Analysing generational transfer of brand loyalty in the dishwashing liquid product category, in the Western Cape Province.

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Abstract

While the concept of brand loyalty is well-researched, studies pertaining specifically to generational transfer of brand loyalty are few and far between, with many of them having been published years ago, outside South Africa. This study used the dishwashing liquid product category in the Western Cape Province of South Africa to analyse generational transfer of brand loyalty. Following a qualitative research methodology, using in-person interviews across two generations – children and parents/guardians – raw data was obtained. Participants were asked to provide information relating to their preferred brand of dishwashing liquid, as well as their reasons for using the brand, their loyalty towards the brand, as well as their likelihood of brand switching. The data underwent a thorough thematic data analysis. Codes, categories, and themes were identified, with the researcher continually seeking to identify patterns in responses. A number of findings were laid out, offering insights into the concept of generational transfer of brand loyalty, as well as a foundation for future research into the topic.

The study established that, in the dishwashing liquid product category in the Western Cape, there is a strong degree of generational transfer of brand loyalty, and at times, the transfer has taken place across three generations. Aspects such as consumers' use of a brand out of habit and brand associations also appear to transfer generationally at times. There is also a strong occurrence of brand loyalty in the product category – mostly towards Unilever's Sunlight brand. Brand switching across generations is uncommon in this sector, prevented by factors including enthusiastic brand loyalty and budgetary limitations. When switching does occur, it is driven mainly by a desire to discover whether a better brand exists, and changes in price and availability. Price and effectiveness frequently combine to form assessments of value during consumers' purchase decision process in this product category.

This study provides insight into the phenomenon of generational transfer of brand loyalty, within the context of the FMCG industry in the Western Cape. The findings within may prove useful both to brand marketers as well as researchers seeking a foundation upon which to conduct further studies in this area. The implications of this study, and recommendations for future, related studies, have been discussed in this report.

Keywords

Generational Transfer, Brand Loyalty, Brand Switching, Dishwashing Liquid, Product Category, Purchase Decision, Brand Associations, Thematic Data Analysis

TABLE OF CONTENTS

LIST OF TABLES AND FIGURES

List of tables

List of figures

LIST OF ABBREVIATIONS

CCI	Consumer Confidence Index
DSA	Department of Student Affairs
FMCG	Fast-moving consumer goods
SA	South Africa
UCT	University of Cape Town
WC	Western Cape

CHAPTER ONE: INTRODUCTION AND BACKGROUND OF THE STUDY

1.1 Introduction

With corporations competing in an ever-crowded marketplace for consumers, loyalty is an essential factor to consider. Loyal customers buy more products and services more frequently, the cost of selling to them is lower, and they are likely to recommend their purchases to others (Reinartz & Kumar, 2002). For a number of reasons, brand loyalty within the dishwashing liquid product segment in South Africa is under growing threat (Euromonitor, 2018).

Generational transfer of brand loyalty is defined as a situation where a consumer's disposition and behaviour towards a brand is passed on from one generation to another (Olsen, 1993). In other words, it is a pattern of brand preference and consumer behaviour recurring in one generation as a result of the influence of another (Olsen, 1993). While there has been research surrounding the issue of generational transfer of brand loyalty, it is limited, often old and quantitative in nature, and falls outside the context of South Africa. A greater degree of research of the phenomenon may assist corporations to gain a deeper understanding of the factors that contribute towards the formation of brand loyalty, in order to gain a competitive edge.

This study offers insights into the degree to which generational transfer of brand loyalty exists in the dishwashing liquid product category in the Western Cape Province, with the aim of contributing towards the greater body of knowledge about the transfer of brand loyalty from one generation to another. This study analysed the extent of generational transfer of brand loyalty in the dishwashing liquid product category in the Western Cape, as well as the reasons for generational transfer of brand loyalty, and the reasons for brand switching across generations, in the same category and Province.

1.2 Background of the study

Ghela (2006) states that there is increasing competition in the South African market from house brands of dishwashing liquid, and while some brands are re-launching core brands to combat this trend, these strategies may change consumer perception of the brands and decreasing loyalty instead of increasing it. A United States customer survey on 'Joy' dishwashing liquid showed that only 20% of consumers would purchase a different brand if Joy was out of stock. While this shows that brand loyalty exists in the segment, such studies are few and far between

in a South African context, and an understanding is not present as to the impact of generational transfer of brand loyalty in the country.

Veloutsou and Moutinho (2008) assert that children develop relationships and connections with brands between middle childhood and early adolescence and that childhood memories influence the manner in which they relate to brands for life. Veloutsou and Moutinho (2008) stated further that acceptance within a group, such as a family, can play a role in brand loyalty, and that inter-generational transfer is a possibility. Research into this area is not, however, comprehensive.

Al-Kwifi and Ahmed (2015) state that brand switching – a threat to a business' customer loyalty - may occur amongst consumers, depending on factors such as price, switching costs, and an unfavourable attitude towards brand switching, as well as infrequent prior switching behaviour, low variety seeking, and trust in and satisfaction with a brand.

Neff (2017), states that brand loyalty is changing - in an annual survey of more than 25,000 consumers globally showed that 54% of people said they had switched providers in the past year, and 78% say they retract loyalty faster today than they did three years ago. Only 34% of respondents said what makes them loyal today is completely the same as three years ago.

1.3 Research problem

There is a growing challenge to retaining long-term consumer loyalty. Part of this problem is attributable to a lack of understanding of the significance of generational transfer of brand loyalty in the overall formation of brand loyalty. Recent studies show that brand loyalty within the dishwashing liquid product category in South Africa is under growing threat (Euromonitor, 2018) and the product category is one that stands out as being highly concentrated and competitive, according to generally accepted measures (Bosiu *et al.*, 2017). A deeper understanding of the concept of generational transfer of brand loyalty may assist with reacting to an ever-changing industry, where corporations vie for long-term consumer loyalty. Generational transfer is but one method of forming brand loyalty, but research delving deeper into the phenomenon is needed to determine its significance. These factors made the product segment the ideal tool to use in order to investigate the topic of this study. While it has been established that generational transfer of brand loyalty is possible across various product

categories, prior research is limited in terms of its cultural and product category focus, providing a narrow, incomplete view of the concept. This study, therefore, helps shed light on the concept of generational transfer of brand loyalty in a South African setting – within the context of the country's own unique demographics, economic situation, cultural practices, and traditions.

1.4 Research purpose

The aim of this study was to provide insight into the degree to which generational transfer of brand loyalty exists within the dishwashing liquid product category in the Western Cape Province. In doing so, this study aims to contribute towards the overall body of knowledge that pertains to generational transfer of brand loyalty, as well as provide information specific to the phenomenon in a South African context.

1.5 Research questions

This study was guided by the following research question:

- To what extent does generational transfer of brand loyalty exist within the dishwashing liquid product category in the Western Cape?

The study also answered the following secondary questions:

- What are the reasons for generational transfer of brand loyalty within the dishwashing liquid product category in the Western Cape?
- What causes brand switching to occur generationally within the dishwashing liquid product category in the Western Cape?

1.6 Objectives

To answer the above research questions, the following objectives are addressed:

Primary objective

- To provide an analysis of the extent of generational transfer of brand loyalty in the dishwashing liquid product category in the Western Cape.

Secondary objectives

- To determine the reasons for generational transfer of brand loyalty within the dishwashing liquid product category in the Western Cape.
- To determine what the reasons are for brand switching to occur generationally within the dishwashing liquid product category in the Western Cape.

1.7 Research methods

In this section, the researcher has discussed the research methods used to conduct this study. The research paradigm, design, and approach are detailed, followed by information about the study's target population. Subsequently, the data collection and analysis methods are detailed. Finally, the study's ethical considerations are provided.

1.7.1 Research paradigm

A research paradigm is a framework that represents a shared way of thinking in respect of how we view the world and how we generate knowledge from that perspective (Birks, 2014). This study followed an interpretivist research paradigm. The interpretive paradigm is concerned with subjective and shared meanings, and how people interpret and understanding social events and settings. The paradigm assumes that there are many possible interpretations of the same data, all of which are potentially meaningful (Eriksson & Kovalainen, 2008). This study was interpretivist in nature because it helped the researcher understand what is happening with generational transfer in the context of brand loyalty in a particular market segment in the Western Cape. Information gathered through interpretation and inferences, as well as seeking out patterns within the data to gain a deeper understanding of the phenomenon being investigated was deciphered through the interpretivist lens.

1.7.2 Research design

This study followed an exploratory research design. The goal of exploratory research is to formulate problems and clarify concepts. Exploratory studies are often used in areas where not much prior research exists (Sue & Ritter, 2012). Exploratory research can be used to obtain new insights, identify key concepts, prioritise social needs, and become familiar with unknown situations, policies, and behaviours. The research design has to be flexible to enable an understanding of an unknown area of research (du Plooy-Cilliers, Davis & Bezuidenhout, 2014). The exploratory research design helped the researcher to explore a topic about which not much prior research has been conducted. In keeping with exploratory research, this study used interviews as a means of collecting qualitative data, while using purposive sampling.

1.7.3 Research approach

Interpretivists favour qualitative methods such as case studies, interviews, and observation, because those methods are better ways of understanding how humans interpret the world around them (Willis, 2007). This study was qualitative in nature, making use of in-depth, in-person interviews to gather data. This allowed for a deeper understanding of the phenomena under investigation. As this study dealt with an area of research about which few prior studies had been conducted, a qualitative methodology was deemed to be the best suited, considering the research goals.

1.7.4 Target population

The population parameters relevant to this study comprised two groups: university students, aged between 18 and 30 years old, and their parents or guardians. This particular population was one that was accessible to the researcher, considering geographic and time constraints, and contrasted the parent or guardian participants – established shoppers and spenders – with young Millennials. The units of analysis for this study were the individuals – students and their parents or guardians – who were surveyed. The target population for this study comprised all consumers of dishwashing liquid in the Western Cape province of South Africa. The accessible population comprised those individuals who fall into the aforementioned category who participated in the in-person interviews, as part of the research study.

1.7.5 Sampling

The sample refers to the set of limited observations made during a study, from the population, based on the criteria deemed to be most appropriate for the research goals (Watt & van den Berg, 2002). This research study followed a non-probability, purposive sampling method, as it was difficult to gain access to the entirety of the population mentioned above. With non-probability sampling, each unit within the population does not stand an equal chance of being selected as part of the research sample (du Plooy-Cilliers *et al.*, 2014). The researcher therefore used personal judgment in selecting participants in a way that was not random. The researcher consulted with prospective participants prior to conducting the interviews, to ensure choosing those who are actively involved in the dishwashing and purchasing decisions of the product category. The researcher also ensured that students were able to provide contact details for their parents. Only students whose parents were also able to participate in the interviews were chosen

for the sample. The sample size was ten student and parent (or guardian) pairs. Contrasts between responses were then analysed.

1.7.6 Data collection

Data for this study were collected by means of semi-structured interviews, conducted in person. Arrangements were made with the interviewees for a suitable time to participate in the interviews. In a semi-structured interview, the researcher sets the outline for the topics covered, but the interviewee's responses determine the way in which the interview is directed. This is the most commonly used type of interview used in qualitative research and allows for a structure as well as the opportunity for identifying new ways of seeing and understanding the topic at hand, which is ideal for an area where prior research is lacking (Stuckey, 2013). Questions were framed around answering the study's primary and secondary research questions, as well as allowing for unexpected information to be obtained through the interviewees' responses, which proved to be the case.

1.7.7 Data analysis

The data obtained from the interviews were analysed by means of thematic data analysis, whereby a body of data is analysed with the purpose of identifying, analysing, and reporting patterns (themes) within the data (Vaismoradi, Turunen & Bondas, 2013). This method aims to analytically examine narrative materials. The researcher considered prior studies which made use of the same analysis method and deemed the aims of those qualitative studies to be similar to those of this study, and therefore the analysis method to be appropriate. The themes that resulted from the thematic data analysis were discussed in relation to research objectives with constant reference to literature.

1.7.8 Ethical considerations

The ethical considerations of this study were reviewed by the UCT Research Ethics Committee and the UCT Department of Student Affairs (DSA) before permission was granted for research to be conducted. The researcher ensured that the requisite ethical clearance was obtained before proceeding to conduct any research. No part of the research conducted in this study dealt with a topic that was deemed to be controversial. Consideration was given to the ethicality of the methods used to conduct the research. Confidentiality of participants was of importance.

Names, contact information, and other personal details did not form part of these published research findings. Participants and interviews were assigned labels, for example; Participant 1, and Interview 2. Data obtained during the study was stored for the researcher's records in a password-protected folder on their computer. Only the researcher had access to the data and it was not made available to anyone else. A participant's data may be deleted upon request of the participant at any time. Participants were made aware of the aforementioned in the Research Interview Guide and Participant Consent Form, which they, and the researcher, signed.

1.8 Delimitations

This study was conducted within a pre-determined and limited timeframe. The study related only to the Western Cape Province of South Africa, and not to brand preferences outside the Province and country. Elements of the study, such as the sampling method and sample size were influenced by the timeframe. This study pertained only to the concept of generational transfer of brand loyalty within a single FMCG product category – dishwashing liquid – and no other product categories or industries. Data was not sourced from, nor were inferences made about, regions outside the Western Cape. This study focused on generational transfer of brand loyalty across two generations. Data was not sourced from more generations (for example considering a grandparent's influence on their children, and then the influence on the grandchildren). Insights across three generations were established during this study; however, they were as a result of data offered by interviewees, which was not prompted by the researcher. The study also did not investigate generational transfer in situations outside of a family unit, for example, brand loyalty transfer between friends or colleagues.

1.9 Structure of the study

This study is organised as follows:

Chapter 1 provides an introduction to the study and its background. The chapter provides the study's problem and purpose, as well as its research questions and objectives. Chapter 1 also includes an overview of the study's research methods and delimitations, as well as its structure.

Chapter 2 provides a list of frequently used terms in this study, as well as a review of previous relevant literature, divided into six themes; the concept of branding, brand loyalty, generational

transfer of brand loyalty, brand switching, the South African dishwashing liquid product category, and challenges to retaining customer brand loyalty.

Chapter 3 delves into the methodological approach which was followed. Discussed in detail are the ethical considerations the researcher undertook, the method of data collection, and the process of thematic data analysis used to analyse the data gathered, as well as the rationale behind the method's use in this study.

Chapter 4 provides the findings that were established during the study, delivering a clear answer to the research question. Following thematic data analysis, the chapter presents the study's findings, divided into various themes established during the analysis. Figures visually representing the findings are included throughout.

Chapter 5 covers the study's conclusion, drawing from the findings in chapter 4. The chapter also delves into the study's numerous delimitations and offers recommendations for future research in the same area.

1.10 Conclusion

In conclusion, the purpose of the introductory chapter was to provide a contextual background of the problem under investigation. It has been alluded to that there is limited research on generational transfer of brand loyalty in dishwashing liquid for households in the Western Cape Province. Thus, it became imperative that the researcher was motivated to engage in this study with the intention of contributing to the body of marketing literature in the continuum of brand loyalty. The significance of undertaking this study is that households and firms manufacturing these dishwashing liquids might use the findings from the study to prop-up their marketing strategies, whilst consumers of these dishwashing products might use the findings from the study to improve their engagement with certain brands. Different research questions were designed to guide this study. The researcher articulated the research methods that were used to conduct the study. It was also stated that ethical issues were considered prior to carrying out the study to mitigate any potential lawsuits that might arise when a researcher fails to adhere to research ethical codes of conduct. The delimitations of the study were presented before the structure of the study was presented. In the next chapter, the literature that augments and supports ideas and arguments presented in this study will be presented.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

In this chapter, a comprehensive overview of previous literature is provided to the reader, under various grouped themes. These themes are as follows; the concept of branding, brand loyalty, generational transfer of brand loyalty, brand switching, the South African dishwashing liquid product category, and challenges to retaining consumer brand loyalty. The researcher investigated previously conducted research into these areas and included citations that were relevant to the aims of this study, and provided the theoretical foundation upon which this study's research was conducted. Additionally, a list of definitions of terms used throughout the literature review was included to preface the various themes' sections.

2. 2 Definition of terms

'Brand' refers to a particular manufacturer's means of distinguishing its product from those of its competitors. A brand encompasses the product's name, design, symbols that represent it, and associations that are attached to it (American Marketing Association. 1995).

'*Brand loyalty'* relates to a dedication to continuing to purchase a specific brand, instead of purchasing others. Such loyalty may be based on positive feelings towards the brand, as well as features of the brand, such as functionality and pricing (American Marketing Association. 1995).

'Brand meaning' refers to the feelings consumers' project onto a brand, as well as the properties, values, and uses that consumers attribute to a brand. A brand's meaning is a mental construct, not properties of the brand. Meanings evolve over time, according to the interests, expectations, and experiences of consumers (Iglesias & Bonet, 2012).

'*Brand switching'* refers to the process by which consumers switch from using one product brand to another of the same category (Rajkumar & Chaarlas, 2011).

'*Consumer goods'* are goods that are ultimately consumed (rather than being used in the production of other goods) and intended for the mass market. These are bought by the ultimate

consumers – also known as end users – who end up using the products. Examples are items like soap, bread, and clothes (Kejriwal, 2016).

'*Dishwashing liquid*' refers to detergent used to assist in washing dishes. It is a high-foaming mixture of surfactants, commonly bought in liquid form, used for cleaning cutlery, crockery, and glassware, when mixed into water (Chattopadhyay, 2016).

'*Fast-moving consumer goods*' are consumer non-durable goods required for daily or frequent use – usually possessing a short purchase cycle and low value. The amount of time spent on purchase decision making is low, and brand loyalties or recommendations from trusted sources drive purchase decisions (Majumdar. 2004).

'*Generational transfer*' refers to the transfer of beliefs, ideas, and preferences (such as brand preferences) from one generation to the next, and is also referred to as intergenerational influences, or IGI (Moore, Wilkie & Lutz, 2002).

'*Product category*' refers to a grouping of similar goods – products that offer the same general functionality. Numerous brands fall into a single product category. Products in the same product category may share not only physical attributes but also benefits and usage occasions (MacInnis, Nakamoto & Mani, 1992).

'*Stakeholder*' in the context of branding, refers to a person or object that has an interest in, is involved in, or is affected by a particular brand (Bothma & Burgess, 2011).

2.3 The concept of branding

A brand is a name, symbol, logo, term, or combination thereof, which identifies a product, service, or manufacturer, and differentiates it from its competitors (Bothma & Burgess, 2011). A brand can encompass a name that can be spoken, such as 'Mercedes-Benz', as well as a marque or symbol, such as the well-known Ferrari prancing horse. Brands can be used to identify products, to form communities, and to encourage sales (both new and repeat). Brand equity – the value of a brand – can be calculated, and some, such as the global brands Coca-Cola and Microsoft, are worth billions of dollars and have significant reputations to uphold in the minds of consumers (Bothma & Burgess, 2011). With reference brand development,

Chandler and Owen (2002) state there are a number of overall issues that should be addressed, and that brand development can be seen as having to address five overall issues or areas. These areas are as follows:

- **Identifying needs:** it is first logically necessary to identify the total range of the wants and needs in the market, as well as how these vary amongst consumers, as well as how the emotional and psychological needs of consumers relate to their material needs. Identification should include both conscious and unconscious, potential, or developing needs (Chandler & Owen, 2002).

  - Exploring the existing marketplace: it is imperative to determine wherein existing brands fit in terms of satisfying wants and needs in the marketplace, and the dynamics that are at play, which may drive change in the future. This includes determining how consumers view existing brands, and how these views relate to consumer behaviour (Chandler & Owen, 2002).

  - Evaluate and refine the brand: the next phase of the development process involves identifying how the characteristics of the new brand can address the needs in the market, be that in the form of fulfilling existing needs to a more satisfactory level; fulfilling unaddressed desires; or bringing entirely new wants and needs to the market (Chandler & Owen, 2002).

  - Identifying the meaning set: the next phase encompasses identifying the ideas, values, imagery, associations, and tones that could potentially be attached to the new brand, and which relate to the needs in the market, in the context of meaning sets that already exist (Chandler & Owen, 2002).

  - Creating the brand blueprint: the final phase involves drawing together the findings from the first four phases to create a blueprint for the new brand, providing an overview of all its characteristics, influences, and purposes (Chandler & Owen, 2002).

There are a few common strategies used by marketers for positioning a brand in the minds of consumers. Firstly, attribute or benefit positioning, which uses a specific attribute, benefit or feature around which the brand centres itself – for example, a brand of dishwashing liquid positioning itself around being environmentally sustainable by using eco-friendly ingredients. Secondly, quality and price, which uses the good, better, best approach of charging more for a brand perceived to be of higher quality – for example, a dishwashing liquid brand having a premium line that costs more than products from its main, budget range. Finally, use or user,

which positions around the type of product use or the user thereof – for example, a dishwashing liquid brand that is positioned around consumers who have allergies, and need a sensitive ingredient combination in their cleaning products (Bothma & Burgess, 2011).

Iglesias and Bonet (2012) state that brand meaning is informed by a highly complex range of influences, some of which can be controlled (managerially determined) more than others, which can only be observed and influenced. Brand meaning encompasses feelings and values projected onto the brand and is determined by how the brand is perceived by the public at a conscious level and how the brand resonates with them at a semi-conscious or subconscious level. Iglesias and Bonet (2012) assert that brand managers are progressively losing control over the multiple sources of brand meaning, and that managers should, when developing and maintaining brand meaning, place emphasis on whether the brand fulfils its promise to consumers, offers a consistent experience across all points of contact with stakeholders, and how the brand is perceived in the crowded social media space, in the context of competing brands.

Venter and Jansen van Rensburg (2014), in agreement with (Bothma & Burgess, 2011), state that brands can be positioned by means of a number of different strategies, and that in order to decide on a differentiated brand positioning, management needs to establish or reinforce a brand's membership in the product or service category into which it falls, as well as define the associations that will strongly differentiate the brand from the competitors in the chosen category. Consumers often evaluate a brand based on the category in which it competes. For example, a new restaurant brand may attain membership in the fast-food category by claiming the benefits of convenience and speed.

Venter and Jansen van Rensburg (2014) further state that a brand's name is an important aspect in how consumers perceive it, that there are several different approaches to brand names, and that some companies choose to position products and services under the company brand name, or under distinct brand names that fall under the main corporate brand. These approaches include: functional or descriptive names that give consumers an idea of what the brand does (SA Home Loans provides home loans in South Africa); invented names deriving from old languages, such as Greek or Latin (for example, Nike sportswear); experimental names developed to convey a connection to a real experience (for example, Kentucky Fried Chicken); evocative names, used to evoke the positioning of the brand rather than its functions or the

experience (for example, King Price Insurance); and real names, such as the name of the founder of the brand, used for the sake of preserving heritage (such as Jack Daniels Tennessee Whiskey).

Veloutsou and Guzmán (2017) in support of Iglesias and Bonet (2012), state the importance of all stakeholders in the process of creating a brand. Veloutsou and Guzmán (2017) assert that early research saw brands as tactical tools that facilitated selling products, whereas more recent research views brands as strategic assets that generate value for multiple actors. Furthermore, all stakeholders, including consumers, employees, and other brands associated with a particular brand, come together to co-create the brand. What these stakeholders say, believe, and express impacts the market's perception and evaluation of the brand on a continual basis.

Veloutsou and Guzmán (2017) further state that there has been a shift for consumers away from using brands as identifiers towards expecting brand experiences. A brand experience originates from the multiple interactions a consumer has with a brand, including the perception of the brand name, the billing, order and application forms, mass media impressions, point-of-sales material and assistance, recommendations from acquaintances and salespeople, and emotional reactions to events and stories related to the brand. Finally, Veloutsou and Guzmán (2017) also suggest that to satisfy various personal and social needs, or to express their feelings toward a brand, consumers decide to belong to brand-related groups. Consumers develop bonds, a sense of community, and a social structure with other people who consume the same brand, and although brand-related consumer groups, or brand communities, have existed for a long time, the extensive use of the internet and social media networks has facilitated the process of consumers finding likeminded individuals that support the brands they like. Research shows that, individually or collectively, consumers are using brands to define their individual and social selves.

Pamfile and Croitoru (2018), in support of Bothma and Burgess (2011) and Venter and Jansen van Rensburg (2014), state that in an increasingly competitive marketplace, brands, and how they are managed, are of the utmost importance in terms of successfully connecting with consumers to sell products and services. Pamfile and Croitoru (2018) assert that a brand is one of the most important elements of a company and that a positive brand image can lead to success, especially through its impact on consumer perception. In today's global society, brands are ubiquitous and hallmark all aspects of life: branding no longer means just a simple product name nor a product labelled with a company logo. The branding process requires long-

term involvement and a significant level of skills and resources, but its development contributes not only to the differentiation from the competition but also to gaining important economic benefits. In the same way that a strong brand offers confidence in the minds of consumers, and presents itself as less risky, it comes across as a sounder financial investment for financial analysts, concerned with future financial flows, which are impacted by factors such as the number of loyal customers a brand has.

Pamfile and Croitoru (2018) use the hospitality industry to identify numerous branding success factors. For example, a highly appreciated brand among Millennials is that of the W hotels range – part of the Starwood hotel group. Renowned for their special design, futuristic lobbies known as Living Rooms, and also for a variety of services that begin with the letter "w". Thus, visitors can speak to a concierge about the Whatever Whenever service at the W London hotel, or swim in the Wet swimming pool at the W Amsterdam hotel. Design elements vary across locations, but the hotels still provide users with a sense of familiarity, under the W brand name, allowing visitors to feel comfortable expecting the same levels of service they have become accustomed to during previous stays. In contrast to this is the strategy of French group Accor, who use a parent brand, IBIS, appended with markers for the level of hotel luxury at each location, such as IBIS Styles and IBIS Budget, each with their own visual identity.

2.4 Brand loyalty

Brand loyalty is a complex construct that comprises both behavioural (relating to purchase habits) and attitudinal (relating to cognitive processes) factors. Consumers demonstrate brand loyalty by repurchasing a product, by being willing to recommend it to others, and by providing advice to the company. A loyal buyer usually needs a bigger discount to switch than a less loyal buyer, and it is therefore highly important for brand owners to understand the elements that underpin the construct of brand loyalty (Srivastava, 2007). Brand loyalty can be used as an indicator of the high cost of brand switching, or of a decreased likelihood of brand switching behaviour in a situation where a consumer's preferred brand is out of stock (Kucuk, 2004). Lin and Wang (2006) state that perceived value contributes to customer loyalty, and when the perceived value was low, customers would be more inclined to switch to competing businesses in order to increase perceived value, thereby contributing to a decline in loyalty. Nam, Ekinci, and Whyatt (2011), in agreement with Srivastava (2007), state that brand loyalty is an individual's repeat purchasing of a brand, psychological commitment to the purchase act, and willingness to recommend the brand to others.

Supporting Nam, Ekinci, and Whyatt (2011), Romaniuk and Nenycz-Thiel (2013) state that brand loyalty has a strong behavioural component which has two operationalisations, namely buying frequency and devoting a more substantial proportion of category purchases to the brand than to competitors. Romaniuk and Nenycz-Thiel (2013) further posit that consumers who have previously bought the brand more frequently and who have previously had a higher share of category requirements for a brand will have stronger associations with the brand – holding the brand name and its qualities and benefits in memory.

Alavijeh, Rezaee, and Hosseinabadi (2014) state that, in terms of attitudinal brand loyalty, customers seek to satisfy their values in selecting products and services and seek out brands which have a particular brand personality – a set of human characteristics associated with the brand. They further suggest that creating and keeping a brand personality reinforces brand identity and improves the student perceptions of the brand.

Nance (2017), in support of Nam, Ekinci, and Whyatt (2011), suggests that there are elements of trust, preference, fulfilment and connection when it comes to assessing brand loyalty. These elements combine with a pattern of repeat purchases to create a customer who is committed to continually supporting a particular brand. Green (2017) states that there is a concern by marketers of decreased brand loyalty amongst Millennials, compared to previous generations.

Neff (2017), supporting Green (2017), states that brand loyalty is changing – in an annual survey of more than 25,000 consumers globally – it showed that 54% of people said they had switched providers in the past year, and 78% say they retract loyalty faster today than they did three years ago. Only 34% of respondents said what makes them loyal today is entirely the same as three years ago. Ghodeswar (2008) states that brand loyalty comprises an element of brand associations, which enable a brand to develop a rich and clear identity in the minds of consumers. While some customers may attach greater importance to functional benefits, emotional value helps a brand stand out amongst others. Ghodeswar (2008) further asserts that Brand strengths associated with beliefs and values are the most powerful and most difficult to imitate and that doing so can become the source of lasting competitive advantage.

In Aaker's brand equity model (European Institute for Brand Management, 2009) numerous benefits of loyal consumers are detailed; reduced marketing costs (retaining loyal customers is cheaper than attracting newer ones), trade leverage (loyal customers represent a stable revenue stream for the distributive trade), attracting new customers (loyal customers can help boost brand name awareness and bring in new customers, for example by word of mouth or writing

online reviews), and time to respond to competitive threats (loyal customers that are averse to brand switching give companies more time to adapt to threats from competitors and adverse market conditions, before experiencing negative financial impacts).

Farris *et al.* (2010) in agreement with Ghodeswar (2008) illustrate that there is great value in maintaining a loyal customer base in stating that businesses have a 60 to 70% chance of selling to an existing customer while the probability of selling to a new prospect is only 5% to 20%. Babaraju (2014) asserts that brand loyalty is repeated purchasing of a product or service, with a reason to prefer that product or service over another, and that brand loyalty can only be achieved through a strong brand positioning, which means creating a positive brand image. This can be achieved by creating and managing a brand's unique, credible, sustainable, and valued place in the customer's mind, which in turn gives the brand a competitive advantage.

Mabirizi, Chetty, and Karodia (2017) suggest that brand loyalty is a learning process which takes place over a period of time, and suggest numerous stages over which this transition takes place:

> - Brand awareness: Consumers become aware of a brand after it has been created and manufacturers' sales and marketing teams launch the brand into the market. This brand knowledge forms the foundation of brand trust, which influences brand loyalty. The launch can be achieved, for instance, through advertising (radio, television, billboards and social media) or activations (in-store stands, trials, taste tests). Price discounts may be used to attract consumers initially. Brand awareness is the strength of a brand's presence in the consumer's mind and is measured by recognition and recall (Mabirizi *et al.*, 2017).

> - Brand trial: Here, consumers test the product, to know it beyond the label and packaging. The trial may be by means of purchasing the product, or by means of, for example, trying a free sample. During a brand trial, a consumer can begin to ascertain whether they like the brand and wish to purchase more of its products or services or continue using their previous brand (Mabirizi *et al.*, 2017).

> - Brand image: During this phase, consumers form perceptions and associations in their minds about a brand. Positive associations form positive brand images in consumers' memories, and factors such as consumer character and values are contrasted in their mind with the brand when forming this image (Mabirizi *et al.*, 2017).

- Brand preference: In the brand preference phase, the consumer tends to select a particular brand over others that they know. They may be willing to pay more for, wait longer for, or search harder to find this preferred brand (Mabirizi *et al.*, 2017).

- Brand habit: During the brand habit phase, consumers may habitually buy a brand without consideration of other brands, or without evaluating the brand any longer, thereby displaying blatant repeat purchasing behaviour. The brand has become stable in the consumer's life (Mabirizi *et al.*, 2017).

- Brand loyalty: Finally, during the loyalty phase, a repeatedly favourable brand response is expected. Consumer brand preferences promote repeated purchases and consumption, by positively influencing behavioural intentions. Once consumers are loyal to a brand, they may be willing to stick with it even through tough economic conditions, changes within the brand itself or competing brands, such as composition or price, and changes in the brand personality, or the consumers' values (Mabirizi *et al.*, 2017).

Mabirizi *et al.* (2017), in agreement with Bhatt (2014), state that brand loyalty is a situation where a consumer prefers one brand over others and involves an intrinsic commitment to a brand based on distinctive benefits or values it offers its consumers. It is the result of appropriate brand management and consumer engagement. Consumers progress through stages of brand awareness, brand trial, brand image, brand preference, brand habit, and eventually brand loyalty as a result. In this study, brand loyalty was assessed based on the aforementioned definitions – participants' chosen brand, behaviours when interacting with the brand, disposition towards the brand, and willingness to advocate on behalf of the brand will all be considered when looking at each generation's loyalty, and the transfer of that loyalty between generations.

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┌─────────────────┐     ┌─────────────────┐     ┌─────────────────┐
│ Brand awareness:│     │  Brand trial:   │     │ Brand image: the│
│   the initial   │────▶│  testing the    │────▶│  formation of   │
│ introduction to │     │   product to    │     │ perceptions and │
│    the brand    │     │ ascertain a fit │     │  associations   │
└─────────────────┘     └─────────────────┘     └─────────────────┘
                                                          │
                                                          ▼
┌─────────────────┐     ┌─────────────────┐     ┌─────────────────┐
│ Brand loyalty:  │     │  Brand habit:   │     │ Brand preference:│
│ one brand, and  │◀────│    habitual     │◀────│ tendency to select│
│   averse to     │     │ purchases without│    │  one brand over │
│    switching    │     │   evaluation    │     │     others      │
└─────────────────┘     └─────────────────┘     └─────────────────┘
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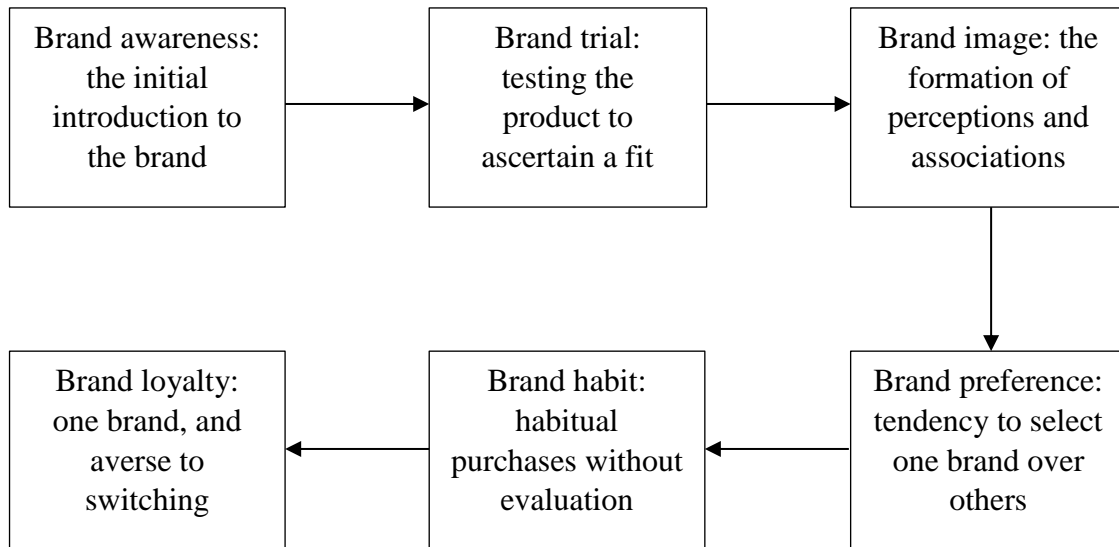
Figure 1: The six phases leading to the formation of consumer brand loyalty (Mabirizi *et al.*, 2017).

2.5 Generational transfer of brand loyalty

As there is no existing model based specifically around the generational transfer of brand loyalty, it was the intention of the researcher to provide information that might be used for the future foundation of further studies in this field . In a broad sense, intergenerational transfer refers to the within-family transmission of information, beliefs, and resources from one generation to the next. It is a fundamental mechanism by which culture is sustained over time, and its key elements are embedded within socialisation theory (Moore *et al.*, 2002). Intergenerational research on political and social behaviour shows that many forms of influence are transmitted from parents to their children, including political affiliation, religious values, achievement orientation, and gender and racial attitudes. Levels of parent-child consensus may vary considerably, being highest within religious and political arenas; lowest for lifestyles; and generally substantial for topics that are concrete, visible, and salient (Moore *et al.*, 2002). Over time, effects decline. The greatest erosion occurs during the first few years after the young adult leaves home, and then there is a levelling off by the late 20s or early 30s. Therefore, intergenerational impacts can endure well into adulthood (Moore *et al.*, 2002).

Generational transfer of brand loyalty refers to the passing on of loyalty towards a particular brand from one generation to another – for example from a parent to a child – with the result being that the receiving generation shares the same stance towards the brand that the imparting

generation possesses (Olsen, 1993). Olsen (1993) states that humans pattern their consumption behaviour after role models and that certain manufacturers are developing adverts geared towards keeping brands within families, demonstrating recognition of that. In a New York study on generational brand loyalty, Olsen (1993) finds that certain product categories were transferred between generations more than others – some up to 16 times.

Olsen (1993) also states that, for the average person, a branded good is a 'bundle of satisfactions', including memories and meanings that get wrapped around its advertised use value to solve problems with various benefits. These memories and meanings include individuals and contexts associated with its use. Goods also represent a way of declaring one's own identity, which may be linked to one's membership in a family unit. For example, a child who grows up in a household where the parents use a particular product exclusively, due to brand loyalty, may grow up, leave the home, and continue to buy that product out of loyalty – either consciously or subconsciously – in order to maintain a link, through the brand, to the rest of the family with whom they now no longer reside.

Holbrook and Schindler (1994) maintain that there is a 'sensitive period' during which individuals are inclined to develop certain preferences towards products, as a result of exposure and experiencing positive feelings linked to the products during the period. Holbrook and Schindler (1994) further state that consumers oriented toward the past may seek out the cultural products of a previous generation, encouraging more exposure to these older products during their sensitive period than to the products currently popular, with the specific products dependent upon whichever portion of the sensitive period they look back upon most fondly.

Elliott and Wattanasuwan (1995), in support of Olsen (1993), state that consumers make consumption choices not only based on products' utilities, but also from their symbolic meanings, and the choices play a central role in supplying meanings and values for the creation and maintenance of the consumer's personal and social world. Elliott and Wattanasuwan (1995) further state that the symbolic consumption of brands can help establish and communicate some of the fundamental cultural values, such as family, tradition, and authenticity.

Elliott and Wattanasuwan (1995) also suggest that a potent source of meaning in one's relationship with a brand can be derived through lived experience with the brand in the context of family, and that brands can acquire deep meaning for consumers in the socialisation process,

after which they can evoke profound feelings of nostalgia and provide comfort from insecurity. For example, a child may associate the use of a particular product in the home with an activity, such as supper time, that was shared with parents and siblings. In doing so, holding on to the brand through transferred loyalty may allow holding onto the feelings attached to those memories of togetherness. These may be so important that they override changes in price or quality of the brand in question – a boon to manufacturers.

Shah and Mittal (1997) note that despite intergenerational influence on brand loyalty being a known occurrence, and having impacts in the marketplace, research on the concept in marketing has been sparse, including research into the determinants of the phenomenon. Shah and Mittal (1997) found that determinants may include: the family relationship dynamics (including the degree of mutual respect and trust between parents and adult children); the degree to which the younger generation believes the older generation to have expertise on the product under consideration; the extent to which lifestyles are similar between the two generations in question; whether the product is functional or expressive; and whether the product entails a significant financial outlay by the purchaser.

Oliver (1999), in agreement with Olsen (1993), maintains that consumers become brand loyal as a result of an overlap of personal factors – identifying with the brand and using it to create a sense of the uniqueness of self- and social-influence. In terms of the social aspects, Oliver (1999) suggests that willingness to be seen as part of a group, for instance, a family unit, can drive brand loyalty. Further posited is that loyalty to a product can be embedded in a consumer's psyche, becoming an intrinsic part of their self-identity, and what makes them whole. Individuals feel a sense of community when they share the same consumption values and behaviours, allowing brand loyalty to be transferred from one family generation to the next.

Moore *et al.* (2002) in agreement with Olsen (1993), and Oliver (1999), in a study wherein 76 parent-young adult pairs provided separate brand preference listings for 120 packaged goods categories (including foods, personal care, and cleaning products), many brands, across numerous different product categories, demonstrated generational transfer of brand loyalty. Some categories, such as soup and tomato sauce, showed this effect more than others, such as household cleaners and candy bars. Likewise, some brands within these product categories, such as Mueller in the pasta category and Crest in the toothpaste category, had higher rates of generational transfer than others, such as Creamette and Arm & Hammer in the same respective

categories. Comiteau (2003), in support of Olsen (1993), Holbrook and Schindler (1994), and Oliver (1999), states that in a brand-conscious society, children are maturing at a younger age and can express brand awareness as early as age two and are following in their parents' footsteps. Further stated is that children's loyalty to brands stems from their positive experiences with the brands – the emotional connection and familiarity can be influenced by parents from a young age.

Veloutsou and Moutinho (2008) assert that children develop relationships and connections with brands between middle childhood and early adolescence and that childhood memories influence the manner in which they relate to brands for life. Veloutsou and Moutinho (2008) stated further, in agreement with Comiteau (2003), that acceptance within a group, such as a family, can play a role in brand loyalty, and that intergenerational transfer is a possibility.

Leahy (2008), in support of Comiteau (2003) and Veloutsou and Moutinho (2008), states that bonding with and loyalty towards brands – both cognitive, in terms of satisfaction with a brand, and emotional, in terms of a deeper relationship with a brand – can form when the brand becomes established in the life of the consumer, and that this can sometimes occur due to influence from family members, across generations. For example, a child may hold onto the perceptions and associations attached to a particular brand that their parents frequently used, such as that it performs better than competitors, or that it offers a better all-around value. This may not be questioned when an opportunity arises later in life to purchase a different brand, continuing the brand loyalty across generations.

Perez, Padgett, and Burgers (2011) in agreement with Leahy, state that generational transfer plays a role in determining brand preferences, as children pick up brand preferences from their parents. This phenomenon seems to be true across a wide range of product categories. Perez *et al.* (2011) further state that while certain product classes appear to be more or less susceptible to generational transfer of brand loyalty, the effects of the transfer appear to erode over time, as children move out of parents' homes, gain more experience, and begin more independent lives, with independent preferences. Finally, Perez *et al.* (2011) assert that while intergenerational transfer has been linked to brand loyalty, there are still several important questions for brand managers that remain unanswered. First, though it is clear that parents have some influence on the brand preferences of their children, it is unclear how long the influence survives, or how stable it is over time. Secondly, while there is evidence that the family unit

has been linked to brand preference transfer, it is not clear whether different family structures would exert different levels of intergenerational influence or have more lasting effects.

Siddiqui *et al.* (2012), in agreement with Leahy (2008), state that family influence affects brand awareness, association, perceived quality and brand loyalty, but that once children transition into adulthood and move out of their family homes, their brand preferences may change, as they become more independent in their brand choices. For example, some children may wish to change brands purely in order to differentiate themselves from their parents in a visible way, aiding their developing of a sense of independence. This would then cause a break in the generational transfer of brand loyalty. Siddiqui *et al.* (2012) found that generational transfer of brand loyalty amongst the 12 included product categories was common – more so for durable products than consumables – and recommended further research in different countries and on different product categories, where cultures and traditions may vary.

This study considered the concept of generational transfer of brand loyalty in the context of the above literature and definitions. There exists an opportunity for brand loyalty to be transferred from one generation to another, depending on the context and individuals involved, with brand loyalty being developed from a young age. This was not necessarily the case for dishwashing liquid brands, or in a Western Cape context, and the researcher concluded that more research was needed to understand whether this was the case, and why.

2.6 Brand switching

When a consumer using a product of a brand switches to the same product from a different brand, brand switching is considered to have occurred. The higher the degree of competitiveness among brands available to consumers within a given product category, the greater the likelihood that brand switching will occur (Rajkumar & Chaarlas, 2011). Brand switching is not a black and white issue, as some consumers who experience a high degree of satisfaction with a brand may still switch to a different one, and those who have a low amount of satisfaction with a particular brand may continue to use it. Switching costs, quality, availability, brand loyalty, price, and the level of product involvement are among the factors influencing a consumer's likelihood to switch brands (Rajkumar & Chaarlas, 2011).

Moore *et al.* (2002) noted that issues of brand equity are significantly important in the FMCG domain, as consumer purchases are made in a highly competitive setting, with frequent new product introductions and substantial promotional activity to encourage brand switching

behaviour. Moore *et al.* (2002) further stated that FMCG products are generally inexpensive, and are frequently purchased, making trial and brand switching easy to undertake. Examples of reasons for brand switching include nutritional concerns (for edible goods), and budgetary constraints. Despite this, intergenerational effects have emerged in the FMCG market segment.

Choi and Ahluwalia (2013) investigated brand promotions and found that consumers with both high and low brand commitment may switch brands when a competitor to their chosen brand offers a sizeable monetary discount. With consumers who are highly committed to the brands they use, those who were allowed the chance to consider the implications of the competitive offer – why the brand was offering a discount – the likelihood of switching was lower, whereas when they were not afforded this opportunity, the likelihood was higher. With consumers who are not committed to the brands they use, the likelihood of switching brands was not significantly different between the two processing conditions (degrees of consideration).

Biedenbach, Bengtsson, and Marell (2015), in support of Rajkumar and Chaarlas (2011) and Choi and Ahluwalia (2013) assert that a consumer's satisfaction with their current brand's value proposition, loyalty towards their chosen brand, brand awareness, brand associations, perceived quality, and switching costs may all influence the decision of whether or not to switch brands.

Al-Kwifi and Ahmed, (2015) in agreement with Rajkumar and Chaarlas (2011) and Biedenbach, Bengtsson, and Marell (2015) state that brand switching may be determined by factors such as price, switching costs, and an unfavourable attitude towards brand switching, as well as infrequent prior switching behaviour, low variety seeking, and trust in and satisfaction with a brand. Al-Kwifi and Ahmed, (2015) further state that buyer uncertainty, the ease of obtaining information about competing brands, and purchase importance may also influence whether a consumer considers switching from one brand to another.

Kazemifar and Shayesteh (2015) in support of Al-Kwifi and Ahmed (2015) noted that switching costs influence brand switching to a large degree. Switching costs are the one-time costs that customers associate with the process of switching from one brand to another – a barrier that influences a customer's decision to change brands. Switching costs can be categorised into three groups, namely transactional costs (those required of customers in order to terminate the relationship with the existing brand and start a new relationship with a new

brand); contractual costs (costs which penalise customers for switching); and learning costs (requirements of the customer to familiarise themselves with the new product or service after beginning the new relationship). The switching cost barrier can hence encompass technical, economic (financial), and psychological factors (Kazemifar & Shayesteh, 2015).

Pick (2016) in support of Rajkumar and Chaarlas (2011) and Al-Kwifi and Ahmed (2015) assert that variables such as the risk of losing a particular benefit and the effort of searching for alternatives, referred to as positive and negative "switching costs" respectively, impact whether or not an individual decides to switch brands. Pick (2016) also states that the relationship between switching costs and switching is related to a country's development – its wealth and well-being. Switching costs increase the likelihood to switch in developed countries with high standards of living, while switching costs decrease switching in emerging, less wealthy countries with lower standards of living.

Govender (2017) states that consumers may switch brands if they experience a degree of social change that is greater than the perceived strength of the current brand. Consumers may switch brands if their surroundings change, and a new brand is more compatible with the new surroundings. Consumers may however, remain loyal to their chosen brand in the face of social change if their satisfaction with the brand is high enough. Govender (2017) further states that residential location, changes in social positions, inclusive of the place of residence, lifestyle changes, and functional benefits, are essential factors for consideration in the development of a coherent brand strategy in South Africa.

2.7 The South African dishwashing liquid product category

Ghela (2006) states that there is increasing competition in the South African market from house brands of dishwashing liquid, and while some brands are re-launching core brands to combat this trend, these strategies may change consumer perception of the brands and decrease loyalty instead of increasing it. Ghela (2006) also states that different brands of dishwashing liquid are more popular in different income brackets in South Africa, and that price can be a primary selling point. Finally, Ghela (2006) cited a 2004 Unilever study that found that customers felt that they "owned the brand" when they rejected a new dishwashing bottle design launched in the same year.

Euromonitor (2018) states that in South Africa, dishwashers remain a niche product, and washing dishes by hand is dominant in the country. Average unit prices in the dishwashing liquid product category continue to increase, as inflationary pressure rises with harsh economic conditions. In agreement with Ghela (2006), Euromonitor (2018) states that private label dishwashing liquid products are growing in market share, putting pressure on products from manufacturers such as Unilever and Reckitt Benckiser.

A United States customer survey pertaining to Procter & Gamble's 'Joy' brand of dishwashing liquid showed that only 20% of consumers would purchase a different brand if Joy was out of stock when they went to the store to buy dishwashing liquid. Only 22% decided to purchase the Joy brand while in-store, with the rest intending to do so beforehand (InfoScout, 2015). Both of these findings provide an example of brand loyalty that can exist within the dishwashing liquid product category.

Bosiu *et al.*, (2017) state that the Herfindahl-Hirschman index (HHI) is a measure of market segment concentration and competitiveness and an HHI of over 2500 is considered a highly concentrated and competitive category. Dishwashing liquid is the product category of choice for this study, as the soaps and detergents segment of the South African market is highly concentrated with an HHI of 2919 (Bosiu *et al.*, 2017). In addition, in the 2016 Icon Brands Survey, one of the largest of its kind in South Africa, detergents occupied two out of the top three spots on the ranking of most iconic brands amongst South African consumers. The annual survey looks at brands used most loyally by South Africans, regardless of age, income, race or language. Dishwashing liquid was ranked third, with Unilever's Sunlight brand being rated as the most iconic (Supermarket & Retailer, 2016). In agreement with Supermarket & Retailer (2016), Ipsos South Africa (2018), in its brand influence survey, found that the Sunlight dishwashing liquid brand is the seventh most influential on the everyday lives of residents in South Africa. This provides an interesting platform to draw from when considering generational transfer of brand loyalty in a South African context in this study.

Therefore, the dishwashing liquid product category provides a suitable platform upon which to investigate generational transfer of brand loyalty in the Western Cape and contribute towards the body of knowledge pertaining to influences on brand loyalty across generations.

2.8 Challenges to retaining consumer brand loyalty

A significant challenge to retaining brand loyalty comes in the form of the growing occurrence of brand piracy. While the financial impacts are negative for corporations owning the copied brands, many consumers benefit from purchasing pirated brands, welcoming them due to still being able to attain the status that comes with a brand's logo, and receiving the same or very similar quality at a lower price (Shultz & Saporito. 1996). Phau, Prendergast and Chuen (2000) state that brand piracy can take place in the form of counterfeiting, where a brand's products are copied entirely, deceiving consumers into thinking they are the genuine articles or can take place by means of non-deceptive copies, where the consumer is aware, they are purchasing fakes. These may be imitation brands, where the item is not entirely accurate in terms of the form and function of that which it copied. Either way, brand piracy poses a severe threat to the success of existing brand names, where a poor copy may lead to the deterioration of the actual brand's image and value, and a good copy may syphon sales away from the original brand (Phau, Prendergast & Chuen, 2000).

Manufacturers need to take continual heed of attempts by competitors to pirate their brands, in order to retain the loyalty of their existing consumers, who may stray to fake brands whether they are aware of it at the time of purchase or not. In support of Shultz and Saporito (1996) and Phau, Prendergast and Chuen, (2000), Stewart (2005) asserts that counterfeit goods have become more accessible and affordable than ever, thanks to the growth of technology and improvements in the quality of imitation brand manufacturing facilities. Stewart (2005) further states that consumers feel they have good reason to buy counterfeit goods, receiving the same quality at a better price – a notable threat to brand loyalty retention for original manufacturers.

Ghodeswar (2008) asserts that building brand associations requires a company to understand its brand, as well as competitors' brands, through customer research. Customer research should study existing and prospective customers, former customers, industry experts, and intermediaries. Ghodeswar (2008) further states that brands that do not produce consistent, believable communication with consumers, and possess a genuine personality that customers can relate to and form relationships with, loyalty and continued competitive advantage will be under threat.

Iglesias, Singh, and Batista-Foguet (2011) characterise brand experience as subjective, internal consumer responses (sensations, feelings, and cognitions), and behavioural responses evoked

by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments. Iglesias *et al.* (2011) further state that brands which are capable of delivering a superior brand experience can achieve preference over, and differentiation from, other brands, and therefore build brand loyalty. Finally, Iglesias *et al.* (2011) suggest that brands have traditionally focused on managing the functional attributes of their offering but have failed to pay enough attention to strategically managing the emotional attributes and by doing so pose a challenge to retaining brand loyalty over the long-term.

Cooper (2010) states that while manufacturers may believe that positioning products on price will keep loyal consumers coming back, doing so may in fact damage the brand by encouraging fickle consumer behaviour, and make the brand vulnerable to a lower-cost operator with which the brand is unable to compete. Once the price is lowered, it is difficult to get consumers to come back to buying the item at a higher price, if the brand needs this to be the case (Cooper, 2010). It is therefore important to provide customers with real value – the key to loyalty is not price but knowing a customer and offering them something that truly adds value to the individual. Businesses that do not make an effort to understand the needs of their consumers, for example using online metrics, and align their products and communications accordingly, run the risk of endangering continued brand loyalty (Cooper, 2010). Finally, online channels have become popular and cost-effective tools to get to know customers and develop relationships with them, which goes towards building and retaining brand loyalty. Doing so moves the business-consumer interaction beyond merely a primarily transactional relationship, allowing businesses a chance to hold consumers' attention and demonstrate brand relevance to them, thereby supporting retention (Cooper, 2010).

One of the challenges to retaining brand loyalty is the proliferation of social media and mobile devices creating a new breed of consumers who are digitally empowered, and able to quickly compare and evaluate which products and services they want to buy (IBM, 2011). Many of these consumers perform extensive research before purchasing, comparing competing brands and products, and continually hunting for what they deem to be better deals. There is also a growth in the need for transparency, trust, and personal exchanges between the consumer and the marketplace. Marketers are facing challenges in using the same channels in order to predict what consumers will want, and then adapting marketing strategies to give them the most suitable product that the most suitable time, place, and price (IBM, 2011).

In support of IBM (2011), Roberts (2015) noted that with more brands, more choices, and more deals for brand-fatigued, tech-enabled consumers, customer loyalty has become harder to retain, and commanding premiums has become harder. Roberts (2015) further states that consumers are enabled to find out information that they seek quickly and can easily identify brands that are trying to under-deliver, over-price, or manipulate them. Consumers have no problem going online to consult reviews, compare prices, and check social media currency. Roberts (2015) also states that technology has reset the loyalty game, and that tech-led empowerment of customers will continue to grow, threatening loyalty retention, as the Internet of Things connects more things together, driving down the marginal cost of production and distribution, in the same way that technology has done with the supply of information. Consumers expect more for less and can switch brands faster. Falling loyalty levels reflect a failure to meet rising emotional demands from consumers, and the more brands begin to behave like people in order to fulfil those emotional demands, the greater their ability to retain the commitment of their loyal customers in the face of these changes.

Roberts (2015) suggests numerous approaches that companies can take towards combating the challenges facing the retention of brand loyalty, including creating shared values and matching philosophies with their customers; creating a purposeful community where the audience is engaged with constantly; creating trust through brand stories, which can be passed on by word of mouth, operating efficiently; giving consumers access to as much information about the brand as possible; and allowing consumers ownership of the brand, such as by publicly implementing useful solutions provided to the manufacturer by customers who want to help their preferred brand succeed.

Consumer confidence is expressed as a net balance, which is calculated as the percentage of respondents expecting an improvement or good time to buy durable goods less the percentage expecting a deterioration or bad time to buy durable goods and takes a country's economic performance into account (Bureau for Economic Research, 2018).

As brands expand internationally, marketers must take heed to consider local cultures, practices, and traditions before launches (Passaris, 2006). Familiarity with local customs, languages, and habits, is paramount to the success of a brand in a new region, and cultural sensitivity impacts factors such as branding and packaging. With an ever-increasingly connected and informed population, brands that appear to dismiss the importance of

multiculturalism and the value of each local culture may fall prey to decreased brand loyalty in all regions. An example of culturally insensitive brand activity impacting loyalty can be identified in Audi Group's Chinese television advert wherein a bride is inspected by her mother-in-law, as one would a car before a purchase decision was made. Reference was made to 'important decisions needing to be made carefully'. Many in the local Chinese market, as well as consumers overseas, reacted negatively, calling for boycotts of Audi products, due to cultural insensitivity, and the brand igniting a debate surrounding contemporary marriage values in China. In the face of the criticism, Audi apologised for running the ad and stated that it did not align with the group's values (The British Broadcasting Corporation, 2017). If global expansion is as much an important factor for the success of a manufacturer as retaining brand loyalty, consideration needs to be given to the cultural impacts of the brand.

Globalisation is a growing threat to brand loyalty (Pontinen, 2009). Globalisation creates a larger market for products and services and lends itself to additional competition. While consumers have access to a wider variety of brands, either locally or via ordering from overseas, manufacturers have an increased threat of a greater number of competing brands in the minds of their customers. Consolidation and partnerships amongst larger corporations lead to challenges in retaining brand loyalty for smaller companies trying to compete in the same marketplace. Consumers may be tempted to try new brands merely because they are something different from what they have been used to, and this could result in their not returning to the existing brands. These smaller companies may need to invest increasingly large amounts of money merely to stand out amongst brand behemoths dominating the shelves, advertising space, and minds of consumers (Pontinen, 2009).

Kucuk (2008) suggests that, generally, if a consumer feels optimistic about a country's economic future, they might not consider changing their habitual purchases and will continue re-buying their favourite brand. However, if the consumer feels pessimistic about the country's economic future, they might consider changing habits by buying alternative products to those that they usually purchase. In agreement with Kucuk (2008), Ou, de Vries, Wiesel, and Verhoef (2013) state that lower consumer confidence usually leads to lower spending, whereas higher consumer confidence leads to higher spending, and that having loyal customers, especially during times of recessions, protects firms from financial turmoil due to a larger customer base.

In a recent – Quarter 3 2018 – FNB/BER Consumer Confidence Index (CCI) report from the Bureau for Economic Research (2018), it was reported that consumer confidence in South Africa deteriorated substantially during 2018Q3, with the CCI falling from +22 in the second quarter to +7 in the third quarter. This followed a previous fall from +26 in the first quarter, indicating a trend of decline in confidence. This may result in Kucuk's (2008) and Ou *et al.*'s (2013) theories playing out locally, with South Africans being more willing to look into brand switching, in times of hardship (actual or perceived), in order to, perhaps, attain a lower level of spend at stores, or higher level of performance or value from their dishwashing liquids. If this were to be the case, it would be a threat to the retention of brand loyalty amongst producers of dishwashing liquid in South Africa.

2.9 Conclusion

In conclusion, the purpose of this chapter was to provide the reader with an in-depth insight into relevant previously conducted literature that is pertinent to this study's area of research. It was essential that the researcher conducted a thorough review of previous literature, in order to gain an understanding of the areas that were lacking in research and to gain a theoretical foundation upon which to base the research conducted in this study. This chapter included previous literature divided into six themes. The researcher drew from the previous literature, taking note of the methods used to conduct the studies, their successes and shortcomings, as well as recommendations that the authors provided for future research into similar areas. The chapter also provided a list of definitions of terms used throughout the literature review. In the next chapter, the research methodology used to conduct this study is detailed.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

In this chapter, a comprehensive description of the research methodology used to conduct this study is provided. Firstly, the foundations of the research methodology – the research paradigm, design, and approach – are outlined, and the target population is described. Subsequently, the study's pilot, and methods of data collection and data analysis, as well as justifications for each, are discussed. Finally, the researcher discusses the trustworthiness, elimination of bias, and ethical considerations of the study.

3.2 Research paradigm

A research paradigm is a framework that represents a shared way of thinking in respect to how we view the world and how we generate knowledge from that perspective (Mills & Birks, 2014). Research paradigms have their foundations in philosophical approaches and have evolved, concurrently with historical developments in philosophy. These paradigms influence research methodology (Mills & Birks, 2014). Research paradigms constitute the way researchers interpret and act within the world and inform the research methodology undertaken. Dominant paradigms include positivism, interpretivism, and pragmatism (Kivunja & Kuyini, 2017).

3.2.1 Interpretivism

This study followed an interpretivist research paradigm. The interpretive paradigm is concerned with subjective and shared meanings, and how people interpret and understand social events and settings. The paradigm assumes that there are many possible interpretations of the same data, all of which are potentially meaningful (Eriksson & Kovalainen, 2008). Interpretivism holds that knowledge is only available through social actors, that reality is socially constructed, and that interpretation is an integral part of qualitative research in that it allows for the understanding of human actions, which is part of the foundation of all knowledge (Eriksson & Kovalainen, 2008).

Interpretivism allows the focus of research to be on understanding what is happening in a given context, seeks to understand specific context, concentrates on understanding and interpretation and accepts influence from both science and personal influence (Carson *et al.*, 2001).

Interpretivists favour qualitative methods such as case studies, interviews, and observation, because those methods are better ways of comprehending how humans interpret the world around them (Willis, 2007). This study was interpretivist in nature as it sought to understand what was happening with generational transfer in the context of brand loyalty in a particular market segment, make meaning of the information gathered through interpretation and inferences, and seek out patterns within the data to gain a deeper understanding about the phenomenon being investigated. A goal of an interpretivist paradigm is to understand the world from the individual's viewpoint, using subjective, first-hand knowledge, and is nomothetic – an effort to understand the meaning of unique, often cultural phenomena (Mafuwane, 2011). Interpretivist research, using small samples and qualitative data, produces rich, data with high validity, and has the aim of understanding the world in which respondents live, developing and making sense of subjective meanings of their experiences (Mafuwane, 2011). An interpretivist approach was chosen as the basis of this study in that the researcher's aims matched those of an interpretivist approach. This study aimed, by way of a small sample and rich data obtained through in-person interviews, to seek out patterns in responses to gain a deeper understanding of generational transfer of brand loyalty.

3.3 Research design

A research design is a plan that provides the logical structure that guides the investigator to address research problems and answer research questions and is one of the most essential components of research methodology (Salkind, 2010). The chosen research design informs aspects of research including the approach to measuring variables, collecting data from participants, devising a strategy to sample participants, and planning how the data will be analysed (Salkind, 2010). Two broad categories of research design exist – observational, including cross-sectional cohort, and case-control designs; and interventional, including experimental and natural experiment designs (Salkind, 2010).

3.3.1 Exploratory research

This study followed an exploratory research design, as it explored a topic about which not much prior research had been conducted. The goal of exploratory research is to formulate problems and clarify concepts. Exploratory studies are often used in areas where not much prior research exists (Sue & Ritter. 2012). Exploratory research makes use of qualitative data, and purposive sampling, and often collects data by means of interviews (Sue & Ritter, 2012).

Exploratory research can be used to obtain new insights, identify key concepts, prioritise social needs, and become familiar with unknown situations, policies, and behaviours. The research design has to be flexible to enable an understanding of an unknown area of research (du Plooy-Cilliers *et al.*, 2014). The researcher noted the suitable choice of exploratory research design by Rathore, Krishnappa, and Mehta (2016) for their cross-brand study of safety hazard packaging conformity for dental material, in a research area where few prior studies had been conducted. In keeping with exploratory research, this study employed interviews as a means of collecting qualitative data, using purposive sampling. With cross-sectional designs, the investigator collects all the data at the same time, and such designs have been used extensively to describe patterns of variables within a population (Salkind, 2010). In a cross-sectional study, participants are only selected based on the inclusion and exclusion criteria set for the study. This type of design is used commonly for population-based surveys and is useful for studies that are time- and cost-limited (Setia, 2016). Cross-sectional designs are in contrast to longitudinal studies, where researchers conduct several observations of the same subjects over a period, sometimes lasting many years, to establish sequences of events and changes in population characteristics (Institute for Work & Health, 2015).

A cross-sectional research design was applied in this study. The researcher collected data from each of the study's participants once, and the collection of all data occurred during the same period. Noting the importance of the chosen research design in guiding the researcher to address the research problems and answer the research questions, an exploratory research design was chosen for this study due to its suitability to the study's aims. An exploratory design was suited to the study's methodology of using cross-sectional, qualitative data, obtained by means of purposive sampling, and interviews. The design was also suited to the study's goal of gaining understanding in an unknown area – generational transfer of brand loyalty in the Western Cape Province – by obtaining insights into the behaviour of respondents, and identifying key concepts in their responses, relating to the phenomenon.

3.4 Research strategy

A research strategy introduces the main components of a research study, such as the research topic area and focus, the research perspective, the research design, and the research methods. It refers to how the researcher proposes to answer the research questions set, and how the methodology will be implemented (The Open University, 2019). When deciding which

research strategy to adopt for a particular study, the purpose of the study and the type and availability of the information that is required need to be identified (UKEssays, 2016). Two main strategies (approaches) to research exist – qualitative and quantitative. The primary function of qualitative research is to understand human behaviour, whereas the primary function of quantitative research is to explain human behaviour (House, 2018). Qualitative research focuses not only on the products of human behaviour but also on the processes that lead to these products. The field of inquiry is left as natural as possible, sample sizes are often small, notions of understanding and interpreting are important, and data is often deeper and more comprehensive than with quantitative research (House, 2018). With quantitative research, the focus is on isolation, control, empirical research, and the development of generalisable regularities and rules. The research object is reduced and explained with reference to precisely specifiable conditions (House, 2018).

3.4.1 Qualitative Approach

The study used a qualitative research strategy as it aimed to investigate the phenomenon of generational transfer of brand loyalty in the Western Cape Province by interpreting the meaning of respondent behaviours and gaining a deep understanding of the concept by analysing the participants' perspectives. The qualitative research approach is associated with the interpretive social sciences paradigm, wherein forms of investigation are based on the significance of the experiential, subjective realm of human beings. Qualitative research provides avenues that can lead to the discovery of deeper levels of meaning and understanding of the participants and enables the researcher to comprehend social events from the participants' perspective (Khomba, 2011). Because of its underlying paradigms, the qualitative research method is subjective, relying heavily on the texts and discourses of the participants under study. A qualitative research strategy would usually involve a small number of participants in the research process, as a result of the in-depth gathering of information that is required for the study (Khomba, 2011). This study was qualitative, in that its topic dealt with understanding the human behaviour related to generational transfer of brand loyalty and used a small number of participants to gain an in-depth understanding of the concept under investigation. As is the nature of qualitative research, the focus of the study was on an in-depth understanding of this behaviour, and the processes behind it, through interpretation of the data gathered.

A qualitative research approach is an approach which seeks to understand phenomena in context-specific settings, such as real-world settings, where the researcher makes no attempt to manipulate the phenomena of interest. It is research that produces findings not arrived at by means of statistical procedures or other means of quantification, but instead produces findings derived from real-world settings, where the phenomena of interest unfold naturally. It involves direct interaction with those under study, with the researcher becoming an instrument of data collection (Mafuwane, 2011). A qualitative research strategy was best suited to the aims of this study as, through semi-structured, in-depth interviews with those under study, the approach enabled the researcher to arrive at insights naturally, derived from real-world settings in the Western Cape Province, gathering data on the experiences and viewpoints of respondents directly.

3.5 Target Population

Population refers to a set of entities, human or otherwise, sharing at least one distinguishing characteristic, that is the focus of a research question (Duignan, 2016). Target population refers to the complete set of units of research interest from which a sample will be drawn during a research study (Duignan, 2016). The accessible population of a study was those individuals within the target population whom the researcher can access for the purposes of conducting the study (Allen, 2017). Units of analysis refer to the subjects being studied (Dolma, 2010). Finally, population parameters are the characteristics of a particular population (Allen, 2017). The units of analysis for this study were the individuals – students and their parents or guardians – who are surveyed. The target population for this study comprised all consumers of dishwashing liquid in the Western Cape Province of South Africa. The accessible population comprised those individuals who fall into the aforementioned category who participated in the in-person interviews, as part of the research study.

The population parameters relevant to this study comprised two groups: university students, aged between 18 and 30 years old, and their parents or guardians. This particular population was chosen for a number of reasons. Firstly, it contrasted the parent or guardian participants – established shoppers and spenders – with young Millennials, who are becoming financially independent decision-makers, and beginning to form brand affiliations that can last a lifetime (Aelle, 2017). Secondly, it was an accessible population to the researcher, considering geographic location and ability to travel, the budget available for conducting the study, and the

timeframe in which the study was to be completed. This reflected in the researcher's use of purposive sampling.

3.6 Sampling

The sample refers to the set of units (people, objects, or otherwise) that are taken from a larger population for measurement – observations are made during a study, in accordance with the criteria deemed to be most appropriate for the research goals (du Plooy-Cilliers *et al.*, 2014). Sampling is a process of selecting research participants, and a sample is drawn when it would be impractical to investigate all members of a target population (Sonubi, 2014). There are two basic types of sampling; probability and non-probability sampling. The distinction between the two methods is that probability samples use random processes rather than human judgments to select the individuals or other units for a study (Henry, 2009).

3.6.1 Probability sampling

Probability sampling (of which simple random sampling is the most familiar example) allows for the generalization of results from the sample to the population. With probability sampling, all subjects in the target population have equal chances to be selected in the sample. The sampling approach includes simple random, stratified random, systematic, and clustered random sampling methods (Elfil & Negida, 2017). With probability sampling, researchers forego exercising their judgments about which individuals are selected for a sample by allowing a random process to decide which members of the study population are designated for participation in the study, enabling the use of well-grounded theories to test hypotheses (Henry, 2009). With probability sampling, no known member of the target population is excluded from the possibility of being included in the sample, and all members have a known probability of selection. Probability sampling is often used when a researcher is familiar with the study population, and results in a statistical model of the study population and is commonly used in quantitative research (Henry, 2009).

3.6.2 Non-probability sampling

As generalisation in a statistical sense is not a goal of qualitative research, probabilistic sampling is neither necessary nor justifiable in qualitative research. Thus, non-probability sampling is the method of choice for qualitative research (du Plooy-Cilliers *et al.*, 2014). With

non-probability sampling, each unit within the population does not stand an equal chance of being selected as part of the research sample (du Plooy-Cilliers *et al.*, 2014). In the context of non-probability sampling, the likelihood of selecting some individuals from the target population is null. This sampling method useful for some specific research objectives, and may help answer particular research questions, as well as contribute to the generation of new hypotheses (Martinez-Mesa, González-Chica, Duquia, Bonamigo, & Bastos, 2016). Non-probability samples are best used to provide information about specific cases or members of a study population that are intrinsically interesting or important for the study. Non-probability samples are used to guide data collection about specific experiences of some members of the study population, to explore perceived social issues, or to develop theories that are grounded in the actual experiences of actual members of the study population (Henry, 2009). Non-probability sampling includes convenience, judgemental (purposive), and snowball methods (Elfil & Negida, 2017).

3.6.3 Purposive sampling technique

With purposive sampling, the elements which are desired to be included in the sample, based on a set list of predetermined characteristics, are purposely chosen (du Plooy-Cilliers *et al.*, 2014). Purposive sampling is based on the assumption that the researcher wants to discover, understand, and gain insight into the subject being investigated, and therefore must select a sample from which the most can be learned (Merriam & Tisdell, 2016). Through using purposive sampling, specific criteria are chosen that the sample needs to meet in order to be included in and be of value to the study (Merriam & Tisdell, 2016). Some of the more common types of purposive sampling are typical, unique, convenience, and snowball. Typical purposive sampling is selected when there is a need for the sample to reflect the average person, situation, or instance of the phenomenon of interest (Merriam & Tisdell, 2016). Convenience sampling is used when a sample is based on factors such as available time, money, and location (Merriam & Tisdell, 2016).

This research study followed purposive and convenience non-probability sampling methods, as it focused on gathering data to answer qualitative (behavioural) questions. The researcher, therefore, used their judgment in selecting participants in a way that was not random. In considering previous studies, and their chosen sampling methods, the researcher noted Ganana's (2006) use of non-probability sampling in a restorative justice study conducted in the

Western Cape, which was similar to this study, geographically and time-limited, and required participants who possessed certain suitable characteristics. Younger generation participants were expected to reside in the Western Cape Province (where the researcher resides); be part of a parent/guardian-child pair, who could both take part in the study (to form a pair of data for analysis); use dishwashing liquid to clean their cutlery and crockery at home; and be the one who makes the purchasing decisions for this product category. This sampling method produced a sample that was both representative, as well as time- and cost-efficient for the researcher.

3.6.4 Sample size

The researcher consulted with prospective participants prior to conducting the interviews, to ensure choosing those who are actively involved in the dishwashing and purchasing decisions of the product category. At this time the researcher also ensured that students were able to provide contact details for their parents. The sample size comprised ten students, and their ten parents/guardians. ten students were interviewed to represent the younger generation, and a parent or guardian for each was interviewed to represent the older generation, resulting in a total of twenty interviews. Contrasts between responses were then noted. According to Malterud, Siersma, and Guassora (2016), a study will need a large number of participants when the study aim is broad, it is not theoretically informed, interview dialogue is weak, and interview participants are not tied to the research question. A smaller number of participants is needed when the study aim is narrower, the study is somewhat informed by previous theory, interview dialogue is rich, and participants are chosen according to the research question under investigation. As this study had previous theory to inform it, and interview participants were chosen according to the research question under investigation, the researcher did not deem it appropriate to continue to increase the sample size to a larger number of participants. In a qualitative framework, a smaller, more purposeful sample is often chosen and enhances the researcher's interpretation and understanding of the phenomenon under investigation (Lichtman, 2014). The researcher noted that, if there was time remaining for data collection and were a data saturation point not be reached, and a possibility for new insights to be gained arose, or patterns within responses were unclear, they would increase the sample size and continue to conduct interviews. This proved, however, not to be necessary.

3.7 Pilot study

A pilot study is a mini version of a full-scale study, done in preparation of the complete study, with the purpose of pre-testing the research instruments (interviews in the case of this study), and showing how the methodology that the researcher has in mind will work in practice (Calitz, 2011). The pilot thus allows for the reduction of errors and removal of issues that the sample might have with the way the complete study will be conducted (Calitz, 2011). Pilot studies can also help members of a research team become familiar with the procedures in the protocol and can help in deciding between two competing data collection methods, such as using interviews rather than a self-administered questionnaire. A pilot study can assist the researcher with determining factors such as the length of time it takes to complete the collection of data per research participant, the ease of doing so, as well as foresee any difficulties relating to data entry and analysis (Hassan, Schattner, & Mazza, 2006). For this study, the researcher conducted a pilot study using a sample of two individuals, in order to ascertain whether the chosen research techniques measured what they were designed to measure

The pilot provided the researcher with examples of how the in-depth interviews would take place, as well as of the recording of the data during the interviews. It was at this stage that it was decided that interviews would be voice-recorded, as it was determined that doing so would allow the researcher to focus more on guiding the participants during the conversation and would make it easier to transcribe the collected data into a format that was suited to the chosen thematic analysis method. The pilot also showed the amount of time it would take to interview each participant – around an hour – which was useful for the researcher's scheduling when it came time to conduct the collection of responses for the actual study. Finally, the pilot showed that the chosen data collection method – in-depth interviews – provided the kind of insights into and understanding of the concept of generational transfer of brand loyalty that would fulfil the aims of the study. These individuals were thanked for their time and told that their data would not be used as part of the final report. As no concerns were raised by participants, and no difficulties were experienced by the researcher in terms of collecting the data, the methodology was deemed to be suitable for use in the full-scale research study.

3.8 Data collection

A data collection method is the process undertaken to obtain data as part of a research study and directly impacts the validity of research findings. When selecting a data collection method,

consideration is given to the placement of the study in time, the study's time span, how long it will take to conduct the research, where the research will take place, and the tools available to collect and analyse the data (du Plooy-Cilliers *et al.*, 2014).

3.8.1 In-depth interviews

Data was collected by means of semi-structured interviews, conducted in person. Arrangements were made with the interviewees for a suitable time to participate in the interviews. In a semi-structured interview, the researcher sets the outline for the topics covered, but the interviewee's responses determine the way, in which the interview is directed. This is the most commonly used type of interview used in qualitative research and allows for a structure as well as the opportunity for identifying new ways of seeing and understanding the topic at hand, which is ideal for an area where prior research is lacking (Stuckey, 2013). Semi-structured interviews were chosen for this study so as to allow the interviews to have a general structure, but not a specific path to be followed, affording participants the opportunity to express their views and reasoning freely. This created an environment in which the researcher could gain the most insightful responses, without prompting or guiding participants in any direction, to the interview questions within the time limit of the interviews.

In order to have the interview data captured more effectively, recording of the interviews is considered an appropriate choice, as hand-written notes can prove unreliable. The recording of the interview makes it easier for the researcher to focus on the interview content and the verbal prompts and thus enables the transcriptionist to generate a "verbatim transcript" of the interview (Jamshed, 2014). The researcher informed participants before the interview that the session may be recorded. The researcher considered the benefits of in-depth, in-person interviews noted by Kelly (2008) in a study looking at advertising in the social networking environment. These benefits were that participants were able to freely discuss their beliefs about the subject of interest and provide a more detailed response; greater comprehensiveness and depth of data gathered by the interviewer; and the ability to build trust and rapport between the interview and interviewee, which in turn improves the quality of the data.

Interviews contained an introduction, explaining the purpose of the study, a number of open-ended questions, and a conclusion, which served to thank interviewees for their participation in the study. The interview structure was new, rather than being based on previous studies, as

this study delves into an area where there is not a lot of pre-existing research, especially locally. Questions were framed around answering the primary and secondary research questions as outlined in the study, as well as allowing for unexpected information to be obtained through the interviewees' responses. As part of the interview document, participants were required to provide the researcher with their name, surname, city and province of residence, gender, age, and contact details for any follow-up questions. This demographic information was requested in order to provide a greater understanding of the phenomenon under investigation. However, the information was used as part of the researcher's interpretation of the data gathered, and not for the purposes of identifying participants in this report. In this report, participants have instead been assigned labels – more details are provided in the ethical considerations section later in this report.

3.8.2 Interview questions

Question 1: What brand of dishwashing liquid do you buy, and use at home?

- This first question was used in order to ascertain the chosen brand of dishwashing liquid that the participant purchased for use at home. There was no assumption by the researcher that the brand mentioned was the preferred brand, with consideration given to the fact that participants may prefer a brand that they are unable to purchase or use for a particular reason. During analysis, the researcher contrasted the two generations' responses to this question to see whether the brands used were the same across generations, as well as whether any brands stood out as being significantly popular choices.

Question 2: Do you make use of multiple different dishwashing liquid brands? Please justify your answer.

- This question was chosen for the purpose of determining whether multiple brands of liquid were used in the home. This contributes towards insight into participants' loyalty towards any one particular brand over another. If participants made use of multiple brands, either separately or simultaneously, they were asked to elaborate on their reasons for choosing to do so. The answers to this question were contrasted between the two generations to determine whether any differences or similarities existed for the decision for or against the use of multiple brands.

Question 3: To what extent are you loyal to your chosen brand? Please justify your answer.

- The third question was used to directly address the issue of the degree of loyalty that participants had towards their chosen brands. The researcher's aim was to determine not just whether participants were loyal to the brands they used, but the degree to which they were. Participants were asked to justify their loyalty, or lack thereof, which was a key component in the discovery of whether a link exists between generations for the transfer of brand loyalty from one to another.

Question 4: If you would consider switching to another brand, what would be the motivation?

- This question was included so as to explore participants' willingness to shift to using a competing brand of dishwashing liquid, and what their reasons might be if they were willing to consider doing so. This also speaks to the strength of or lack of participant loyalty to their chosen brands, as well as what factors might impact the loyalty in the future. Willingness to brand switch was contrasted between the child and parent/guardian generations.

Interview participants were allowed the opportunity to answer the above questions, taking as much time as they needed (within the overall time limit of the study), while the researcher listened, prompting only when it appeared that more information could be offered. Interview participants were informed that they were welcome to abstain from answering any questions which they felt were inappropriate. Participants were, however, asked to answer as many questions as they could, so that as much information as possible could be obtained for analysis. Participants were also provided with the researcher's contact details, in case they felt the desire to reach out after the end of the interview session to offer more data for the study.

3.9 Data analysis

Once data has been collected, it needs to undergo a process of analysis in order for a researcher to establish a study's findings. Data analysis is the process of bringing order, structure and meaning to the mass of collected data. It involves applying a form of logic to the research, interpreting and making sense of the collected data (Vosloo, 2014). This analysis is ideally systematic and rigorous, in order to allow a detailed description of meanings when findings are presented. In qualitative research, data analysis involves interpretation of data during analysis (du Plooy-Cilliers *et al.*, 2014). Data analysis in qualitative, interpretive research involves a repetitive, systematic process of providing a coherent interpretation of collected data, to

provide readers of the study with greater understanding, and answer the research questions under investigation. A suitably chosen analysis method is of great importance, as in qualitative research, it may contribute towards the approach of future data collection (Vosloo, 2014). While quantitative data analysis involves a numerical assessment of the data collected, qualitative analysis relies on words, and while quantitative analysis examines cause and effect, qualitative analysis involves looking at the meaning of particular events and circumstances. Qualitative data analysis is an ongoing, iterative process, where collection, processing, analysis, and reporting, are intertwined (Vosloo, 2014).

3.9.1 Thematic Data Analysis

The data obtained from the interviews were analysed by means of thematic data analysis, whereby a body of data is analysed with the purpose of identifying, analysing, and reporting patterns (themes) within the data (Vaismoradi, Turunen & Bondas, 2013). Thematic data analysis is a reflective process of coding and categorising, then returning to the raw data to reflect on the initial analysis (Erlingsson & Brysiewicz, 2017). As such, the researcher re-read the data obtained from the interviews numerous times in order to gain a better understanding, each time, of what the participants were talking about. Codes, and therefore categories, were adjusted over during the analysis accordingly. The categories were then grouped into themes, which, through interpretation by the researcher, led to this study's findings.

This method aims to examine narrative materials analytically. By searching for common threads that exist across an entire set of interviews, thematic data analysis is a useful, detailed research tool in areas where not much prior knowledge exists. The method also allows for a qualitative analysis of data, and the ability to quantify data if required (Vaismoradi, Turunen & Bondas, 2013). A rigorous thematic analysis can produce trustworthy and insightful findings, providing a rich and detailed, yet complex account of data, and is a useful method for examining the perspectives of different research participants, highlighting similarities and differences, and generating unanticipated insights (Nowell *et al.*, 2017).

The researcher considered Gantana's (2006) use of thematic data analysis in a qualitative study which used interviews as the means for data collection. Gantana (2006) followed this method of analysis in order to, by arranging the data into categories and themes, make the data more manageable, compare responses by participants, and identify trends in responses. The

researcher also considered Schmid's (2016) use of thematic data analysis in a qualitative study relating to policies implemented surrounding the German refugee crisis. Schmid (2016) noted the benefit of the research method in its ability to aid the researcher in identifying patterns within qualitative data through a process of re-reading, identifying sections of qualitative data which pertain to themes and extracting the themes from the data.

Finally, Nicholson's (2014) use of thematic data analysis in a qualitative study pertaining to the Canadian abolishment of capital punishment was taken into consideration. Nicholson (2014) stated that the use of the research method was very successful in illuminating themes from the data studied and providing a better understanding of the phenomenon being investigated. Nicholson (2014) also indicated that the thematic data analysis is a complex and informative process, and offers an intense examination of language, for purposes of clarifying the meaning of a text in a reliable manner.

As the aims of this research study were in line with the aforementioned three studies, and similar in its approach to qualitative research, the researcher deemed thematic data analysis to be the appropriate method of analysing the data gathered during this study. A code can be thought of as a label; a name that most accurately describes what this particular condensed meaning unit is about. These are generally one or two words long. A category is formed by grouping together codes that are related to each other in terms of their content or context. When many codes arise during research, a researcher may develop sub-categories, which can then be grouped into categories. Category names are factual and short. A theme expresses an underlying meaning – latent content, found in two or more categories. Themes express data on an interpretative level, communicating with the reader by using descriptive names (Erlingsson & Brysiewicz, 2017). An example of the process flow for thematic data analysis can be seen in Figure 2 below.

Higher levels of abstraction –
reflects the interpreted, latent
meaning of the text.

Overarching theme
Theme
Category
Code
Condensed meaning units
Meaning unit
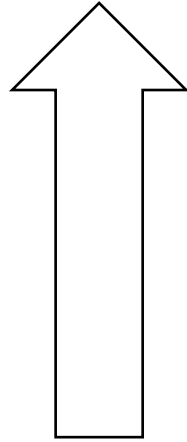
Lower levels of abstraction –
close to the text and manifest
content.
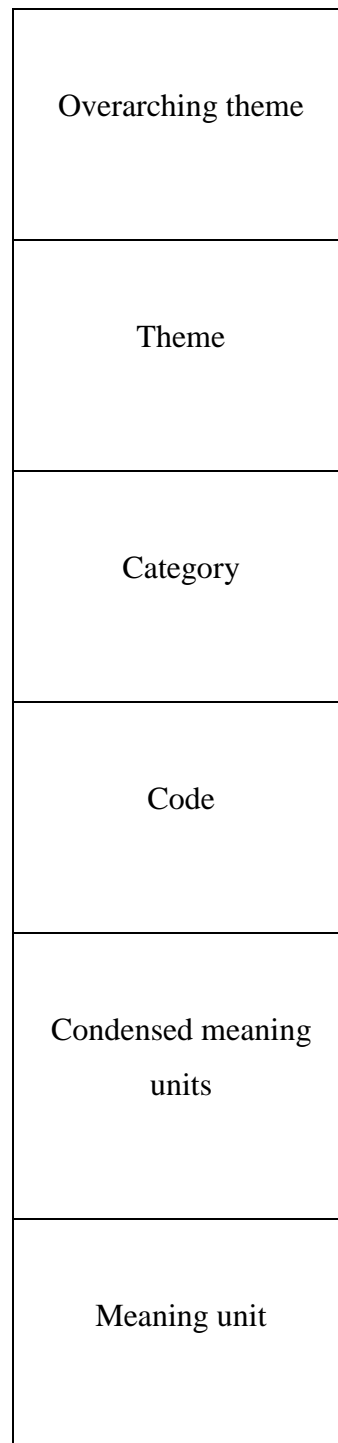
Figure 2: Example of analysis leading to higher levels of abstraction; from manifest to latent content (Erlingsson & Brysiewicz, 2017).

The researcher collated all the data obtained from the interviews once they were conducted. After collation, during the data analysis, the data was coded. These codes were then placed into

suitable categories. The researcher observed for patterns and trends in question responses, from which inferences could be made. This study considered the following, as suggested by Ryan and Bernard (2003) during the coding phase of the data analysis process:

- Repetitions – issues and topics that recur in the data frequently.
- Similarities and differences – different ways in which the same topic is discussed by participants.
- Linguistic markers and connectors – examining the use of specific, research-related words in order to establish a connection to the research topic. Such research-related words in the case of this study are, for example, 'loyal', 'tradition', 'parents', and 'family'.
- Words such as 'because', 'since', and 'therefore', as such terms point to causal connections in the minds of participants and may lead to themes.

3.10 Trustworthiness

The concept of reliability denotes a study's chosen methodology's ability to be used by a number of different researchers under stable conditions, with consistent results and the results not varying. Reliability reflects a methodology's consistency and replicability over time (De Bruin, 2011). Reliability is a very important factor in assessment and is presented as an aspect contributing to a study's validity – the degree to which theoretical rationales support the adequacy and appropriateness of interpretations (De Bruin, 2011). A number of factors were considered to ensure the trustworthiness of this study.

3.10.1 Credibility

Credibility refers to the confidence that can be placed in the research instrument, and qualitative researchers can ensure the credibility of their studies by providing structural coherence in the study, and making use of peer examination (Anney, 2014). The researcher ensured that, throughout this study, there was structural coherence – that descriptions were logical and consistent – and furthermore made use of peer checks to gain outside perspectives and identify areas where credibility could be improved upon.

3.10.2 Transferability

Transferability refers to the methodology's ability to be transferred to a different setting and researcher, under the same conditions, and produce the same results (Anney, 2014). The researcher ensured not only to describe, in detail, the methodological approach and rationale in this study, to promote understanding of its use in future, but also to conduct a pilot study before collecting the data for the full study. In doing so, the research instrument was tested, and any issues noted by the researcher and participants were considered before the full study took place.

3.10.3 Dependability

Dependability refers to the stability of a study, and how its methodology correctly matches its data and findings, and two methods of ensuring dependability include using a code-recode strategy when analysing data, and keeping an audit trail (Korstjens & Moser, 2017). The researcher kept all documents relevant to the study in a password-protected folder on their computer alone, making additions to notes throughout the study. Furthermore, the researcher continually adjusted the codes used during the data analysis process.

3.10.4 Confirmability

Confirmability refers to the degree to which the methodology used could be confirmed by other researchers. A fundamental way to ensure confirmability is the keeping of comprehensive, reflexive documents throughout the research process (Korstjens & Moser, 2017). The researcher made sure other researchers were consulted with during the study and detailed all reflections, ensuring that the written study was laid out in such a way that corroboration by other researchers would be simple.

3.11 Elimination of bias

Bias is defined as any trend or deviation from the truth in data collection, data analysis, interpretation and publication which can cause false conclusions. Bias can occur either intentionally or unintentionally (Šimundić, 2013). The researcher ensured that bias did not impact this study during any phase of the research by ensuring that all processes and decisions were rationalised, diarised and retained; strict sampling methods were adhered to eliminate selection bias; an appropriate analysis method was chosen and used for all data gathered; and a discussion was included on all findings.

3.12 Ethical considerations

The ethical considerations of this study were informed and reviewed by the UCT Research Ethics Committee and the UCT Department of Student Affairs (DSA) before permission was granted for research to be conducted. The researcher ensured that the requisite ethical clearance was obtained, in writing, before proceeding to conduct any research. No part of the research conducted in this study dealt with a topic that was deemed to be controversial. Consideration was given to the ethicality of the methods used to conduct the research. Importance was placed on the fact that the interviews used to gather data during the research process were conducted professionally, so as to ensure that the interviewees felt comfortable participating in the study. Participants should not feel as though they have been misled or exploited in any way (du Plooy-Cilliers *et al.*, 2014). As a result, participants were informed that they were able to refrain from answering any questions that they felt were inappropriate. Participants were also made aware that their identities and any other personal details obtained by the researcher during the study would be kept confidential. Names, contact information, and other personal details have not formed part of these published research findings.

It is important for researchers to balance two competing priorities: maximising protection of participants' identities and maintaining the value and integrity of the data (Saunders, Kitzinger, and Kitzinger, 2015). Numerous official ethics guidelines, including the Statement of Ethical Practice for the British Sociological Association (BSA, 2002), and the Economic and Social Research Council's Framework for Research Ethics (ESRC, 2012) recommend disguising the personal identities of research participants as a default position. Consideration was given to Corden and Sainsbury's (2007) interview-based study on research participants' perspectives on verbatim quotations, where it was discovered that participants held anonymity in high regard, as well as being more comfortable participating in studies where the chosen method of ensuring anonymity did not cast them in a negative light. Corden and Sainsbury (2007) also noted that preserving anonymity provided the avoidance of potential harm to participants and suggested that the way participants are represented as a result of the authors' editing decisions is also important, which the researcher has taken into consideration for this study.

Participants and interviews were assigned labels, for example, Participant 1, and Interview 2. The researcher has referred to these labels only, and not identifying information about the participants, to ensure anonymity. Despite a geographically convenient location being used for this study, the researcher deemed the risk of participants being identified to be low, considering

the ratio of the sample size to the size of the population, and the lack of identifying information requested by the questions used as part of the interviews. Such labels were chosen in lieu of pseudonyms to avoid any possibility of revealing anything about the cultural backgrounds of the participants, and the study does not have a large number of individual participant narratives for readers to follow.

Data records obtained during the study were stored on the researcher's computer in a password-protected folder. Only the researcher had access to the data and it was not made available to anyone else. A participant's data may be deleted upon request of the participant at any time. Participants were made aware of the ways that their anonymity would be ensured, and their data would be secured, in the Research Interview Guide and Participant Consent Form. The researcher drew up a personal ethical code of conduct which applied specifically to this research study.

3.13 Conclusion

In conclusion, this chapter provided a description of the methodology used to conduct this research study. The researcher outlined the research paradigm and design upon which this study was based, and discussed the study's research strategy, target population, and sampling method, as well as the study's pilot. The study's data collection and analysis methods were then discussed in detail, as was the justification for their relevance to this study. The study's trustworthiness, elimination of bias, and the ethical considerations undertaken as part of the study were then provided. The following chapter delves into the findings of this study, based on the researcher's interpretation of the data gathered, and is divided into numerous themes.

CHAPTER FOUR: RESULTS, ANALYSIS AND DISCUSSIONS

4.1 Introduction

This chapter of the report provides a comprehensive analysis of the data obtained during the study, delving into the codes, categories, and themes that were identified during the process of data analysis. The chapter begins by noting the sample characteristics of this study. Following this, exploring the research questions, this chapter offers a clear insight into what extent generational transfer of brand loyalty exists within the dishwashing liquid product category in the Western Cape, as the primary research question; and what the reasons are for generational transfer of brand loyalty, and what causes brand switching to occur generationally, within the dishwashing liquid product category in the Western Cape, as the secondary research question. The chapter then discusses the findings of the study, based on the analysis.

Participants in the younger (child) generation have been labelled as 'Participant 1A' through 'Participant 10A'. Interview participants in the older (parent/guardian) generation have been labelled as 'Participant 1B' through 'Participant 10B'. Interviews have been labelled as 'Interview 1' through 'Interview 10'. Interview 1 comprises Participants 1A and 1B, and so forth.

4.2 Thematic Data Analysis

Throughout the process of the thematic data analysis, numerous codes were identified and later reworked, with the researcher linking these to the phenomenon being investigated by this study. Codes drawn from the textual data obtained during the in-person interviews included 'parents', 'child', 'higher prices', 'too cheap', and 'worthwhile'. These codes were then placed into categories – for example, 'higher prices' and 'too cheap' were deemed to be related and placed into the category 'influence of price'. In the same way, 'parents' 'child' and 'mother' were placed in the category 'family influence'. Codes and categories changed throughout the process of rereading the data until finally, various themes emerged. The researcher also took note of the different ways in which the same topics were discussed by different participants.

As thematic data analysis is a reflective, iterative process, the researcher, through re-reads of the data, made notes as to the participants who mentioned similar codes, so as to contrast participant responses both within and across generations. From the categories, a number of broader themes were determined to exist, and these are discussed below.

The table below, in line with the process of thematic data analysis, shows numerous codes that were derived from the repeated analyses of the collected data, the categories the codes were placed into, and finally the themes that were formed as a result of the categories.

Codes	Categories	Themes
Parents	Family influence	A high prevalence of generational transfer of brand loyalty *and* Generational transfer occurring across three generations
Mother		
Child		
Generation		
Passed down		
Household	Childhood environment	
All I remember		
Always used it		
My entire life		
Loyal	Brand loyalty strength	Strong brand loyalty and high resistance to brand switching
Brand loyal		
Not impacted by price	Brand switching prevalence	
Keep using it		
Worthwhile		
Work as well	Impact of performance	Two major product factors join to form one important concept
Better quality		
Worth the price	Influence of price	
Higher prices		
Too cheap		

Sunlight		
No Name	Brands used	A significantly uneven share of the market
Pick n Pay		
Soap Factory		

Table 1: Thematic data analysis; codes, categories, and themes.

4.3 Findings

Five major themes were identified throughout the data analysis, which provide greater insight into the phenomenon of generational transfer of brand loyalty. These themes all interrelate and, in chapter 5, serve to answer this study's primary and secondary research questions.

4.3.1 Theme 1: A high prevalence of generational transfer of brand loyalty

Many of the interviews conducted presented a transfer of brand loyalty across generations, from parents/guardians to children. Many participants were cognizant of the fact that they used their brand of choice as a result of seeing their parents use the same brand.

> *"My parents use Sunlight. It's the only brand I can ever remember using. I used it long before I came to UCT".* [Participant 7A].

> *Sunlight is the most effective. My mother used to use it, so it wasn't even a question which brand I would end up using. Sunlight is all I knew when it came to dishwashing liquid, so I didn't ever try another brand".* [Participant 9A].

This shows that the fostering of brand loyalty at a young age that is transferred generationally can remain as a strong bond between consumer and brand and may go so far as to prevent consumers from even considering trying competing brands.

Consumers may not even be aware of many of the competing brands, should they decide to continue to use the brand their parents did.

> *"Sunlight has been used in my household since childhood. I only know about two dishwashing liquid brands – Sunlight and Pick n Pay's No Name brand".* [Participant 10A].

The reasons that led to the transfer varied amongst participants.

> *"I washed the dishes in my house as a child. I noticed the green liquid that made lots of foam. As an adult, I believe it's the only brand that cleans greasy pans effectively".* [Participant 4A].

Participant 4A indicated that there may be a degree of comfort and familiarity that is being fulfilled by using the recognizable, green brand from the childhood period.

Generational transfer did not only exist for brand loyalty. Use of a particular brand out of habit, or in order to continue family traditions, transferred across generations.

> *"I don't have a personal preference for brands of dishwashing liquid, and am willing to experiment with other brands, however as my family used Sunlight, I purchase it too, out of habit".* [Participant 1A].

Brand associations also transferred generationally. Participants 4A and 4B both associate Sunlight with good value and longevity. This demonstrates that not only brand loyalty itself can transfer across generations, but also the same or similar reasons for the loyalty existing.

> *"Sunlight's good quality means less liquid is used".* [Participant 4A].

> *"Sunlight is good value, and a little goes a long way".* [Participant 4B].

For participants 8A and 8B, while brand loyalty did not transfer generationally, both generations still ended up using the same brand for the same objective reasons.

> *"I buy Pick n Pay's No Name dishwashing liquid as it's the cheapest. I don't mind if it's not the best – I just want it to wash the dishes properly. As a student, money is quite tight".* [Participant 8A].

> *"There is a Woolworths' dishwashing brand, but I find it's a bit pricey, so I buy Pick n Pay's No Name liquid".* [Participant 8B].

For this generation, there may be a latent loyalty that has transferred that the consumers are not aware of, or a transfer of the approach to buying decisions (the analysis of important factors in purchase decisions), but not loyalty itself.

One interview pair presented a situation where a preference towards a brand appeared to have transferred from parent to child, despite the parent not being an active user of the brand.

"I always use Sunlight and am loyal towards the brand. The product has always done its job successfully". [Participant 6A].

"I use Soap Factory dishwashing liquid. Sunlight is better – it has a nicer smell and cleans much better than Soap Factory. Soap Factory is good, but the foam doesn't last as long. Sunlight has pure, lasting foam. Soap Factory does last longer, but I would still buy Sunlight if the price wasn't an issue". [Participant 6B].

The parent generation has loyalty in their mind towards Sunlight but uses a different brand due to cost limitations. Despite this, their attitude and aspirations towards Sunlight appear to have passed down to their son, who can buy the brand he prefers.

4.3.2 Theme 2: Generational transfer occurring across three generations

In five of the total paired interviews conducted, the transfer of brand loyalty had occurred across three generations – from grandparents to parents, and then on to grandchildren. This lends credence to the notion that generational transfer of this kind is not a cultural trend or fad, but rather a phenomenon that has existed for quite some time.

"I consider myself brand loyal towards Sunlight. I have been using it for over 30 years, and my mom used it as well. I was influenced in this way to purchase this brand because it was familiar to me". [Participant 3B].

Participant 3A, in the third generation, said that she has been using the brand for as long as she can remember, and noted that her mother used it. Neither interviewee is willing to even test out a competing brand, indicating that perhaps the strength of brand loyalty is transferred generationally, not just a general sense of loyalty.

A similar theme appeared in another interview pair.

"Sunlight is a reputable brand. My parents used it and the idea of the brand was passed down through the generation". [Participant 2B].

Furthermore, Participant 2B noted that she believes Sunlight advertising influenced her mother (the grandparent) to purchase the brand. Strong brand loyalty passed down from this participant to their child, Participant 2A.

"I use Sunlight because my mom has always purchased it, and it is the only dishwashing liquid I have become familiar with. Everyone I know uses this brand". [Participant 2A].

Again, neither generation is willing to consider using a different brand.

"My mother used to use Sunlight when I was young, and after I left home, I continued to use it. It's a good product and can meet all my criteria. It's better quality than the other brands on the market". [Participant 1B].

Participant 1A said they remember their family using Sunlight and are inclined to continue the tradition. They, like their father, mentioned that the brand satisfies the criteria they have for items in the dishwashing liquid product category.

In one case, generational transfer of brand loyalty occurred across three generations with a participant who had moved to a different country.

"Despite changing locations from Zimbabwe to SA, I did not switch brands. Sunlight is the only brand I have known throughout my entire life". [Participant 10B].

Participant 10B's son, Participant 10A, was also loyal to his chosen brand.

"Sunlight is well recognised. The brand has been used in my household since childhood, and I use it now". [Participant 10A].

4.3.3 Theme 3: Strong brand loyalty and high resistance to brand switching

An overwhelming majority of participants interviewed (eighteen out of the twenty) presented strong loyalty towards their chosen brand. Many interviewees were well aware of the loyalty they had towards the dishwashing liquid brands they chose to use and offered up information as to how they had either never considered switching brands, or had tried doing so, only to reaffirm their initial assumptions and return to the brand they were previously loyal to. Reasons for or against brand switching (or considering to switch) varied amongst interviewees.

Numerous interviewees were price sensitive and said that they either had or would consider, switching brands if they found a cheaper alternative. Some had the caveat that the new brand would need to perform as well as their current one.

"I am loyal to Sunlight but would be willing to try a different brand if the price becomes too expensive, but only if the cheaper brand is almost as good". [Participant 1B].

Some consumers were loyal enough to their chosen brands that they said they would continue to use them even if the price increased considerably and would compensate for the increase.

"If the price of Sunlight were to increase, I would keep using it, just more sparingly". [Participant 3A].

Participant 5B, who is loyal towards Sunlight, said that they had used other brands due to price changes and availability.

> *"I am not impacted by price, because of the superior quality of Sunlight".* [Participant 5B].

Their son, Participant 5A, is not loyal to any brand.

> *"I use Sunlight but am willing to experiment with other brands. I have shopped around because of price and availability of dishwashing liquid brands. There are so many cheap, competing brands in the industry".* [Participant 5A].

Numerous interviewees noted that their brand of choice performed too well for them to consider switching to a different one, even if the price was lower.

> *"The satisfaction gained from using Sunlight makes the higher price worthwhile, and I am brand loyal".* [Participant 6A].

Participant 9B mentioned that price isn't an issue because the brand she is loyal to, Sunlight, is worth the cost.

A higher price can be a limitation on brand switching, with Participant 6B stating that they would switch to Sunlight, a more expensive brand than their current Soap Factory, if it were cheaper, as they believed Sunlight to be of superior quality. Similarly, Participant 8B said that they would switch to the more expensive Woolworths dishwashing liquid brand, from their current Pick n Pay No Name brand, if the Woolworths brand was not so expensive. In these situations, budget prevents brand switching, even if the desire to do so exists.

Two interviewees also noted that they are hesitant to try other brands due to not knowing how their skin will react to the different dishwashing liquid and trusting that their skin is problem-free using their current brand.

> *"I am very loyal to Sunlight. I do not purchase any other brand as I do not know how my skin will react to other brands, or how strong they are".* [Participant 2A].

Participant 8B does not use Sunlight due to allergies.

> *"There is something in Sunlight that I am allergic to. I use Pick n Pay's No Name liquid because it doesn't affect me in that way".* [Participant 8B].

Participant 9B had a sense of the brand to which she was loyal but went out of her way to experiment with competing brands to try and save money. Doing so made her realize that Sunlight worked better for her needs, and went back to using her original brand, and eventually passing that loyalty down to her daughter, Participant 9A, who has never tried any other brands, and also believes that Sunlight is the most effective liquid available.

> "I grew up using Sunlight, and when I got older, I tried a few cheaper options that came out after Sunlight. None of them worked as well, so I went back to using Sunlight. The price isn't an issue because Sunlight is worth it". [Participant 9B].

The impact of modernization in the kitchen is shown not to pose as much of a threat as one might think on the loyalty consumers have towards their dishwashing liquid brands. Multiple interviewees stated that their dishwashers had merely reduced the amount of their chosen brand of dishwashing liquid that they use, but not their use of it altogether.

Two interviewees said that they initially intended to use dishwashing machines but found that it was considerably more economical to continue to wash using dishwashing liquid and continued with their chosen brand.

> "After the addition of a dishwasher, I still use Sunlight dishwashing liquid. I found that it's more expensive, with water and electricity, to use the dishwasher. Using dishwashing liquid is far more economical". [Participant 1B].

> "Despite purchasing a dishwasher, I continue to use Sunlight for the items that can't be put in the dishwasher". [Participant 3B].

Participant 3B's daughter similarly retained her loyalty to Sunlight in the face of a dishwasher being added to the kitchen.

> "I consider Sunlight to be the best brand. I just use less of it as I now have a dishwasher". [Participant 3A].

A remarkable number of participants – eighteen – were brand loyal, while two participants were not. Most participants indicated that they would not consider switching to a brand different from the one they currently used, while few (only four) indicated that they would consider doing so.

4.3.4 Theme 4: Two major product factors join to form one important concept

It appears as though two aspects of dishwashing liquid – price and effectiveness – meet to create the concept of value, which by extension impacts consumers' assessments of products and purchase decisions. Numerous interview participants have mentioned the price of their chosen brand and the price of competitors, in combination with the degree to which these products satisfy their dishwashing needs or criteria, in their justification of which brand to use. The notion of value for money was one considered by many interviewees.

Participants 4B, 6B, 7B, 9B, and 6A all mentioned that while they acknowledge that Sunlight is more expensive for them to buy compared to other dishwashing brands, it also lasts longer and cleans their dishes better, making the extra cost worthwhile.

> *"No other brands work as well as Sunlight, so it's worth the extra price".* [Participant 9B].

> *"Sunlight is expensive, but it has always done its job successfully".* [Participant 6A].

Two interviewees mentioned their belief in the idea of price and quality being directly linked.

> *"I'm not sure if there's a difference between Sunlight and competing brands, but I console myself with the view that better quality is associated with higher prices".* [Participant 7B].

Participant 7B's belief ties in with that of Participant 10A, indicating that he, likewise, believes that lower prices are associated with lower quality, and vice versa.

> *"I buy Sunlight dishwashing liquid because Pick n Pay's No Name brand is too cheap".* [Participant 10A].

4.3.5 Theme 5: A significantly uneven share of the market

Soon after the data analysis begun, it became clear that one brand stood out amongst the others in the Western Cape sample interviewed as being the most popular. Sunlight, Unilever's local brand of dishwashing liquid, is used by the majority of participants – seventeen out of twenty. Pick n Pay's No Name brand is used by two, and Soap Factory's house brand used by a further one participant.

Sunlight was regarded as more expensive than alternative brands by many interviewees, however, they continued to use the brand, as the perception is that it's worth doing so, due to receiving better value for money.

"Sunlight is expensive, but the satisfaction gained from using the product makes paying the price worthwhile". [Participant 6A].

"I don't buy dishwashing liquid very often, so I am willing to pay more for Sunlight because it offers better quality". [Participant 2B].

"The price isn't an issue because Sunlight is worth it". [Participant 9B].

The market penetration Sunlight currently has may be due to the frequency that Unilever advertises the brand in South Africa.

"Sunlight is advertised all the time, and it is the only dishwashing brand I've known about my entire life". [Participant 10B].

Participant 5A indicated that they thought the Sunlight brand is quite popular due to the TV and radio adverts they had seen, showing the impact on brand perceptions in the minds of consumers that frequent advertising across different platforms can have.

"The advertising of Sunlight is attributed to my mother purchasing the brand". [Participant 2B].

Participant 2B was referring to a third generation – the grandparent generation – indicating that Sunlight's adverts in South Africa have been in the minds of consumers for a long time, and this impacts the generational transfer of brand loyalty. Participant 4B even went so far as to refer to Sunlight's longstanding slogan when describing her use of the brand.

"Sunlight is good value because <u>a little goes a long way</u>". [Participant 4B].

4.4 Discussion of findings

4.4.1 To what extent does generational transfer of brand loyalty exist within the dishwashing liquid product category in the Western Cape?

In answering the study's primary research question – to what extent generational transfer of brand loyalty exists within the dishwashing liquid product category in the Western Cape – the research found the extent to be great. A strong majority of the interviews conducted – seven of the ten pairs – showed the presence of a transfer of brand loyalty across generations – from parents/guardians to children. Numerous respondents were aware that the loyalty towards their chosen brand was linked to the use of that same brand by their parents. An unexpected discovery from the data was that in the cases where generational transfer of brand loyalty had occurred, many of those cases presented transfer across three generations – from grandparents

to parents, and then to children. Numerous respondents from pairs where transfer had occurred across three generations indicated very strong loyalty towards their chosen brand, noting that they would not even consider trying a different brand of dishwashing liquid. One such respondent indicated that they had continued to seek out and use their preferred brand even after emigrating to a new country.

4.4.2 What are the reasons for generational transfer of brand loyalty within the dishwashing liquid product category in the Western Cape?

In terms of the study's secondary question, as to the reasons for generational transfer of brand loyalty within the dishwashing liquid product category in the Western Cape, numerous reasons emerged. Numerous respondents acknowledged that they were consciously loyal towards a brand because their parents were loyal towards the same brand. One participant mentioned their chosen brand being all they could remember using. Participants mentioned wanting to continue household traditions and the familiarity that came with continuing to use the brand embedded in their childhood memories. One participant noted that they were not loyal towards their brand – the same one their parents used – but continued to use it out of habit, indicating that in some situations where loyalty may not form at a young age, habits may form that make certain consumers appear loyal towards brands their parents used. Responses showed similarities across generations not only for brand loyalty but also for brand associations and purchase decision processes. In one parent-child pair of participants, both generations stated that they used their preferred brand due to believing it lasted a long time, due to its high quality. With a different parent-child pair of participants, both generations had the same approach to purchasing dishwashing liquid, in seeking out the cheapest kind, believing there is little to differentiate the brands.

4.4.3 What causes brand switching to occur generationally within the dishwashing liquid product category in the Western Cape?

Findings relating to the study's secondary question, pertaining to what causes brand switching to occur generationally within the dishwashing liquid product category in the Western Cape, a number of different reasons were found. Overall, strong brand loyalty among participants was discovered, with eighteen of those interviewed indicating loyalty towards their chosen brand. The prevalence of a high degree of resistance to brand switching was also discovered from the responses. Only four participants stated that they would consider switching to a brand different from the one they currently use. In terms of reasons for considering switching brands, numerous participants said they would do so if they found a cheaper brand, or if a brand they

preferred but were not using at the time, became cheaper. Some participants noted that they would only switch if the new brand performed as well as their current one. In contrast, some participants said they were loyal enough to their current brands to continue using them even if prices were to increase, indicating the value of strong brand loyalty to manufacturers, especially during times where they may have to increase prices to make up for a troublesome economic climate. Numerous other participants stated that they switch brands according to what is available – what they find in the places they do their shopping. One participant noted that they had switched brands due to allergies, in attempts to find a dishwashing liquid that did not affect their allergies. Another participant stated that they had switched brands to experiment but ended up back with the brand their parents used, after comparing performance across different brands. Finally, a number of participants noted that they had continued to use the same dishwashing liquid brand towards which they were loyal despite adding a dishwashing machine to their kitchens. Two of these participants noted that they merely began using less liquid – for items that couldn't be put in the machine – while one said they found the machine to be more expensive to use and continued to use dishwashing liquid instead.

4.4.4 The concept of value in the dishwashing liquid product category, in the Western Cape Province

The responses in this study provided insight into the concept of value within the researched product segment. It was found that the concept of value is formed by consumers considering the combination of two factors, price and performance. The idea of value for money was mentioned by numerous participants. Many participants mentioned the price of their preferred brand and other brands, as well as the effectiveness of their current brand as compared to competing brands when considering their loyalty and the possibility of switching brands. Half of the participants interviewed stated that they were aware that their preferred brand was the more expensive option but said that they remain loyal to it because they perceive it to offer a higher quality dishwashing liquid, as compared to other brands available to them. Notably, two interviewees stated that they believed higher prices to be indicative of higher quality brands, and lower prices to be indicative of lower quality brands, and that they based their idea of value, and therefore their purchasing decisions and brand loyalty, on this.

4.4.5 An uneven share of the market in the dishwashing liquid product category, in the Western Cape Province

This study also discovered that the share of the market for dishwashing liquid in the Western Cape skews strongly towards Unilever's Sunlight brand. The Sunlight brand was found to be

used by a strong majority of interviewees, while Pick n Pay's No Name brand and Soap Factory's private label brand were used by very few. Many participants using Sunlight stated that they believed the brand to be of higher quality compared to offerings from competitors. One participant emphasised the high prevalence of Sunlight advertisements in South Africa and said that the Sunlight brand was the only one they had ever known about. Another participant said that their mother purchased Sunlight due to the advertising of the brand that she saw. This indicates that the strong market share that Sunlight enjoys may be in some way linked to the strength and frequency of its advertising. One participant said that they believed Sunlight was better than their current brand, and that they were loyal towards Sunlight, only didn't use it because it cost more. They said they would gladly switch to Sunlight if the price was to decrease. Another participant, when speaking about the Sunlight brand, described why they thought the brand was a good value purchase. In doing so, they used the Sunlight brand slogan, again indicating the strength of the brand's long history and advertising efforts in South Africa.

4.5 Conclusion

In conclusion, this chapter provided a detailed insight into the findings of this research study, based on the researcher's analysis and interpretation of the data gathered. The chapter provided the sample characteristics for this study, after which the findings were discussed under numerous themes. The themes were as follows; a high prevalence of generational transfer, generational transfer occurring across three generations, strong brand loyalty; high resistance to brand switching, two major product factors form one important concept and a significantly uneven share of the market. The following chapter provides a conclusion to this research study. In it, the researcher summarises their interpretation of the findings, discusses the delimitations of this study, and then provides recommendations for future research.

CHAPTER FIVE: SUMMARIES, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

In this chapter, the researcher provides a conclusion to this research study. Firstly, findings from the study are provided, with a summary of the findings from the literature review, followed by a summary of the findings from the primary research study, and conclusions from the study. Furthermore, recommendations are provided based on the study's findings, followed by recommendations for future study, and finally a conclusion.

5.2 Findings from the study

The summaries from the study are presented in this section. The researcher presents summaries of the literature review followed by summaries of primary study.

5.2.1 Summary of findings from the literature review

A brand is a name, symbol, logo, term, or combination of these aspects, which identifies a product, service, or manufacturer, and differentiates it from its competitors (Bothma & Burgess, 2011). Brand building comprises a number of factors, including identifying the needs of the market, exploring the existing marketplace and its brands, evaluating and refining the brand's characteristics, identifying the meaning set (associations) attached to the brand, and creating the brand blueprint which provides an overview of the new brand (Chandler & Owen, 2002). It is vital to incorporate methods that will be used to differentiate products from competitors into a brand's strategy, considering the fact that many consumers evaluate a brand based on the category in which it competes (Venter & Jansen van Rensburg, 2014). A brand is one of the most important elements of a company, and that a positive brand image can lead to a company's success (Pamfile & Croitoru, 2018). Brands, and how they are managed, are of the utmost importance in terms of successfully connecting with consumers (Pamfile & Croitoru, 2018).

Brand loyalty involves a consumer preferring one particular brand over others (Bhatt, 2014). Brand loyalty is a complex concept, which combines behavioural elements (habits, such as repeat purchases) with attitudinal elements (such as aligning oneself with a particular brand personality) (Nance, 2017). There is a concern by some marketers of decreased brand loyalty, increased willingness to switch brands, and changing factors contributing towards brand loyalty amongst Millennials, as compared to previous generations (Green, 2017). Brand loyalty is a learning process, taking place over a period of time, and involves becoming aware of the

brand, testing out the brand's products, forming personal perceptions of the brand, developing a preference for the brand, habitually buying the brand, and eventually, becoming loyal towards the brand (Mabirizi, Chetty & Karodia, 2017).

Intergenerational transfer broadly refers to the within-family transmission of information, beliefs, and resources from one generation to the next (Moore *et al.*, 2002). Generational transfer of brand loyalty refers to the passing on of loyalty towards a particular brand from one generation to another – for example from a parent to a child – with the result being that the receiving generation shares the same loyalty towards the brand that the imparting generation has (Olsen, 1993). The symbolic consumption of brands can help establish and communicate some fundamental cultural values, such as family, tradition, and authenticity, and consumers may hold deep meaning in brands, and continue to use them because of nostalgic reasons (Elliott & Wattanasuwan, 1995). Children develop relationships and connections with brands between middle childhood and early adolescence, and family can play a role in brand loyalty due to intergenerational transfer (Veloutsou and Moutinho, 2008). Generational transfer of brand loyalty can be present across a variety of product categories (Perez, Padgett & Burgers, 2011). It is unclear whether generationally-transferred brand loyalty erodes over time, and how stable it is over time (Perez, Padgett & Burgers, 2011). After children leave their family homes, brand preferences may change, and children may choose different brands to those of their parents, in order to differentiate themselves from other family members (Siddiqui *et al.*, 2012). More research is needed on the topic of generational transfer of brand loyalty in countries with different cultures and traditions (Siddiqui *et al.*, 2012).

When a consumer using a product of a brand switches to the same product from a different brand, brand switching is has occurred. The higher the degree of competitiveness among brands in a given product category, the greater the likelihood that brand switching will occur (Rajkumar & Chaarlas, 2011). Consumers who are satisfied with their current brand may still decide to switch. Switching costs, quality, availability, brand loyalty, price, and the level of product involvement are among the factors that influence a consumer's likelihood to switch brands (Rajkumar & Chaarlas, 2011). The ease of obtaining information about competing brands may also influence whether a consumer considers switching from one brand to another (Al-Kwifi & Ahmed, 2015). Variables such as the risk of losing a particular benefit (a switching cost) impact whether or not an individual decides to switch brands (Pick, 2016). Consumers may remain loyal to their chosen brand in the face of social change and changes in their surroundings if their satisfaction with the brand is high enough (Govender, 2017).

In South Africa, dishwashers remain a niche product, and washing dishes by hand is dominant in the country (Euromonitor, 2018). Private label dishwashing liquid products are growing in market share, putting pressure on products from manufacturers such as Unilever and Reckitt Benckiser (Euromonitor, 2018). Strong consumer brand loyalty can exist in the dishwashing liquid product category (InfoScout, 2015). Detergents occupied two out of the top three spots on the ranking of most iconic brands amongst South African consumers in the 2016 Icon Brands Survey (Supermarket & Retailer, 2016). Sunlight dishwashing liquid brand is the 7th most influential on the everyday lives of residents in South Africa (Ipsos South Africa. 2018).

Brand piracy – one brand copying elements of a competing brand, such as its logo and likeness – combined with the pirated brand selling products for a cheaper price, is a challenge to retaining brand loyalty amongst consumers (Phau, Prendergast & Chuen, 2000). Building brand associations requires a company to understand its brand, as well as competitors' brands, through customer research (Ghodeswar, 2008). While manufacturers may believe that positioning products on price will keep loyal consumers coming back, doing so may, in fact, damage the brand (Cooper, 2010). Brands have traditionally focused on managing the functional attributes of their offering but have failed to pay enough attention to the emotional attributes, which poses a challenge to retaining brand loyalty (Iglesias, Singh, and Batista-Foguet, 2011). One of the challenges to retaining brand loyalty is the proliferation of social media, and the access to information and digital empowerment that has resulted (IBM, 2011). With more brands, more choices, and more deals for tech-enabled consumers, customer loyalty has become harder to retain, and commanding premiums has become harder (Roberts, 2015).

5.2.2 Summary of findings from the primary study

5.2.2.1 The concept of brand loyalty

In support of prior research, both behavioural and attitudinal factors relating to brand loyalty were noted in participant responses. While previous literature suggested the strength of brand loyalty may be lower among Millennials, who may use different factors to determine loyalty, this study did not find this to be true, with the prevalence of brand loyalty being just as strong, and contributing factors being the same within the pool of younger generation participants as compared to older generation interviewees. However, prior literature suggested that there may be a greater likelihood to switch brands amongst Millennials. The only instances of interviewees switching brands just for the sake of experimentation occurred in younger generation participants, in support of previous literature.

5.2.2.2 The South African dishwashing liquid segment

Prior literature suggested that dishwashers are uncommon in South Africa, with most consumers preferring to wash by hand, with liquid. This study found this to be true. Amongst participants, only three had dishwashers, and only two of those individuals made use of them, sparingly. Previous studies suggested that private labels are putting pressure on bigger, more established brands; this study did not find this to be the case. Unilever's Sunlight brand was used by the majority of interviewees, and brand loyalty amongst these interviewees was very strong, with most stating they would not even consider switching to a different brand. The Sunlight brand is highly prevalent and influential in South Africa, which could be as a result of its long history in the country, or the frequency of its advertising campaigns.

5.2.2.3 The extent of generational transfer of brand loyalty

The study found that the extent of generational transfer of brand loyalty in the dishwashing liquid product category, in the Western Cape Province, was great. Most of the interviews conducted showed the presence of generational transfer. Unexpectedly, the majority of cases where generational transfer of brand loyalty occurred presented transfer across three generations. Many younger generation participants in this study underwent the brand loyalty building process noted in prior literature in a slightly different way, as a result of generational transfer. Instead of exploring and testing numerous brand options from supermarkets, and gradually growing attachments over time as a result, younger interviewees in this study were, in a sense, funnelled towards one particular brand – the one their parents used. This shows that generational transfer of brand loyalty can be a big asset to manufacturers, as the younger generation developed loyalty towards their parents' brand before being exposed to options to purchase competitors, and this translated into their using the same brand after they became financially independent, be it out of habit, or to maintain nostalgia or connection with the family unit.

5.2.2.4 Reasons for generational transfer of brand loyalty

The study found that there are numerous reasons for the generational transfer of brand loyalty taking place. Younger generation interviewees stated loyalty towards a particular brand just because their parents were loyal towards it; wanting to continue household traditions; and maintaining a sense of familiarity as reasons. In some instances, interviewees appeared to use the same purchase decision processes, and attribute the same levels of value to certain product aspects, as their parents, even when the generations did not use the same brand. This may

indicate that even in instances where brand loyalty does not transfer generationally, other latent aspects related to product choices may transfer across generations.

5.2.2.5 Reasons for generational brand switching

While previous literature suggested that children may switch brands once they become financially independent, in order to differentiate themselves from their parents, this study did not find evidence of this occurring. In cases where brand switching had occurred, the reasons given by interviewees related to seeking out lower prices, switching for the sake of experiencing the other brands that were available, and avoiding allergic reactions. The study found cases of positive switching costs being present in the studied segment, with one interviewee stating that they refused to switch brands just in case their allergies were affected by a new product. Brand availability was also shown to impact brand switching, with an interviewee who was loyal towards a brand switching brands as their preferred brand was not on shelves when they went shopping. Access to information was also shown to impact switching, with some interviewees noting that the brand they used was all they had ever heard about and recognizing the strength of advertising campaigns of certain brands in South Africa. Finally, while prior literature suggested that consumers may switch brands due to changes in their social or physical environment, this study found no such evidence. One participant emigrated and continued to seek out their preferred brand. Another three participants bought dishwashers, but merely adjusted the quantity of their liquid brand that they used, instead of giving it up entirely.

5.2.2.6 Two factors come together to form the concept of value amongst consumers

This study found that, in many cases, two factors – price and effectiveness – combined to form the concept of value for consumers. Many participants mentioned comparing the price and performance of their preferred brand with those of competitors' brands when deciding what to purchase. Two interviewees stated that they believed a higher price denoted a higher quality product, and a lower price indicated one of lower quality and that they based their purchases around these beliefs.

5.2.2.7 An uneven share of the market exists within the dishwashing liquid segment

This study found the market share in the dishwashing liquid product category in the Western Cape to be highly uneven. Unilever's Sunlight brand was used by most of the interviewees, while Pick n Pay's No Name brand and Soap Factory's private label brand were used by few participants. Many participants using Sunlight stated that they believed the brand to be of

higher quality compared to other available brands. One participant said that Sunlight's advertisements led to their mother buying the brand. Another participant used the Sunlight slogan when justifying their loyalty towards it.

5.3 Conclusions from the study

This study found that there is a high prevalence of generational transfer of brand loyalty in the Western Cape dishwashing liquid product segment. Many participants were cognizant of their loyalty towards their preferred brand having been passed down from their parents and stated that they actively attempted to maintain the sense of comfort that using the same brand that they grew up with gave them. Some participants noted that they wished to continue household traditions formed when they were a child, by maintaining the same brand loyalty as their parents. This knowledge should be significant for manufacturers seeking to retain loyal consumers in an ever-competitive marketplace. Brand loyalty in the segment is high, with many participants stating that they prefer their current brand to such a degree that they would not even consider trying a competitor's products.

Millennials do not appear to be any less brand loyal than their parents; however, there does appear to be a slightly higher likelihood that they will try out other brands in the process of experimentation, which poses a threat to manufacturers. Brand switching is not common, however when it does occur, reasons include seeking out a cheaper product, developing allergic reactions to a particular brand's products, being unable to find a preferred brand in supermarkets, and wanting to test out other brands for the sake of experience. Numerous participants continued to do a lot of their dishwashing by hand, even after purchasing dishwashing machines, due to cost-effectiveness. This study found that it is common for consumers to consider the factors of price and effectiveness when forming opinions about the value of different brands, which they then use to decide which to purchase. Some participants believed that higher prices denoted higher quality items, and lower prices indicated items of lower quality and acted on these beliefs at checkout. Finally, the market share in the dishwashing liquid segment is uneven, with the Sunlight brand being used by a large majority of interviewees, who were very loyal towards their chosen brand. Competing manufacturers appear to be operating in an environment that makes it very difficult for them to attract consumers away from Unilever's dominant South African liquid brand.

5.4 Recommendations

With reference to the summaries presented above, the following recommendations were suggested:

5.4.1 Building sub-brands to target price-conscious consumers

Many interviewees stated that they either switched brands due to price constraints or would consider switching to a preferred brand they didn't use if it became cheaper. Manufacturers might be wise to develop sub-brands of their existing brands, that are sold at a lower price point, but still retain the likeness, recognition, and trust amongst consumers that their current brand has. In this way, some manufacturers – Sunlight being a good example – would be able to (provided market research confirms this) retain existing customers, whilst preventing other, more price-conscious ones from moving to cheaper competitors. The manufacturer may also be able to, in the same way, attract consumers from other brands, who actually prefer their products, but simply can't afford to use them. These new sub-brands could be trialled in a few locations at first, so as not to create large expenditure and high expectations for a brand that might not perform as well as expected.

5.4.2 Developing marketing campaigns focusing on generational transfer

As generational transfer of brand loyalty has proven to exist, not only overseas but also in South Africa, manufacturers may wish to move towards developing marketing campaigns that aim to speak to the essence of familiarity head-on. This may be by means of, for example, an advertising campaign that features a child growing up using a particular brand in the context of comfortable time spent with their parents, who then goes on to maintain a connection with their family members by buying the same brand to use with their own children, after attaining financial independence. In this way, brand marketers would be tapping into the nostalgia that is felt by potentially many consumers, and subtly fuelling the subconscious continuation of generational transfer of brand loyalty. Seeing as though it is known to be cheaper to retain existing customers compared to attracting new ones, focusing on these types of campaigns may prove to be highly cost-effective for manufacturers. If doing so is successful, it may allow manufacturers to prevent many consumers from ever having the chance to be exposed to new brands in the home, continuing a long succession of loyalty based more on personal, emotional factors than practical ones.

5.4.3 Increasing advertising spend, especially online

Numerous participants mentioned the influence of advertising on their, or their family members' purchase decisions. With the ever-growing presence of modern technology, bringing with it increased access to information, and the ability for consumers, especially tech-aware younger consumers, to compare brands, and shop online, manufacturers would do well to assess whether their online advertising spend is large enough. Younger consumers are used to discovering products online, as well as going through the entire purchasing process online, potentially without ever being able to compare brands on shelves, in-person. Increased online advertising spend may assist in attracting new consumers using a research and shopping medium they are most comfortable with. Furthermore, with some consumers seeking out information about brands to determine whether the brand's personality matches their own values, manufacturers should ensure they feature easily accessible information about their corporate social responsibility initiatives, and other brand aspects they are proud of, in the online space.

5.4.4 Emphasising effectiveness as a reason for pricing strategies

This study found that many participants held the effectiveness of their preferred brand in high regard. Many interviewees stated that the high price they pay for the brand to which they were loyal was worth it because it was more effective than competitor brands. An example of recognition of this is the Sunlight brand's (one of South Africa's more expensive dishwashing liquids) use of the slogan, "A little goes a long way". Competing manufacturers should find a way to tout the performance of their brand, finding ways to portray their brand as equally effective despite its lower price. This would be especially useful to attract those consumers (some of whom were interviewees in this study) who believe that lower prices indicate lower quality products. Manufacturers could, for instance, offer testing stations in shopping centres, where consumers could test competing brands next to one another, and in doing so, test their notions of which are more effective and worth their price. In contrast, brands such as Sunlight, that already enjoy loyal consumers who believe the more expensive products equate to a higher quality liquid, would benefit from leveraging this knowledge to continue the passing down of the notion, continuing to use their well-known slogan, and featuring the effectiveness aspect of their brand in as many campaigns and packaging features as possible.

5.5 Delimitations of the study

This study was carried out within a pre-determined and limited timeframe. Aspects such as the sampling method and sample size were influenced by the timeframe.

The main issue with the use of thematic data analysis as a data analysis method is the reliance on the analyst's awareness of recurring issues, categories, and topics in the data (Bryman, *2012*). *This makes the researcher subjective, to a degree, as it is their responsibility to interpret* the data, which impacts the validity and reliability of the findings (Schmid, 2016). The researcher took this into account during the study, and methods undertaken to attempt to counter this issue have been detailed in this report.

This study relates only to the concept of generational transfer of brand loyalty within the dishwashing liquid product category, and no other product categories or industries. Likewise, the study pertains only to the Western Cape Province of South Africa, and not brand preferences outside the Province and country. Data was not sourced from, nor were inferences made about, regions outside the Western Cape.

Finally, this study focuses on generational transfer of brand loyalty across two generations. Data was not obtained across more generations (for example considering a grandparent's influence on their children, and then the influence on the grandchildren). While insights across three generations were generated during this study, they were as a result of unexpected data offered by interviewees. The study also does not investigate generational transfer in situations outside of a family unit, for example, brand loyalty transfer between friends or colleagues.

Despite these limitations, this study offers valuable insights into the under-researched phenomenon of generational transfer of brand loyalty, as well as the occurrence of brand switching, in the Western Cape Province.

5.6 Recommendations for further study

More investigation into the other elements found in this study that may transfer generationally, such as habitual purchasing without loyalty, brand associations, and styles of analysing purchases during the decision-making process, may prove insightful. Similarly, studies delving into generational transfer in a different product category, for instance one featuring a different division of market share, as well as those looking into the size of the market in the dishwashing liquid category of consumers who aspire to buy brands to which they are loyal, but can't at present, may compliment this research study well.

This study, which focuses on the Western Cape Province, lays the foundation for future research which compares multiple South African provinces in terms of their respective degrees of generational transfer of brand loyalty. A study that compares the phenomenon as it exists in South Africa with the same in a more developed country (with a greater variety of brands to choose from and improved access to information) may also be of interest.

Future research into this topic that delves into the socio-economic influence on the generational transfer of brand loyalty may also be of value, especially in terms of retailers being able to use the information to tailor their approaches to selling to different socio-economic groups in South Africa.

Future research of a similar nature which could be conducted after a substantial amount of time after the publication of this report may provide insightful contrast in the context of the continuously evolving nature of brand loyalty in society. Future generations may have different concepts of brand loyalty, and generational transfer may take place to a dissimilar degree, in an entirely different manner, if at all.

Finally, future research into the topic which compares alternative family units, such as children who grew up in single-parent households, with grandparents, raising their siblings, or continually travelling to new countries to live with their family, may also be of interest.

5.7 Conclusion

The phenomenon of generational transfer of brand loyalty is one that has not received much research attention, most especially in the context of South Africa. This, despite the prior research that does exist on the topic suggesting that the concept plays a significant role in influencing the decisions made by consumers in the marketplace, which has a direct impact on the success of the brands on offer in the market. It was, therefore, the aim of this study to investigate the phenomenon, and it did so by ascertaining the degree to which generational transfer of brand loyalty exists within the dishwashing liquid product category in the Western Cape Province of South Africa. Through an in-person interview-based, qualitative research method, with a sample of university students and their parents, and analysed by means of thematic data analysis, this study found that there is a great degree of generational transfer of brand loyalty in the segment and that many consumers are aware of the transfer. The study also found numerous reasons present for the generational transfer, and that a strong resistance to brand switching exists. Brand marketers and FMCG manufacturers should consider not only the functional but also emotional benefits that consumers derive when associating with their

products and consider the value that generational transfer of brand loyalty has in retaining customers and gaining a competitive edge in an ever-crowded marketplace.

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APPENDICES

Appendix One: Research interview

<div align="center">Date of interview:</div>

<u>Interviewee information</u>

Please note that the following information is for the purposes of conducting the research study only and will remain confidential. No identifying information about interviewees will be published as part of the study.

First name

Surname

Location (city and province)

Gender (you may state "prefer not to answer")

Age

Contact details for follow-up

<u>Purpose of the study</u>

This study will offer insight into the degree to which generational transfer of brand loyalty exists in the dishwashing liquid product category in the Western Cape Province, with the aim of contributing towards the greater body of knowledge about the transfer of brand loyalty from one generation to another.

The research aims will be achieved by means of a series of in-person interviews, from which data will be gathered for analysis by the researcher.

<u>Introduction and interview overview</u>

Good day and thank you for taking part in this research interview. Your contribution to this study is of great value. This is a semi-structured interview, in that the interviewer has a number of points they would like to cover, but questions and answers can be of a conversational nature.

The questions asked in this interview will be around the topic of the dishwashing liquid you use at home and the reasons for your use of your chosen brand. The interview should take roughly half an hour.

Please feel free to abstain from answering any questions that you are not comfortable with, and to stop the interview at any time to ask for clarification, or to amend or elaborate upon an answer. Please also note that there are no wrong answers – your honest opinion is what matters for the purposes of this study, and the more information you provide, the better.

Question 1

Question: What brand of dishwashing liquid do you buy, and use at home?

Answer:

Question 2

Question: Do you make use of multiple different dishwashing liquid brands? Please justify your answer.

Answer:

Question 3

Question: To what extent are you loyal to your chosen brand? Please justify your answer.

Answer:

Question 4

Question: If you would consider switching to another brand, what would be the motivation?

Answer:

Conclusion

Once again, thank you very much for your participation in this interview, and the study it forms part of. Your time is appreciated, and your insights are valuable.

As mentioned in the consent form, your data will be kept securely, and your personal information will not be shared. You will be notified when the study is published.

If you have any questions about the interview or research after this session, you are more than welcome to contact the researcher on the details below. Have a lovely day further.

Interviewer:	Mr Quintin Coetzee
Contact email:	quintincoetzee@hotmail.com
Contact number:	072 864 9260
University of Cape Town:	021 650 9111

Appendix Two: Participant consent form

Thank you for reading the Research Interview overview sheet. The interview will take approximately 1 hour to complete. If you are happy to participate, please initial each box below to confirm that you agree with each statement.

I confirm that I have read and understood the Research Interview overview document and have had an opportunity to ask questions.

I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason, and without there being any negative consequences. In addition, should I wish to refrain from answering any particular question, I am free to do so.

I understand that while I am supplying identifying information, my responses will be kept confidential, and neither my name, nor any other identifying information will appear in any reports that result from the research.

I agree for this interview to be voice recorded and understand that the audio recording made of this interview will be used only for analysis, and only by the researcher.

I agree that my anonymised data (by means of codes, such as Interviewee 1) will be held securely (via password protection) for future research purposes, such as publications related to this study, after the completion of the study.

I understand that under freedom of information legalisation I am entitled to contact the researcher at any time for clarification, and to request access to the information I have provided.

I agree to take part in this interview.

_____   _____   _____

Name of participant   Date   Signature

_____   _____   _____

Name of interviewer   Date   Signature

This form was signed in the presence of both the interviewer and the participant. Both parties have received a copy.

Appendix Three: Data sample

Below is a sample of some of the data obtained during the in-person interview conducted with Participant 5A.

<u>Question 1</u>

Question: What brand of dishwashing liquid do you buy, and use at home?

Answer: *I use Sunlight dishwashing liquid at home right now.*

<u>Question 2</u>

Question: Do you make use of multiple different dishwashing liquid brands? Please justify your answer.

Answer: *I don't make use of brands other than Sunlight at the moment, but I am willing to experiment with other brands. I have used other brands in the past and have switched to others because of things like price and availability in shops. At the moment, Sunlight seems to have superior quality when compared to the other brands on offer in the market. I find Sunlight is easy to find when I'm shopping.*

<u>Question 3</u>

Question: To what extent are you loyal to your chosen brand? Please justify your answer.

Answer: *I have no loyalty towards the Sunlight brand. I heard about Sunlight from my family – my parents have always used Sunlight. I know it's quite popular in South Africa, and I've seen lots of TV and newspaper adverts that make it seem reliable. I haven't seen any of those kinds of ads on social media.*

<u>Question 4</u>

Question: If you would consider switching to another brand, what would be the motivation?

Answer: *With dishwashing liquid, I'm very price-sensitive. There are lots of cheap, competing brands available to choose from. A lower price and a brand that's easier to find while I'm out shopping would be reasons for me to switch from Sunlight to something else in future.*

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03 August 2018

Mr Quintin Coetzee
School Of Managament Studies
University of Cape Town

REF: REC 2018/008/065

Dear Quintin Coetzee,

Analysing generational transfer of brand loyalty in the dishwashing liquid product category in the Western Cape Province.

We are pleased to inform you that your ethics application has been approved. Unless otherwise specified this ethical clearance is valid for 1 year and may be renewed upon application.

Please be aware that you need to notify the Ethics Committee immediately should any aspect of your study regarding the engagement with participants as approved in this application, change. This may include aspects such as changes to the research design, questionnaires, or choice of participants. The ongoing ethical conduct throughout the duration of the study remains the responsibility of the principal investigator.

We wish you well for your research.

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