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Title

The Influence of Domestic Workers on the Brand Equity of Homecare Products in South African Households

Sibonile Dube

A research report submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Management in Strategic Marketing

Johannesburg, 2016

ABSTRACT

Since 1994, the number of South Africans who have the ability to hire domestic help has increased due to the economic inclusion of the African majority. This research has been conducted amongst South Africa's middle to upper class (also referred to as LSM 7-10 or LSM A). A sizeable number of them have a monthly household income of R50 000 and above and another significant number is made up of business owners. The aim of the study is to assess the extent to which domestic workers' perceived brand quality of homecare products influence the brand loyalty of the same as far as their employers are concerned.

The data collection of this study was exclusively conducted online for the simple reason that the target population of the study is made up of office bound and busy people. A large majority of the respondents in fact spend 4-5 hours in their homes per day during the week. Therefore expecting them to fill in a questionnaire and submit to the researcher would have been a challenge.

The research's point of departure was based on the assumption that employers of domestic workers are not the end users of the products under discussion as their lifestyle did not permit this. However, the fact that the employers are the eventual buyers of the products presented the researcher with a point of curiosity.

The key finding of the research was that there was a very strong link between Employer Brand Association and Employer Brand Loyalty. However, there was a weak influence of Employer Brand Awareness on Employer Brand Loyalty. These findings therefore ultimately suggest that domestic worker Brand Quality perceptions, will influence the Brand Equity of homecare products in South Africa.

Overall, the Domestic Worker Perceived Brand Quality of homecare products had a positive influence on Employer Brand Awareness and Employer Brand Associations.

DECLARATION

I, Sibonile Dube, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Management in Strategic Marketing in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

Sibonile Dube

Signed at ……

On the 31st day of March 2016

DEDICATION

This Research Report is dedicated to my late father, Mr. Obert K.M. Ngwenya.

ACKNOWLEDGEMENTS

Firstly and most importantly, I would like to acknowledge the Grace and Favour of the Almighty God for the opportunity to be part of the MMSM programme as well as the ability to walk this journey to completion.

For the encouragement to carry on until the end, I would like to thank my family in particular my husband Melusi and my children. Your understanding on the late nights and weekends spent at Wits Business School were a key factor to the success of this project. I would also like to acknowledge my mother, sister and brother for thinking the world of me by continually making me believe that I am designed to conquer anything I put my mind to.

To the respondents who took the time to respond to the questionnaire, thank you. Without your involvement, this research report would have never been.

To my syndicate group, I could have never asked for a better group of individuals to work with than you intelligent and beautiful girls. Thank you for the shared will to win and the positive attitude throughout this journey.

I would also like to acknowledge my employer Unilever, the “University of Marketing” for providing an invaluable context and platform for me to draw from to fulfil this study.

Finally, a big THANK YOU to my supervisor Professor Chinomona. You have given selflessly of your time and knowledge. You are an inspiring individual who has immerse passion for the success of your students. Blessings!

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CHAPTER 1. INTRODUCTION

1.1 Purpose of the study

The purpose of this research is to examine the extent to which the perceived brand quality of homecare products by domestic workers influences the brand awareness, brand associations and subsequent brand loyalty of these products by their employers in South African households. All these variables form the components of brand equity.

1.2 Context of the study

The study breaks down the components of Brand Equity to come up with four variables which form the core of the study. It is in 1980 that the concept of brand equity was first introduced in the world of marketing and academics. The point of departure stemmed from the value of a brand in relation to top of mind mention and active interaction with a brand by customers (Cobb-Walgren, Ruble, & Donthu, 1995). Myers (2003) terms it as added value endowed by the brand name in the minds of the customers.

Some scholars have since presented their own brand equity models in the field of marketing with two being quite popular. Keller, K.L (2002) has presented his own brand equity model which describes six dimensions of brand equity, namely; brand salience, brand performance, brand imagery, customer judgements, consumer feelings and brand resonance. In this model, the highest level of brand equity is realized at the top of the pyramid at brand resonance stage. Keller purports that it is at this level that customers are in a lasting relationship with a brand and loyalty is guaranteed (Keller K.L., Aperia T., Georgson M., 2008).

However, for the purposes of this study, the researcher will use Aaker's brand equity model. In his model Aaker identifies five components i.e. brand loyalty,

brand awareness, perceived brand quality, brand associations and other propriety assets. The study will use all the components of Brand Equity as variables as outlined in Keller's model, except for Other Proprietary Brand assets. Keller's conceptualisation of the Brand Equity model is illustrated in the diagram below.

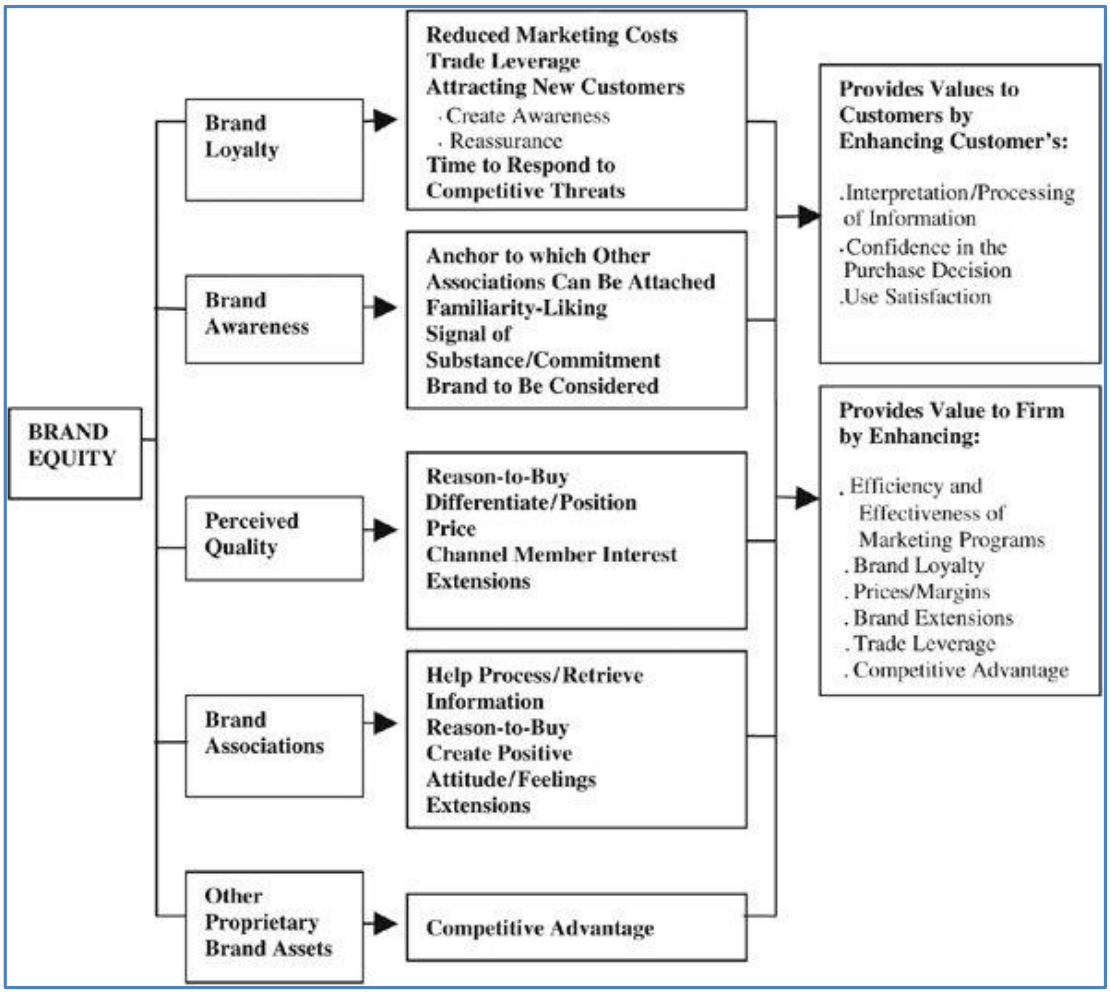


Figure 1: Aaker D.A., (1991) Managing Brand Equity: Capitalizing on the value of a brand name. The Free Press, New York, N.Y

This study is also driven by the consumer behaviour Reference Group theory. A definition of consumer behaviour is given as "the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires." (Solomon, Bamossy et al. 2006, p6).

In discussing consumer behaviour, reference groups are an important point of allusion. According to Parumasur and Roberts-Lombard (2013, pg.95) reference groups are “any person or group that serves as a point of comparison or reference for an individual consumer in forming certain values, attitudes and behavior patterns.” This study will mainly focus on the primary reference group, in this case the household.

A primary reference group is one which an individual interacts with frequently and on a face to face basis. The opinions of this reference group are important and influential to an individual. An example would be family, co-workers and friends. Loudon and Della Bitta (1993) refer to this as *Social* stimuli which encompasses family and other peer and reference groups. Consumers ponder on their influence which can create brand awareness, thus leading to brand loyalty in instances where consumers take the recommendations given to them by members of a reference group. Because domestic workers interface so closely with their employers, they are referred to as part of a primary reference group in this study.

According to the Unemployment Insurance Contributions Act, 2002 (Act No. 4 of 2002), “…a domestic worker is a gardener, driver or person who looks after children, the aged, sick, frail or disabled in a private household, but not on a farm”. Studies relating to domestic workers in South Africa have mainly focused on issues of wages, working conditions and unfair labour practices (Taryn Dinkelman, Vimal Ranchhod, 2012). With 755 000 women employed, domestic work was the second largest employment segment for African women in 2004 (StatsSA, 2005).

A growing phenomenon in the domestic worker field is the increased number of foreigners from neighbouring countries being exploited, paid low wages and lacking access to employee rights due to their illegal status. An illegal status in South Africa is determined by not having a permit or a South African ID. These

foreigners, mainly Zimbabweans, BaSotho from Lesotho and to a lesser extent Malawians, often opt for live-in jobs as they have no family and want to minimize on the cost of rent. This has resulted in them not getting the stipulated leave and off days. Laura Griffin (2011, pg. 11) states that “Migrant domestics' heightened dependence, dismissibility and exploitability are further reflected by their popularity with employers…”

She adds that The Basic Conditions of Employment Act stipulates legal minimum working conditions for every employee in South Africa which includes working hours and overtime, leave and termination. These foreign domestic workers have no access to legal representation or the state provided assistance from institutions like the Commission for Conciliation, Mediation and Arbitration (CCMA).

The period under discussion in this study is the post-Apartheid era where the black middle-class has ballooned and more Africans have access to the economy. In the post-Apartheid era the demand for domestic worker services has increased phenomenally. More middle income households are engaging the services of domestic workers (Cohen, 1991; de Regt, 2009).Some households engage their services on a part-time basis while others employ them on a full time basis and have them as live-in employees, which has become a common phenomenon. Additionally, other households even employ more than one domestic worker. Domestic workers have therefore become an integral part of South African households.

Marketers have used the term “household” as a consumer unit which is relevant to a lot of research analysis. Van Rensburg, McConnell and Brue (2011) define a household as “an economic unit (of one or more persons) that provides the economy with resources and uses the income received to purchase goods and services that satisfy economic wants.”

The formulation of South African households has evolved in the last 20 years as a result of the socio-economic and political dynamics presented by the post-apartheid era. Haviland, W. A. (2003), defines a household as “one or more people who live in the same dwelling and also share meals or living accommodation, and may consist of a single family or some other grouping of people.”

According to Stats SA Report (2013), of South Africa’s 15 107 households, 64.7% of them sourced their income from salaries. This is an important factor as it influences the purchasing ability of employers of domestic workers. According to van Rensburg, McConnell and Brue (2011), the top 10% households receive more than 50% of the income in South Africa indicating that there is an unequal distribution of income in the country. This directly relates to the ability of households to employ the services of a domestic worker. A 2014 Momentum-UNISA report showed that household debt in South Africa is on the rise with servicing costs increasing at an annualised rate of 17.9% during Q1 2014 compared to 12.6% in Q4 2013.

Stats SA’s 2011 census results reveal that although the average South African households are still headed by men, dynamics have shifted. This includes the prevalence of cohabitation amongst the younger generation, the increase in number of households headed by single women which is 14% of the population and 15% of households have female breadwinners, where a married woman is the head of the household. Western Cape and Gauteng have the highest percentage of households headed by a married man, at 70% and more. A third of South Africa’s households were “traditional” families consisting of married parents and their children who average 3.5. A quarter of South African households reported “other” family structures. These included grandmothers living with their grandchildren, gay couples, and child-headed households. Parumasur and Roberts-Lombard (2013, pg.272) state that most societies will normally have four types of households:

Married Couple	Nuclear Household	Extended Household	Single-Parent Household
A husband and wife is the simplest structure	Consists of a husband and wife and one or more children. This is still common.	Consists of the nuclear household plus other relatives, such as grandparents, uncles and aunts, cousins and parents-in-law.	Consists of one parent and at least one child; is becoming more common place because of increasing rates of divorce, separation and out of wedlock births.

Figure 2: SA Household Structure - Parumasur, S.B., and Roberts-Lombard, M., (2013) Consumer Behaviour. Juta

In South African households, the consumption of homecare products is significant across all LSM's. It is their perceived quality and price, amongst other factors, that determine what each household eventually uses. Perceived brand quality, brand awareness, brand associations and brand loyalty are all identified constructs of brand equity.

1.3 Problem statement

The intended outcome out this study is to explore the relationship between the brand perceptions of domestic workers on homecare products and how they shape the brand awareness and brand associations of their employers on the same, thus leading to the brand loyalty of their employers in South African households.

1.3.1 *Main problem*

To understand the synergistic relationship between domestic workers' perceived brand quality on homecare products, their employers' brand awareness, brand associations and the resultant brand loyalty levels thereof of employers in South African households.

1.3.2 *Sub-problems*

The first sub-problem is to examine the relationship between perceived brand quality by domestic workers on homecare products, their employers' brand awareness, brand associations and determine how these influence brand loyalty in South African households.

The second sub-problem is to determine how the relationship between domestic workers perceived brand quality, employer brand awareness, and brand associations influence customer-based brand equity in the FMCG sector.

1.4 Significance of the study

The study will provide guidance on observing the significance of the consumer behaviour Reference Group Theory. This study will mainly focus on the Primary Reference group, in this case the household which includes domestic workers. A primary reference group is one which an individual interacts with frequently and on a face to face basis. Loudon and Della Bitta (1993) refer to this as *Social* stimuli which encompasses family and other peer and reference groups.

Firstly, the study will assist in proving whether the theory applies in the case of domestic workers in South African households and if their recommendations are necessarily viewed as valid. There have been reports of domestic workers, especially those from bordering countries, being exploited and not being treated with respect. The study will assess if domestic workers can be regarded as part of the primary reference group in South African households given this background.

A study done by Hickson and Strous (1993) revealed that due to exploitation domestic workers often suffered from poor self-esteem levels. This would bring to question their classification as a primary reference group even though they

have face to face interaction with their employers. Furthermore, through the study the researcher will test the seriousness with which employers take the recommendations of their domestic workers.

Secondly, this study will address the management and business issue of marketing to domestic workers. It will assist in creating awareness to manufacturers and marketers of homecare products on the significance of incorporating domestic workers as a target group and market segment. Market segmentation is defined by Kotler and Armstrong as "dividing a market into distinct groups of buyers who have distinct needs, characteristics, or behaviour and who might require separate products or marketing mixes" (Armstrong and Kotler, 2005: 54). While domestic workers may not be buyers, they certainly have requirements in as far as homecare products are concerned. They also describe a target market as "a group of customers a business has decided to aim its marketing efforts and ultimately its merchandise towards." This definition is a lot more relevant in this study.

In advertising their products for example, manufacturers of homecare products have focused on a target market that is mainly the employers and not domestic workers and yet they are the day to day users of the products. These include floor and surface cleaning, laundry and dishwashing products.

Manufacturers' product positioning strategies are mainly targeted at the employers. Production positioning refers to a product's definition based on the perceptions, impressions and feelings of its consumers. In Doyle (1983)'s words, "Positioning strategy refers to the choice of target market segment which describes the customers a business will seek to serve and the choice of differential advantage which defines how it will compete with rivals in the segment." The study will therefore assist in establishing if it is at all important for

manufacturers and marketers of homecare products to position them towards domestic workers.

Thirdly, the study will test whether perceived brand quality is synonymous with reason to buy as suggested in Aaker's brand equity model. It will test whether in the face of price increases and consumers under extreme financial pressure in South Africa, price will not affect purchasing decisions. In his model, Aaker states that "the quality of a product is reason to buy it."

Fourthly, the study will examine whether brand awareness, brand associations by consumers and brand loyalty leads to reduced marketing costs especially in as far as advertising is concerned. The study will explore the impact and effects of advertising to consumers and find out whether South African consumers still need to be advertised to for them to remain aware of, draw associations and remain loyal to a brand. Aaker's model suggests that "hanging on potential customers is cheaper than charming potential customers."

Lastly, the study will investigate whether, besides the five brand equity components that Aaker suggests, there could be other factors that could drive brand loyalty. Instead of brand loyalty, for example, Keller (2008) suggests brand resonance (Keller K.L., Aperia T., Georgson M., 2008) is the highest level of a connection that a consumer will have with a brand.

1.5 Delimitations of the study

The aim of this study is not to investigate domestic worker perceptions on the way they influence their employers. It is therefore for this reason that they will not form part of the sample of the population that the researcher will interview. Instead, the research will investigate the levels to which employers feel influenced

to purchase specific homecare products based on the perceived brand quality by their domestic workers.

Secondly, the study will not engage households in all of South Africa's LSM groups. LSM groups 1 – 6 (or B and C), will not form part of the sample of the population that will be interviewed. The study will engage LSM groups 7 – 10 (or LSM A) which is composed of households that have more access to finance and basically the 10% of the population who own 50% of the wealth will be part of this group.

While the study will examine the components of Aaker's brand equity model, it will not apply all five. The study will not observe other brand proprietary assets. Instead the study will only look at perceived brand quality, brand awareness, brand associations and brand loyalty.

1.6 Definition of terms

- ***Brand Equity***

"A set of brand assets and liabilities linked to a brand – its name and symbols that add value to, or subtract value from, a product or a service. These assets include brand loyalty, brand awareness, perceived quality and brand associations." (Aaker, D.A., 1991)

- ***Perceived Brand Quality***

Consumers often derive a high level of satisfaction from a product/service they view as being of high quality (Gotlieb et al., 1994; Zeithaml, 2000). This is also described an embedded benefit (Schroff, 2003). A "perceived quality" approach examines product quality based on the point of view of the consumers. Perception is a "subjective assessment" based on consumer discernment and need fulfilment (Northen, 2000).

According to Roumeliotis, J.D. and Ihalainen, V., of Whitefield Consulting (2014) " 'perceived quality' is a customers' view of the quality of a product or service both in terms of what they expect and also in comparison with how they perceive the quality of competing offerings. That means "perceived quality is defined as a measure of belief".

- ***Brand Awareness***

Aaker (1996) states that "brand awareness means the ability of a consumer to recognize and recall a brand in different situations." It consists of brand recall and brand recognition. Brand recall is when a consumer sees a product category and recalls the exact brand name. On the other hand brand recognition is when a consumer can identify a brand with the assistance of a brand cue.

- ***Brand Associations***

Keller (1998) defines brand associations as informational nodes connected to the brand node in memory that holds the meaning of the brand for consumers. These associations contain perceptions of brand quality and attitudes toward the brand.

- ***Brand Loyalty***

Parumasur, S.B., and Roberts-Lombard, M., (2013) suggest that repeat buying does not equate brand loyalty but instead psychological commitment is crucial for brand loyalty to take place. A consumer's passion and positive attitude towards a brand is what matters. "Brand loyalty is the consumer's emotionally-charged decision to purchase a specific brand again and again. The consumer perceives that the brand meets their expectations and identifies with the consumer on a personal level." (Gaskin Smith, R., 2014:55)

1.7 Assumptions

There are three assumptions that are important in confirming a starting line for this study. They are as follows;

- The findings of the study can be generalised in another category or sector in South Africa.
- The respondents that will be interviewed in the study will have a context and orientation of their household.
- The respondents are not going to be biased in their responses taking into account that this can be a discussion of power play (i.e. employer versus domestic worker).

CHAPTER 2. LITERATURE REVIEW

2.1 Introduction

This section consists of a literature review on the different areas that the study will focus on. These areas will be drawn from the context of the study, models, theories as well as the variables under discussion. A scholarly review on brand equity, perceived brand quality, brand awareness, brand associations and brand loyalty will be exhibited in the study. The Literature review will undertake what various scholars have written, proposed, supported or disputed regarding these constructs.

2.2 Brand Equity

Brand Equity became an area of interest to marketers and academics in recent years and gained in popularity since the 1980s. Scholars like Aaker (1991) and Keller (1993) have developed brand equity models that have steered a lot of discussions on the subject.

Kirmani and Zeithhaml purport that Brand Equity is a managerial concept. They argue that managers engage in strategies (e.g. advertising, pricing and distribution) to build equity for their brands. They contrast this to brand image which they say is a concept held by the consumer (Dobni and Zinkhan, 1990). It is further argued by authors such as Biel (1991) that brand equity is a financial variable while brand image is a consumer/marketing variable. Biel adds that brand image affects brand equity. Managers are said to rely on brand image to build brand equity as they focus on influencing consumer perceptions of their products.

As a result of an escalation in business and interest in brands Consumer-based brand equity has become a critical marketing concept. More frequently, the quantification of what brands comprise one of the most valuable intangible assets

of companies is becoming common (Kapferer 2008). Brands are able to stay on the market in the long term until products transform or disappear (Kapferer 2008);

Kirmani and Zeithaml (Adverting, Perceived Quality and Brand Image) point out that despite these models and discussions, there are still many issues that remain unresolved in understanding brand equity. According to the authors the issues are as follows:

1. The meaning of brand equity and its similarity to concepts that appear closely related to it, such as brand name and brand image
2. The relationship between brand equity and brand image and perceived quality.
3. As marketers attempt to influence brand image, it becomes vital to understand how advertising can affect such images

Olson (1977) and Zethaml (1988) state that consequences of quality include brand attitude, perceived value and brand image. Advertising plays a crucial role in quality perceptions. Through advertising, marketers can heighten consumer interest in a brand based on propositions such as the characteristics of the product and promoting a positive brand image.

Another important factor in the study of brand equity is country of origin of a product as it has an impact on consumer perceptions. It directly influences quality perceptions especially in industries such as clothing and motoring. Italy is perceived to be the best country of origin for many fashion labels while Germany is the country of origin of many trusted quality motor vehicle manufacturers. Further to that, brand names remain an important variable in the brand equity discussion as names have a direct influence on perceived quality of product in consumer evaluations.

2.3 Perceived Brand Quality

Brand names and familiar sellers (or manufacturers) are a crucial factor in the formulation of consumer perceptions of quality and product evaluations. A lot of

consumer behaviour literature has recognised this for many years (Jacoby, Olson, and Haddock 1971, Jacoby, Szybillo, and Busato-Schach 1977) and in information economics literature (Nelson 1970; Shapiro 1982). According to Jacoby, Szybillo, and Busato-Schach (1977) brand names play a significant role in providing cues which help consumers make decisions at purchase point.

In this study familiar sellers and manufacturers of homecare products in South Africa include Unilever, Procter and Gamble, Tiger Brands, Reckitt Benckiser and SC Johnson. In recent years retailers like Pick and Pay, Shoprite and Spar have been selling “own brand” products and these have given established manufacturers great competition.

According Olson & Jacoby (1972) consumers utilise a series of cues to deduce the quality of a products or service. They classify these cues into types: extrinsic cues and intrinsic cues. Extrinsic cues are neither directly linked to a product’s performance nor its physical components for example price, brand name, and packaging, reputation of retail stores, origin, producing country and advertising.

Intrinsic cues are linked to the product itself, for example its technical content, shape and colour. In instances when consumers have limited information on a product or service, it is believed that they lean more towards external cues to judge quality (Zeithaml, 1988).

Zeithaml (1988) defines perceived brand quality as a consumer’s judgment on the “superiority or “excellence” of a product. This definition stresses the subjectivity of the consumer’s evaluation or rating of a product’s quality. The evaluation of experts are not seen as vital or necessary in this definition. (Yoo and Donthu, 2001).

Gotlieb et al., 1994, point out perceived quality could also be described as an assessment variable that is likely to explain behavioral intentions. There is another suggestion that it is vital to seek clarity on the dynamics involved in the formation of quality perceptions, its updating and how they influence customer retention over time (Rust et al., 1999). An example can be drawn from a study done by Gonzalez et al. (2007) which looks at the perception of physicians in their acceptance of generic products.

In recent years the issue of brand quality has been topical in as far as Chinese products are concerned. Chinese scholars have been focused on studying the relationship between brand and customer satisfaction, customer loyalty and other aspects in their studies. They have opted to examine the impact of brands on consumer behaviours (Huang Heshui, 2002; Jiang Lianxiong & Lu Taihong, 2006; Yu Wei, 2008; Yang Weiwen, 2010; Wang Haizhong, 2006). The Chinese scholars have chosen not to dwell on perceived quality.

According to (Rao and Monroe, 1989) the name of a brand has critical implications on its perceived quality. Kapferer (1997) and Keller (1998) further suggest that the global image of brand enhances its perceived quality with a globally available brand being attributed higher quality by consumers. Alden et al. (1999) indicate that global brands often advertise their worldwide availability and acceptance. An example can be drawn from P&G's major international detergent brand, Ariel, featured brand-quality testimonials from women in different countries.

Perceived brand quality has two elements, intrinsic and extrinsic brand attributes. According to Fill (2011), intrinsic attributes focus on the functional aspects of a brand. These include design, performance, ingredients/components, size, shape and price. These are the quantitative elements of the brand. Extrinsic attributes on the other hand focus on the meaning of a brand. This includes value, brand

image, image of outlets where product can be bought as well as the image of the people that are consumers of the brand. These are the qualitative elements of the brands.

Olsen and Jacoby (1985), point out that changing extrinsic cues do not affect the physical product as they are external to the product. Their studies reveal that a brand name (which is an extrinsic attribute) is selected more often by the consumer than any other extrinsic or intrinsic attribute, including price. They explain this as being mainly because it provides a large amount of information to consumers. This is less time consuming for them when searching for a product; this also links appropriately with low involvement purchase decisions.

2.4 Brand Awareness

Brand awareness has two main components, namely brand recall and brand recognition. Brand recall focuses on product category and the way consumers can recall an exact brand name at the mention of the category. Brand recognition on the other hand means the consumer has the ability to identify a brand only when they are given a brand cue. This may be based on them having seen it or heard of it.

According to Hoeffler & Keller (2002) brand awareness can be broken apart from depth and width. Depth focuses on making a consumer recall or identify a brand quicker and easier. Width on the other hand implies a consumer purchasing a product and a specific brand comes top of mind almost immediately. A consumer will think of a particular brand during a purchasing act of a product if a product possesses both brand depth and brand width. In other words, the product will have a higher brand awareness level. It is important to note that a brand name is the most critical element in brand awareness (Davis, Golicic & Marquardt, 2008). A brand name therefore presents a consumer with a symbol that aids and informs them to identify service providers and to predict service results for instance

(Herbig & Milewicz, 1993; Janiszewski & Van Osselaer, 2000; Turley & Moore, 1995).

Ultimately, brand awareness has a significant impact on consumer purchasing decisions based on brand associations so much that the positive brand image of product boosts its marketing activities (Keller，1993).

Brand awareness also plays a crucial role in purchase intention as consumers often purchase familiar and well known products (Keller, 1993; Macdonald & Sharp, 2000). It assists consumers to distinguish a brand from a product category and reach a purchase decision (Percy & Rossiter, 1992). A product whose brand awareness levels are high gains higher consumer preference as a result of higher market share as well as quality evaluation (Dodds et al., 1991; Grewal et al., 1998).

2.5 Brand Associations

According to Aaker (1991) brand associations are a strong component of brand equity as association enhances the memorability of a specific brand. Keller (1998) on the other hand suggests that, brand associations can be created through the association with attitudes, attributes and benefits respectively. Brand associations can also be viewed as an information collecting tool (van Osselaer & Janiszewski, 2001) that can be utilised to execute brand differentiation and brand extension (Aaker, 1996). James (2005) adds that highly effective association assists in boosting a brand and its equity. To contribute towards this discussion, Yoo et al. (2000) and Atilgan et al. (2005) argue that the outcome of strong brand associations is increased higher brand loyalty.

An example can be drawn from the associations that consumers may make with “refreshing,” “youth,” and “caffeine” with the brand Pepsi. These associations could quite easily influence their choice of this brand (Keller, 1993) when looking

a drink. Aaker calls brand associations “the heart and soul of the brand” (Aaker, 1996, p. 8), and “fundamental to the understanding of customer-based brand equity” (Hsieh, 2004, p. 33). The view that brand associations are critical in the creation and maintenance of brand equity is widely accepted (e.g. Chaudhuri, 1999; Hart and Murphy, 1998; Hsieh, 2004; Maltz, 1991; Walvis, 2008; Wansink, 2003). It is for this reason that any form of indication or insight to measure or improve the understanding of brand associations provide a significant portion to brand equity literature.

There are therefore a lot of reasons why brand associations are vital in understanding brand equity. Firstly, brand associations assist consumers to process and retrieve information about a brand. That helps to set it apart from other brands and position or differentiate it. Secondly, positive brand associations create the desired attitudes which give a consumer a reason to buy. Lastly, brand associations may be manipulated to generate effective brand extensions (Aaker, 1991). “Overall, the selection, creation, and maintenance of brand associations are among the most important steps in the management of brand equity” (Aaker, 1991).

2.6 Brand Loyalty

According to Aaker (1996) states that a loyal consumer base creates barriers to entry as well as perpetuates price premium. They also have an effect on the reaction time to competitors and are a defence mechanism against adverse price completion. He further states that brand loyalty is an integral part of brand equity. Additionally, brand loyalty is the ultimate outcome of brand management, and if a company assesses its areas of strength or weakness of its customers’ loyalty, it can easily enquire how much their consumers still favour its products. Deighton, Henderson, & Neslin, 1994; Aaker, 1991 in their definition of Brand loyalty describe it as “…a consumer’s attitude on a brand preference from previous use and shopping experience of a product. It can be measured from repurchase rate on the same brand.”

Assael (1998)'s describes Brand Loyalty as the satisfaction of consumers' satisfy past experience as a result of the utilisation of the same brand thus leading to repeat purchases. When Brand loyalty occurs consumers disregard other brands in their purchase patterns (Baldinger & Rubinson, 1996; Cavero & Cebollada, 1997). It becomes a commitment that where consumers still buy their favorable brands even in different situations (Oliver, 1999). It is a combination of behaviour and attitude factors. Behavior loyalty is manifested through repurchase behavior, whereas loyalty attitude is more of a psychological pact with a brand (Aaker, 1991; Assael, 1998; Oliver, 1999; Prus & Brandt, 1995; Farr & Hollis, 1997). The implication here is therefore that purchase frequency is not quite identical to loyalty. For example, a consumer who continually repurchases a product does not do so because they love it but because there is a factor of convenience or a pursuit for variety of products occasionally (Tseng, Liao, & Jan, 2004).

Loyalty can also be distinguished by period of time i.e. short term loyalty and long term loyalty. Short term loyalty is artificial brand loyalty compared to long term whereby a customer prefers to not even purchase other brands which could even provide a is a better choice (Jones & Sasser, 1995). Furthermore, Bloemer and Kasper (1995) argue that undisputable brand loyalty must have brand preferences and repurchase behaviours that exhibit long term commitment. Consumers that possess a strong sense of commitment to specific brand will be on the lookout for any marketing activity linked to the brand (Brown, 1952; Barwise & Ehrenberg, 1987; Chaudhuri, 1995; Baldinger & Rubinson, 1996; Bandyopadhyay, Gupta, & Dube, 2005).

2.7 Structural Equation Model and Hypothesis Statement

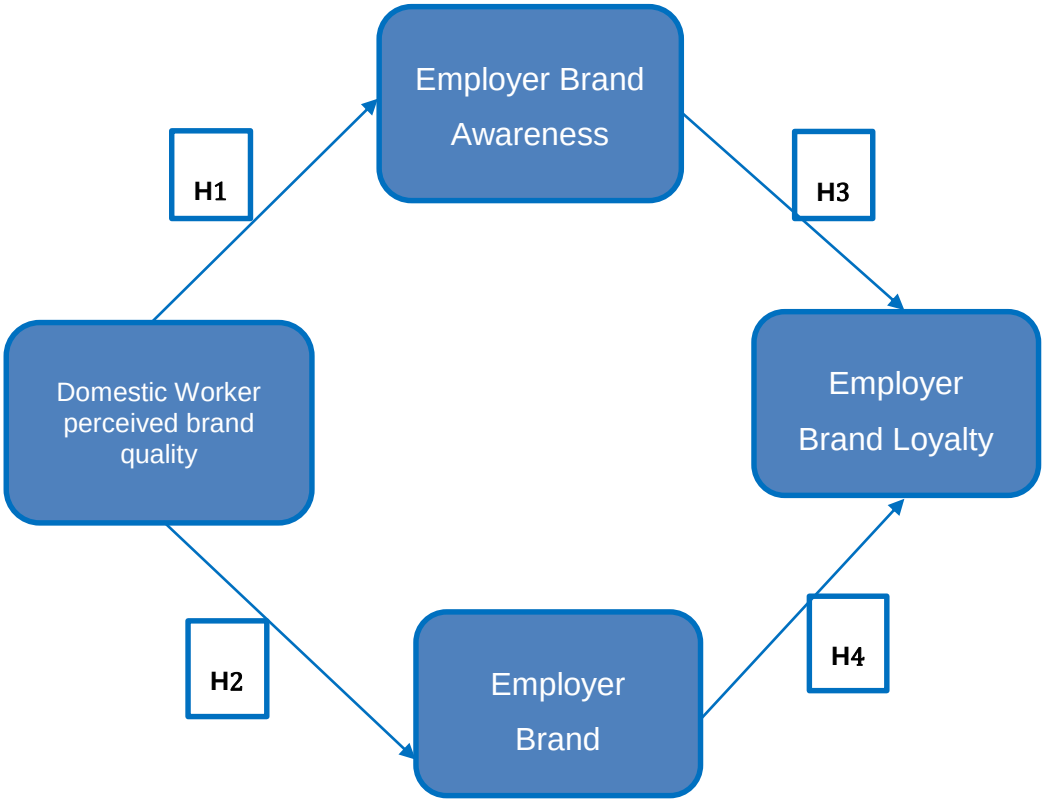


Figure 3: A Structural Equation Model of the influence of domestic worker Perceived Brand Quality on employer Brand Awareness and Brand Trust leading to the Brand Loyalty of homecare products.

The following hypotheses are formulated based on the above structural equation model:

H1 – there is a positive relationship between the influence of domestic worker perceived brand quality and employer brand awareness

H2 – there is a positive relationship between the influence of domestic worker perceived brand quality and employer brand association

H3 – there is a positive relationship between employer brand awareness and employer brand loyalty

H4 – there is a positive relationship between employer brand awareness and employer brand loyalty

2.8 Conclusion of Literature Review

The key findings of the literature review make a clear suggestion that brand equity occurs after certain factors are in place. Based on the model that this study will follow, these factors include brand loyalty, brand awareness, perceived quality brand and association. An increase in each of these factors means an increased brand equity. Brand equity is based on both tangible and intangible variables and intrinsic and extrinsic variables. It remains important for marketers to maintain a balance between the two (Aaker, 1991).

Loyalty is singled out as the core dimension of brand equity (Aaker, 1996). Hofmeyr and Rice (2000) present a critical point in the discussion of brand loyalty. They purport that brand loyal does not imply commitment to a brand. An assumption that is made by many scholars. They argue that there can be loyalty without commitment. According to them “Loyalty without commitment occurs when there is a systematic external reason why consumers cannot get the brand they want” (Hofmeyr and Rice 2000:93). This occurs when there is limited choice of product or brand e.g. Microsoft Office packages.

CHAPTER 3. RESEARCH METHODOLOGY

This section of the research study articulates the research procedure used to tackle the objectives as well as the hypothesis outlined in the study. This chapter therefore is an outline of the research design and methodology used in the study.

Researchers always propose the use of Research methods for purposes of sampling design, questionnaire design and data collection (Cresswell, 2009a). The research design that will be used in this study is going to be a quantitative study. There will be empirical evidence provided for scholars to evaluate. This choice of research methodology i.e. quantitative design, has been selected due to its ability to allow the researcher to test objective theories through the assessment of relationships between variables (Cresswell, 2009a). These variables can also be quantified using instruments so as to ensure that numbered data is computed through the utilization of statistical procedures (Cresswell, 2009a).

3.1 Research methodology /paradigm

In research it is always necessary to validate the selection of the design chosen, and this is normally determined by the research philosophy (Crotty, 1998). Several writers have pointed out that a research paradigm refers to established views, assumptions, beliefs, values and approaches under which research studies are conducted. This means the beliefs of researchers shape the views and beliefs (Cresswell 2009a) in various areas of study.

Generally, researchers have an option of three types of research frameworks that researchers can choose from in undertaking a study namely qualitative design, quantitative design, and mixed methods (Bryman, 2012; Cresswell, 2009a; Bryman, 2004). The major differences is that quantitative design applies

measurement whilst qualitative design does not possess any quantifiable outcomes of the study (Bryman, 2012; Cresswell, 2009a; Bryman, 2004).

In recent years, mixed methods research designs have become popular especially among counselling and human service researchers in all specialty areas (Kohn-Wood & Diem, 2012; Wisdom, Cavaleri, Onwuegbuzie & Green, 2012). Conducting a well-integrated mixed methods research needs maximum competence levels in the philosophy of science, research ethics, quantitative research methods, and qualitative inquiry approaches (Badiee, Wang, & Creswell, 2012; Bryman, 2007; Clarke, 2009; Leech & Onwuegbuzie, 2010; National Institutes of Health, Journal for Social Action in Counselling and Psychology.

This research study followed the quantitative form as it required to empirically test relationships between the variables or constructs being studied.

3.2 Research Design

Prior to the commencement of data collection exercise, would-be respondents will be contacted on different occasions. This process is aimed at ensuring the adequate briefing of respondents on the purpose of the study and to explain the steps of the online survey. Taking into account that the survey is self-administered via an online questionnaire, it is paramount that respondents know when to expect it, what to do upon getting it and how to get it back to the researcher once completed.

A self-administered questionnaire has several advantages which include the following; 1) low cost administration, 2) less time consuming data gathering process, 3) no interviewer variability, and 4) respondents can complete the questionnaire at their own time (Bryman A. , 2012).

However, it also has disadvantages which include the following; 1) respondents cannot prompt the researcher when questions are unclear, 2) the researcher cannot probe respondents to clarify or elaborate answers requiring this, and 3) the response rate can be low (Bryman A. , 2012).

In order to address some of these disadvantages such as response rate, reminders via email will be sent to respondents to encourage them to participate in the survey. Further to this, an incentive for participating in the survey will be offered to respondents.

3.3 Population and sample

3.3.1 *Population*

A population is the universe of units that will be used to select a sample (Bryman A. , 2012). The targeted population for this study are people who employ domestic workers on a full time, part time, live in and live out basis. As the study wants to observe middle to high income households the population of the study will be drawn from the LSM 7-10 group, hoping for a fair representation of results from the sample who are more likely to have domestic workers for longer periods. The population will be made up of professionals most of whom will be drawn from social media platforms.

Additionally this will be a population whose households essentially require the services of domestic workers because of their professional commitments, having young families and affluent lifestyles. In other cases, particularly in the black community, domestic workers are hired as a favour to their families who could have rural ties with the hiring employer. This is viewed as a way of taking them away from hopeless rural life (Carroll 2004).

Bryman A. , 2012 states that a population is the universe of units that is used to select a sample. The targeted population for this study is employers of domestic workers in South Africa. Taking into account that people that can afford domestic worker have to be earning an income and the fact that homecare products are mainly afforded by households that are middle to upper income, the population will be drawn from LSM 7-10. According to SAARF, RAMS and TAMS, this population group earns a household income of R8, 000 and above. Furthermore, its racial composition has grown with the black population growing by 149% in 2012 (SAARF, 2012)

The objective is to ascertain that the population is a representative one by including households that are typical LSM 7-10 in the sample. The simple random sampling method will therefore be applied to fulfil this objective. This method of sampling is a fair one and is not biased. This is a key requirement in carrying out in scientific research (Bryman A. , 2012).

3.3.2 *Sample and sampling method*

A sampling frame is a depiction of all units in the population where the sample will be drawn (Bryman A. , 2012). In this study, the sampling frame will be a compilation of professionals that will be drawn from social media platforms such as LinkedIn. The sample population will also be requested to pass on the questionnaire to their networks allowing for a snowballing method.

A representative sampling frame can be depicted from a list of all units in the population which a sample will be extracted from (Bryman A. , 2012). In this research study, the sampling frame will be a list of LSM 7- 10 professionals most of whom spend a lot of time in the office and require the services of domestic workers based on their lifestyle. The respondents will provide their responses to the research questions on an online questionnaire which will be used to gather data.

The sample size for this study will be made up of 400 respondents who will be contacted via an online survey. This will allow a reasonable sample size for optimal and efficient use of the AMOS software which will be used by the researcher to analyze data.

The objective is to ascertain that the population is a representative one by including households that are typical LSM 7-10 in the sample. The simple random sampling as well as snowballing methods will therefore be applied to fulfil this objective. This method of sampling is a fair one and is not biased. This is a key requirement in carrying out any scientific research (Bryman A. , 2012).

Table 1: Profile of respondents (by position or context not name)

Description of Respondent Type	**Number Sampled**
• Employers of domestic workers	190
• Employers of domestic workers in the LSM 7- 10 group	
• Employers of domestic workers who are frequent purchasers of homecare products e.g. laundry, surface cleaning and dishwashing products	

3.4 The research instrument

Researchers (Faragasanu & Kumar, 2002) purport that the theoretical constructs that are tested are the critical determinants of the choice of collection and measurement methodology.

A questionnaire is the trusted and most used research instrument in quantitative studies. This study will utilized an online Monkey Survey for various reasons including the fact that a large portion of the LSM 7 -10 which is where the sample of the study was drawn are easier reached online.

The definition of a questionnaire is that it is a document that has questions and constructed with the aim of extracting information applicable to the study for extended analysis by the researcher (Babbie, 1990).It's advantages include self-administration, practicality, the ability to collect large amount information, and many mores (Bryman, 2012; Bryman, 2004; Popper, 2004).

Its disadvantages however include misinterpretation of question by respondents, the researcher being unable to probe or low response rates (Bryman, 2012; Bryman, 2004). The response rate in this specific study was not optimal. Part of the reason could have been that the survey was distributed in December when a lot of the respondents had taken leave. Of the 500 questionnaires sent, there were 211 responses of which 190 were useable as some respondents partially responded to the questionnaire.

The questionnaire comprised of five sections; Section A, B, C, D and E.

Section A – Respondents background information (i.e. age, race, gender, occupation, household income, and household size)

Section B – Perceived Brand Quality

Section C – Brand Awareness

Section D – Brand Association

Section E – Brand Loyalty

The measurement items for these constructs will be drawn from DeLone and McLean IS Model, TAM and TPB (DeLone & McLean, 2003; Mathieson, 1991)

A five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree will be used to measure each of the items in the variables.

3.5 Procedure for data collection

Prior to the commencement of data collection exercise, would-be respondents will be contacted on different occasions. This process is aimed at ensuring the adequate briefing of respondents on the purpose of the study and to explain the steps of the online survey. Taking into account that the survey is self-administered via an online questionnaire, it is paramount that respondents know when to expect it, what to do upon getting it and how to get it back to the researcher once completed.

A self-administered questionnaire has several advantages which include the following; 1) low cost administration, 2) less time consuming data gathering process, 3) no interviewer variability, and 4) respondents can complete the questionnaire at their own time (Bryman A. , 2012).

However, it also has disadvantages which include the following; 1) respondents cannot prompt the researcher when questions are unclear, 2) the researcher cannot probe respondents to clarify or elaborate answers requiring this, and 3) the response rate can be low (Bryman A. , 2012).

In order to address some of these disadvantages such as response rate, reminders via email will be sent to respondents to encourage them to participate in the survey. Further to this, an incentive for participating in the survey will be offered to respondents.

3.6 Data analysis and interpretation

In order to analyse and interpret the data gathered, the Structural Equation Modelling (SEM) approach using IBM Statistical Package for Social Sciences

(SPSS) version 22 and Analysis of Moment Structures (AMOS) software will be used by the researcher.

3.3.1 *Procedure*

Below is a description of the step by step process that will be followed to carry out the analysis plan:

1) Code data on Excel
2) Import data onto SPSS
3) Descriptive statistics analysis
4) Confirmatory factor analysis
5) Path modelling

The data analysis stage is the crucial part of any research. It is critical that all data gathered during a research is analyzed to find out causes, relationships or outcomes based on the variables under scrutiny. Furthermore the data must be interpreted and a conclusion extrapolated out of the interpretation.

Path modelling rationalizes the relationships between variables. In this research it will be used to test the hypotheses of the study. When all the data is in place, it will be run to analyze Path Coefficients, and these illustrate the extent of the links between constructs.

According researchers, selected data analysis techniques have to be relevant and applicable to the variables that are under examination in the research (Bryman A. , 2004)

3.7 Limitations of the study

The limitations of the study are as follows:

A perceptual study can be limiting in that in this case, employers may think they are not influenced in their purchase decisions of homecare products by virtue of them seeing themselves as superior to their domestic workers.

An online instrument will not give interactive cues given by the respondents, for example body language. The researcher will therefore not have the opportunity to engage directly with respondents. It also does not give the respondents the opportunity to ask the researcher to explain any questions that they may not understand.

3.8 Validity and reliability

In quantitative research, validity examines whether a measurement of a concept really measures what it is designed to measure (Bryman A., 2004; Bryman A., 2012). Reliability, on the other hand, is the degree to which data collection techniques or analysis steps followed are capable of generating a coherent result. Reliability will be checked by making use of the Cronbach's alpha values and the composite reliability values (Bryman A., 2012).

Bryman (2004) describes external validity as issues that are concerned with the generalization of the results of a study over and above the specific research context. It is therefore crucial in this study that the findings can be replicated to studies similar to it. However this study cannot be used to generalize the results of other occupations which are not domestic work (neither any other product category).

Internal validity addresses the soundness and accuracy of a study and its conclusions – especially in instances where there are causal relationships between two or more variables. (Bryman A., 2012; Bryman A., 2004)

According to Bryman (201 (Bryman A., 2004)2), reliability addresses the consistency of measure. It consists of three areas:

Stability – is the measure stable over time?

Internal reliability – are the scales or indices consistent?

Inter-observer consistency - is there subjectivity or lack of consistency?

3.3.1 *Model Fit*

The statistical indicators as listed below will be utilised to assess if the data fit to the research model;

- Chi-square value;
- Goodness of Fit Index (GFI);
- Augmented Goodness of Fit Index (AGFI);
- Composite Fit Index (CFI);
- Incremental Fit Index (IFI);
- Tucker-Lewis Index (TLI); and
- Random Measurement of Standard Error Approximation (RMSEA)

3.3.2 *Hypothesis Testing*

The researcher will use path modelling to undertake hypothesis testing. Path modelling describes the relationships between observed or measured variables and theoretical constructs (Roche, Duffield & White, 2011: 1480). Furthermore it tests the structural paths of the conceptualized research model. The SEM technique illustrates and tests the theoretical baseline of a proposed study and the significance of the relationships between model constructs. Once the data has been collected, it will be run to determine Path Coefficients, and these indicate the degree of the relationships between constructs.

CHAPTER 4. PRESENTATION OF RESULTS

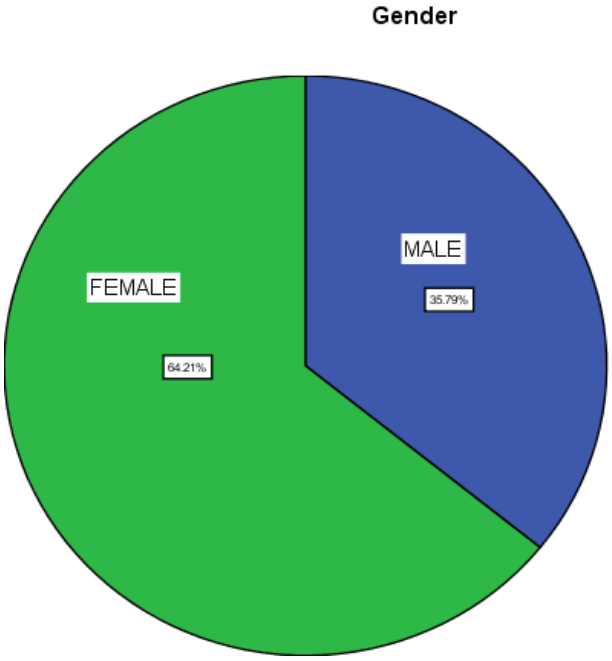
4.1 Introduction

This Chapter will provide the results for demographic data, measurement instrument reliability and validity and the path modelling statistics. This Chapter has two main divisions. The first section will provide descriptive statistics for both the demographic data and the measurement instruments. The second section will provide the results for hypotheses testing. In particular, the confirmatory factor analysis (CFA) and path modelling will be presented in this section.

4.2 Demographic data descriptive results

Table 4.1: Gender

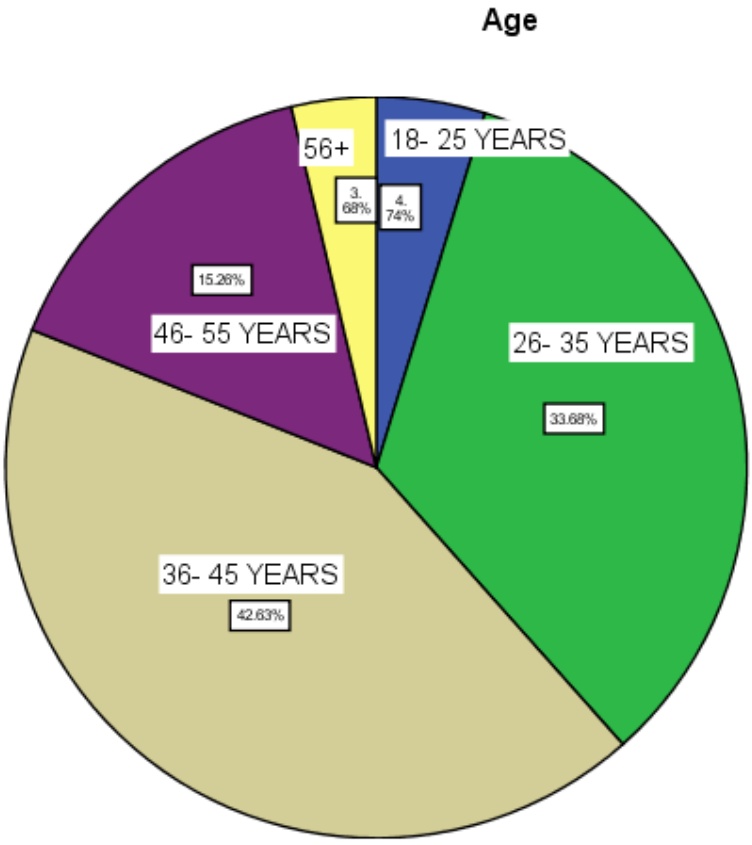
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	68	35.8	35.8	35.8
	Female	122	64.2	64.2	100.0
	Total	190	100.0	100.0	



As can be seen in table 4.1, above is an illustration of the gender distribution of participants. Most of the participants were female and represented 64.2% (122 out of 190) of the total sample. On the other hand male participants represented 35.8% (68 out of 190) of the total sample.

Table 4.2. AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18- 25 years	9	4.7	4.7	4.7
	26- 35 years	64	33.7	33.7	38.4
	36- 45 years	81	42.6	42.6	81.1
	46- 55 years	29	15.3	15.3	96.3
	56+ years	7	3.7	3.7	100.0
	Total	190	100.0	100.0	



As observed in Table 4.2 an illustration of the age distribution in the sample. Most of the participants were in the 36 to 45 year age group (42.6%). This was followed by the 26 to 35 year age group (33.7%), 46 to 55 year age group (15.3%), 18 to 25 year age group (4.7%) and finally above 56+ age group (3.7%).

Table 4.3: Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	African	127	66.8	66.8	66.8
	White	48	25.3	25.3	92.1
	Indian	8	4.2	4.2	96.3
	Coloured	7	3.7	3.7	100.0
	Total	190	100.0	100.0	

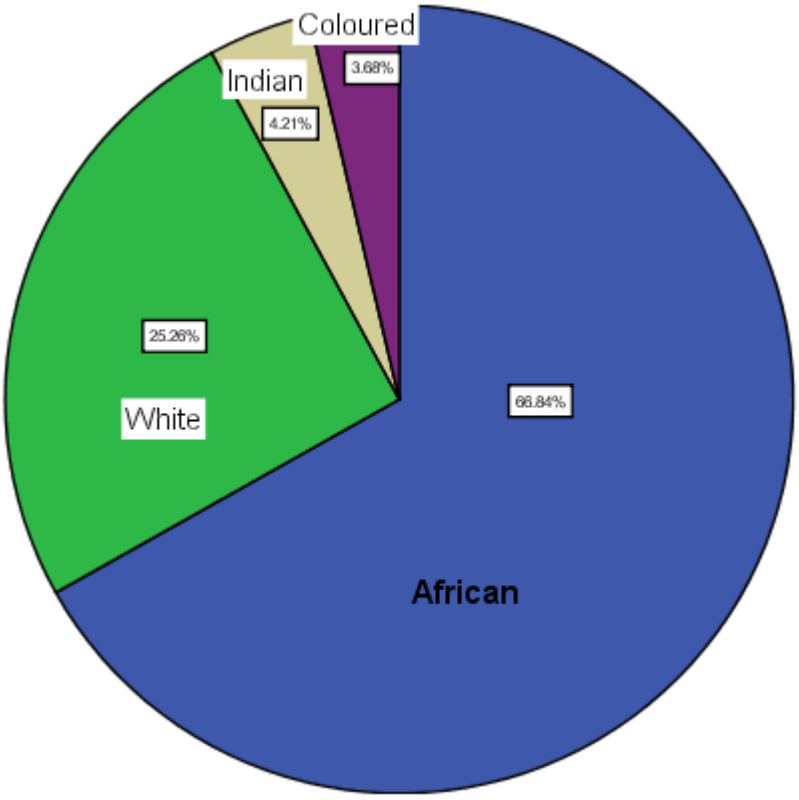
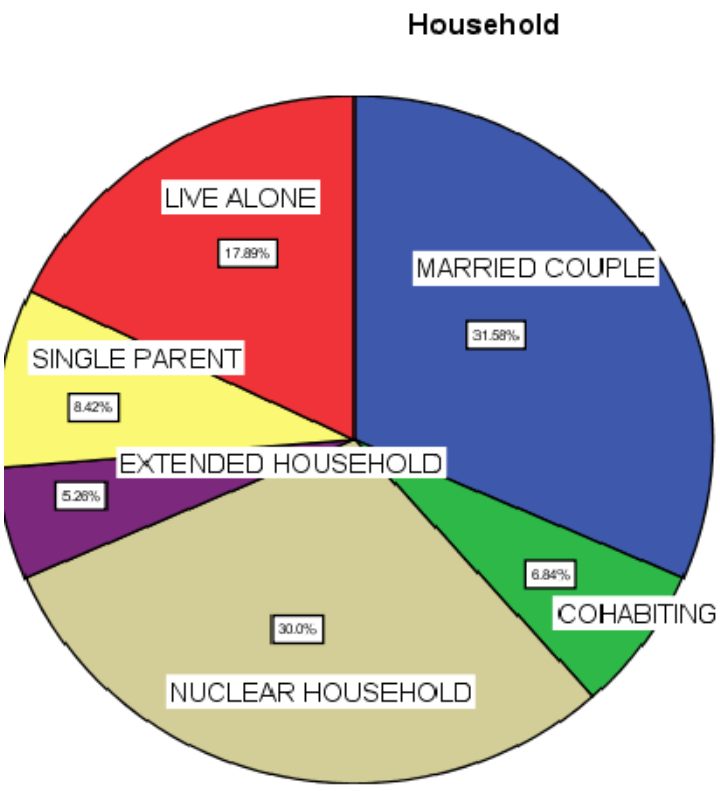


Table 4.3 is an illustration of the ethnicity distribution in the sample. Most of the participants were Africans (66.8%). This was followed by Whites (25.3%), Indians (4.2%), and finally the Coloureds (3.7%).

Table 4.4: Household

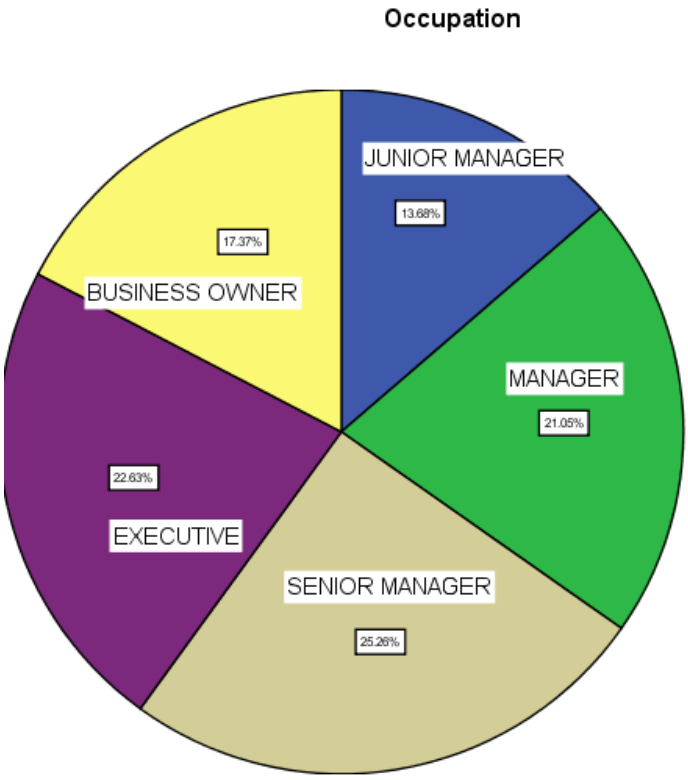
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married Couple	60	31.6	31.6	31.6
	Cohabiting	13	6.8	6.8	38.4
	Nuclear Household	57	30.0	30.0	68.4
	Extended household	10	5.3	5.3	73.7
	Single Parent	15	7.9	7.9	81.6
	Live Alone	35	18.4	18.4	100.0
	Total	190	100.0	100.0	



As observed in Table 4.4 an illustration of the household distribution in the sample. Most of the participants were married couple (31.6%). This was followed by the nuclear household (30.0%), live alone group (18.4%), single parent (7.9%), cohabiting (6.8%) and finally extended household (5.3%).

Table 4.5: Occupation

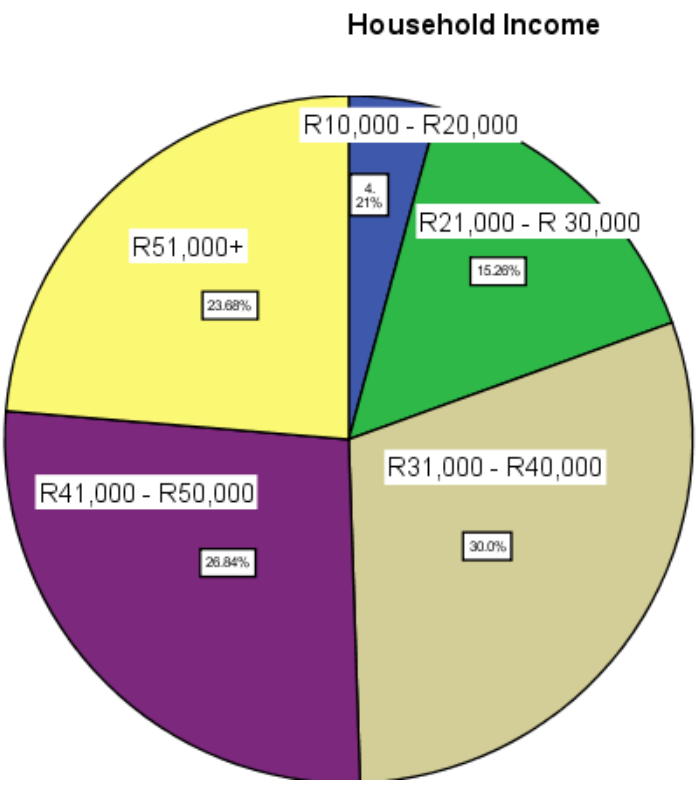
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Junior Manager	26	13.7	13.7	13.7
	Manager	40	21.1	21.1	34.7
	Senior Manager	48	25.3	25.3	60.0
	Executive	43	22.6	22.6	82.6
	Business Owner	33	17.4	17.4	100.0
	Total	190	100.0	100.0	



As observed in Table 4.5 an illustration of the occupation in the sample. Most of the participants were senior manager (25.3%). This was followed those who were executives (22.6%), manager (21.1%), business owner (17.4%) and finally junior manager (13.7%).

Table 4.6: Household Income

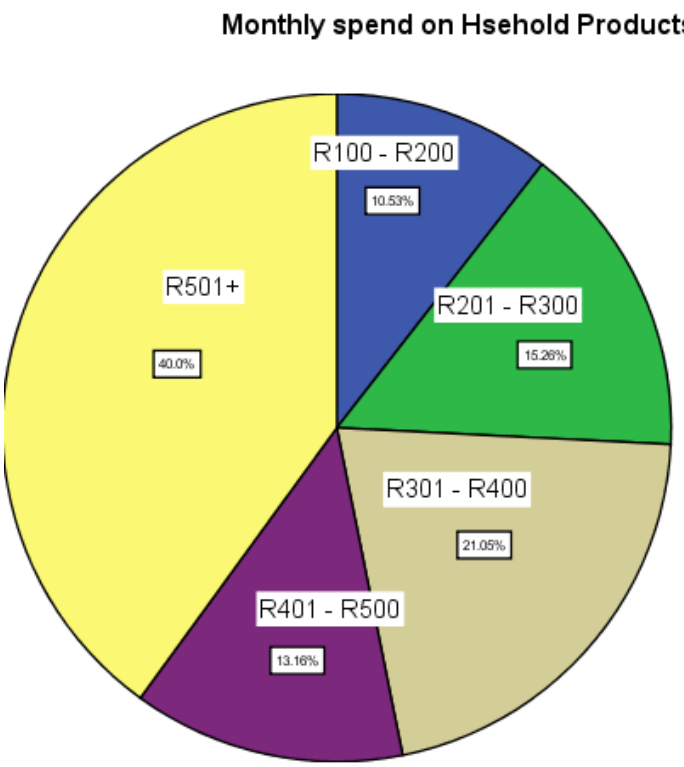
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	R10,000 - 20, 000	8	4.2	4.2	4.2
	R21,000 - R 30, 000	29	15.3	15.3	19.5
	R31, 000 - R40, 000	57	30.0	30.0	49.5
	R41, 000 - R50, 000	51	26.8	26.8	76.3
	R51,000+	45	23.7	23.7	100.0
	Total	190	100.0	100.0	



As observed in Table 4.6 an illustration of the household income in the sample. Most of the participants have an income of R31, 000 – R40, 000 (30.0%). This was followed by those with an income of R41, 000 – R50, 000 (26.8%), R51, 000+ (23.7%), R21, 000 – R30, 000 (15.3%) and finally R10, 000- R20, 000 (4.2%).

Table 4.7: Monthly spend on household products

		Frequency	Percent	Valid Percent		Cumulative Percent
Valid	R100 - R200	20	10.5	10.5		10.5
	R201 - R300	29	15.3	15.3		25.8
	R301 - R400	40	21.1	21.1		46.8
	R401 - R500	25	13.2	13.2		60.0
	R501+	76	40.0	40.0		100.0
	Total	190	100.0	100.0		

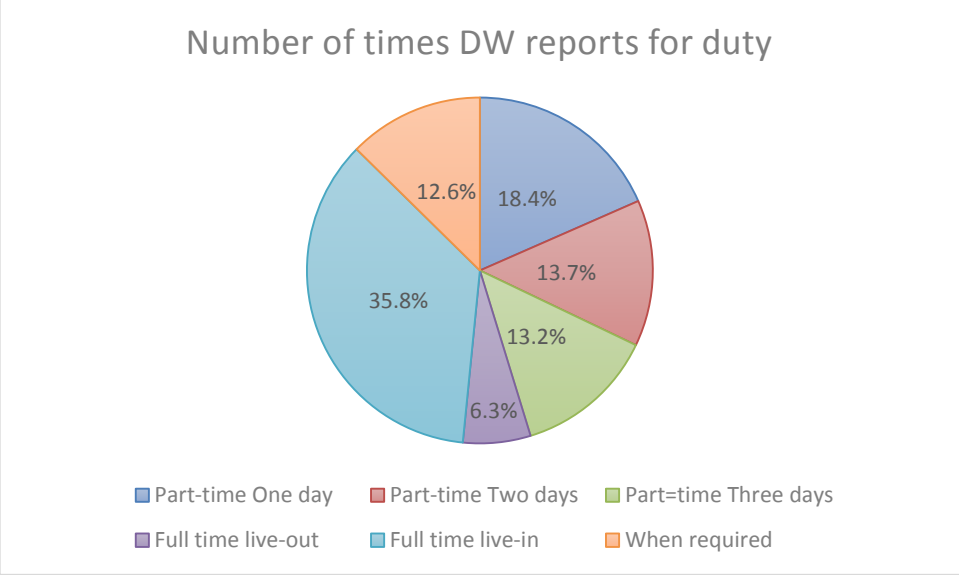


As observed in Table 4.7 an illustration of monthly spend on household products in the sample. Most of the participants spend R501+ per month. This was followed by R301- R400 per month (21.1%), R201 – R300 per month (15.3%), R401 – R500 (13.2%) and finally above R100 – R200 (10.5%)

Table 4.8: Number of times DW reports for duty

Number of times DW reports for duty

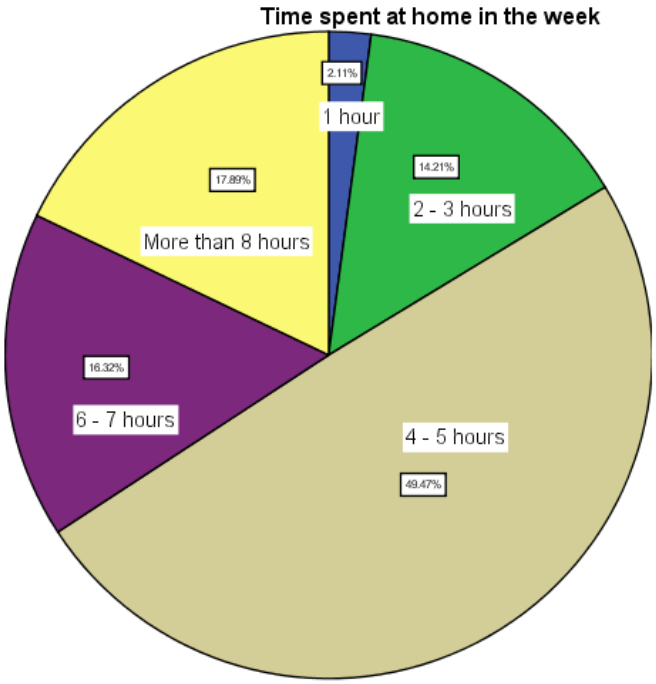
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Part-time One day	35	18.4	18.4	18.4
	Part-time Two days	26	13.7	13.7	32.1
	Part=time Three days	25	13.2	13.2	45.3
	Full time live-out	12	6.3	6.3	51.6
	Full time live-in	68	35.8	35.8	87.4
	When required	24	12.6	12.6	100.0
	Total	190	100.0	100.0	



As observed in Table 4.8 an illustration of the number of times DW reports for duty in the sample. Most of the participants were full time live-in (35.8%). This was followed by part-time one day (18.4%), Part-time two days (13.7%), Part-time three days (13.2%), When required (12.6%) and finally those full time live-out (6.3%).

Table 4.9: Time spent at home in the week

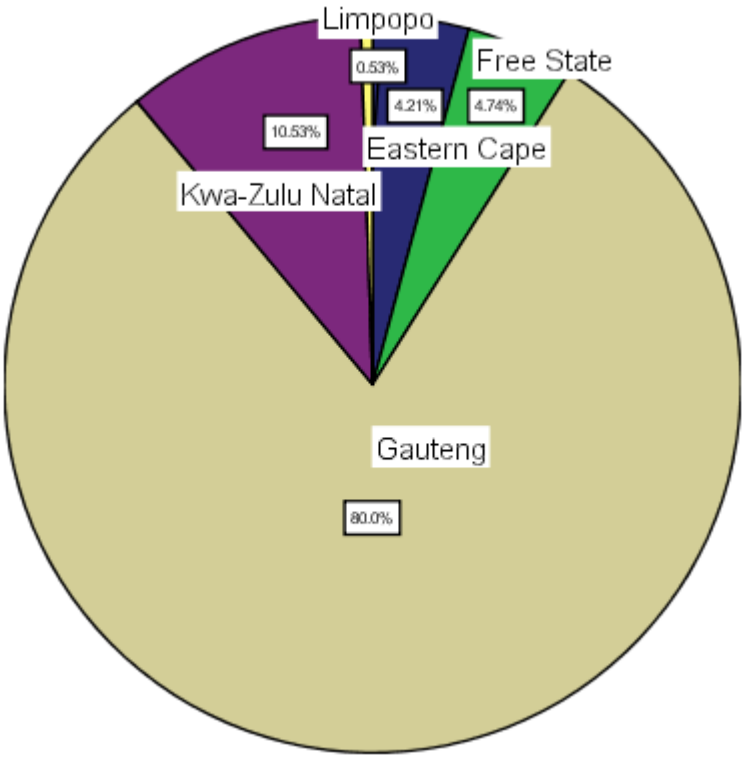
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One hour	4	2.1	2.1	2.1
	2 - 3 hours	27	14.2	14.2	16.3
	4 - 5 hours	94	49.5	49.5	65.8
	6 - 7 hours	31	16.3	16.3	82.1
	More than 8 hours	34	17.9	17.9	100.0
	Total	190	100.0	100.0	



As observed in Table 4.9 an illustration of the number of times spent at home in a week in the sample. Most of the participants spent between 4 – 5 hours (49.5%). This was followed by those who spent more than 8 hours at home (17.9%), those who spent 6 – 7 hours at home (16.3%), those who spent 2 – 3 hours at home (14.2%), and finally those spent 1 hour (2.1%).

Table 4.10: Province

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Eastern Cape	8	4.2	4.2	4.2
	Free State	9	4.7	4.7	8.9
	Gauteng	152	80.0	80.0	88.9
	Kwa-Zulu Natal	20	10.5	10.5	99.5
	Limpopo	1	.5	.5	100.0
	Total	190	100.0	100.0	



As observed in Table 4.10 an illustration of the province in the sample. Most of the participants were from Gauteng Province (80.0%). This was followed by those from Kwa-Zulu Natal (10.5%), Free State Province (4.7%), Eastern Cape Province (4.2%) and finally those from Limpopo Province (0.5%).

4.3. MEASUREMENT INSTRUMENTS DESCRIPTIVE STATISTICS

4.3.1. Home Care Brands Recommended by domestic worker

Table 4.11: Which washing powder brand does s/he recommend for your laundry?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aerial	35	18.4	18.4	18.4
	Maq	6	3.2	3.2	21.6
	Omo	61	32.1	32.1	53.7
	Sunlight	47	24.7	24.7	78.4
	Other	41	21.6	21.6	100.0
	Total	190	100.0	100.0	

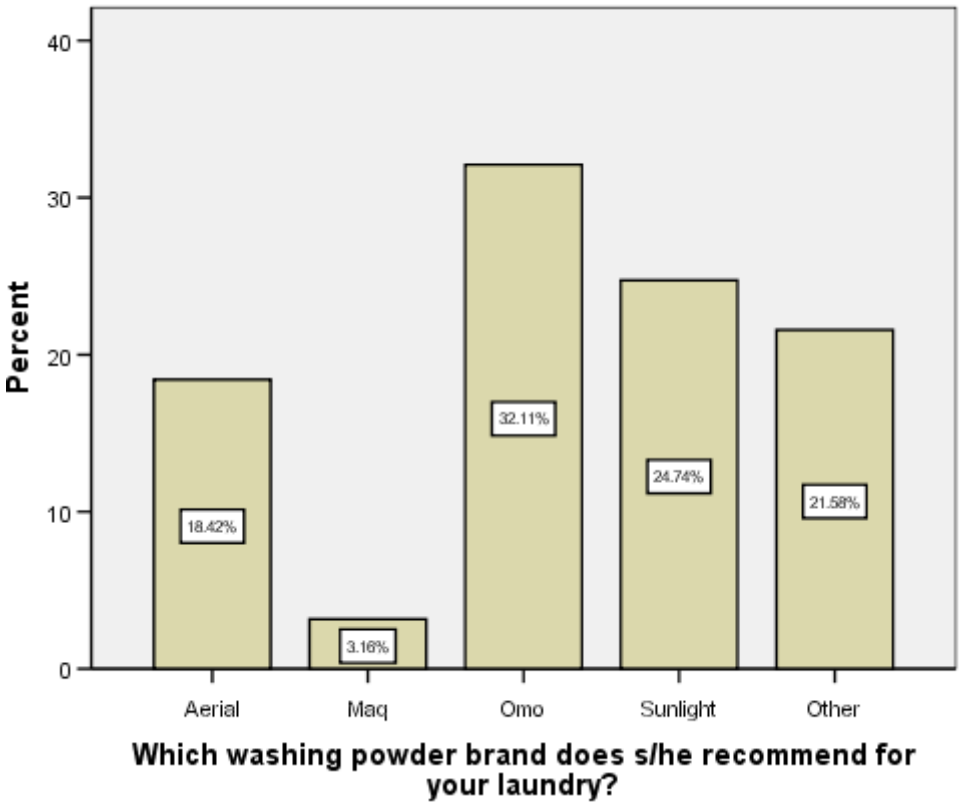


Table 4.11 above illustrates the statement “Which washing powder brand does s/he recommend for your laundry?” Most of the participants use Omo washing powder (32.1%). This is followed by those who use Sunlight washing powder, other washing powder (21.6%), Aerial washing powder (18.4%) and Maq (3.2%) respectively.

Table 4.12: Which fabric softener brand does s/he recommend for your laundry?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bio-Classic	1	.5	.5	.5
	Comfort	24	12.6	12.6	13.2
	Star Soft	121	63.7	63.7	76.8
	Sunlight	17	8.9	8.9	85.8
	Other	27	14.2	14.2	100.0
	Total	190	100.0	100.0	

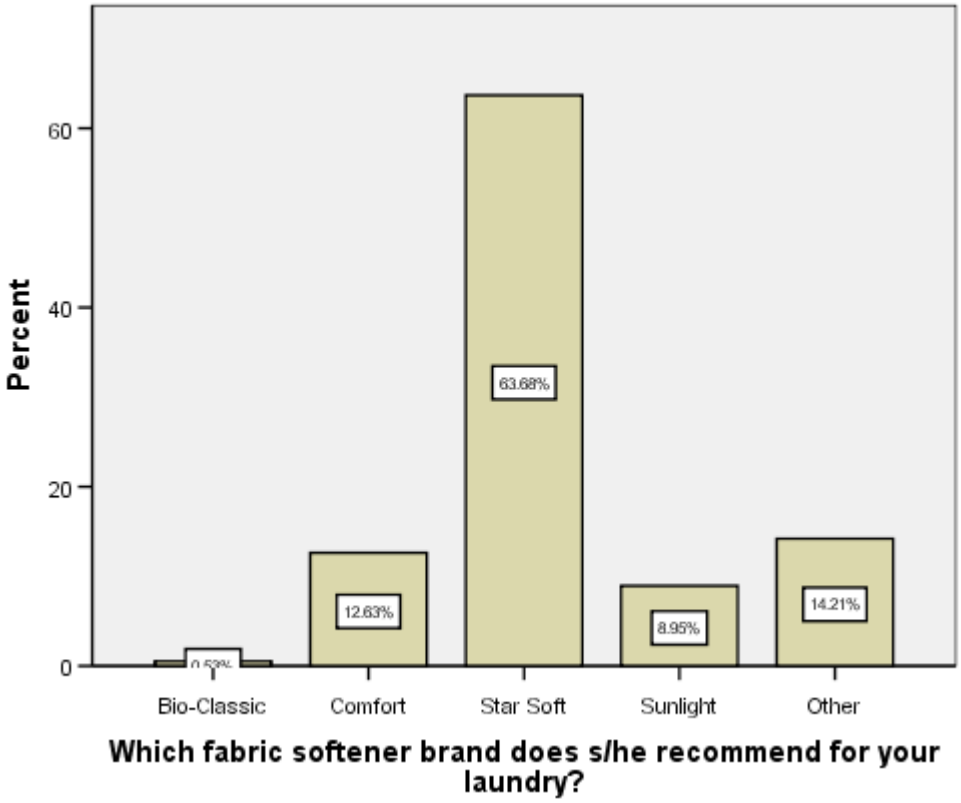


Table 4.12 above illustrates the statement “Which fabric softener brand does s/he recommend for your laundry?” Most of the participants use Star soft (63.7%). This is followed by those who use other fabric softener (21.6%), Comfort (12.6), Sunlight (8.9%) and Bio classic (0.5%) fabric softener respectively.

Table 4.13: Which toilet cleaner brand does s/he recommend for your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Domestos	122	64.2	64.2	64.2
	Harpic	9	4.7	4.7	68.9
	Jeyes	6	3.2	3.2	72.1
	Toilet Duck	23	12.1	12.1	84.2
	Other	30	15.8	15.8	100.0
	Total	190	100.0	100.0	

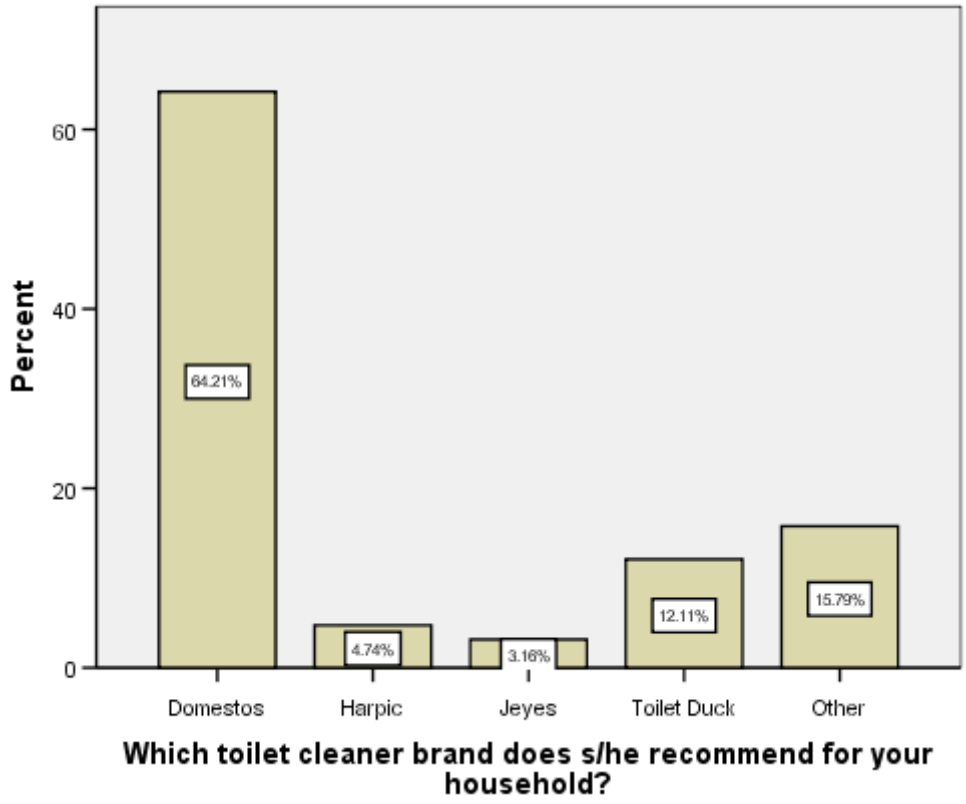


Table 4.13 above illustrates the statement “Which toilet cleaner brand does s/he recommend for your household?” Most of the participants use Domestos toilet cleaner (63.7%). This is followed by those who use other fabric softener (15.8%), Toilet Duck (12.1%), Harpic (4.7%) and Jeyes (3.2%) toilet cleaner respectively.

Table 4.14: Which dishwashing liquid brand does s/he recommend for your dish washing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ajax	6	3.2	3.2	3.2
	Maq	2	1.1	1.1	4.2
	Persil	2	1.1	1.1	5.3
	Sunlight	154	81.1	81.1	86.3
	Other	26	13.7	13.7	100.0
	Total	190	100.0	100.0	

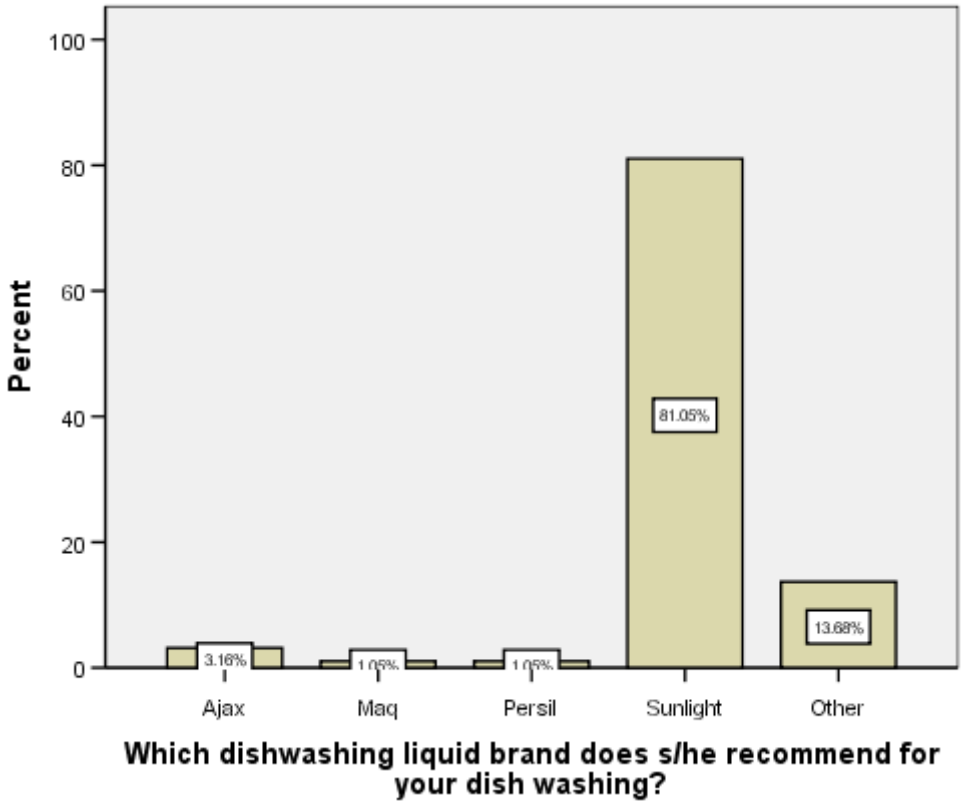


Table 4.14 above illustrates the statement “Which dishwashing liquid brand does s/he recommend for your dish washing?” Most of the participants use Sunlight dish washing liquid (81.1%). This was followed by those who use other dish washing liquid (13.7%), Ajax dish washing liquid (3.2%) and finally Maq and Persil (1.1%) respectively.

Table 4.15: Which brand does s/he recommend to for multi-purpose cleaning in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chemico	1	.5	.5	.5
	Dettol	10	5.3	5.3	5.8
	Handy Andy	154	81.1	81.1	86.8
	Plush	2	1.1	1.1	87.9
	Other	23	12.1	12.1	100.0
	Total	190	100.0	100.0	

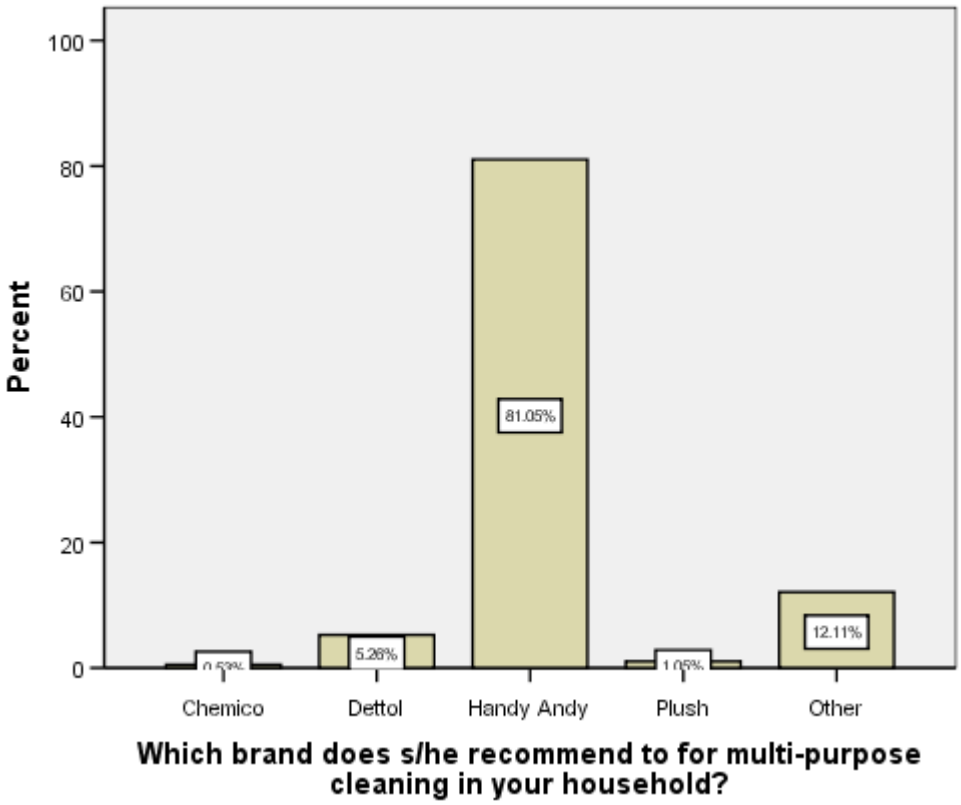


Table 4.15 above illustrates the statement “Which brand does s/he recommend to for multi-purpose cleaning in your household?” Most of the participants recommend Handy Andy for multi-purpose cleaning (81.1%). This is followed by those who recommend other multi-purpose cleaning (12.1%), Dettol (5.3%), Plush (1.1%) and Chemico (0.5%) multi-purpose cleaner respectively.

4.3.2. Home Brands in House

Table 4.16: Which washing powder brand is used in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aerial	37	19.5	19.5	19.5
	Maq	3	1.6	1.6	21.1
	Omo	64	33.7	33.7	54.7
	Sunlight	55	28.9	28.9	83.7
	Other	31	16.3	16.3	100.0
	Total	190	100.0	100.0	

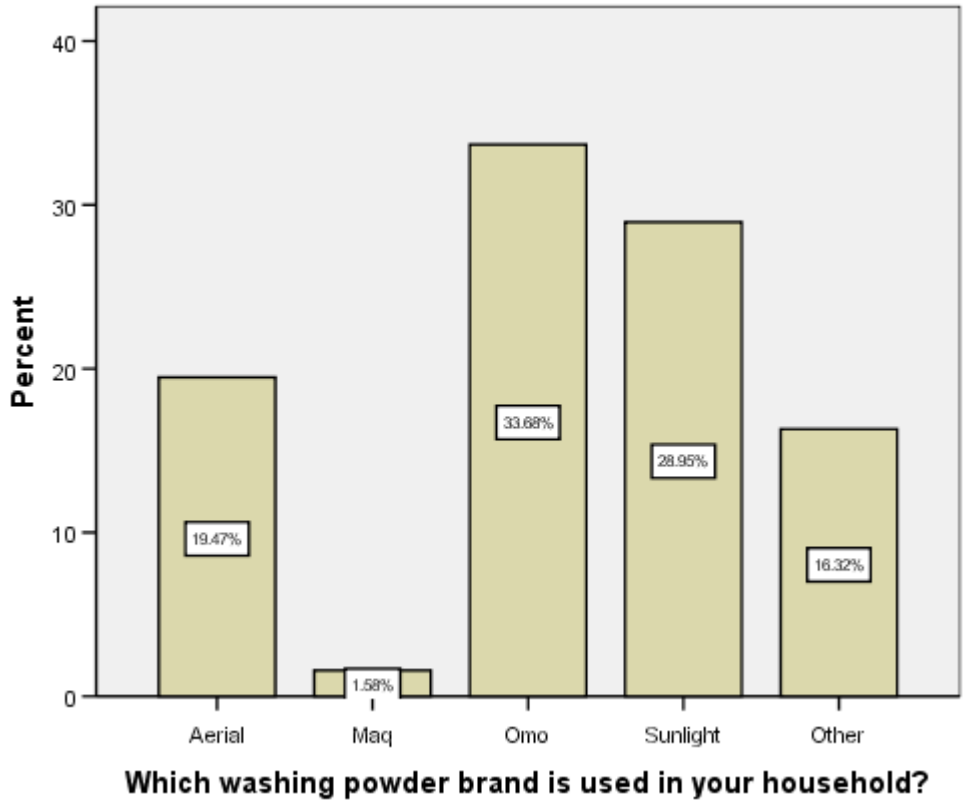


Table 4.16 above illustrates the statement “Which washing powder brand is used in your household?” Most of the participants use Omo washing powder (33.7%). This is followed by those who use Sunlight washing powder (28.9%), Ariel (19.5%), other washing powders (16.3%) and Maq (1.6%) washing powder respectively.

Table 4.17: Which fabric softener brand is used your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bio-Classic	1	.5	.5	.5
	Comfort	28	14.7	14.7	15.3
	Star Soft	125	65.8	65.8	81.1
	Sunlight	26	13.7	13.7	94.7
	Other	10	5.3	5.3	100.0
	Total	190	100.0	100.0	

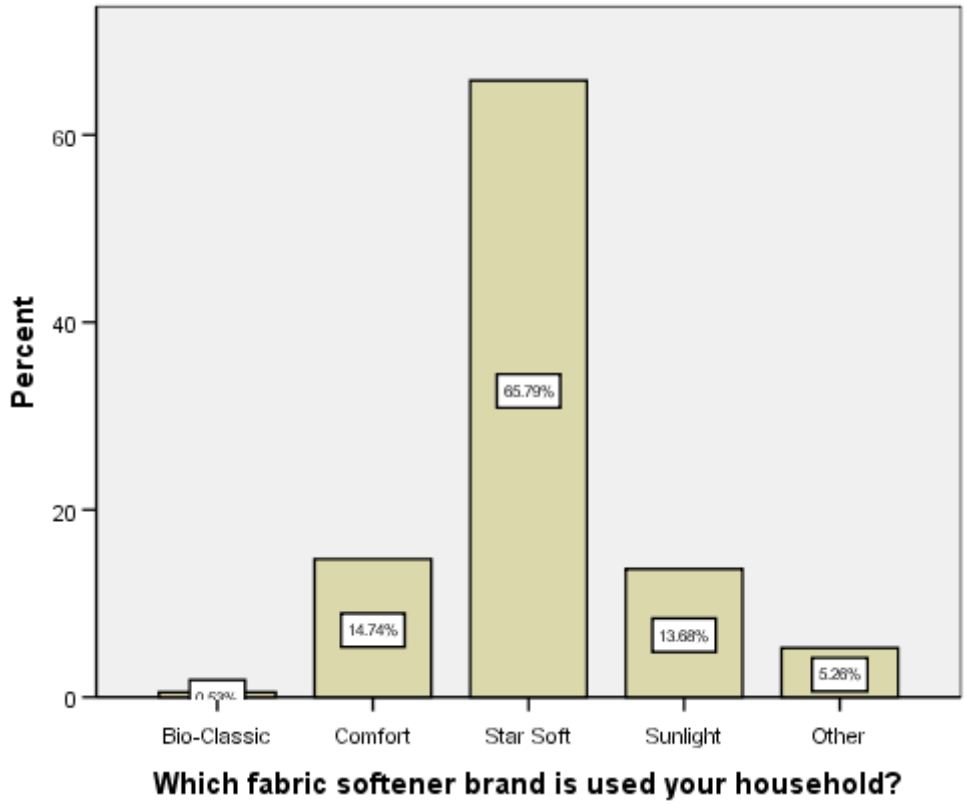


Table 4.17 above illustrates the statement “Which fabric softener brand is used your household?” Most of the participants use Star Soft fabric softener (65.8%). This is followed by those who use comfort fabric softener (14.7%), Sunlight (13.7%), other fabric softener (5.3%) and Bio-classic (.5%) washing powder respectively.

Table 4.18: Which toilet cleaning brand is used in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Domestos	133	70.0	70.0	70.0
	Harpic	13	6.8	6.8	76.8
	Jeyes	2	1.1	1.1	77.9
	Toilet Duck	31	16.3	16.3	94.2
	Other	11	5.8	5.8	100.0
	Total	190	100.0	100.0	

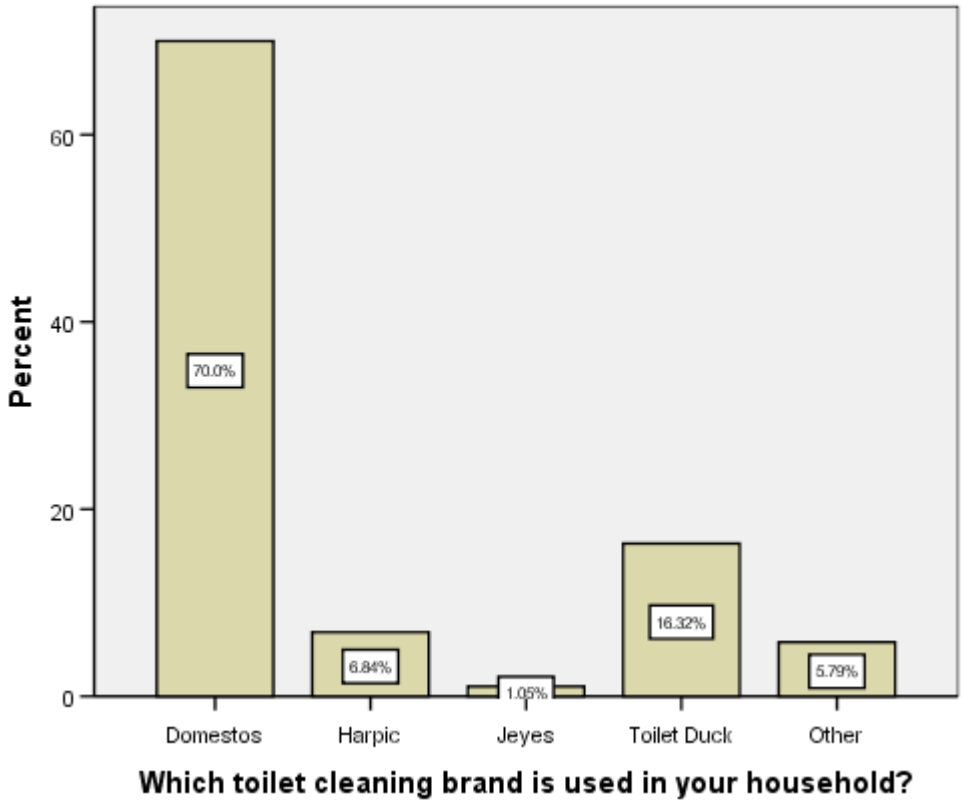


Table 4.18 above illustrates the statement “Which toilet cleaning brand is used in your household?” Most of the participants use Domestos toilet cleaner (70%). This is followed by those who use toilet Duck (16.3%), Harpic (6.8%), other toilet cleaners (5.8%) and Jeyes (1.1%) toilet cleaners respectively.

Table 4.19: Which dishwashing liquid brand is used in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ajax	4	2.1	2.1	2.1
	Persil	3	1.6	1.6	3.7
	Sunlight	173	91.1	91.1	94.7
	Other	10	5.3	5.3	100.0
	Total	190	100.0	100.0	

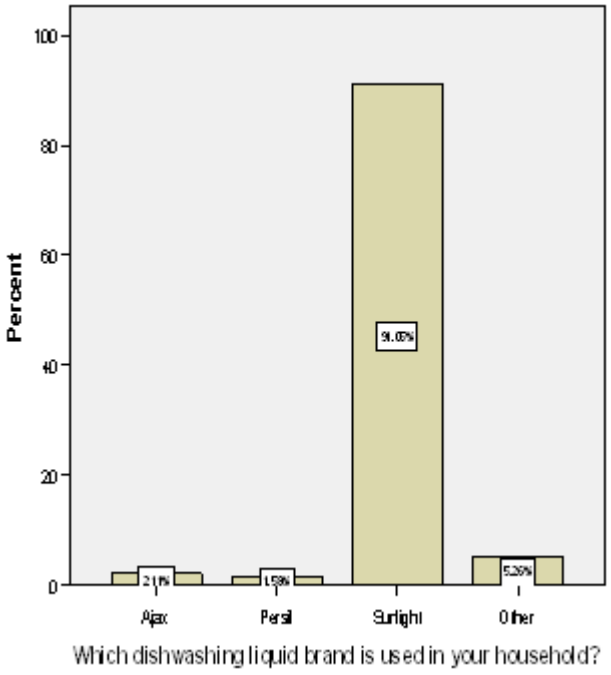


Table 4.19 above illustrates the statement “Which toilet cleaning brand is used in your household?” Most of the participants use Sunlight dish washing liquid (91.1%). This is followed by those who use other dish washing liquids (5.3%), Ajax (2.1%) and Persil (1.6%) dish washing liquid respectively.

Table 4.20: Which multi-purpose cleaning brand is used in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chemico	1	.5	.5	.5
	Dettol	12	6.3	6.3	6.8
	Handy Andy	169	88.9	88.9	95.8
	Plush	1	.5	.5	96.3
	Other	7	3.7	3.7	100.0
	Total	190	100.0	100.0	

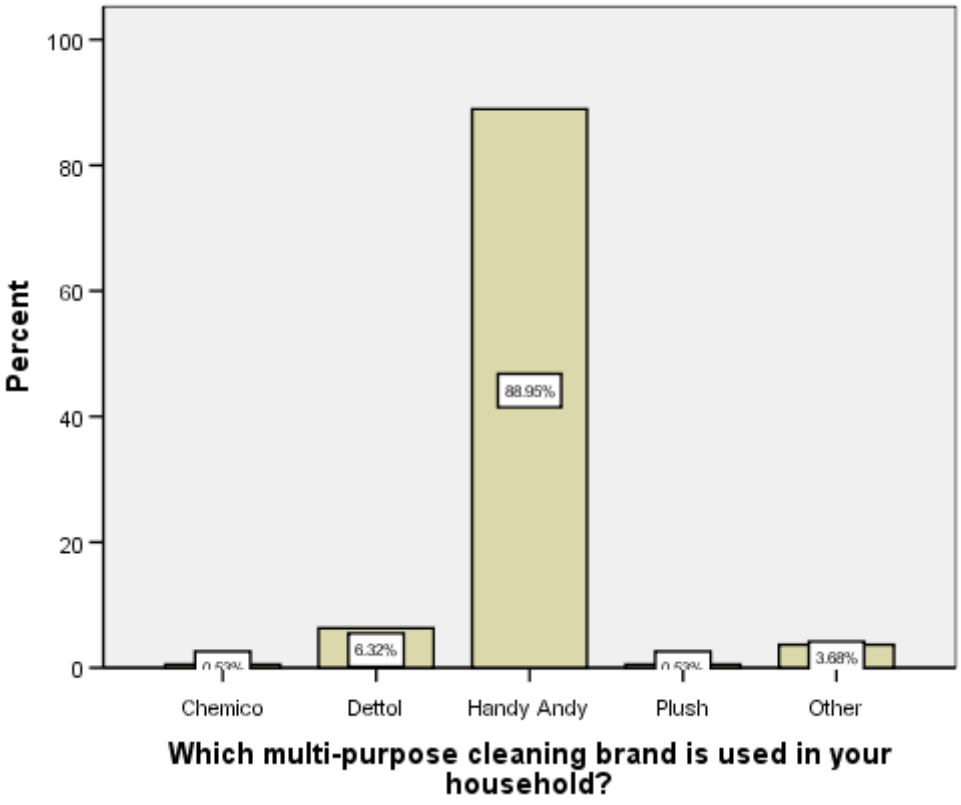


Table 4.20 above illustrates the statement “Which multi-purpose cleaning brand is used in your household?” Most of the participants use Handy Andy (88.9%). This is followed by those who use Dettol (6.3%), other multi-purpose cleaner (3.7%) and finally both Plush and Chemico (0.5%) multi-purpose cleaner respectively.

4.3.3. Domestic Worker Influence

Table 4.21: My domestic worker recommended the washing powder used in my household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	42	22.1	22.1	22.1
	Disagree	74	38.9	38.9	61.1
	Neutral	28	14.7	14.7	75.8
	Agree	33	17.4	17.4	93.2
	Strongly Agree	13	6.8	6.8	100.0
	Total	190	100.0	100.0	

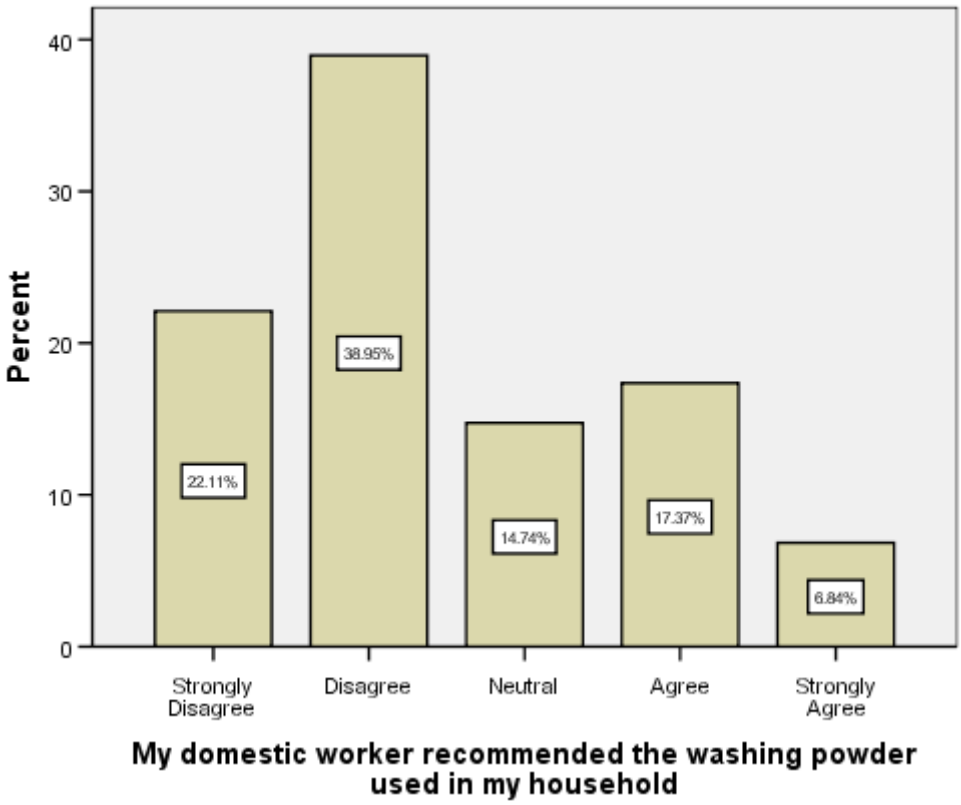


Table 4.21 above illustrates the statement “My domestic worker recommended the washing powder used in my household”. Most of the participants disagreed with the statement and represented 38.9% of the total sample. These were followed by those strongly disagreed with the statement representing 22.1% of the sample. The remainder were agree (17.4%), neutral (14.7%) and strongly agreed (6.8%) respectively.

Table 4.22: My domestic worker recommended the fabric softener used in my household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	45	23.7	23.7	23.7
	Disagree	73	38.4	38.4	62.1
	Neutral	30	15.8	15.8	77.9
	Agree	29	15.3	15.3	93.2
	Strongly Agree	13	6.8	6.8	100.0
	Total	190	100.0	100.0	



Table 4.22 above illustrates the statement “My domestic worker recommended the fabric softener used in my household”. Most of the participants disagreed with the statement and represented 38.4% of the total sample. These were followed by those strongly disagreed with the statement representing 23.7% of the sample. The remainder were neutral (15.8%), agree (15.3%) and strongly agreed (6.8%) respectively.

Table 4.23: My domestic worker recommended the toilet cleaner used in my household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	41	21.6	21.6	21.6
	Disagree	77	40.5	40.5	62.1
	Neutral	23	12.1	12.1	74.2
	Agree	32	16.8	16.8	91.1
	Strongly Agree	17	8.9	8.9	100.0
	Total	190	100.0	100.0	

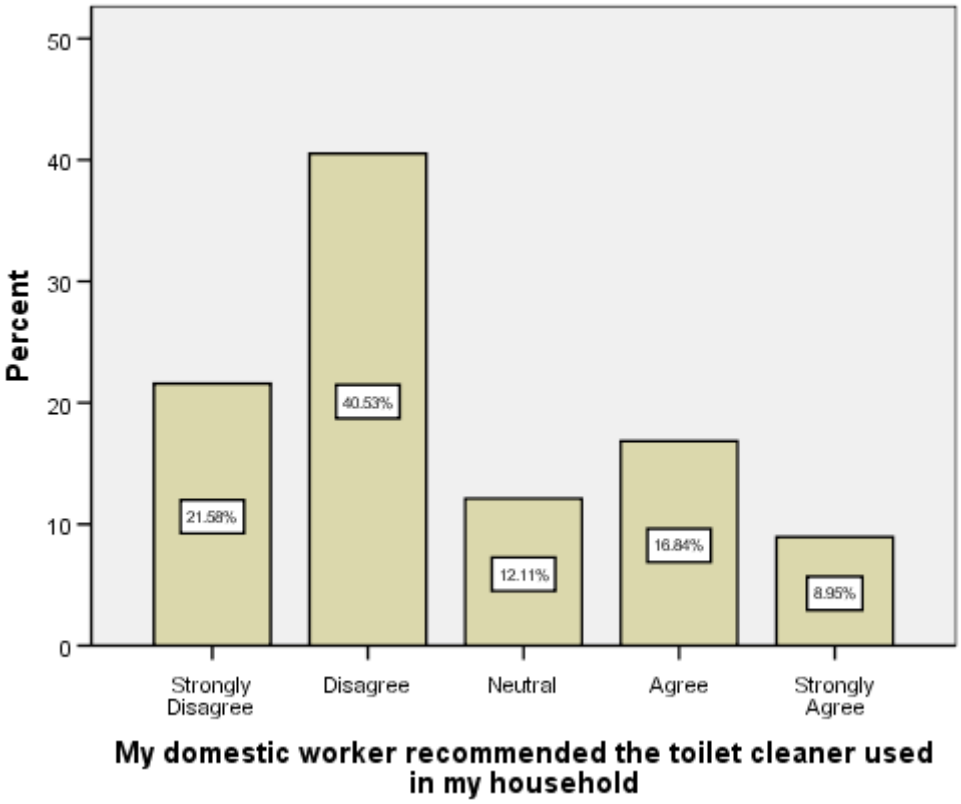


Table 4.23 above illustrates the statement “My domestic worker recommended the toilet cleaner used in my household”. Most of the participants disagreed with the statement and represented 40.5% of the total sample. These were followed by those strongly disagreed with the statement representing 21.6% of the sample. The remainder agreed (16.8%), neutral (12.1%) and strongly agreed (8.9%) respectively.

Table 4.24: My domestic worker recommended the dishwashing liquid used in my household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	41	21.6	21.6	21.6
	Disagree	70	36.8	36.8	58.4
	Neutral	29	15.3	15.3	73.7
	Agree	37	19.5	19.5	93.2
	Strongly Agree	13	6.8	6.8	100.0
	Total	190	100.0	100.0	

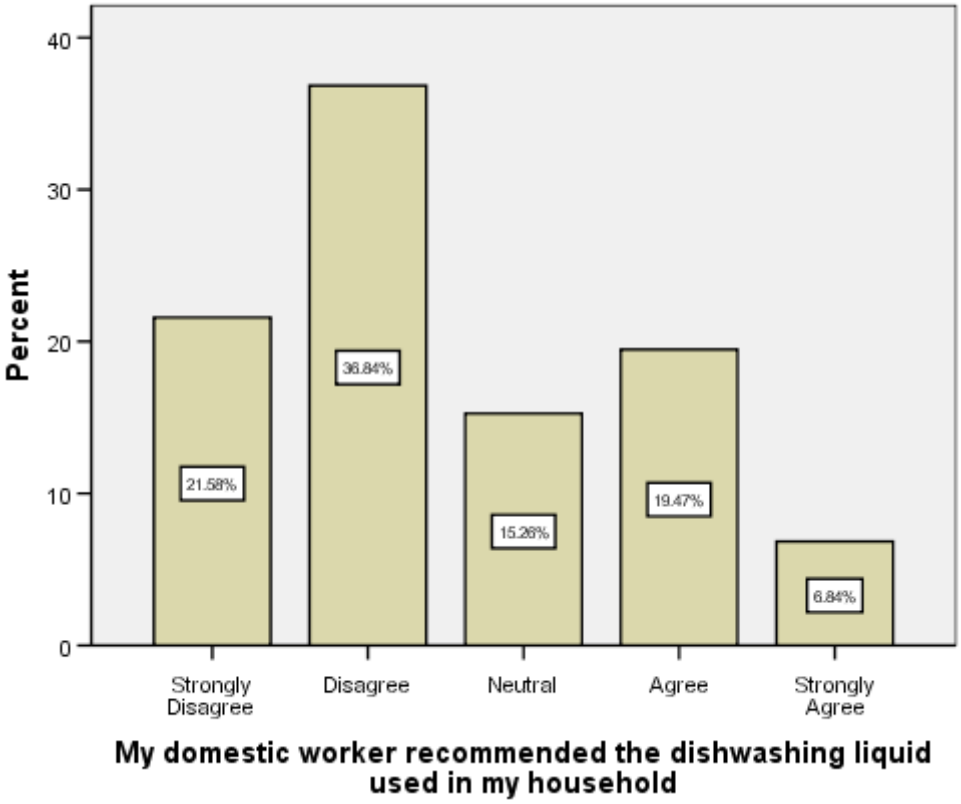


Table 4.24 above illustrates the statement “My domestic worker recommended the dishwashing liquid used in my household”. Most of the participants disagreed with the statement and represented 36.8% of the total sample. These were followed by those strongly disagreed with the statement representing 21.6% of the sample. The remainder agreed (19.5%), neutral (15.3%) and strongly agreed (6.3%) respectively.

Table 4.25: My domestic worker recommended the multi-purpose cleaner used in my household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	37	19.5	19.5	19.5
	Disagree	58	30.5	30.5	50.0
	Neutral	32	16.8	16.8	66.8
	Agree	46	24.2	24.2	91.1
	Strongly Agree	17	8.9	8.9	100.0
	Total	190	100.0	100.0	

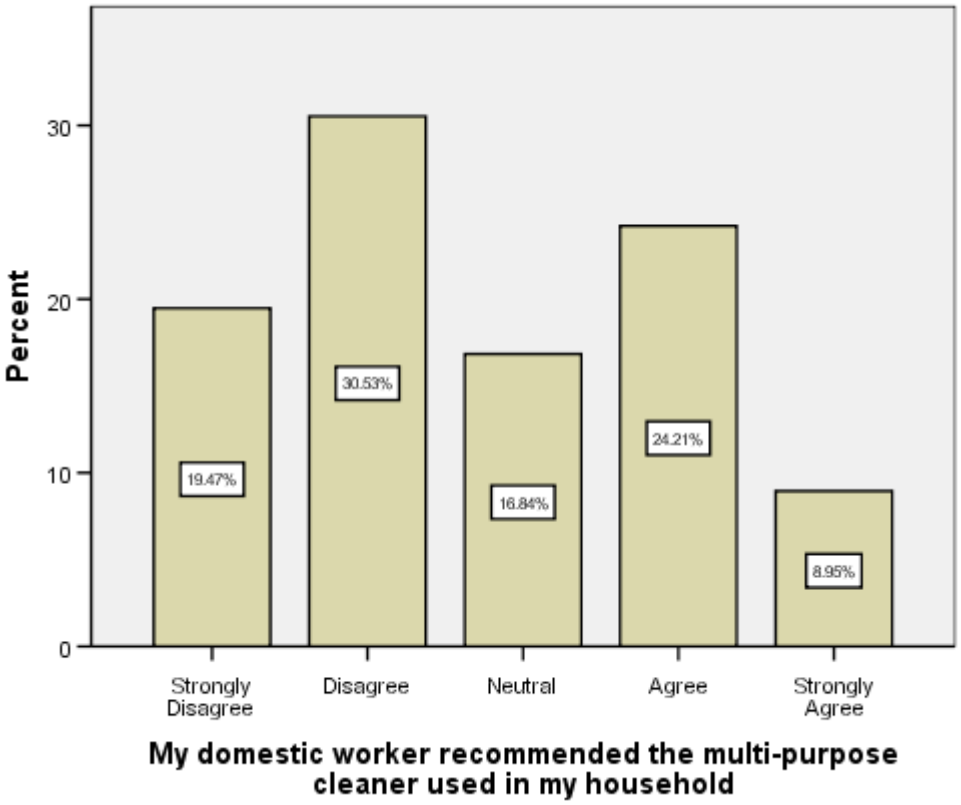


Table 4.25 above illustrates the statement “My domestic worker recommended the multi-purpose cleaner used in my household”. Most of the participants disagreed with the statement and represented 30.5% of the total sample. These were followed by those agreed with the statement representing 24.2% of the sample. The remainder strongly disagreed (19.5%), neutral (16.8%) and strongly agreed (8.9%) respectively.

Table 4.26: I purchase my groceries based on a shopping list prepared by my domestic worker

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	47	24.7	24.7	24.7
	Disagree	51	26.8	26.8	51.6
	Neutral	35	18.4	18.4	70.0
	Agree	38	20.0	20.0	90.0
	Strongly Agree	19	10.0	10.0	100.0
	Total	190	100.0	100.0	

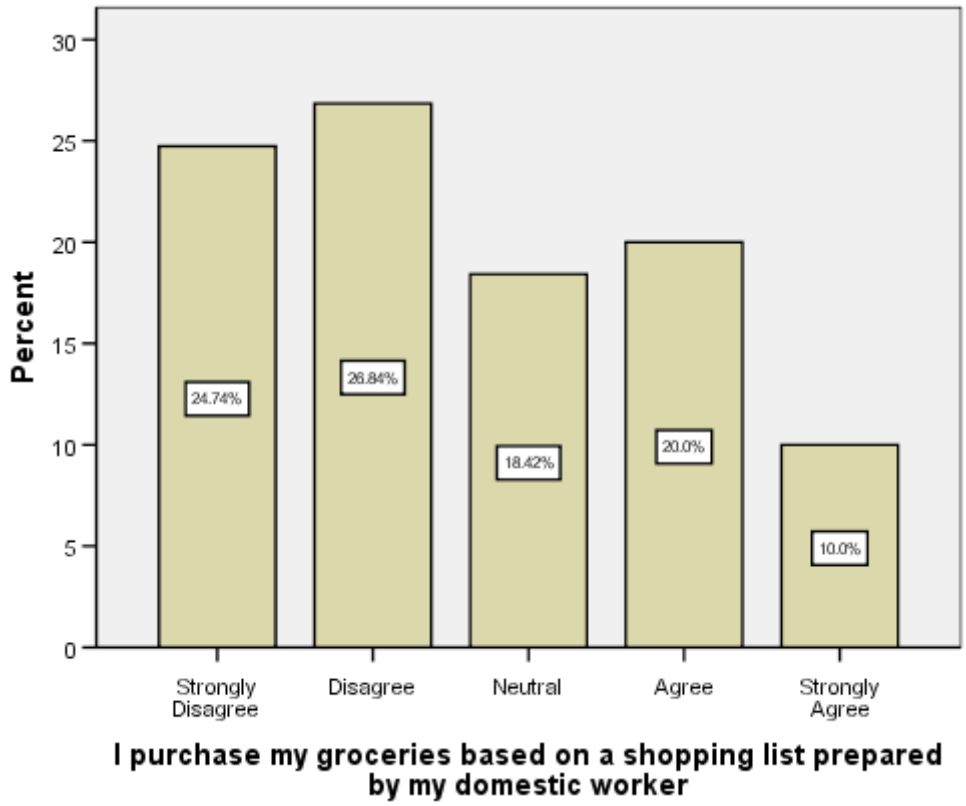


Table 4.26 above illustrates the statement “I purchase my groceries based on a shopping list prepared by my domestic worker”. Most of the participants disagreed with the statement and represented 26.8% of the total sample. These were followed by those strongly disagreed with the statement representing 24.7% of the sample. The remainder agreed (20%), neutral (18.4%) and strongly agreed (10%) respectively.

Table 4.27: I stick to the shopping list that my domestic worker prepares

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	51	26.8	26.8	26.8
	Disagree	66	34.7	34.7	61.6
	Neutral	36	18.9	18.9	80.5
	Agree	31	16.3	16.3	96.8
	Strongly Agree	6	3.2	3.2	100.0
	Total	190	100.0	100.0	



Table 4.27 above illustrates the statement "I stick to the shopping list that my domestic worker prepares". Most of the participants disagreed with the statement and represented 34.7% of the total sample. These were followed by those strongly disagreed with the statement representing 28.8% of the sample. The remainder were neutral (18.9%), agree (16.3%) and strongly agreed (3.2%) respectively.

Table 4.28: When I go shopping and find a competing brand on promotion I deviate from the shopping list prepared by my domestic worker

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	16.8	16.8	16.8
	Disagree	50	26.3	26.3	43.2
	Neutral	44	23.2	23.2	66.3
	Agree	46	24.2	24.2	90.5
	Strongly Agree	18	9.5	9.5	100.0
	Total	190	100.0	100.0	

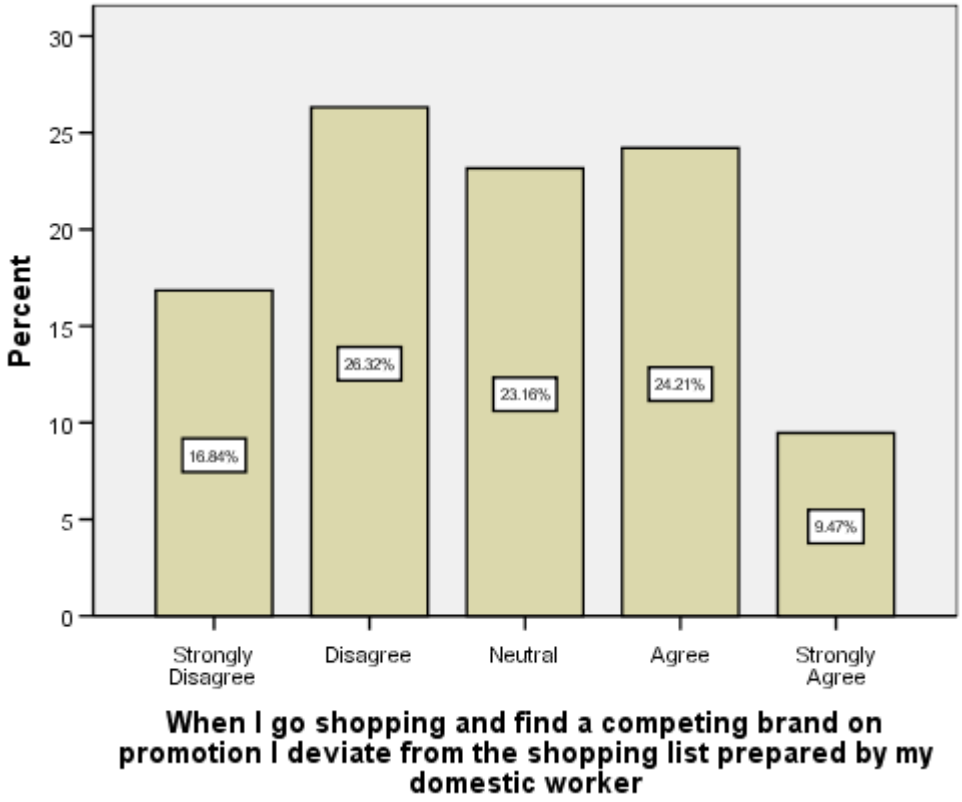


Table 4.28 above illustrates the statement "When I go shopping and find a competing brand on promotion I deviate from the shopping list prepared by my domestic worker". Most of the participants disagreed with the statement and represented 26.3% of the total sample. These were followed by those who agreed with the statement representing 24.2% of the sample. The remainder were neutral (23.2%), strongly disagree (16.8%) and strongly agreed (9.5%) respectively.

Table 4.29: My domestic worker raises it with me each time I deviate from his/her list

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	57	30.0	30.0	30.0
	Disagree	73	38.4	38.4	68.4
	Neutral	33	17.4	17.4	85.8
	Agree	21	11.1	11.1	96.8
	Strongly Agree	6	3.2	3.2	100.0
	Total	190	100.0	100.0	



Table 4.29 above illustrates the statement “My domestic worker raises it with me each time I deviate from his/her list”. Most of the participants disagreed with the statement and represented 38.4% of the total sample. These were followed by those strongly disagreed with the statement representing 30% of the sample. The remainder were neutral (17.4%), agree (11.1%) and strongly agreed (3.2%) respectively.

Table 4.30: My domestic worker has an influence over the homecare brands used in my household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	48	25.3	25.3	25.3
	Disagree	44	23.2	23.2	48.4
	Neutral	32	16.8	16.8	65.3
	Agree	57	30.0	30.0	95.3
	Strongly Agree	9	4.7	4.7	100.0
	Total	190	100.0	100.0	

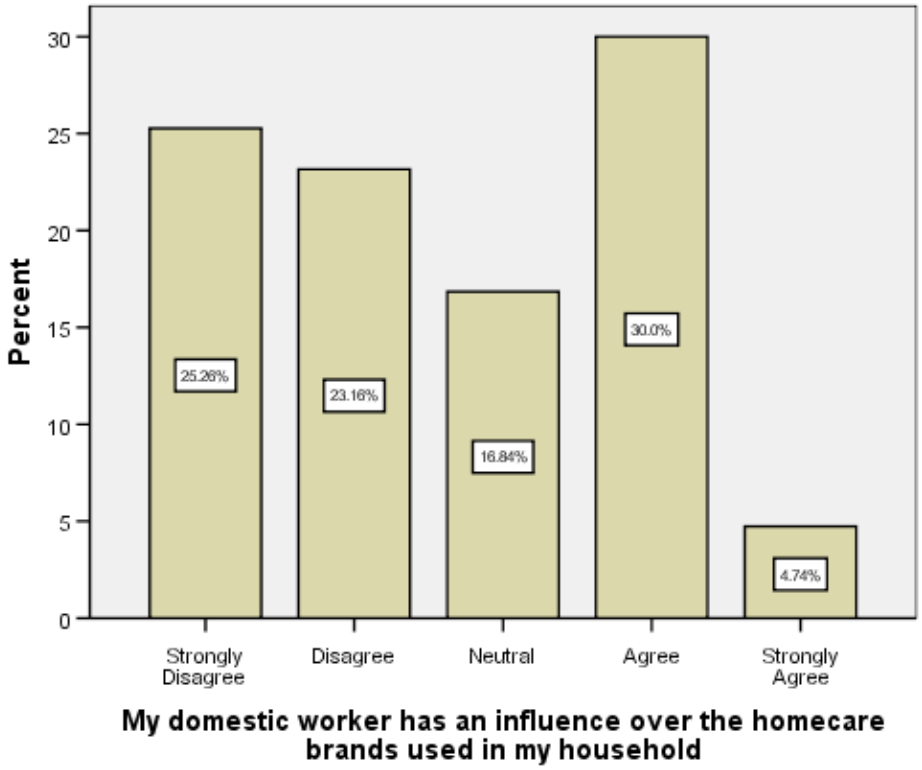


Table 4.30 above illustrates the statement “My domestic worker has an influence over the homecare brands used in my household”. Most of the participants agreed with the statement and represented 30% of the total sample. These were followed by those strongly disagreed with the statement representing 25.3% of the sample. The remainder disagree (23.2%), neutral (16.8%) and strongly agreed (4.7%) respectively.

4.4 Responses to Research Constructs

4.4.1. Domestic Worker Perceived Brand Quality (DWPBQ)

Table 4.31: My domestic worker perceives the quality of the washing powder brand she prefers to be very high

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	4.7	4.7	4.7
	Disagree	4	2.1	2.1	6.8
	Neutral	52	27.4	27.4	34.2
	Agree	85	44.7	44.7	78.9
	Strongly Agree	40	21.1	21.1	100.0
	Total	190	100.0	100.0	

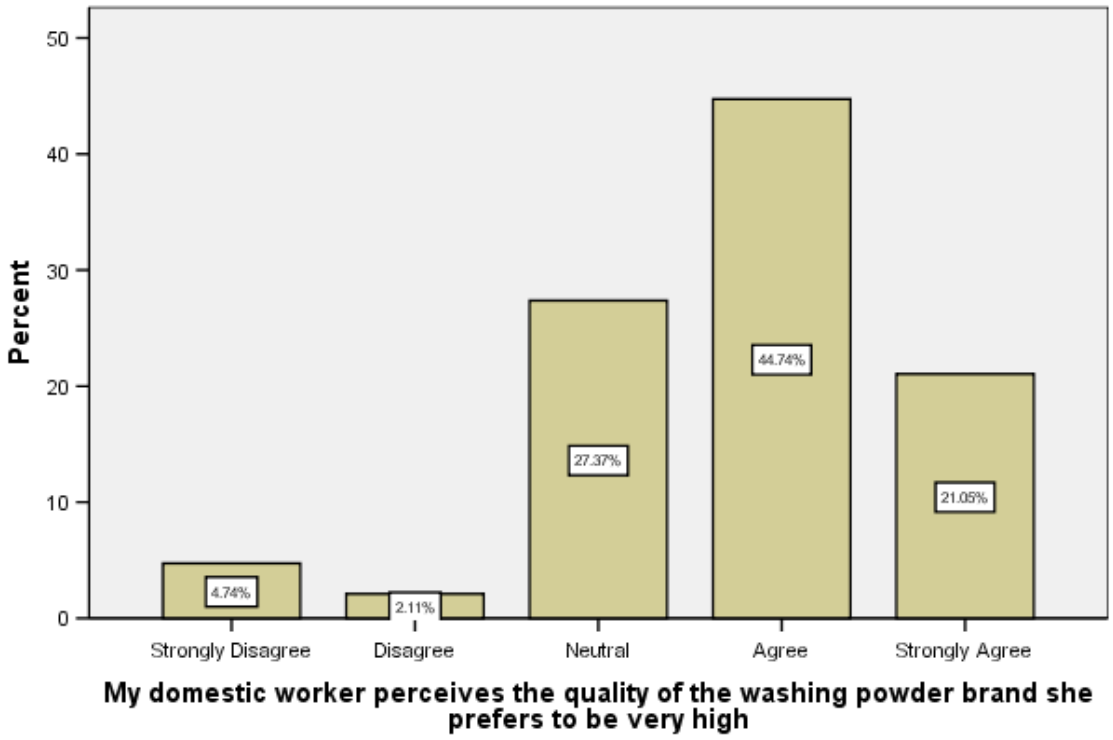


Table 4.31 above illustrates the statement “My domestic worker perceives the quality of the washing powder brand she prefers to be very high”. Most of the participants agreed with the statement and represented 44.7% of the total sample. These were followed by those who were neutral with the statement representing 27.4% of the sample. The remainder strongly agreed (21.1%), strongly disagree (2%) and disagreed (2.1%) respectively.

Table 4.32: In terms of overall quality, my domestic worker perceives the fabric softener brand she prefers to be exceptionally good on clothes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	4.7	4.7	4.7
	Disagree	4	2.1	2.1	6.8
	Neutral	40	21.1	21.1	27.9
	Agree	101	53.2	53.2	81.1
	Strongly Agree	36	18.9	18.9	100.0
	Total	190	100.0	100.0	

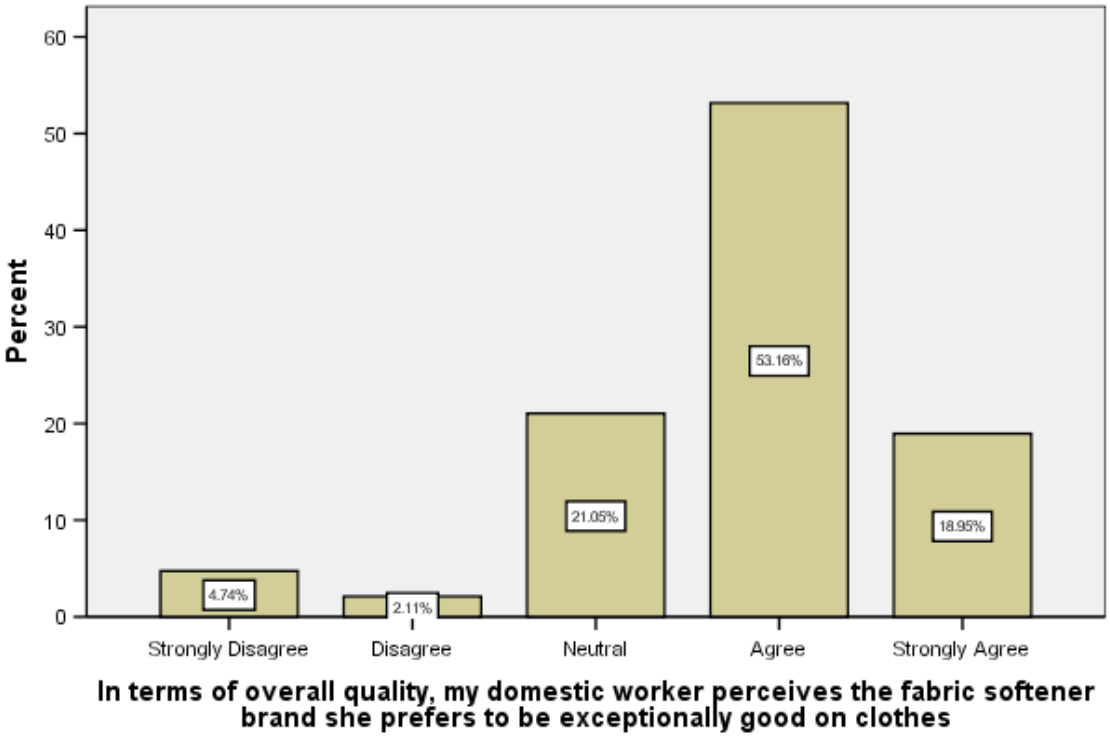


Table 4.32 above illustrates the statement “In terms of overall quality, my domestic worker perceives the fabric softener brand she prefers to be exceptionally good on clothes”. Most of the participants agreed with the statement and represented 53.2% of the total sample. These were followed by those who were with the statement representing 21.1% of the sample. The remainder strongly agreed (18.9%), strongly disagreed (4.7%) and disagreed (2.1%) respectively.

Table 4.33: My domestic worker perceives the toilet cleaning brand she prefers to be of far better quality than other brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	3.7	3.7	3.7
	Disagree	4	2.1	2.1	5.8
	Neutral	47	24.7	24.7	30.5
	Agree	88	46.3	46.3	76.8
	Strongly Agree	44	23.2	23.2	100.0
	Total	190	100.0	100.0	

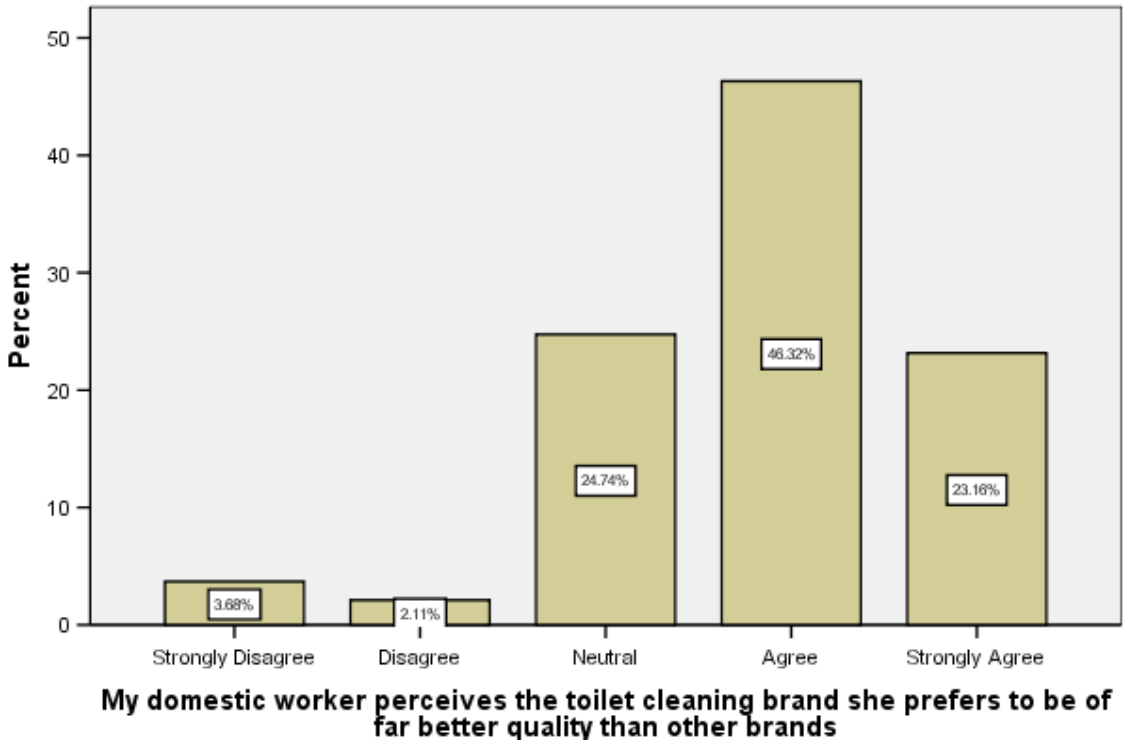


Table 4.33 above illustrates the statement “My domestic worker perceives the toilet cleaning brand she prefers to be of far better quality than other brands”. Most of the participants agreed with the statement and represented 46.3% of the total sample. These were followed by those who were neutral with the statement representing 24.7% of the sample. The remainder strongly agreed (23.2%), strongly disagreed (3.7%) and disagree (2.1%) respectively.

Table 4.34: My domestic worker perceives the dishwashing liquid brand she prefers to have first class performance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	5.3	5.3	5.3
	Disagree	8	4.2	4.2	9.5
	Neutral	13	6.8	6.8	16.3
	Agree	93	48.9	48.9	65.3
	Strongly Agree	66	34.7	34.7	100.0
	Total	190	100.0	100.0	

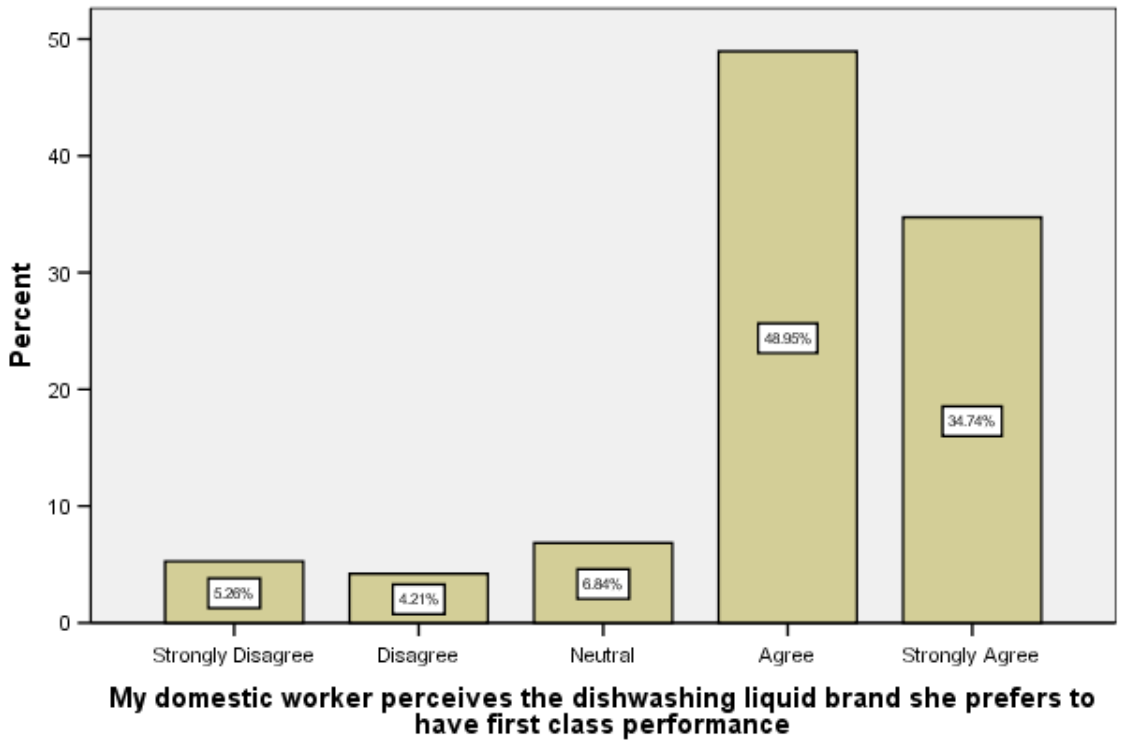


Table 4.34 above illustrates the statement “My domestic worker perceives the dishwashing liquid brand she prefers to have first class performance”. Most of the participants agreed with the statement and represented 48.9% of the total sample. These were followed by those strongly agreed with the statement representing 34.7% of the sample. The remainder were neutral (6.8%), strongly disagree (5.3%) and disagreed (4.2%) respectively.

4.4.2. Employer Brand Awareness (EBAW)

Table 4.35: I am aware of the homecare brands used in my household when they appear on TV adverts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	5.3	5.3	5.3
	Disagree	9	4.7	4.7	10.0
	Neutral	10	5.3	5.3	15.3
	Agree	98	51.6	51.6	66.8
	Strongly Agree	63	33.2	33.2	100.0
	Total	190	100.0	100.0	

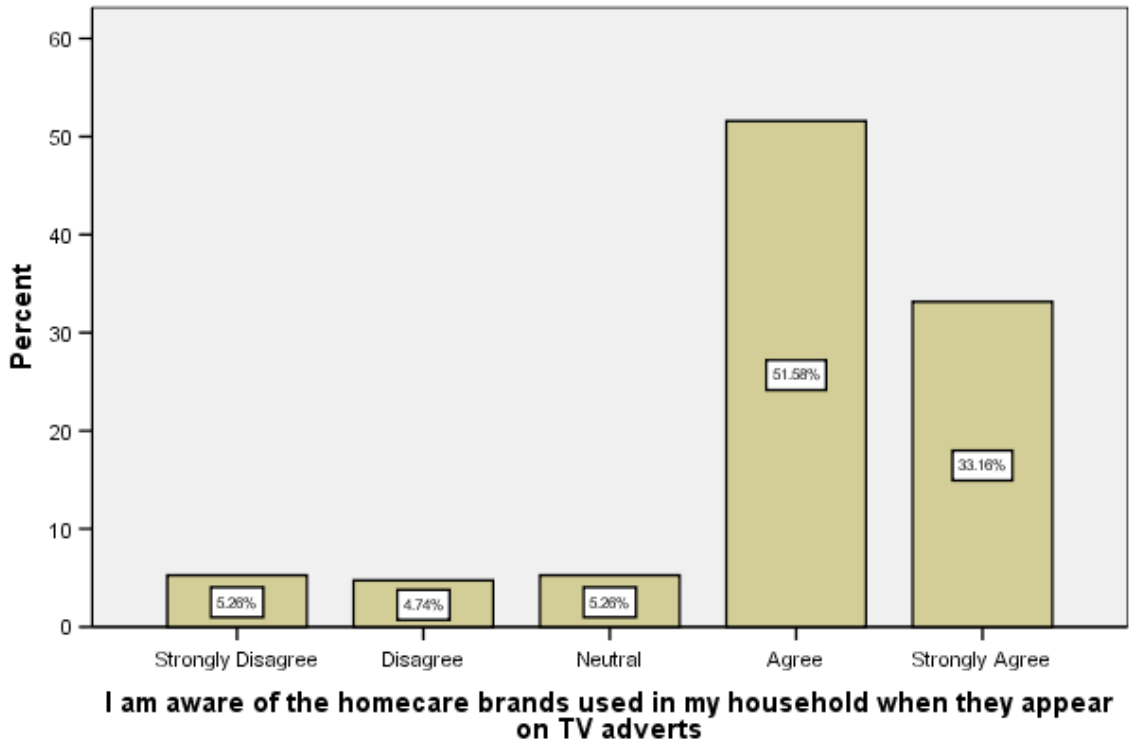


Table 4.35 above illustrates the statement “I am aware of the homecare brands used in my household when they appear on TV adverts”. Most of the participants agreed with the statement and represented 51.6% of the total sample. These were followed by those strongly agreed with the statement representing 33.2% of the sample. The remainder were neutral (5.3%) and strongly disagreed (5.3%) and finally those who disagreed (4.7%) respectively.

Table 4.36: I can recognise the homecare brands used in my household in comparison to other competing brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	2.6	2.6	2.6
	Disagree	3	1.6	1.6	4.2
	Neutral	3	1.6	1.6	5.8
	Agree	87	45.8	45.8	51.6
	Strongly Agree	92	48.4	48.4	100.0
	Total	190	100.0	100.0	

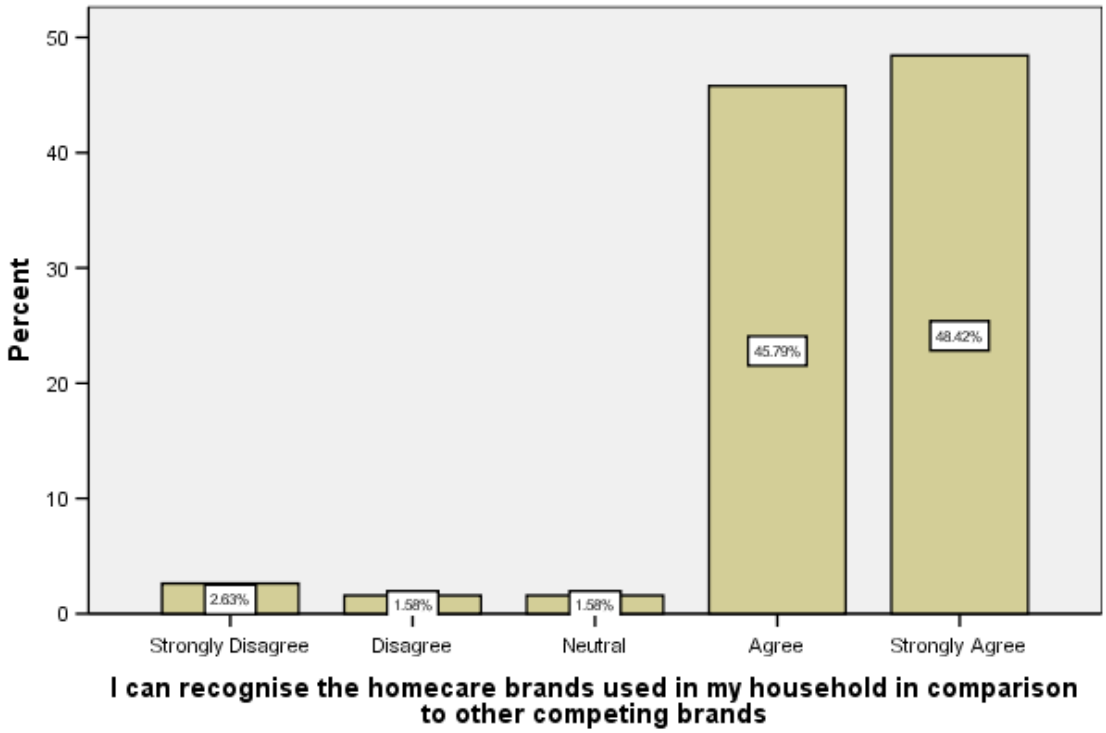


Table 4.36 above illustrates the statement “I can recognise the homecare brands used in my household in comparison to other competing brands”. Most of the participants strongly agreed with the statement and represented 48.4% of the total sample. These were followed by those who agreed with the statement representing 45.8% of the sample. The remainder strongly disagreed (2.6%) and those who disagree (1.6%) and were neutral (1.6%) respectively.

Table 4.37: I know how the homecare brands in my household look like

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.1	1.1	1.1
	Disagree	1	.5	.5	1.6
	Neutral	48	25.3	25.3	26.8
	Agree	86	45.3	45.3	72.1
	Strongly Agree	53	27.9	27.9	100.0
	Total	190	100.0	100.0	

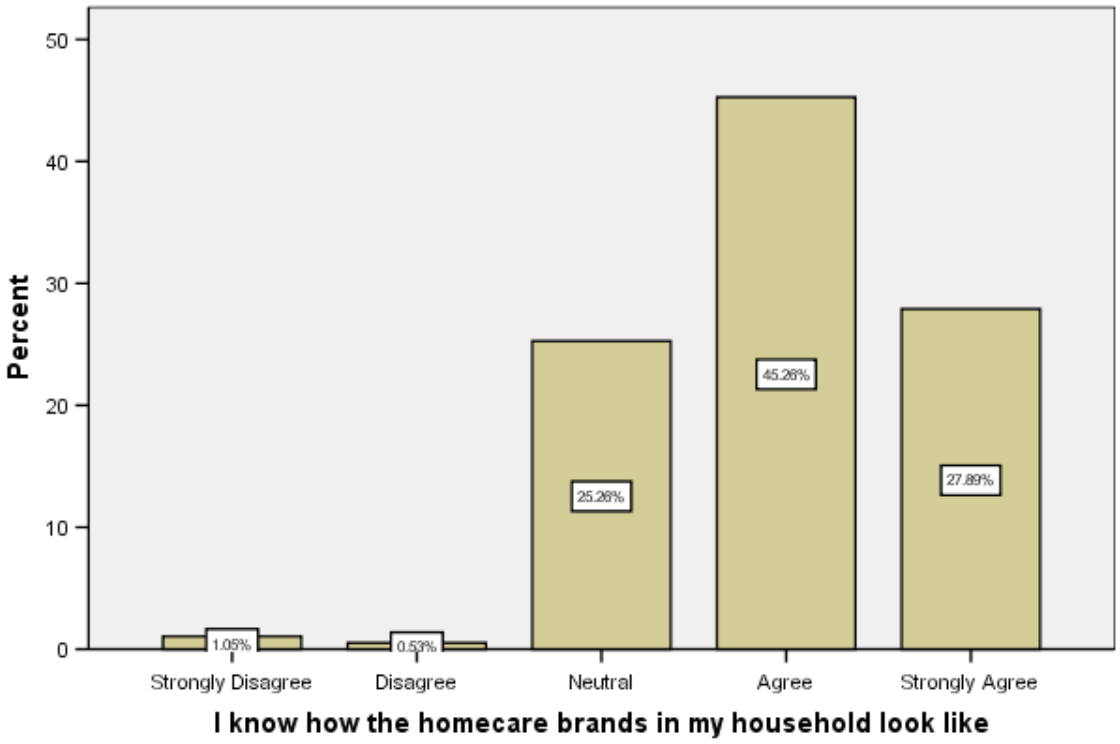


Table 4.37 above illustrates the statement “I know how the homecare brands in my household look like”. Most of the participants agreed with the statement and represented 45.3% of the total sample. These were followed by those strongly agreed with the statement representing 27.9% of the sample. The remainder were neutral (25.3%), strongly disagree (1.1%) and disagreed (0.5%) respectively.

4.4.3. Employer Brand Association (EBAS)

Table 4.38: I trust the company that owns the washing powder brand used in my household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.1	1.1	1.1
	Disagree	1	.5	.5	1.6
	Neutral	49	25.8	25.8	27.4
	Agree	86	45.3	45.3	72.6
	Strongly Agree	52	27.4	27.4	100.0
	Total	190	100.0	100.0	

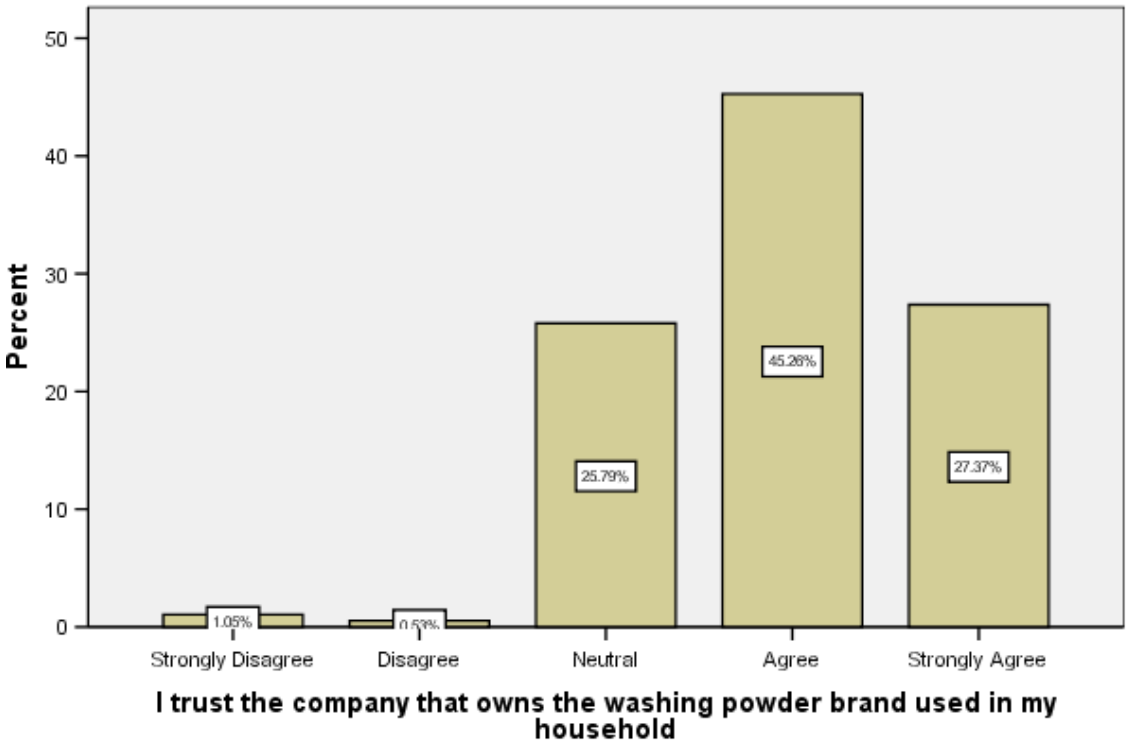


Table 4.38 above illustrates the statement “I trust the company that owns the washing powder brand used in my household”. Most of the participants agreed with the statement and represented 45.3% of the total sample. These were followed by those strongly agreed with the statement representing 27.4% of the sample. The remainder were neutral (25.8%), strongly disagree (1.1%) and disagreed (0.5%) respectively.

Table 4.39: The fabric softener brand used in my household has a personality of its own

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	2.6	2.6	2.6
	Disagree	8	4.2	4.2	6.8
	Neutral	63	33.2	33.2	40.0
	Agree	82	43.2	43.2	83.2
	Strongly Agree	32	16.8	16.8	100.0
	Total	190	100.0	100.0	

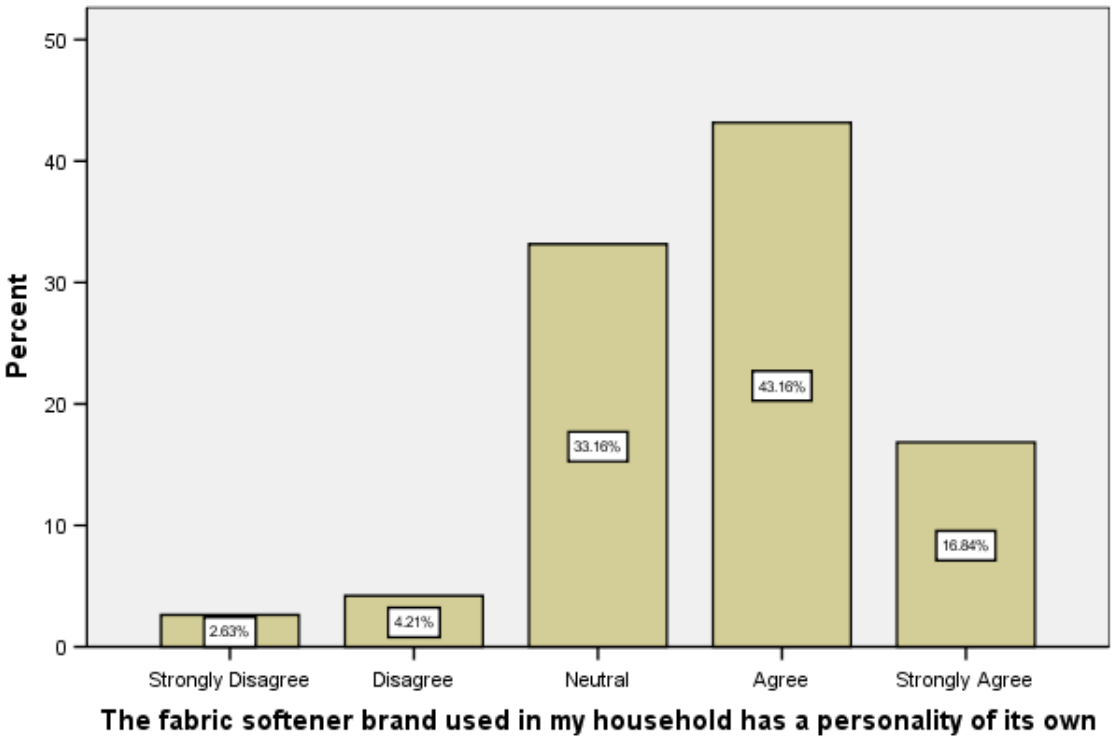


Table 4.39 above illustrates the statement “The fabric softener brand used in my household has a personality of its own”. Most of the participants agreed with the statement and represented 43.2% of the total sample. These were followed by those who were neutral with the statement representing 33.2% of the sample. The remainder strongly agreed (16.8%), disagree (4.2%) and strongly disagreed (2.6%) respectively.

Table 4.40: The toilet cleaning brand used in my household is familiar to me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	2.1	2.1	2.1
	Disagree	3	1.6	1.6	3.7
	Neutral	23	12.1	12.1	15.8
	Agree	102	53.7	53.7	69.5
	Strongly Agree	58	30.5	30.5	100.0
	Total	190	100.0	100.0	

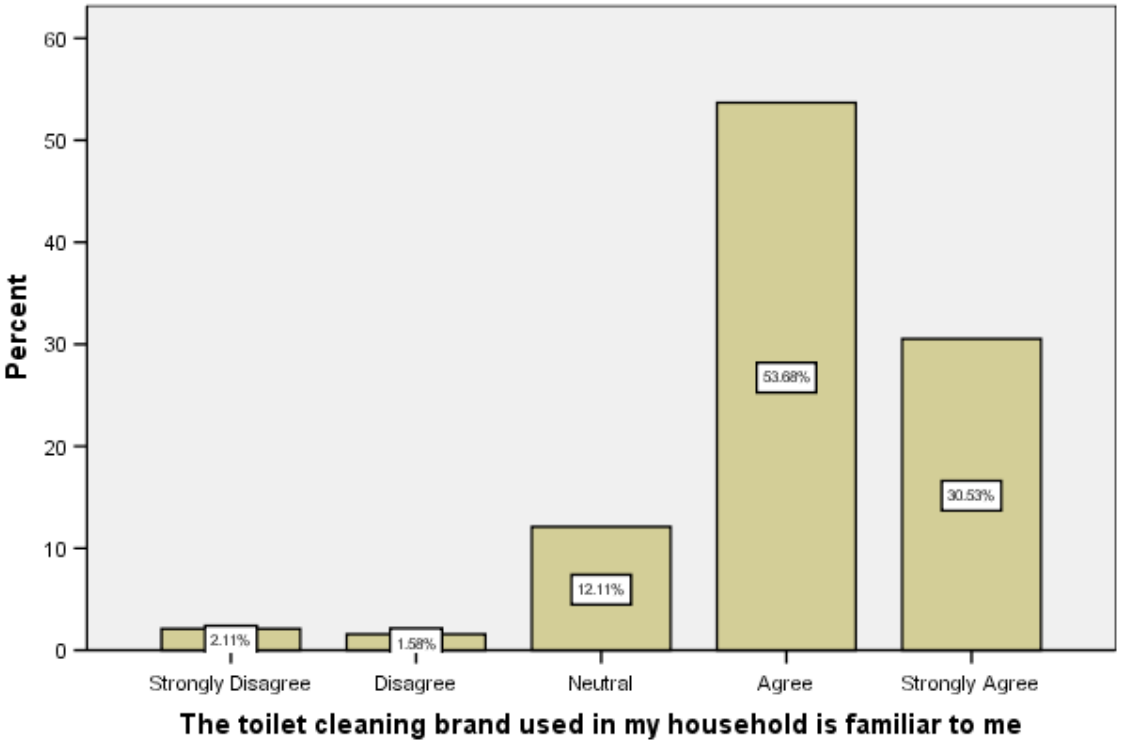


Table 4.40 above illustrates the statement “The toilet cleaning brand used in my household is familiar to me”. Most of the participants agreed with the statement and represented 53.7% of the total sample. These were followed by those strongly agreed with the statement representing 30.5% of the sample. The remainder were neutral (12.1%), strongly disagree (2.1%) and disagreed (1.6%) respectively.

Table 4.41: There are good reasons to buy the dishwashing liquid brand used in my household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	2.6	2.6	2.6
	Disagree	4	2.1	2.1	4.7
	Neutral	27	14.2	14.2	18.9
	Agree	75	39.5	39.5	58.4
	Strongly Agree	79	41.6	41.6	100.0
	Total	190	100.0	100.0	

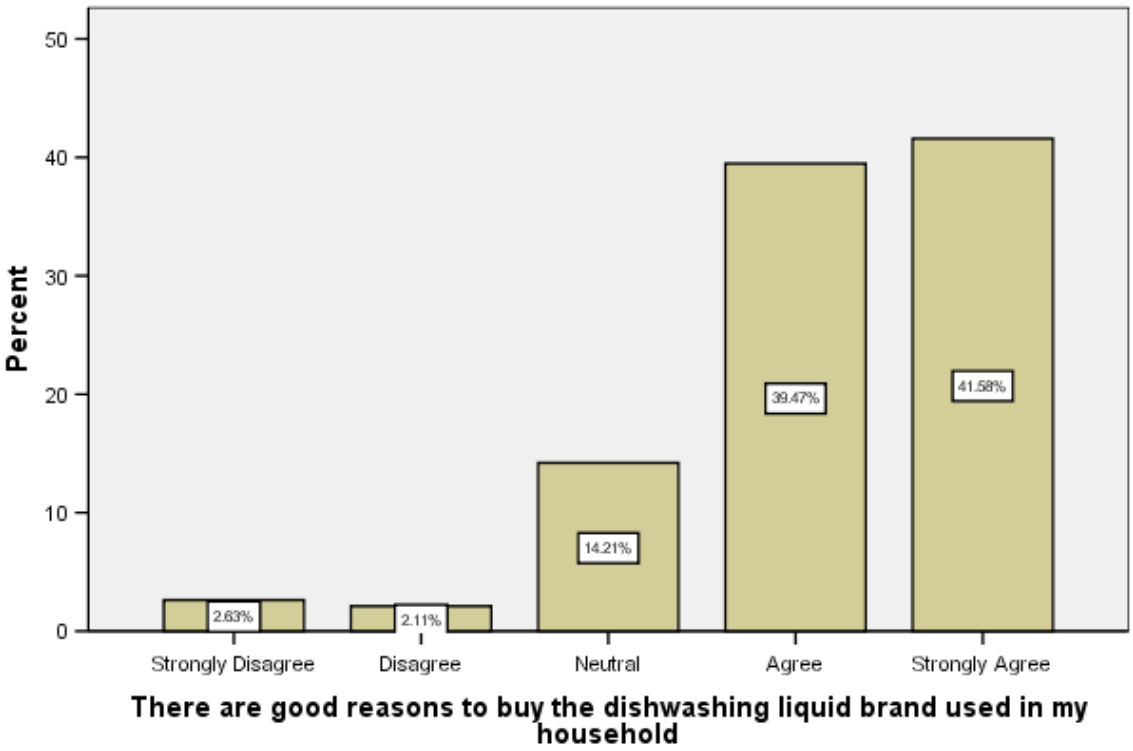


Table 4.41 above illustrates the statement “There are good reasons to buy the dishwashing liquid brand used in my household”. Most of the participants strongly agreed with the statement and represented 41.6% of the total sample. These were followed by those agreed with the statement representing 39.5% of the sample. The remainder were neutral (14.2%), strongly disagree (2.6%) and disagreed (2.1%) respectively.

4.4.4. Employer Brand Loyalty (EBL)

Table 4.42: I am willing to pay a higher price for the washing powder used in my household over competing brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	6.3	6.3	6.3
	Disagree	41	21.6	21.6	27.9
	Neutral	37	19.5	19.5	47.4
	Agree	70	36.8	36.8	84.2
	Strongly Agree	30	15.8	15.8	100.0
	Total	190	100.0	100.0	

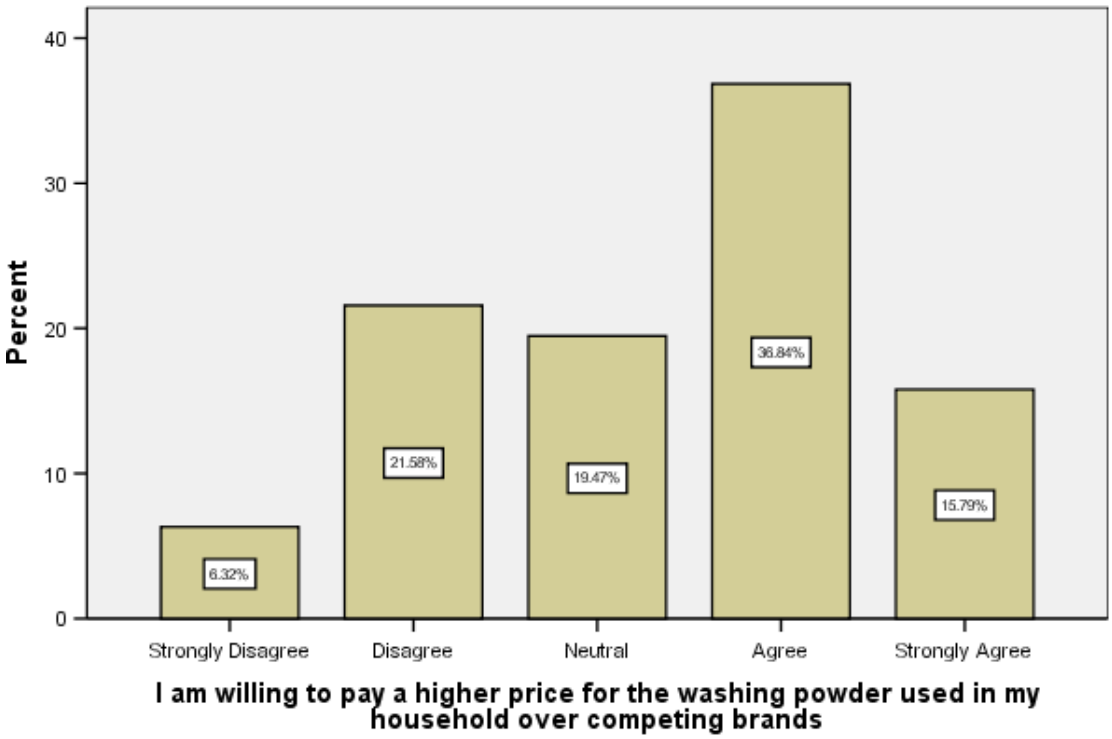


Table 4.4 above illustrates the statement “I am willing to pay a higher price for the washing powder used in my household over competing brands”. Most of the participants agreed with the statement and represented 36.8% of the total sample. These were followed by those disagreed with the statement representing 21.6% of the sample. The remainder were neutral (19.5%), strongly agree (15.8%) and strongly disagreed (6.3%) respectively.

Table 4.43: The next time I need a fabric softener, I will buy the same brand that is used in my household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.6	1.6	1.6
	Disagree	7	3.7	3.7	5.3
	Neutral	17	8.9	8.9	14.2
	Agree	106	55.8	55.8	70.0
	Strongly Agree	57	30.0	30.0	100.0
	Total	190	100.0	100.0	

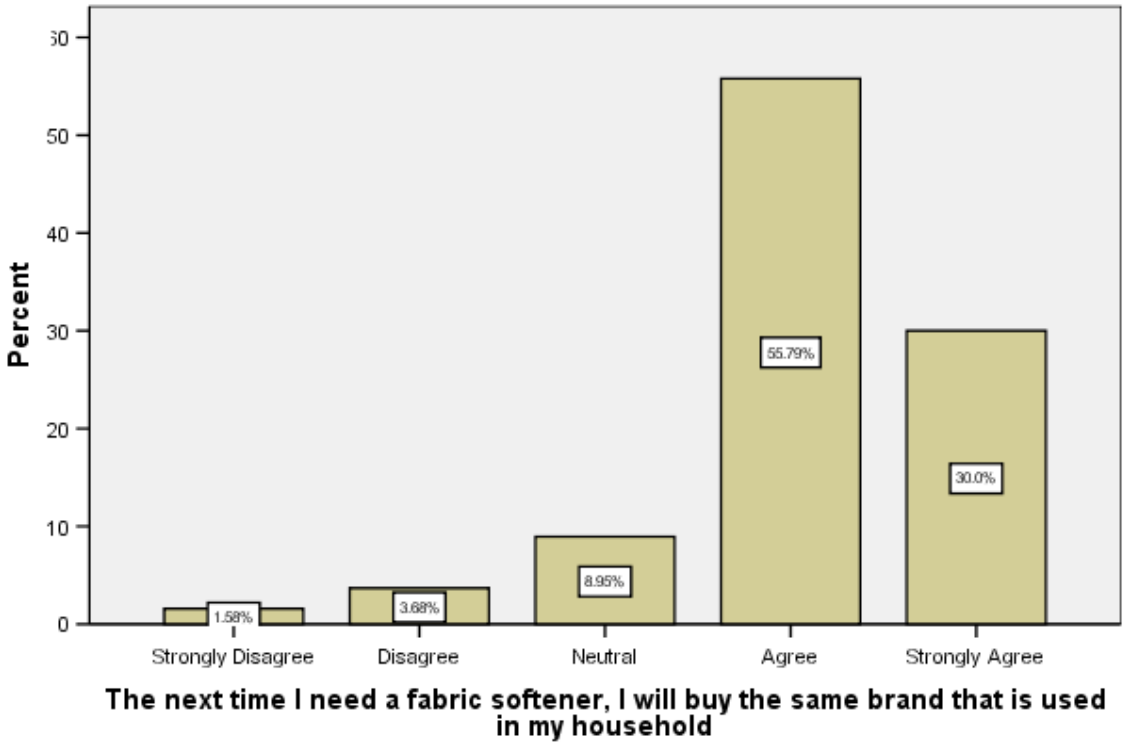


Table 4.43 above illustrates the statement "The next time I need a fabric softener, I will buy the same brand that is used in my household". Most of the participants agreed with the statement and represented 55.8% of the total sample. These were followed by those strongly agreed with the statement representing 30% of the sample. The remainder were neutral (8.9%), disagree (3.7%) and strongly disagreed (1.6%) respectively.

Table 4.44: I am committed to the toilet cleaning brand used in my household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	4.2	4.2	4.2
	Disagree	27	14.2	14.2	18.4
	Neutral	35	18.4	18.4	36.8
	Agree	83	43.7	43.7	80.5
	Strongly Agree	37	19.5	19.5	100.0
	Total	190	100.0	100.0	

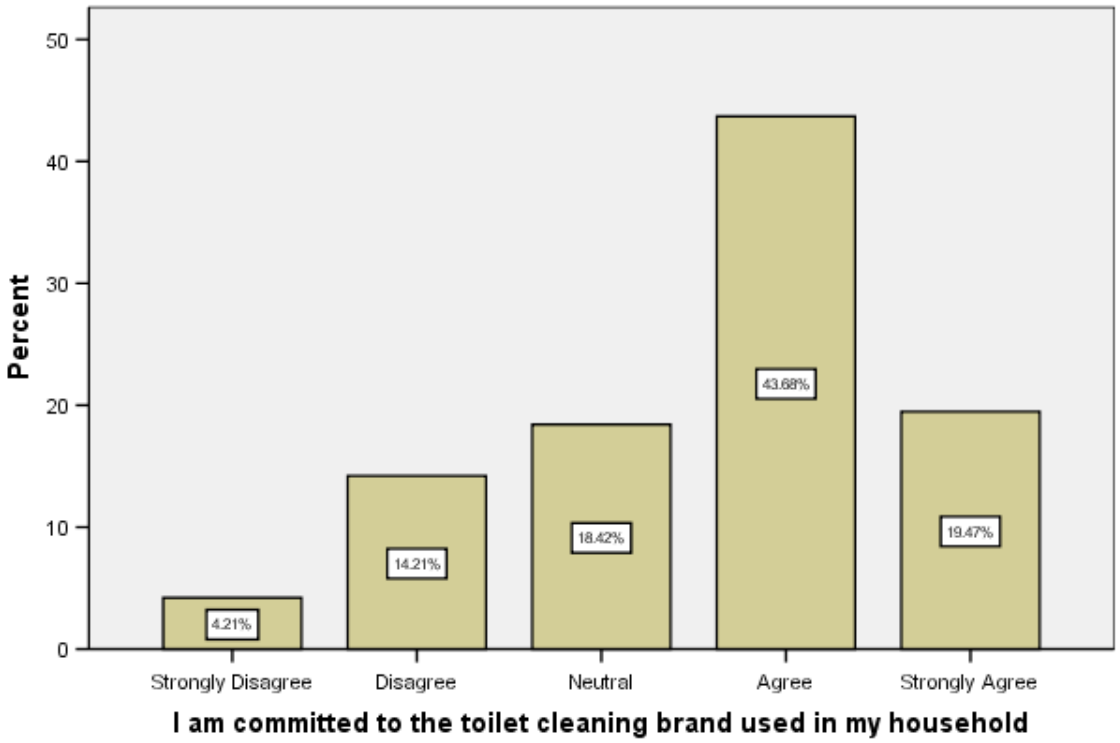


Table 4.44 above illustrates the statement “I am committed to the toilet cleaning brand used in my household”. Most of the participants agreed with the statement and represented 43.7% of the total sample. These were followed by those strongly agreed with the statement representing 19.56% of the sample. The remainder were neutral (18.2%), disagree (14.2%) and strongly disagreed (4.2%) respectively.

Table 4.45: I intend to keep purchasing the same dishwashing liquid brand for my dishes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	2.6	2.6	2.6
	Disagree	14	7.4	7.4	10.0
	Neutral	22	11.6	11.6	21.6
	Agree	83	43.7	43.7	65.3
	Strongly Agree	66	34.7	34.7	100.0
	Total	190	100.0	100.0	

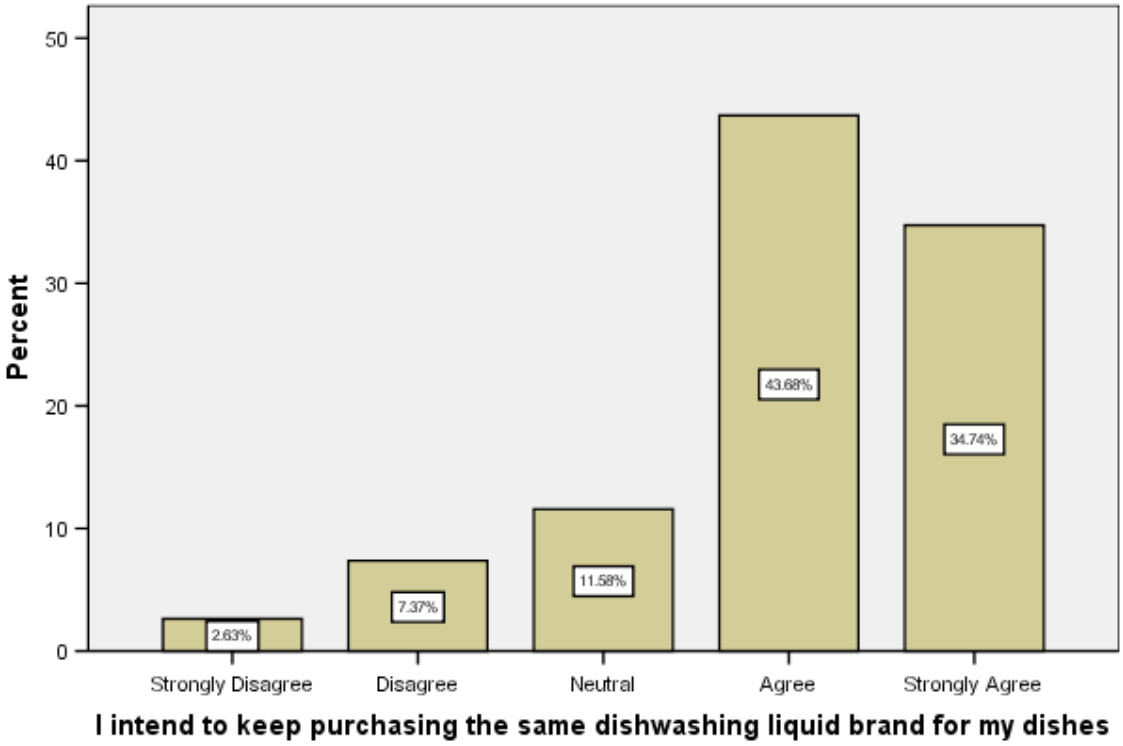


Table 4.45 above illustrates the statement “I intend to keep purchasing the same dishwashing liquid brand for my dishes”. Most of the participants agreed with the statement and represented 43.7% of the total sample. These were followed by those strongly agreed with the statement representing 34.7% of the sample. The remainder were neutral (11.6%), disagree (7.4%) and strongly disagreed (2.6%) respectively.

4.5. STRUCTURAL EQUATION MODELLING APPROACH

Data analysis was performed using the structural equation modelling (SEM). Structural equation modelling has become a popular statistical technique to test theory in several fields of knowledge (Hair, Anderson, Tatham & Black 1998:5; Schumacker & Lomax 2004:12). Qureshi and Kang (2014:3) describe SEM as "a multivariate, statistical technique largely employed for studying relationships between latent variables (or constructs) and observed variables that constitute a model". Additionally, it is according to Bollen (1989:48), Mitchell (1994:870) Hoyle (1995:1) Malaeb, Summers and Pugesek (2000:93) Reckhow, Arhonditsis, Kenny, Hauser, Tribo, Wu, Elcock, Steinberg, Stow and Mcbrid (2005:2913) and Grace (2006:14) a statistical method with which a researcher can create theoretical concepts and validate proposed causal relationships through two or more structural equations. It is recognized as being similar to regression analysis but more predominant in that it assesses the casual relationships among constructs while concurrently accounting for measurement error (He, Gai, Wu & Wan 2012:853; Sarstedt, Ringle, Smith, Reams & Hair 2014:105). SEM's ability to address numerous modelling difficulties, the endogeneity among constructs and composite underlying data structures found in various phenomena (Washington, Karlaftis & Mannering 2003:42) can be assumed to be part of the reason for its popularity.

SEM is fundamentally a framework that involves concurrently solving systems of linear equations and includes procedures such as regression, factor analysis and path analysis (Beran & Violato 2010:267; Stein, Morris & Nock 2012:495). SEM with Smart PLS involve performing a procedure known as Confirmatory Factor Analysis (CFA) and path analysis (Chen, Zhang, Liu & Mo 2011:243) concurrently. The function of CFA is to evaluate how well the latent variables are measured by the observed variables (Chen *et al.* 2011:243) while that of path analysis is to investigate causal relationships among unobserved variables (Nusair *et al.* 2010:316).

Scholars have advocated many advantages of SEM. They are as follows:

- SEM has the ability to 'tackle' research questions related to intricate causal relationships between unobserved variables (Nusair *et al.* 2010:314; Hair, Black, Babin & Anderson 2009:81) with empirical data (Sarstedt *et al.* 2014:106);
- SEM can extend explanatory power and statistical efficiency for model examination with one complete model (Hair *et al.* 1998:12);
- It can include latent constructs in the analysis while accounting for measurement errors in the estimation process (Hair *et al.* 1998:12);
- SEM provides support for examining and validating hypotheses of causal relationships due not only to its ability to model measurement error, but also to its ability to do away with bias and distortion (Pugesek & Tomer 1995:449; Iriondo, Albert & Escudero 2003:367);
- "SEM minimizes the differences between the observed covariances and the model predicted covariances using methods such as the Maximum Likelihood algorithm to estimate the free parameters" (Malaeb *et al.* 2000:93);
- SEM has the ability to concurrently model and illustrate the direct and indirect interrelationships that exists among many dependent and independent constructs (Gefen, Straub & Boudreau 2000:4);
- SEM possess a gradual characteristic that allows it to produce separate and individually different coefficients (Jenatabadi & Ismail 2014:26);
- SEM technique allows for ensuring and evaluating a complete model generating goodness-of-fit statistics and assessing the overall fit (Ho 2006:33);
- SEM can permit the modelling of graphic interfaces (Garson 2007:39);
- SEM permits researchers to model mediator constructs and to examine the entire system of indicators therefore enabling the establishment of rational models that need simultaneous assessment (Kline & Klammer 2001:213); and
- SEM is an efficient and most favourable method for evaluating and examining the relationships among mediator constructs (Dhanaraj, Lyles, Steensma & Tihanyi 2004:442).

4.6. Reliability and Validity tests in CFA

Once an appropriate overall fit was established, the following step was to assess reliability and validity, under the guide of previous literature (Byrne 1994:18; Chau & Lai 2003:123; Fornell *et al.* 1981:39; Gerbing & Anderson 1988:186; Hair *et al.* 1998:11). As advocated by Chau (1997:324) the squaring of factor loadings was conducted to assess item reliability. Item reliability recognizes “the amount of variance in an item due to underlying construct rather than to error” (Chau 1997:324). Discriminant and convergent validity was also examined by using the AVE as suggested by Fornell *et al.* (1981:39). According to Nusair *et al.* (2010:316) a low-cross correlation signifies discriminant validity while the strong loading of items on their familiar construct is an indication of convergent validity. Sarstedt *et al.* (2014:108) describes discriminant validity as the degree to which a construct is empirically different from other constructs in the model, both in terms of how it links with other constructs and in terms of how specifically the items represent only this single construct. Convergent validity alternatively is referred to as the degree to which a construct is represented by its measurement items (Sarstedt *et al.* 2014:108).

4.7. Path Modelling

The next phase of data analysis through the use of SEM involved path analysis (Beran *et al.* 2010:267; Stein *et al.* 2012:497). Path modelling describes the relationships between observed or measured variables and theoretical constructs (Roche, Duffield & White 2011:1480) and tests the structural paths of the conceptualized research model (Anderson *et al.* 1988:411). This SEM procedure was carried out in order to demonstrate and test the theoretical underpinnings of the study and the significance of the relationships between model constructs (Jenatabadi *et al.* 2014:27). The study’s structural model was evaluated by examining the p-values as well as standardized regression coefficients (Matzler & Renzl 2006:1261). In conducting path modelling, a particular responsibility is to explain standardized regression coefficients as well as predictive ability (Wu 2010:136).

4.8. Summary of Measurement Accuracy Statistics

Table 4.46: Scale accuracy analysis

Research constructs		Scale item		Chronbach's test		CR	AVE	Factor loadings
		Mean	SD	Item-total	α value			
DWPBQ	WPBQ1	3.75	0.969	0.606	0.737	0.834	0.559	0.789
	WPBQ2	3.79	0.934	0.660				0.836
	WPBQ3	3.276	0.933	0.665				0.640
	WPBQ4	4.04	1.031	0.558				0.710
EBAW	EBAW1	4.03	1.026	0.518	0.640	0.808	0.587	0.836
	EBAW2	4.36	0.822	0.568				0.818
	EBAW3	3.98	0.807	0.500				0.641
EBAS	EBAS1	3.97	0.806	0.612	0.758	0.847	0.580	0.706
	EBAS2	3.67	0.896	0.605				0.786
	EBAS3	4.09	0.821	0.608				0.793
	EBAS4	4.15	0.926	0.633				0.758
EBL	EBL1	3.34	1.166	0.538	0.763	0.834	0.586	0.601
	EBL2	4.09	0.821	0.564				0.807
	EBL3	3.60	1.083	0.573				0.790
	EBL4	4.01	1.000	0.661				0.843

Note: WPBQ = Domestic Worker Perceived Brand Quality; EBAW = Employer Brand Awareness; EBAS = Employer Brand Association; EBL = Employer Brand Loyalty.

SD= Standard Deviation CR= Composite Reliability AVE= Average Variance Extracted

** Scores: 1 – Strongly Disagree; 3 – Moderately Agree; 5 – Strongly Agree*

4.9. MEASUREMENT OF RELIABILITY

4.9.1. Cronbach's Alpha test

Proceeding from the discussion of Cronbach's Alpha in chapter five, literature asserts that a higher level of Cronbach's coefficient alpha indicates a higher reliability of the measurement scale (Chinomona 2011:108). From the results provided in Table 4.45, the Cronbach's Alpha value for each research construct ranges from 0.640 to 0.763 and as these are above 0.6 as recommended by Nunnally and Bernstein (1994:43). The Cronbach's Alpha results indicated in Table 4.45 therefore validate the reliability of measures used in the current study.

4.9.2. Composite Reliability (CR)

The Composite Reliability test was also conducted in order to further examine the internal reliability of each research construct, as recommended by Chinomona (2011:108) and Nunnally (1967:81). A Composite Reliability index that is greater than 0.7 signifies sufficient internal consistency of the construct (Nunnally 1967:81). In this regard, the results of Composite Reliability that range from 0.808 to 0.847 in Table 4.45 and therefore, confirm the existence of internal reliability for all constructs of the study.

4.10. MEASUREMENT OF VALIDITY

Validity tests were conducted and convergent and discriminant validity were evaluated. Both tests are described below as well as the findings.

4.10.1. Convergent validity

Convergent validity determines the degree to which a construct converges in its indicators by giving explanation of the items' variance (Sarstedt *et al.* 2014:108). Apart from assessing the convergent validity of items through checking correlations in the item-total index (Nusair *et al.* 2010:316), factor loadings were also examined in order to identify convergent validity of measurement items as recommended by Sarstedt *et al.* (2014:108). According to Nusair *et al.* (2010:316) items exhibit good convergent validity when they load strongly on their common construct. Literature maintains that a loading that is above 0.5 signifies

convergent validity (Anderson *et al.* 1988:411). In this regard, the final items used in the current study loaded well on their respective constructs with the values ranging from 0.640 - 0.843 (see Table 4.45). This therefore indicates good convergent validity where items are explaining more than 64% of their respective constructs.

4.10.2. Discriminant validity

According to Hair, Hult, Ringle and Sarstedt (2014:18), when determining whether there is discriminant validity or not, one must observe whether the variable of interest displays a higher loading on its own construct than on any other construct included in the structural model. To check if there is discriminant validity is to assess if the correlation between the researches constructs is less than 1.0 as recommended by Chinomona (2011:110). As indicated in Table 4.46 below, the inter-correlation values for all paired latent variables are less than 1.0 hence confirming the existence of discriminant validity. In fact, the highest inter-construct correlation value is 0.652, which is acceptable and therefore all the research variables are distinct from each other.

Table 4.47. Correlation between the constructs

RESEARCH CONSTRUCTS	EBAS	EBAW	EBL	WPBQ
Employer Brand Association (EBAS)	1			
Employer Brand Awareness (EBAW)	0.652	1		
Employer Brand Loyalty (EBL)	0.493	0.391	1	
Domestic Worker Perceived Brand Quality (WPBQ)	0.465	0.536	0.242	1

Note: WPBQ = Domestic Worker Perceived Brand Quality; EBAW = Employer Brand Awareness; EBAS = Employer Brand Association; EBL = Employer Brand Loyalty.

4.10.2.1 Average Variance Extracted (AVE)

According to Chinomona (2011:109) “The average variance extracted estimate reflects the overall amount of variance in the indicators accounted for by the latent construct”. A good representation of the latent construct by the item is identified when the variance extracted estimate is above 0.5 (Sarstedt *et al.* 2014:109; Fornell *et al.* 1981:39; Fraering & Minor 2006:284). The results in Table 4.45 of AVE that range from 0.559 to 0.587 and therefore, authenticate good representation of the uniqueness of the latent constructs.

4.11. STRUCTURAL MODEL TESTING

As the second procedure in Structural Equation Modelling (Chen *et al.* 2011:243), structural modelling was conducted. Essentially, the procedure is conducted for the purpose of evaluating causal relationships among latent variables (Nusair *et al.* 2010:314). This procedure includes “multiple regression analysis and path analysis and models the relationship among latent variables” (Chen *et al.* 2011:243). Figure 4.1 below is a representation of the path model. Much like the CFA model, the ovals represent the latent variables while the rectangles represent the observed variables. The unidirectional arrow signifies the influence of one variable on another.

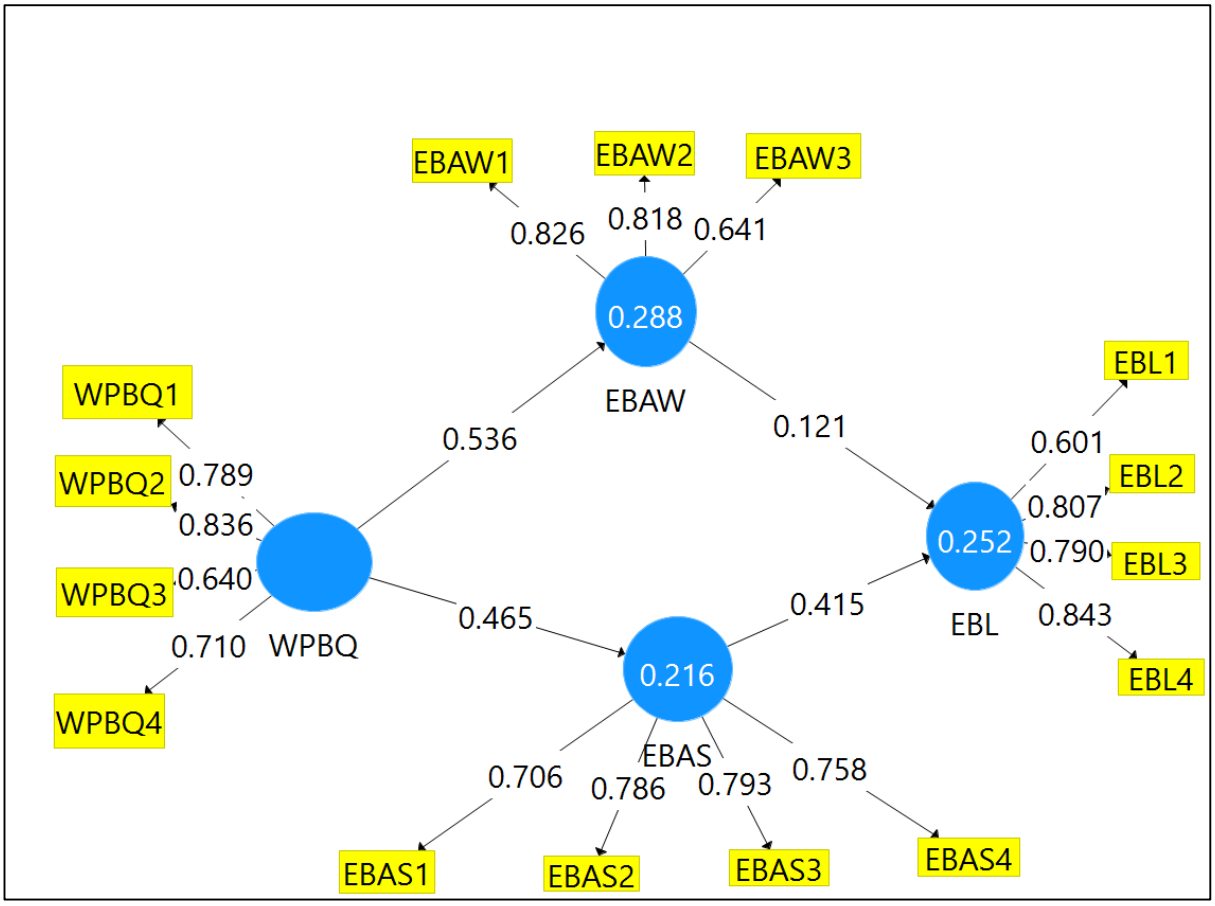


Figure 4.1: Conceptual Model

Note: WPBQ = Domestic Worker Perceived Brand Quality; EBAW = Employer Brand Awareness; EBAS = Employer Brand Association; EBL = Employer Brand Loyalty.

4.12. Hypothesis testing

As the hypothesized measurement and structural model has been assessed and finalized, the next step was to examine causal relationships among latent variables by path analysis (Nusair *et al.* 2010:316). According to Byrne (2001:18) and Nusair *et al.* (2010:316) SEM asserts that "particular latent variables directly or indirectly influence certain other latent variables with the model, resulting in estimation results that portray how these latent variables are related". For this study, estimation results elicited through hypothesis testing are indicated in Table 4.47. The table indicates the proposed hypotheses, path coefficients, t-statistics and whether a hypothesis is rejected or supported. Literature asserts that t >1.96 are indicators of relationship significance and that higher path coefficients

indicate strong relationships among latent variables (Chinomona, Lin, Wang & Cheng 2010:191).

Table 4.48. Hypothesis testing results

Proposed hypothesis relationship	Hypothesis	Path Coefficients	T-Statistics	Rejected/ Supported
Domestic Worker Perceived Brand Quality → (WPBQ) Employer Brand Awareness (EBAW)	H1	0.536	3.786	Supported and significant
Domestic Worker Perceived Brand Quality → (WPBQ) Employer Brand Association (EBAS)	H2	0.465	5.067	Supported and significant
Employer Brand Awareness (EBAW) → Employer Brand Loyalty (EBL)	H3	0.121	1.006	Supported but insignificant
Employer Brand Association (EBAS) → Employer Brand Loyalty (EBL)	H4	0.415	8.330	Supported and significant

Note: WPBQ = Domestic Worker Perceived Brand Quality; EBAW = Employer Brand Awareness; EBAS = Employer Brand Association; EBL = Employer Brand Loyalty.

Drawing the results in Table 4.49 above, H1 (t=3.786) and H2 (t=5.067) are supported and there are all significant since the t-statistics are above 1.96. However, the t-statistic for H3 (t=1.006) is less than 1.96 and therefore it is an insignificant relation. Finally, H4 (0.861), is more significant than all other relationships.

4.12.1. Results after testing hypothesis 1

The results obtained following the test of H1 confirmed that there is an association between Domestic Worker Perceived Brand Quality (WPBQ) and Employer Brand Awareness (EBAW). A path coefficient of 0.536 was realized after testing H1. This means that domestic worker perceived brand quality has a strong influence on employer brand awareness. It is the strongest association of all the hypothesized relationships. Thus, the results indicate that domestic worker perceived brand quality is positively related to employer brand awareness in a significant way (t=3.786).

4.12.2. Results after testing hypothesis 2

The results obtained following the test of H2 confirmed that there is an association between Domestic Worker Perceived Brand Quality (WPBQ) and Employer Brand Association (EBAS). A path coefficient of 0.465 was realized after testing H2. This means that domestic worker perceived brand quality has a strong relationship with employer brand association – the second after employee brand awareness. These results indicate that domestic worker perceived brand quality is positively related to employee brand association in a significant way (t= 5.067).

4.12.3. Results after testing hypothesis 3

The results obtained following the test of H3 confirmed that there is an association between Employer Brand Awareness (EBAW) and Employer Brand Loyalty (EBL). A path coefficient of 0.121was realized after testing H3. This means that employee brand awareness, although positively related to employee brand loyalty - it is the weakest association when compared with other proposed relationships. Moreover, the results indicate that the relationship between employee brand awareness and loyalty is insignificant (t= 1.006).

4.12.4. Results after testing hypothesis 4

The results obtained following the test of H4 confirmed that there is a relationship between Employer Brand Association (EBAS) and Employer Brand Loyalty (EBL). A path coefficient of 0.415 was realized after testing H4. This means that brand association has a stronger effect on brand association – second after quality perceptions. Furthermore, the results indicate that brand association and social media advertisement are positively related in a significant way (t=8.330).

4.13 Overall analysis of hypotheses testing results

Individual path coefficients of H1, H2, H3 and H4 were 0.536; 0.465; 0.121 and 0.415 respectively. Generally, these results indicate that Domestic Worker Perceived Brand Quality (WPBQ), Employer Brand Awareness (EBAW), and Employee Brand Association (EBAS), all have strong influence on the Employee Brand Loyalty (EBL) since the relationships are significant except H3. Drawing from the research findings, all the latent variables have a strong relationship with Employee Brand Loyalty.

4.14 SUMMARY

This chapter provided the empirical results drawn from the research. Firstly, descriptive statistics of the study were presented. To follow was an address of the item scale results. Thereafter, reliability and validity tests were conducted respectively and both tests elicited results confirming reliability and validity of measurement. Structural Equation Modelling was undertaken subsequently. CFA and structural modelling were carried out. The primary purpose was to examine whether Domestic Worker Perceived Brand Quality (WPBQ), Employer Brand Awareness (EBAW), and Employee Brand Association (EBAS), have a positive influence Employee Brand Loyalty (EBL) in South Africa. All four hypothesized relationships were supported in a significant way as expected, except H3.

CHAPTER 5. CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The purpose of this chapter is to make deductions from the results presented in chapter 4. The chapter will first provide an overview of the findings. Herein, major findings of the study are reviewed once more. Thereafter, the implications that findings have on the current study are described. This will be followed by the conclusion and recommendations with regard to the findings. In the last part of the chapter, the study's limitations are described including suggestions for future research.

5.2 Overview of the Findings

The current study sought to investigate the influence domestic worker perceived brand quality, employer brand awareness, employer brand association on employer brand loyalty in South Africa. The four hypothesis developed by the study were examined. Findings regarding each of the hypotheses are discussed below.

5.3.1 *Domestic Worker Perceived Brand Quality and Employer Brand Awareness*

It was revealed that domestic worker perceived brand quality has a positive relationship with employer brand awareness. This was expected since the domestic workers are likely to be more knowledgeable about the home care brands which they use on daily basis. Based on these findings, it can therefore be affirmed that to some extent when domestic workers have perceptions about the quality of some home care brands there are likely to create awareness of such brands to their employers.

5.3.2 *Domestic Worker Perceived Brand Quality and Employer Brand Associations*

Findings indicated that domestic worker perceived brand quality also has a positive relationship with employer brand association. Any form of employer brand awareness of home care products is likely to be based on domestic worker perceived brand quality. The more the perceived brand quality by the domestic worker, the more likely the employers will associate themselves with the home care brands.

5.3.3 *Domestic Worker Perceived Brand Quality and Employer Brand Loyalty*

A positive and significant relationship between employer brand awareness and employer brand loyalty was revealed. This means that the more the employers are aware of the best home care brands, the more they are likely to be loyal to such home care brands. Based on these findings, it can therefore be confirmed that when employers are aware of preferable home care brands, they are likely to be loyal to such brands.

5.3.4 *Employer Brand Associations and Employer Brand Loyalty*

A positive and significant relationship between employer brand association and employer brand loyalty was identified. Perhaps, as a result of a possible awareness of the best home care brands, the employers are likely to end up being loyal to such home care brands. Based on current research findings, it can therefore be affirmed that the more the brand awareness of home care products the more loyal the employers will be to such home care brands.

5.3 Implications of the Study

The findings have produced some inferences for the study. They are discussed below.

5.3.1 *Domestic Worker Perceived Brand Quality and Employer Brand Awareness*

Findings have revealed that this relationship is significant at t-statistic of 3.786. This means that Perceived Brand Quality by Domestic workers has a positive association with Employer Brand Awareness– the relationship is supported and significant. The implication is that Employer Brand Awareness is strongly influenced by what their domestic workers regard as good quality homecare brands. This therefore implies that employers should interrogate what their domestic workers perceive as good or bad quality brands in order for them to have some form of awareness for homecare brands.

5.3.2 *Domestic Worker Perceived Brand Quality and Employer Brand Associations*

Findings indicate that this relationship is significant at t-statistic of 5.067. This also means that Domestic Worker Perceived Brand Quality has a positive effect on Employer Brand Associations – the relationship is very strong or significant. This implies that the domestic worker's perceptions of the quality of homecare brands used in South African households strongly influenced Employer Brand Associations. Therefore this implies that the qualities that employers associate with homecare brands found in their households are mainly as a result or influence of their domestic workers.

5.3.3 *Employer Brand Awareness and Employer Brand Loyalty*

This relationship appeared to be supported but was insignificant at t-statistic of 1.006. What this implies is that Employer Brand Loyalty is not necessarily an outcome of Employer Brand Awareness. This means that there could be other factors that may lead to Employer Brand Loyalty. Based on the results of this

study, it could be safe to consider Domestic Worker Perceived Brand Quality to as having a possible positive effect on Employer Brand Loyalty. By implication therefore, there is no link between Employer Brand Awareness and Employer Brand Loyalty.

5.3.4 *Employer Brand Associations and Employer Brand Loyalty*

Findings revealed that this relationship is highly significant at t-statistic of 8.330. This means that Employer Brand Associations has positive and significant effects on Employer Brand Loyalty. In fact, it has the strongest effect on Employer Brand Loyalty compared to other aforementioned factors in the conceptual model. This implies that Employer Brand Associations strongly influence Employer Brand Loyalty when compared to all other factors. Therefore, employers who are seeking to stick to certain brands of homecare products shout evaluate what they associate the brands with.

5.3.5 *Overall Implication of the Study*

The findings generally suggest that the research study's theoretical proposition is valid and acceptable. It comes out strongly that the Perceived Brand Quality of Homecare products by domestic workers infiltrates South African households in a significant way. It came out clearly that on their own, employers do not have a lot of self-influence in the selection of brands as illustrate insignificant t-static result of the relationship between Employer Brand Awareness and Employer Brand Loyalty. The study therefore implies that domestic workers will influence the Brand Equity of homecare products in South African households based on their Brand Quality perceptions in this category.

5.4 Conclusion and Recommendations

The outcome of the study for the most part supported the hypothesis put forward. Three out of the four hypotheses put forward were strongly supported and are significant as they presented a t-statistic above 1.96. The hypothesis that presented insignificant results was the relationship between Employer Brand

Awareness and Employer Brand Loyalty. This means for the significant part, domestic workers have some level of influence in deciding the selection of homecare products in South African Households. This could be perpetrated by the fact that a lot of their employers are hardly at home and therefore hardly get the time to test these products. They therefore have to rely on the recommendations of their domestic workers thus impacting the Brand Equity of homecare brands in South African households.

5.5 Suggestions for Further Research

There are two possible areas that can be a follow through to this study:

1. The influence of domestic workers in the selection of food products in South African households would be an interesting area to explore. More and more, cooking meals is becoming a duty that domestic workers must take up as the luxury of hiring cooks is not there. Working mothers no longer have the time to cook meals for their families. If the domestic worker also doubles up as cook, she will certainly have specific brands that she enjoys using in her cooking. This further research would therefore look at the Brand Equity in South African households based on the influence of domestic worker Perceived Brand Quality in this space.
2. Secondly it would be interesting to establish how much marketers of homecare products focus on advertising to end users rather that purchasers of homecare products. This study has shown us that the actual consumers of homecare products are domestic workers more than their employers. Marketers therefore may just be compelled to channel more resources in engaging domestic workers through advertising and product trials.

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APPENDIX A

Questionnaire

The University of Witwatersrand
Graduate School of Business
Administration
Cell: 082 602 0740
Email: 886620@students.wits.ac.za
Date: 4 December 2015

Dear Sir/Madam

RE: COMPLETION OF QUESTIONNAIRE

I am a post graduate student at the University of Witwatersrand – Graduate School of Business, undertaking a Master of Management in the field of Strategic Marketing. The topic of my research is "The Perceived Brand Equity of Homecare Brands in South African Households: An Employer Perspective"

This study seeks to investigate the extent of influence your domestic worker has on your loyalty to certain homecare brands. For purposes of this study, homecare brands include washing powders, fabric softeners, toilet cleaning products, dishwashing products and multipurpose products to clean surfaces in the home.

In order to accomplish my research objectives, a questionnaire has been prepared to gather information regarding the following Brand Equity components:

- Perceived Brand Quality
- Brand Awareness
- Brand Associations
- Brand Loyalty

I kindly request you to complete the attached questionnaire. Your response will be of great value to the research.

Please be advised that your identity and feedback will be kept in utmost confidence.

Yours Sincerely,

Sibonile Dube

Research Supervisor
Prof. Richard Chinomona

Please respond to the survey by clicking on the link below. This questionnaire is strictly for research purposes only. Your input would be appreciated. ***By participating before the 4th of January 2016, you stand a chance to win a R500 gift voucher.*** Click the link below to start the survey. Thank you for your participation! https://www.surveymonkey.com/r/The-perceived-brand-equity-of-homecare-brands-in-SA-households

Please answer the following questions by marking the appropriate answer(s) with an X. This questionnaire is strictly for research purposes only.

SECTION A: GENERAL INFORMATION

This section is requires your background information. Please indicate your answer by ticking (X) on the appropriate box.

A1 Select your gender

Male	1
Female	2
Other	3

A2 How old are you?

18 - 25 years	1
26 – 35 years	2
36 – 45 years	3
46 – 55 years	4
56+ years	5

A3 Select your ethnic group?

African	1
White	2
Indian	3
Coloured	4
Other	5

A4 Describe your household

Married Couple	1
Cohabiting	2
Nuclear Household	3
Extended Household	4
Single Parent	5
I live by myself	6

A5 What is your occupation?

Junior Manager	1
Manager	2
Senior Manager	3
Executive	4
Business Owner	5
Other	6

A6 What is your net household income per month?

R 5, 000 – R9, 000	1
R10, 000 – R20, 000	2
R21, 000 – R30, 000	3
R31, 000 – R40, 000	4
R41, 000 - R50, 000	5
R51, 000+	6

A7 How much do you spend on homecare products per month?

R100 – R200	1
R201 – R300	2
R301 – R400	3
R401 – R500	4
R501+	5

A8 How many times a week does your domestic worker report for work?

Part-time One day	1
Part-time Two days	2
Part-time Three days	3
Part-time Four days	4
Full time live-in	5
Full time live-out	6
When required	7

A9 Excluding sleeping hours, how much time do you spend in your home per day during the week?

1 hour	1
2 – 3 hours	2
4 - 5 hours	3
6 – 7 hours	4
More than 8 hours	5

A10 Which Province do you live in?

Eastern Cape	1
Free State	2
Gauteng	3
Kwa-Zulu Natal	4
Limpopo	5
Mpumalanga	6
North West	7
Northern Cape	8
Western Cape	9

SECTION B: HOMECARE BRANDS

A1 Homecare brands recommended by your domestic worker

1	Which washing powder brand does s/he recommend for your laundry?	Ariel	Maq	Omo	Sunlight	Other
2	Which fabric softener brand does s/he recommend for your laundry?	Bio Classic	Comfort	Sta Soft	Sunlight	Other
3	Which toilet cleaner brand does s/he recommend for your household?	Domestos	Harpic	Jeyes	Toilet Duck	Other
4	Which dishwashing liquid brand does s/he recommend for your dish washing?	Ajax	Maq	Persil	Sunlight	Other
5	Which brand does s/he recommend to for multi-purpose cleaning in your household?	Chemico	Dettol	Handy Andy	Plush	Other

A2 Homecare brands in your home

1	Which washing powder brand is used in your household?	Ariel	Maq	Omo	Sunlight	Other
2	Which fabric softener brand is used your household?	Bio Classic	Comfort	Sta Soft	Sunlight	Other
3	Which toilet cleaning brand is used in your household?	Domestos	Harpic	Jeyes	Toilet Duck	Other
4	Which dishwashing liquid brand is used in your household?	Ajax	Maq	Persil	Sunlight	Other
5	Which multi-purpose cleaning brand is used in your household?	Chemico	Dettol	Handy Andy	Plush	Other

SECTION C: EQUITY OF HOMECARE BRANDS

1. Perceived Brand Quality

Indicate to what extent you agree or disagree with each statement regarding the perceived brand quality of homecare products by your domestic worker.

		Strongly disagree	**disagree**	**neutral**	**agree**	**Strongly agree**
1	My domestic worker perceives the quality of the washing powder brand she prefers to be very high					
2	In terms of overall quality, my domestic worker perceives the fabric softener brand she prefers to be exceptionally good on clothes					
3	My domestic worker perceives the toilet cleaning brand she prefers to be of far better quality than other brands					
4	My domestic worker perceives the dishwashing liquid brand she prefers to have first class performance					

2. Brand Awareness

Indicate to what extent you agree or disagree with each statement regarding your brand awareness of homecare brands

		Strongly disagree	**disagree**	**neutral**	**agree**	**Strongly agree**
1	I am aware of the homecare brands used in my household when they appear on TV adverts					
2	I can recognise the homecare brands used in my household in comparison to other competing brands					
3	I know how the homecare brands in my household look like					

3. Brand Associations

Which brands do you associate with certain attributes in homecare products?

		Strongly disagree	disagree	neutral	agree	Strongly agree
1	I trust the company that owns the washing powder brand used in my household					
2	The fabric softener brand used in my household has a personality of its own					
3	The toilet cleaning brand used in my household is familiar to me					
4	There are good reasons to buy the dishwashing liquid brand used in my household					

4. Brand Loyalty

To what extent do you agree or disagree with each statement regarding your brand loyalty to homecare brands.

		Strongly disagree	disagree	neutral	Agree	Strongly agree
1	I am willing to pay a higher price for the washing powder used in my household over competing brands					
2	The next time I need a fabric softener, I will buy the same brand that is used in my household					
3	I am committed to the toilet cleaning brand used in my household					
4	I intend to keep purchasing the same dishwashing liquid brand for my dishes					

SECTION D: Domestic Worker Influence

A1 How much influence does your domestic worker have in the selection of homecare brands in your household?

		Strongly disagree	disagree	neutral	Agree	Strongly agree
1	My domestic worker recommended the washing powder used in my household					
2	My domestic worker recommended the fabric softener used in my household					
3	My domestic worker recommended the toilet cleaner used in my household					
4	My domestic worker recommended the dishwashing liquid used in my household					
5	My domestic worker recommended the multi-purpose cleaner used in my household					
6	I purchase my groceries based on a shopping list prepared by my domestic worker					
7	I stick to the shopping list that my domestic worker prepares					
8	When I go shopping and find a competing brand on promotion I deviate from the shopping list prepared by my domestic worker					
9	My domestic worker raises it with me each time I deviate from his/her list					
10	My domestic worker has an influence over the homecare brands used in my household					

APPENDIX B

Consistency matrix

The Influence of Domestic Workers on the Brand Equity of Homecare Products in South African Households					
Main problem: To understand the synergistic relationship between domestic workers' perceived brand quality on homecare products, their employers' brand awareness, brand associations and the resultant brand loyalty levels thereof of employers in South African households.					
Sub-problem	**Literature Review**	**Hypotheses**	**Source of data**	**Type of data**	**Analysis**
Sub-problem 1: Examine the relationship between perceived brand quality by domestic workers on homecare products, their employers' brand awareness, brand associations and determine how these influence brand loyalty in South African households.	Cresswell, J.W. (2009). The Selection of a Research Design. In Research design: Qualitative and Quantitative and Mixed Methods Approaches (3rd ed., pp. 3-21). Thousand Oaks: SAGE Publications. Bryman, A (2012). Social Research Methods. United States: Oxford university Publishing Press	H1 – there is a positive relationship between the influence of domestic worker perceived brand quality and employer brand awareness H2 – there is a positive relationship between the influence of domestic worker perceived brand quality and employer brand association H3 – there is a positive relationship between employer brand awareness and employer brand loyalty	1. Secondary data obtained from literature review 2. Primary data obtained from a questionnaire survey.	nominal	Structural Equation Modelling and Confirmatory Factor Analysis.

The Influence of Domestic Workers on the Brand Equity of Homecare Products in South African Households

Main problem: To understand the synergistic relationship between domestic workers' perceived brand quality on homecare products, their employers' brand awareness, brand associations and the resultant brand loyalty levels thereof of employers in South African households.

Sub-problem	Literature Review	Hypotheses	Source of data	Type of data	Analysis
Sub-problem 2: Determine how the relationship between domestic worker perceived brand quality, employer brand awareness, and brand associations and how they influence customer-based brand equity in the FMCG sector.	Parumasur and Roberts-Lombard (2013) Consumer Behavior Kevin Lane Keller (2012) Building strong brands in a modern marketing communications Environment. Journal of Marketing Communications. Vol. 15, Nos. 2–3, April–July 2009, 139–155	H4 – there is a positive relationship employer brand associations and employer brand loyalty	1. Secondary data obtained from literature review 2. Primary data obtained from a questionnaire survey.	ordinal	Structural Equation Modelling and Confirmatory Factor Analysis.