science	66	3.504	0.468
	Total	**210**	**3.563**	**0.476**

It is evident from Table 4.13 that respondents from the College of Law and Management Studies (mean = 3.655) are influenced to a higher degree by various brand elements when making purchase decisions in comparison to respondents from the other colleges. Table 4.14 shows the Mann-Whitney U-Test with the key dimensions of the study and Gender.

Table 4.14: Mann-Whitney U-Test: Key Dimensions of the study and Gender

Key dimensions	Mann-Whitney U	Z	p
Brand elements	16585.5	-0.790	0.429
Effectiveness of brand elements in building brand awareness, brand image and customer loyalty	17268.5	-0.133	0.894
Evaluative criteria	17221.5	-0.180	0.857

Table 4.14 indicates that no significant differences in gender exist for the key dimensions. From the results reflected in Table 4.7 to Table 4.14, Hypothesis 2 may be partially accepted.

4.3 STATISTICAL ANALYSIS OF THE QUESTIONNAIRE

Statistical analysis of the questionnaire will be undertaken to establish the validity and reliability of the questionnaire. Validity will be tested using factor analysis and reliability will be tested by using Cronbach's Coefficient Alpha.

4.3.1 Validity of Questionnaire

According to Sekaran and Bougie (2017:222), factor analysis is "a multivariate technique that confirms the dimensions of the concept that have been operationally defined, as well as indicating which of these items are most appropriate for each dimension". Table 4.15 shows the Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's test of sphericity.

4.3.1.1. Factor analysis

Table 4.15: Kaiser-Meyer-Olkin Measure of sampling Adequacy and Bartlett's Test of Sphericity

Kaiser-Meyer-Olkin Measure of sampling Adequacy		0.849
Bartlett's Test of Sphericity	Aprrox. Chi Square	6866
	df	1596
	Sig.	0.000

The Kaiser-Meyer-Olkin (KMO) measure was greater than the recommended 0.5 (0.849), thus reflecting sampling adequacy. Bartlett's test of sphericity also indicated a statistically significant result (Approx. Chi-Square = 6866; df = 1596; Sig. = 0.000). The items loaded along 11 components, explaining 61% of the cumulative variation in the factors, as shown in Table 4.16.

Table 4.16 presents the factor loadings for Section B of the questionnaire. Only those loadings that were greater than 0.4 were considered to be significant. When an item loaded significantly on two factors, only that with the higher loading was considered. All of the conditions were satisfied for the factor analysis.

Table 4.16: Validity of the Questionnaire: Factor Analysis

	1	2	3	4	5	6	7	8	9	10	11	12
b1					0.334			0.577				
b2								0.654				
b3					0.812							
b4					0.553	0.306		0.439				
b5										0.821		
b6										0.764		
b7		0.452									-0.386	
b8								0.531				
b9					0.351							0.31
b10		0.597				0.316						
b11						0.717						
b12						0.721						
b13	0.437											
b14	0.379											
b15			0.457									
b16		0.674										
b17				0.78								
b18				0.352							0.335	
b19				0.783								
b20		0.539		0.447								
b21	0.694											
b22	0.845											
b23									0.367			0.59
b24	0.525								0.319			
b25	0.563											
b26		0.402	0.395									
b27		0.41	0.387			0.382						-0.31
b28	0.417					0.312						
b29		0.367				0.446						

Table 4.16: Validity of the Questionnaire: Factor Analysis (Continued)

b30		0. 597										
b31	0.643											
b32	0.487								0.572			
b33				0.617			0.334					
b34			0.379						0.387			
b35		0.372	0.613									
b36			0.472				0.313					
b37			0.375							0.4		
b38			0.34	0.516								
b39									0.747			
b40	0.556		0.44									
b41					-0.473		0.438					
b42					-0.527							0.565
b43							0.676					
b44							0.663					
b45					0.662							
b46					0.685							
b47		0.584										
b48							0.675					
b49		0.342	0.312				0.456					
b50			0.752									
b51				0.44				0.393				
b52			0.618				0.315					
b53						0.339					0.68	
b54								0.422				
b55		0.332									0.747	
b56								0.432	0.432		0.342	
b57												0.637
Eigen value	4.337	3.799	3.668	3.475	3.274	2.832	2.829	2.788	2.451	2.418	2.211	2.068
% total variance	7.608	6.665	6.435	6.097	5.744	4.969	4.964	4.891	4.299	4.242	3.878	3.628

Table 4.16 indicates that nine items load significantly on Factor 1 and account for 7.61% of the total variance. Five items relate to brand elements and four items relate to effectiveness of brand elements in building brand awareness, brand image and customer loyalty. Since the majority of items relate to brand elements, Factor 1 will be labelled as such.

Table 4.16 indicates that eight items load significantly on Factor 2 and account for 6.67% of the total variance. Four items relate to brand elements, three items relate to effectiveness of brand elements in building brand awareness, brand image and customer loyalty, and one item relates to evaluative criteria. Since the majority of items relate to brand elements, Factor 2 will be labelled as such.

Table 4.16 indicates that six items load significantly on Factor 3 and account for 6.44% of the total variance. The majority of the items (three items) relate to effectiveness of brand elements in building brand awareness, brand image and customer loyalty. Factor 3 will be labelled as such.

Table 4.16 indicates that six items load significantly on Factor 4 and account for 6.09% of the total variance. The majority of the items (three items) relate to brand elements. Factor 4 will be labelled as such.

Six items load significantly on Factor 5 and account for 5.74% of the total variance. The majority of the items (four items) relate to evaluative criteria. Factor 5 will be labelled as such.

For Factor 6, all the significant loadings were on three items and account for 4.97% of the total variance. The majority of the items (two items) relate to brand elements; Factor 6 will be labelled as such.

For Factor 7, all the significant loadings were on five items and account for 4.96% of the total variance. Since all five items relate to evaluative criteria, Factor 7 will be labelled as such.

Six items load significantly on Factor 8 and account for 4.89% of the total variance. The majority of the items (four items) relate to brand elements. Factor 8 will be labelled as such.

Three items load significantly on Factor 9 and account for 4.29% of the total variance. The majority of the items (two items) relate to effectiveness of brand elements in building brand awareness, brand image and customer loyalty. Factor 9 will be labelled as such.

Three items load significantly on Factor 10 and account for 4.24% of the total variance. The majority of the items (two items) relate to brand elements. Factor 10 will be labelled as such.

For Factor 11, all the significant loadings were on two items and account for 3.88% of the total variance. Since both of the items relate to evaluative criteria, Factor 11 will be labelled as such.

Three items load significantly on Factor 12 and account for 3.63% of the total variance. The majority of the items (two items) relate to evaluative criteria. Factor 12 will be labelled as such.

As is evident from Table 4.16, six factors (Factors 1, 2, 4, 6, 8, 10) were labelled brand elements, five factors (Factors 5, 7, 9, 11, 12) were labelled evaluative criteria, and only one factor (Factor 3) was labelled effectiveness of brand elements in building brand awareness, brand image and customer loyalty.

4.3.2 Reliability of Questionnaire

The reliability of individual dimensions was also computed, as shown in Table 4.17.

Table 4.17: Overall Reliability of the Questionnaire: Cronbach's Coefficient Alpha

Cronbach's Alpha	N of Items
0.927	57

The overall reliability of the questionnaire, as measured by Cronbach's Alpha, is 0.927, indicating an excellent level of inter-item consistency and reliability.

Table 4.18: Reliability of the Questionnaires per Dimension: Cronbach's Coefficient Alpha

Key Dimensions	Cronbach's Alpha	N
Brand elements	0.858	25
Effectiveness of brand elements in building brand awareness, brand image and customer loyalty	0.883	15
Evaluative criteria	0.741	17

Table 4.18 indicates that the reliability of dimensions ranges from 0.741 to 0.883, thus indicating that the reliability per dimension ranges from good (evaluative criteria) to excellent (brand elements, and effectiveness of brand elements in building brand awareness, brand image and customer loyalty).

4.4 CONCLUSION

This chapter outlined the inferential and descriptive statistics of the study. In addition, the study examined the importance that UKZN students attach to the key dimensions of the study. Finally, the study undertook a statistical analysis of the questionnaire. Chapter 5 focuses on a discussion of the results.

CHAPTER FIVE

DISCUSSION OF RESULTS

5.1. INTRODUCTION

This chapter incorporates a discussion of the results of this study. It outlines each of the objectives that were presented, along with a discussion of the outcomes. This chapter outlines the importance that UKZN students attach to the key dimensions of the study which are, the impact that brand elements have on UKZN students' purchase decisions in relation to fast-moving consumer goods (FMCGs), the perceptions of UKZN students on the effectiveness of brand elements in building brand awareness, brand image and customer loyalty and the evaluative criteria that UKZN students rely upon when making purchase decisions of fast-moving consumer goods (FMCGs).

5.2. UKZN STUDENTS' PERCEPTIONS OF THE KEY DIMENSIONS OF THE STUDY

This section will discuss the findings of the study in terms of the relevant objectives. The first objective investigated the impact that brand elements have on the purchase decisions of UKZN students in relation to FMCGs. The second objective aimed to uncover the perceptions of UKZN students regarding the effectiveness of brand elements in building brand awareness, brand image and customer loyalty. In addition, the third objective focused on uncovering the evaluative criteria that UKZN students rely upon when making purchase decisions about FMCGs. The last objective aimed at formulating creative competitive advantage strategies based on the findings of this study that marketers can adopt for successful marketing of FMCGs to university students.

5.2.1. The Impact That Brand Elements Have on UKZN Students' Purchase Decisions In Relation To Fast-Moving Consumer Goods (FMCGs)

The first objective of this study was to determine the impact that brand elements (brand names, URLs, logos, symbols, slogans, jingles, characters, packaging and spokespeople) have on UKZN students' purchase decisions in relation to fast-moving consumer goods (FMCGs). The findings of this objective will be discussed.

5.2.1.1. Brand Names

Various aspects of brand names were investigated in this study. In terms of brand names and their impact on purchase decisions of UKZN students in relation to FMCGs, the majority of the respondents are cognisant of brand names when purchasing FMCGs and are able to differentiate easily between competing brands based on brand names, logos, design and colouring. The results were similar to the findings of a study conducted by Assali (2016), which found that brand names were considered an important factor when making purchase decisions.

A third of the respondents in this study believe that purchasing branded products is unimportant to them; however, the majority of the respondents attest that their preferred brand comes to mind when a certain product category is mentioned. The findings of the study concur with those of Price (2010), who found that there is a significant relationship between brand influence and familiarity. In addition, the study undertaken by Price (2010) showed a significant positive relationship between brand consciousness and brand influence, and indicated that consumers do make an association with a brand and a product category. In contrast to this study, the results of a study by Mishra and Dutt (2014), show that consumers are attracted to branded products as they feel that branded products are important to them and that they add to their social status and lifestyle.

5.2.1.2. Uniform Resource Locators (URLs)

With regard to URLs and their impact on purchase decisions of UKZN students in relation to FMCGs, approximately half of the respondents revealed that they do not visit a brand's website before deciding whether or not to purchase a particular brand of FMCGs. The majority of the respondents agree that brands with websites containing detailed product information influence their purchase decisions of FMCGs. The results of the study reveal that the majority of respondents believe that consumers will be able to recall brands if their websites have URLs that are easy to remember. In support of these results, Alnsour and Subbah (2018) found that there is an impact of the brand's URL on the brand equity.

Keisidou, Sarigiannidis and Maditinos (2011) found that privacy concerns have no effect on consumer attitude towards online shopping. Consumers show a high level of concern about their privacy yet that does not prevent them from buying online. Keisidou et al., (2011) further found

that consumers make purchases online owing to geographical reasons and probably because the local market does not have the product.

5.2.1.3. Logos and Symbols

With regard to logos and symbols and their impact on purchase decisions of UKZN students in relation to FMCGs, the majority of respondents of this study remember familiar logos when purchasing FMCGs. This outcome is consistent with the findings of a study by Deneçli (2015), where consumers expressed that they could identify different brands from their logos or emblems.

Most of the respondents in this study believe that brands with popular logos and symbols influence their purchase decisions of FMCGs. In terms of attractive logos, the majority of respondents in this study agree that attractive logos help them to remember brands. Similarly, Park, Eisingerich, Pol and Park (2013) found that logos, based on brand names accompanied by visual symbols (as opposed to brand names only), offer greater self-identity or expressiveness benefits. Park et al. (2013) further explain that their study shows that brand logo benefits have a positive and significant impact on customer commitment.

Finally, the results of this study reveal that the majority of respondents immediately recognise a brand by its symbol. This study supports the findings of Subhani, Hasan, Alvi, and Osman (2010), where results of their study show that there is a positive relationship between age and brand symbols, in that elderly people recall brand symbols more than younger people do. The reasoning behind this was that older consumers watch advertisements and remember these when shopping. This study also supports the findings of Park et al. (2013) that brands with symbols as their logos are more effective in providing a self-identity and recognition than brands that just have the brand's name as their logo.

5.2.1.4. Slogans and Jingles

In terms of slogans and jingles and their impact on purchase decisions of UKZN students in relation to FMCGs, the majority of the respondents in this study are able to link slogans with brands even when the brand name is not mentioned. In terms of catchy slogans, a third of respondents in this study are of the opinion that catchy slogans do not make them want to purchase a certain brand of FMCGs. In accordance with the results of this study, the study by Kohli, Thomas and Suri (2013) state that the use of rhyming jingles did not have a significant impact on purchase of products;

however, there is a positive relationship between rhyming and jingles. In contrast to the findings of this study, the results of the study done by Shakil and Siddiqui (2019) reveal that consumers usually ignore the music of the advertising jingles, which ultimately impedes brand recollection.

The majority of the respondents in this study feel that jingles help them to remember brands when purchasing FMCGs. This finding supports the findings of Rybaczewska, Jirapathomsakul, Liu, Chow, Nguyen and Sparks (2019), who found that a creative and unique slogan can make a brand stand out from similar competitors. In addition, a distinctive slogan is believed to create a unique brand identity which roots itself in the minds of consumers, who tend to connect with the emotions and feelings contained in slogans (Rybaczewska et.al, 2019).

5.2.1.5. Colours and Packaging

In the context of colours and packaging and their impact on purchase decisions of UKZN students in relation to FMCGs, the majority of the respondents are able to easily recognise brands by the colours and design of its packaging. This finding supports the findings of Kauppinen-Räisänen (2014), who found that approximately 90 % of consumers make purchase decisions of their preferred brands based on visual examination of the front of the package. In addition, the majority of respondents in this study affirm that creative packaging influences their purchase decisions of FMCGs. Similarly, a study by Mazhar, Daud, Bhutto and Mubin (2015) found that there is a significant positive relationship between the design of a product's wrapper as well as innovative packaging when it comes to purchase decisions. Mazhar et al., (2015) explain that packaging helps to communicate with the audience.

According to the majority of the respondents in this study, reusable packaging entices them to purchase certain brands of FMCGs. The storage of a product is an important factor when making purchase decisions, according to the respondents in the study. The majority of the respondents in this study feel that packaging that is environmentally friendly influences their purchase decisions of FMCGs. In addition, the majority of respondents in this study are of the opinion of that it is important for companies to use innovative packaging for their brands in order to attract more customers. Similarly, the results of a study done by Orzan, Cruceru, Bălăceanu and Chiru (2018) indicate that consumers want to buy products that are organic; they want to be informed about it; and they pay attention to the product label and the information on it (Orzan, et al., 2018).

Consumers prefer purchasing product packaging made of paper, glass and cardboard as they are easily recyclable. The motivation behind this is that they feel that they are protecting and being responsible towards the environment (Orzan, et al., 2018).

A study by Oaya, Newman and Ezie (2017) found that there is a direct significant relationship between labelling and consumer awareness; therefore, labelling has significant effects on consumer awareness of the product. In addition, Oaya et al., (2017) found that packaging attracts the attention of consumers to a particular brand, enhances its image, and influences the perceptions of consumers about the product; the package imparts unique value to products.

In contrast, a study by Kong, Harun, Sulong and Lily (2014) found that green advertisements did not have a significant impact on green purchase intentions of consumers.

5.2.1.6. Characters (Mascots), Spokespeople and Celebrity Endorsers

In terms of characters, spokespeople and celebrity endorsers and their impact on purchase decisions of UKZN students in relation to FMCGs, the majority of the respondents believe that brand characters or mascots are effective in gaining their attention and creating awareness of a particular brand of FMCGs. In terms of recalling brands, a fair proportion of respondents in this study are better able to recall brands that have brand characters or mascots. This supports the findings of Pairoa and Arunrangsiwed (2016), who found that brand mascots aid in creating awareness of brands and can motivate consumers to make the decision to purchase products.

The majority of the respondents in this study feel that they are not enticed to buy brands of FMCGs that have been endorsed by a celebrity. The results of this study reveal that the respondents do not believe that celebrity endorsements are a credible source of information about FMCGs brands. Similarly, the study by Nkosi (2016) found that celebrity endorsement is just a money-making scheme and that consumers are not amused by celebrities. In contrast to this study, the results of the study by Adam and Hussain (2017) found that celebrities have an influence on purchase behaviour as long as they have expertise in the field and are regarded as trustworthy.

Finally, a moderate proportion of respondents are of the opinion that brand spokespeople are not often able to influence their purchase decisions of FMCGs. Similarly, the study by Okoli (2016) found that celebrities influence purchase decisions only if the celebrity is liked by the audience. The study by Okoli (2016) further found that consumers between the ages of 18 and 34 resonate

more with celebrity endorsements. In contrast to this study, Pramjeeth and Khupe (2016) found that respondents do not refer or relate to products based on the celebrity who endorses the products. A study by Fleck, Michel and Zeitoun (2014) found that perceived celebrity brand incongruence dampens brand messaging. In contrast, the study by Aprilia and Hidayati (2020) states that to make an effective celebrity a supporter of a particular product in an advertisement, there must be a meaningful relationship or match between the celebrity and the product being advertised.

5.2.1.7. Intercorrelations Between Brand Elements and Other Key Dimensions of the Study

The results of this study indicate that there is a significant positive relationship between the impact of brand elements on purchase decisions and the perceptions of the effectiveness of brand elements in building brand awareness, brand image and customer loyalty, as well as the evaluative criteria that are used when making purchase decisions.

The implications of that relationship is that consumers who are highly influenced by brand elements (such as logos and symbols as well as packaging and brand names) when making purchase decisions are of the strong belief that the brand elements are crucial in terms of building brand awareness, brand image and customer loyalty. In addition, these consumers are highly cognisant of evaluative criteria (such as product performance, quality and marketing communications) when making purchase decisions of FMCGs.

5.2.1.8. Influences of Biographical Variables on Brand Elements

The results of the study reveal that the perceptions of UKZN students of the various brand elements are influenced by certain biographical variables, namely age, educational level, and college. According to the results of this study, there are significant differences in the perceptions of UKZN students, varying in age, educational level and college, regarding the impact that brand elements have on purchase decisions in relation to FMCGs.

The results indicate that younger students (aged between 18 and 25) appear to be more reliant on brand elements when making purchase decisions in comparison to older students (aged 26 and older). In terms of educational level, the Honours students have the strongest belief that brand elements play a crucial role in influencing the purchase decisions of consumers. In terms of college, students from the College of Law and Management studies are more mindful of brand elements during purchase decision-making.

5.2.2. THE PERCEPTIONS OF UKZN STUDENTS ON THE EFFECTIVENESS OF BRAND ELEMENTS IN BUILDING BRAND AWARENESS, BRAND IMAGE AND CUSTOMER LOYALTY

The second objective of this study was to understand the perceptions of UKZN students regarding the effectiveness of brand elements in building brand awareness, brand image and customer loyalty. The findings of this objective will be discussed below.

5.2.2.1. Brand Awareness

In the context of understanding the perceptions of UKZN students regarding the effectiveness of brand elements in building brand awareness, the results of the study reveal that the majority of the respondents in this study believe that unique brand names will assist companies in creating awareness of their brands. This is consistent with the findings of Dhurup, Mafini and Dumasi (2014), who found that consumers may use brand awareness as a nominal anchor in their purchase decisions. When consumers know a certain brand, they tend to include that name in their personal consideration set (Dhurup et al., 2014).

The majority of the respondents in this study believe that the design and style of packaging will make it easier for consumers to recognise certain brands of FMCGs. This is consistent with the findings of Hassan and Mostafa (2018), who found that consumers like packaging design elements and that good design of packaging not only assists in recognising a brand but also creates positive feelings about the brand that they purchase. Product information printed on the package helps to compare the quality and value of a certain product to other similar items (Khuong & Tran, 2018). However, consumers may be confused if there is too much or misleading and inaccurate information on product packaging (Khuong & Tran, 2018).

In terms of slogans and jingles, the majority of respondents in this study believe that catchy slogans and jingles will enable consumers to be more aware of the brand. In support of the findings of this study, Silveira and Bogas (2019) found that there is a positive relationship between slogans and the memorability of a brand. The respondents in this study are of the opinion that companies need to use creative logos and symbols in order for their brands to stand out against competing brands of FMCGs. Finally, the respondents in this study believe that the various brand elements will help consumers make their decisions about which brand of FMCGs to purchase. In support of these

findings, a study by Grinsven and Das (2014) found that simple brand logos were easier to remember and were easily recognised by the participants in the study.

5.2.2.2. Brand Image

With regard to understanding the perceptions of UKZN students on the effectiveness of brand elements in building brand image, the majority of the respondents believe that the use of brand characters or mascots and spokespeople will enhance the likability and image of the brand. This is consistent with the findings of the study by Anandya, Wewengkang and Indarini (2018) who found that preferred spokespeople create consumer interest in advertising and create positive feelings for brands. Well-crafted advertising by favoured spokespeople will create a favourite for retailers as well as brand uniqueness in the minds of consumers, thereby enhancing brand associations (Anandya et al., 2018). In addition, the results of the study are congruent with the findings of Pairoa and Arunrangsiwed (2016), who found that brand mascots can motivate consumers to make the decision to purchase products. However, a study by Sert and Davis (2016) shows that there are some gender stereotypes when mascots are created and that marketers need to be aware of this when designing mascots.

The results of this study show that respondents are of the opinion that companies that use celebrities to endorse their brands are able to enhance the image of their brands in the minds of consumers. Thwaites, Lowe, Monkhouse and Barnes (2012) warn that any negative publicity, no matter how severe or indirectly related to the celebrity, can reduce the public's perception of brands. Celebrities should, therefore, be strongly advised to maintain a responsible image, to enhance the status of a brand (Thwaites et al., 2012). In support of the findings of this study, Younas, Farooq and Rehman (2018) found that using celebrity endorsers helps the brands stand out from the competition as this attracts consumers. In addition, Younas et al., (2018) found that celebrities increase the brand image and help the product seem valuable to the company.

According to the results of this study, the majority of respondents have a positive attitude towards brands that use environmentally friendly packaging. In support of this finding, the study by Wandosell, Parra-Meroño, Alcayde, Baños (2021) found that customers are concerned with environmental issues and their purchase decisions of green-packaged products are dependent on different factors like packaging design, the typology, biodegradability and recyclability of packaging materials.

The majority of the respondents in this study believe that slogans are an effective means of enhancing the image of consumers of FMCGs brands. This finding is consistent with that of Padrakal and Chellam (2017), who found that the quality of the product improves the brand image and that these qualities need to be emphasised in company slogans. Finally, the majority of respondents in this study are of the opinion that sophisticated packaging enhances the brand's appeal to consumers. This is consistent with the findings of Pantin-Sohier (2014) that there is a direct influence of colour and shape on the functional and symbolic associations of the brand's image and appeal.

5.2.2.3. Customer Loyalty

With regard to customer loyalty, the majority of the respondents believe that customers will be loyal to brands that symbolise quality. In agreement with the findings of this study, Shehzad, Ahmad, Iqbal, Nawaz and Usman (2014) found that a good quality product enhances brand image which has a strong positive relationship with consumer buying behaviour. The study by Shehzad et al., (2014) explains that university students are more conscious of good quality branded products that satisfy their self-esteem or ego needs. The majority of the respondents of this study feel that companies need to update their websites constantly with useful and creative content in order to build strong customer loyalty.

The majority of the respondents in this study are of the opinion that innovative product packaging (like tamper-proof and resealable packaging) is important for keeping customers loyal to certain brands of FMCGs. In support of the findings of this study, the study by Ahmad and Ahmad (2015) shows that consumers admire appealingly packaged products and that innovative packaging gives more value to products when purchased.

The results of this study reveal that approximately half of the respondents feel that customers are more loyal to brands that are endorsed by celebrities. The majority of the respondents in this study feel that customers are more likely to be loyal to brands whose brand characters or mascots are likeable. Similarly, Gupta, Tyagi, Siddiquei and Sharma (2020) found that 59 % of consumers are unlikely to switch to other brands if their preferred brands are endorsed by their favourite celebrities. In contrast to this study's findings, Löfgren and Li (2010) found that using celebrity endorsers in cosmetics advertisements has very little influence on the brand loyalty behaviour of customers.

5.2.2.4. Intercorrelations Between the Effectiveness of Brand Elements in Building Brand Awareness, Brand Image and Customer Loyalty and Other Key Dimensions of the Study

The results of this study indicate that there is a significant positive relationship between the perceptions of the effectiveness of brand elements in building brand awareness, brand image and customer loyalty and the impact of brand elements on purchase decisions, as well as the evaluative criteria that are used when making purchase decisions.

The implication of this relationship is that respondents who strongly believe that brand elements are paramount in building brand awareness, brand image and customer loyalty, are highly cognisant of evaluative criteria (such as product performance, durability and quality) when making purchase decisions.

5.2.2.5. Influences of Biographical Variables on Effectiveness of Brand Elements in Building Brand Awareness, Brand Image and Customer Loyalty

The results of this study reveal that the perceptions of UKZN students of the effectiveness of brand elements in building brand awareness, brand image and customer loyalty are influenced by the biographical variable, educational level. The results indicate that the Honours and undergraduate students have a great belief that brand elements are highly effective in creating brand awareness, enhancing a brand's image and building customer loyalty.

5.2.3 THE EVALUATIVE CRITERIA THAT UKZN STUDENTS RELY UPON WHEN MAKING PURCHASE DECISIONS OF FAST-MOVING CONSUMER GOODS (FMCGs)

The third objective of this study was to uncover the evaluative criteria that UKZN students rely upon when making purchase decisions about FMCGs. The findings of this objective will be discussed below.

5.2.3.1. Price and Affordability

In the context of price and affordability, the results of this study reveal that the majority of the respondents are very conscious of the prices of FMCGs when they make purchase decisions. However, the results of the study reveal that approximately a third of the respondents do not purchase the cheapest brands of FMCGs that are available on the market. The findings of this study concur with the findings of Albari and Safitri (2018), who found that price is an important factor

in the purchasing decision, especially for products that are frequently purchased. In addition, Albari and Safitri (2018) found that, although the majority of consumers are rather sensitive to price, they also consider other factors, such as brand image, store location, service, value, and quality. Sarker and Rahman (2017) found that the income level of consumers is a significant factor in the purchase decisions of FMCGs.

McConnochie et al. (2017) found that price promotions encourage brand trials and result in levels of loyalty after the trial of a new brand. McConnochie et al. (2017) found that brand switching would occur between two competitive brands, based solely on the presence of a promotional offer, which appears to take priority over taste preference.

Verma and Rojhe (2018) found that women do not give as much importance to price as an evaluative criterion as opposed to men who attach a greater importance to price as an important evaluative criterion. In contrast, a study by Shamsher (2012) investigating the importance of product attributes in influencing purchase decisions of FMCGs laundry soaps found that price is, in fact, not an important factor when purchasing soaps.

5.2.3.2. Quality

In terms of quality, the majority of respondents in this study affirm that the quality of a brand is the most important factor for them when making purchase decisions about FMCGs. Sarker and Rahman (2017) found that there is a very strong relationship between product quality and consumer purchasing decisions. This is the fourth most important factor that they consider when making purchase decisions. In addition, the majority of the respondents are willing to pay higher prices for good quality FMCGs.

Jezerc (2018) explains that quality has become a more important factor than price, according to 53 % of the consumers who were studied. Jezerc (2018) also found that more than half of the baby boomers, millennials and Generation X choose quality over price.

5.2.3.3. Brands

According to the results of this study, more than a third of the respondents feel that brand names play an important role in their purchase decisions of FMCGs. This finding is consistent with the

findings of Hedemann (2019), who found that over half of the consumers already have a subconscious brand preference long before making a purchase. The results of this study reveal that a slight majority of respondents do not purchase their preferred brands of FMCGs, irrespective of price. A study by Joghee and Pillai (2013) found that the fourth most important attribute ranked when making purchase decisions of FMCGs is brand names. In addition, a study by Aziz (2014) found that the majority of respondents believe that the reputation of a particular brand is vital in deciding whether or not to make a specific purchase decision.

According to Avani (2016), urban consumers prefer branded products in the FMCGs sector. In today's society, young consumers are brand conscious and consumers who have a higher brand consciousness and brand familiarity consider brand names to be an important evaluative criterion (Verma & Rojhe, 2018).

5.2.3.4. Aesthetics and Appearance

In the context of aesthetics and appearance, the majority of the respondents in this study are of the opinion that the aesthetics and appearance of the product matters to them when they are evaluating the different brands that are available. This outcome validates the results of a study by Mumcu and Kimzan (2015) who found that there is a strong negative relationship between visual product aesthetics and price sensitivity, which means that when a product's design is impressive and powerful, consumers will be less sensitive to the price of the product. In contrast, the study by Toufani (2015) found that aesthetics has a weak impact on purchase intention.

5.2.3.5. Performance

With regard to performance, the results of this study reveal that the majority of the respondents pay careful attention to the durability and performance of products whenever they make purchase decisions. Corresponding with the results of this study, a study by Michael and David (2019) showed that the majority of the respondents (75%) believe that product durability influences consumer behaviour. In addition, Michael and David (2019) found that 75% of respondents believe that consumer brand loyalty is influenced by brand performance.

5.2.3.6. Marketing Communications

In terms of marketing communication, advertisements and promotional deals often play a vital role in purchase decisions of FMCGs, according to the majority of the respondents in this study. In support of this finding, a study by Awan, Ismail, Majeed and Ghazal (2016) found that 80.94 % of respondents agree that an advertisement is necessary to catch the consumer's attention. The study by Haider and Shakib (2017) found that consumers are more motivated to buy a product when they see an advertisement of it and they also feel safe to buy a product that they have seen advertised. Consumers develop a level of trustworthiness for a brand that they have seen advertised (Haider & Shakib, 2017). In contrast, the study done by Avani (2016) reveals that majority of the consumers only partially rely on advertisements of FMCGs.

In addition, the majority of the respondents in this study take into consideration the recommendations of family and friends when they make their purchase decisions of FMCGs. Similarly, Khan, Ramzan, Shoaib and Mohyuddin (2015) found that word-of-mouth advertising has a positive impact on consumer purchase intention. Johnson (2012) found that when females search for product information, they tend to turn to peers, family and other personal contacts for information. In contrast, males tend to use impersonal and published material for their information searches (Johnson, 2012). Hussain, Song and Niu (2021) found that, from a social context, favourable views from friends, colleagues, family members and relatives about brands motivate Chinese consumers to buy products and services and that it has an influence on the purchase intention of consumers, which is consistent with the high motivation of socialists in complying with reference groups. In contrast to this, the study by Awan et., al (2016) found that less than half of the consumers attest that their participation in buying is influenced by friends and family who were inspired by the advertisement.

5.2.3.7. Availability and Accessibility

In terms of availability and accessibility, the majority of respondents purchase an alternate brand of product when their preferred brand is unavailable in the store. In addition, the majority of respondents feel that the brands that they usually purchase are easily accessible. Verma and Rojhe (2018) found that factors such as the store environment, colourful surroundings and window displays influence impulsive buying behaviour. According to Pearson (2010), 70% of purchases

are impulse decisions made whilst shopping; therefore, the store plays a crucial role in decision-making, and that factors such as traffic, distance, road conditions, parking facilities and availability of products are important to decision-making in terms of FMCGs (Pearson, 2010).

5.2.3.8. Packaging

In the context of packaging, the majority of the respondents in this study often judge the quality of a brand by its packaging. According to the results of this study, the majority of respondents prefer packages that contain a lot of information about the product. In support of the findings of this study, Deliya and Parmar (2012) found that better quality product packaging is preferred by the consumer. The results of a study by Kapoor and Kumar (2019) support the findings of this study by indicating that the majority of young consumers attach importance to food packaging and are willing to pay a premium for it as safety and convenience is important for them. In addition, the results of the study reveal that the majority of respondents feel that the packaging of the product plays a vital role in their decision-making in relation to FMCGs.

This finding is consistent with the findings of Husnain and Akhtar (2015) who found that 70% of purchases come from the point-of-purchase; therefore, packaging plays an important role in purchase decisions. Husnain and Akhtar (2015) also found that male university students place greater emphasis on packaging and labelling than female university students when purchasing FMCGs.

In contrast to the findings of this study, Vishnu, Sidharth and Ambily (2017) found that consumers do not choose to purchase a product if it has a high price owing to the high quality of packaging. The study found that even people with high incomes are reluctant to pay extra for good quality packaging (Vishnu et al, 2017).

5.2.3.9. Quantities and Sizes

With regard to quantity and size, the results of this study reveal that the majority of respondents feel that the quantities in which a product is available is a crucial factor when they make their purchase decisions of FMCGs. In addition, the majority of the respondents do not feel that larger products are of a better quality than smaller ones. In support of the findings of this study, a study

by Jain (2012) found that consumers will pay extra for bigger portion sizes especially when it comes to food, and if it is something that they need they would not mind paying extra for it.

5.2.3.10. Intercorrelations Between the Evaluative Criteria That UKZN Students Rely Upon When Making Purchase Decisions and Other Key Dimensions of the Study

The results of this study reveal that there is a significant positive relationship between the evaluative criteria and the brand elements as well as the perceptions of the effectiveness of brand elements in building brand awareness, brand image and customer loyalty.

The implications of this relationship is that consumers who are highly cognisant of evaluative criteria (such as product performance, quality, advertisements and promotions) are of the strong belief that brand elements are not only instrumental in influencing purchase decisions but are also crucial in building brand awareness, brand image and customer loyalty.

5.2.3.11. Influences of Biographical Variables on Evaluative Criteria

The results of this study reveal that the perceptions of UKZN students of the various evaluative criteria are influenced by the biographical variable, educational level. The results indicate that Honours students, post-graduate diploma students and undergraduate students are more reliant on evaluative criteria when making purchase decisions relating to FMCGs.

The last objective of this study involves formulating creative competitive advantage strategies, based on the findings of this study, that marketers can adopt for successful marketing of FMCGs to university students. These strategies will be graphically presented in a model in the subsequent chapter.

5.3. SUMMARY ANALYSIS OF THE KEY FINDINGS OF THE STUDY

This section will provide a summary analysis of the key findings of the study.

In terms of the first objective of the study, which investigates the impact of brand elements on purchase behaviour of FMCGs, the following findings were gathered:

- **Brand elements:**

In terms of brand elements, the sub-dimensions that were investigated are: brand names, URLs, logos and symbols, slogans and jingles, colours and packaging, characters (mascots), and spokespeople and celebrity endorsers.

- *Brand names*

In terms of brand names, the results of this study reveal that the majority of UKZN students:

- Are cognisant of brand names when making purchase decisions in relation to FMCGs.
- Are easily able to differentiate between competing brands based on brand names, logos, design and colouring.
- Believe that branded products are important to them.
- Claim that preferred brands come to mind when a certain product category is mentioned.

- *Uniform resource locators (URLs)*

In terms of URLs, the results of this study reveal that the majority of UKZN students:

- Do not visit brand websites before making purchase decisions.
- Believe that websites with detailed product information influence their purchase decisions.
- Believe that consumers will be able to recall brands if their URLs are easy to remember.

- *Logos and symbols*

In terms of logos and symbols, the results of this study reveal that the majority of UKZN students:

- Remember familiar logos and symbols when purchasing FMCGs.
- Attest that popular logos and symbols affect their purchase decisions of FMCGs.
- Feel that attractive logos and symbols help them to remember brands.
- Are able immediately to recognise brands by their logos and symbols.

- *Slogans and jingles*

In terms of slogans and jingles, the results of this study reveal that the majority of UKZN students:

- Are able to link slogans with their brands.
- Believe that jingles help them to remember brands when making purchase decisions of FMCGs.

- *Colours and packaging*

In terms of colours and packaging, the results of this study reveal that the majority of UKZN students:

- Are able easily to recognise brands by their colours and the design of their packaging.
- Believe that creative packaging influences purchase decisions of FMCGs.
- Believe that reusable packaging entices purchases of certain brands of FMCGs.
- Feel that storage of the product is an important factor when making purchase decisions.
- Believe that environmentally friendly packaging influences purchase decisions of FMCGs.
- Feel that innovative packaging will attract more customers.

- *Characters (mascots), spokespeople and celebrity endorsers*

In terms of characters (mascots), spokespeople and celebrity endorsers, the results of this study reveal that the majority of UKZN students:

- Believe that mascots and characters are effective in gaining their attention and creating awareness of brands.
- Are better able to recall brands that have characters or mascots.
- Are not enticed to buy a brand that is endorsed by a celebrity.
- Believe that celebrities are not a credible source of information about FMCGs brands.
- Believe that spokespeople are not able to influence their purchase decisions of FMCGs.

In terms of the second objective of the study, which was aimed at determining the perceptions of UKZN students on the effectiveness of brand elements in building brand awareness, brand image and customer loyalty, the following findings were gathered:

- **Brand awareness:**

In terms of the effectiveness of brand elements in building brand awareness, the results of this study reveal that the majority of UKZN students:

- Believe that unique brand names will create awareness of brands.
- Believe that the design and style of packaging enables easy brand recognition.
- Feel that catchy slogans and jingles enhance brand awareness.
- Feel that creative logos will help differentiate brands from those of competitors.
- Affirm that brand elements help consumers with purchase decisions.

- **Brand image:**

In terms of the effectiveness of brand elements in building brand image, the results of this study reveal that the majority of UKZN students:

- Believe that characters and mascots enhance the likability and image of a brand.
- Believe that celebrities help enhance brand image.
- Affirm that they have a positive attitude towards brands that use environmentally friendly packaging.
- Believe that slogans enhance brand image.
- Feel that sophisticated packaging enhances the brand's appeal to consumers.

- **Customer loyalty:**

In terms of the effectiveness of brand elements in building customer loyalty, the results of this study reveal that the majority of UKZN students:

- Believe that consumers will be loyal to brands that symbolise quality.

- Feel that brands need to update their websites constantly with creative content in order to build strong customer loyalty.
- Believe that innovative packaging is important for maintaining customer loyalty.
- Believe that celebrity endorsements enhance customer loyalty.
- Believe that customers are loyal to brands whose characters/mascots are likeable.

In terms of the third objective of the study, which aimed to uncover the evaluative criteria that UKZN students rely upon when making purchase decisions of FMCGs, the following findings were gathered:

❖ **Evaluative criteria:**

In terms of evaluative criteria, the sub-dimensions that were investigated are: price and affordability, quality, brands, aesthetics and appearance, performance, marketing communications, availability and accessibility, packaging, and quantities and sizes.

Price and affordability

In terms of price and affordability, the results of this study reveal that the majority of the UKZN students:

- Are conscious of prices when making purchase decisions of FMCGs.
- Do not buy the cheapest brand of FMCGs that is available on the market.

Quality

In terms of quality, the results of this study reveal that the majority of the UKZN students:

- Affirm that quality is the most important factor when making purchase decisions of FMCGs.
- Are willing to pay higher prices for good quality FMCGs.

Brands

In terms of brands, the results of this study reveal that the majority of the UKZN students:

- Feel that brand names are important for purchase decisions.
- Feel that they do not purchase their preferred brand irrespective of price.

Aesthetics and appearance

In terms of aesthetics and appearance, the results of this study reveal that the majority of the UKZN students:

- Believe that aesthetics and appearance matter to them when they are evaluating the different brands that are available.

Performance

In terms of performance, the results of this study reveal that the majority of the UKZN students:

- Pay careful attention to the durability and performance of products whenever they make purchase decisions.

Marketing communications

In terms of marketing communications, the results of this study reveal that the majority of the UKZN students:

- Feel that advertisements and promotional deals often play a vital role in purchase decisions of FMCGs.
- Take into consideration the recommendations of family and friends when they make their purchase decisions.

Availability and accessibility

In terms of availability and accessibility, the results of this study reveal that the majority of the UKZN students:

- Purchase an alternate brand of product when their preferred brand is unavailable in the store.
- Purchase brands that are easily accessible.

- *Packaging*

In terms of packaging, the results of this study reveal that the majority of the UKZN students:

- Judge the quality of a brand by its packaging.
- Prefer packaging that contains a lot of product information.
- Believe that packaging plays a vital role in decision-making.

- *Quantity and size*

In terms of quantity and size, the results of this study reveal that the majority of the UKZN students:

- Believe that quantity is a crucial factor for purchase decisions of FMCGs.
- Do not feel that larger sizes are of a better quality.

5.4. CONCLUSION

This chapter focused on the discussion of results in accordance with the key dimensions of the study. In terms of the objectives of this study, the results indicate that the brand elements (brand names, URLs, logos and symbols, jingles and slogans, colour and packaging, characters (mascots), spokespeople and celebrity endorsers) impact the purchase decisions of UKZN Westville campus students in relation to FMCGs. In addition, the findings of this study indicate that UKZN students perceive brand elements to be effective in building brand awareness, brand image and customer loyalty. The results of this study further reveal that UKZN students rely upon evaluative criteria (product performance, quality, marketing communication, availability and accessibility) when making purchases of FMCGs. The next chapter, (Chapter 6) will provide useful recommendations and creative competitive advantage strategies that marketers can adopt for successful marketing of FMCGs to university students.

CHAPTER SIX:

RECOMMENDATIONS AND CONCLUSION

6.1. INTRODUCTION

This chapter will outline the recommendations and conclusions of the study. These conclusions and recommendations are based on the the impact of brand elements on the purchasing behaviour of UKZN students in relation to fast-moving consumer goods (FMCGs). The recommendations of the study are pertinent to formulating the creative competitive advantage strategies that marketers can adopt for successful marketing of fast-moving consumer goods (FMCGs) to university students.

This chapter also focuses on other recommendations for future studies. Then it gives an overview of the limitations of the study. This chapter concludes the study and gives the overall outcomes of the study.

6.2. RECOMMENDATIONS BASED ON THE RESULTS OF THE STUDY

The recommendations in this section are based on the impact of brand elements and purchase behaviour toward fast-moving consumer goods on UKZN students. The key dimensions of the study focused on brand elements, which comprised brand names, logos and symbols, slogans and jingles, colours and packaging, mascots (characters) or celebrity endorsers (spokespeople), and uniform resource locators. The next dimension focused on brand awareness, brand image and customer loyalty. Finally, evaluative criteria were measured consisting of price and affordability, quality, brands, aesthetics and appearance, performance, marketing communication, availability and accessibility, packaging, and quantities and sizes.

6.2.1. Brand Elements

6.2.1.1. Brand Names

In terms of the perceptions of UKZN (Westville campus) students of brand names, the following recommendations are suggested:

- Brand names should always be mentioned when describing or marketing a product. The study showed that the UKZN students are cognisant of brand names when making purchase decisions. Brand-name products are of importance to the UKZN students.
- Aim to ensure that the company's brand becomes synonymous with quality, durability and reliability.
- Differentiate the company's brand explicitly through the use of highly recognisable brand-related stimuli (such as logos, packaging design, and colours).
- Brand names help with differentiation; therefore, unique brand names should be used. The UKZN students felt that a preferred brand already comes to mind when making purchase decisions. Brand names should be easy to pronounce and to remember.
- Establish a personality for the brand that will resonate with the target audience.

6.2.1.2. Uniform Resource Locators (URLs)

In terms of the perceptions of UKZN (Westville campus) students of uniform resource locators (URLs), the following recommendations are suggested:

- Uniform resource locators need to be easy, so that consumers can remember them. The study showed that UKZN students do not visit websites before making decisions; however, the students feel that websites which provide product information are helpful.
- Companies need to update the content on their websites constantly in order to ensure that product information is relevant.

6.2.1.3. Logos and Symbols

In terms of the perceptions of UKZN (Westville campus) students of logos and symbols, the following recommendations are suggested:

- Logos and symbols need to be attractive and to stand out. In terms of the study, logos and symbols were ranked by the UKZN students as the most important factors of the brand elements when making purchase decisions. Logos and symbols need to be popular and attractive for the consumers to remember and recognise them when making purchase decisions.

6.2.1.4. Slogans and Jingles

In terms of the perceptions of UKZN (Westville campus) students of slogans and jingles, the following recommendations are suggested:

- Slogans and jingles need to be catchy and effective. Consumers need to be able to link a brand to a slogan even when the brand name is not mentioned. Slogans and jingles influence students to make purchase decisions and help students to remember brands.

6.2.1.5. Colours and Packaging

In terms of the perceptions of UKZN (Westville campus) students of colours and packaging, the following recommendations are suggested:

- Colours of the products need to catch the attention of consumers. Colours and packaging constituted the second most important element when making purchase decisions of fast-moving consumer goods. The results of this study show that UKZN students are attracted to products that have packing that stands out. Students believe that this will help to create attention for the brand.
- Creative packaging should be used for products as this attracts the attention of students.
- Ensure that packaging is convenient and easy to store.
- Brands should have environmentally friendly packaging and companies need to provide incentive schemes for recycling.
- Wherever possible, utilise reusable containers for packaging products.

6.2.1.6. Characters (Mascots), Celebrity Endorsers and Spokespeople

In terms of the perceptions of UKZN (Westville campus) students of characters (mascots), celebrity endorsers and spokespeople, the following recommendations are suggested:

- Celebrities and spokespeople need to be credible and have a high degree of expertise in terms of the product.
- There must be a match or fit between the celebrity and the brand.
- Mascots need to symbolise honesty and trust, and should be used to promote healthier lifestyles.

6.2.2. Brand Awareness

In terms of the perceptions of UKZN (Westville campus) students of the impact of brand elements in creating brand awareness, the following recommendations are suggested:

- Unique brand names, catchy slogans and jingles, and attractive product packaging will help companies to create brand awareness.
- Maintain a high level of social media presence in order to enhance brand awareness.
- Utilise mobile marketing in order to build brand awareness amongst consumers.

6.2.3. Brand Image

In terms of the perceptions of UKZN (Westville campus) students of the impact of brand elements on brand image, the following recommendations are suggested:

- Mascots would help with the likability of a brand, and a celebrity needs to be used with the correct fit to the brand/product. Sophisticated packaging should be used as the students feel that this indicates the overall aesthetic of the brand.
- Utilise event marketing and sponsorships to enhance brand image and company reputation.

6.2.4. Customer Loyalty

In terms of the perceptions of UKZN (Westville campus) students of the impact of brand elements on customer loyalty, the following recommendations are suggested:

- Develop loyalty points and money-back programmes to entice consumers to engage in repeat purchases and to enhance customer loyalty.
- Ensure sustainable customer loyalty by offering good quality brands at affordable prices.
- Websites need to be updated with creative content to ensure customer interest and loyalty.
- Innovative packaging is essential for a brand as it aids in creating customer loyalty.

6.2.5. Evaluative Criteria

6.2.5.1. Price and Affordability

In terms of the perceptions of UKZN (Westville campus) students of price and affordability, the following recommendations are suggested:

- Ensure that products are reasonably priced in order to deliver an acceptable price-performance offer to consumers.
- Prices need to be tailored to the consumer base. Students in this study feel that they are price conscious when making purchase decisions; however, the students would not necessarily purchase the cheapest brand.

6.2.5.2. Quality

In terms of the perceptions of UKZN (Westville campus) students of quality, the following recommendations are suggested:

- Good quality needs to be maintained for a brand as this is considered an important factor for students. Students are willing to pay higher prices for products of good quality.
- Create products that deliver optimal value for money in terms of quality.

6.2.5.3. Brands

In terms of the perceptions of UKZN (Westville campus) students of brands, the following recommendations are suggested:

- Brand names are important and companies need to position their brands as status symbols and as a mean of enhancing self-esteem, confidence and social inclusion.

6.2.5.4. Aesthetics and Appearances

In terms of the perceptions of UKZN (Westville campus) students of aesthetics and appearance, the following recommendations are suggested:

- Aesthetics and the appearance of products need to be well thought out since students use this to evaluate and compare brands when making purchase decisions.

- Promote continuous improvement in the designs of products.

6.2.5.5. Performance

In terms of the perceptions of UKZN (Westville campus) students of performance, the following recommendations are suggested:

- Durability of a product is very important. The results of this study show that students pay careful attention to durability when making purchase decisions; this was the most important factor for the evaluative criteria.
- Design products that are safe, reliable, durable and defect-free.

6.2.5.6. Marketing Communication

In terms of the perceptions of UKZN (Westville campus) students of marketing communication, the following recommendations are suggested:

- Advertisements and promotional deals should be of paramount importance to marketers. The study showed that students feel that advertising and promotion play a vital role in purchase decisions.
- The students also take into consideration the recommendations of family and friends when they make their purchase decisions of FMCGs.
- Use social media and digital platforms to promote electronic word-of-mouth (e-WOM) about products and brands.
- Utilise mobile marketing in order to communicate effectively with target customers.
- Design smartphone applications that facilitate better interaction or communication between the company and customers.

6.2.5.7. Availability and Accessibility

In terms of the perceptions of UKZN (Westville campus) students of availability and accessibility, the following recommendations are suggested:

- Encourage online purchases through smartphone applications which will make consumer purchases easy and convenient.

- Location of the product as well as availability of the product in stores needs to be meticulous. This study showed that students are willing to switch to an alternate brand if their preferred brand is unavailable.

6.2.5.8. Packaging

In terms of the perceptions of UKZN (Westville campus) students of packaging, the following recommendations are suggested:

- Companies can use quick-response QR codes on packaging, so that when a potential customer scans the QR code, he/she will be able to access more information about the product.
- Packaging needs to contain good product information. Students in this study feel that that enhances quality of the brand as well as entices purchase decisions.

6.2.5.9. Quantities and Sizes

In terms of the perceptions of UKZN (Westville campus) students of quantities and sizes, the following recommendations are suggested:

- Quantities should be considered. Aspects such as value packs, which contain smaller quantities of multiple products, would be helpful when marketing FMCGs to students, as these students feel that larger quantities are not necessarily of better quality than smaller ones.

The recommendations outlined in this section are depicted graphically as the constituents of a model of underlying strategies for successful marketing of FMCGs to university students (Figure 6.1)

Figure 6.1. Recommendations for successful marketing strategies of fast-moving consumer goods to university students.

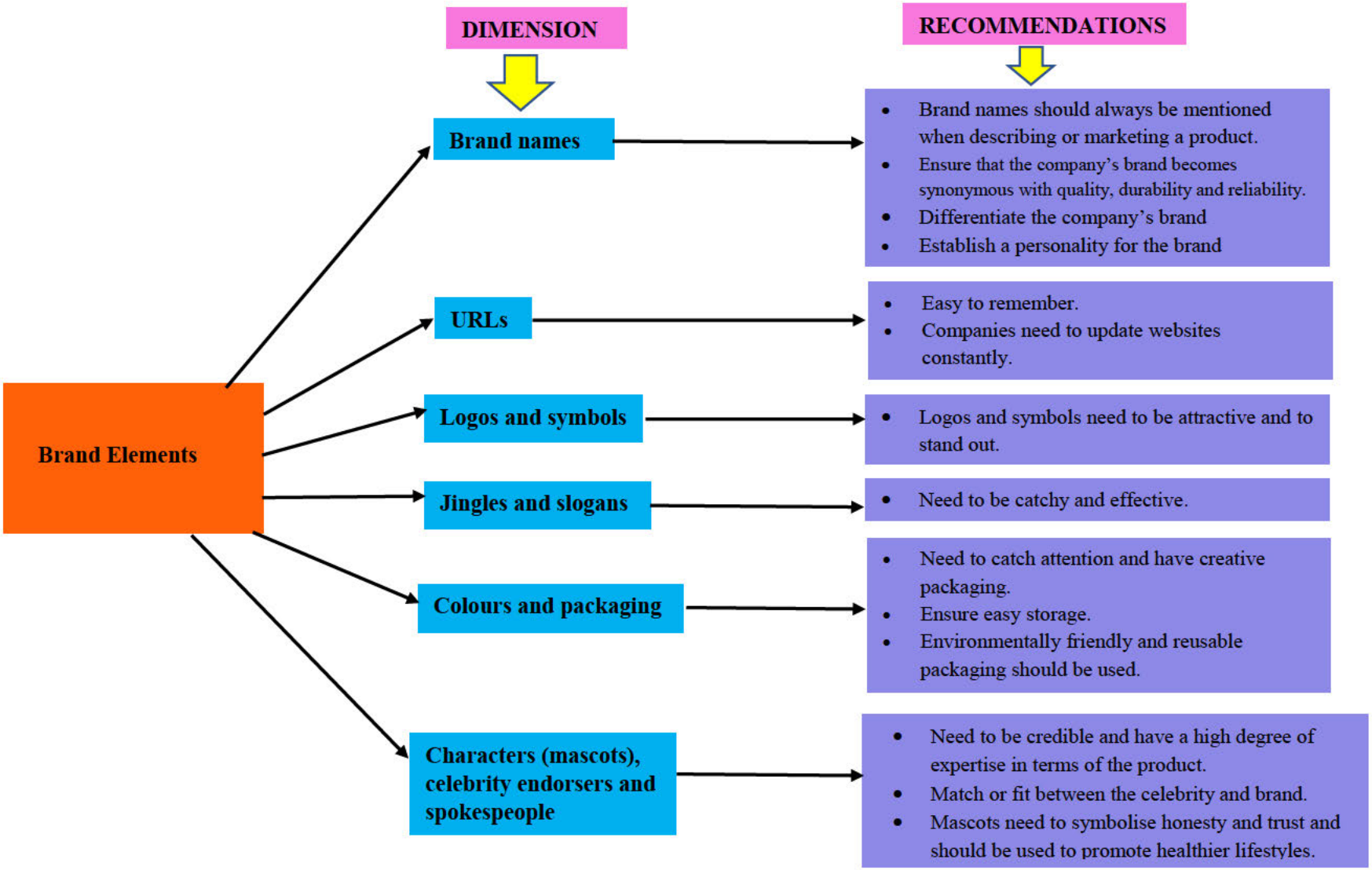


Figure 6.1. (continued), Recommendations for successful marketing strategies of fast-moving consumer goods to university students.

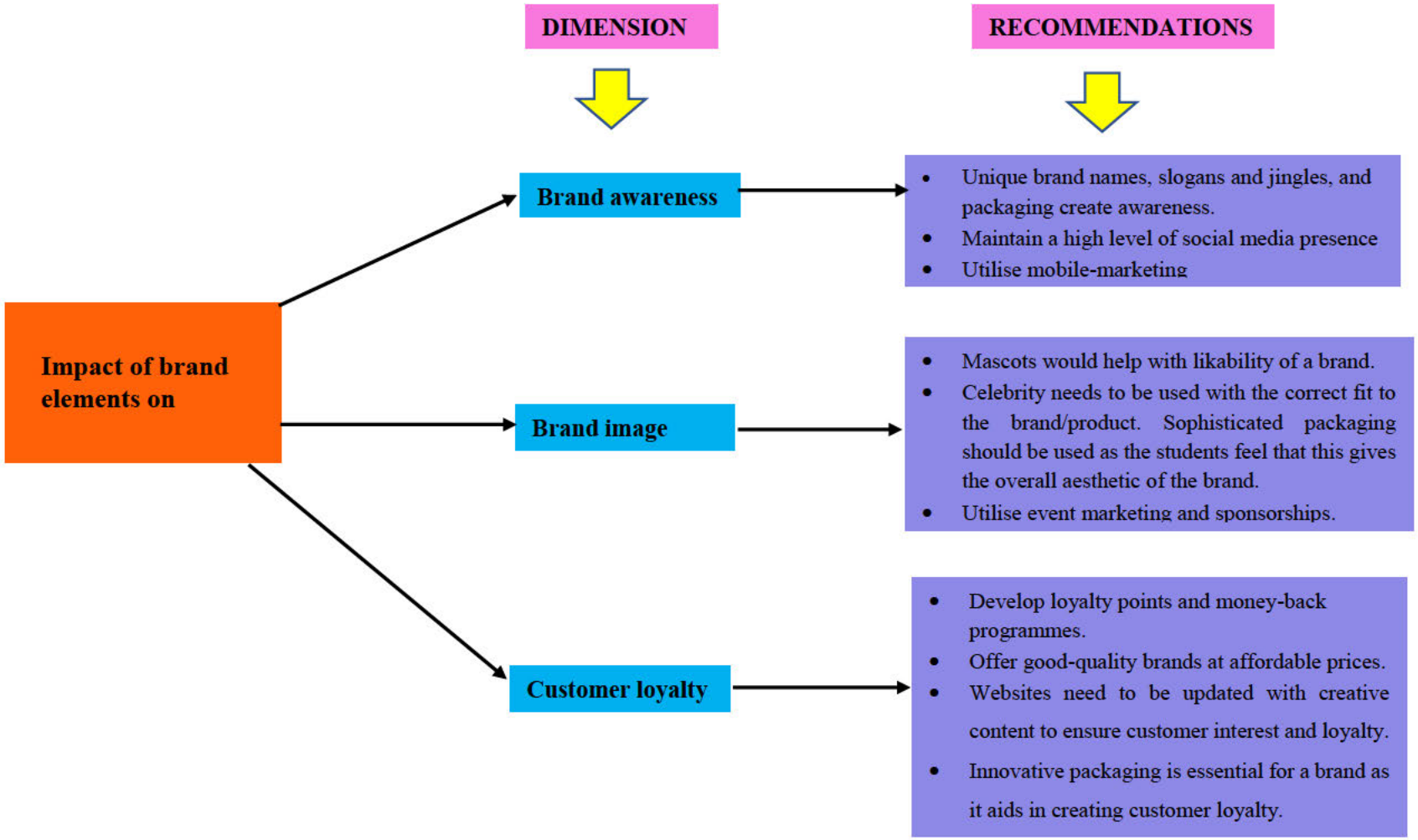


Figure 6.1. (continued), Recommendations for successful marketing strategies of fast-moving consumer goods to university students.

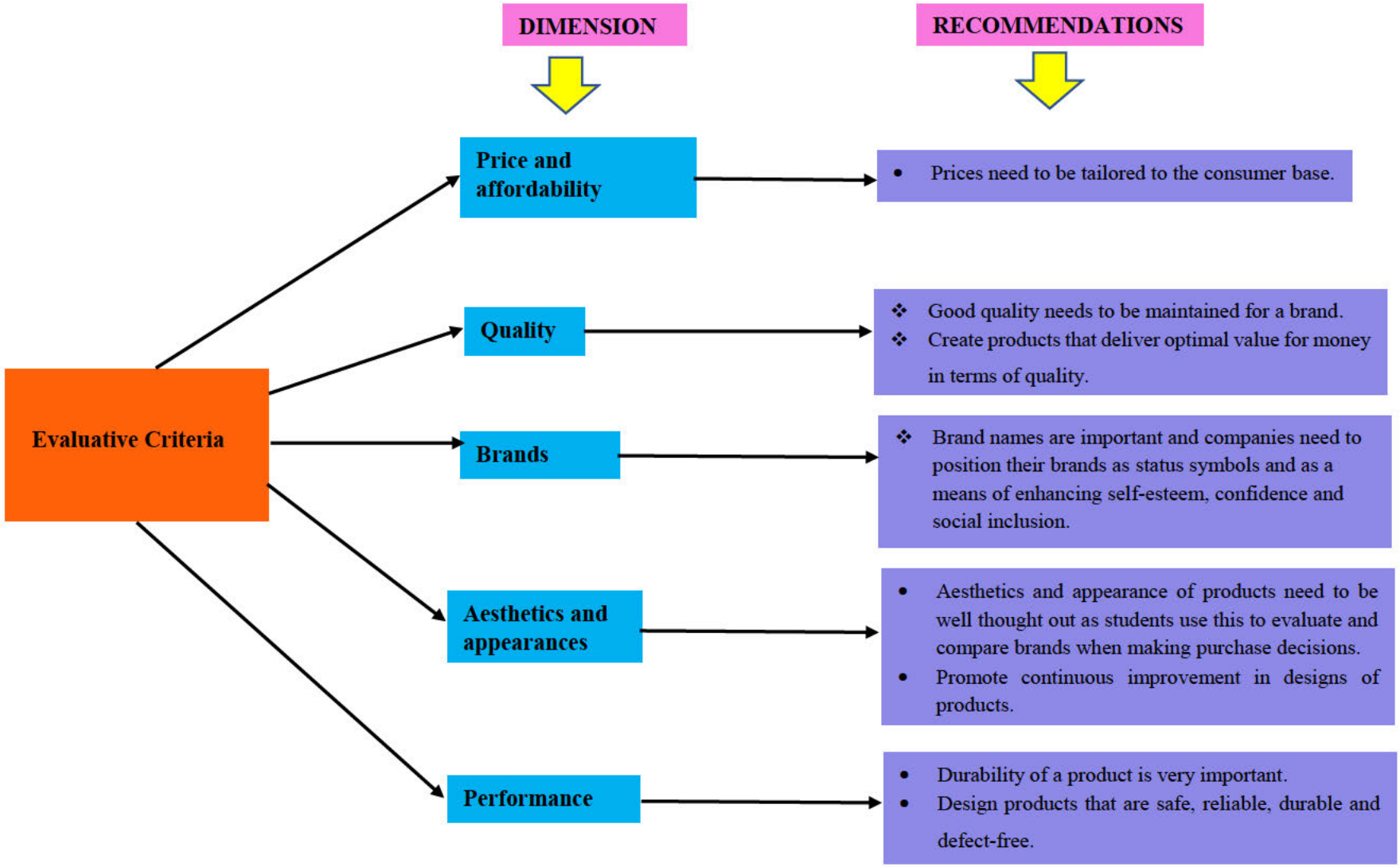
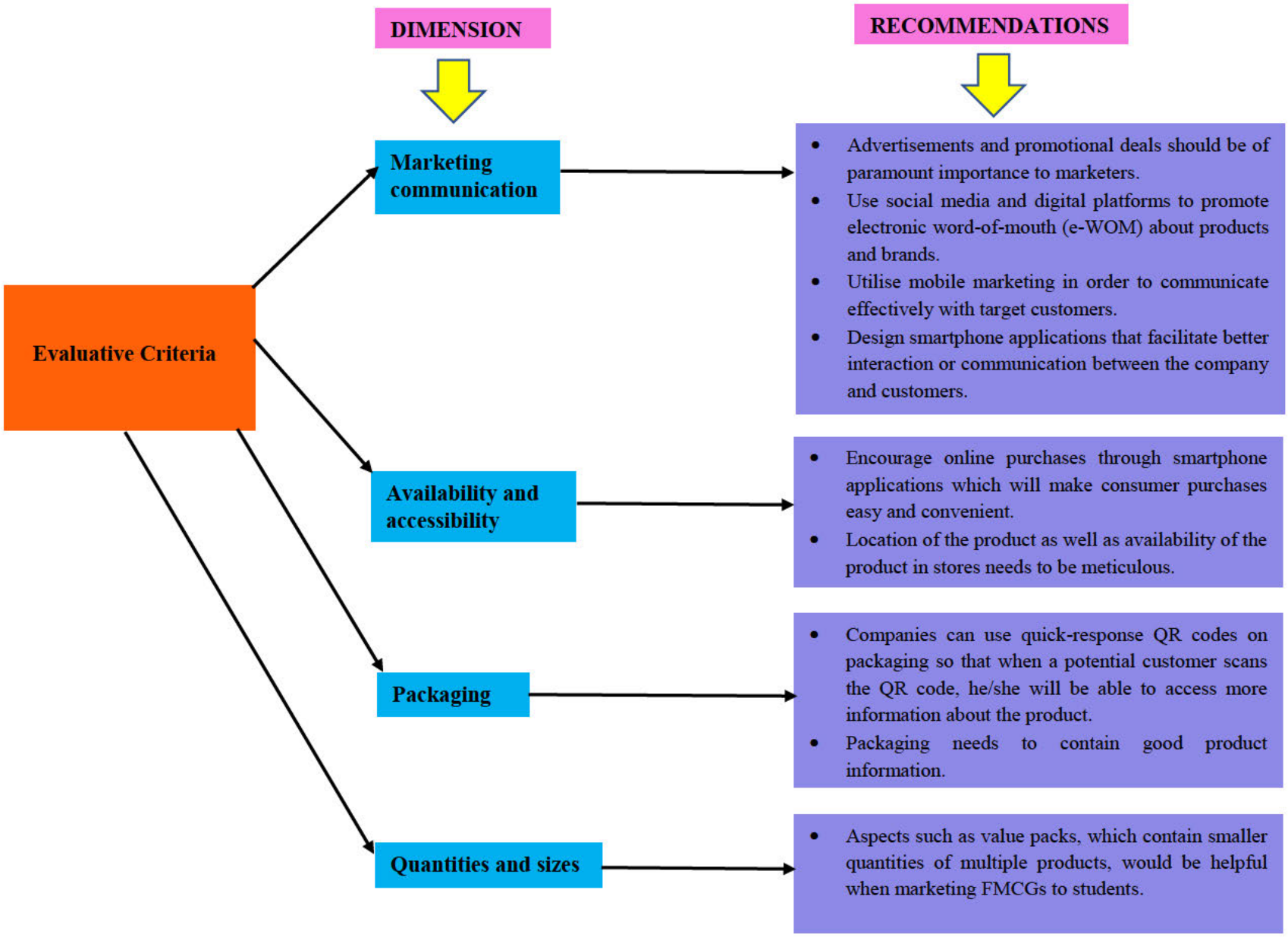


Figure 6.1. (continued), Recommendations for successful marketing strategies of fast-moving consumer goods to university students.



6.3. RECOMMENDATIONS FOR FUTURE RESEARCH

- The study was undertaken only with the UKZN Westville campus students. The study can be extended to include all of the relevant campuses.
- The study excluded the College of Humanities. This college should be included in future research.
- Only UKZN students were included in the study. Students from a variety of universities with a larger range could be included in further studies.
- A range of South African students can be used from universities across South Africa.

6.4. CONCLUSION

This chapter concludes the research study. The study looked at the impact of brand elements on the purchase behaviour of UKZN students in relation to fast-moving consumer goods (FMCGs). This chapter focused on the recommendations of the study with regard to the key dimensions of the study. The chapter outlined brand elements, brand awareness, brand image, customer loyalty as well as the evaluative criteria used when students make purchase decisions. The results of the study show that brand elements play an important role when students are making purchase decisions regarding fast-moving consumer goods. Some of the elements are more important than others and these brand elements help to create brand awareness, brand image and customer loyalty. The study then looked at the different evaluative criteria that students use to make purchase decisions about fast-moving consumer goods.

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APPENDIX:

APPENDIX 1: LETTER OF INFORMED CONSENT

UKZN HUMANITIES AND SOCIAL SCIENCES RESEARCH ETHICS COMMITTEE (HSSREC)

APPLICATION FOR ETHICS APPROVAL
For research with human participants

Information Sheet and Consent to Participate in Research

Date:

Greetings,

My name is Verushka Singh (Cell no: [redacted] Email: 214551607@stu.ukzn.ac.za) and I am a M Com (Marketing) student in the School of Management, Information Technology and Governance, at the University of KwaZulu-Natal. My supervisor is Dr P. D. Oodith (031-2607340; Email: oodithdp@ukzn.ac.za).

You are invited to consider participating in a research project entitled, *The Impact of Brand Elements on the Purchase Behaviour of UKZN Students in Relation to Fast-moving Consumer Goods (FMCGs).* The aim of this study is to determine how brand elements affect students' purchase behaviour in relation to fast-moving consumer goods (FMCGs). The study is expected to include 375 students who are above the age of 18 years. If you choose to participate and remain in the study, you will be asked to complete a questionnaire, which should take you about 15 minutes to complete.

Through your participation, I hope to understand the feelings and opinions that UKZN Westville Campus students have towards brand elements and the cognisance thereof when making purchase decisions. The results of this survey are intended to contribute to filling the knowledge gap on the brand elements and their effectiveness in marketing. The study will help uncover creative competitive advantage strategies that marketers can adopt for successful marketing of FMCGs to university students. The study will not involve any risks and/or discomforts.

This study has been ethically reviewed and approved by the UKZN Humanities and Social Sciences Research Ethics Committee (approval number HSSREC/00001395/2020).

In the event of any problems or concerns/questions you may contact the researcher at (Cell no: [redacted]; Email: 214551607@stu.ukzn.ac.za) or the UKZN Humanities & Social Sciences Research Ethics Committee, contact details as follows:

HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION

Research Office, Westville Campus
Govan Mbeki Building
Private Bag X 54001
Durban 4000 KwaZulu-Natal, SOUTH AFRICA
Tel: 27 31 2604557- Fax: 27 31 2604609
Email: HSSREC@ukzn.ac.za

Your participation in the study is voluntary and by participating, you are granting the researcher permission to use your responses. You may refuse to participate or withdraw from the study at any time with no negative consequence. There will be no monetary gain from participating in the study. Your anonymity will be maintained by the researcher and the School of Management, I.T. & Governance and your responses will not be used for any purposes outside of this study.

All data, both electronic and hard copy, will be securely stored during the study and archived for 5 years. After this time, all data will be destroyed.

If you have any questions or concerns about participating in the study, please contact me or my research supervisor at the numbers listed above.

Sincerely

Verushka Singh

CONSENT TO PARTICIPATE

I (_____) have been informed about the study entitled, *The Impact of Brand Elements on the Purchase Behaviour of UKZN Students in Relation to Fast-moving Consumer Goods (FMCGs)* by Verushka Singh (Cell no: [redacted]; Email: 214551607@stu.ukzn.ac.za).

I understand the purpose and procedures of the study.

I have been given an opportunity to ask questions about the study and have had answers to my satisfaction.

I declare that my participation in this study is entirely voluntary and that I may withdraw at any time without affecting any of the benefits that I usually am entitled to.

If I have any further questions/concerns or queries related to the study I understand that I may contact the researcher at Cell no: [redacted] Email: 214551607@stu.ukzn.ac.za.

If I have any questions or concerns about my rights as a study participant, or if I am concerned about an aspect of the study or the researchers then I may contact:

HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION
Research Office, Westville Campus
Govan Mbeki Building
Private Bag X 54001
Durban
4000
KwaZulu-Natal, SOUTH AFRICA
Tel: 27 31 2604557 - Fax: 27 31 2604609
Email: HSSREC@ukzn.ac.za

_____ _____
Signature of Participant **Date**

_____ _____
Signature of Witness **Date**
(Where applicable)

_____ _____
Signature of Translator **Date**
(Where applicable)

APPENDIX 2: QUESTIONNAIRE

Section A: Biographical Information

Please indicate your selection with a cross (X).

1. Gender

1.	Male	
2.	Female	

2. Age

1.	18-21	
2.	22-25	
3.	26-29	
4.	30-33	
5	34-37	
6.	38 and over	

3. Race

1.	Black	
2.	Coloured	
3.	Indian	
4.	White	
5.	Other (Please specify)	

4. Educational Level

1.	Undergraduate	
2.	Honours Degree	
3.	Post-Graduate Diploma	
4.	Masters Degree	
5.	Doctoral Degree	

5. Which College do you belong to?

1.	College of Law and Management Studies	
2.	College of Humanities	
3.	College of Health Sciences	
4.	College of Agriculture, Engineering and Science	

Section B

Please indicate with a cross (X) the extent to which you agree or disagree with the following statements using the scale below:

1- **Strongly Disagree (SD)**
2- **Disagree (D)**
3- **Neither agree nor disagree (N)**
4- **Agree (A)**
5- **Strongly Agree (SA)**

No.	Statement	1 SD	2 D	3 N	4 A	5 SA
1.	I am cognisant of brand names when purchasing fast-moving consumer goods (FMCGs).					
2.	I am able to easily differentiate between competing brands based on brand names, logos, design and colouring.					
3.	Purchasing branded products is important to me.					
4.	My preferred brand comes to mind whenever a product category is mentioned.					
5.	I often visit a brand's website before deciding whether or not to purchase a particular brand of FMCGs.					
6.	Brands with websites containing detailed product information influence my purchase decisions of FMCGs.					
7.	I believe that consumers will be able to recall brands if their websites have URLs (uniform resource locators) that are easy to remember.					
8.	I remember familiar logos when purchasing FMCGs.					
9.	Brands with popular logos and symbols influence my purchase decisions of FMCGs.					
10.	Attractive logos help me in remembering brands.					
11.	I immediately recognise a brand by its symbol.					
12.	I am able to link slogans with brands even when the brand name is not mentioned.					

No.	Statement	1 SD	2 D	3 N	4 A	5 SA
13.	Catchy slogans make me want to purchase a certain brand of FMCGs.					
14.	Jingles help me to remember brands when purchasing FMCGs.					
15.	I can easily recognise brands by the colours and design of its packaging.					
16.	Creative packaging influences my purchase decisions of FMCGs.					
17.	Reusable packaging entices me to purchase certain brands of FMCGs.					
18.	I often consider how I will store a product at home when making my purchase decisions.					
19.	Packaging that is environmentally-friendly influences my purchase of FMCGs.					
20.	I feel that it is important for companies to use innovative packaging for their brands in order to attract more customers.					
21.	I believe that brand characters/mascots are effective in gaining my attention and creating awareness of a particular brand of FMCGs.					
22.	I am better able to recall brands that have brand characters/mascots.					
23.	I am enticed to buy brands of FMCGs that have been endorsed by a celebrity.					
24.	I believe that celebrity endorsements are a credible source of information about FMCG brands.					
25.	Brand spokespeople are often able to influence my purchase decisions of FMCGs.					
26.	I believe that unique brand names will assist companies in creating awareness of their brands.					
27.	I believe that the design and style of packaging will make it easier for consumers to recognise certain brands of FMCGs.					

No.	Statement	1 SD	2 D	3 N	4 A	5 SA
28.	I believe that catchy slogans and jingles will enable consumers to be more aware of the brand.					
29.	I am of the opinion that companies need to use creative logos and symbols in order for their brands to stand out against competing brands of FMCGs.					
30.	I believe that the various brand elements will help consumers make their decisions about which brand of FMCGs to purchase.					
31.	I believe that the use of brand characters/mascots will enhance the likability and image of the brand.					
32.	I am of the opinion that companies that use celebrities to endorse their brands are able to enhance the image of their brands in consumers' minds.					
33.	I have a positive attitude towards brands that use environmentally-friendly packaging.					
34.	I believe that slogans are an effective means of enhancing consumers' image of FMCG brands.					
35.	I am of the opinion that sophisticated packaging enhances the brand's appeal to consumers.					
36.	I believe that customers will be loyal to brands that symbolize quality.					
37.	I feel that companies need to constantly update their websites with useful and creative content in order to build strong customer loyalty.					
38.	I am of the opinion that innovative product packaging (like tamper-proof and resealable packaging) is important for keeping customers loyal to certain brands of FMCGs.					
39.	I feel that customers are more loyal to brands that are endorsed by celebrities.					
40.	I feel that customers are more likely to be loyal to brands whose brand characters/mascots are likeable.					
41.	I am very conscious of the prices of FMCGs when I make my purchase decisions.					

No.	Statement	1 SD	2 D	3 N	4 A	5 SA
42.	I purchase the cheapest brands of FMCGs that are available on the market.					
43.	The quality of a brand is the most important factor for me when I make my purchase decisions of FMCGs.					
44.	I am willing to pay higher prices for good quality FMCGs.					
45.	Brand names play an important role in my purchase decisions of FMCGs.					
46.	I purchase my preferred brands of FMCGs irrespective of price.					
47.	The aesthetics and appearance of the product matters to me when I am evaluating the different brands that are available.					
48.	I often pay careful attention to the durability and performance of products whenever I make purchase decisions.					
49.	Advertisements and promotional deals often play a vital role in my purchase decisions of FMCGs.					
50.	I take into consideration the recommendations of family and friends when I make my purchase decisions of FMCGs.					
51.	I purchase an alternate brand of product when my preferred brand is unavailable in the store.					
52.	I feel that the brands that I usually purchase are easily accessible.					
53.	I often judge the quality of a brand by its packaging.					
54.	I prefer packages that contain a lot of information about the product.					
55.	The packaging of the product plays a vital role in my decision-making in relation to FMCGs.					
56.	The quantities in which the product is available is a crucial factor for me when I make purchase decisions of FMCGs.					
57.	I feel that larger products are of a better quality than smaller ones.					

Thank you for your time and cooperation.

APPENDIX 3: ETHICAL CLEARANCE APPROVAL

UNIVERSITY OF KWAZULU-NATAL
INYUVESI YAKWAZULU-NATALI

15 December 2021

Verushka Singh (214551607)
School of Management, IT & Governance
Westville Campus

Dear V Singh,

Protocol reference number: HSSREC/00001395/2020
Project title: The Impact of Brand Elements on the Purchase Behaviour of UKZN Students in Relation to Fast-moving Consumer Goods (FMCGs)
Amended title: The impact of brand elements on the purchase behaviour of University of KwaZulu-Natal students in relation to fast-moving consumer goods
Degree: Masters

Approval Notification – Amendment Application

This letter serves to notify you that your application and request for an amendment received on 25 August 2021 has now been approved as follows:

- Change in title

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 discipline/department for a period of 5 years.

All research conducted during the COVID-19 period must adhere to the national and UKZN guidelines.

Best wishes for the successful completion of your research protocol.

Yours faithfully

[redacted]

.....
Professor Dipane Hlalele (Chair)

/ms

Humanities & Social Sciences Research Ethics Committee
UKZN Research Ethics Office Westville Campus, Govan Mbeki Building
Postal Address: Private Bag X54001, Durban 4000
Tel: +27 31 260 8350 / 4557 / 3587
Website: http://research.ukzn.ac.za/Research-Ethics/

Founding Campuses: Edgewood Howard College Medical School Pietermaritzburg Westville

INSPIRING GREATNESS

APPENDIX 4: TURNITIN SIMILARITY INDEX

Final draft 1

ORIGINALITY REPORT

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SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

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APPENDIX 5: FREQUENCY AND PERCENTAGE DATA-SECTION B OF THE QUESTIONNAIRE

	SD	D	N	A	SA
Q1	7 (3.3)	17 (8.1)	23 (11.0)	111 (52.9)	52 (24.8)
Q2	3 (1.4)	3 (1.4)	22 (10.5)	109 (51.9)	73 (34.8)
Q3	16 (7.6)	59 (28.1)	70 (33.3)	53 (25.2)	12 (5.7)
Q4	5 (2.4)	23 (11.0)	15 (7.1)	114 (54.3)	53 (25.2)
Q5	22 (10.5)	79 (37.6)	35 (16.7)	61 (29.0)	13 (6.2)
Q6	10 (4.8)	34 (16.2)	40 (19.0)	87 (41.4)	39 (18.6)
Q7	5 (2.4)	32 (15.2)	40 (19.0)	100 (47.6)	33 (15.7)
Q8	1 (0.5)	2 (1.0)	10 (4.8)	131 (62.4)	66 (31.4)
Q9	8 (3.8)	31 (14.8)	36 (17.1)	103 (49.0)	32 (15.2)
Q10	5 (2.4)	9 (4.3)	20 (9.5)	125 (59.5)	51 (24.3)
Q11	2 (1.0)	7 (3.3)	8 (3.8)	133 (63.3)	60 (28.6)
Q12	5 (2.4)	25 (11.9)	34 (16.2)	97 (46.2)	49 (23.3)
Q13	10 (4.8)	64 (30.5)	63 (30.0)	59 (28.1)	14 (6.7)
Q14	11 (5.2)	28 (13.3)	59 (28.1)	90 (42.9)	22 (10.5)
Q15	1 (0.5)	5 (2.4)	27 (12.9)	131 (62.4)	46 (21.9)
Q16	7 (3.3)	34 (16.2)	25 (11.9)	100 (47.6)	44 (21.0)
Q17	5 (2.4)	26 (12.4)	46 (21.9)	82 (39.0)	51 (24.3)
Q18	17 (8.1)	31 (14.8)	35 (16.7)	95 (45.2)	32 (15.2)
Q19	6 (2.9)	22 (10.5)	44 (21.0)	92 (43.8)	46 (21.9)
Q20	1 (0.5)	10 (4.8)	27 (12.9)	94 (44.8)	78 (37.1)
Q21	5 (2.4)	29 (13.8)	51 (24.3)	85 (40.5)	40 (19.0)
Q22	3 (1.4)	37 (17.6)	51 (24.3)	80 (38.1)	39 (18.6)
Q23	27 (12.9)	62 (29.5)	51 (24.3)	58 (27.6)	12 (5.7)
Q24	39 (18.6)	68 (32.4)	44 (21.0)	47 (22.4)	12 (5.7)
Q25	26 (12.4)	70 (33.3)	48 (22.9)	53 (25.2)	53 (6.2)

FREQUENCY AND PERCENTAGE DATA-SECTION B OF THE QUESTIONNAIRE (CONTINUED)

	SD	D	N	A	SA
Q26	3 (1.4)	5 (2.4)	26 (12.4)	134 (63.8)	42 (20.0)
Q27	1 (0.5)	2 (1.0)	3 (1.4)	140 (66.7)	64 (30.5)
Q28	4 (1.9)	9 (4.3)	23 (11.0)	129 (61.4)	45 (21.4)
Q29	1 (0.5)	9 (4.3)	20 (9.5)	115 (54.8)	65 (31.0)
Q30	1 (0.5)	6 (2.9)	24 (11.4)	141 (67.1)	38 (18.1)
Q31	3 (1.4)	14 (6.7)	54 (25.7)	101 (48.1)	38 (18.1)
Q32	8 (3.8)	24 (11.4)	34 (16.2)	108 (51.4)	36 (17.1)
Q33	1 (0.5)	6 (2.9)	26 (12.4)	105 (50.0)	72 (34.3)
Q34	1 (0.5)	11 (5.2)	44 (21.0)	109 (51.9)	45 (21.4)
Q35	3 (1.4)	10 (4.8)	29 (13.8)	109 (51.9)	59 (28.1)
Q36	2 (1.0)	4 (1.9)	3 (1.4)	85 (40.5)	116 (55.2)
Q37	4 (1.9)	4 (1.9)	12 (5.7)	108 (51.4)	82 (39.0)
Q38	2 (1.0)	9 (4.3)	12 (5.7)	102 (48.6)	85 (40.5)
Q39	12 (5.7)	29 (13.8)	67 (31.9)	80 (38.1)	22 (10.5)
Q40	3 (1.4)	18 (8.6)	59 (28.1)	104 (49.5)	26 (12.4)
Q41	1 (0.5)	15 (7.1)	20 (9.5)	91 (43.3)	83 (39.5)
Q42	16 (7.6)	67 (31.9)	69 (32.9)	47 (22.4)	11 (5.2)
Q43	4 (1.9)	8 (3.8)	20 (9.5)	92 (43.8)	86 (41.0)
Q44	1 (0.5)	8 (3.8)	22 (10.5)	116 (55.2)	63 (30.0)
Q45	10 (4.8)	56 (26.7)	56 (26.7)	71 (33.8)	17 (8.1)
Q46	17 (8.1)	74 (35.2)	44 (21.0)	61 (29.0)	14 (6.7)
Q47	2 (1.0)	23 (11.0)	46 (21.9)	104 (49.5)	35 (16.7)
Q48	4 (1.9)	2 (1.0)	8 (3.8)	121 (57.6)	75 (35.7)
Q49	1 (0.5)	16 (7.6)	26 (12.4)	113 (53.8)	54 (25.7)
Q50	2 (1.0)	10 (4.8)	26 (12.4)	118 (56.2)	54 (25.7)

FREQUENCY AND PERCENTAGE DATA-SECTION B OF THE QUESTIONNAIRE (CONTINUED)

	SD	D	N	A	SA
Q51	9 (4.3)	14 (6.7)	23 (11.0)	132 (62.9)	32 (15.2)
Q52	3 (1.4)	4 (1.9)	13 (6.2)	141 (67.1)	49 (23.3)
Q53	6 (2.9)	42 (20.0)	48 (22.9)	88 (41.9)	26 (12.4)
Q54	5 (2.4)	10 (4.8)	43 (20.5)	102 (48.6)	50 (23.8)
Q55	4 (1.9)	24 (11.4)	53 (25.2)	99 (47.1)	30 (14.3)
Q56	10 (4.8)	28 (13.3)	44 (21.0)	106 (50.5)	22 (10.5)
Q57	26 (12.4)	87 (41.4)	79 (37.6)	14 (6.7)	4 (1.9)

APPENDIX 6

Ricky Woods Academic Editing Services

Declaration of Editing

Ricky Woods Academic Editing Services **Declaration of Editing**
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Dr Pravina Devpersadh Oodith

School of Management, Information Technology and Governance

Discipline of Marketing and Supply Chain Management

College of Law and Management Studies

University of KwaZulu-Natal

Editing of Master's dissertation

I, Marietjie Alfreda Woods, hereby certify that I have completed the editing and correction of the dissertation: **The impact of brand elements on the purchase behaviour of UKZN students in relation to fast-moving consumer goods (FMCGs)** by **Verushka Singh**, submitted in fulfilment of the requirements of the degree **Master of Commerce Marketing Management** at the KwaZulu-Natal University.

Services included: editing the entire document, correction of spelling and grammar mistakes, editing for consistency, style and flow; the inclusion and accuracy of 28 pages of references, cross-referencing and citations.

The edited document was emailed to Verushka Singh on 6 July 2021, with all changes marked using MSWord Review (Track Changes). The student is responsible for accepting the editor's changes and for finalising the references. She is also responsible for the quality and accuracy of the final submission

Name of Editor: Marietjie Alfreda (Ricky) Woods

6 July 2021 [redacted]