

The value of measuring brand equity: The Ceres Fruit Juices case

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ABSTRACT

Measuring brand equity is an important brand management function but, the appropriateness of brand equity measurement methods remain a concern. This study applied levels three of brand equity measurement approach to have an understanding of consumers' brand perception. It is hoped that this understanding could give brand managers the necessary tool to develop and deploy effective and efficient brand management strategies and tactics. At Ceres Fruit Juices (CFJ), brand equity is used to improve competitive marketing actions, gain larger margins, intermediary co-operation and management support for brand extension.

This study measures CFJ Brand equity to understand consumers' perception so that this understanding can be used to develop responsive brand management strategies and tactics. Brand equity measurement methods and model found in the literature shows that measurement success depends on the suitability of the method used. However, customers' perception is at the centre of brand equity measurement approach – level three used in this study.

With merger and acquisition taking place at Ceres Fruit Juices, brand equity measurement emerged as an important brand management function to leverage real brand value. This would inevitably lead to an improvement in customer service through adequate understanding of customers brand perception. Understanding gives brand managers the necessary tool to deploy responsive and efficient brand management strategies and tactics to lessen the severity of the negative impact merger and acquisition may have on brand equity. Thus, this study found measurement model and method to be an essential element of brand equity measurement.

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DEDICATION

I dedicate this dissertation to my wife Anganawe, for her support, understanding and the encouragement she provided for many years and in particular, at the time of writing this thesis.

I also dedicate this thesis to my little boy, Musa and my friend, Mandla for the moral support they provided.

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CHAPTER 1

1.1 BACKGROUND AND RATIONALE

A brand represents the valuable benefits of a product or service that influence consumer loyalty. The loyalty enjoyed by customers through the sale of product and the provision of service provides security of sustained future revenues to brand owner. These benefits and value directly or indirectly accrued is often called brand equity (Kapferer, 2005; Keller, 2003). Brand equity is therefore the power of a brand that lies in the minds of consumers and what they have experienced and learned about the brand over time which can be in thoughts, words, and actions of consumers. Although, the above discussion on brand equity measurement places consumers at the centre of the measurement exercise, brand equity measurement can be approached at three levels. These levels are: the firm level, product level, consumer level.

Firm Level: At this level, brand equity measured the brand as a financial asset. This measurement examines the monetary value of the brand to determine its net worth as an intangible asset. This can be achieved by taking the value of the firm – its market capitalization and subtract tangible assets. The result of this calculation would be intangible or the brand equity.

Product Level: At the product level, brand measurement compares the price of two products and the price difference is brand equity.

Consumer Level: This level examines the perceptions of consumers and identifies evidence of consumer-brand associations. This method also examines brand awareness (recall and recognition) and brand image (the overall associations that the brand has). Free association tests and projective

techniques are commonly used to uncover the tangible and intangible attributes, attitudes, and intentions about a brand.

This study measures the Ceres Fruit Juices (CFJ) at the consumer level with a view to understand consumers' perception of the Ceres Fruit Juices Brand.



Building a strong brand in the market is the goal of many organizations because it provides a host of benefits to a firm. These benefits include, but not limited to, competitive marketing actions, larger margins, greater intermediary co-operation and management support for brand extension opportunities (Ballester & Aleman 2005:187). This notion is further evidenced by the amount of money beverage companies in South Africa are spending in advertising and promotions for example, the Ceres Fruit Juices case. This company is committed to the establishment and management of mutually beneficial relationship with business partners and progressively invest in brand equity measurement initiatives.

Recently, due to costly exercise involved in developing and establishing new brands as a result of new product failures and escalation of new product development cost, like other companies, Ceres Fruit Juices have resorted to less costly and easier ways to increase brand equity and value of the company through the development, acquisition and management of new product lines, (Richards, Foster & Morgan 1998, 47:54). In the past 5 years Pionner foods in South Africa acquired Ceres Fruit Juices, Continental

Beverages, Moirs, got a licence to distribute Pepsi, and more recently Ceres Fruit Juice which is a subsidiary of Pionner Foods acquired Ceres Water Company (Richards et al, 1998, 47).

1.2 PROBLEM STATEMENT AND SUB PROBLEMS

The aim of this study is to evaluate the benefit of brand equity measurement at Ceres Fruit Juices and address the value of conducting brand equity by analysing the current brand equity measurement models. To address the main research problem, the following sub-problems can be identified:

- Which brand equity tracking metrics should be applied
- Which model should be applied to evaluate the brand equity for Ceres fruit Juices.
- Is there a gap in the current brand equity measurement model?

1.3 OBJECTIVES OF STUDY

In an attempt to address the research problem and sub-problems, the objectives of this study are to:

- Get adequate understanding of brand equity measurement through a review of the literature;
- examine measurement model and identify a suitable model to measure brand equity at Ceres Fruit Juice
- Make recommendations on the best model to be employed in brand equity measurement.

1.4 LITERATURE REVIEW

1.4.1 Brand definition.

A brand is defined as “a name, term, sign, symbol, design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition (Keller, 2003:3). Furthermore, a brand can be defined as an expectation or promise of an experience. Whether that expectation is trusting, authoritative, Innovative, or fun, a brand is a short-hand for describing the way a business, organization, product , service, celebrity or other entity relates to its stakeholders(e.g. customers, donors, employees, investors, volunteers, suppliers relate and/or associate with it.

A strong brand impacts on everything from ability to recruit top talent to opportunity to grow the bottom line. Leuthesser, Kohli and Harich (1995:57) offer different definition and defines brand as “a name, symbol, design, or some combination which identifies the product of a particular organisation as having a substantial, differentiated advantage”. To most of the above author, a brand suggests the best choice of something the customer knows and will react to. In short, it is important to note that a brand is not just a brand from an intrinsic point of view, but has other components such a logo, symbol, and packaging design attached to it (Aaker, 1993:347). That’s why it is important to highlight the difference between a brand and product when deploying a brand equity measurement model.

1.4.2 Product vs. brand

Wall Street and Madison Avenue know the difference between the terms product and brand. However, most consumers use them interchangeably, but, a product is something that tends to offer a functional benefit, where as a brand is a name, symbol, design, or mark that enhances the value of a particular product or service (Keller, 2003:4). A product according to Kotler, (1990:21) is anything that can be offered to a market for attention,

acquisition, use or consumption that might satisfy consumers' need or want. Furthermore, a product is described as a physical good (e.g. Fruit Juices, a cereal, tennis racquet, or automobile), service (e.g. an airline, bank or supermarket), person (e.g. political figure, entertainer, professional athlete).

On the one hand, a brand is a product. On the other hand, a brand is used to differentiate one product from the other. These differences may be rationale and tangible-related to product performance of the brand – or more symbolic, emotional, and intangible (Keller, 2003:4). From these definitions it is appropriate to conclude that there is difference between a brand and a product.

1.4.3 Brand equity

Aaker (1996:111) defines brand equity as a set of assets and liabilities linked to a brand's name and symbol that adds to or subtracts from the value provided by a product or service to a customer. However, many factors can be attributed to the value of the brand for example quality, awareness, and brand image.

Brand equity as a differentiating factor can influence consumers' response to brand marketing activities. In an attempt to define the relationship between customers and brands, the term brand equity in the marketing literature emerged (Rooney, 1995:49).

The emergence of this, term brand equity stimulated debate amongst academic and practitioners producing various other definitions listed below:

- Brand equity can be discussed from the perspective of the manufacturer, retailer, or the customer. While manufactures and retailers are arrested in the strategic implications of brand equity,

investors are more sympathetic for a financially defined concept. The total value of a brand as a separable asset when it is sold, or included in a balance sheet (Abratt, Russell & Geoffrey, 2003:21).

- A measure of strength of consumer's attachment to a brand
- A description of the associations and beliefs the consumer has about the brand
- Brand Equity has been described as the added value endowed by the brand to the product (Myers, 2003 :39-51)

Brand managers have realised that parity exists in most categories as a result of "Copy cat" or look-alike advertising and proliferation of brands (Aaker, 1991; Walgreen et al, 1995). This phenomenon has resulted in brand managers engaging in various consumers' research to identify the unique positioning of brands for differentiation purposes. The promotion of brands by retailers and manufacturers resulted in some instances, the erosion of brand equity. To achieve long term sustainability, it is therefore useful to implement long term profitability strategies through brand equity measurement. Ceres Fruit Juices conduct research annually to measure the value of its brand equity.

Unlike developments at conceptual level, the literature does not address satisfactory coverage of a number of additional pressing issues such as the impact of attributes, and the results of these and impact on preference. The use of attributes both intangible and tangible could lead to a favorable bias in attribute perceptions and thus an increase in brand equity.

An understanding of the source of a brand's equity for the firm and competitors' brands is essential for a brand manager to enhance the brand's equity relative to those of competitive brands. For example, in some categories, a branded products name is considered by consumers as the

name of category such as “Coke” for a consumer wanting to request a soft drink (Keller, 2003:49; Wood, 2000: 662).. Another example in South Africa Colgate has become the category name for anyone wanting to buy tooth paste. The concept of brand equity can offer a company various benefits.

1.4.4 The benefits of brand equity

Brand equity improvement increases business value and provides many strategic advantages to the company.

1. Positive brand equity allows you to charge a price premium relative to competitors with less brand equity
2. Strong brand names simplify the decision process for low-cost and non-essential products.
3. Brand names can give comfort to buyers unsure of their decision by reducing their perceived risk.
4. Brand names are used to maintain higher awareness of products and they provide for continuity when companies are acquired or reorganized.
5. Companies use brand equity to gain leverage when introducing new products
6. The brand name is often interpreted as an indicator of quality.
7. Strong brand equity insures that your products are considered by most buyers.
8. Strong brand equity can be linked to a quality image that buyers want to be associated with
9. Higher brand name equity leads to greater loyalty from customers
10. Strong brand equity is best defense against new products and new competitors.
11. Improvements in brand equity lead to higher rates of product trial and repeat purchasing due to buyers awareness of the brand, approval of

its image/reputation and trust in its quality.

1.4.5 Sources of brand equity

What causes brand equity to exist? How do marketers create brand equity? Customer-based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory (Leiser, 2004:217). In some cases, brand awareness alone is sufficient to result in more favorable consumer response, for example, in low involvement decision settings where consumers are willing to base their choices merely on familiar brands (Muzellec, & Lambkin, 2006:803).

In most other cases however, the strength, favorability, and uniqueness of the brand associations play a critical role in determining the differential response making up the brand equity (Mackay, 2001:38). The measurement of the Ceres Fruit Juices brand equity undertaken in this study collects insightful data from loyal customers to understand brand equity performance. Therefore, customers are the main sources of data used in brand equity measurement.

Furthermore, consumers' brand perception can be regarded in the same way as a representative version of the product or service. This is also true for products and services in the category. Whilst consumers' perception remains an important element of brand equity measurement, their response to brand marketing would vary in different marketing situations. But, if the brand has some salient and unique associations, then consumer response is expected to differ (Keller, 2003:67). However, it is important to note that premium brands have a better chance of being remembered, for example, Coke and

Colgate.

For branding strategies to be successful, consumers should be convinced of the applicability of management strategies used to develop and promote individual product and services. This conviction is useful in creating consumers' interest on, and loyalty to the brand. Therefore, brand equity is created if consumers are convinced that there are meaningful differences among brands in the product or service category (Chernatony, 1997:58; Keller, 2003:67). In the beverage category where Ceres Fruit Juices is operating the dilutable beverages like Oros and Wild Island are faced with proliferation of new products that gradually erode the value of brands. The key to branding these categories of products are the understanding of the consumers' perception.

Thus, establishing high brand awareness and a positive brand image in the consumer memory in terms of strong, favourable, and unique brand associations is important (Keller, 2003:67). Atilgan, Aksoy and Akinci (2005: 237) reiterates that customer based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favourable, and unique brand associations in memory. The challenge to brand managers is thus to ensure that they understand how much equity about their brands is captured in the consumers mind, this means that they have to embark in rigorous brand measuring and tracking of their brands consistently and systematically.

1.4.6 Measuring brand equity

The methods for measuring brand equity usually are financial or consumer related. The most common financial measures focus mostly on stock prices or brand replacement (Myers, 2003:50). Simon and Sullivan (1993:33) used

movements in stock prices to capture the dynamic nature of brand equity, on the theory that the stock market reflects future prospects for brands by adjusting the price of firms. Mahajan et al (1991:48) used the potential value of brands to an acquiring firm as an indicator of brand equity.

Another financial measure applicable only when launching a new product is based on brand replacement or the requirements for funds to establish a new brand, coupled with probability for success (Simon & Sullivan, 1993:33). An interesting example is portrayed in KZN South Africa where Ceres Fruit Juices owns the Daly's brand which has been the number 1 squash brand in that market, however, Halls launched a competitor product against Daly's with the same product intrinsic and took away 50% of Daly's share in 1 year Halls has easily displaced Daly's brand as the number 1 brand in Kwazulu Natal because of Halls brand equity.

Finally, one of the most publicized financial methods is used by Financial World (FT) in its annual listing of world –wide brand valuation (Ourunsoff, 1993:44). Financial World formula calculates net brand –related profits, then assigns a multiple based on brand strength, (defined as a combination of leadership, stability, trading environment, internationality, ongoing direction, communication support, and legal protection)(Myers, 2003:48).

In the marketing literature, operationalising brand equity generally falls into two groups: Those involving consumer perceptions (such as awareness, brand associations, or perceived quality) and that involving consumer behavior such as brand loyalty and the focus on paying a price differential (. On the perceptual front, one measurement, technique Aaker (1991:66) uses consumer preference ratings for a branded product versus an unbranded equivalent. Many other authors Louviere and Johnson (1998) Yovovich (1998) Sharkey (1989) MacLauchlan and Mulhern (1991) treat brand equity

as brand name importance, since the name of a brand is often its core indicator.

Here the researchers are attempting to understand the underlying attitudes behind brand equity, which is the basis for brand equity construct. For a manager, these attitudes will and do reflect the underlying motivation or incentive for the eventual actions of the consumers. The downside is that these measures only do not provide actual market place behavior, which is essential for managers to draw conclusions relative to other brands and their positioning (Meenagaham, 1995: 22).

1.5 RESEARCH METHODOLOGY

In an attempt to address the objectives of the research, two broad procedures will be followed, namely a literature study and quantitative research will be analyzed.

A literature review comprising books, journals, the Internet and electronic databases will be conducted to provide conclusions and recommendations to Ceres Fruit Juices on best practice in measuring brand equity. For the study, the literature study will focus on brand equity management, measurement and tracking models. A quantitative study method was used to analyse and interpreted the brand equity measurement model. To achieve this, a case study of CFJ brand equity measurement and tracking was analysed to identify gaps within the model.

1.6 DELIMITATION OF THE STUDY

To make the topic manageable, the study will be limited to three aspects. Management, measurement and analysis of brand equity and assessing the

value of brand equity

1.7 DEFINITION OF CONCEPTS

For the purpose of the research, these concepts must be defined as they apply to the research problem of this study

- Brand
A brand is a name, symbol, design, or some combination which identifies the product of a particular organization as having a substantial, differentiated advantage.
- Brand equity
It is a set of assets and liabilities linked to a brand's name and symbol that adds to or subtracts from the value provided by a product or service to a customer.
- Brand Awareness
Awareness reflects the salience of the brand in the customer's mind. It is the ability identifies a brand as associated with a product category.
- Brand Image
Creating a brand image involves getting customers to know that the brand exists. Once a brand has been separated from the crowd, it is easier to develop its image.
- Brand loyalty.
Brand loyalty is when consumers make repeat purchase over a period of time with their relationships with them. Brand loyalty is a core dimension of brand equity. A loyal customer base represents a barrier to entry, a basis for a price premium, and protection against intense price competition (Motameni & Shahrokhi, 1998: 275).
- Brand equity measurement
This is the estimation of brand power to identify impact generated on consumers brand equity may be measured considering brand profiling

and conversion factors in a given market.

1.8 SIGNIFICANCE OF RESEARCH

This study is expected to contribute to the literature on brand management and brand equity measurement. The research is thus important for the following reasons:

- There is growth in mergers and takeovers hence the need to evaluate brands before acquiring and after acquiring.
- There is need to consistently manage brands in line with consumer needs and wants
- To distinctly position brands against competitors

1.9 CHAPTER OUTLINE

The treatise will be divided into five chapters.

Chapter 1 will provide details on the rationale for the study, the objectives to be achieved and the research design.

Chapter 2 will render a detailed discussion of the research methodology, including data types, data collection methods and techniques, questionnaire design and data analysis.

Chapter 3 will comprise of a literature study, focusing brand equity, brand equity measurement and brand equity models.

Chapter 4 will present the major findings resulting from the empirical, literature study and from desk research at CFJ.

Chapter 5 will consist of a summary of the study and draw the conclusions and recommendations based on both the literature and the case study.

CHAPTER 2: RESEARCH DESIGN AND METHODOLOGY

2.1 INTRODUCTION

Chapter 1 explained the rationale and background to the research, the research problem and objectives, and the significance of the study. Chapter 2 focuses on the research design and methodology. This chapter commences with a brief description of the secondary research, followed by a detailed discussion of the primary research. The discussion of the primary research includes the categories of research, a comparison of quantitative and qualitative research, data collection methods and techniques, questionnaire design, sample selection and data analysis. Chapter 3 contains a literature study in an attempt to provide a conceptual framework for the empirical study.

2.2 SECONDARY DATA COLLECTION

Secondary data is “data which has been collected by someone else and which already exists before the problem was identified” (Blythe 2006:216). Although collected for other purposes, secondary data may be helpful in a research project (Parasuraman, Grewal & Krishnan 2004:92). Proctor (1997:54) maintains that secondary data can be useful in one or more of three ways in marketing research:

- During the situation analysis stage, secondary data is useful to gain clarity on the research problem that needs to be investigated.
- During the preliminary investigation, secondary data is useful to suggest methods and techniques for collecting primary data and types of data.
- During the data reduction stage, secondary data is useful for the interpretation and evaluation of primary data.

Secondary data offers two important advantages. First, it is less expensive to gather than primary data. Second, researchers spend less time to locate and use secondary data than primary data. However, the major drawback of secondary data is that it often does not exactly match the current research problem (Kurtz & Boone, 2006:262). Secondary-data sources consist of internal sources and external sources. Internal sources are within the organization, such as sales reports and inventory records. External sources are outside the organization, such as newspapers, journals, books and online databases (Parasuraman et al, 2004:100).

In this study, secondary data was collected from both internal and external sources. In terms of internal sources the intranet and information contained in the website was used. In terms of external sources, a study of books, journals, articles and electronic databases (such as Emerald) was undertaken. Both the internal and external secondary data was expected to provide a conceptual framework for the research. The literature review is contained in Chapter 3.

2.3 RESEARCH DESIGN

A research design forms the framework of the entire research process and ensures that the information obtained is relevant to the research problem. Research designs can be classified into three categories: exploratory, descriptive and causal (Chisnall, 2001:34).

2.3.1 Exploratory research

Exploratory research is undertaken to gain background information about the general nature of the research problem. It is usually conducted when the researcher does not know much about the problem and needs additional

information (Burns & Bush 2006:117). According to Tustin, Ligthelm, Martins and Van Wyk (2005:84), the research methods used in this research design are highly flexible, unstructured and qualitative. Literature reviews, in-depth interviews, focus groups, and observation are typical exploratory approaches.

2.3.2 Descriptive research

Descriptive research studies are used to answer who, what, when, where and how questions (Tustin et al 2005:86). In contrast to exploratory research, descriptive designs stem from substantial prior knowledge of the problem area (Chisnall 2001:35). The research methods used in this research design are structured and quantitative. Personal interviews, intercept surveys, telephone interviews, and mail surveys are typical descriptive approaches (Tustin et al 2005:86). Descriptive studies are essential in many situations. Market demand, customer profile, and industrial phenomena which characterise market behaviour, are generally covered in descriptive terms (Chisnall 2001:36).

2.3.3 Causal research

Causal research is designed to collect raw data that enables the researcher to determine cause-and-effect relationships between two or more variables. It is most appropriate when the research objectives include the need to understand which variable is the cause of the dependent phenomenon (Hair, Bush & Ortinau 2006:64). Experiments have the greatest potential for establishing cause-and-effect relationships because they enable researchers to examine changes in one variable while manipulating other variables under controlled conditions (Hair et al, 2006: 64). Considering the research objectives, the current study did not aim to investigate cause-and-effect relationships between variables. Therefore, this form of research design was

not an appropriate option for the current study.

2.4 QUALITATIVE AND QUANTITATIVE RESEARCH

Quantitative research collects data from a large number of respondents with the intention of projecting the results to a wider population. However, qualitative research seeks insights through personal value judgments from which it is difficult to draw any collective general conclusions. Tustin et al (2005:89) stated that the line between qualitative and quantitative research is not always clear. Some qualitative research generates numbers that can be statistically analysed, while others use semi-structured questionnaires to generate data requiring qualitative analysis.

A qualitative approach is preferred to quantitative research if the purpose of the research is to understand a problem. Quantitative research, on the other hand, is more appropriate if the purpose of the research is to address a specific problem. Therefore, quantitative research was employed in the current study because the aim was to evaluate the current brand equity model employed by CFJ and providing a conceptual model that can be employed to effectively measure brand health and brand equity.

2.5 DATA COLLECTION METHOD

According to Jankowicz (2005:220), several methods are commonly used in marketing research and the choice varies according to the nature of the research problem. The main methods include:

- explicatory methods in which researchers direct research questions at written sources, making judgments about the data using historical review, or at people, drawing conclusions based on observation;
- case studies in which researchers use a variety of techniques in the

- workplace setting to explore issues in the present and in the past;
- experimental methods in which researchers test cause-and-effect relationships between two or more variables; and
 - surveys in which researchers collect large amounts of raw data using question-and-answer formats from a large number of people.

Surveys typically involve large sample sizes and allow the collection of significant amounts of data in an economical and efficient manner. Key advantages of surveys include standardisation; ease of administration; ability to uncover “unseen” data; ease of analysis; and sensitivity to subgroup differences (Burns & Bush 2006:235-236). Based on the exploratory and descriptive nature of this study, both the explicatory and survey methods were used to address the research problem. The explicatory method was applied to collect secondary data, with the aim of providing a conceptual framework for the research; the survey method was employed to collect primary data.

2.6 DATA GATHERING TECHNIQUES

There are four types of survey methods, namely interviewer-administrated and self-administrated paper-based surveys, or interviewer-administrated and self-administrated computer-based surveys (Tustin et al 2005:143). Table 2.1 provides an overview of survey methods being used to collect data.

TABLE 1: SURVEY METHODS

	INTERVIEWER-ADMINISTRATED		SELF-ADMINISTRATED	
Paper-based	Personal interviews		Mail surveys	
	Intercept surveys		Panel surveys	
	Telephone interviews		Drop-off surveys	
Computer-based	Computer-aided interview	personal	Computer-aided interview	self
	Computer-aided interview	telephone	Electronic mail surveys	
	Online focus group			

Source: Adapted from Tustin et al (2005:146)

A questionnaire was chosen to gather primary data for the current study.

Self-administrated paper-based surveys can be classified into three types: mail, panel and drop-off surveys. In a mail survey, a questionnaire is delivered to selected respondents and returned to the researcher by mail. In a panel survey, a questionnaire is sent to a group of people who have agreed in advance to participate. However, in a drop-off survey, a questionnaire is hand-delivered to selected respondents and the completed questionnaires are later on collected by the researcher (Hair et al 2006:241-243).

A drop-off survey was chosen to collect primary data for the current research. By using drop-off questionnaires, residential students were better motivated to complete the questionnaire because they have met the researchers or their representatives.

2.7 QUESTIONNAIRE DESIGN

A questionnaire is a data collection instrument that includes a set of

questions designed to generate the data necessary for accomplishing research objectives (). A questionnaire is an important tool in conducting surveys and serves five key functions:

- It translates the research objectives into specific questions.
- It standardises questions so respondents respond to identical stimuli.
- It fosters cooperation and keeps respondents motivated.
- It serves as permanent records of the research.
- It speeds up the process of data analysis (Burns & Bush 2006:300).

In the current research, a self-administrated questionnaire was used to obtain primary data from target market. The next section explains the questionnaire structure, question format, and pre-testing.

2.7.1 Questionnaire structure

Proctor (1997:132) points out that a questionnaire consists of three major parts, namely the introduction, the body, and the basic data. The introduction is normally referred to as a cover letter; the body consists of questions that cover information needed to solve the research problem; the basic data includes demographic profiles of respondents, such as gender and age.

2.7.2 Question format

Two main types of questions are commonly used in surveys, namely open-ended and closed-ended questions (Chisnall 2001:138). Open-ended questions are unstructured questions that present no response options to the respondent. The respondent is instructed to respond in his or her own words (Burns & Bush 2006:270). This type of question requires more thinking and effort from respondents (Hair et al 2006:430). Closed-ended questions are structured questions that list response options on the questionnaire that can

be selected quickly and easily (Burns & Bush 2006:271). This type of question reduces the amount of thinking and effort required by respondents (Hair et al 2006:430).

2.8 SAMPLE SELECTION

Sekaran (2000:267-268) defines sampling as “the process of selecting a number of elements from the population so that by studying the sample, and understanding the characteristics of the sample, it would be possible to generalize the characteristics to the population”. The next section explains the target population, sampling method and sample size relevant to the current research.

2.8.1 Target population

A target population is “the entire group under study as specified by the research objectives” (Burns & Bush 2006:330). It is essential to define the target population precisely since failure to do so will lead to the ineffective solving of a research problem (Proctor 1997:73).

This research incorporates a collection of questions from a number of different respondents within the target population. The demographic of this target population is outlined below:

- 2000 interviews are conducted in the seven major metropolitan areas of South Africa
- 1260 black, 385 white, 240 coloured and 115 Indian interviews are conducted
- The sample includes both men and women, in ratios proportionate to the population

- The sample is also in the correct proportions to be representative of all race groups
- Respondents are interviewed in-home
- All interviews are conducted using random suburb sampling to obtain representative samples

2.8.1.1 Constraints imposed on this study

- Respondents are required to be 18 years and older to qualify for the interview
- Language quotas (whites only)
- Formal/informal dwelling quotas (blacks only)

TABLE 2: SAMPLE BREAKDOWN BY ETHNIC GROUP AND AREA

Areas	Black	White	Coloured	Indian	Total
JHB/Pretoria	805	230	40	30	1105
Cape Town	110	75	160	10	355
Durban	205	40	10	75	330
PE/East London	110	30	30	-	170
Bloemfontein	30	10	-	-	40
Total	1260	385	240	115	2000

TABLE 3: A TYPICAL SAMPLE PROFILE

AGE	18 – 24 years	25 – 34 years	35 – 49 years	50+ years
	24%	31%	28%	18%

WORKING STATUS	Working full-time	Working part-time	Self-employed	Student/Retired/ Housewife	Unemployed
	39%	13%	4%	22%	23%

MONTHLY HOUSEHOLD INCOME	Up to R1 999	R2 000 – R5 999	R6 000 - R9 999	R10 000+	Refused /Don't know
	22%	32%	20%	21%	6%

LSM	1	2	3	4	5	6	7	8	9	10
	-	1%	3%	6%	11%	31%	18%	12%	10%	9%

Source: Metro OmniChek 5 (2007)

2.8.2 Sampling method

According to Tustin et al (2005:344), the alternative sampling methods can be grouped under two headings, namely probability sampling methods and non-probability sampling methods. Probability sampling is an objective procedure in which the probability of selection is known in advance for each population unit (Parasuraman et al 2004:360). There are four probability sampling methods, namely simple random sampling, systematically sampling, stratified sampling and cluster sampling (Burns & Bush 2006:333). Because of the complexity of the probability sampling and also because of time constraints which would have made it impossible to communicate with a large number of pre-identified respondents, the probability sampling methods were not considered appropriate options for the current study.

Non-probability sampling is a subjective procedure in which the probability of selection of each population unit is unknown (Parasuraman et al 2004:360). There are three non-probability sampling methods, namely convenience sampling, judgement sampling and quota sampling (Burns & Bush

2006:345). Blythe (2006:730) defines quota sampling as selecting respondents according to a set of certain characteristics, such as demographics. Sekaran (2000:279) suggests that quota sampling be considered as a form of proportionate stratified sampling on a convenience basis. The greatest advantage of quota sampling is that the size of the group in the sample is proportionate to the size of that group in the population. However, since quota sampling has a non-probability nature, the representativeness of the sample cannot be measured (Hair et al 2006:341).

2.8.3 Sample size

Sample size can be determined either by using statistical techniques or through some rules of thumb. Rules of thumb are used when a person knows from experience what sample size to adopt (Aaker et al 1998:405). Sekaran (2000:296) lists a set of rules of thumb which can be employed to determine sample size:

- Sample sizes larger than 30 and smaller than 500 are appropriate for most research.
- Where the sample is divided into sub-samples, a minimum sample size of 30 per sub-sample is required.
- In multivariate research, the sample size should be at least 10 times as large as the number of items to be analyzed.

2.9 DATA ANALYSIS

The aim of statistical analysis of collected data is to make sense of the raw data so that valid conclusions and recommendations can be drawn. In this study, there were four steps in the statistical analysis, namely preliminary preparation, reliability and validity analysis, descriptive analysis, and inferential analysis. These steps are explained below.

2.9.1 Preparing the data for analysis

The raw data obtained from the questionnaires must undergo preliminary preparation before starting analysis using statistical techniques. The quality of the findings obtained from the statistical analysis and their subsequent interpretation depend largely on how well the data was prepared. The major data preparation techniques include data editing, data coding, and data capture (Aaker, Kumar & Day 2007:432-433; Miller, Acton, Fullerton & Maltby 2002:38-51).

The editing process involves inspecting and correcting omissions, ambiguities, and errors in the responses. When such problems are identified, two alternatives are available, namely edit-in and edit-out. The edit-in approach focuses on going back to the respondent if he or she is identified, or having questionnaires completed by the editors if it is possible to infer the answer from other questions. However, the edit-out approach focuses on discarding unsatisfactory parts of the questionnaire, or discarding the unsatisfactory questionnaire if 25% or more of the questions are unclear or incomplete (Tustin et al, 2005:456). The coding process entails preparing the data for entering it into a computer file by converting the data into numerical values, which is captured into a computer package for manipulation by means of a statistical software programme (Miller et al, 2002:41).

2.9.2 Reliability and validity analysis

Aaker et al (2007:306-310) stress that all measures used in marketing research must be accurate. An accurate measure is both reliable and valid. Reliability and validity are concerned with the credibility of the research findings.

2.9.2.1 Reliability of research instrument

A reliable research instrument is one for which a respondent responds in the same or in a very similar manner to an identical question at different times under different conditions (Burns & Bush, 2006:290). There are three basic methods for establishing reliability, namely test-retest, split-half, and internal consistency. The test-retest method focuses on repeating the measurement with the same instrument and the same respondents on two separate occasions and then correlating the results; the split-half method focuses on dividing the items into two equal halves and then comparing the results; internal consistency focuses on establishing which items are homogenous and measuring the same underlying construct (Aaker et al, 2007:308).

One of the most commonly used indicators of internal consistency is Cronbach's alpha coefficient. The generally agreed lower limit for Cronbach's alpha coefficients is 0.70 (Pallant, 2001:85). The Cronbach's alpha coefficients calculated in this study as a method of assessing the reliability of the questionnaire ranged from 0.673 to 0.933. The reliability tests are discussed in more detail in Chapter 4. However, reliability is a necessary but not a sufficient condition for validity. It is possible to have perfectly reliable measurements that are invalid (Aaker et al, 2007:308; Burns & Bush, 2006:290). Therefore, it is also necessary to measure the validity of the research instrument.

2.9.2.2 Validity of research instrument

A research instrument has validity if it measures what it is supposed to measure. There are three basic approaches to examine validity of research scales, namely convergent, discriminate, and construct validity. Convergent

validity can be established through high correlations between the measure of interest and other measures that are supposedly measuring the same concept. Convergent validity can be subdivided into three groups, namely face, content, and criterion validity. In contrast, discriminant validity can be established through low correlations between the measure of interest and other measures that are supposedly not measuring the same concept. Construct validity can be established by testing whether or not the measure confirms hypotheses generated from the theoretical logic (Aaker et al, 2007:307; Burn & Bush, 2006:290).

There are three stages in conducting exploratory factor analysis. Firstly, the suitability of the data for factor analysis is assessed by taking two statistical measures into account, namely the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and the Bartlett's test of sphericity. The KMO value should be 0.60 or more and the Bartlett's test of sphericity should be significant ($p < 0.05$) for a good factor analysis (Pallant, 2001:153).

Secondly, factor extraction is executed to determine the factors that can best represent the underlying correlations among the items. Principal Component Analysis (PCA) is the most commonly used technique for extraction, while Kaiser's criterion (eigenvalue=1.00 or more) is the most commonly used technique for identifying the number of factors (Pallant, 2001:154).

Finally, the extracted factors are rotated to maximise the correlations among the items and present the pattern of loadings in a more interpretable manner. There are two basic rotation approaches, namely orthogonal and oblique. The former assumes that the extracted factors are unique to each other, while the latter assumes that the extracted factors are related one to another. The higher the loading, the more important the item is to that factor. Normally, an item loading of 0.44 or more is considered to be significant (Miller et al

2002:179-180; Pallant, 2001:155).

2.9.3 Descriptive analysis

Descriptive analysis aims to provide a summary of the sample in terms of the variables of interest (Tustin et al, 2005:103). According to Antonius (2003:9), descriptive statistics include measures of central tendency (mean, median and mode), measures of dispersion (range and standard deviation), and measures of position (quartiles, deciles and percentiles).

2.9.4 Inferential analysis.

The purpose of inferential analysis is to draw conclusions about a whole population on the basis of information that has been collected from a sample. There are two main techniques in inferential statistics, namely estimation and hypothesis testing (Antonius, 2003:161). Estimation utilises a sample statistic to estimate the corresponding population parameter. The sample statistics could either be used as a point estimate or an interval estimate (Tustin et al, 2005: 560-561). Hypothesis testing, on the other hand, aims to examine whether a particular proposition concerning the population is likely to hold. It is very important to select an appropriate statistical technique for hypothesis testing (Tustin et al, 2005:583). Chapter 3 contains a literature study in an attempt to provide a conceptual framework for the empirical study.

CHAPTER 3: LITERATURE REVIEW

3.1 INTRODUCTION

Chapter 1 explained the rationale for the study, the research problem and objectives, while Chapter 2 described the research design and methodology, including data collection methods and techniques, questionnaire design, sample selection and data analysis. In this chapter I will start by defining the term brand, followed by the literature on brand equity and lastly the focus on the value of measuring brand equity with a specific focus on brand equity models.

3.2 BRAND DEFINITION.

A brand is defined as “a name, term, sign, symbol, design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition (Keller, 2003:3). Furthermore, a brand can be defined as an expectation or promise of an experience. Whether that expectation is trusting, authoritative, Innovative, or fun, a brand is a short-hand for describing the way a business, organization, product , service, celebrity or other entity relates to its stakeholders(e.g. customers, donors, employees, investors, volunteers, suppliers relate and/or associate with it.

A strong brand impacts on everything from ability to recruit top talent to opportunity to grow the bottom line. Leuthesser, Kohli, & Harich, (1995:57) offers a different definition and defines brand as “a name, symbol, design, or some combination which identifies the product of a particular organisation as having a substantial, differentiated advantage”. To most of the above author, a brand suggests the best choice of something the customer knows and will

react to. In short, it is important to note that a brand is not just a brand from an intrinsic point of view, but has other components such a logo, symbol, and packaging design attached to it (Barwise, Higson, Likiernan & Marsh, 1989:18). That's why it is important to highlight the difference between a brand and product when deploying a brand equity measurement model.

3.3 PRODUCT VS BRAND

Wall Street and Madison Avenue know the difference between the terms product and brand. However, most consumers use them interchangeably. But a product is something that tends to offer a functional benefit, where as a brand is a name, symbol, design, or mark that enhances the value of a particular product or service (Keller, 2003:4). A product according to Kotler, (1990:21) is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy consumers' need or want. Furthermore, a product is described as a physical good (e.g. Fruit Juices, a cereal, tennis racquet, or automobile), service (e.g. an airline, bank or supermarket), person (e.g. political figure, entertainer, professional athlete).

On the one hand, a brand is a product. On the other hand, a brand is used to differentiate one product from the other. These differences may be rationale and tangible-related to product performance of the brand – or more symbolic, emotional, and intangible (Keller, 2003:4). From these definitions it is appropriate to conclude that there is difference between a brand and a product.

3.4 BRAND EQUITY

Aaker (1996:111) defines brand equity as a set of assets and liabilities linked to a brand's name and symbol that adds to or subtracts from the value

provided by a product or service to a customer. However, many factors can be attributed to the value of the brand for example quality, awareness, and brand image.

Brand equity as a differentiating factor can influence consumers' response to brand marketing activities (Bhat & Reddy, 1998:43). In an attempt to define the relationship between customers and brands, the term brand equity in the marketing literature emerged (Rooney, 1995:48). The emergence of this, term brand equity stimulated debate amongst academic and practitioners producing various other definitions listed below:

- Brand equity can be discussed from the perspective of the manufacturer, retailer, or the customer. While manufacturers and retailers are arrested in the strategic implications of brand equity, investors are more sympathetic for a financially defined concept. The total value of a brand as a separable asset when it is sold, or included in a balance sheet
- A measure of strength of consumer's attachment to a brand
- A description of the associations and beliefs the consumer has about the brand
- Brand Equity has been described as the added value endowed by the brand to the product (Myers, 2003:51).

Brand managers have realised that parity exists in most categories as a result of "Copy cat" or look-alike advertising and proliferation of brands (Aaker, 1991:109; Walgreen et al, 1995:54). The phenomenon has resulted in brand managers engaging in various consumers' research to identify the unique positioning of brands for differentiation purposes. The promotion of brands by retailers and manufacturers resulted in some instances, the erosion of brand equity (Boon ghee & Naveen, 2001:1). To achieve long term sustainability, it is therefore useful to implement long term profitability

strategies through brand equity measurement.

Unlike developments at conceptual level, the literature does not address satisfactory coverage of a number of additional pressing issues such as the impact of attributes, and the results of these and impact on preference. The use of attributes both intangible and tangible could lead to a favorable bias in attribute perceptions and thus an increase in brand equity.

An understanding of the source of a brand's equity for the firm and competitors' brands is essential for a brand manager to enhance the brand's equity relative to those of competitive brands (Christodoulides, Chernatony, Shiu, Furrer & Abimbola, and 2004:18). For example, in some categories, a branded product is considered by consumers as the name of category such as "Coke" for a consumer wanting to request a soft drink (Keller, 2003:49; Wood, 2000: 662). For example, in South Africa Colgate brand has become a product name for anyone that wants to buy tooth paste. This example reaffirms the importance of brand equity and its ability to guarantee future revenue to companies.

3.5 THE BENEFITS OF BRAND EQUITY

Brand equity improvement increases business value and provides many strategic advantages to the company (Walgren, Ruble & Donthu, 1995:25)

- Positive brand equity allows you to charge a price premium relative to competitors with less brand equity
- Strong brand names simplify the decision process for low-cost and non-essential products.
- Brand names can give comfort to buyers unsure of their decision by reducing their perceived risk.
- Brand names are used to maintain higher awareness of products and

they provide for continuity when companies are acquired or reorganized.

- Companies use brand equity to gain leverage when introducing new products
- The brand name is often interpreted as an indicator of quality.
- Strong brand equity insures that your products are considered by most buyers.
- Strong brand equity can be linked to a quality image that buyers want to be associated with
- Higher brand name equity leads to greater loyalty from customers
- Strong brand equity is best defense against new products and new competitors.
- Improvements in brand equity lead to higher rates of product trial and repeat purchasing due to buyers awareness of the brand, approval of its image/reputation and trust in its quality.

3.6 SOURCES OF BRAND EQUITY

What causes brand equity to exist? How do marketers create brand equity? Customer-based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory (Meenagham, 1995:22). In some cases, brand awareness alone is sufficient to result in more favorable consumer response, for example, in low involvement decision settings where consumers are willing to base their choices merely on familiar brands. In most other cases however, the strength, favorability, and uniqueness of the brand associations play a critical role in determining the differential response making up the brand equity. If the brand is perceived by customers to be the same as a representative version of the product or service in the category, then consumer response to marketing for the brand would not be expected to

vary from when the marketing is attributed to a fictitiously named or unnamed product or service (Lyn, 2001:264). If the brand has some salient, unique associations, then consumer response should differ. (Keller, 2003:67).

For branding strategies to be successful and brand equity to be created, consumers must be convinced that there are meaningful differences among brands in the product or service category (Cravens & Guilding, 1999:81). The key to branding is that consumers must not think that all brands in the category are the same (Ballester, Munuera-Aleman & Guillin, 2003:353). Thus, establishing a high level of brand awareness and a positive brand image in the consumer memory is key e.g. Coca Cola, in the beverage category.

3.6.1 Brand awareness

Brand awareness consists of brand recognition and brand recall performance. Brand recognition relates to consumers ability to confirm prior exposure to the brand when given the brand as a cue (Doyle, 2001:26). In other words, brand recognition requires that consumers can correctly discriminate the brand as having been previously seen or heard (Chaudhuri, 1995:26). For example if the consumer goes to buy a product in the store, is it possible for the customer to identify the product he or she has seen? Brand recall relates to consumers ability to retrieve the brand from memory when given the product category, the needs fulfilled in the category, or a purchase or usage situation as a cue (Selnes, 1993:19).

In other words, brand recall requires that consumers correctly generate the brand from memory when given a relevant cue. Generating and maintaining brand awareness is important as only those brands of which customers are aware enter into the consideration set of brands for possible purchase, and

brand awareness influences the selection of products from the consideration set (Baldauf, Cravens & Binder, 2003:220).

3.6.1.1 How to establish brand awareness

In the abstract brand awareness is created by increasing the familiarity of the brand through repeated exposure, although this is generally more effective for brand recognition than for brand recall (Rooney, 1995:48). That is, the more a consumer experiences the brand by seeing it, hearing it, or thinking about it, the more likely it is that the brand will be strongly registered in the memory. Examples include a wide range of communication options such as advertising and promotion, sponsorship, event marketing, publicity, public relations and outdoor advertising (Rooney, 1995:48)

Although brand repetition increases the strength of the brand node in memory, improving recall of the brand requires linkages in memory of appropriate product categories. Other situational purchase or consumption cues are seen to also improve brand recall. In particular to build awareness, its often desirable to develop a slogan or jingle that creatively pairs the brand and the appropriate category or purchase or consumption cues and ideally, (Keller, 2003:67). In the case of Wild Island brand from Ceres fruit juice the pay off line says “*Just add Wild*” and Daly’s pay off line say “*Revive yourself*” these pay off lines were established after a thorough consumer research on brand perceptions and associations.

3.6.2 Brand image

A positive brand image is created by marketing programs that link strong, favorable and unique associations to the brand in memory (Taylor, Celuch, & Goodwin, 2004:217). Brand associations can be created in variety of ways,

by direct experience, from partisan sources (e.g. consumer reports and word of mouth) or by assumptions or inferences from the brand itself (e.g. its name or logo) Marketers should recognize the influence of these sources by both managing them as well as possible and adequately accounting for them in designing communication strategies. Making sure that associations are linked sufficiently and strongly to the brand will depend on how the marketing program and other factors affect consumers brand experiences (Farquhar, 1989:33).

The more deeply a person thinks about product information and relates it to existing brand knowledge, the stronger the resulting brand associations. Choosing which favorable and unique associations to link to the brand requires careful analysis of the consumer and competition to determine the optimal positioning for the brand (Meenagham, 1995:22). Thus favorable associations for the brand are those associations that are desirable to consumers and are successfully delivered by the product and conveyed by the supporting marketing program for the brand(e.g. such that the brand is seen as highly convenient, reliable, effective, efficient, and colorful (Keller, 2003:83). One of the most notable features of this area of marketing is the confusion in terminology employed (Kamakura & Rusell, 1993:22). At the corporate level, image and identity are often used to mean the same thing. While marketers often use the terms brand equity, brand image and brand personality interchangeably (Keller, 2003:83; Meenagham, 1995:22).

3.7 STEPS TO BRAND BUILDING

Building a strong brand according to the CBBE model, can be thought of in terms of a sequence of steps, in which each step is contingent on successfully achieving the previous step. All the steps involve accomplishing certain objectives with customers – both existing and potential. The steps are

as follows (Keller, 2003:59).

1. Ensure identification of the brand with customers and an association of the brand in customer's minds with a specific product class or customer need.
2. Firmly establish the totality of brand meaning in the minds of customers by strategically linking a host of tangible and intangible brand associations with certain properties.
3. Elicit the proper customer responses to this brand identification and brand meaning.
4. Convert brand responses to create an intense, active loyalty relationship between customers and the brand.

The four steps can be simply put in the form of questions that customers ask:

1. Who are you (brand identity)
2. What are you (brand meaning)
3. What about you? What do I think or feel about you? (brand responses)
4. What about you and me? What kind of association and how much of a connection would I like to have with you? (brand relationships)

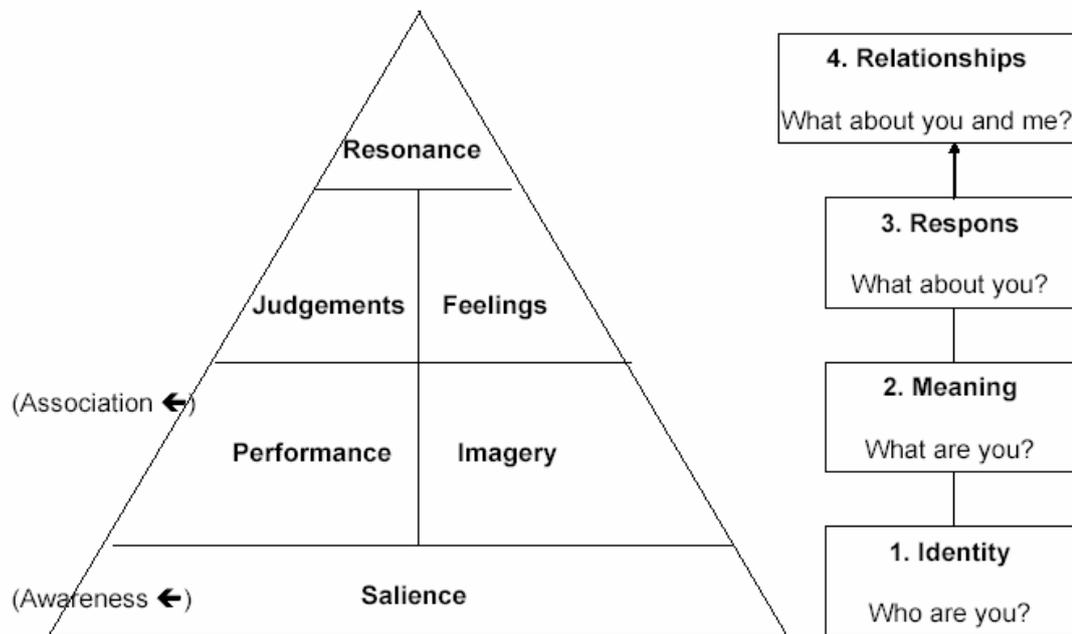
Performing the four steps to create the right identity, brand meaning, brand responses and brand relationship is a complicated process. The CBBE brand pyramid with the six building blocks can ensure that the 4 steps are achieved (Keller, 2003:59).

3.7.1 Brand building blocks

Creating significant brand equity involves reaching the pinnacle of the CBBE brand pyramid and will only occur if the right building blocks are put into

place (Keller, 2003:59).

Figure: 1: Brand building blocks



Source: Keller, (2001:19)

3.7.1.1 Salience

Brand salience relates to aspects of the awareness of the brand, for example, how often and easily the brand is evoked under various situations or circumstances. To what extent is the brand top-of-mind and easily recalled or recognized? What types of cues or reminders are necessary? How pervasive is this brand awareness? As defined previously, brand awareness refers to customer's ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions. Creating brand awareness thus involves giving the product an identity by linking brand elements to a product category and associated purchase and consumption or usage situations. From a strategic stand point, it is important to have high levels of brand awareness under a variety of conditions and circumstances.

(Keller, 2001:19). From a Ceres perspective it is important to note that the

Wild Island brand is ranked 3rd on awareness in the dilutable category. While Daly's still needs aggressive awareness in the category.

3.7.1.2 Brand performance

The product itself is at the heart of brand equity, because it is the primary influence on what consumers experience with a brand, what they hear about the brand from others (Atilgan, Aksoy, & Akinci, 2005:237). Designing and delivering a product that fully satisfies consumer needs and wants is a prerequisite for successful marketing, regardless of whether the product is tangible good, service, organization or person. To create brand loyalty and resonance, consumers experiences with the product must at least meet, if not actually surpass, their expectations. It is important to note that Wild Island brand at Ceres Fruit Juices has is ranked 3rd on awareness but its ranked 1st on usage in the past 2 weeks , this signifies that the brand has loyalty and performs on intrinsic e.g. taste.

3.7.1.3 Imagery

The other main type of brand meaning involves brand imagery. Brand imagery deals with the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customer's psychological or social needs. Brand imagery is how people think about a brand abstractly, rather than what they think the brand actually does (Meyers, 2003:41).

3.7.1.4 Judgments

Brand judgments focus on customers personal opinions and evaluations with regard to the brand .Brand judgments involve how customers put together all the different performance and imagery associations of the brand to form

different kinds of opinions (Cravens, & Binder, 2003:220). Creating a strong brand four types of summary brand judgments are particularly important: Quality, credibility, consideration and superiority. From an internal research conducted by Ceres Fruit Juices through focus groups, the consumers perceived the brand as being healthy and fruity because of the colour, and thickness of the product. It is therefore important to conclude that colour of the product is key to positive brand judgments in the category.

3.7.1.5 Feelings

Brand feelings are customer's emotional responses and reactions with respect to the brand. Brand feelings also relate to the social currency evoked by the brand. The emotions evoked by a brand can become so strongly associated that they are accessible during product consumption or use. The following are six important types of brand building feelings:

1. Warmth
2. Fun
3. Excitement
4. Security
5. Social approval
6. Self respect

3.7.1.6 Resonance

The final step of the model focuses on the ultimate relationship and level of identification that the customer has with the brand. Brand resonance refers to the nature of this relationship and the extent to which customers feel that they are "in sync" with the brand (Keller, 2003:59). Specifically, brand resonance can be broken down into four categories:

1. Behavioural loyalty

2. Attitudinal attachment
3. Sense of community
4. Active engagement

3.8 COMPONENTS OF BRAND EQUITY

The focus on consumer behavior has led to an offering of measures such as overall preferences, perceived value and a measure of utility or satisfaction that is an intangible value (Myers 2003:49). Kamakura and Russell (1993:108) utilized three components of brand equity. These are:

1. Perceived value
2. Brand dominance
3. Intangible value

Perceived value was defined as the value of the brand, which cannot be explained by price and promotion. Their second measure, brand dominance ratio, provided an objective value of brands ability to compete on price. Their third measure –intangible value – was operationalized as the utility perceived for the brand minus objective utility measurements.

Srinivasan (1994:287) defines brand equity (which he calls brand specific effect) as the component of overall preference not explained by objectively measured attributes. He estimates brand equity by comparing actual choice behavior with those implied by utilities obtained through conjoint analysis with product attributes, but no brand names.

Aaker (1991: 61) is one of the few authors to incorporate both perceptual and behavioral dimensions. He suggested using a brand –earnings multiplier that is based on a weighted average of the brand on five key components of brand equity:

1. Awareness

2. Associations
3. Perceived quality
4. Loyalty
5. proprietary assets such as patents and trademarks

The advantage of combining both consumer perceptions and actions into a single marketing measure of brand equity is that it is well documented that attitudes alone are generally a poor predictor of marketplace behaviour (Kapferer, 1992:89). In summary the importance of measuring and managing brand equity cannot be fully appreciated until we understand not only how equity is formed but also how it affects attitudes and behavior. Managers clearly need to understand the brand equity on bottom line (Keller, 2001:19).

3.9 MEASURING BRAND EQUITY

The methods for measuring brand equity usually are financial or consumer related. The most common financial measures focus mostly on stock prices or brand replacement, Simon and Sullivan (1993:33) used movements in stock prices to capture the dynamic nature of brand equity, on the theory that the stock market reflects future prospects for brands by adjusting the price of firms. Mahajan et al (1991:44) used the potential value of brands to an acquiring firm as an indicator of brand equity.

Another financial measure applicable only when launching a new product is based on brand replacement, or the requirements for funds to establish a new brand, coupled with probability for success (Simon & Sullivan, 1993:33). An interesting example is portrayed in Kwazulu Natal South Africa where Ceres Fruit Juices owns the Daly's brand which has been the number 1 squash brand in that market, however, Halls launched a competitor product against Daly's with the same product intrinsic and took away 50% of Daly's

share in 1 year Halls has easily displaced Daly's brand as the number 1 brand in Kzn because of Halls brand equity. Finally, one of the most publicized financial methods is used by Financial World (FT) in its annual listing of world-wide brand valuation (Ourunsoff, 1993:24). Financial World formula calculates net brand-related profits, then assigns a multiple based on brand strength, (defined as a combination of leadership, stability, trading environment, internationality, ongoing direction, communication support, and legal protection). (Myers, 2003:389)

In the marketing literature, operationalised brand equity generally falls into two groups: those involving consumer perceptions (such as awareness, brand associations, or perceived quality) and involving consumer behavior (such as brand loyalty and the payment of price differential (Myers, 2003:95). On the perceptual front, one measurement, technique Aaker (1991) uses is consumer preference ratings for a branded product versus an unbranded equivalent.

Other authors such as Louviere and Johnson, (1998:23); Yovovich, (1998:45); Sharkey, (1989:89); MacLauchlan and Mulhern, (1991:61) described brand equity as an important aspect of product brand name. , since the name of a brand is often its core indicator. Here the researchers are attempting to understand the underlying attitudes behind brand equity, which is the basis for brand equity construct. For a manager, these attitudes will and do reflect the underlying motivation or incentive for the eventual actions of the consumers. The downside is that these measures only do not provide or Lack a relationship to actual market place behavior, which is essential for managers to draw conclusions relative to other brands and their positioning.

3.10 MEASURING THE OUTCOMES OF BRAND EQUITY

Specifically, a product with positive brand equity can potentially enjoy the following important customer related benefits:

- Be perceived differently and produce different interpretations of product performance
- Enjoy greater loyalty and be less vulnerable to competitive marketing actions
- Command larger margins and have more inelastic responses to price increases and elastic responses to price decreases
- Receive greater trade cooperation and support
- Increase marketing communication effectiveness
- Yield licensing opportunities
- Support brand extensions

These benefits, and thus the ultimate value of a brand, depend on the underlying components of brand knowledge and sources of brand equity (Kent & Allen, 1994:97). Via the indirect approach, individual components can be measured, but to provide more direct estimates, their resulting value still must be estimated in some way (Muzellec, & Lambkin, 2006:803). The direct approach to measuring customer-based brand equity attempts to more explicitly assess the impact of brand knowledge on consumer response to different aspects of the marketing program for the firm. The direct approach is useful in approximating the possible outcomes and benefits that arise from differential response to marketing activity due to the brand, either individually or in aggregate (Hoeffler & Keller, 2003: 421).

3.10.1. Comparative methods

The main way to measure the outcomes and benefits of brand equity is with comparative methods. Comparative methods involve experiments that examine consumer attitudes and behavior towards a brand to more directly

estimate the benefits arising from having a high awareness and positive brand image. There are two types of comparative methods. Brand-based comparative approaches use experiments in which one group of consumers respond to the marketing program or some marketing activity when it is attributed to a competitive or fictitiously named brand. Marketing-based comparative approaches use experiments where consumers respond to changes in the marketing program or marketing activity for the target brand or competitive brands (Hoeffler & Keller, 2003:421).

3.10.2 Brand-based comparative approaches

As a means of measuring the outcomes of brand equity, brand-based comparative approaches hold the marketing activity under consideration fixed and examine consumer response based on changes in brand identification (Low & Lamb, 2000:350). These measurement approaches typically employ experiments where one group of consumers respond to questions about or some aspect of its marketing program when it is attributed to the brand and one or more groups of consumers respond to the same product or aspect of the marketing program when it is attributed to some other brand or brands, typically a fictitiously named or unnamed version of the product or service or one or more competitive brands (Muzellec, & Lambkin, 2006:823). Comparing the responses of the two groups provides some useful insights into the equity of the brand. Consumer responses may be on the basis of beliefs, attitudes, intentions, actual behavior or even feelings.

The classic example of brand-based comparative approach is blind testing research studies where consumers examine or use a product with or without brand identification. These studies often reveal how dramatically consumer's perceptions differ depending on the presence or absence of brand identification (Marsden & Paul, 2002:65). Brand – based comparative

approaches are also especially useful to determine brand equity benefits related to price margins and premiums. The main advantage of brand-based comparative approach is that, because it holds all aspects of the marketing program fixed except for the brand, it isolates the value of a brand in a very real sense. A crucial consideration with the brand-based comparative approach is the experimental realism that can be achieved. Brand-based comparative methods are particularly applicable when the marketing activity under consideration represents a change from past marketing of the brand, e.g. a new sales promotion, ad campaign, or proposed brand extension (Hoeffler & Keller, 2003: 421).

3.10.3 Marketing-based comparative approaches

Marketing-based comparative approaches hold the brand fixed and examines consumer response based on changes in the marketing program. For example, there is a long tradition of exploring price premiums with these types of comparative approaches. Variations of this approach have been adopted by a number of marketing research suppliers to derive similar types of demand curves, and many firms now try to assess price sensitivity and thresholds for different brands (Melewar & Walker, 2003:57). For example, Intel has routinely surveyed computer shoppers to find out how much of a discount they would require before switching to a personal computer which did not have an Intel microprocessor in it or, conversely what premium they would be willing to pay a personal computer with Intel microprocessor in it. The main advantage of with the marketing-based comparative approach is the ease of implementation. Virtually any proposed set of marketing actions can be compared for the brand (Keller, 2003:477).

3.10.4 Conjoint analysis

Conjoint analysis is a survey-based multivariate technique that enables marketers to profile the consumer buying decision process with respect to products and brands (Green & Srinivasan, 1990:85). Specifically by asking consumers to express preferences or make choices among a number of carefully designed different product profiles, marketing researchers can determine the “trade-offs” consumers are making between various brand attributes and thus the importance that consumers are attaching to those attributes. Wood (2000:664) says from a brand equity perspective, the main advantage of the conjoint approach is that it allows for both different brands and different aspects of the product or marketing program to be simultaneously studied. Thus, information, about consumer’s response to different marketing activities can be uncovered for both the focal and competing brands (Keller, 2003:461).

3.10.5 Holistic methods

Comparative methods attempt to approximate specific benefits of brand equity. Holistic methods attempt to place an overall value for the brand in either abstract utility terms or concrete financial terms. Thus holistic methods attempt to net out various considerations to determine the unique contribution of the brand. The residual approach attempts to examine the value of the brand by subtracting out consumers’ preferences for the brand based on physical product attributes alone from their overall brand preferences. The valuation approach attempts to place a financial value on brand equity for accounting purposes, mergers and acquisitions, or other such reasons. Keller, 2003:476).

3.11 DEVELOPING A BRAND EQUITY SYSTEM

A brand equity measurement system is a set of research procedures that is designed to provide timely, accurate, and actionable information for marketers for their brands so that they can make the best possible tactical decisions in the short-run and strategic decisions in the long run (Wood, , 2000: 669). The goal of developing a brand equity measurement system is to be able to achieve a full understanding of the sources and outcomes of brand equity and be able to, as much as possible, relate the two. The ideal brand equity measurement system would provide complete, up-to-date, and relevant information on the brand and all its competitors to relevant decision makers within the organization (Muzellec, & Lambkin, 2006:803). Three key components of brand equity measurement system are brand audits, brand tracking, and brand equity management systems.

3.12. BRAND AUDIT

A brand audit is a comprehensive examination of a brand. Specifically, a brand audit involves a series of procedures to assess the health of a brand, uncover its sources of brand equity, and suggest ways to improve and leverage its equity (Leiser, 2004:217). A brand audit requires understanding sources of brand equity from the perspective of both the firm and the consumer. The brand audit can be used to set strategic direction of the brand. Are current sources of brand equity satisfactory? Do certain brand associations need to be strengthened? Does the brand lack uniqueness? What brand opportunities exist and what potential challenges exist for the brand? As a result of this strategic analysis, a marketing program can be put into place to maximize long-term brand equity. Brand equity should be conducted whenever important shifts in strategic direction are contemplated. (Keller, 2003:388). Brand audit consists of two steps which are listed below:

3.12.1 Brand inventory:

The purpose of the brand inventory is to provide a current, comprehensive profile of how all products and services sold by a company are marketed and branded (Mortanges, Charles, Van Riel & 2003:521). This information should be summarized in both visual and verbal form. The outcome of the brand inventory should be an accurate, comprehensive, and timely profile of how all the products and services sold by a company are branded and marketed. (Keller, 2003:339).

3.12.2 Brand exploratory

The second step of brand audit is to provide detailed information as to what consumers think and feel about the brand by means of the brand exploratory. It involves looking at previous research, reports, and other insights about the brand. It is also important to interview internal personnel. (Keller, 2003:411).

3.13 BRAND TRACKING

Tracking studies involve information collected from consumers on a routine basis over time. Tracking studies typically employ quantitative measures to provide marketers with current information as to how their brands and marketing programs are performing on the basis of a number of key dimensions identified in the brand audit (Mackay, 2001:49). Tracking studies are a means to understand where, how much, and what ways brand value is being created. Tracking studies play an important function for managers by providing consistent baseline information to facilitate their day to day decision making. As more marketing activity surrounds the brand, it becomes difficult and expensive to research each individual marketing action (Park, Chan &

Srinivasan, 1994:271). Tracking studies provide valuable diagnostic insights into the collective effects of a host of marketing activities on the customer mindset, market outcomes, and perhaps even shareholder value (Keller, 2003:389).

3.14 ESTABLISHING A BRAND EQUITY SYSTEM

Brand tracking studies-as well as brand audits- can provide a huge reservoir of information concerning how to best build and measure brand equity. Nevertheless, the potential value of these research efforts will not be realized unless proper internal structures and procedures are put in place within the organization to capitalize on the usefulness of the brand equity concept and the information that is collected with respect to it (Petromilli, Morrison & Million, 2002:24).

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A brand equity management system is defined as a set of organizational processes designed to improve the understanding and use of the brand equity concept within a firm (Keller, 2003:390). Two useful tools that can be employed are:

3.14.1 Brand equity charter

The first step in establishing a brand equity management system is to formalize the company view of brand equity into a document, the brand equity charter that provides relevant guidelines to marketing managers within the company as well as key marketing partners outside the company. This document should define:

- Define the firms view of the brand equity concept and explain why it is important
- Describe the scope of key brands in terms of associated products and

the manner by which they have been branded and marketed

- Specify what the actual and desired equity is for a brand at all relevant level of the brand hierarchy.
- Explain how brand equity is measured in terms of the tracking study and the resulting brand equity report.
- Suggest how brand equity should be managed in terms of some general strategic guidelines (e.g. stressing clarity , relevance, distinctiveness, and consistency in marketing programs over time)
- Outline how marketing programs should be devised in terms of some specific tactical guidelines (e.g. ad evaluation criteria, brand name choice criteria)
- Specify the proper treatment of the brand in terms of trademark usage, packaging, and communications (Keller, 2003:388).

3.15 THE CONVERSION MODEL™ USED TO MEASURE BRAND EQUITY

Decision making is driven by a generalised feeling of what is best, i.e. it is comparative – people believe some brands are better than others; and it is at a very high level – consumers do not evaluate these brands on a wide range of attributes and then decide which to buy (Alreck, & Settle, 1999:130). Furthermore, the extent to which brand choice matters to consumers drives the strength of the relationship they will have with brands in the category.

If you feel a brand is better than others, and the choice matters to you, you are more likely to be committed to that brand, and will go out of your way to get that brand. If the choice doesn't actually matter, then even if you think the brand is better than others, if your brand of choice is not available, another one will be fine. We measure the power of the brand in the mind using a measure of commitment called the Conversion Model™ which takes these dimensions into account. ,Motameni and Shahrokhi (1998:275) Argue

that the model measures not only commitment among current users of the brand, but also measures how open non-users are to switching to the brand. We get this information for all the brands in the market (so long as they are included in the questionnaire), and so are able to compare the strength of one brand against another, and also to determine which brands are threats to your brand, or which are vulnerable to your brand.

A key output of the model is what we call the Equity Score. Each brand will have an Equity Score between 0 and 100 which represents the share of mind that brand owns (it sums to 100 across the brands for each respondent). The Equity Score was developed using panel data and is highly correlated with share of wallet in a frictionless market – i.e. where there are no distribution issues and pricing is not a barrier (Celuch, & Goodwin, 2004:219).

If a brand has poor power in the mind, but it nonetheless is a market leading brand, power in the market is playing in its favour – people choose it because it is available where and when they want or need it, and the pricing is right. We will measure consumers' perceptions of each brand's power in the market by measuring – using an attribute association – perceptions of affordability, freshness, quality, availability, etc.

As mentioned, the Conversion Model measures customer equity, but it also measures a very important relationship dimension - commitment.

3.15.1 Why measure commitment?

Measuring behavioural loyalty is not enough. We define loyalty as what people do – it refers to the likelihood of repurchase based on past behaviour. Commitment, on the other hand, is about how people feel – it refers to the likelihood of repurchase based on what's in the customer's mind. Just

because a person is loyal – buying the brand again and again – does not mean that they are committed (Simon & Sullivan, 1993:28). But committed customers tend to be loyal. Keller, (2003:395) states that the need to persuade consumers to repurchase the brand is less with loyal customer as they are more resistant to competitive claims and they are more willing to pay a premium price. Committed customers, who are not loyal face a barrier to using the brand or product, for example price, distribution, contracts.

3.15.2 Customer satisfaction

Being satisfied is just one part of what makes a person committed and it is not enough to measure customer satisfaction alone (Shocker, Srivastava & Ruekert, 1994:149). The reason is simple. If we look at consumer behaviour, satisfied customers sometimes defect and dissatisfied customers do not necessarily defect. In other words, customer satisfaction alone cannot predict how customers are likely to behave in the future. We need to understand more than just people's satisfaction if we are to understand these paradoxes.

Conversion model is a multi-dimensional model. In addition to measuring needs fit, it also looks at the extent to which people are involved in the category. (When people are not involved, they can be happy with something – and still switch – because it's not important to them). The model also measures the appeal of competitor brands or products. This measurement found that few brands operate in isolation and it's important to recognize the effect that the competition has on the way that someone may feel about the brand(s) or products they are using currently.

Commitment, and understanding how customers are thinking and feeling, is a far more accurate predictor of future behaviour than the measurement of the

single dimension of satisfaction (Washburn & Plank, 2002:46). The conversion Model helps explain the apparent paradoxes revealed when just satisfaction is measured. If your customers are uncommitted, they are at risk. Unless your customers are committed, you cannot be sure that they'll buy your brand again in the future.

In summary, the conversion model is all about commitment-led marketing. It's about understanding what's in the mind of the consumer and then managing the relationship accordingly (Keller, 2003:392).

3.15.3 How does it work?

The Conversion model segments users according to their commitment to the brands they use; and non-users according to their availability to the brands they are not currently using. For each brand or product in the market, respondents are classified into one of the following segments:

FIGURE 2: CONVERSION MODEL.

USERS

Entrenched	}	Committed users
Average		

Shallow	}	Uncommitted users
Convertible		

NON-USERS

Available	}	Open non-users
Ambivalent		

Weakly unavailable	}	Unavailable non-users
Strongly unavailable		

The Conversion model segmentation is based on the following four dimensions:

- Needs fit: How satisfied are consumers with the brands they're using?
- Involvement in the category: How important is brand choice?
- Attitude to alternatives: How attractive are competitor brands?
- Ambivalence: How much are consumers torn between the appeals of different brands?

These dimensions are measured using a standard set of three questions, which are used uniformly across all studies that are conducted. The model can be applied at both category and brand level – and allows for the combination of brand and category analysis.

3.15.4 What can the conversion model be used for?

The Conversion model tells you how many people are committed to the brand, how many are at risk of defecting and how many non-users you are likely to acquire. It tells you who these people are and what is motivating them. And it tells you to which competitors uncommitted customers are likely to go and from which they're likely to be acquired. All this information can be used to determine the strength of the brands in the market and to expose your competitors' vulnerabilities. The Conversion model therefore plays an integral role in the formulation of retention and acquisition strategies.

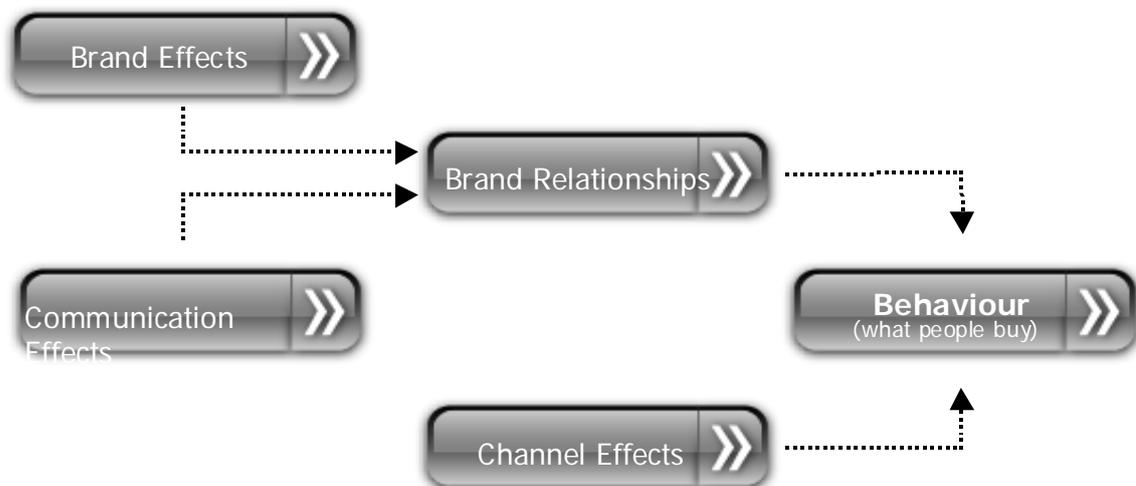
3.15.5 Key benefits of using the conversion model

- It provides a single number measurement of the health of your brand relative to all others in the market for all respondents
- The Conversion model identifies how many of your customers are committed – who they are and what is motivating them – so that you can work towards maintaining the good relationship

- It quantifies the customers at risk of defecting and identifies who they are and what is undermining commitment – so that you can take appropriate action before the customer defects to a competing brand
- It identifies to which competitors your uncommitted consumers are likely to defect and the factors that are attracting them
- And it exposes the vulnerabilities of your competitors and identifies from which competitors you're likely to gain new users and why
- It quantifies and profiles consumers who are unavailable to your brand - allowing marketers to reduce wastage in communication programs
- It is “The World’s Leading Customer Commitment Measure” – internationally recognised as the most widely accepted customer equity measure. It was the first model to measure commitment.
- It has been extensively proven through validation studies, including on scanner panel data.
- It has worldwide penetration through a global network – ensuring the model is at the cutting edge of marketing thinking globally
- The information needed to classify respondents into the segments can be collected extremely quickly and cost-effectively for all brands in the market for both users and non-users, using just three questions
- It has an unrivalled track record and has been used...
 - In over 6000 projects worldwide
 - By over 90 of the world’s leading multinationals
 - In over 80 countries
 - On over 250 product and service categories
- The same questions are applied to all studies, in all markets and in all product categories – making it easy to plug the Conversion Model questions into all types of research programs as well as to compare commitment norms across countries and categories

- With over 10 years worth of experience, we can make strong assertions about consumers' behaviour purely based on which Conversion Model segment they fall into
- It is the only customer equity model with an academic foundation – a model that is based on fundamental theories of human behaviour
- It is a micro model – commitment and availability levels are determined for each respondent individually - thereby allowing the model to be integrated into customer databases
- It analyses the entire market – all brands and both users and non-users
- It integrates both brand and category analysis - thereby identifying whether your brand is at risk of losing to other brands in the category or to another category altogether

FIGURE3: BRAND EQUITY FRAMEWORK



Source: TNS Research Surveys (2005)

3.15.6 A Summary of the framework

Brand relationships' are a reference to how consumers feel about each brand. Channel effects are a reference to all the things in the channel (price,

distribution, etc.) that influence what consumers buy (Taylor, Celuch, & Goodwin, 2004:217). When it comes to brand relationships, two factors play a role: Firstly, brand effects refer to everything that the consumer thinks and feels about the brand as a result of direct experience with it. Secondly, communication effects are things that influence consumers' thinking and feelings about the brand, not from direct experience, but through messages like promotional communication and advertising.

In the end, people are willing to pay for brands equity because brands come with a promise to deliver against personal and emotive needs in a market (Marshall, & Keller, 1999.188). It is how consumers experience and evaluate this promise in relation to a price, on the one hand, and how the resulting motivation to buy is aided or thwarted by channel effects, on the other, that lies at the heart of brand strength. So we turn to the first part of our framework.

3.16. BRAND EQUITY REPORT

The second step in establishing a successful brand equity management system is to assemble the results of the tracking survey and other relevant performance measures for the brand into a brand equity report to be distributed to management on a regular basis (Monthly, quarterly or annually). The brand equity report should provide descriptive information as to what is happening with a brand as well as diagnostic information as why it is happening. Aaker (1991:102) states that the brand equity reports should include all relevant internal and external measures of brand performance and sources and outcomes of brand equity. In particular one section of the report should summarize consumer perceptions on key attribute or benefit associations, preferences and reported behavior as revealed by the tracking study.

Another section of the report should include more descriptive market level information such as:

- Product sales through the distribution channel
- Relevant cost breakdowns
- Price and discount schedules where appropriate
- Sales and market share information broken down by relevant factors e.g. geographic, type of channel or customers
- Profit assessments
- Flavor analysis (Keller, 2003:405).

CHAPTER 4: PRESENTATION OF RESEARCH FINDINGS

4.1 INTRODUCTION

Chapter 4 focuses on the research findings emanating from the Research Surveys Omini Check study on Ceres Fruit Juice brands (Wild Island and Daly's brands) brand equity tracking results. The findings are presented, discussed and analysed in this chapter. The findings presented in this study are limited to the dilutable product categories of CFJ, focusing mainly on Wild Island and Daly's. .

4.1.1 Omnichex research

This research incorporates a collection of questions from a number of different clients on the same questionnaire. The responses received remain confidential and clients only get the findings of questions they paid for. Below are list of demographic data and tables:

- 2000 interviews are conducted in the seven major metropolitan areas of South Africa
- 1260 black, 385 white, 240 coloured and 115 Indian interviews are conducted
- The sample includes both men and women, in ratios proportionate to the population
- The sample is also in the correct proportions to be representative of all race groups
- Respondents are interviewed in-home
- All interviews are conducted using random suburb sampling to obtain representative samples

4.1.2 Constraints of the study:

- Respondents are required to be 18 years and older to qualify for the interview
- Language quotas (whites only)
- Formal/informal dwelling quotas (blacks only)

TABLE 4 SAMPLE BREAKDOWN AND AREA:

Areas	Black	White	Coloured	Indian	Total
JHB/Pretoria	805	230	40	30	1105
Cape Town	110	75	160	10	355
Durban	205	40	10	75	330
PE/East London	110	30	30	-	170
Bloemfontein	30	10	-	-	40
Total	1260	385	240	115	2000

TABLE 5: A TYPICAL SAMPLE PROFILE

AGE	18 – 24 years	25 – 34 years	35 – 49 years	50+ years
	24%	31%	28%	18%

WORKING STATUS	Working full-time	Working part-time	Self-employed	Student/Retired/Housewife	Unemployed
	39%	13%	4%	22%	23%

MONTHLY HOUSEHOLD INCOME	Up to R1 999	R2 000 – R5 999	R6 000 - R9 999	R10 000+	Refused /Don't know
	22%	32%	20%	21%	6%

LSM	1	2	3	4	5	6	7	8	9	10
	-	1%	3%	6%	11%	31%	18%	12%	10%	9%

4.2 SAMPLE BREAKDOWN

Ceres Fruit Juices placed 6 questions (3 U&A and 3 CM™) on the Omni Check. It provides a robust representation of the Metro population of South Africa aged 18+ methodology: face-to-face (random suburb sampling) sample: n=2001:representative of adults (18+) in terms of area, ethnic group and gender areas: Johannesburg, Pretoria, Durban, Cape Town, Port Elizabeth, East London and Bloemfontein

TABLE: 6 THE DEMOGRAPHIC POPULATION OF SAMPLE

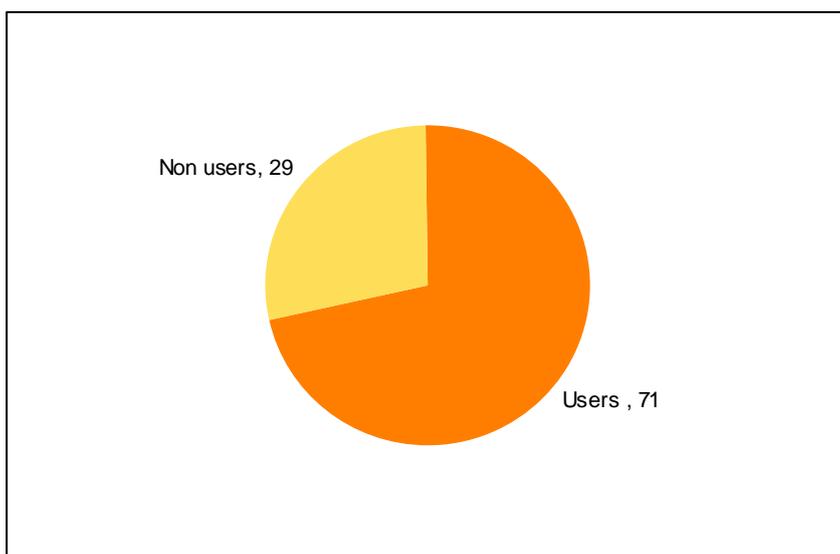
Total % (n=2001)	
Age:	
18-24 years	27
25-34 years	29
35-49 years	28
50+ years	16
Gender:	
Male	48
Female	52
Race:	
White	19
Black	63
Coloured	12
Indian	6
Area:	
Gauteng	55
Bloemfontein	2
Cape Town	18
Durban	16
PE & East London	8

The sample breakdown above shows that 27% of the people researched were 18-24 year olds, 29% between 25-34 years, 28% between 35-49 years and 16% above 60 years. The sample breakdown also shows that 52% female were researched and 48% were males. From the sample breakdown we also find that 19% were white, 63% were black, 12% coloured and 6%

Indian. The regional focus also indicates that 55% of the sample was Gauteng , 2% Bloemfontein , 18% Cape town, 16% Durban and 8% Port Elizabeth & East London.

4.3 DILUTABLE CATEGORY SUMMARY

FIGURE: 4 DILUTABLE CATEGORIES



The pie chart shows that 71% of people in the dilutable category use dilutables and 29% don't use dilutables.

TABLE7: DEMOGRAPHIC PROFILE OF DILUTABLES

	Total	LSM				Age (years)			
		1-4	5-6	7-8	9-10	18-24	25-34	35-49	50+
Sample size (n)	2001	169	828	578	426	534	576	567	324
Wild Island	26	33	31	27	12	33	29	21	18
Oros	26	15	25	27	31	25	26	26	28
Halls	22	10	21	26	22	24	26	20	16
Daly's Premium	8	14	12	6	3	7	10	10	6
Eleven in One	4	4	4	3	4	3	2	5	5
Super 7	3	2	3	3	3	3	4	2	2
Caribbean	2	3	2	1	1	2	2	1	1
SuperFruit	1		-	1	1	-	1	1	
Rite Brand	1	1	1	1		1	1	1	1
Jungle Yum	1		1	1	2	1	2	2	1
Elvin	1		1	1			1	1	1
Caprica	1	2	1	2	1	2	1	2	1
Brookes Low Cal	1	1	-	2	3	1	2	1	2

As per the table above 26% of the sample indicated that they have drunk Wild Island in the past 2 weeks, majority of these respondents were LSM (living standard measure) 1-4. And LSM 5-6 attributed to 31% and 33% respectively. The consumption is significantly high among the 18-24 year old at 33%. The results also indicate that the Wild Island brand is least likely to be drunk by LSM 9-10 only 12% of people in LSM 9-10 have drunk Wild island in the past 2 weeks and also least likely to be drunk by those aged 50+ only 18% of them drink Wild Island Daly's is the 4th most consumed brand with 8% of consumers. Daly's consumers lie between LSM 1-4 and LSM 5-6 who contribute 14 and 12% respectively. Daly's consumers are more significant on 25-34 and 35-49 year old these two groups contribute 10% each

TABLE 8: DEMOGRAPHIC PROFILE OF DILUTABLES DRUNK IN THE PAST 2 WEEKS BY RACE

	Total	White		Black		Coloured		Asian	
		M	F	M	F	M	F	M	F
Sample size (n)	2001	182	203	620	641	110	130	55	60
Wild Island	26	7	4	31	39	17	18	9	13
Oros	26	34	35	24	27	20	22	16	20
Halls	22	19	19	21	22	18	32	33	23
Daly's Premium	8	2	1	11	12	7	4	2	5
Eleven in One	4	3	3	1	3	7	17	0	0
Super 7	3	2	4	4	3	0	0	2	0
Caribbean	2	1	1	2	2	1	2	0	2
SuperFruit	1	1	1	1	1	2		2	2
Rite Brand	1		1	1	-		1	2	
Jungle Yum	1	1	2	1	1	1		7	5
Elvin	1			1	-	2	2		
Caprica	1	1	1	2	2	1	1		
Brookes Low Cal	1	3	5	-	1		2		

Wild island is significantly skewed towards the black people, mainly females who make up 39% and males 31%, followed by coloureds with major consumption among this race by females at 18% and males 17%, next is the Asians, females in this race contribute 13% and males 9% lastly, Wild Island is least consumed by whites in this race, males consume Wild Island

more than females 7% males and 4% females. It is important to note that this is the only race where males consume the product compared to females.

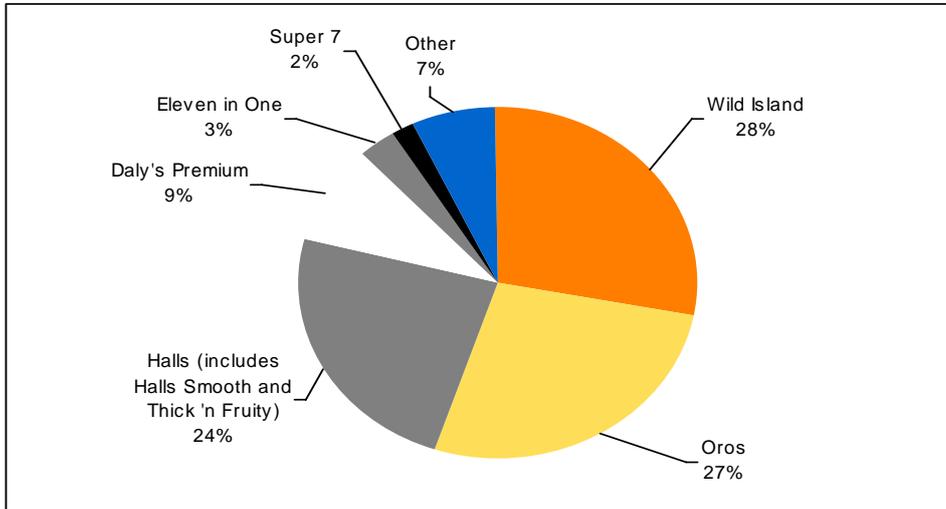
Daly's brand is significantly skewed towards the black people mainly females 12% and males 11% , followed by coloured people with skew towards males 7% and females 4%, next is the Asian race skewed towards females ales 5% and females 2% . Lastly, Daly's is least consumed by white race with males making up 2% and females 1%.

TABLE 9: DEMOGRAPHIC PROFILE OF DILUTABLES DRUNK IN THE PAST 2 WEEKS -REGIONS

	Area					
	Total sample	Bloem fontein	Cape Town	Durban	Eastern Cape	Gauteng
Sample size (n)	2001	40	355	330	170	1106
Wild Island	26	48	16	16	33	30
Oros	26	25	24	16	19	31
Halls	22	13	28	29	13	20
Daly's Premium	8	3	1	35	6	3
Eleven in One	4	0	14	1	10	0
Super 7	3	5	0	2	0	5
Caribbean	2	3	2	3	0	1
SuperFruit	1			1		1
Rite Brand	1	3	1			1
Jungle Yum	1		1	5		
Elvin	1		3		1	
Caprica	1		3		4	1
Brookes Low Cal	1	3	1	1		1

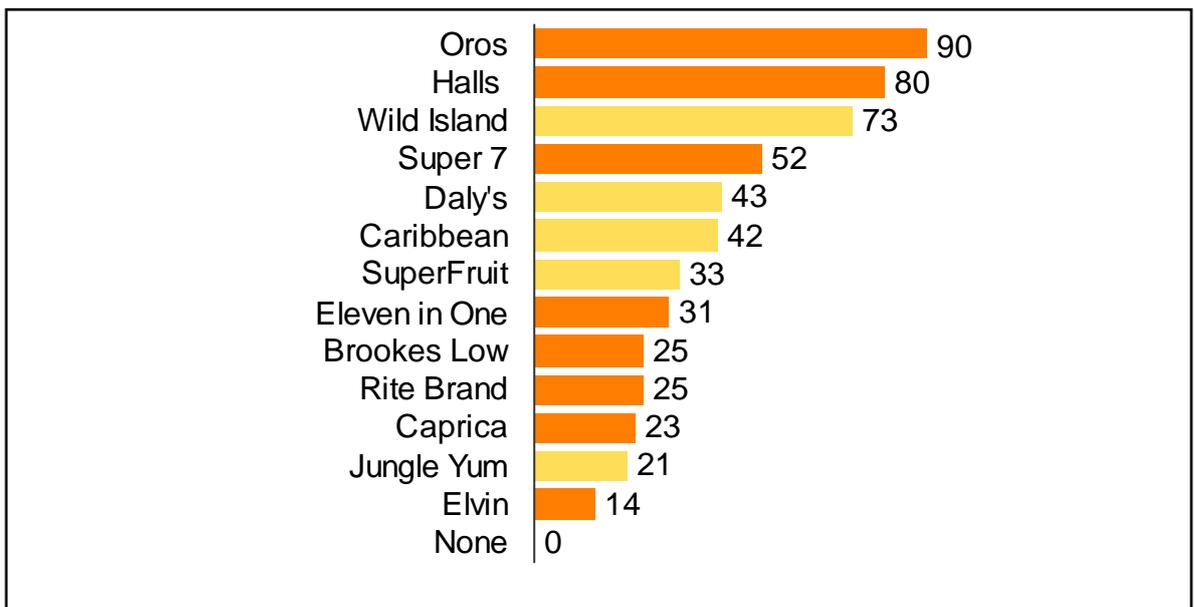
Wild Island consumers are concentrated in Bloemfontein, Eastern Cape and Gauteng with significance % of 48, 33 and 30 for Cape Town. Durban has less concentration of Wild Island consumers despite the fact that it is big region with a lot of dilutable consumers. Daly's results show an enormous concentration of Daly's consumers in Durban with 35% consumers. Daly's is significantly under represented in Gauteng 3% Eastern Cape 6% Cape Town 1% and Bloemfontein 3%.

FIGURE 5: MOST OFTEN DRUNK BRAND



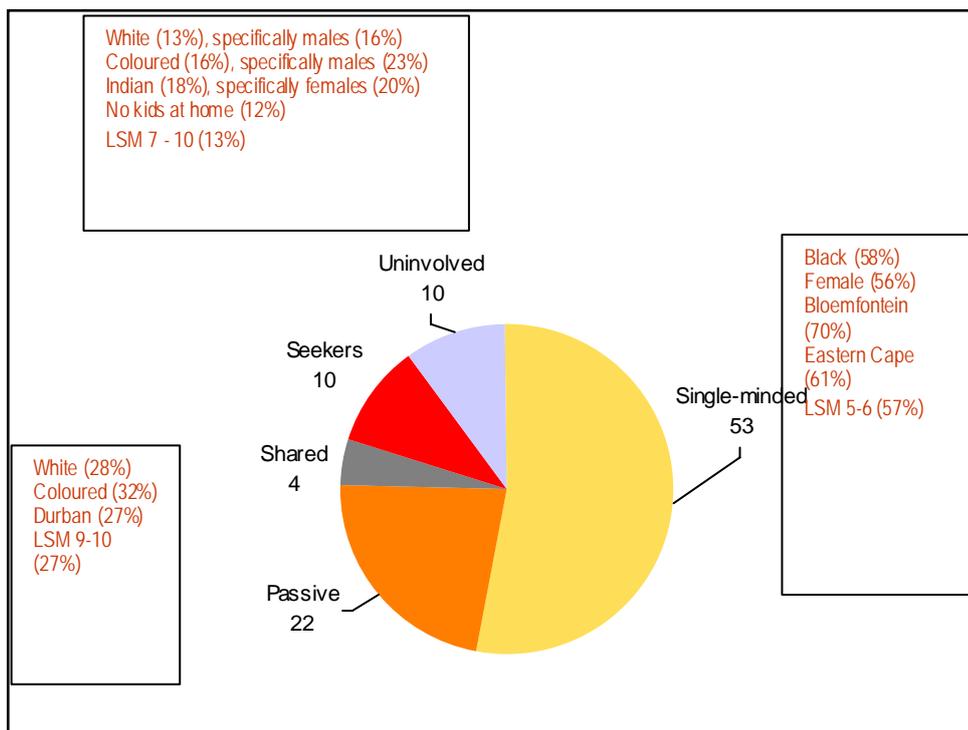
The pie chart shows that Wild Island is the most drunk dilutable with 28% consumers in the dilutable category drinking Wild Island most often, followed by Oros with 27% , Halls 24% Daly's 9% Eleven in one 3% , Super 7 2% and Other brands 7%.

FIGURE 6: AIDED BRAND AWARENESS



The awareness findings indicate that Wild Island is the 3rd highest brand that consumers are aware of in the dilutable category and Daly's the 5th brand that consumers are aware of.

FIGURE 7: DILUTABLE CONSUMERS STATE OF MIND



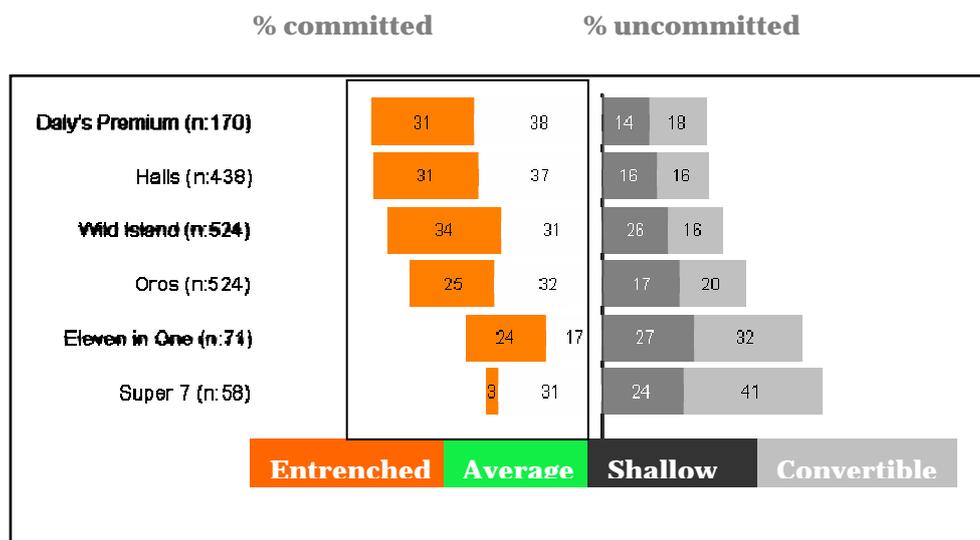
The pie chart shows that 53% of dilutable drinkers are single minded, this indicates strong attachment to one dilutable brand a market dominated by single minded consumers is very unlikely to change brands. Further more the research indicates that 22% of the consumers are passive indicating that consumers are committed, but less involved they are more likely to be habitual purchasers. The pie chart also shows that 10% of the consumers are seekers meaning that the consumers are unhappy with current brand and they are likely to shop around. Market factors play a significant role in influencing trial. From the pie chart we also note that 10% of consumers in the category are uninvolved meaning that consumers don't care about what

dilutable brand they drink their choice is driven by price and availability finally there are shared consumers, these are consumers who are equally attracted to two or more dilutable brands with divided loyalty, driven by multiple needs or equal attraction.

The results on the pie chart also indicates that majority of single minded consumers are black at 58% and these are female consumers living in the eastern cape and Bloemfontein, 57% of them are LSM 5-6. Passive consumers are more likely to be White (28%) and coloured (32%) people living in Durban (27%) and re LSM 9-10 (27%).

From the research we also notice that uninvolved people are more likely to be White (13%), specifically males (16%) Coloured (16%), specifically males (23%) Indian (18%), specifically females (20%) No kids at home (12%) LSM 7 - 10 is (13%).

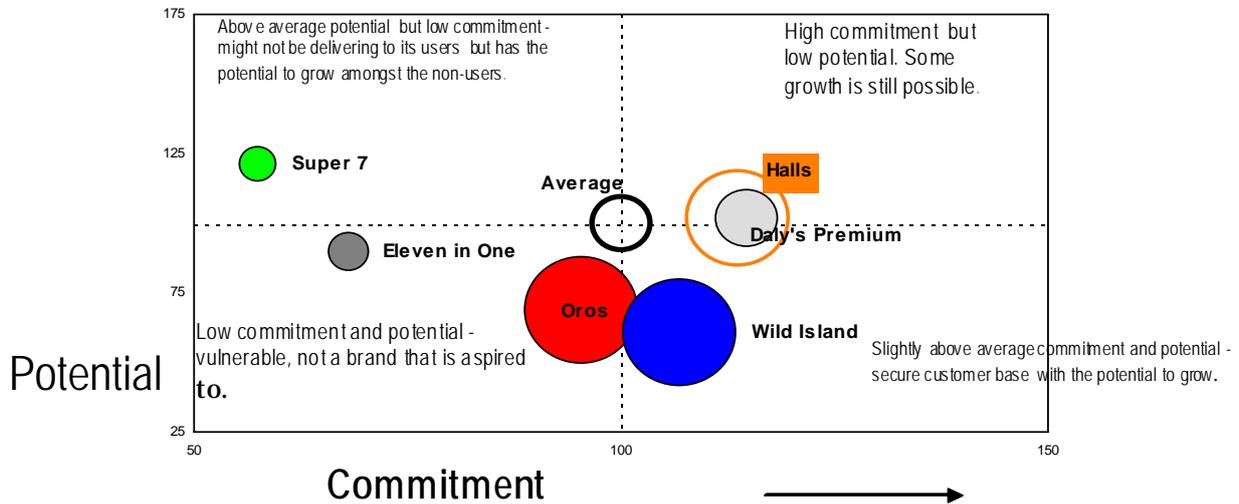
FIGURE 8: DILUTABLES COMMITMENT



The table shows that Daly's premium has the most committed users with 69% of the consumers committed to the brand followed by Halls at 68%, Wild Island 65%, and Oros 57%. Commitment is measured by adding entrenched

and average consumers.

FIGURE 9: BRAND HEALTH



Note: bubble size represents penetration

Note: large brands almost always have low potential due to their already large user base

The brand health analysis shows that Wild Island has high commitment but low potential to grow within the current market. On the other hand the Daly's brand has high commitment and slightly above average potential to grow. Halls brand is the only brand with high commitment, with large user base and high potential to grow. The brands like Eleven in one have low commitment and low potential to grow.

4.4 SUMMARY OF FINDINGS

Wild Island brand is the number 3 brand on awareness but the brand is the leading brand as the most often drunk dilutable in the concentrates category and also the number 1 brand drunk in the past 2 weeks. This shows significant penetration by the brand among the LSM 5-6 consumers mainly living in Bloemfontein, Eastern Cape and Gauteng. The brand also enjoys a

significant customer loyalty among the target consumers. From these findings the Daly's brand does not have significant awareness levels, and its only on number 4 in the drunk past 2 weeks as well as drunk most often brand. The brand health studies also indicate that Wild Island has a huge user base, high commitment and less potential to grow. Daly's has high commitment but low user base and slightly above average potential for growth.

CHAPTER 5: CONCLUSION

5.1 Introduction

The concept of brand equity is important for brand managers. As a brand manager at Ceres Fruit juices, brand equity measurement is an important function of brand management. At Ceres, the brand measurement model used to identify brands that are leaders in their different categories is important in understanding brand strength. However, the challenge of keeping these brands as market leaders is a daunting task if there is no measurement model for measuring the values of the brand equity. The aim of this research was to analyse current literature, evaluate current CFJ brand equity, brand equity tracking and give recommendations on the importance of measuring brand equity using a proper measurement method.

Chapter 1 in this was focused on the brief literature on brand equity, looked at the problem statement with the objective of answering the following problem and sub problems:

- To evaluate the benefit of brand equity measurement at Ceres Fruit Juices and address the value of conducting brand equity by analysing the current brand equity measurement
- Which brand equity tracking metrics should be applied
- Which model should be applied to evaluate the brand equity for Ceres fruit Juices brands
- Is there a gap in the current brand equity measurement model currently being employed

The findings from this research identified some methods of measuring and valuing brand equity but there is little research on this topic to arrive at generalisable conclusion on the appropriateness of brand equity

measurement methods. However, the level three of brand equity measurement approach used in this study provides adequate understanding of consumers' brand perception. An adequate understanding of consumers' brand perception gives a brand manager the necessary tool to develop and deploy effective and efficient brand management strategies and tactics.

Although, various writers provide brand matrices' to measure brand equity there are no unanimity among the writers on the best matrices to use. Some writers provide 3 matrices e.g. awareness, loyalty, and image while some include financial matrices, quality and associations. There is definitely a gap in the CFJ model for brand equity tracking, because CFJ currently track:

1. Awareness
2. Loyalty
3. Penetration

The current model exclude tracking the quality, and image of the brand which particularly vital for the company.

The objectives of the study were also laid down in chapter 1 and from the these objectives the researcher has gained significant understanding on the concept of brand equity, acquired knowledge of various models to be applied in brand equity measurement, and comes up with a proposed model for Ceres fruit Juices which involves measurement of the following consumer brand equity matrices:

- Brand Awareness
- Brand Image
- Brand loyalty
- Brand quality
- Brand associations

Chapter 2 focused on the research methodology literature and the methodology applied by CFJ. CFJ uses research surveys to conduct brand equity measurement research and to analyze the research data. The Methodology used by CFJ is quantitative in nature, which is conducted annually as part of the black diamonds research; however, part of this research is a focused brand study. This research is called the Omni check study

Chapter 3 dealt with the literature review on brand equity and also reviewed the methodology followed by Ceres Fruit Juices to measure the brand equity of its brands (Wild Island and Daly's), the Conversion Model. Chapter 4 analyzed the results emanating from the Gulp Check 5 2008 brand equity results. From this chapter the learning's are that Ceres Fruit Juices conversion model is not enough to provide a comprehensive tracking of the brand equity. Other components of brand equity need to be tracked such Image, quality and associations.

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Appendix A: Questionnaire

FOR FIELD MANAGER USE ONLY: CHECK QUOTA					
Race	Quota	Gender	Quota	Type of Dwelling (Black respondents only)	Quota
White	-1	Male	-1	Formal	-1
Black	-2	Female	-2	Informal	-2
Coloured	-3	<i>Language (White)</i>			
Indian	-4	English	-1		
		Afrikaans	-2		

PROJECT METRO OMNI 2

Job No: SMC 3070

April 2008

DP:	Query (115)	Omission (117)	Redo (119)	Late (120)	Excluded (122)
Yes	-1	-1	-1	-1	-1
Item numbers	(116)	(118)		Date (121)	

QC:	B/Checked by (124)	Type of backcheck (125,126)		Date	Code (127,128)			
QC	-1	Phone: -1	FtF: -2					
F/Manager	-2	Phone: -1	FtF: -2					
F/Worker	-3	Phone: -1	FtF: -2					

QC Dept outcome (130):	-1	-2	-3	-4	-5
	Extr Satisfactory			Extr Dissatisfactory	

	Signature
Debriefed by:	
Edited by:	
Coded by:	
Coding checked by:	
Consistency checked by:	
Editing checked by:	

Respondent number: (129)

Comments:

1. Hello, my name is I do interviewing on behalf of TNS Research Surveys, an independent market research company. We are conducting various topics, and I wonder if I might ask you a few questions. Are you willing to participate?

IF NO OR IN DOUBT, CLOSE INTERVIEW.

Please could you give me your name, address and the exact suburb and town in which you live, even if there is no normal postal delivery there?

ENSURE THAT SPELLING OF SUBURB AND TOWN IS CORRECT.

Name of respondent:

Address:

(131)

)

(132)

)

(133)

)

Suburb:(code)

Telephone No: (H)(134)----- (135) (W) (136)-----

Cell Phone No: (138)----- (139)

Interviewer: ----- (140)

Field Manager: ----- (141)

2. We are looking for people who work for certain companies. Do you or any member of your family or close friends work for a:

	YES	NO
Market research company	-1	-2
Advertising agency	-1	-2

3. When last were you or any member of your family interviewed for market research purposes?

Within the last 3 months	-1	➔ CLOSE INTERVIEW
More than 3 months ago	-2	
Never	-3	

QUOTA REQUIREMENTS

Firstly, I have a few general questions.

1. Could you please tell me how old you are currently?

1. FILL IN EXACT AGE IN SPACE PROVIDED.
2. THEN CODE THE CORRESPONDING CATEGORY BELOW.

ACTUAL AGE: (980)

(11)

a. Younger than 18 years	-11	➔ CLOSE INTERVIEW
b. 18 - 24 years	-01	
c. 25 - 29 years	-02	
d. 30 - 34 years	-03	
e. 35 - 39 years	-04	
f. 40 - 44 years	-05	
g. 45 - 49 years	-06	
h. 50 - 54 years	-07	
i. 55 - 59 years	-08	
j. 60+ years	-09	
k. Refused	-10	➔ CLOSE INTERVIEW

2. RECORD GENDER:

(31)

Male	-1	
Female	-2	➔ CHECK QUOTA

3. For statistical purposes I need to confirm which ethnic group you belong to. Is it?

(32)

White	-1	
Black	-2	➔ CHECK QUOTA
Coloured	-3	
Indian	-4	

4. What language do you speak most often at home?

(12)

English	-01	
Afrikaans	-02	➔ CHECK QUOTA FOR WHITE RESPONDENTS
IsiZulu/Zulu	-03	
IsiXhosa/Xhosa	-04	
Sepedi/Northern Sotho	-05	
Sesotho/Southern Sotho/Sotho	-06	
Setswana/Tswana	-07	
Tshivenda/Lemba/Venda	-08	
Xitsonga/Tsonga/Shangaan	-09	
Siswati/Swazi	-10	
IsiNdebele/South Ndebele/North Ndebele	-11	
Other (Specify)	-12	
.....		

5. TYPE OF DWELLING (BLACK ONLY):

(22)

Formal	-1
Informal	-2

➔ CHECK QUOTA

6. RECORD AREA:

Bloemfontein	-01
Cape Town	-02
Durban	-03
East London	-04
East Rand	-05
Johannesburg	-06
Port Elizabeth	-07
Pretoria	-08
Soweto	-09
Vaal Triangle/South Rand	-10
West Rand	-11

(15)

GULPCHEK 5

1. Now we are going to talk about cold drinks.
Which brands of non-alcoholic cold drinks, if any, are you aware of or have you ever heard of?

- | |
|---|
| 1. DO NOT PROMPT.
2. MULTIPLE MENTION POSSIBLE.
3. RECORD Q.1 – Q.4 RESPONSES ON GRID OVERLEAF. |
|---|

-
2. Which of the brands of cold drinks on this card are you aware of or have you ever heard of?

- | |
|--|
| 1. HAND RESPONDENT PHOTOCARDS 1 – 4 AND LEAVE WITH RESPONDENT FOR Q.2, Q.3 AND Q.4.
2. MULTIPLE MENTION POSSIBLE.
3. IF NONE, GO TO NEXT SECTION.
4. COPY ANSWERS FOR Q.1 TO Q.2 AS WELL. |
|--|

-
3. Now, which of these brands, if any, have you drunk in the past two weeks?

- | |
|---|
| 1. REFER TO PHOTOCARDS.
2. MULTIPLE MENTION POSSIBLE.
3. BRANDS MENTIONED IN Q.3 MUST BE MENTIONED IN Q.2.
4. IF NONE, GO TO NEXT SECTION. |
|---|

-
4. And which one of these brands do you drink most often?

- | |
|---|
| 1. REFER TO PHOTOCARDS.
2. SINGLE MENTION. |
|---|
-

	(1030)	(1031)	(1033)	(1034)
	Q.1	Q.2	Q.3	Q.4
	Spontaneous awareness	Aided awareness	Drunk past 2 weeks	Most often
1. 7Up	-01	-01	-01	-01
2. Appletiser / Grapetiser	-02	-02	-02	-02
3. Caribbean	-03	-03	-03	-03
4. Cedar	-04	-04	-04	-04
5. Ceres	-05	-05	-05	-05
6. Ceres Iced Fruit Tea	-06	-06	-06	-06
7. Ceres Plus	-07	-07	-07	-07
8. Ceres Sparkling	-08	-08	-08	-08
9. Clover Krush	-09	-09	-09	-09
10. Coke / Coca-Cola	-10	-10	-10	-10
11. Coke Light	-11	-11	-11	-11
12. Daly's Premium	-12	-12	-12	-12
13. Danao	-13	-13	-13	-13
14. Eleven in one	-14	-14	-14	-14
15. Energade	-15	-15	-15	-15
16. Fanta (any flavour)	-16	-16	-16	-16
17. Fruitree	-17	-17	-17	-17
18. Fruitree Jabba	-18	-18	-18	-18
19. Halls	-19	-19	-19	-19
20. Halls Smooth	-20	-20	-20	-20
21. Just Juice	-21	-21	-21	-21
22. Lemon Twist	-22	-22	-22	-22
23. Lipton Ice Tea	-23	-23	-23	-23
24. Liqui-Cooler	-24	-24	-24	-24
25. Liqui-Spritz	-25	-25	-25	-25
26. Liqui-Fruit	-26	-26	-26	-26
27. Mirinda	-27	-27	-27	-27
28. Oros	-28	-28	-28	-28
29. Parmalat Sensations of Fruit	-29	-29	-29	-29
30. Pepsi	-30	-30	-30	-30
31. Powerade	-31	-31	-31	-31
32. PureJoy	-32	-32	-32	-32
33. Quali Juice	-33	-33	-33	-33
34. Real Juice Company	-34	-34	-34	-34
35. Red Bull	-35	-35	-35	-35
36. Spar Fruit Juice	-36	-36	-36	-36
37. Sprite	-37	-37	-37	-37
38. Super Fruit	-38	-38	-38	-38
39. Tropika	-39	-39	-39	-39
40. Valpre	-40	-40	-40	-40
41. Wild Island	-41	-41	-41	-41
42. Woolworths Fruit Juice	-42	-42	-42	-42
43. Yogi Sip	-43	-43	-43	-43
44. Other (Specify)	-44	-44	-44	-44
.....				
45. None	-45	-45	-45	-45

➡ GO TO NEXT SECTION ➡

*5. PLEASE CIRCLE ALL BRANDS RESPONDENT IS AWARE OF IN Q.2.

Now I'd like you to think about everything that you look for in a brand of non-alcoholic cold drinks, and then rate each of the brands you know, using the scale on this card, where 10 is perfect in every way and 1 is terrible. It doesn't matter whether you have drunk the particular brand or not, we are interested in your opinion of all the brands you have heard of. Let us begin with... (READ OUT BRAND MENTIONED IN Q.2)

Using this scale how would you rate it?

- | |
|---|
| 1. HAND RESPONDENT SATISFACTION CARD. |
| 2. SINGLE MENTION PER BRAND. |
| 3. REPEAT FOR ALL BRANDS RESPONDENT IS AWARE OF IN Q.2. |
| 4. ASK RESPONDENT TO GIVE YOU A NUMBER, NOT A DESCRIPTOR. |

(1035,1036)		Terrible		Poor		Average		Very good		Perfect in every way	
2.	Appletiser / Grapetiser	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
4.	Cedar	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
5.	Ceres	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
8.	Ceres Sparkling	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
9.	Clover Krush	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
10.	Coke / Coca-Cola	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
11.	Coke Light	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
12.	Daly's Premium	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
15.	Energade	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
16.	Fanta (any flavour)	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
17.	Fruitree	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
19.	Halls	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
20.	Halls Smooth	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
21.	Just Juice	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
22.	Lemon Twist	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
23.	Lipton Ice Tea	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
24.	Liqui-Cooler	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
26.	Liqui-Fruit	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
28.	Oros	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
30.	Pepsi	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
31.	Powerade	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
32.	Pure Joy	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
33.	Quali Juice	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
34.	Real Juice Company	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
35.	Red Bull	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
36.	Spar Fruit Juice	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
37.	Sprite	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
39.	Tropika	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
40.	Valpre	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
41.	Wild Island	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
42.	Woolworths Fruit Juice	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10
44.	Other	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10

*6. Some things are extremely important, for example, for many people, whom to marry or whether to get married at all is extremely important. On the other hand, there are many things that are less important, such as the choice of which brand of paper plates to use.

Thinking now about non-alcoholic cold drinks, how important to you is the choice of which brand to drink?

- | |
|-------------------------------------|
| 1. HAND RESPONDENT IMPORTANCE CARD. |
| 2. SINGLE MENTION. |

Extremely important	-1	(1037)
Very important	-2	
Moderately important	-3	

Slightly important	-4
Not at all important	-5

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written permission.

*7. PLEASE CIRCLE ALL THE BRANDS THAT RESPONDENT DRINKS IN Q.3 AND Q.4.
Thinking about each of the non-alcoholic cold drinks that you drink. Which one statement best describes your feelings about...?

- | |
|--|
| 1. SHOW THE MANY GOOD REASONS SHOWCARD.
2. ASK FOR EACH BRAND DRUNK IN THE PAST 2 WEEKS OR MOST OFTEN (Q.3 & Q.4).
3. SINGLE MENTION PER BRAND USED. |
|--|

(1038,1039)		I can think of many good reasons to continue drinking and no good reasons to change	I can think of many good reasons to continue drinking, but there are also many good reasons to change	I can think of few good reasons to continue drinking and there are many good reasons to change
2.	Appletiser / Grapetiser	-1	-2	-3
4.	Cedar	-1	-2	-3
5.	Ceres	-1	-2	-3
8.	Ceres Sparkling	-1	-2	-3
9.	Clover Krush	-1	-2	-3
10.	Coke / Coca-Cola	-1	-2	-3
11.	Coke Light	-1	-2	-3
12.	Daly's Premium	-1	-2	-3
15.	Energade	-1	-2	-3
16.	Fanta (any flavour)	-1	-2	-3
17.	Fruitree	-1	-2	-3
19.	Halls	-1	-2	-3
20.	Halls Smooth	-1	-2	-3
21.	Just Juice	-1	-2	-3
22.	Lemon Twist	-1	-2	-3
23.	Lipton Ice Tea	-1	-2	-3
24.	Liqui-Cooler	-1	-2	-3
26.	Liqui-Fruit	-1	-2	-3
28.	Oros	-1	-2	-3
30.	Pepsi	-1	-2	-3
31.	Powerade	-1	-2	-3
32.	Pure Joy	-1	-2	-3
33.	Quali Juice	-1	-2	-3
34.	Real Juice Company	-1	-2	-3
35.	Red Bull	-1	-2	-3
36.	Spar Fruit Juice	-1	-2	-3
37.	Sprite	-1	-2	-3
39.	Tropika	-1	-2	-3
40.	Valpre	-1	-2	-3
41.	Wild Island	-1	-2	-3
42.	Woolworths Fruit Juice	-1	-2	-3
44.	Other	-1	-2	-3

OFFICE USE ONLY		
TRANSFER RESPONSE FOR BRAND USED MOST OFTEN (CHECK Q.4).		
-1	-2	-3

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written permission.

LSM & DEMOGRAPHICS

- 1a. We are nearing the end of the interview and I just have a few more questions. Some of these things might sound strange to you, but we want to understand a bit more about your lifestyle. Please tell me which of the following, if any, are presently in your household.

1. READ OUT.
2. DON'T READ OUT ITEMS IN BOLD.

(1779)

1. Hot running water	-01
2. Fridge with/without freezer	-02
3. Microwave oven	-03
4. Flush toilet in house or on plot	-04
5. Fulltime domestic worker	-05
6. VCR in household	-06
7. Vacuum cleaner/floor polisher	-07
8. No cellular phone in household	-08
9. Only one cell phone in household	-09
10. Two or more cell phones in household	-10
11. Have a washing machine	-11
12. A computer/laptop at home	-12
13. An electric stove	-13
14. A TV set	-14

16. A Telkom home telephone	-16
17. Two or more radios (not car radios)	-17
18. Hi-fi/music centre	-18
19. Living in a non-urban area outside of Gauteng or Western Cape	
20. Built-in kitchen sink	-20
21. Home security service	-21
22. A deep freezer (separate from fridge)	-22
23. Water in home or on stand	-23
24. Have M-Net and/or DSTV	-24
25. A dishwashing machine	-25
26. DVD player	-26
27. A sewing machine	-27
28. Live in a metropolitan area	(-28)
29. Live in a formal house/cluster/townhouse	-29

1b. Now please tell me which of the following statements relating to **cellphones** apply to you?

1. READ OUT STATEMENTS IN ORDER LISTED.
2. SINGLE MENTION PER STATEMENT.
3. IF RESPONDENT DOES NOT HAVE A CELLPHONE (CODE -2) FOR THE 1ST STATEMENT, SKIP TO Q.2

(2103,2104)	Yes	No	Don't know
1. You have personal use of a cellphone	-1	-2	→ GO TO Q.2
2. You pay for your cellphone calls with pre-paid airtime	-1	-2	-3
3. You have a cellphone contract	-1	-2	-3
4. Your company pays your cellphone bill	-1	-2	-3
5. You use your cellphone to send or receive pictures or movies via MMS (multimedia messaging service)	-1	-2	-3
6. You use MXIT (<i>pronounced: mix it</i>) (mobile instant chat service) on your cellphone	-1	-2	-3
7. You watch TV on your cellphone	-1	-2	-3
8. You download games, videos and wallpaper on your cellphone	-1	-2	-3
9. You use your cellphone to send and receive emails	-1	-2	-3
10. You receive SMS alerts – for updates on news, sport, weather, movies, bank balances etc.	-1	-2	-3
11. You use your cellphone to do banking	-1	-2	-3
12. You receive mobi-zines (mobile magazines) on your cellphone	-1	-2	-3

2. TYPE OF DWELLING: INTERVIEWER TO RECORD

(1299)

1. House	-01	7. Hostel	-07
2. Cluster House	-02	8. Hostel/ boarding house/hotel	-08
3. Town House	-03	9. Compound	-09
4. Flat	-04	10. Room in backyard	-10
5. Matchbox/improved matchbox house	-05	11. Squatter hut/shack	-11
6. Traditional hut	-05	12. Caravan	-12
		13. Other	-13

3. Could you please tell me which is the highest level of education that you have achieved?

1. HAND RESPONDENT CARD.

1. No formal education	-1	6. Some university	-6	(20)
2. Some primary school	-2	7. University completed	-7	
3. Primary school completed	-3	8. Any other post-matric qualification	-8	
4. Some high school	-4	9. Some college or technikon education	-9	
5. Matriculated	-5			

4a. Which of these best describes your working status?

1. HAND RESPONDENT CARD.
2. SINGLE MENTION ONLY.

1. Work full-time	-1	(21)
2. Work part-time away from home	-2	
3. Work part-time from home	-3	
4. Retired	-4	
5. Student	-5	
6. Unemployed – looking for work	-6	
7. Unemployed - not looking for work	-7	
8. Housewife/househusband	-8	
9. Self-employed	-9	

ASK ALL:

5. Could you please tell me into which group your total personal monthly income falls?

1. HAND RESPONDENT CARD.

By personal monthly income, I mean the total of all the incomes earned by you, before deductions.
You need only read me the letter corresponding to the income group into which you fall.

a. 0 - R149 per month	-01	n. R6000 – R6999 per month	-14	(29)
b. R150 - R399 per month	-02	o. R7000 – R7999 per month	-15	
c. R400 - R599 per month	-03	p. R8000 – R8999 per month	-16	
d. R600 - R699 per month	-04	q. R9000 – R9999 per month	-17	
e. R700 - R799 per month	-05	r. R10 000 - R10 999 per month	-18	
f. R800 - R899 per month	-06	s. R11 000 - R11 999 per month	-19	
g. R900 - R1199 per month	-07	t. R12 000 - R12 999 per month	-20	
h. R1200 - R1399 per month	-08	u. R13 000 - R13 999 per month	-21	
i. R1400 - R1999 per month	-09	v. R14 000 - R14 999 per month	-22	
j. R2000 - R2499 per month	-10	w. R15 000 - R16 999 per month	-23	
k. R2500 - R3499 per month	-11	x. R17 000 - R19 999 per month	-24	
l. R3500 - R3999 per month	-12	y. R20 000 – R24 999 per month	-25	
m. R4000 - R5999 per month	-13	z. R25 000 or more per month	-26	

6. Could you please tell me into which group your total monthly household income falls?

1. HAND RESPONDENT CARD.
2. HOUSEHOLD INCOME CANNOT BE LESS THAN PERSONAL INCOME IN Q.5.

By monthly household income, I mean the total of all the incomes earned by all the wage-earners living in your house, before deductions.
You need only read me the letter corresponding to the income group into which you fall.

a. 0 - R149 per month	-01	n. R6000 – R6999 per month	-14	(1011)
b. R150 - R399 per month	-02	o. R7000 – R7999 per month	-15	
c. R400 - R599 per month	-03	p. R8000 – R8999 per month	-16	
d. R600 - R699 per month	-04	q. R9000 – R9999 per month	-17	
e. R700 - R799 per month	-05	r. R10 000 - R10 999 per month	-18	
f. R800 - R899 per month	-06	s. R11 000 - R11 999 per month	-19	
g. R900 - R1199 per month	-07	t. R12 000 - R12 999 per month	-20	
h. R1200 - R1399 per month	-08	u. R13 000 - R13 999 per month	-21	
i. R1400 - R1999 per month	-09	v. R14 000 - R14 999 per month	-22	
j. R2000 - R2499 per month	-10	w. R15 000 - R16 999 per month	-23	
k. R2500 - R3499 per month	-11	x. R17 000 - R19 999 per month	-24	
l. R3500 - R3999 per month	-12	y. R20 000 – R24 999 per month	-25	
m. R4000 - R5999 per month	-13	z. R25 000 or more per month	-26	

- 6a. Are you the main income earner in your household?

Yes	-1	(1959)
No	-2	

- 6b. Now, thinking about different religions, which one of these, if any, would you say is your religion?
Please note that your answer will remain strictly confidential and will only be used for statistical purposes.

1. HAND RESPONDENT CARD.
2. SINGLE MENTION.

1. Buddhism	-1	(1926)
2. Christianity	-2	

3. Hinduism	-3
4. Islam	-4
5. Judaism	-5
6. Other (Specify)	-6
7. No religion/atheist/agnostic	-7

7. How many people, including yourself, are currently living in your household?

One	-01	(23)
Two	-02	
Three	-03	
Four	-04	
Five	-05	
Six	-06	
Seven	-07	
Eight	-08	
Nine	-09	
Ten	-10	
Eleven or more	-11	

8. Which of the following phrases best describes your own situation?

1. READ OUT.

1. You are the only person responsible for doing the day-to-day purchases of the household	-1	(2037)
2. You are one of a few people responsible for doing the day-to-day purchases of the household	-2	
3. You are not responsible for doing the day-to-day purchases of the household	-3	

9. Which of these statements best describes your family situation at the moment?

1. HAND RESPONDENT CARD.
2. SINGLE MENTION.

No children at home:		(16)
a. I am single and have never been married	-1	
b. I am divorced/widowed and have no children	-2	
c. I am married and have no children	-3	
d. I am divorced/widowed but my children do not live at home with me	-4	
e. I am married and my children have grown up and left home	-5	
f. I am divorced/widowed and my children have grown up and left home	-6	
Children at home:		
g. I am married and my children still live at home	-7	
h. I am divorced/widowed and my children still live at home	-8	
i. I am single with children	-9	

10a. How many children, in each of the following age groups, live in your household?

1. READ OUT AGE GROUPS ONE AT A TIME.
2. SINGLE MENTION PER GROUP.
3. CHECK ANSWER AGAINST Q.7 AND Q.9 FOR LOGIC.

(371) (372) (373)
(374) (375)

	Children 0 - 2 yrs	Children 3 - 5 years	Children 6 - 10 years	Children 11 - 15 years	Children 16 - 18 years
One	-1	-1	-1	-1	-1
Two	-2	-2	-2	-2	-2
Three	-3	-3	-3	-3	-3
Four	-4	-4	-4	-4	-4
Five and more	-5	-5	-5	-5	-5
None	-0	-0	-0	-0	-0

(376) NUMBER OF CHILDREN IN HOUSEHOLD

The value of measuring brand equity : the ceres fruit juices case. Khumalo WM. URI: <http://hdl.handle.net/20.500.11892/159840>. Show full item record. Files in this item. Files. Size. Welcome to the home of Ceres; fruit juice made from the juiciest and freshest fruit that grows in the Ceres Valley. Made with no added sugar, no preservatives and no artificial additives - its nature's perfect juice. Enter our recipe competition & win. Add flavour to your recipes this summer using Ceres Juice & you could win a R1000 Yuppiechef Voucher! Enter Here. Ceres Valley. The luscious landscape of Ceres makes our fruit extra juicy and joyful, just as nature intended. Be Inspired. Our Drinks. To create the perfect juice nature does all the work. See our range. Fruit Corner. Nurtured with care and picked only when ripened to mouthwateringly plump perfection. Read More. Nutrition. Our juices are a source of essential nutrients. A delicious dose of healthy goodness. Read More.