

Measuring brand loyalty of KwaZulu-Natal consumers towards their chicken brand of choice

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ABSTRACT

Brand loyalty is regularly categorised as one of the most vital drivers for ensuring the long-term sustainability of any organisation. Advantages of having a brand loyal customer base include: lower sensitivity to price increases, lower brand switching intentions, high level of customer word-of-mouth marketing exposure and increased customer profitability. The main focus of this study is to measure the brand loyalty of the Kwazulu-Natal consumers towards their chicken brand of choice using a validated model and its measuring instrument. The model was developed to measure brand loyalty in the fast-moving consumer goods industry but also successfully applied in agriculture, financial services and other industries. The model measures twelve of the most important antecedents influencing brand loyalty, namely *perceived value, brand relevance, brand trust, repeat purchase, switching cost, brand affect, brand commitment, involvement, brand performance, relationship proneness, customer satisfaction and culture*. The empirical study was conducted amongst 112 consumers in the Kwazulu-Natal Province of South Africa. A convenience sample was used to collect data through a product-specific adapted questionnaire designed to test how strongly each of the twelve antecedents relate to Kwazulu-Natal's consumer loyalty towards its chicken brand. The sample showed the appropriate adequacy, had low sphericity and were proved to be reliable as measured by Cronbach Alpha coefficients. The empirical results confirm the importance of each brand loyalty antecedent in chicken brands. This study offers a practical guideline to chicken brands regarding the most important brand loyalty influences that should be considered in the implementation of their customer loyalty marketing strategies.

Key terms: Brand loyalty, chicken brands, consumer brand of choice, influences.

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CHAPTER ONE

NATURE AND SCOPE OF THIS STUDY

1.1 INTRODUCTION

1.1.1 Agricultural Sector

1.1.1.1 South African Context

The National Development Plan 2030 has identified agriculture, mining and manufacturing as significant drivers of job creation and growth in South Africa's economy. Agriculture has the most possibilities compared to the other two sectors. Furthermore, agriculture and agro-processing are anticipated to create at least one million jobs by 2030. The South African agricultural sector is also vitally important regarding their food security, rural development and poverty alleviation (Department of Agriculture, Forestry and Fisheries, 2017:8). Employment in the agricultural segment increased by 5% to 849 000 employees in the third to last quarter of 2017 (Department of Agriculture, Forestry and Fisheries, 2018:9).

South African agriculture is confronted by increasing costs of production attributed largely to the high prices of inputs (fertilisers, seed and pesticides), electricity, fuel, mechanisation and labour. There are also additional challenges like frequent drought spells and outbreaks of pests and diseases. In the foreword of the Department of Agriculture, Forestry and Fisheries' Annual Report for 2016/2017, Minister Zokwana said that the government initiated and funded drought-relief programmes worth R263 million. This followed after the 2016 season was classified as one of the worst droughts the country has experienced since 1904 (Department of Agriculture, Forestry and Fisheries, 2017:13).

The Department of Agriculture, Forestry and Fisheries (2017:10) reported that the agricultural sector succeeds to contribute 2.4% to the Gross Domestic Product in 2017. The total worth of agricultural production for 2017 was valued at R277,6 billion, which is approximately 8,4% higher than the previous year. The total worth of animal products contributed R137 billion, contributing nearly 50% to the overall agricultural value (Department of Agriculture, Forestry and Fisheries, 2018:12). The Department of

Agriculture, Forestry and Fisheries is continuously aiming to implement strategies to expand the sector. Table 1.1 below shows some of the focus areas and accompanying forecasts of expansion in the agricultural sector:

Table 1.1: Expansion of the Agricultural Sector (Hill, 2017:1)

| Focus Area | From | To |
|---|-----------------------|-----------------------|
| Increase number of Agricultural Smallholders | 171670 in 2013 | 471670 in 2019 |
| Increase value-added activities of sectors | R42.5 billion in 2012 | R48.9 billion in 2019 |
| Increase average value of annual exports | R5.1 billion in 2012 | R5.8 billion in 2019 |
| Decrease in average value of annual imports of diesel, fertiliser and machinery | R9.6 billion in 2012 | R7.4 billion in 2019 |
| Increase the number of jobs in the sector | 660 000 in 2012 | 1 million in 2030 |

1.1.1.2 South African Poultry Industry

The poultry sector of South African has grown from what was in essence a backyard industry, to the established, effective and vastly productive commercial operations we see today. According to the South African Poultry Association (SAPA, 2018:5) the poultry sector remains the largest single contributor to the South African agricultural sector. In the year 2016, poultry production was responsible for 18% of the total agricultural gross value and more than 39% of animal product gross value. The sector offers direct employment for more than 47,000 people and employs another 59,000 people indirectly (SAPA, 2018:5).

The South African meat market is being dominated by chicken. This consuming rate has grown at such a tempo over the last decade enforcing the poultry industry to improve and expand production. South African citizens consumes more chicken than it is producing forcing South Africans to rely on imported chickens to meet the demand. Figure 1.1 shows the relationship between South Africa's production, consumption and imports for 2016. Regardless of this development, the broiler industry was classified as an industry in distress by the South African Department of Trade and Industry (Davids et al., 2015:71).

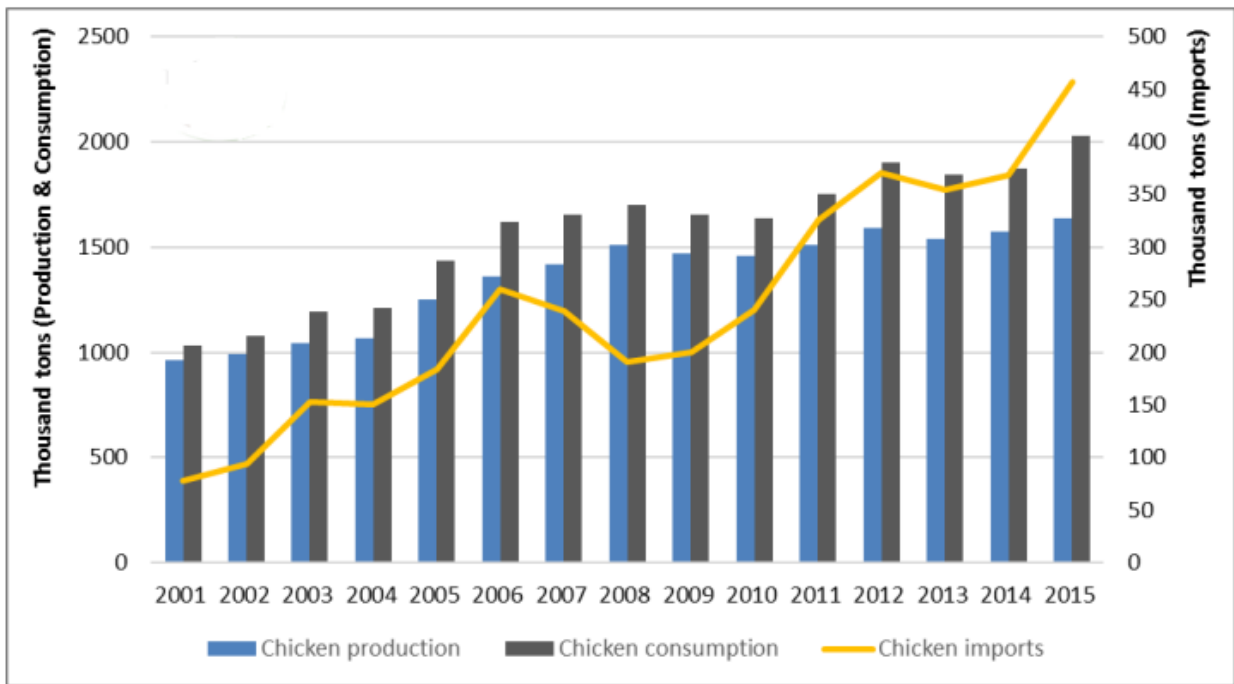


Figure 1.1: South African Chicken production, consumption and imports: 2001 – 2015 (BFAP, 2016:13)

The South African poultry industry faced many challenges in the past decade including:

- Chicken producers have been under pressure for the last couple of years as feed cost have increased significantly. The broiler industry, a net importer of chicken, is cohesive into international prices and markets. From 2001 to 2012 the cost of feed has increased by 157%, while the chicken price was kept to a low due to cheap imports. During the same period chicken prices have increased by only 61% meaning that the only mechanism to remain sustainable was by improving the efficiency and technology of production (Davids et al., 2015:73). Figure 1.2 shows the average feed prices for broilers from 2013 to 2017. The price of soybean oilcake remains an essential aspect underlying the overall prices of feed and influencing the competitiveness of the broiler producers. About 18% of a broiler’s weight is contributed by soybean oilcake. While South Africa have started increasing its volume to yield more soybean cake locally, they remain a net importer of soybean oilcake. Both Brazil and the United States of America are net exporters of soybean oilcake, inferring that the price of South African soybean oilcake trades at import parity levels, whereas Brazil and the USA can trade at prices of export parity levels (Davids et al., 2015).

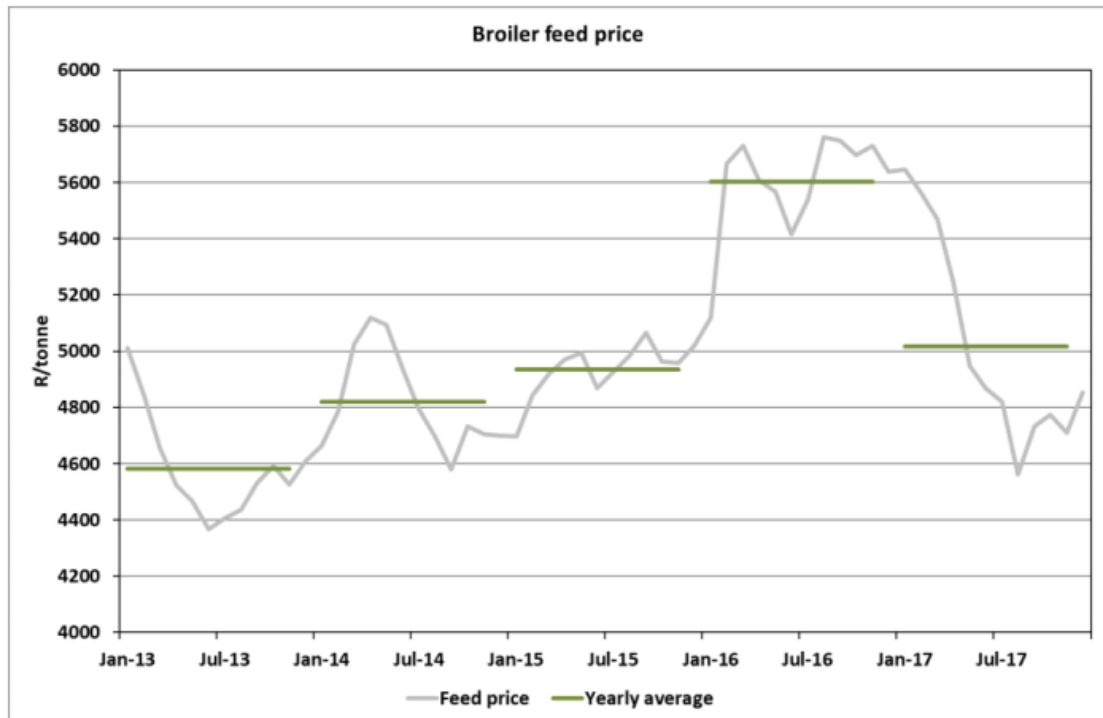


Figure 1.2: Average Broiler feed prices (SAPA, 2018:5)

- The loss of thousands of jobs and revenue around R900m was given in exchange for South Africa to continue as recipient of American’s African Growth and Opportunity Act (AGOA). This agreement includes duty-free exporting of thousands of products to America, one of the biggest economies in the world. South Africa’s exports account for 70% of AGOA’s (non-fuel) products justifying the decision by the government to remain a part of AGOA’s R43.5bn foreign exchange earnings. Part of the agreement was the “dumping” of 65 000 tons of bone-in brown meat pieces under normal importing obligation. At time of agreement SAPA’s CEO, Kevin Lovell said that it was potentially destructive to the poultry industry (Weavind, 2015:24).
- According to SAPA, cheap EU poultry products were imported to South Africa at a price that local producers could not compete with. Government had established two task teams to urgently investigate the situation within the South African poultry industry to prohibit further job losses or farm closures because of dumping and uncompetitive practices by the EU, Brazil and the United States. In all practicality, cheaper chicken imports are supposed to be advantageous to the consumer. However, this has not been reached (Department of Agriculture, Forestry and Fisheries, 2017:13-14).

- In 2017, veterinary authorities in South African declared an outbreak of the highly pathogenic avian influenza (HPAI). This resulted in import bans from South Africa's neighbouring countries, 1300 lost jobs, and a loss of R954 million for the industry (Department of Agriculture, Forestry and Fisheries, 2018:14-15).

In an article published by Dunn (2017:1), he claims that "imported chicken has reached a level where our harbours are experiencing difficulty in handling the volumes, something which will allow our local industry to utilise its surplus capacity". He further believes that South Africa can take advantage of the global growth in the broiler industry by making use of the opportunity to enter the export market, which might "soon see feed volumes returning to normal". The poultry industry's constant pleas for support have fallen on deaf ears and the industry hopes to stimulate growth and job creation in the following years while still allowing fair trade with exporting nations (BFAP, 2016:104).

1.1.1.3 Kwazulu-Natal Context

Agriculture has always been a major contributor to the Kwazulu-Natal's economy, especially as Kwazulu-Natal is reckoned to be South Africa's best watered province and boasting 6.5 million hectares of high-quality agricultural land. The area between Pietermaritzburg and the Drakensberg, known as the Midlands, is regarded as the heart of the province's agricultural area. The North Coast region is another area of importance where several national leading agricultural products get produced. 82% of the province's agricultural land is fit for extensive livestock production while 18% is arable land. Even though Kwazulu-Natal covers a small portion of South African borders, a substantial proportion of the nation's small-scale farmers are based here. The diversity of the province's agriculture is also of note and relates to the patterns of the province's topography. Kwazulu-Natal's specialist capabilities in several agricultural products and types of farming is a result of its decent and reliable rainfall throughout the year and its fertile soils (Kwazulu-Natal Top Business, 2018).

The main focus of Kwazulu-Natal's agricultural sector consists of the following:

- Horticulture: Sub-tropical fruits especially bananas, pineapples, cashew nuts, potatoes and other vegetables.
- Crops: Sugar and maize
- Forestry: Black wattle, SA pine, eucalyptus, saligna and poplar.

- Animal Husbandry: Poultry, beef, sheep (mutton and wool) and pigs (Kwazulu-Natal Top Business, 2018).

1.1.2 Chicken brands

The concept of the term, chicken brand, is important to understand in this study. The commercial chicken industry is no different from other industries. Scholtz (2014:1) states that a brand is only the perception which differentiates a specific products or service from competitors. Chicken brands are differentiated through a specific trademark mostly found on the packaging of the different products. According to Kotler and Armstrong (2017:267) it is crucial for an organisation, regardless of size, to strive towards building a strong customer base which can be an organisation's most valuable asset.

1.1.3 Relevance of brand loyalty for chicken brands

Given the competitiveness of the South African chicken market, it is crucial for businesses to, not only concentrate on finding customers who are loyal to their brand but to also discover ways of keeping their customers loyal (Bisschoff and Wiese, 2014:3). Holland and Baker (2001:42) mentions that one of the many advantages of creating brand loyal customers includes the fact that such customers are generally less sensitive to escalations in the price of goods or services, due to the value these customers attach to the brand.

1.2 PROBLEM STATEMENT

According to Richardson (2018;1), the influence that competitiveness has on its environment is of utmost importance. There is a total of six environments that affects an organisation beyond its control namely technology, politics, economic stance, socio cultural activities, geographical influences and a competitive environment. Competitiveness is considered as the most important influential environment (Richardson, 2018:1). Godfrey (2008:3) is also of the opinion competition is the driving force behind markets. The South African chicken market is affected by feed cost that has increased significantly. The cost of feeding a chicken have increased by 157% from 2001 to 2012 while the selling price of a chicken was pressured and kept low due to cheap imports. During the same period, chicken prices have risen by barely 61% (Davids et al., 2015:73). Chicken producers are forced to improve efficiency and the industry soon realised the significance of constantly generating new strategies to attract new customers

and maintain their current customer base (Esterhuizen, 2006:1). Branding is an important concept for chicken producers. Successful brands assist businesses in acquiring a competitive advantage (Jandaghi et al., 2011:153). In all sectors, measurement is the way to characterise success. Information collected about customer loyalty to a company's specific brand can produce valuable managerial information and can be used to strategically plan and implement an effective marketing strategy within a company (Kyriakidis and Rach, 2010:7).

Holland and Baker (2001:42) mention there are many advantages in creating brand loyal customers, one such advantage is that such customers are usually less sensitive to price escalations of goods or services, due to the value these brand loyal customers attach to the brand. Twelve primary antecedents of brand loyalty were identified with specific reference to the fast-moving consumer goods sector. They are *brand trust, switching cost, perceived value, customer satisfaction, relationship proneness, repeat purchase; brand performance, culture, brand affect, brand commitment, involvement and brand relevance* (Moolla and Bisschoff, 2012a:343). The measuring instrument developed by Moolla (2010), was validated and applied by several researchers, which include Du Plooy (2012), Scholtz (2014), Wiese (2014) and Hill (2017). It is therefore evident that Moolla's validated brand loyalty measuring model can, with great certainty, successfully be applied for purposes of this study. Although the said model can be applied, the results may very well vary in that not all consumers base their brand loyalty on the same antecedents and not all chicken brands follow the same modus operandi, due to each having a unique market share and/or business model.

This study intends to assist chicken brands in identifying those areas in their business most crucial for creating brand loyalty. With limited resources and difficult market circumstances, chicken brands should streamline their operations and strategies to meet the demands and expectations of their customer base. Brand loyalty will form the basis of such and will give chicken brands the operational guidance on how to focus and improve on client perspective.

1.3 OBJECTIVES OF THE STUDY

1.3.1 Primary objective

The primary objective of this study will be to measure the brand loyalty of the Kwazulu-Natal consumers towards their chicken brand.

1.3.2 Secondary objective

The primary objective of this study can only be realised by addressing the following secondary objectives:

- Measure brand loyalty of Kwazulu-Natal consumers using a validated model;
- Confirm validity of the twelve brand loyalty antecedents prescribed by Moolla (2010) using an empirical study;
- Measure brand loyalty antecedents;
- Determine the reliability and internal consistency of the collected data;
- Make recommendations regarding the measurement of brand loyalty in the chicken brand category; and
- Draw conclusions and elaborate on the impact of the study findings.

1.4 RESEARCH DESIGN AND METHODOLOGY

This study will be based on both a literature study as well as an empirical research study.

1.4.1 Literature Study

The literature study aims to explain the research problem focusing on giving the reader an understanding and background to the problem. The literature will support a holistic understanding of the twelve brand loyalty antecedents that is used to measure the brand loyalty of customers as validated by Moolla (2010). The literature will also be used as a tool to understand the workings of each of the twelve antecedents and how they rank amongst Kwazulu-Natal consumers.

1.4.2 Empirical Study

A quantitative research approach was followed to collect data. The research was done in a predetermined manner, using a questionnaire that was developed and distributed to

consumers for completion. The questionnaire is based on the twelve factors influencing brand loyalty as developed by Moolla (2010). The rationale behind the questionnaire is to test how strongly each of the twelve factors relate to Kwazulu-Natal's consumer loyalty towards its chicken brand. Given this, the questionnaire was also developed in such a manner as to acquire, among other things, the following data: demographic information (age, gender and ethnicity), household income, chicken brand of choice and the relevance of certain factors believed to influence brand loyalty of customers. The twelve factors being tested include *customer satisfaction, brand trust, involvement, commitment, brand affect, brand performance, culture, brand relevance, repeat purchase, perceived value, relationship proneness* and *switching costs* (Moolla and Bisschoff, 2012b). The results of the 112 respondents were then assessed to determine the connection between certain variables.

A correlational research design was used to conduct this study. The cause for this is that the research was done on a single group of a unit of analysis (consumers in Kwazulu-Natal) and each consumer will be measured against certain variables at practically the same time (Welman et al., 2010:94).

1.5 LIMITATIONS

The limitations of this study comprise the following:

- The study covers only one province of South Africa. The remaining eight provinces of South Africa does not form part of the study.
- The coverage of this study is limited to specific chicken brands found in consumer retail stores in Kwazulu-Natal. The study does not include chicken brands that is only found in other provinces alone.

1.6 STRUCTURE OF THE STUDY

The structure of this mini-dissertation includes four chapters. Each chapter has a different focus area as summarised below:

Chapter one: Introduction

The background and problem statement are discussed and creates the introduction for this study. This is followed by a brief overview of the chicken industry in South Africa and the significance of creating brand loyal customers for commercial chicken brands. The chapter concludes with the research methodology and structure of the study.

Chapter two: Literature study

Chapter two comprises a literature study on what brand loyalty entails. It focuses on brand loyalty in the chicken industry and the benefits of having a brand loyal customer base. The twelve antecedents that are used in Moolla's instrument will be examined, and how it is used within the framework.

Chapter three: Empirical study

In this chapter, the methodology employed during the empirical study is explained. The design of the questionnaire, the sample design, analysis and evaluation of data form part of this chapter. The results from the questionnaires are also evaluated in the manner in which Kwazulu-Natal consumers perceive their brand loyalty towards their chicken brand of choice.

Chapter four: Conclusion and recommendations

In conclusion, this chapter is aimed to provide various conclusions and recommendations based on the analysis of chapters 2 and 3. Conclusions and recommendations addresses how chicken brands can utilise the concept of brand loyalty to their advantage. The dissertation is concluded by mentioning opportunities for future research.

1.7 SUMMARY

This chapter is designed to set a platform for this study through introducing important concepts of brand loyalty and chicken brands. The problem statement, study objectives and methodical approach is also clarified within this chapter. Chapter 2 will elaborate on the literature regarding brand loyalty and the application thereof in the chicken brand category.

CHAPTER TWO

LITERATURE STUDY – BRAND LOYALTY

2.1 INTRODUCTION

Oliver (1999:34) defines brand loyalty as “a deeply held commitment to rebuy or re-patronise a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational antecedents and marketing efforts that has the potential to cause switching behaviour.” Huang et al. (2016:145) take a simplified and practical approach in their definition, articulated in the sense of behavioural loyalty, as follows: “a customer’s continuous purchase of a brand, as well as their repeated intention to purchase it in the future”.

Brand loyalty involves a consumer’s commitment to repurchase a brand through constant purchase. Brand loyalty also exist when customers have a notable and comparative attitude towards that brand. These characteristics indicate that the repeat purchase behaviour is deeply connected to trust and quality of the product and service (Chaudhuri and Holbrook, 2001:85). According to Moolla and Bisschoff (2015:654) the traditional view of transaction-oriented marketing, with the emphasis on single transactions, is an approach that is replaced by organisations investing in a more long-term relationship-oriented approach with customers. Singh and Pattanayak (2014:40) confirm this approach shifts by adding that reputable brands invest time and money with the goal of developing new product lines, conserving brand loyalty and preserving brand identity to increase its market share. Brand sustainability is not necessarily created by brand loyalty, but it is a constituent in its development (Schultz and Block. 2015:340). Therefore, it is important for marketing managers to gain sufficient knowledge about the concept of brand loyalty.

2.2 HISTORICAL PERSPECTIVE OF BRAND LOYALTY

One of the first brand loyalty definitions has been developed by Jacoby and Kyner (1973:2) and describes brand loyalty as "the biased behavioural response expressed over time by some decision-making unit with respect with one or more alternative brands out of a set of such brands, and is a function of psychological (decision-making, evaluative)

processes." Moolla (2010:60) also used this definition and added that brand loyalty can be described as a function of both attitudes and behaviour.

Marketing researchers have in recent years shown great interest in the concept of brand loyalty, becoming one of the most frequently researched topics in the field of service marketing since 1990 (Moolla and Bisschoff, 2015:654). This interest is especially given the fact that customers with a high level of brand loyalty are least likely to be influenced by marketing campaigns of competitors (Lamb et al., 2010:385). Brand loyalty has a vital spot in a business, especially inside the marketing facets of a business. Being a critical feature of a brand's value, the loyalty thereto can assist a company to cut costs on marketing expenses, having a non-sensitive customer base for price fluctuations, and it enhances an already loyal customers base to be even more loyal (Wiese, 2014:13).

According to Kuo and Hou (2017:257) a consumer is forced to classify similar brands into two kinds: the brands a consumer buys and the brands he or she do not buy. Brand loyalty is not a simplistic concept and according to Ferrell and Hartline (2011:204) brand loyalty consists of three degrees, namely:

- **Brand Recognition**

Brand recognition is where a customer is simply aware of a brand, meaning the brand forms part of several other brands when the customer considers purchasing a specific product or service. This degree is considered to be the weakest form of brand loyalty.

- **Brand Preference**

When a customer favours a specific brand over another, it is known as a brand preference. The preference is however limited to cases where the brand is available at a point in time. This is a better form of brand loyalty, whereby a customer prefers a specific brand over an opposing brand. If the preferred brand is not available, the customer is most likely to purchase another brand.

- **Brand Insistence**

This is the best degree of brand loyalty. The customer is so strongly insistent on a brand that the customer will pay a premium for that specific brand. This degree of brand loyalty will most likely cause the customer to go through a considerable amount of effort to acquire such brand.

2.3 BENEFITS OF BRAND LOYALTY

Kotler and Armstrong (2017:267) say that “a powerful brand creates equity for a company” and then define brand equity as “the differential effect that knowing the brand name has on customer response to the product and its marketing”. They also mention that the characteristic of a consumer showing favour in a specific product above others, is a characteristic of positive brand equity.

The increased interest in this topic shows that branding is not only a very powerful marketing technique but a part of your product strategy. Branding can also be an asset to a company which must be established wisely and managed carefully (Kotler and Armstrong, 2017:267). IAS 18 of the International Accounting Standards (IAS), requires an entity to recognise a trademark as an intangible asset in the company’s financial statements (Deloitte, 2017). This asset, in many cases, can be the most valuable asset on a company’s balance sheet (Scholtz, 2014:11).

Bisschoff and Wiese (2014:5) indicated that the benefits a company attain from having a brand loyal customer base can be found in the value generated from the following state of affairs:

- creation of a barrier to entry for competitors;
- capability and capacity to counter the threats from competitors;
- increased turnover; and
- customers are less sensitive.

An important benefit of satisfied and loyal customers is that these customers tend to become brand ambassadors who provide brand awareness and reassurance to new customers through word-of-mouth communication (Bianchi et al., 2014:94; Bıçakcıoğlu et al., 2018:865).

Pride et al. (2009:375) state that brands have different benefits for sellers and customers. The benefits of brands to both parties as adapted by Moolla (2010:31) are listed on the following page in Table 2.1.

Table 2.1: Brand benefits for sellers and customers (Moolla, 2010:31)

| Sellers | Customers |
|---|---|
| <ul style="list-style-type: none"> • Identifies the company’s products, makes repeat purchases easier • Facilitates promotion efforts • Fosters brand loyalty – stabilizes market share • Allows to charge premium prices and thus experience better margins • Allows to extend the brand to new products and new markets • Can communicate directly with the customer, reach over the shoulder with the retailer • More leverage with middlemen • Is more resistant to price competition • Can have a long life | <ul style="list-style-type: none"> • Helps identify products • Helps evaluate the quality of a product • Helps to reduce perceived risk in buying, assures quality, reliability etc. • Is dependable (consistent in quality) • May offer psychological reward (status symbol) • “Route map” through a range of alternatives • Saves consumer time • Is easier to process mentally |

Organisations use great amounts of resources to assure the upholding of their brand through service delivery across all of their branches. Garret (2006:35) states that companies thereby put a lot of worth in the imperceptible worth of word-of-mouth and free marketing that a loyal client brings to an organisation (Garrett, 2006:35). An established brand can also result in increased turnover, not only for the branded product, but also on other product associated with that brand. This method of co-branding is commonly utilised to improve brand equity and to assist in reaching a wider client- and demand base (Scholtz, 2014:12).

2.4 THE SOUTH AFRICAN COMMERCIAL CHICKEN TRADE

When looking at the global context, competitiveness has become of prime importance for commercial producers with most countries protecting their trades by enforcing large tariffs. When dealing with such level of competition on an international scale, the significant risk of countries such as the EU, USA and Brazil, being able to dump their surplus or undesired meat in unguarded markets such as South Africa becomes a reality

(BFAP, 2016:54). Chicken’s role of supplying the South African market with a desirable and reasonably priced form of protein is contributing towards the strived level of food security. The Constitution of South Africa stipulates that South African citizens has a right to access adequate and reasonably priced food. The Department of Agriculture, Forestry and Fisheries, ensuring and encouraging the participation in agriculture in South Africa, has also authorised policies and support initiatives to help South Africans reach their basic food needs (Davids et al., 2015:71). Laroche and Postolle (2011:1) in fact argue that a country’s basic foods needs cannot depend on the importance of imports and that long-term food security should rather be constructed by growing its local production while protecting this industry by the implementation of proper policies.

Figure 2.1 illustrates the importance of the commercial sector regarding the production of broilers. 73% of the domestic broiler production originate from commercial production with imports being responsible for a perturbing 20%. In recent years the rate of imports has increased at a vast rate, this is the result of an unguarded industry. Subsistence production representing only 3% of the market in 2015 (BFAP, 2016:10).

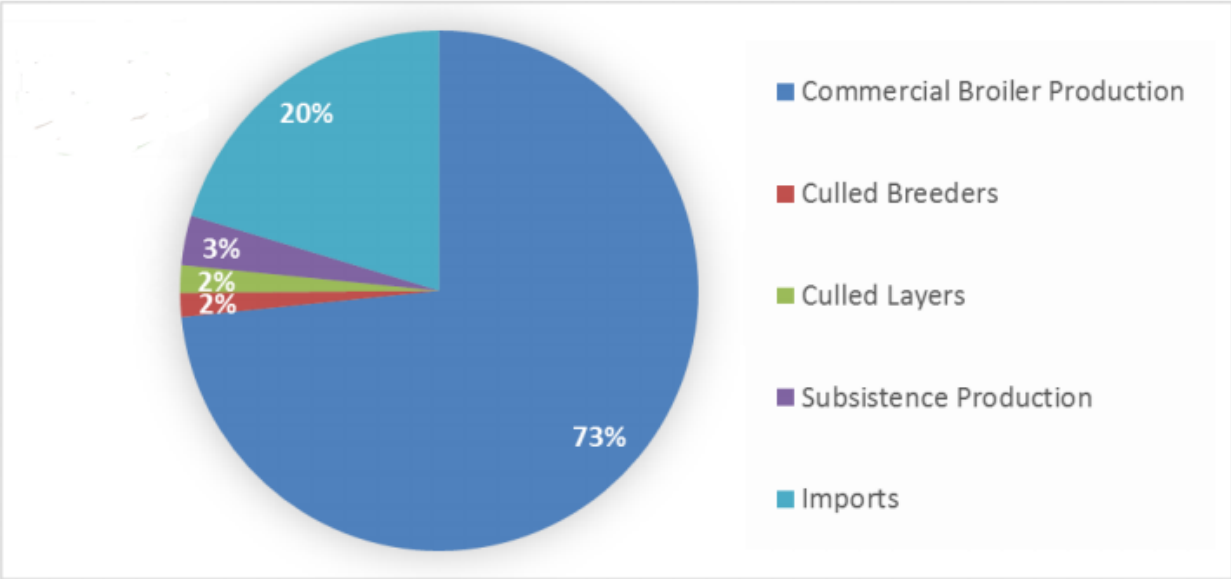


Figure 2.1: South African broiler production 2015 (BFAP, 2016:10)

The commercial value chain in South Africa presents high levels of integration and coordination. Substantial investments are required into highly valuable and specific equipment to produce efficiently. The market is consequently, highly concentrated, with a few companies dominating production. The five main producers account for nearly 70% of the total production (BFAP, 2016:10).

2.5 MEASURING BRAND LOYALTY

Measurement is the way to characterise success in all industries (Kyriakidis and Rach, 2010:7). Kyriakidis and Rach (2010:7) also conveyed an astonishing fact that only one third of organisations measure the performance of their brand and that the valuable managerial information retrieved about a customer's loyalty towards a specific brand can be utilised to enable brands to strategically develop, implement and maintain an effective marketing strategy within the organisation.

There is an agreement under researchers that loyalty, in a marketing sense, is a very complex concept (Javalgi and Moberg, 1997:169) and that most academics utilise the compound definition of brand loyalty as proposed by Jacoby (1971:25), there is, however, little consensus on the approach to be taken when measuring brand loyalty. As brand loyalty research has become more intense, the models of measurement have been purified and representative of the goods and segments it represents. However, one of the challenges often faced by researchers is the construction of a reliable and accurate measurement tool to statistically confirm brand equity research. It becomes even more challenging when a large number of variables and products are involved. However, it is most challenging when multiple dimensions of behaviour are added when measuring brand loyalty (Moolla and Bisschoff, 2015:654).

2.5.1 Brand Loyalty Antecedents

Moolla (2010) developed a brand loyalty conceptual framework to identify the antecedents that influence behaviour related to brand loyalty. The framework was developed through research of historical brand loyalty models and identified the twelve utmost important influences of brand loyalty (Moolla and Bisschoff, 2012a:75). Moolla's study aimed to identify the most significant factors playing a role when measuring brand loyalty in the fast-moving consumer goods (FMCG) industry. According to Moolla (2010:125-126), several influences have been identified and tested over the years. He claims that it was not possible to test the strength of each one. Initially Moolla (2010) identified 26 influences based on brand loyalty studies by much-admired academics in his literature review – including Jacoby and Chestnut (1978), Traylor (1981), Dick and Basu (1994), Park (1996), Chaudhuri and Holbrook (2001), Giddens (2001), Jensen and Hansen (2006), Schijins (2003), Musa (2005), Rundle-Thiele (2005), Punniyamoorthy

and Raj (2007), Kim et al. (2008), Maritz (2007) and other studies on the influences of brand loyalty. These 26 influences are found in Figure 2.2.

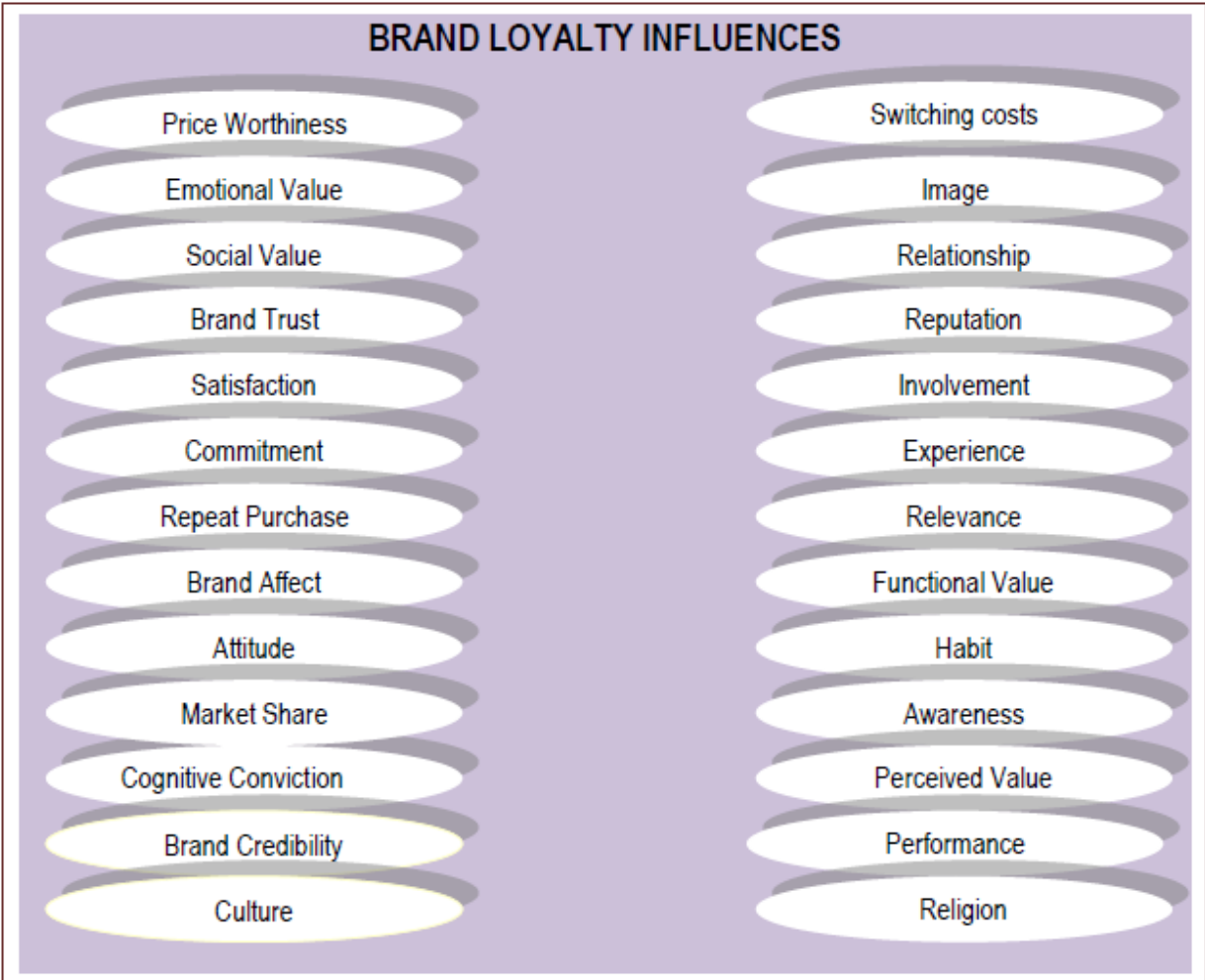


Figure 2.2: Initial key brand loyalty influences identified by Moolla (2010:126)

Moolla (2010) reduced the 26 brand loyalty influences to 12 influences and then conducted an empirical study. Moolla’s sample included more than 500 consumers, with all of them having access to wide ranges of fast-moving consumer goods (Moolla and Bisschoff, 2012b:101). The study successfully measured the twelve factors influencing brand loyalty and also measured the interrelationship between the twelve factors (Moolla, 2010:12). The twelve influences of consumer brand loyalty include the following factors as shown on the following page in Figure 2.3:



Figure 2.3: A conceptual brand loyalty framework (Moolla, 2010:197)

The empirical results of Moolla's study established that brand loyalty is influenced by each of the twelve factors in the FMCG industry in a different manner. Another finding of Moolla's (2010: IV) study was regarding the psychological influences of brand loyalty, and that it had a bigger effect than the brand performance influences. The establishment of a conceptual framework to measure consumer brand loyalty, however, was the most important finding of Moolla's study. Each of the twelve antecedents will now be discussed.

2.5.1.1 Brand Trust

Numerous definitions for trust exist, but most definitions emphasise the situational risk an individual take and the level of vulnerability the individual then experiences due to the risk (Burke et al., 2007:606). According to Garbarino and Johnson (1999:70), trust can be the foundation of loyalty, due to the level of influence trust has to an individual's commitment. Moolla and Bisschoff (2012a:80) state that brand trust is grounded on perceptions that the brand is reliable and responsible for the interests and welfare of the individual.

Bidmon (2017:180) explains the importance for businesses to implement marketing strategies designed to establish positive emotional links between customers and their brands. Bidmon furthermore adds that such positive emotional links, leads directly to trust and loyalty towards a brand. Trust in a brand is an emotional attraction to a product and forms the base of a long-term loyalty relationship. The perceived credibility and confidence of a customer towards a specific brand need to be measured in the formation of a customer's brand trust (Scholtz, 2014:21).

2.5.1.2 Brand Affect

Brand affect has two autonomous characteristics: Effects of a positive- and negative nature. There is a positive connection between the positive affect a consumer senses towards a brand and the willingness to buy that brand (Moolla, 2010:133). Chaudhuri and Holbrook (2001:81) confirm this connection by explaining that brands which are high in consumer affect have a bigger consumer attitudinal and purchase loyalty and therefore relish a larger market share and companies can charge premium prices for their brands.

Hill (2017:12) highlights the importance for a company, from a marketing perspective, to understand how its brands affect the customers, meaning how your customers emotionally respond to their experience with your brand. According to Geçti and Zengin (2013:112), numerous literature studies confirm that there is a robust relationship between brand affect and brand loyalty. Geçti and Zengin (2013:117) also found that brand trust has a substantial effect on brand affect.

Brand affect can, therefore, be described as the potential a brand has to provoke a positive emotional response within a consumer because of the usage thereof (Chaudhuri and Holbrook, 2001:82).

2.5.1.3 Brand Commitment

Kim et al. (2008:99) view brand commitment as a behavioural intention with affective and cognitive motives. Commitment from a behavioural origin includes emotional attachment to the brand, whereas commitment from a cognitive origin consists of motives like perceived risk or changes in the performance between opposing brands (Amine, 1998:309).

Scholtz (2014:23) explains that the relationship a customer has with a brand plays an important role in the level of commitment. Evidence confirms that the lasting desire an

individual has to maintain a relationship with a brand can be used as a measuring instrument to determine their commitment (Moolla and Bisschoff, 2012a:78). This level of commitment can be used as an indicator of the degree to which the brand is protected from their competition.

In conclusion, customers that are committed to a brand usually become brand loyal customers and illustrates their commitment and loyalty through repeated purchases (Hill, 2017:13; Syed Alwi et al., 2017:401).

2.5.1.4 Switching Cost

Moolla and Bisschoff (2012a:80) define switching costs as the costs incurred when switching brands. Brand switching may be stimulated when there is a change in the buying behaviour of the customer and brand loyalty is low (Amine, 1998:308). According to Moolla (2010:128) switching costs can be a barrier when a customer considers switching to an alternative brand, particularly if the buyer forecasts high switching costs.

When customers are brand loyal, they are less likely to switch to another brand even when slight price fluctuations arise within their preferred brand (Amine, 1998:314). Hill (2017:14) implies that if an organisation can find ways to increase switching costs from one brand to another, such organisation may gain the benefit of their customers becoming less sensitive about price increases as well as the more brand loyal customers.

2.5.1.5 Customer Satisfaction

The level of satisfaction that a consumer relishes is alleged to be influenced by previous consumer learning and experiences of a conscious and subconscious mind (Vera and Trujillo, 2017:603). When the customer's expectations are not met, the customer becomes dissatisfied and vice versa is said that if the expectations are met, the result will be a satisfied customer (Scholtz, 2014:20). The definition of Kotler and Armstrong (2012:37) describe customer satisfaction as "the extent to which a product's perceived performance matches a customer's expectations".

Brand performance is considered the main driver of customer satisfaction by Awan and Rehman (2014:29) and adds the importance of understanding the specific needs of its customers. Hill (2017:25) adds that it is therefore evident that an organisation needs to recognise the expectations of their clients including the degree to which their product or service meets the expectations of their clients. According to Lamb et al. (2015:6) this can

be accomplished by measuring the current, lost, and potential customer's satisfaction on an ongoing basis. This measurement or analysis can either be on a formal or informal basis (Lamb et al., 2015:6).

2.5.1.6 Culture

Lamb et al. (2015:107) mention that culture is “the set of values, norms and attitudes that shape human behaviour, as well as the artefacts, or products, of that behaviour as they are transmitted from one generation to another”. Culture forms part of the social factor that influence the buying behaviour of an individual or a group of individuals. By not considering the cultures that form part of an organisation's client base, such organisation has virtually no chance of selling their products or services to such cultural segments of the market (Lamb et al., 2015:107).

Moolla and Bisschoff (2012a:79) regarded that family, as a facet of culture, plays an important role by indirectly inferring trust and protection through nostalgia and continuous use. The part that family preference plays towards brand loyalty is long-established by children remaining loyal to brands used by the family until the start of other influences play a part.

2.5.1.7 Perceived Value

Perceived value is described as the measurement of the price a consumer paid in acquiring a specific product in comparison with the efficacy or benefits a customer experience by using that specific product (Punniyamoorthy and Raj, 2007:225; Vera and Trujillo, 2017:603). Punniyamoorthy and Raj (2007:225) further add that a high level of brand loyalty can be achieved by a high perceived value perceived by clients. Researchers highly recommend that perceived value adds to a customer's brand loyalty.

Perceived value is believed to be a combination of the following components:

- Functional value;
- Emotional value;
- Social value; and
- Price-worthiness factor (Voss et al., 2005:32).

According to Moolla (2010:131), functional value refers to the use or performance of a product, emotional value refers to the feelings a product generates, social value refer to

the product's capability to increase social self-concept, and the price-worthiness influence refer to the concept of perceived value for money.

2.5.1.8 Brand Performance

Brand performance can be defined as the customer's evaluation of product or service performance after the usage thereof (Moolla, 2010:134, Unurlu and Uca 2017:673). Brand performance is usually connected when there is an increase in sales, market share and profitability of a company (Hill, 2017:16). By creating a better brand performance than competitors, organisations can increase their market share and charge a premium price (Chaudhuri and Holbrook, 2001:81).

2.5.1.9 Relationship Proneness

Relationship proneness can be defined as a personal trait of the customer and the customer's tendency to build a relationship with a brand (Moolla, 2010:129). According to Scholtz (2014:21) relationship proneness is "the degree to which a customer will engage in a relationship with a company selling a particular good". Relationship-prone individuals have higher levels of trust and commitment than individuals who are not relationship-prone (Kim et al., 2012:376).

2.5.1.10 Brand Relevance

Brand relevance finds application during an individual's decision process, whereby the individual first identifies a product or service he/she would like to acquire while the subsequent step is to find a brand that is relevant to the identified product or service (Aaker, 2012:44). According to Moolla and Bisschoff (2012a:79) consumers are ever more looking for brands with relevance to their inner reference values and brands that actually represent something or someone that can increase value to their daily lives. For a brand to acquire relevance in the mind of a potential customer, such brand needs to be noticeable and be credible in respect of the specific category of product or service (Aaker, 2012:44).

2.5.1.11 Repeat Purchase

Punniyamorthy and Raj (2007:226) believe that a habit of buying a specific brand will lead to the establishing of brand loyalty. Cleff et al. (2018:12) also state that brand loyalty has been measured by indicators such as repeat purchase frequency or relative volume of same brand purchasing. A habit of buying a specific brand is reached after a customer

endures a sequence of recurrent repeat purchases of that specific brand. This customer then formulates a habit and unlikely to change to a different brand (Punniyamoorthy and Raj, 2007:226). Chaudhuri and Holbrook (2002:43) confirm that when brand loyal behaviour is established, that it is difficult to change the behaviour. This brand loyalty behaviour will enhance repeated purchasing while also consolidating a brand loyal customer base (Chaudhuri and Holbrook, 2002:43).

2.5.1.12 Involvement

Product involvement comprises an ongoing commitment from the customer regarding his/her feelings, behavioural response and thoughts to a specific brand (Gordon et al., 1998:44). Moolla (2010:130) mentions the correlation between brand involvement and a customer's purpose and behaviour. He adds that brand involvement cannot be observed as it is a level of attention a customer has towards a specific brand. Several academic studies show that customer involvement can improve brand loyalty and the direct correlation between customer brand loyalty and brand involvement (Amine, 1998:312; Moolla, 2010:131; Vera and Trujillo, 2017:602).

2.5.2 Questionnaire

Moolla (2010) developed a questionnaire where customers had to indicate the importance of the antecedents in creating and maintaining brand loyalty towards the selected FMCG products. Moolla designed and structured the questionnaire according to the guidelines of Leung (2002:144) who provides comprehensive guidelines in five areas of questionnaire design. The technique that Moolla incorporated used a process of comparisons by respondents between three variables at a time. For Moolla's study, the technique comprised a process where respondents had to evaluate the importance of each of the antecedents compared to the remainder of antecedents (Moolla, 2010:146).

Table 2.2 outlines the number of items per antecedent and the number of items in the questionnaire per antecedent ranges from three to five to a total of fifty items.

Table 2.2: Number of questions per antecedent (Moolla, 2010:146)

| No. | Influence | Number of Items |
|------------------------------|-------------------------------|------------------------|
| 1 | Customer Satisfaction | 5 |
| 2 | Switching Costs/Risk Aversion | 5 |
| 3 | Brand Trust | 4 |
| 4 | Relationship Proneness | 4 |
| 5 | Involvement | 4 |
| 6 | Perceived Value | 4 |
| 7 | Commitment | 5 |
| 8 | Repeat Purchase | 5 |
| 9 | Brand Affect | 3 |
| 10 | Brand Relevance | 4 |
| 11 | Brand Performance | 3 |
| 12 | Culture | 4 |
| Total number of items | | 50 |

Table 2.3 indicates the origins of the questionnaire items and is presented on the next page.

Table 2.3: Origins of the questionnaire items (Adapted from Moolla, 2010:147-149)

| Dimension | Code | Source |
|------------------------------|---|----------------------------------|
| Customer Satisfaction | I am very satisfied with the FMCG brands I purchase | Delgado et al. (2003:53) |
| | Distinctive product attributes in FMCG keep me brand loyal | Saaty (1994:21). |
| | My loyalty towards a particular FMCG brand increases when I am satisfied about that brand | Anderson and Sullivan (1993:125) |
| | I do not repeat a purchase if I am dissatisfied about a particular FMCG brand | Chen and Lue (2004:26) |
| | I attain pleasure from the FMCG brands I am loyal towards | Leuthesser and Kohli (1995:17) |
| Switching Cost | I do not switch FMCG brands because of the high cost implications | Klemperer (1987:388) |
| | I do not switch FMCG brands because of the effort required to reach a level of comfort | Beggs and Klemperer (1992:56) |
| | I avoid switching FMCG brands due to the risks involved | Self-generated item |
| | I switch FMCG brands according to the prevailing economic conditions | Kim et al. (2003:27) |
| | I prefer not to switch FMCG brands as I stand to lose out on the benefits from loyalty programmes | Klemperer (1995:520) |
| Brand Trust | I trust the FMCG brands I am loyal towards | Halim (2006:1) |
| | I have confidence in the FMCG that I am loyal to | Morgan and Hunt (1994:23) |

| | | |
|-----------------------------------|--|-----------------------------------|
| | The FMCG brands I purchase has consistently high quality | Reast (2005:11) |
| | The reputation of a FMCG brand is a key factor in me maintaining brand loyalty | Raimondo (2000:33) |
| Relationship Proneness | I prefer to maintain a long-term relationship with a FMCG brand | Dwyer (1987:18) |
| | I maintain a relationship with a FMCG brand in keeping with my personality | Bloemer (1999:106) |
| | I maintain a relationship with an FMCG brand that focuses and communicates with me | Davis (2002:10) |
| | I have a passionate and emotional relationship with the FMCG brands I am loyal to | Reast (2005:10) |
| Involvement | Loyalty towards a FMCG brand increases the more I am involved with it | Quester and Lim (2003:29) |
| | Involvement with a FMCG brand intensifies my arousal and interest towards that brand | Knox and Walker (2001:121) |
| Involvement | I consider other FMCG brands when my involvement with my FMCG brand diminishes | Self-generated item |
| | My choice of a FMCG brand is influenced by the involvement others have with their FMCG brand | Quester and Lim (2003:25) |
| Perceived Value | My FMCG brand loyalty is based on product quality and expected performance | Olson (2008:246) |
| | I have an emotional attachment with the FMCG brands I am loyal towards | Petromilli et al. (2002:22) |
| | Price worthiness is a key influence in my loyalty towards FMCG brands | Punniyamoorthy and Raj (2007:233) |
| | The FMCG brands that I am loyal to enhances my social self-concept | Punniyamoorthy and Raj (2007:233) |

| | | |
|------------------------|--|-----------------------------------|
| Commitment | I have pledged my loyalty to particular FMCG brands | Kim et al. (2008:111) |
| | I do not purchase/sample other FMCG brands if my FMCG brand is unavailable | Self-generated item |
| | I identify with the FMCG brands that I consume and feel as part of the brand community | McAlexander et al. (2002:18). |
| | The more I become committed to a FMCG brand, the more loyal I become | Fullerton (2005:100) |
| | I remain committed to FMCG brands even through price increases and declining popularity | Foxall (2002:18) |
| Repeat Purchase | My loyalty towards FMCG brands is purely habitual | Gordon (2003:333) |
| | I do not necessarily purchase the same FMCG brands all the time | Self-generated item |
| | I always sample new FMCG brands as soon as they are available | East and Hammond (1996:165) |
| | I establish a FMCG brand purchasing pattern and seldom deviate from it | Heskett (2002:356) |
| | Loyalty programmes are reason I repeat FMCG brand purchases | Sharp et al. (2003:20) |
| Brand Affect | I attain a positive emotional response through the usage of a FMCG brand | Chaudhuri and Holbrook (2001:146) |
| | The FMCG brands that I am loyal towards makes a difference in my life | Moorman et al. (1992:45) |
| | I am distressed when I am unable to use/purchase a particular FMCG brand | Matzler (2006:430) |
| Brand Relevance | The FMCG brands that I am loyal towards stands for issues that actually matters | Minninni (2005:24) |
| | The FMCG brands that I am loyal towards has freshness about them and portray positive significance | Henkel et al. (2007:311) |
| | I know that an FMCG brand is relevant through the brand messages communicated. | Moore et al. (2008:922) |

| | | |
|--------------------------|--|---------------------------------|
| | The FMCG brands that I am loyal towards are constantly updating and improving so as to stay relevant | Self-generated item |
| Brand Performance | I evaluate a FMCG brand based on perceived performance | Musa (2005:47) |
| | I will switch FMCG brand loyalty should a better performing FMCG brand be available | Baldauf et al. (2003:222) |
| | I am loyal only towards the top performing FMCG brand | Wong and Merrilees (2008:377) |
| Culture | My choice of FMCG brands is in keeping with the choice made by other members in my race group | Self-generated item |
| | My loyalty towards an FMCG brand is based on the choice of FMCG brand used by my family | Kotler and Keller (2006:177) |
| | Religion plays a role in my choice and loyalty of FMCG brands | Self-generated item |
| | Family used FMCG brands indirectly assure brand security and trust. | McDougall and Chantrey (2004:9) |

2.6 SUMMARY

Brand loyalty is the customer's conscious or unconscious choice, expressed through intention or behaviour, to rebuy a brand continually. It occurs because the customer perceives that the brand offers the right product features, image, or level of quality at the right price (Moolla and Bisschoff, 2015:137). Brand loyalty is the ultimate goal a company sets for a branded product (Giddens, 2010:1).

This chapter concludes the literature review. Special consideration is given to Moolla's brand loyalty conceptual framework and the twelve factors influencing brand loyalty which included: *Customer satisfaction, Switching costs, Brand trust, Repeat purchase, Involvement, Commitment, Relationship proneness, Brand affect, Brand relevance, Brand performance and Culture*. The conceptual framework applies to marketing and brand managers to discover which specific brand loyalty influences are the most important for their products and to determine where their products fall short (Moolla and Bisschoff, 2012:75).

In chapter three, the research methodology will be discussed which includes the statistical analysis deployed to evaluate the reliability and validity of the data, as well as the findings.

CHAPTER THREE

RESEARCH METHODOLOGY AND FINDINGS

3.1 INTRODUCTION

The aim of chapter 3 is to describe the research methodology applied in the study. This chapter provides an empirical study on the manner in which Kwazulu-Natal consumers perceive their brand loyalty towards chicken brands. In general, the empirical results will address the following elements:

- demographic information of respondents;
- validity analysis of the study questionnaire;
- reliability analysis of research findings; and
- the level of importance of each research variable.

3.2 RESEARCH METHODOLOGY

3.2.1 Questionnaire development

Moolla (2010:150) initially developed a questionnaire to measure the importance of the twelve antecedents of brand loyalty; the questionnaire was proposed for the FMCG sector. This study entails measuring consumers' brand loyalty towards their chicken brand of choice. There are many different kinds and form of chicken, each characterised by different incomprehensible words. For this study there are two assumptions made about the physical form of a chicken brand of choice:

- Any frozen chicken product in the form of raw meat, where a brand can be linked to that specific product.
- Most probable link to a specific brand would be through the clearly demarcated trademark found on the product's packaging.

In a study done by Do Vale and Duarte (2013:31), frozen food was included in their classification of FMCG products. Therefore, the Moolla questionnaire was slightly adapted for this study. The structure of the questionnaire attached hereto as Appendix A, consists of the following:

- Section A: Five questions on the demographic profile of the respondent; and

- Section B: Fifty questions relating to each of the twelve antecedents influencing brand loyalty.

Section B of the questionnaire was constructed on a 7-point Likert scale platform. The respondent had to indicate the level of importance, which scale ranged from Strongly Disagree (1) to Strongly Agree (7). This scale was used for all fifty questions. The fifty questions included in the questionnaire covered all twelve antecedents influencing brand loyalty, with the number of questions applicable to each factor varying between three and five statements as shown in Table 2.2.

3.2.2 Sampling procedure

The population consists of consumers in Kwazulu-Natal Province. A convenience snowball sampling strategy was followed. The sampling strategy focused on probability/representative sampling techniques and allowed the population to recommend other consumers that could form part of the study. This ensured that a sample size of 112 responses was realised.

The Kaiser-Meyer-Olkin measure of sampling adequacy was used to determine the sample adequacy of this study statistically.

3.2.3 Data collection

The adapted questionnaire developed for this study as referred to in paragraph 3.2.1, was distributed to various consumers in the Kwazulu-Natal province. The distribution was done by using a direct approach. This entailed contacting the marketing departments of various Kwazulu-Natal based radio stations and Kwazulu-Natal's based forums via email, social media platforms like Facebook and Twitter, and instant messaging applications such as WhatsApp and Facebook Messenger.

3.2.4 Data analysis and statistical techniques

An analysis was done on the collected data using the statistical programme IBM Statistical Package for Social Sciences (V25). The following analytical tools were used to do a statistical analysis:

- The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy;
- Bartlett's Test for sphericity;
- Exploratory factor analysis (subject to KMO and Bartlett test);

- Cronbach Alpha's reliability coefficient;
- T-test; and
- Analysis of Variance (ANOVA).

3.3 DEMOGRAPHIC PROFILE

The demographic profile of the participants is displayed in Figure 3.1 to Figure 3.5.

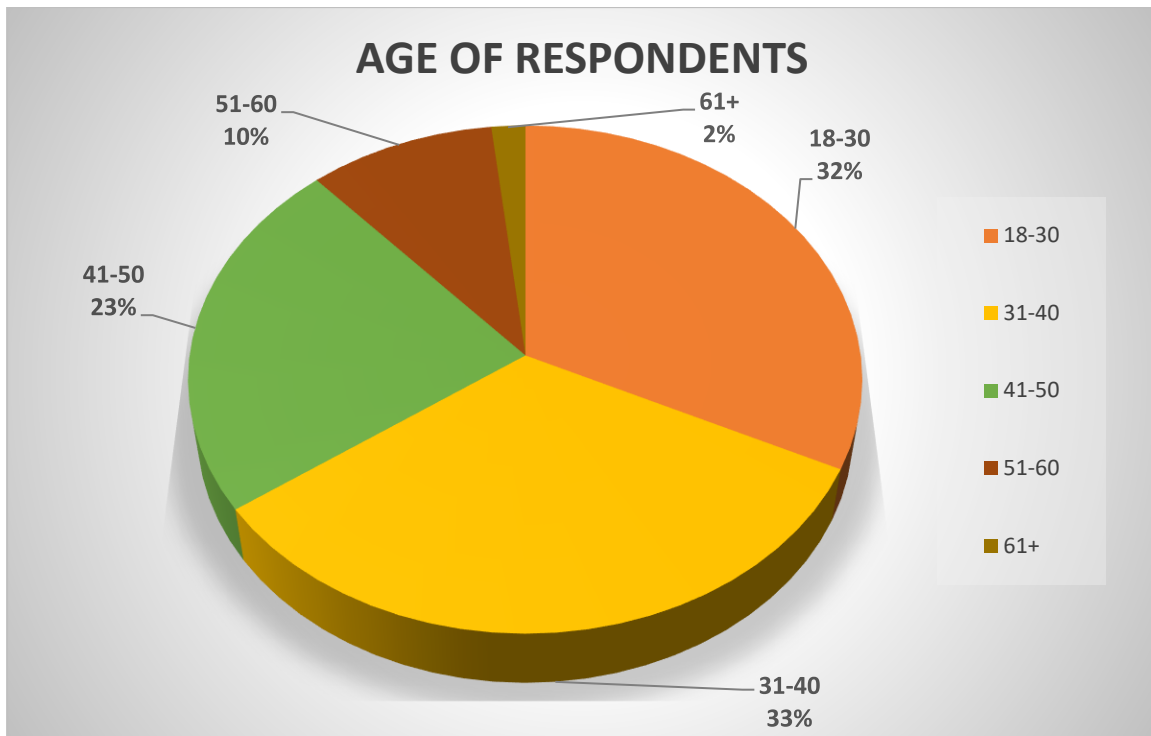


Figure 3.1: Age of Respondents

Figure 3.1 shows that 33% of the respondents were between the ages of 31 and 40. Ages 18 to 30 years followed closely with 32%, leaving ages 40 and above with 34% of the respondents.

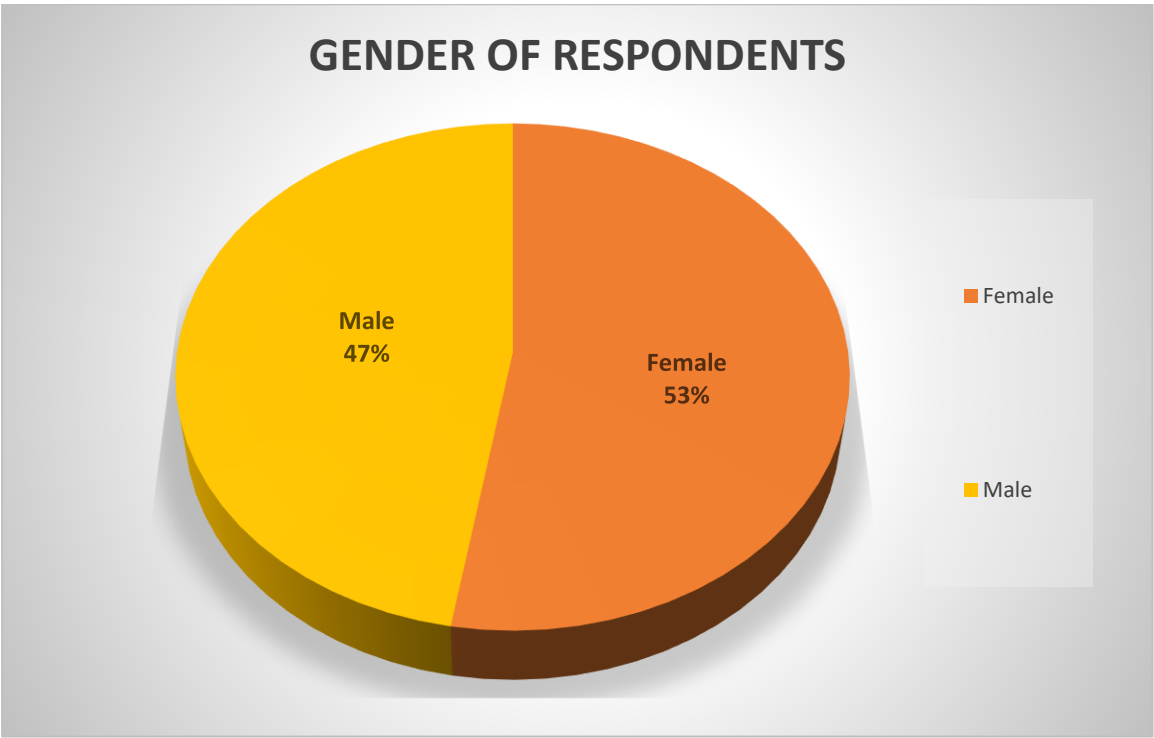


Figure 3.2: Gender of Respondents

Figure 3.2 shows a good representation between male and female respondents. Female participants were the most with 53%.

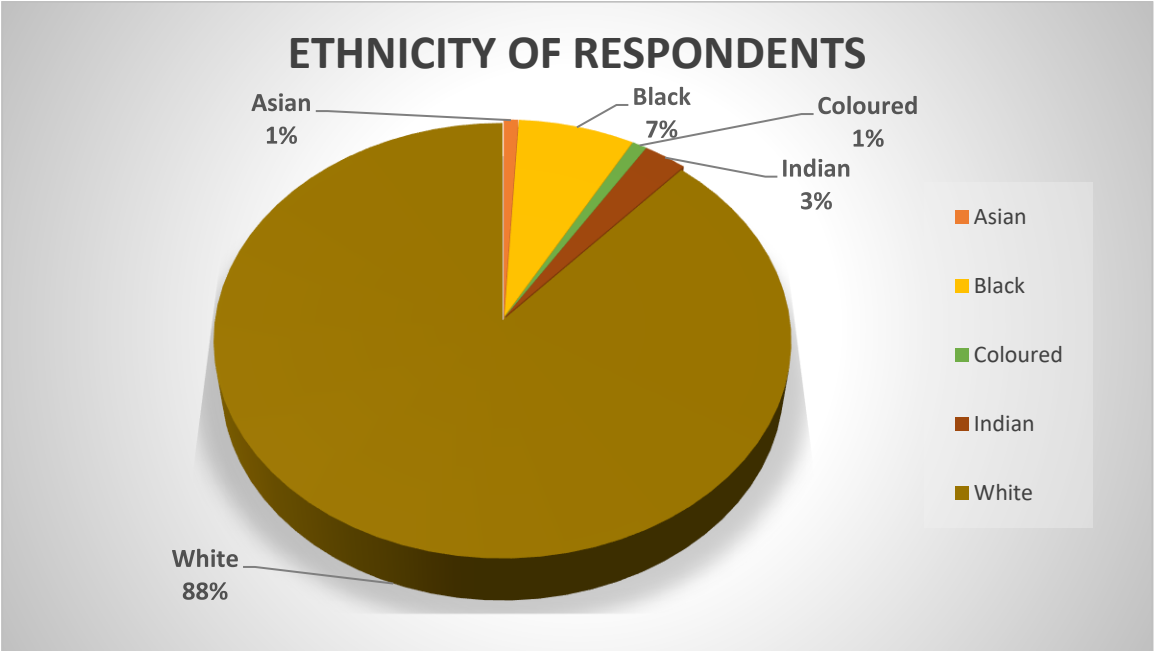


Figure 3.3: Ethnicity of Respondents

Figure 3.3 shows the ethnic representation of the participants. The largest ethnic group were white with 88%. Other ethnic groups are in the minority with a combined 12%. In a

census done by Statistics South Africa (2011:28), the black African population group represented a vast majority of 86.8% of Kwazulu-Natal's total population. Although the ethnic representation of the participants is not a representation of Kwazulu-Natal's population, the mix is satisfactory for buyers of the selected brands of chicken investigated in this study.

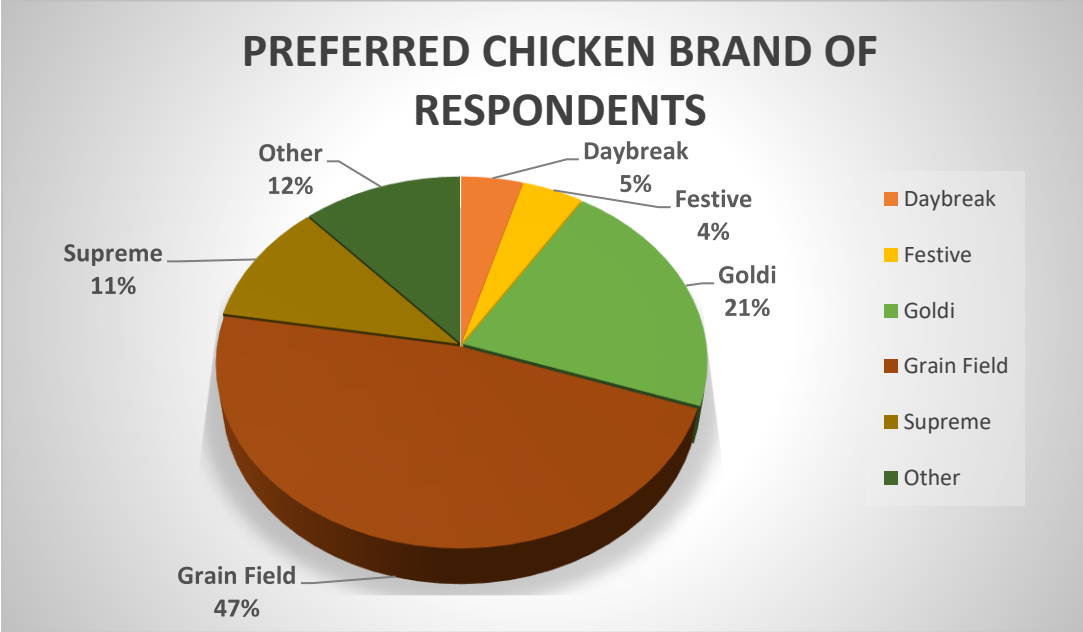


Figure 3.4: Preferred Chicken Brand of Respondents

Figure 3.4 shows that Grain Field is the most preferred brand with 47% of the respondents' preference. Goldi is the second preferred brand at 21%.

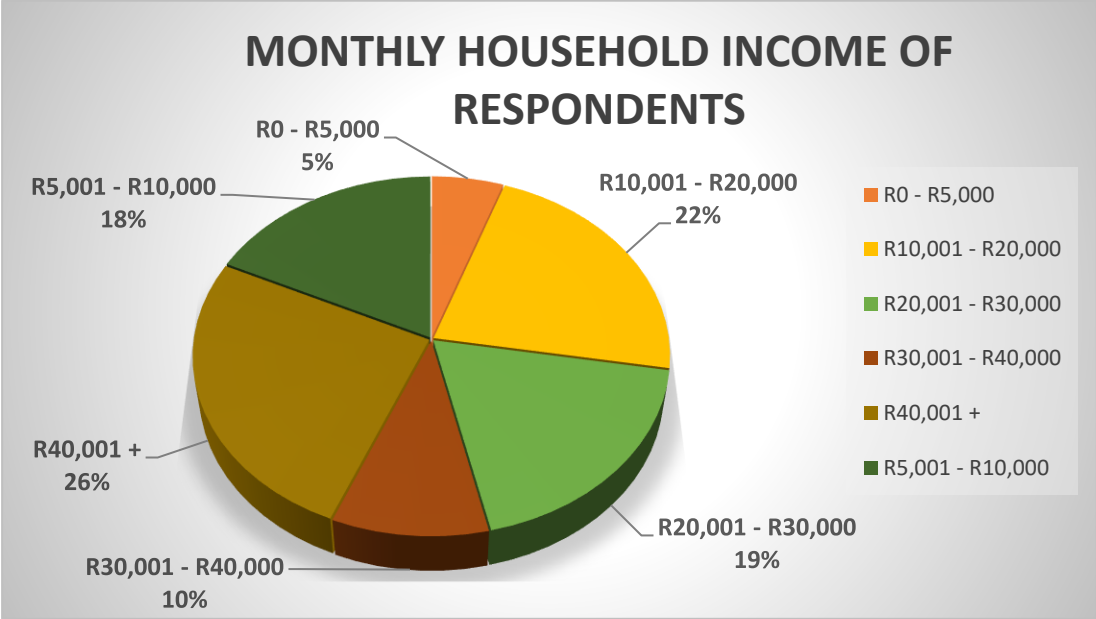


Figure 3.5: Monthly Household Income of Respondents

As shown in Figure 3.5, 26% of the respondents earned a household income of R40,001 and more per month, followed by 22% of the respondents earning a household income of between R10,001 and R20,000. The distribution of income between the respondents deems to deliver valuable information to this study.

3.4 STATISTICAL APPLICATIONS DEPLOYED

The data was statistically analysed and validated with the help of an exploratory factor analysis. However, the exploratory factor analysis is subject to the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity. This is to validate that the data is acceptable for the application of the exploratory factor analysis. All twelve factors influencing brand loyalty was subjected to an exploratory factor analysis to confirm each of these factors as antecedents on brand loyalty. The reliability of the data was statistically measured in conclusion, by applying the Cronbach Alpha test. The applications above were applied to statistically validate the data and interpreted on the following basis:

- **Exploratory Factor Analysis**

Factor analysis is a statistical application to study the relationship between a set of observed variables measured using a questionnaire (Hill, 2017:24). The exploratory factor analysis is used to determine whether the questions in the questionnaire load onto the relevant brand loyalty antecedent (Wiese, 2014:38). Only questions with a factor loading above 0.3 was considered for the exploratory factor analysis.

- **The Kaiser-Meyer-Olkin (KMO) Measure of Sample Adequacy**

The KMO measure of sampling adequacy is applied to determine the suitability of factor analysis and whether the partial correlations among the variables are trivial (Du Plooy, 2012:52). Hill (2017:24) summarises the use of this measuring instrument as follow: KMO measurements vary between 0 and 1. A score of 0 indicates that a factor analysis is most likely to be unsuitable, due to the sum of partial correlations being too large compared to the sum of correlations. A score of 1 indicates that a factor analysis is most likely to provide reliable and distinct factors, as a result of the patterns of correlation being compact. Scores above 0.5 can be regarded as acceptable, subject to the following classifications: scores

between 0.5 and 0.7 are average, between 0.7 and 0.8 are good, and above 0.9 is excellent.

- **Bartlett’s Test of Sphericity**

This test is conducted to examine the hypothesis that the population includes variables which are uncorrelated (Moolla and Bisschoff, 2012:346). A significance value below 0.005 indicates that factor analysis is appropriate (Hill, 2017:24).

- **The Cronbach Alpha**

The Cronbach Alpha is one of the most broadly used measures to assess the reliability of research components in social and organisational sciences (Bonett and Wright, 2015:3). Bonett and Wright (2015:3) furthermore mentions that in studies where the measurement consists of numerous questions in a questionnaire, the Cronbach Alpha test is applied to measure the “internal consistency” reliability. According to George and Mallery (2003:231) the interpretation of the Cronbach Alpha coefficients is as summarised in Table 3.1.

Table 3.1: Cronbach’s Alpha coefficient interpretation

| Cronbach’s Alpha coefficient | Interpretation |
|------------------------------|----------------|
| $\alpha > 0.9$ | Excellent |
| $0.8 < \alpha < 0.9$ | Good |
| $0.7 < \alpha < 0.8$ | Acceptable |
| $0.6 < \alpha < 0.7$ | Questionable |
| $0.5 < \alpha < 0.6$ | Poor |
| $\alpha < 0.5$ | Unacceptable |

Source: George and Mallery (2003:231)

3.5 VALIDITY OF RESEARCH INSTRUMENT

The data will be subjected to the following statistical measures as explained above: Exploratory Factor Analysis, KMO, and Bartlett’s Test of Sphericity. This is done to assess the validity of each of the twelve factors that influence brand loyalty, as well as the questions measuring such influences.

3.5.1 Brand Trust

Table 3.2: Brand Trust's KMO and Bartlett's Test

| Brand Trust: KMO and Bartlett's Test | | |
|---|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | | 0.777 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 287.253 |
| | df | 6 |
| | Sig. | 0.000 |

Table 3.2 shows that:

- *Brand Trust's* KMO score of 0.777 is adequate as it is above the preferred level of 0.700; and
- Bartlett's test reading is below 0.005 which indicates that factor analysis is appropriate.

The said readings suggest that the sample is adequate, and that *brand trust* data is suitable to be subjected to factor analysis. The result of the exploratory factor analysis is presented in the table below.

Table 3.3: Brand Trust's Factor Analysis

| Brand Trust: Factor Analysis | |
|---|--------|
| Question | Factor |
| | 1 |
| Q1: I trust the brands I am loyal towards | 0.855 |
| Q2: I have confidence in the brands that I am loyal to | 0.918 |
| Q3: The brand I purchase is consistently high quality | 0.846 |
| Q4: The reputation of a brand is a key factor in me maintaining brand loyalty | 0.647 |

Questions 1 to 4, is confirmed as a satisfactory measure of *brand trust*. This is confirmed as all questions loaded onto the factor reflect a loading above 0.300, indicating a pure antecedent. The total variance explained is 75.04%.

3.5.2 Brand Affect

Table 3.4: Brand Affect’s KMO and Bartlett's Test

| Brand Affect: KMO and Bartlett's Test | | |
|---|--------------------|--------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | | 0.609 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 98.030 |
| | df | 3 |
| | Sig. | 0.000 |

Table 3.4 shows that:

- *Brand Affect’s* KMO score of 0.609 is still acceptable even though it is slightly below the preferred level of 0.700; and
- Bartlett’s test reading is below 0.005 which indicates that factor analysis is appropriate.

The said readings suggest that the sample is acceptable, and that *brand affect* data is suitable to be subjected to factor analysis. The result of the exploratory factor analysis is presented in the table below.

Table 3.5: Brand Affect’s Factor Analysis

| Brand Affect: Factor Analysis | |
|---|--------|
| Question | Factor |
| | 1 |
| Q5: I attain a positive emotional response through the usage of a brand | 0.818 |
| Q6: The brands that I am loyal towards makes a difference in my life | 0.877 |
| Q7: I am distressed when I am unable to use/purchase a particular brand | 0.437 |

Questions 5 to 7, is confirmed as a satisfactory measure of *brand affect*. This is confirmed as all questions loaded onto the factor reflect a loading above 0.300, indicating a pure antecedent. The total variance explained is 66.45%.

3.5.3 Brand Commitment

Table 3.6: Brand Commitment's KMO and Bartlett's Test

| Brand Commitment: KMO and Bartlett's Test | | |
|---|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | | 0.846 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 362.887 |
| | df | 10 |
| | Sig. | 0.000 |

Table 3.6 shows that:

- *Brand Commitment's* KMO score of 0.846 is adequate as it is above the preferred level of 0.700; and
- Bartlett's test reading is below 0.005 which indicates that factor analysis is appropriate.

The said readings suggest that the sample is adequate, and that *brand commitment* data is suitable to be subjected to factor analysis. The result of the exploratory factor analysis is presented in the table below.

Table 3.7: Brand Commitment's Factor Analysis

| Brand Commitment: Factor Analysis | |
|---|--------|
| Question | Factor |
| | 1 |
| Q8: I have pledged my loyalty to a particular brand | 0.812 |
| Q9: I do not purchase/sample other brands if my brand is unavailable | 0.671 |
| Q10: I identify with the brands that I consume and feel part of the brand community | 0.876 |
| Q11: The more I become committed to a brand, the more loyal I become | 0.911 |
| Q12: I remain committed to brands even through price increases and declining popularity | 0.754 |

Questions 8 to 12, is confirmed as a satisfactory measure of *brand commitment*. This is confirmed as all questions loaded onto the factor reflect a loading above 0.300, indicating a pure antecedent. The total variance explained is 71.96%.

3.5.4 Switching Cost

Table 3.8: Switching Cost's KMO and Bartlett's Test

| Switching Cost: KMO and Bartlett's Test | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.688 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 165.730 |
| | df | 10 |
| | Sig. | 0.000 |

Table 3.8 shows that:

- *Switching Cost's* KMO score of 0.688 is still acceptable even though it is slightly below the preferred level of 0.700; and
- Bartlett's test reading is below 0.005 which indicates that factor analysis is appropriate.

The said readings suggest that the sample is acceptable, and that *switching cost* data is suitable to be subjected to factor analysis. The result of the exploratory factor analysis is presented in the table below.

Table 3.9: Switching Cost's Factor Analysis

| Switching Cost: Factor Analysis | |
|---|----------|
| Question | Factor 1 |
| Q13: I do not switch brands because of the high cost implications | 0.797 |
| Q14: I do not switch brands because of the effort required to reach a level of comfort | 0.901 |
| Q15: I avoid switching brands due to the risks involved | 0.570 |
| Q16: I switch brands according to the prevailing economic conditions | <0.300 |
| Q17: I prefer not to switch brands as I stand to lose out on the benefits from loyalty programmes | 0.561 |

All questions in Table 3.9, with the exclusion of question 16, is confirmed as a satisfactory measure of *switching cost*. This is confirmed as all other questions loaded onto the factor reflect a loading above 0.300, indicating a pure antecedent. Question 16 reflects a factor loading <0.300, which requires the question to be excluded from this factor analysis. The total variance explained is 48.97%.

3.5.5 Customer Satisfaction

Table 3.10: Customer Satisfaction’s KMO and Bartlett's Test

| Customer Satisfaction: KMO and Bartlett's Test | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.812 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 223.778 |
| | df | 10 |
| | Sig. | 0.000 |

Table 3.10 shows that:

- *Customer Satisfaction’s* KMO score of 0.812 is adequate as it is above the preferred level of 0.700; and
- Bartlett’s test reading is below 0.005 which indicates that factor analysis is appropriate.

The said readings suggest that the sample is adequate, and that *customer satisfaction* data is suitable to be subjected to factor analysis. The result of the exploratory factor analysis is presented in the table below.

Table 3.11: Customer Satisfaction’s Factor Analysis

| Customer Satisfaction: Factor Analysis | |
|--|-------------|
| Question | Factor 1 |
| Q18: I am very satisfied with the brand I am currently purchasing | 0.920 |
| Q19: Distinctive product attributes in my brand keeps me brand loyal | 0.767 |
| Q20: My loyalty towards a particular brand increases when I am satisfied with that brand | 0.742 |
| Q21: I do not repeat a purchase if I am dissatisfied about a particular brand | 0.339 |
| Q22: I attain pleasure from the brand I am loyal towards | 0.699 |

Questions 18 to 22, is confirmed as an adequate measure of *customer satisfaction*. This is confirmed as all questions loaded onto the factor reflect a loading above 0.300, indicating a pure antecedent. The total variance explained is 59.56%.

3.5.6 Culture

Table 3.12: Culture’s KMO and Bartlett's Test

| Culture: KMO and Bartlett's Test | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.638 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 146.949 |
| | df | 6 |
| | Sig. | 0.000 |

Table 3.12 shows that:

- *Culture’s* KMO score of 0.638 is still acceptable even though it is slightly below the preferred level of 0.700; and
- Bartlett’s test reading is below 0.005 which indicates that the data is appropriate for factor analysis.

The said readings suggest that the sample is acceptable, and that *culture* data is suitable to be subjected to factor analysis. The result of the exploratory factor analysis is presented in the table below.

Table 3.13: Culture’s Factor Analysis

| Culture: Factor Analysis | |
|---|----------|
| Question | Factor 1 |
| Q23: My choice of brands is in keeping with the choice made by other members in my cultural group | 0.792 |
| Q24: My loyalty towards a brand is based on the choice of brand used by my family | 0.807 |
| Q25: Religion plays a role in my choice and loyalty of brands | 0.476 |
| Q26: Family used brands indirectly assure brand security and trust | 0.675 |

Questions 23 to 26, is confirmed as a satisfactory measure of *culture*. This is confirmed as all questions loaded onto the factor reflect a loading above 0.300, indicating a pure antecedent. The total variance explained is 60.59%.

3.5.7 Perceived Value

Table 3.14: Perceived Value's KMO and Bartlett's Test

| Perceived Value: KMO and Bartlett's Test | | |
|--|--------------------|--------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.573 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 69.311 |
| | df | 6 |
| | Sig. | 0.000 |

Table 3.14 shows that:

- *Perceived Value's* KMO score of 0.573 is below the preferred level of 0.700. The measurement, however, does not disqualify the antecedent from not being validated to a factor analysis as the reading is still above the acceptable level of 0.500; and
- Bartlett's test reading is below 0.005 which indicates that the data is suitable for factor analysis.

The said readings suggest that the sample is acceptable, and that *perceived value* data is suitable to be subjected to factor analysis. The result of the exploratory factor analysis is presented in the table below.

Table 3.15: Perceived Value's Factor Analysis

| Perceived Value: Factor Analysis | |
|--|--------|
| Question | Factor |
| | 1 |
| Q27: My brand loyalty is based on product quality and expected performance | <0.300 |
| Q28: I have an emotional attachment to the brand I am loyal towards | 0.865 |
| Q29: Price worthiness is a key influence in my loyalty towards brands | 0.573 |
| Q30: The brands that I am loyal to enhances my social self-concept | 0.605 |

All questions in Table 3.15, with the exclusion of question 27, is confirmed as a satisfactory measure of *perceived value*. This is confirmed because all the other questions that loaded onto the factor with factor loadings higher than 0.300, indicating that it is a pure antecedent. Question 27 reflects a factor loading <0.300, which requires the question to be excluded from this factor analysis. The total variance explained is 46.89%.

3.5.8 Brand Performance

Table 3.16: Brand Performance's KMO and Bartlett's Test

| Brand Performance: KMO and Bartlett's Test | | |
|--|--------------------|--------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.592 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 23.012 |
| | df | 3 |
| | Sig. | 0.000 |

Table 3.16 shows that:

- *Brand Performance's* KMO score of 0.592 is acceptable as it is above 0.500. The preferred level of 0.700 has not been reached; and
- Bartlett's test reading is below 0.005 which indicates that the data is appropriate for factor analysis.

The said readings suggest that the sample is acceptable, and that *brand performance* data is suitable to be subjected to factor analysis. The result of the exploratory factor analysis is presented in the table below.

Table 3.17: Brand Performance's Factor Analysis

| Brand Performance: Factor Analysis | |
|--|--------|
| Question | Factor |
| | 1 |
| Q31: I evaluate a brand based on perceived performance | 0.676 |
| Q32: I will switch brand loyalty should a better performing chicken brand be available | 0.377 |
| Q33: I am loyal only towards the top performing brand | 0.515 |

Questions 31 to 33, is confirmed as a satisfactory measure of *brand performance*. This is confirmed as all questions loaded onto the factor reflect a loading above 0.300, indicating a pure antecedent. The total variance explained is 51.24%.

3.5.9 Relationship Proneness

Table 3.18: Relationship Proneness' KMO and Bartlett's Test

| Relationship Proneness: KMO and Bartlett's Test | | |
|--|--------------------|--------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.613 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 64.973 |
| | df | 10 |
| | Sig. | 0.000 |

Table 3.18 shows that:

- *Relationship Proneness'* KMO score of 0.613 is still acceptable even though it is slightly below the preferred level of 0.700; and
- Bartlett's test reading is below 0.005 which indicates that the data is suitable for factor analysis.

The said readings suggest that the sample is acceptable, and that *relationship proneness* data is suitable to be subjected to factor analysis. The result of the exploratory factor analysis is presented in the table below.

Table 3.19: Relationship Proneness' Factor Analysis

| Relationship Proneness: Factor Analysis | |
|--|--------|
| Question | Factor |
| | 1 |
| Q34: My loyalty towards brands is purely habitual | 0.462 |
| Q35: I do not necessarily purchase the same brands all the time | 0.813 |
| Q36: I always sample new brands as soon as they are available | 0.645 |
| Q37: I establish a brand purchasing pattern and seldom deviate from it | <0.300 |
| Q38: Loyalty programmes are reason I repeat brand purchases | 0.365 |

All questions in Table 3.19, with the exclusion of question 37, is confirmed as a satisfactory measure of *relationship proneness*. This is confirmed as all other questions loaded onto the factor reflect a loading above 0.300, indicating a pure antecedent. Question 37 reflects a factor loading <0.300, which requires the question to be excluded from this factor analysis. The total variance explained is 38.03%.

3.5.10 Brand Relevance

Table 3.20: Brand Relevance’s KMO and Bartlett's Test

| Brand Relevance: KMO and Bartlett's Test | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.825 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 227.768 |
| | df | 6 |
| | Sig. | 0.000 |

Table 3.20 shows that:

- *Brand Relevance’s* KMO score of 0.825 is adequate as it is above the preferred level of 0.700; and
- Bartlett’s test reading is below 0.005 which indicates that the data is suitable for factor analysis.

The said readings suggest that the sample is adequate, and that *brand relevance* data is suitable to be subjected to factor analysis. The result of the exploratory factor analysis is presented in the table below.

Table 3.21: Brand Relevance’s Factor Analysis

| Brand Relevance: Factor Analysis | |
|---|--------|
| Question | Factor |
| | 1 |
| Q39: The brands that I am loyal towards stand for issues that actually matter | 0.707 |
| Q40: The brands that I am loyal towards has a freshness about them and portrays a positive significance | 0.792 |
| Q41: I know that a brand is relevant through the brand messages communicated | 0.871 |
| Q42: The brands that I am loyal towards are constantly updating and improving to remain relevant | 0.835 |

Questions 39 to 42, is confirmed as a satisfactory measure of *brand relevance*. This is confirmed as all questions loaded onto the factor reflect a loading above 0.300, indicating a pure antecedent. The total variance explained is 73.14%.

3.5.11 Repeat Purchase

Table 3.22: Repeat Purchase's KMO and Bartlett's Test

| Repeat Purchase: KMO and Bartlett's Test | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.776 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 210.624 |
| | df | 6 |
| | Sig. | 0.000 |

Table 3.22 shows that:

- *Repeat Purchase's* KMO score of 0.776 is adequate as it is above the preferred level of 0.700; and
- Bartlett's test reading is below 0.005 which indicates that the data is suitable for factor analysis.

The said readings suggest that the sample is adequate, and that *repeat purchase* data is suitable to be subjected to factor analysis. The result of the exploratory factor analysis is presented in the table below.

Table 3.23: Repeat Purchase's Factor Analysis

| Repeat Purchase: Factor Analysis | |
|---|----------|
| Question | Factor 1 |
| Q43: I prefer to maintain a long-term relationship with a brand | 0.605 |
| Q44: I maintain a relationship with a brand in keeping with my personality | 0.862 |
| Q45: I maintain a relationship with a brand that focuses and communicates with me | 0.843 |
| Q46: I have a passionate and emotional relationship with the brand I am loyal to | 0.778 |

Questions 43 to 46, is confirmed as a satisfactory measure of *repeat purchase*. This is confirmed as all questions loaded onto the factor reflect a loading above 0.300, indicating a pure antecedent. The total variance explained is 69.72%.

3.5.12 Involvement

Table 3.24: Involvement's KMO and Bartlett's Test

| Involvement: KMO and Bartlett's Test | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.617 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 140.823 |
| | df | 6 |
| | Sig. | 0.000 |

Table 3.24 shows that:

- *Involvement's* KMO score of 0.617 is still acceptable even though it is slightly below the preferred level of 0.700; and
- Bartlett's test reading is below 0.005 which indicates that factor analysis is appropriate.

The said readings suggest that the sample is acceptable, and that *involvement* data is suitable to be subjected to factor analysis. The result of the exploratory factor analysis is presented in the table below.

Table 3.25: Involvement's Factor Analysis

| Involvement: Factor Analysis | |
|---|-------------|
| Question | Factor 1 |
| Q47: Loyalty towards a brand increases the more I am involved with it | 0.697 |
| Q48: Involvement with a brand intensifies my arousal and interest towards that brand | 0.910 |
| Q49: I consider other brands when my involvement with my brand diminishes | 0.488 |
| Q50: My choice of a brand is influenced by the involvement others have with their brand | 0.501 |

Questions 47 to 50, is confirmed as a satisfactory measure of *involvement*. This is confirmed as all questions loaded onto the factor reflect a loading above 0.300, indicating a pure antecedent. The total variance explained is 56.65%.

3.6 RELIABILITY OF RESULTS

The reliability and internal consistency of the factors as determined in the factor analyses is tested using the Cronbach Alpha coefficients. The results of each of the twelve antecedents are summarised in Table 3.26.

Table 3.26: Cronbach's Alpha reliability results

| Factor Description | Questions | Cronbach's Alpha | Number of items |
|------------------------|--------------------|------------------|-----------------|
| Brand Trust | All (Q1 - Q4) | 0.89 | 4 |
| Brand Affect | All (Q5 - Q7) | 0.71 | 3 |
| Brand Commitment | All (Q8 - Q12) | 0.90 | 5 |
| Switching Cost | Q13, Q14, Q15, Q17 | 0.77 | 4 |
| Customer Satisfaction | All (Q18 - Q22) | 0.78 | 5 |
| Culture | All (Q23 - Q26) | 0.77 | 4 |
| Perceived Value | Q28, Q30 | 0.71 | 2 |
| Brand Performance | All (Q31 - Q33) | 0.51 | 3 |
| Relationship Proneness | Q34, Q35, Q36, Q38 | 0.61 | 4 |
| Brand Relevance | All (Q39 - Q42) | 0.87 | 4 |
| Repeat Purchase | All (Q43 - Q46) | 0.85 | 4 |
| Involvement | All (Q47 - Q50) | 0.74 | 4 |

Table 3.26 proves that ten of the twelve antecedents' reliability are acceptable due to their alpha coefficients measuring above 0.70. Two antecedents, with Cronbach's Alpha coefficients of between 0.50 and 0.70, proved to be of lower reliability or internal consistency. They were the influences of *Brand Performance*, with a poor alpha coefficient of 0.51 and *Relationship Proneness*, with a questionable alpha coefficient of 0.61. These two lower reliable antecedents were, however, not unacceptable (Cortina, 1993:101).

3.7 IMPORTANCE OF RESEARCH VARIABLES

A 7-point Likert scale was used in the questionnaire to measure the brand loyalty of Kwazulu-Natal consumers towards their chicken brand of choice. Table 3.27 shows how the 7-point Likert scale is scaled and scored.

Table 3.27: Likert Scale

| Strongly Disagree | Disagree | Somewhat Disagree | Neither agree-nor disagree | Somewhat agree | Agree | Strongly agree |
|-------------------|----------|-------------------|----------------------------|----------------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

The Likert scale values for each of the twelve brand loyalty antecedents and their respective questions are then calculated as mean values. The mean values are then converted into a percentage figure. The interpretation of the percentages is dealt with as set out in Table 3.28.

Table 3.28: Means Score Interpretation

| Mean percentage | Interpretation options |
|-----------------|---|
| < 60% | Lower importance; Dissatisfaction; Immediate action required |
| 60% - 75% | Important; Satisfaction; Develop to become excellent |
| > 75% | Very important; Very satisfied/excellent, maintain to stay on top |

The standard deviation is then used and deployed as a secondary measure. The importance of the standard deviation usage is to serve as an indication to what extent the respondents have agreed nor disagreed on their responses to each of the questions.

3.7.1 Brand Trust

Table 3.29: Brand Trust's Mean and Standard Deviation

| Question | Mean Value | Mean Percentage | Standard Deviation |
|---|------------|-----------------|--------------------|
| Q1: I trust the brands I am loyal towards | 5.80 | 82.91% | 1.089 |
| Q2: I have confidence in the brands that I am loyal to | 5.83 | 83.29% | 1.090 |
| Q3: The brand I purchase is consistently high quality | 5.69 | 81.25% | 1.123 |
| Q4: The reputation of a brand is a key factor in me maintaining brand loyalty | 5.85 | 83.55% | 1.149 |

All the questions have mean percentages of higher than 75%. This indicates that every question about brand trust is labelled as very important when measuring consumers

brand loyalty towards their chicken brand. A further indication of the importance is that the overall mean for brand trust is 82.75%. The concepts of trust, confidence, quality, and reputation seems to be instrumental in developing brand loyalty for chicken brands. It is, therefore, crucial for chicken brands to create, improve, and maintain the reputation, confidence, and trust levels of its clients by supplying a constant high-quality product.

3.7.2 Brand Affect

Table 3.30: Brand Affect’s Mean and Standard Deviation

| Question | Mean Value | Mean Percentage | Standard Deviation |
|---|------------|-----------------|--------------------|
| Q5: I attain a positive emotional response through the usage of a brand | 5.31 | 75.89% | 1.178 |
| Q6: The brands that I am loyal towards makes a difference in my life | 4.88 | 69.64% | 1.465 |
| Q7: I am distressed when I am unable to use/purchase a particular brand | 4.26 | 60.84% | 1.718 |

The loyalty influence of brand affect falls in the important category as all three questions have a mean percentage of 60% and more. The overall mean of brand affect is 68.79% which further confirms the importance of this influence during a consumer’s formation of brand loyalty towards their chicken brand of choice.

3.7.3 Brand Commitment

Table 3.31: Brand Commitment's Mean and Standard Deviation

| Question | Mean Value | Mean Percentage | Standard Deviation |
|---|-------------------|------------------------|---------------------------|
| Q8: I have pledged my loyalty to a particular brand | 4.74 | 67.73% | 1.675 |
| Q9: I do not purchase/sample other brands if my brand is unavailable | 3.98 | 56.89% | 2.009 |
| Q10: I identify with the brands that I consume and feel part of the brand community | 4.76 | 67.98% | 1.699 |
| Q11: The more I become committed to a brand, the more loyal I become | 5.06 | 72.32% | 1.567 |
| Q12: I remain committed to brands even through price increases and declining popularity | 4.72 | 67.47% | 1.606 |

Four of the five questions relating to brand commitment are of importance when measuring consumers' brand loyalty towards their chicken brand of choice. Question 9, with a mean of 56.89%, indicates that consumers tend to sample and buy other chicken brands should their preferred brand not be available. This behaviour seems normal, given the nature of a chicken brand product as a form of protein. The mean for brand commitment in totality is 66.48%, confirming the overall importance of this influence on brand loyalty.

3.7.4 Switching Cost

Table 3.32: Switching Cost's Mean and Standard Deviation

| Question | Mean Value | Mean Percentage | Standard Deviation |
|---|------------|-----------------|--------------------|
| Q13: I do not switch brands because of the high cost implications | 4.57 | 65.31% | 1.604 |
| Q14: I do not switch brands because of the effort required to reach a level of comfort | 4.78 | 68.24% | 1.431 |
| Q15: I avoid switching brands due to the risks involved | 4.69 | 66.96% | 1.566 |
| Q16: I switch brands according to the prevailing economic conditions | 3.95 | 56.38% | 1.547 |
| Q17: I prefer not to switch brands as I stand to lose out on the benefits from loyalty programmes | 4.09 | 58.42% | 1.685 |

The importance of switching cost as an influence on the consumers' brand loyalty towards their chicken brand is confirmed in the overall mean of 64.73%. Questions 16 and 17 are of lower importance. The assumption can be made that due to the nature of chicken brand products, economic conditions do not have an important influence on consumers' behaviour of switching brands. Loyalty programmes is not an important influence in consumers brand loyalty towards their chicken brand.

3.7.5 Customer Satisfaction

Table 3.33: Customer Satisfaction’s Mean and Standard Deviation

| Question | Mean Value | Mean Percentage | Standard Deviation |
|--|-------------------|------------------------|---------------------------|
| Q18: I am very satisfied with the brand I am currently purchasing | 5.82 | 83.16% | 0.997 |
| Q19: Distinctive product attributes in my brand keeps me brand loyal | 5.38 | 76.79% | 1.224 |
| Q20: My loyalty towards a particular brand increases when I am satisfied with that brand | 6.00 | 85.71% | 1.040 |
| Q21: I do not repeat a purchase if I am dissatisfied about a particular brand | 5.45 | 77.81% | 1.587 |
| Q22: I attain pleasure from the brand I am loyal towards | 5.27 | 75.26% | 1.329 |

All five of the questions related to customer satisfaction have mean percentages of higher than 75%. This indicates that every question about customer satisfaction is labelled as very important when measuring consumers brand loyalty towards their chicken brand. An additional indication of the importance is that the overall mean for brand trust is 79.74%. The sensory trait and satisfaction a chicken brand product tend to give a consumer, seems to be very influential and important in measuring brand loyalty.

3.7.6 Culture

Table 3.34: Culture’s Mean and Standard Deviation

| Question | Mean Value | Mean Percentage | Standard Deviation |
|---|------------|-----------------|--------------------|
| Q23: My choice of brands is in keeping with the choice made by other members in my cultural group | 3.90 | 55.74% | 1.611 |
| Q24: My loyalty towards a brand is based on the choice of brand used by my family | 4.29 | 61.35% | 1.586 |
| Q25: Religion plays a role in my choice and loyalty of brands | 2.72 | 38.90% | 1.772 |
| Q26: Family used brands indirectly assure brand security and trust | 4.34 | 61.99% | 1.608 |

Culture is regarded as a lower important influence, with an overall mean of 54.50%. Question 24 and 26 reflect that family is an important influence when considering culture as an antecedent of brand loyalty. It is assumed that a perception of trust and security is created within a consumer by its family’s perception and support of a specific chicken brand.

3.7.7 Perceived Value

Table 3.35: Perceived Value’s Mean and Standard Deviation

| Question | Mean Value | Mean Percentage | Standard Deviation |
|--|------------|-----------------|--------------------|
| Q27: My brand loyalty is based on product quality and expected performance | 5.99 | 85.59% | 1.143 |
| Q28: I have an emotional attachment to the brand I am loyal towards | 3.95 | 56.38% | 1.815 |
| Q29: Price worthiness is a key influence in my loyalty towards brands | 4.98 | 71.17% | 1.554 |
| Q30: The brands that I am loyal to enhances my social self-concept | 3.88 | 55.48% | 1.697 |

The overall mean of perceived value is 78.38% and classified as an important influence. Once again, it is evident that chicken brands should focus on supplying a high-quality product as question 27 delivered a mean percentage of 85.59% and confirming this element as a very important antecedent of consumers' brand loyalty towards their chicken brand of choice.

3.7.8 Brand Performance

Table 3.36: Brand Performance's Mean and Standard Deviation

| Question | Mean Value | Mean Percentage | Standard Deviation |
|--|------------|-----------------|--------------------|
| Q31: I evaluate a brand based on perceived performance | 5.07 | 72.45% | 1.340 |
| Q32: I will switch brand loyalty should a better performing chicken brand be available | 5.07 | 72.45% | 1.587 |
| Q33: I am loyal only towards the top performing brand | 4.60 | 65.69% | 1.449 |

Brand performance returned an overall mean of 70.20%. Consumers tend to see brand performance as an important antecedent in the measurement of brand loyalty towards their chicken brands.

3.7.9 Relationship Proneness

Table 3.37: Relationship Proneness' Mean and Standard Deviation

| Question | Mean Value | Mean Percentage | Standard Deviation |
|--|------------|-----------------|--------------------|
| Q34: My loyalty towards brands is purely habitual | 3.83 | 54.72% | 1.445 |
| Q35: I do not necessarily purchase the same brands all the time | 3.97 | 56.76% | 1.747 |
| Q36: I always sample new brands as soon as they are available | 3.46 | 49.36% | 1.616 |
| Q37: I establish a brand purchasing pattern and seldom deviate from it | 4.59 | 65.56% | 1.516 |
| Q38: Loyalty programmes are reason I repeat brand purchases | 3.84 | 54.85% | 1.843 |

Consumers tend to see relationship proneness as a low importance antecedent in the measurement of their brand loyalty towards chicken brands. This is reflected as relationship proneness delivered the lowest overall mean of all antecedents of 53.92%. The only question with a mean value above 60% was question 37, indicating that consumers do tend to establish a buying pattern and that is of importance in formulating their brand loyalty.

3.7.10 Brand Relevance

Table 3.38: Brand Relevance’s Mean and Standard Deviation

| Question | Mean Value | Mean Percentage | Standard Deviation |
|---|-------------------|------------------------|---------------------------|
| Q39: The brands that I am loyal towards stand for issues that actually matter | 4.45 | 63.52% | 1.659 |
| Q40: The brands that I am loyal towards has a freshness about them and portrays a positive significance | 5.42 | 77.42% | 1.373 |
| Q41: I know that a brand is relevant through the brand messages communicated | 5.09 | 72.70% | 1.366 |
| Q42: The brands that I am loyal towards are constantly updating and improving to remain relevant | 5.16 | 73.72% | 1.449 |

Brand relevance delivered an overall mean of 71.84%, demonstrating its importance to consumers when they reflect their brand loyalty toward their chicken brand. Consumers indicated that chicken brands should focus on having a freshness about them as question 40 produced a very high level of importance with a mean value of 77.42%.

3.7.11 Repeat Purchase

Table 3.39: Repeat Purchase’s Mean and Standard Deviation

| Question | Mean Value | Mean Percentage | Standard Deviation |
|---|-------------------|------------------------|---------------------------|
| Q43: I prefer to maintain a long-term relationship with a brand | 5.10 | 72.83% | 1.439 |
| Q44: I maintain a relationship with a brand in keeping with my personality | 4.29 | 61.35% | 1.669 |
| Q45: I maintain a relationship with a brand that focuses and communicates with me | 4.47 | 63.90% | 1.781 |
| Q46: I have a passionate and emotional relationship with the brand I am loyal to | 3.94 | 56.25% | 1.866 |

The overall mean of repeat purchase is 63.58%, indicating consumers tend to see repeat purchase as an important antecedent in the measurement of their brand loyalty towards chicken brands. Having a long-term relationship seems to be the most important question one has to include as an antecedent when formulating consumers level of brand loyalty towards the chicken brand. Question 46 produced a lower importance indicating that consumers do not deem a passionate and emotional relationship with their chicken brand as important.

3.7.12 Involvement

Table 3.40: Involvement's Mean and Standard Deviation

| Question | Mean Value | Mean Percentage | Standard Deviation |
|---|-------------------|------------------------|---------------------------|
| Q47: Loyalty towards a brand increases the more I am involved with it | 4.67 | 66.71% | 1.635 |
| Q48: Involvement with a brand intensifies my arousal and interest towards that brand | 4.35 | 62.12% | 1.675 |
| Q49: I consider other brands when my involvement with my brand diminishes | 4.18 | 59.69% | 1.584 |
| Q50: My choice of a brand is influenced by the involvement others have with their brand | 3.86 | 55.10% | 1.670 |

Since the overall mean reflected a score of 60.91%, it shows that consumers consider involvement as an important factor towards their brand loyalty. Question 50 reflects that consumers do not deem the involvement that others have with their brand as important.

3.8 SUMMARY OF MEAN VALUES

Table 3.41: Summary of Mean value and Standard Deviation per antecedents

| Antecedent | Mean | Mean Percentage | Standard Deviation |
|------------------------|------|-----------------|--------------------|
| Brand Trust | 5.79 | 82.75% | 0.96 |
| Customer Satisfaction | 5.58 | 79.74% | 0.92 |
| Perceived Value | 5.49 | 78.38% | 1.05 |
| Brand Relevance | 5.03 | 71.84% | 1.25 |
| Brand Performance | 4.91 | 70.20% | 1.04 |
| Brand Affect | 4.82 | 68.79% | 1.17 |
| Brand Commitment | 4.65 | 66.48% | 1.44 |
| Switching Cost | 4.53 | 64.73% | 1.22 |
| Repeat Purchase | 4.45 | 63.58% | 1.41 |
| Involvement | 4.26 | 60.91% | 1.23 |
| Culture | 3.81 | 54.50% | 1.27 |
| Relationship Proneness | 3.77 | 53.92% | 1.13 |

According to the consumers of Kwazulu-Natal, the most important antecedents are *brand trust*, *customer satisfaction*, and *perceived value* during formation of brand loyalty towards a chicken brand of choice. A classification of importance of each antecedent influencing brand loyalty was done on the summaries found in Table 3.41 and Figure 3.6.

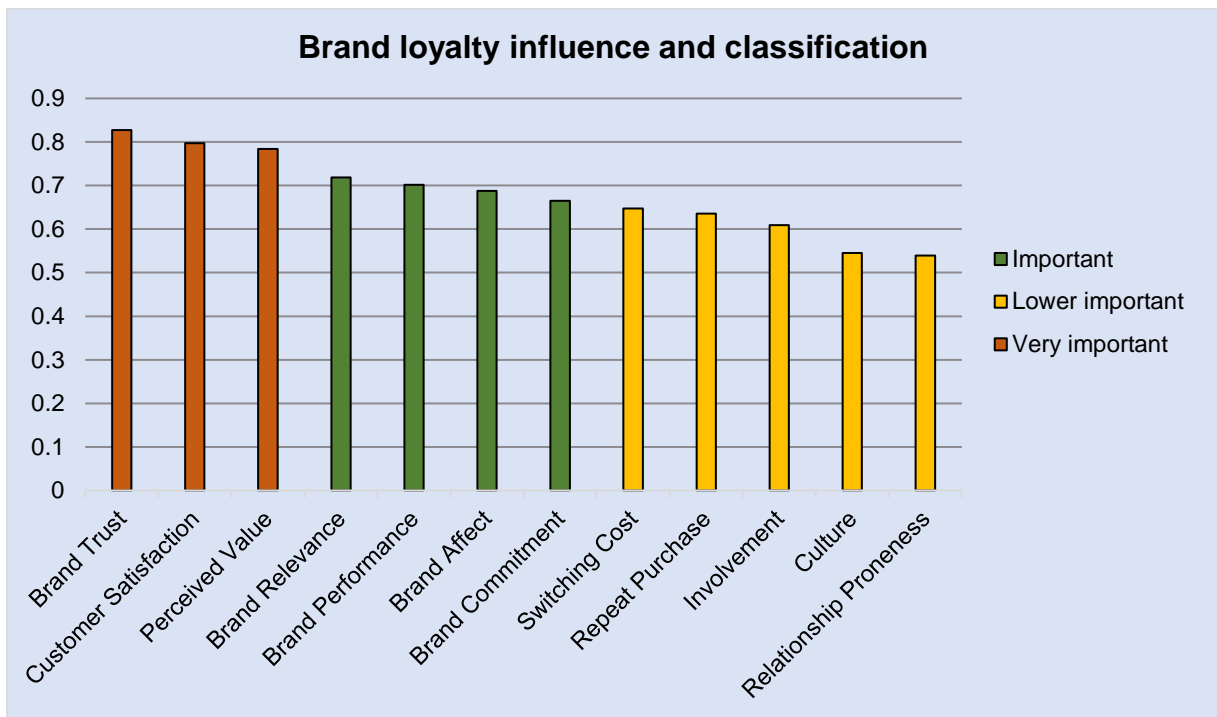


Figure 3.6: Brand loyalty influence classification by importance of the mean value

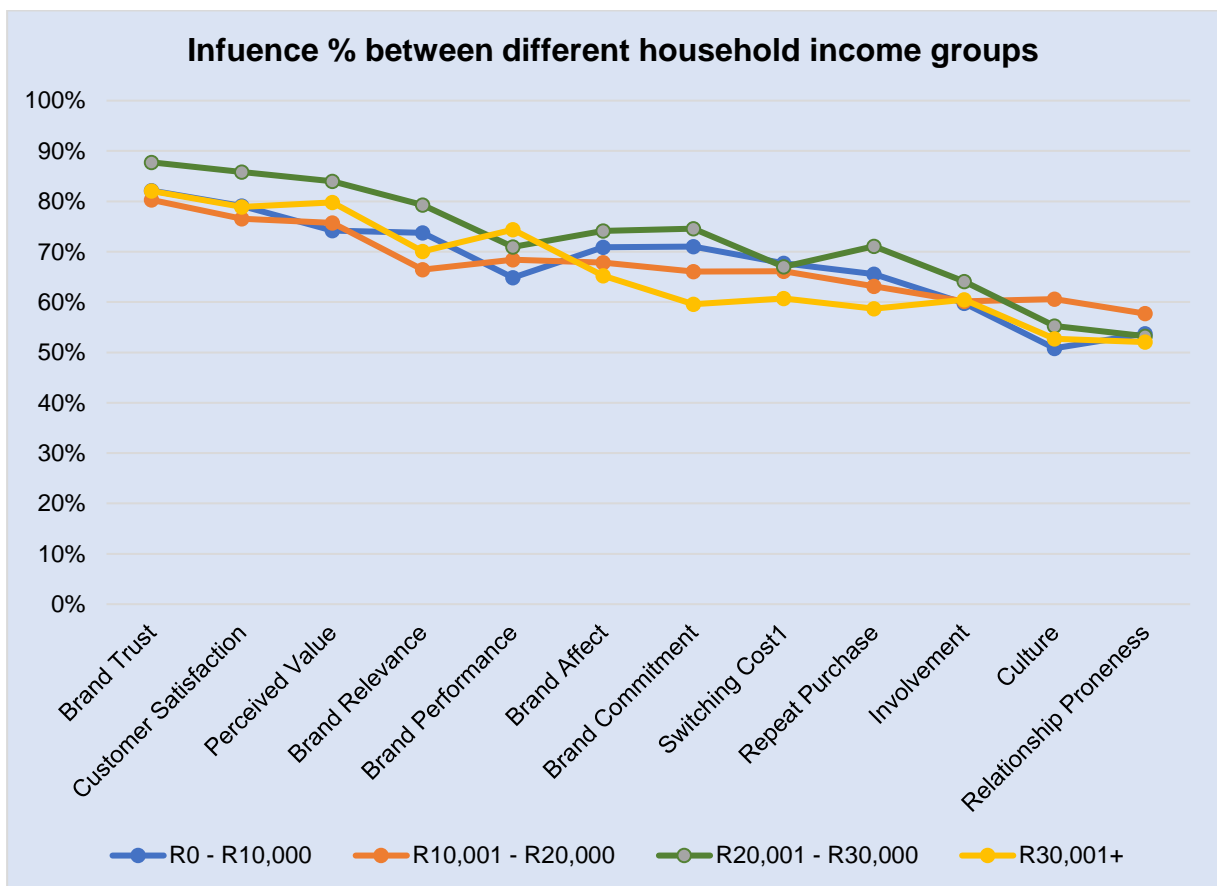


Figure 3.7: Influence percentage between different household income groups

Figure 3.7 compares the importance percentages of brand loyalty antecedents within the different household income groups. The different levels of household income were categorised into four groups as follow:

- R0 to R10,000: 25 respondents;
- R10,001 to R20,000: 25 respondents;
- R20,001 to R30,000: 21 respondents; and
- R30,001+: 40 respondents.

The correlation between considerations of importance shows that all the groups concur *Brand Trust*, *Customer Satisfaction*, and *Perceived Value* as very important antecedents when measuring brand loyalty towards their chicken brand of choice. The overall classification of antecedents' importance between the different income groups seems to follow the same trend. The following contrasts were found:

- Respondents receiving a household income between R20,001 to R30,000 reflected that *Brand Relevance* (mean value of 79%) is considered as a very important antecedent in measuring brand loyalty to their chicken brand of choice.
- Respondents receiving a household income above R30,001 regarded *Repeat Purchase* of lower importance (59% mean value) in formulating brand loyalty to their chicken brand of choice. All other income groups reflected that *Repeat Purchase* is important (> 60%) to them.
- All income groups, except the income between R10,001 to R20,000 indicated that *Culture* is of lower importance (< 60%) in their brand loyalty toward chicken brands. The income group of between R10,001 to R20,000, reflected that *Culture* is of importance (> 60%) to them.

3.9 SUMMARY

This chapter included the empirical research findings regarding the influences that affect brand loyalty in the chicken brand category. These findings are based on the conceptual framework developed by Moolla. Data were obtained by using an adapted questionnaire (Appendix A) that was initially developed by Moolla. This chapter also reported on the statistical validity and reliability of the data including an exploratory factor analysis of each of the twelve influences as antecedents on brand loyalty.

Chapter four concludes this study. The chapter focuses on conclusions and recommendations based on the findings of chapter three. Chapter four concludes with

areas identified for future research and a summary of the evaluation of the study's objectives.

CHAPTER FOUR

CONCLUSIONS AND RECOMMENDATIONS

4.1 INTRODUCTION

The preceding chapter presented the results that derived from the empirical research conducted upon the framework to measure brand loyalty.

In this chapter, conclusions and recommendations are given, grounded on the literature- and empirical study done in chapters two and three. This will be followed by areas for further research that have been identified. The chapter will be concluded by an evaluation to determine if the primary- and secondary objectives as identified in chapter one were met.

4.2 CONCLUSIONS AND RECOMMENDATIONS

This section of the chapter will primarily focus on giving conclusions and recommendations on the following elements:

- Reliability and validity of the data; and
- Analysis of the twelve brand loyalty antecedents.

4.2.1 Validity and reliability of data

The following conclusions and recommendations concerning the validity and reliability of the data are based on the empirical study done in chapter three of this study:

4.2.1.1 Conclusion 1

The Kaiser-Meyer-Olkin measure of sampling adequacy was used to determine the sample adequacy of this study and yielded an average measure of 0.697. All twelve brand loyalty antecedents delivered sufficient KMO measures between 0.573 and 0.846, which is within the acceptable limits for purposes of conducting exploratory factor analysis.

4.2.1.2 Conclusion 2

The Bartlett's Test of Sphericity examined the hypothesis that the population includes variables which are uncorrelated and confirmed that the relationship between the variables was acceptable and could be subjected to factor analysis.

4.2.1.3 Conclusion 3

The exploratory factor analysis was used to analyse the data, and it was found to be an appropriate statistical tool for this study. The variance in the brand loyalty antecedents was acceptably explained by the factors extracted.

4.2.1.4 Conclusion 4

In consideration of the secondary objective of this study to determine the reliability and internal consistency of the data, the Cronbach Alpha analysis returned the following results:

- None of the twelve brand loyalty antecedents has an unacceptable Cronbach Alpha value of under 0.50.
- Two of the twelve brand loyalty antecedents, have lower reliable Cronbach Alpha's of between 0.50 and 0.70. *Brand Performance* (0.51) was analysed and classified as a poor antecedent while *Relationship Proneness* (0.61) was questionable. The reliability of these two antecedents was not unsatisfactory; and
- Ten of the twelve brand loyalty antecedents have satisfactory to excellent Cronbach Alphas of above 0.70.

Considering the above, the Cronbach Alpha statistical analysis confirms that the data of this study can be regarded as reliable.

4.2.1.5 Recommendation 1

The following recommendation is presented in light of the conclusions reached on the reliability and validity of this study's data:

- It is recommended that the brand loyalty antecedent questionnaire initially developed by Moolla (2010:150) for purposes of the FMCG industry, can successfully be used to measure the brand loyalty antecedents in chicken brands.
- It is recommended that the statistical tools used in this study can successfully be applied within similar research projects.

4.2.2 Antecedents of brand loyalty

The following conclusions and recommendations concerning the twelve brand loyalty antecedents are based on chapter three's empirical study:

4.2.2.1 Conclusion 5

The statistical analysis confirmed that all twelve brand loyalty antecedents is valid to measure consumers' brand loyalty towards their chicken brand.

4.2.2.2 Conclusion 6

It can be concluded that the influences of *Brand Trust*, *Customer Satisfaction*, and *Perceived Value* are of utmost importance when measuring a consumer's brand loyalty towards its chicken brand of choice. All three of these antecedents have mean values above 75%, supporting the importance thereof.

The other important influences are: *Brand Relevance* (71.8%), *Brand Performance* (70.2%), *Brand Affect* (68.8%), *Brand Commitment* (66.5%), *Switching Cost* (64.7%) *Repeat Purchase* (63.6%), and *Involvement* (60.9%). The two antecedents regarded as less important are *Culture* (54.5%) and *Relationship Proneness* (53.9%).

4.2.2.3 Recommendation 2

Given the importance and advantages of having a brand loyal customer base, it is important for chicken brands to focus on generating, implementing and maintaining strategies which can enhance a consumer's experience of *Brand Trust*, *Brand Performance*, and *Perceived Value*.

4.3 SUGGESTIONS FOR FURTHER RESEARCH

The suggested areas that can be considered for future research are the following:

- Focus on extending the scale of the study, by measuring brand loyalty within chicken brand category, internationally.
- Conduct a study to determine the possibility of any additional antecedents that may exist in the formulation of consumers' brand loyalty towards its chicken brand of choice.
- Conduct a study to determine the relationship between brand loyalty and brand sustainability.
- Conduct a study to determine consumers' perception towards in-house labelled chicken brands.
- Conduct a similar study on other forms of meat brands, such as red meat brands.

4.4 BRAND LOYALTY FRAMEWORK FOR CHICKEN BRANDS

Figure 4.1 reflects a conceptual framework for chicken brands in measuring consumers' brand loyalty towards their chicken brand of choice. This was adapted from Moolla (2010:197). The figure depicts the twelve brand loyalty antecedents with its respective standard regression weight.



Figure 4.1: Conceptual framework: Brand loyalty towards a chicken brand

4.5 SUMMARY

Moolla’s brand loyalty conceptual framework for the FMCG industry was deployed as the basis for this study. The study aimed to determine if this framework applies to chicken brands. The main focus of this study, however, was to measure Kwazulu-Natal consumers’ brand loyalty towards their chicken brand of choice. To achieve the primary objectives, several secondary objectives were set and reached throughout this study.

Chapter one acknowledged the need to measure brand loyalty for chicken brands and explained the purpose, objectives and research methodology of this study. It also provided the structure and the areas of research conducted in each chapter.

Chapter two reflected on the concept of brand loyalty and the benefits of having brand loyal customers. The trade of South African commercial chicken was also reviewed. Chapter two was concluded on the literature measuring brand loyalty which incorporated the Moolla brand loyalty framework.

Chapter three presented the results of the empirical study, which included the validation of the questionnaire and the analysis of the data. It also explained on the methods used to conduct this study which included the sampling procedure, data collection, data analysis and statistical techniques used. The empirical findings focused on the demographic profile of the participants, the validity of the questionnaire and the reliability of the results obtained.

The final chapter, chapter four, of this study presented the adapted framework to measure brand loyalty towards a chicken brand. The chapter also provided conclusions and recommendations with regards to the antecedents of brand loyalty and statistical procedures used and the results obtained within this study. Areas for future research concluded the chapter.

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APPENDIX A: QUESTIONNAIRE

Research Questionnaire to measure the brand loyalty of Kwazulu-Natal consumers towards their chicken brand of choice

Section A - Demographic Information

1. Age 18-30 31-40 41-50 51-60 61+

2. Gender Male Female

3. Ethnicity Asian Black Coloured India White Other: _____

4. Which brand of chicken do you prefer to buy? Daybreak Festive Goldi Grain Field Supreme Other: _____

5. What is your monthly household income? R0 – R5,000 R5,001 – R10,000 R 10,001 – R20,000
R 20,001 – R30,000 R 30,001 – R40,000 R 40,001 +

Section B – Brand Loyalty

| Strongly Disagree | Disagree | Somewhat Disagree | Neither agree, nor disagree | Somewhat agree | Agree | Strongly agree |
|-------------------|----------|-------------------|-----------------------------|----------------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | | | | | | | |
|--|---|---|---|---|---|---|---|
| 1. I trust the brands I am loyal towards | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. I have confidence in the brands that I am loyal to | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. The brand I purchase is consistently high quality | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. The reputation of a brand is a key factor in me maintaining brand loyalty | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. I attain a positive emotional response through the usage of a brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6. The brands that I am loyal towards makes a difference in my life | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7. I am distressed when I am unable to use/purchase a particular brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8. I have pledged my loyalty to a particular brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9. I do not purchase/sample other brands if my brand is unavailable | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10. I identify with the brands that I consume and feel part of the brand community | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11. The more I become committed to a brand, the more loyal I become | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12. I remain committed to brands even through price increases and declining popularity | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13. I do not switch brands because of the high cost implications | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14. I do not switch brands because of the effort required to reach a level of comfort | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | |
|--|---------------|
| 15. I avoid switching brands due to the risks involved | 1 2 3 4 5 6 7 |
| 16. I switch brands according to the prevailing economic conditions | 1 2 3 4 5 6 7 |
| 17. I prefer not to switch brands as I stand to lose out on the benefits from loyalty programmes | 1 2 3 4 5 6 7 |
| 18. I am very satisfied with the brand I am currently purchasing | 1 2 3 4 5 6 7 |
| 19. Distinctive product attributes in my brand keeps me brand loyal | 1 2 3 4 5 6 7 |
| 20. My loyalty towards a particular brand increases when I am satisfied with that brand | 1 2 3 4 5 6 7 |
| 21. I do not repeat a purchase if I am dissatisfied about a particular brand | 1 2 3 4 5 6 7 |
| 22. I attain pleasure from the brand I am loyal towards | 1 2 3 4 5 6 7 |
| 23. My choice of brands is in keeping with the choice made by other members in my cultural group | 1 2 3 4 5 6 7 |
| 24. My loyalty towards a brand is based on the choice of brand used by my family | 1 2 3 4 5 6 7 |
| 25. Religion plays a role in my choice and loyalty of brands | 1 2 3 4 5 6 7 |
| 26. Family used brands indirectly assure brand security and trust | 1 2 3 4 5 6 7 |
| 27. My brand loyalty is based on product quality and expected performance | 1 2 3 4 5 6 7 |
| 28. I have an emotional attachment to the brand I am loyal towards | 1 2 3 4 5 6 7 |
| 29. Price worthiness is a key influence in my loyalty towards brands | 1 2 3 4 5 6 7 |
| 30. The brands that I am loyal to enhances my social self-concept | 1 2 3 4 5 6 7 |
| 31. I evaluate a brand based on perceived performance | 1 2 3 4 5 6 7 |
| 32. I will switch brand loyalty should a better performing chicken brand be available | 1 2 3 4 5 6 7 |
| 33. I am loyal only towards the top performing brand | 1 2 3 4 5 6 7 |
| 34. My loyalty towards brands is purely habitual | 1 2 3 4 5 6 7 |

| | |
|--|---------------|
| 35. I do not necessarily purchase the same brands all the time | 1 2 3 4 5 6 7 |
| 36. I always sample new brands as soon as they are available | 1 2 3 4 5 6 7 |
| 37. I establish a brand purchasing pattern and seldom deviate from it | 1 2 3 4 5 6 7 |
| 38. Loyalty programmes are the reason I repeat brand purchases | 1 2 3 4 5 6 7 |
| 39. The brands that I am loyal towards stand for issues that actually matter | 1 2 3 4 5 6 7 |
| 40. The brands that I am loyal towards has a freshness about them and portrays a positive significance | 1 2 3 4 5 6 7 |
| 41. I know that a brand is relevant through the brand messages communicated | 1 2 3 4 5 6 7 |
| 42. The brands that I am loyal towards are constantly updating and improving so as to remain relevant | 1 2 3 4 5 6 7 |
| 43. I prefer to maintain a long-term relationship with a brand | 1 2 3 4 5 6 7 |
| 44. I maintain a relationship with a brand in keeping with my personality | 1 2 3 4 5 6 7 |
| 45. I maintain a relationship with a brand that focuses and communicates with me | 1 2 3 4 5 6 7 |
| 46. I have a passionate and emotional relationship with the brand I am loyal to | 1 2 3 4 5 6 7 |
| 47. Loyalty towards a brand increases the more I am involved with it | 1 2 3 4 5 6 7 |
| 48. Involvement with a brand intensifies my arousal and interest towards that brand | 1 2 3 4 5 6 7 |
| 49. I consider other brands when my involvement with my brand diminishes | 1 2 3 4 5 6 7 |
| 50. My choice of a brand is influenced by the involvement others have with their brand | 1 2 3 4 5 6 7 |

THANK YOU FOR YOUR TIME!

APPENDIX B: LANGUAGE LETTER



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To whom it may concern

Re: Confirmation of language edit, typography and technical precision

The dissertation **Measuring brand loyalty of KwaZulu-Natal consumers towards their chicken brand of choice by M Schmulian (21087539)** was edited for language, typography and technical precision. The referencing and sources were checked as per NWU referencing guidelines (Harvard Style).

Final, last minute corrections remain the responsibility of the author.



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Precision ... to the last letter