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Clover SA's brand heritage and consumers' price sensitivity and purchase intentions

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

Supervisor: Professor Thomas Anning-Dorson

Date: 28 June 2024

Abstract

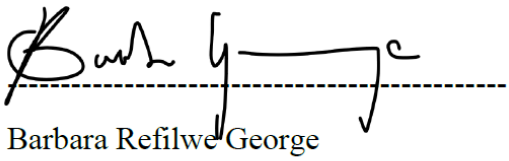
The South African market environment is highly competitive and is characterised by inequality, growing unemployment and rising inflation. The degree of disparity in South Africa's consumer environment may be the most noticeable aspect as it has one of the highest per-capita expenditure Gini coefficients in the world making it one of the most unequal countries on the planet. Despite this, the country's gross domestic product (GDP) rate continues to climb by 3.1% in 2021 indicating that despite the prevailing economic and socio-economic issues, the country is seeing a higher flow of revenue and expenditure on goods and services. Consumers are also becoming bombarded with brand communication which increases the level of competition amongst options available to consumers. This makes understanding consumer and shopper behaviour important, more so in terms of the factors that drive purchase intent which is paramount for the success of a brand.

In light of this, the research sought to delve into brand heritage and what purpose it serves in in today's ever-changing economy. Underpinning the research, South Africa premium dairy and milk heritage brand, Clover, was used. With its heritage rooted in South Africa for over 100 years, the intention is to establish whether indeed brand heritage plays a role in purchase intentions for this premium product. Drawing on a comprehensive literature review, the study endeavoured to investigate how brand heritage serves as a significant signalling mechanism for consumers by conveying important information about the quality, consistency and pricing of the brand. This is significant as it helps managers understand the important variables impacting customer purchasing behaviours in South African segment and how to successfully use heritage brands in this market. By employing convenience sampling through a quantitative research methodology, 450 online surveys response were collected and Structural Equation Modelling (SEM) was used to validate the measurements used. Of the six hypotheses, five were supported by the data, however also indicating that price sensitivity does not moderate the relationship between brand heritage and purchase intention. The findings and conclusions provide implications for marketing professionals in the product retail space and further provide suggested areas for future research. It provides actionable recommendations marketers can use when looking to optimise their brand strategies in a competitive marketplace.

Keywords: Brand heritage, associated brand quality, purchase intention, brand consistency, authenticity, price sensitivity, credibility, signals

Declaration

I, Barbara Refilwe George, 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 at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other University.



Barbara Refilwe George

Signed at Fourways

On the 25th day of February 2024

Acknowledgements

"Everything will be ok in the end. If it's not ok, it's not the end" – John Lennon

This research report is an ode to the people who believed in me when I barely believed in myself to get achieve this qualification. The journey was not an easy one, but the people in my corner made it all worthwhile. My deepest gratitude goes to my family, friends and loved ones who cheered me on right to the finish line. Your endless encouragement has fuelled my fire and for that I am forever grateful. A special thank you to my mother, Mary George, who has always advocated for the enhancement of my educational aspiration. Thank you maGeorge.

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Chapter 1: Introduction

1.1 Background of the study

Given the strategic importance of brands, it is not surprising that brands and their different dimensions have been heavily studied as they contribute significantly to firms across various industries, often serving as important avenues of an organisation's competitive advantage. The role of brands becomes important in influencing the consumer behaviour towards the consumption of products and services across industries, based on the various lifestyles and economic metrics of the population. In South Africa, the economy is characterised by high inequality, growing unemployment and rising inflation (WorldBank, 2023b), all of which are less pronounced in developed market economies as seen in figure 1. From a population perspective, South Africa is ranked as the 25th highest in the world with a population of 60,86 million people in the country placing it above Tanzania and the United Kingdom (Statista, 2022c; WorldBank, 2023a).

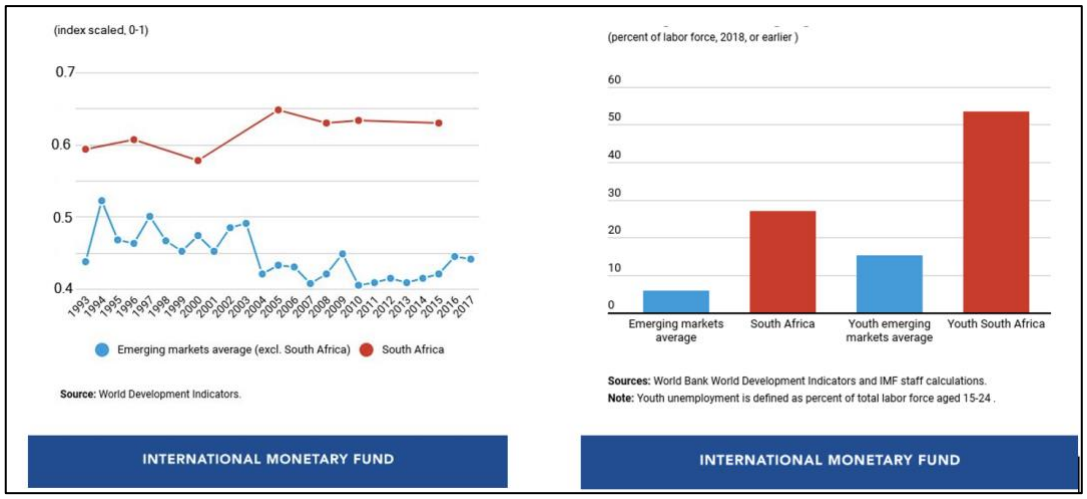


Figure 1: Inequality and unemployment comparison - South Africa versus other emerging markets

The age split of the population is fairly young as indicated by the 2022 national census which highlighted that nearly a third of the population is younger than 15 years old, with the working class aged 15 to 59 making up 62% of the population with the majority of the population and the elderly aged 60 and over, making up 9% of the population (Statista, 2022b). In contrast to other economically comparable countries such as Ethiopia, Mexico and Turkey, all of the countries in Southern Africa have far higher rates of youth unemployment as seen in figure 2 below (Bruni et al., 2024). That said, South Africa is regarded as a developing nation but it has seen rapid urbanisation in the last ten years with approximately 63% of the population living in urban centres in search of employment opportunities and better welfare facilities

(Egan, 2021). Census data shows that of the nine provinces in the country, Gauteng is the most populated accounting for 26.6% of the population, followed by KwaZulu-Natal at 19.0%, then the Western Cape the third largest at 11.9% (Statista, 2022b).

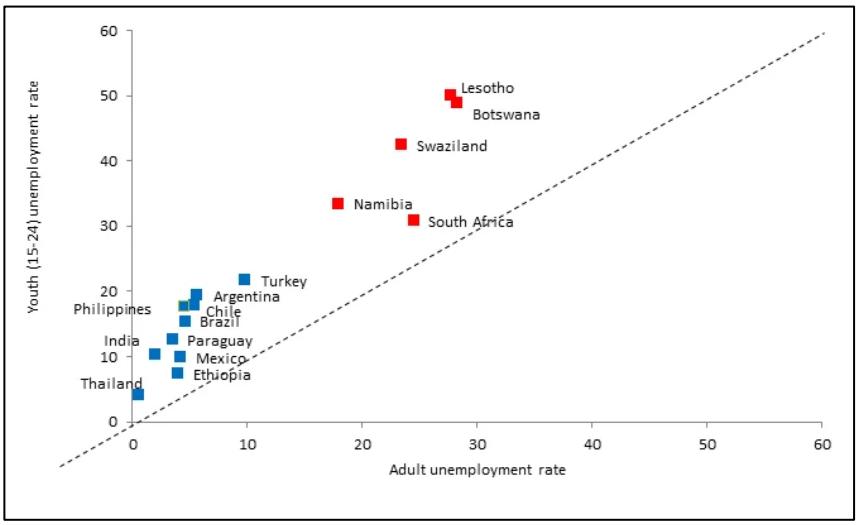


Figure 2: Youth unemployment in emerging countries

Although age and location are useful segmentation tools, the research being conducted needs to take into consideration economic inequality and demographic disparities amongst the population groups. Possibly, the most obvious dimension of the consumer environment in South African is the level of inequality (Egan, 2021). It is considered to be among the most unequal nations on earth with a per-capita expenditure Gini coefficient (an income disparity measure) of 0,65 in 2015 – one of the highest in the world (Egan, 2021; Maluleke, 2019). For brand marketers, this presents an unusual challenge in that they need to consider specific strategies for the different income groups and the influence this has on consumer behaviour, based on their needs and wants.

For a comprehensive view of the South African consumer landscape, household income can be used as a measure. Using data from the National Income Dynamics Survey (NIDS), the household income of the country is segmented into six groups: poor, working poor, working class, middle class, upper middle class and top end (Maluleke, 2019). Each of the groups vary in size, and each make up a distinct share of total consumer spending in South Africa. Figure 3, as provided by the NIDS, illustrates each group in relation to the total consumer expenditure which highlights that the majority are in the poor to working poor segments.

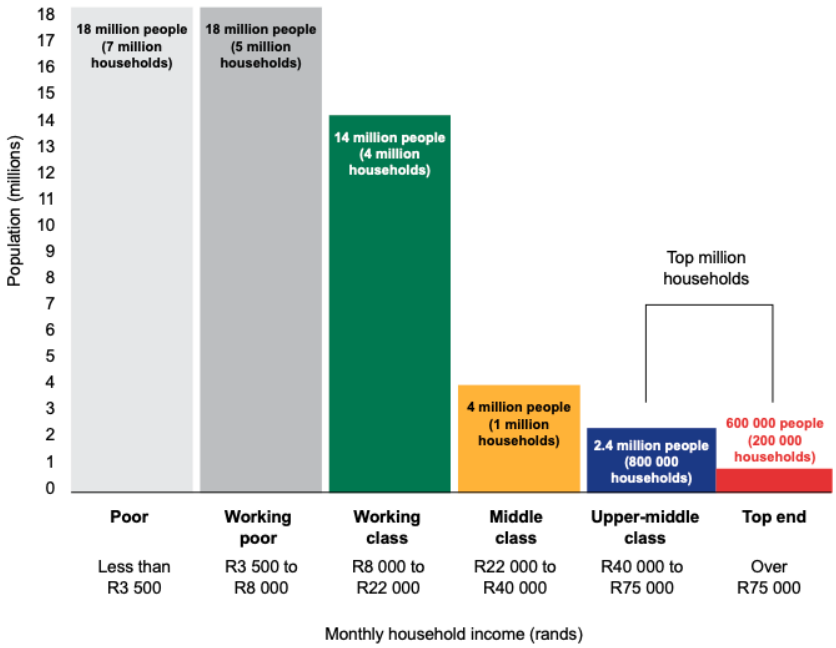


Figure 3: Landscape of the South African consumer by segment in relation to household income (Maluleke, 2019)

Surprisingly, South Africa's gross domestic product (GDP) rate continues to grow, up 3.1% in 2021 which highlights that, despite the economic and socio-economic factors that prevail, there is an increased flow of income and expenditure in goods and services in the country (Fraumeni, 2022; Statista, 2022a). In the last five years, the consumer grocery retail landscape itself has seen significant change and growth. Approximately 80% of all retail sales in South Africa are made up of five major firms, namely, Shoprite Holdings Ltd. (which includes Shoprite and Checkers), Spar Group Ltd., Pick n Pay Retailers Pty Ltd. (which includes Boxer stores), Massmart, and Woolworths Holdings Ltd (Reddy & Ngqinani, 2023), with the remaining 20% attributed to the informal retail sector made up of spaza stores and other small, independent retailers (Masojada, 2021).

1.2Context of the study

Consumers are becoming increasingly bombarded with brands and brand communication, such that brands that deliver on authentic meaning to their consumers are those that gain the upper hand over their competitors (Södergren, 2021). One such brand is the Clover fresh milk brand. Palusuk et al. (2019) studied brands from a brand love perspective, noting how it has drawn attention to its ability to increase customer involvement, brand advocacy, commitment, and brand loyalty. Discussions by Chelminski and DeFanti (2018) highlight how brands, through their history and heritage, have emerged as one of the few assets that can provide sustained

competitive advantage, since organisations today struggle to keep up with fast developments in fields like technology. This emphasises the power and strength of brands in informing purchase intention and brings forth the concept of heritage brands.

Heritage brands are constituted as branded depiction of the past that connects the past, present, and future periods - categories with extremely strong and valuable identity equity (Balmer & Burghausen, 2019; Palusuk et al., 2019). These are brands that have developed to become part of the lives of consumers over multiple generations due to their perceived status, social class and history (Sapsford, 2021). Heritage is a term that brand management scholars use to investigate how managers employ historical representations of the past, however, brand heritage specifically, is an organisation's disposition that leads to base product branding and corporate branding on corporate heritage (Pecot et al., 2019). Researching heritage brands in the South African context presents several challenges that make it an important topic to investigate.

First, as a current phenomenon, heritage brands are facing a dilemma where existing works on the influence of brand heritage in branding are not always clear at a conceptual level, specifically regarding its consequences and the impact it has on purchase intentions for premium products in second world economies. Heritage brands frequently have a strong cultural and historical connection with the nation, making it challenging to isolate the brand from the larger social and political landscape (Seape, 2021), notwithstanding that the country's complex and diverse cultural landscape also requires brands to navigate a range of cultural sensitivities and preferences to connect with consumers (Khumalo, 2023). Further to this, the ongoing effects of economic inequality in South Africa require brands to be aware of the larger political and social environment in which they operate to allow them to be agile, adaptable and relevant to remain competitive in the market (Khumalo, 2023). Brand heritage, in relation to purchase intention, is rarely discussed in the academic literature on marketing especially in a financially strapped economy, except for limited references to it in the automobile and food industry space (e.g. Rose et al. (2016). Another study was done by (Merchant & Rose, 2013), wherein the researchers developed a scale to measure brand heritage in relation to nostalgia and a consumers' perception of heritage, however brand heritage and its consequences still remains significantly unaddressed. In essence, it is critical to investigate heritage brands within the South African context in order to comprehend the potential and difficulties that brands encounter in this intricate and ever-changing market.

Based on the above, this research report investigates South African consumers' perceptions and consequences of brand heritage as a construct underpinned by the signalling theory (Erdem & Swait, 2001) and its influence on purchase intentions for premium brands. This is determined using the well-known South African milk brand, Clover milk. Clover milk's legacy, heritage and history are essential to its positioning strategy and is one often affiliated with a rich South African heritage, given its presence as a prominent name in the homes and lives of many for over 100 years. Established in the 1800s, Clover milk was first produced in the Kwa-Zulu Natal (KZN) Midlands by a group of farmers who sought to create a dairy co-operative to distribute milk at a better price, which later resulted in it becoming the leading dairy business in the country (Clover, 2022). What started as Natal Creamery Ltd in 1898 with distribution limited to Pietermaritzburg, by 1932, Natal Creamery Ltd had begun operating in 32 centres across South Africa (Clover, 2022). When South Africa entered into its democracy in 1994, Clover S.A (Pty) Ltd was formed and still exists today (Clover, 2022).

The Clover brand is recognised as a leading branded beverages and food group with its strategic projects aimed to position the organisation to support cash-strapped consumers with nutritious products at optimal price points and more specifically, Clover milk which is supported by strong quality and freshness claims (Clover, 2019, 2023). Over the years, the brand has lost its market share to private label brands, that is, brands that are owned and offered only by that company (Hitchcook, 2023), as well as region specific brands, thus making it the number three branded player in the market with respect to volume share in the last 12 month period (Nielsen, 2023). Despite its strong heritage and its status linked to the overall Clover brand image, activity by other milk brands is still very tangible, especially from a price perspective as Clover milk is currently the one of the premium milks in the South African food retail space compared to private labels and regional brands, whilst also losing share to said competitors (Nielsen, 2023). This is a concern as industry estimates suggest that the South African fresh milk market is expected to show an annual value growth by 3.12% (CAGR) from 2023 to 2027 (Statista, 2023a), however, Clover milk is showing declines, down -5% in the last year versus previous year (Nielsen, 2023).

1.3 Problem statement

In recent years, there have been notable environmental shifts and shifts in consumer behaviour, which, amongst other things, could suggest that this has had an impact on cognitive consequences and, in time, purchase intention (Butcher & Pecot, 2021; Palusuk et al., 2019).

A perfect world would fully comprehend the effect of these recent environmental changes and behavioural adjustments in consumers. Arguably though, accentuating historical details can help portray stability and confidence as a way of dealing with known environmental unrest and further motivate consumers to pay a premium for such heritage brands. However, the state of affairs reveals areas for improvement and new avenues for understanding these dynamics.Even though previous research has been done in great detail in certain aspects, it often ignores the nuanced relationship between consumer behaviour and heritage brands, more so in the South African context among lower socio-economic groups. Noted studies have primarily concentrated on developed markets and luxury segments, ignoring developing economies where purchase intent may be significantly influenced by perceptions of brand heritage.

For instance, from a brand heritage perspective, in the last decades, various articles have been published to provide contrasting views on the topic. Relevant to South Africa, Gumede and Ezeuduji (2021) conducted a study on heritage tourism in the country which highlighted and explored how essentials in branding can build or derail the growth of heritage tourism by presenting a relationship between destination branding and the growth of heritage tourism. Another study conducted by Morley and McMahon (2011) presents an alternative perspective with regard to brand heritage in relation to luxury brands, arguing that heritage is not static history, but rather that it is representative of the emotional response the brand originally developed in its customers.

Research from the automobile sector also reveals similar results, indicating that brand heritage significantly influences the attitude and behaviours of consumers related to the particular brands (Wiedmann et al., 2011). More recent research by Rose et al. (2016) investigated how consumers perceive brand heritage and its effects, showing how brand heritage affects consumer purchase intention. However, studies from the conceptual perspective of heritage brands in the South African landscape related to the lower income groups and whether these influence their preference to buy premium brands, have not been explored, as yet. For brand managers, various marketing strategies are used to drive purchase intention and retain relevance throughout the life cycle of their products or services, but from a South African perspective, limited studies have been conducted related to heritage brands in emerging economic territories and the role of perceived brand authenticity as a catalyst of purchase intention for premium brands. Without having conceptual precision in this topic, measurement issues can arise with respect to construct validity, as well statistical conclusion validity and internal validity (Broesch et al., 2020)**.**

1.4Research objective and questions

The primary research question guiding the study addresses whether a brand's heritage can influence if a consumer will purchase a product or service, or not. If this is accepted, the objective of the present study is to fill the gap by empirically investigating outcomes that could be related to brand heritage, mainly by: first, identifying the attributes of brand heritage, presenting and testing a research model that expands our understanding of signalling in relation to brand heritage in a South African context amongst lower income groups; second, understanding how consumers perceive what brand heritage means and the consequences thereof; and last, demonstrating the influence of brand heritage premium brands and a consumers' purchase intentions in relation to cognitive consequences, such as trust, brand attachment, positive emotions and commitment.

Based on the above research questions, the key research objectives of this study are:

1. To assess the relationship between brand heritage and purchase intention,
2. To determine the moderation effect of price sensitivity on brand heritage and purchase intention,
3. To determine if the relationship between brand consistency and the associated quality of a brand is mediated by brand heritage and purchase intention.

1.5Significance of the study

Addressing this research problem provides practical implications for the positioning of the brand heritage construct as a fundamental success factor in brand marketing management as adapted to a South African context. Current research available in the market does not provide enough context on the contribution of heritage brands in influencing the purchase of premium products (particularly in South Africa), and second, after conducting a literature review, there is also no research available known to the researcher on heritage brands in relation to the fast-moving consumer goods (FMCG) sector. This research provides the necessary context for heritage brands to help managers understand the key factors influencing consumer purchasing habits in the South African segment and how to responsibly succeed in this market segment using heritage brands. Solving this problem will equip marketers in the South African context to develop more tailored strategies for the various consumer markets in the country that are not just tailored around price, and also aid in understanding such various markets in the context of heritage, as it is essential for marketers to comprehend consumer behaviour and how to tailor marketing communication efforts based on this construct.

1.6Chapter disposition

The research report follows a six chapter structure. The detail of this is depicted in Table 1 below.

Table 1: Outline of Research Report

Chapter 1: Introduction	The first chapter introduces the study by outlining the background of the study, providing the reader with context to the study, followed by an overview of the problem statement, then the purpose and aims of the study and concludes with an outline of the significance of the study.
Chapter 2: Literature Review	In the second chapter, the supporting theory is introduced and an analysis on existing research is reviewed. The individual variables in the study are analysed including brand heritage, brand quality, brand consistency, purchase intention and price sensitivity. It also includes the hypothesis development and a depiction of the conceptual model of the study.
Chapter 3: Research Methodology and Design	The third chapter expands on the research methodology and design. This contains the research philosophy, research approach and strategy, research method choice, the research techniques and procedures, the data analysis approach, and ethical considerations.
Chapter 4: Presentation of results	The fourth chapter provides a statistical analysis of the research data.
Chapter 5: Discussion of the Results	Chapter five of the research contains a discussion on the findings deduced in the data analysis.
Chapter 6: Conclusion and Recommendations	Chapter six is the final chapter in which a discussion of the implications of the findings is provided, and recommendations for future research is outlined. Following this, is the reference section, then appendices.

1.7Conclusion

In this chapter, the foundations for the research study on brand heritage in relation to Clover has been established. An overview of the research problem has been provided, the key objectives have been outlined and the research questions guiding the investigation have been outlined. The significance of the study routed in the South African context within the FMCG landscape has also been established. The chapter that follow will provide a comprehensive literature review to situate the work within the broader academic context.

Chapter 2: Literature Review

2.1 Introduction

In this chapter, a literature review is unpacked, providing a comprehensive and critical analysis of the various bodies of knowledge that already exist on the topic. This will highlight the key themes, theories and research methodologies that have moulded the current landscape of the research problem. The chapter locates gaps in the literature by synthesising findings from some of the most recent and influential research studies in the area of business and marketing communication. To begins, a broad synopsis of the theoretical framework and the empirical literature that is used for the research is provided, followed by a detailed analysis of the key concepts used in the research to study the research problem. The conceptual framework is introduced in this chapter which then continues with a more detailed examination of previous studies related to the concepts and the methodologies employed in these studies with a particular focus on the key results of each approach. The gaps in the literature are then used to introduce and define the hypotheses that guide the current study.

2.2 Theoretical framework

2.2.1 The Signalling Theory

To examine the value a brand adds to a product, numerous frameworks are available. To underpin the theory that is used for this research, this section uses the Signalling Theory as the conceptual framework for the study. When it comes to brand heritage, the signalling theory framework (Erdem & Swait, 2001) is especially relevant as it pays particular attention to varying informational differences that exist between consumers which a characteristic of brand heritage. According to Erdem and Swait (2001, pp. 135-136), brand signal is defined by them as “a firm’s past and present marketing mix strategies and activities associated with that brand. In other words, a brand becomes a signal because it embodies (or symbolizes) a firm’s past and present marketing strategies”.In essence, the signalling theory is related to information symmetry which is often the case where one side know more than the other side, such as when a seller understands the product better than the buyer, or when a future employer knows more about the culture within the organisation than the applicant does (Wolf et al., 2018). To resolve this asymmetrical condition, signals are used by consumers.

Signalling theory, which provides the theoretical foundation for branding, suggests the purpose of branding is to be used to signal to specific attributes about the product, like prestige

or quality, that they might not be able to observe directly (Erdem et al., 2006). In other words, the authors demonstrate how the brand functions as a signal that consumers of the product may rely on to judge the brand, and to account for uncertainties. For example, consumers use various signals to transfer information or acquire information related to the quality of the product, such as advertising information (Kirmani, 1990), information on price (Erdem et al., 2008), warranties (Boulding & Kirmani, 1993), added investments (Erdem & Swait, 2001; Kirmani & Rao, 2000), or the brand (Erdem & Swait, 2001).

The theory has four core factors – signal content, signal clarity, signal consistency and signal credibility (Erdem & Swait, 2001). Content of the signal refers to the type of brand-related information that is under the organisation's control, defined by the strategic decisions of marketing managers, whereas clarity of the signal reveals whether consumers believe the marketing mix actions to be relatively clear or difficult to interpret with clear signals being more credible (Erdem & Swait, 2001). Consistent signals also relate to brand credibility as they demonstrate the degree to which the various components of marketing make sense, both immediately and over time. This leads to the final outcome of the signalling process which is signal credibility that is the helm of the signalling theory as it captures the degree to which consumers believe the marketing strategies of a brand to be truthful and dependable (Erdem & Swait, 2004; Erdem et al., 2006). Marketing research that exists on the signalling theory establishes that a brand's credibility increases its equity (Erdem & Swait, 2001) and subsequently, this results in the sensitivity to pricing being reduced by a stronger indication of credibility and perceived brand quality (Erdem & Swait, 2004). In other words, the theory argues that consumers are less sensitive to price premia should the products they are purchasing cue credibility and brand quality.

Operationally, the signalling theory has been applied across multiple disciplines such as international marketing and entrepreneurship where it has been used to establish the way in which firms can communicate unique information so as to reduce asymmetry in information amongst its international consumers as an example (Shahid et al., 2024). A previous study by Baek et al. (2010) investigated the interaction effect of a brand's premium positioning and its related credibility and found that purchase intention is more strongly influenced by perceived brand quality than it is by perceived risk and information cost. Another perspective suggests that where antecedents are concerned, increased financial investments and consistency make the credibility and the signal's clarity of the stronger (Erdem & Swait, 2001).

Based on the core tenets of the signalling theory, there are a few key elements that can be drawn from it and applied to brand heritage and its effect on purchase intent. In effect, the elements include signals which are used to reduce information asymmetry between the brand and consumer, the cost of the product or service, the inferences of quality, and the reliability of the signals by being consistent (Shahid et al., 2024). To the researcher's knowledge, most research on the topic, however, neglects the actual content itself. With these discoveries and limitations in mind, for this particular research and a gap in the literature is to establish what effect brand heritage has on the signalling processes of consistency and to concentrate on how consumers perceive the brand's quality and ultimately, whether or not they are willing to pay a premium for it.

2.3 Empirical literature review

2.3.1 Understanding the South African market

Heritage brands across the world differ from country to country, and in South Africa, this is no different. As a country with a strong heritage itself, it is important to understand the South African consumer landscape to highlight notable studies on their characteristics before being able to explore the influence of brand heritage on their purchase intentions. South Africa, ranked as the 24th largest country in the world, is considered a middle-income emerging market with a population of approximately 61 million and a gross domestic product (GDP) of $420 billion (Egan, 2021; Reddy & Ngqinani, 2023). To put into perspective which age cohort is the most significant in the country, a generational cohort study can be used. From a South African perspective, the smallest generational cohort, making up 9% of the population, is over 60 years of age, with 28.8% of the population being 15 years or younger (otherwise defined as a child in accordance with the classification provided by the United Nations), and most significantly, the balance at 62.3% considered as the working age (Egan, 2021). Mid-year 2022 statistics for South Africa paint a similar picture indicating that people aged between 15 and 59 make up 72% of the population as they make up nearly 44 million of the 60 million residents of the country (Statista, 2023c). The youth, defined as people aged between 15-34 in South Africa, continue to be disadvantaged in the labour market with the official unemployment figures standing at 34.5% (Statssa, 2022). To build on this further, the market segmentation by Maluleke (2019) provides a more tangible perspective, as seen in Figure 3, wherein the market is segmented based on income into poor, poor working, working class, middle class, upper-middle class and top end. With respect to gender from a total population perspective, approximately 51% were female and 49% were male in 2022 (Statista, 2024).

From a regional perspective, the highest concentration of the population sits in Gauteng province which has approximately 15 million residents (Statista, 2022). Against this background, it is for this purpose that the study then identifies and understands consumers' consumption and purchase behaviour in relation to brand heritage in the context of the South African non-alcoholic beverages industry, with particular focus on the milk shopper and consumer behaviour.

2.3.2 Brand heritage

Understanding what brand heritage is and what purpose it serves in the present is important for brand managers to propel brands forward in an ever-changing economy. From an operational perspective, it is multidimensional construct that is made up of a number of elements including a brands history and longevity, its consistency power, and its ability emotionally connect with consumers (Ghosh & Rerf, 2020; Slack, 2020). In other words, it is important to note is that brand heritage is about strategically managing and activating the brand's historical components so as to support how it identifies and is positioned and not merely look at the brand's age. For example, when looking to understand brand heritage in the tourism environment of South Africa, it can be done through retail, social cohesion or political showboating (Reporter, 2011).

A concept that goes in hand with brand heritage is brand equity. In the broadest sense, linked to the name and symbolism of a brand, brand equity refers to management and investment into a brand's assets which in turn. allows it to create value for its customers and for the holding firm (Aaker, 2012). On the other hand, heritage, as a socio-cultural construct, encompasses objects, various practices, collective memories of events that occurred in the past and history that is public (Reporter, 2011). From a brand perspective, the identification can be seen as similar. It is characterised as one that has been in the market for decades (sometimes even centuries), has longevity, is trusted, known for good quality and evokes an emotional brand connection in consumers (Reporter, 2021).

In previous years, research literature has built on the perspective that it is important to articulate and deliver on a brand's promise (Aaker, 1991; Keller, 1993), but over the years, various literature has been published to provide a fairly contrasted view of brands, particularly in relation to tourism in the context of sites that have historical or heritage benefit, and luxury brands in the context of their breadth and width across different geographies around the world.

This highlights how heritage can play an influential role in the attitudes and cultural behaviours towards various products and services (Keller, 2001). Therefore, heritage can, in effect, be a construct that can be conserved, passed down to many generations, inherited, and hold historic and cultural value (Harrison, 2013). In light of the above context, heritage brands can therefore be described as brands that deliver and hold value for their customers by making their heritage a part of the value proposition and brand identity by being sincere, differentiated, authentic and reducing purchase risk for their customers, based on the inherited associations linked to the brand (Dion & Borraz, 2015). Various brands can be considered heritage brands in different market territories around the world in relation to the country from which the brand originates. In this context, a case study is prepared by consistent attention to these details (Wuestefeld et al., 2012).

An alternative perspective on heritage brands is presented by Dion (2018) wherein the author argues that although a brand may have heritage, it does not automatically create value and possess the core brand identity to constitute it as a heritage brand. In other words, there could be brands that have a long history, but because they do not use it as part of their identity, these cannot be classified as heritage brands. Brands can draw their legitimacy from technology or other elements, and not necessarily their heritage. On the other hand, a case study by Wiedmann et al. (2011) looked at brand heritage as a suggested catalyst of an organisation's reputation and the related effects thereof on customers' perceptions of value, brand perception and purchase intention. This particular study found that there certainly is a direct bearing on a brand's heritage on all of the constructs of reputations - perceived value, brand perception and brand behaviour.

2.3.3 The South Africa shopper retail market

The South African retail consumer landscape is vast and dynamic, catering to over 60 million diverse people with different needs, expectations, and incomes (Masojada, 2021). The retail environment in the country includes a wide range of players, varying from large retailers serving upper-income consumers to smaller neighbourhood convenience stores, demonstrating the diverse consumer needs and expectations in the country (Masojada, 2021). As of 2022, retail food sales in the country amounted to $38 billion representing almost 20% of its GDP (Reddy & Ngqinani, 2023). On the one hand, the landscape is characterised by the formal retail sector and encompasses a wide range of stores, from more sophisticated chain stores like

Woolworths, Pick ‘n Pay and Checkers, which mostly serve upper-income consumers, to more big-box, cash-and-carry format stores and hybrid outlets like Makro, as well as community convenience stores such as SPAR, as seen in Table 2 (Masojada, 2021; Reddy & Ngqinani, 2023).

In terms of ranking, Shoprite is the number one food retailer in the country, followed by Pick n Pay, then Woolworths, the Spar Group and Massmart Holdings at fifth position (Reddy & Ngqinani, 2023). On the other hand, the informal grocery retail channel is made up of spaza stores and small craft markets that also plays a significant role in providing convenient shopping solutions to consumers, particularly in relation to the middle class who demand more flexibility and locally sourced products (Masojada, 2021). Hypermarkets and supermarkets are, however, still quoted as the largest distribution channels in South Africa for dairy and soy food with Johannesburg emerging as the largest dairy and soy food market in the country (GlobalData, 2022).

Table 2: South African Retail Sector Sales in 2022

Store type	Sales value in $ billion	Percentage share of major retailers
Convenience Stores	$2.6	Shoprite = 28% Others = 56% (Small, informal convenience stores, known as "spaza shops," in townships and informal settlements.)
Discount Outlets	$1.8	Pick n Pay = 74% Shoprite = 26%
Hypermarket stores	$2.4	Pick n Pay = 38% Shoprite = 37%
Supermarket Stores	$16.5	Shoprite = 40% Spar = 26% Pick n Pay = 19% Woolworths = 11%
Local Grocery Retailers	$9.4	Pick n Pay = 7% (market leader in smaller format stores in townships under the Boxer and QualiSave brands) Spar = 3.7%
e-Commerce Outlets	$2.8	Pick n Pay = 5.8% Woolworths = 4.2% Shoprite = 2.7%

Source: Euromonitor (2023)

Inflation has also had an influence on the retail landscape in the country. Extensive price inflation of food has mandated retailers in South African to adapt their tactics when marketing their products to shoppers and consumers who now stretch their income to purchase basic needs like food which rose to a new 14-year high in the first quarter of 2023 (Reddy & Ngqinani, 2023). On one end of the spectrum, inflation and frequent electricity outages forced people to shop less for items like fresh milk and meat as a result of the higher than usual prices and spoilage concerns (Reddy & Ngqinani, 2023), but on the other hand, it has also driven an increase in the demand for online retail. There is a significant rise in online retail purchases which account for 4.7% of the total retail purchases in South Africa in 2022 which reflects a growing trend towards digital shopping experiences, however in the food and grocery retail sector, the uptake in online retail activity still remains slow (Dakora & Rambe, 2022; Statista, 2023b).

2.3.4 Purchase Behaviour of South African Grocery Shoppers

The South African dairy industry is a significant contributor to the country's economy, with a substantial portion of the milk supply being sourced from domestic producers. In 2021, the country's dairy and soy food market was valued at $9.9 billion and was projected to achieve a CAGR greater than 2% during the forecasted period (GlobalData, 2022). This market includes milk, butter, cheese, and other dairy-based products, reflecting the diverse range of dairy items available to South African consumers. That said, South African consumers have notably changed their purchasing behaviour in recent years, with an increased focus on saving money and seeking value. According to a McKinsey report, three out of every four South African survey respondents stated that they have modified their buying behaviour, with many rather delaying purchases to make more informed decisions whilst actively looking for opportunities to save (Hattingh & Ramlakan, 2022). More than half of the respondents said they are living paycheck to paycheck highlighting this cautious approach even more. As a result, spending has decreased and attention has been drawn to finding deals, promotions, and savings chances (Hattingh & Ramlakan, 2022; PwC, 2023). With many consumer delaying non-essential buying, it is evident that consumer purchasing patterns have been significantly impacted by the difficult economic climate, which is marked by high inflation, rising interest rates, and a limited economy (PwC, 2023).

2.3.5 Price Sensitivity

When looking at price sensitivity, product and/or service price is well known for being a key determinant in consumer demand and purchase intention (López-Fernández, 2020). This construct looks at the degree to which the way a product or service is priced influences what consumers purchase and is an important factor in understanding how consumers behave and what impact it has on products and services (Kagan, 2023). It can be operationally defined as the extent to which consumers' demand for a product or service varies depending on price fluctuations. When understanding consumer behaviour, it is a key concept and can have notable effects for businesses with respect to pricing strategies and revenue generation avenues.

There are a number of factors that can influence how sensitive a consumer is to price. When looking at the literature, one of the main themes that emerges is the relationship that exists between price sensitivity and its influence on consumer behaviour. These influences can include factors such as the product or service's uniqueness, the total cost in relation to consumers' income, and the reference price they keep in mind while making purchases (Cakici

& Tekeli, 2022; Kagan, 2023). When a product is viewed as distinctive or having few substitutes, for example, or when its entire cost is modest relative to a customers' total income, consumers tend to be less sensitive to price (Cakici & Tekeli, 2022). In a study done by Cakici and Tekeli (2022), in the context of supermarkets, on how consumers' price sensitivity affects their intention to purchase a product, they found that price sensitivity is a crucial factor to consider when assessing the target market as it has a notable influence on their purchasing decision. Another study by Yun and Hanson (2020) emphasises how the relationship between the sensitivity to price and the extent to which a brand is differentiated is positive, suggesting that consumers' sensitivity to price is heightened when the perceived difference between service providers is evident. Although this is a useful finding, it does not necessarily take into account contextual factors like market competitiveness and customer demographics which may have an impact on this relationship.

The literature, however, has limitations despite it providing insightful information about the intricate relationship between price sensitivity and various consumer behaviours. One limitation that is quite common is that the literature mostly concentrates on developed markets in the context of price sensitivity and consumer behaviour, highlighting the need for more research to be conducted in emerging markets to get a better understanding of the cultural and economic factors that may have an influence on these relationships (Levrini & Jeffman dos Santos, 2021).

2.4Conceptual framework and hypotheses development

The different hypotheses, as well as the conceptual basis guiding the framework in Figure 4 are discussed in the following section.

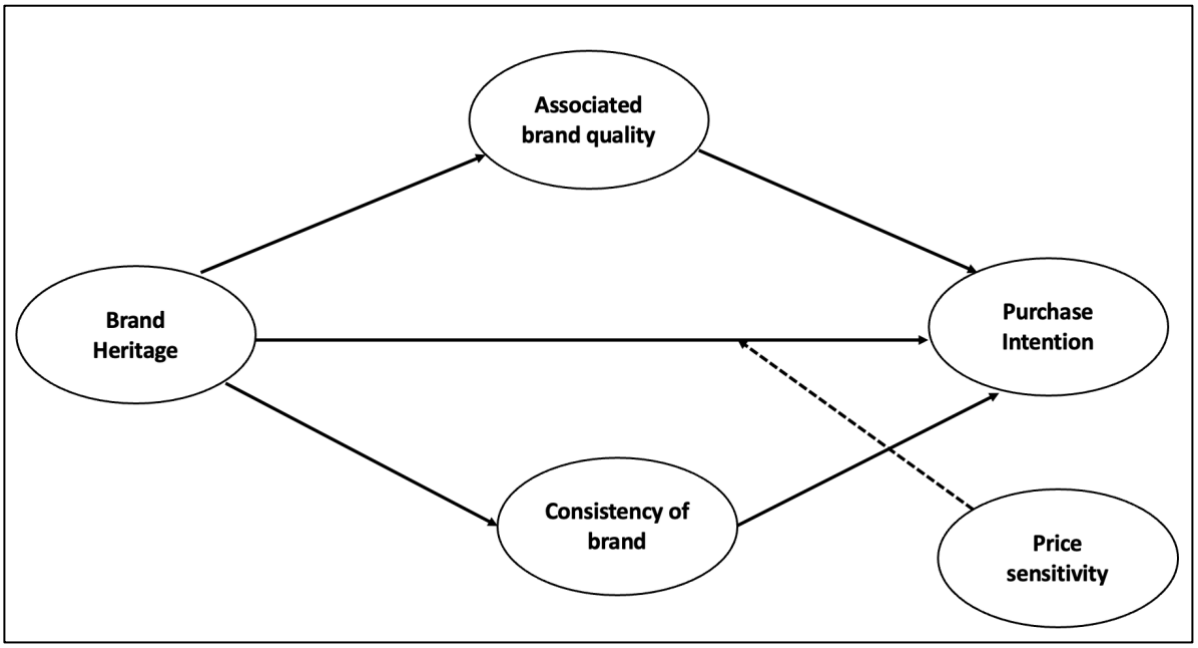


Figure 4: Concepts for Brand Heritage in Relation to Purchase Intention

2.5Brand heritage and associated brand quality

Broader than brand heritage is the concept of brand authenticity. Across various research studies, brand authenticity is considered a behavioural attribute that is subject-related (Fritz et al., 2017). As a concept that is completely temporal, brand heritage is differentiated from brand authenticity, given that it is described more in the context of a quality that is genuine or considered to be true (Morhart et al., 2015; Napoli et al., 2016). From an operational lens, brand quality is more seen as consumers' perception of how genuine a brand is, its transparency and its ability to stay true to its fundamental identity, values and principles (Södergren, 2021). Significant conceptual similarities between heritage and authenticity exist, given heritage is an attribute of authenticity, it can also imply authenticity and can also be a source of it (Cooper et al., 2015).

A similar view by Morhart et al. (2015) describes brand authenticity as the perception a brand has to be true to itself and to the customers who purchase it, but it also enables the brand's customers to remain true to themselves as well. Fritz et al. (2017) also note that the demand for authentic brands is growing, such that marketers are now seeking to understand ways in which they can influence a brand's perceived authenticity. Existing research also suggests that the perceptions carried by consumers on the heritage of a brand can, among other things, likely infer expertise and legitimacies about the brand, as well as perceived authenticity (Pecot et al., 2018).

In the marketing mix, if brand heritage symbols are present, this reflects traits that have a higher probability of making the brand appear more authentic. This authenticity reflects its track record and the efforts it makes to maintain consistency in the marketing strategy, which early researchers argued that by signalling the temporal consistency of the brand, the greater the credibility of the brand and the perceived brand quality can be expected (Erdem & Swait, 2004). Thus, considering a brand's heritage, one can expect that the core brand's heritage perception to positively impact the credibility of the brand, the authenticity, and the perceived quality of the brand. This research therefore postulates that the strength of the brand signal is strengthened by brand heritage by reinforcing the perceived brand quality by mediating the brand authenticity and credibility (Erdem & Swait, 2004). Although perceived brand quality does not capture a brand's full assessment, it is regarded as a suitable predictor of a consumer's choice of brand and the intention to buy it (Erdem et al., 2006) Hence, we expect that:

Hypothesis 1: The quality associated with the Clover milk brand is increased by brand heritage

To make assumptions of the additional value brand heritage contributes to the context of added brand equity, the intention to pay a premium price has been added as a dependent variable in the model. According to research done by Steenkamp et al. (2010), the willingness to pay a premium can be considered as an outcome of brand heritage, and mediated by the perception of the brand's quality. In addition to that, when looking at aspects that describe the dimensions of a brand's authenticity, such as reliability, sincerity, naturalness and steadiness, these can in fact, act as factors that influence the perceived quality of customer-brand relationships (Aaker et al., 2004). The assumption is therefore that brand authenticity has a positive impact on brand relationship quality, and based on the empirical findings, the expectation is that brand relationship quality will have a notable effect on consumers' behavioural outcomes – in this instance, being the intention their expected purchase intention (Batra et al., 2012).

Hypothesis 2: Clover milk's brand quality influences consumer purchasing intention

2.6Consistency of the brand

Brand consistency is one of the suggested mediators of a heritage brand. By description, consistency is regarded as the initial process variable of a brand's signal and measures the degree to which the various marketing initiatives are interpreted in relation to each other, and

has a prominent temporal dimension (Pecot et al., 2018). The operational definition of brand consistency in effect refers to the way in which a brand's identity, its messaging and visisual elements across all its touchpoints is uniform and cohesive (Roy et al., 2021). According to Keller (1993), a brand's image over time must be consistent and must be maintained, however, when managers need to reposition the brand or extend it, this can introduce a new level of complexity (Pecot et al., 2018). Applied in marketing, the signalling theory suggest that signalling the temporal consistency of a brand's strategy results in increased brand credibility, being "the believability of the product position information contained in a brand, which entails consistently delivering what is promised, and it represents the cumulative effect of the credibility of all previous marketing actions taken by that brand" (Erdem & Swait, 2001, p. 3; Erdem & Swait, 2004).

Considering consistency affects the way credibility is perceived, it should partly explain the influence a brand's heritage has on its credibility (Pecot et al., 2018). Therefore, based on the direct relationship highlighted above, the consistency of a brand should mediate the effects of the heritage of a brand on its credibility. The expectation is thus:

Hypothesis 3: The consistency of the brand is increased by brand heritage

Brand credibility itself is underscored by the signalling theory which can imply that brands can be used by their organisations as signals to convey information related to the product or service (Erdem & Swait, 2004). Brands that are credible afford consumers lower information-gathering costs and lower information-processing costs as they come with a perceived lower risk which in turn, increases the value of the brand by increasing the consumer-expected utility (Erdem & Swait, 2004). That said, although consumers' perception of credibility are necessary, their importance becomes insignificant if the brand is not part of their consideration set in terms of purchase intention (Swaminathan & Keller, 2019). Among other things, the credibility of a brand is created by increasing its consistency by implementing various functions of marketing communications over time, such as sponsorships, image advertising, and sales promotions to push purchase (Becker & Gijsenberg, 2023).

The effect of brand consistency and its effect on purchase intention is not a new phenomenon (Farquhar, 1989), but the importance of the subject has become significant considering that since the onset of the digital age, consumers are now exposed to many brands and more routes for purchases, thus putting the emphasis on diminishing consumer loyalty (Becker & Gijsenberg, 2023). When developing a strong brand, amongst many other things,

one of the key requirements is that it ensures that the image consumers have of the brand is a consistent one (Farquhar, 1989). That said, consistency and commonality in a brand's marketing communication over the long-term can have an impact on the consumers' purchase intention, and subsequently, influencing the company's sales (Becker & Gijsenberg, 2023). Sheeraz et al. (2016) posit that the credibility of a brand represents the consistency in its marketing mix and brand investments, and as such, they argue that the more credibility a brand has, the higher the purchase intention for the brand will be. In essence, if the brand communication of an organisation or brand is inconsistent, the risk exists that consumers could get an inconsistent impression of the brand and thus not continue to purchase it. If the brand maintains consistency, this can be prevented (Beverland et al., 2015). Therefore, based on the above, the hypothesis proposed is that:

Hypothesis 4: The consistency of the brand will positively influence purchase intention

Building on Hypothesis one and those following thereafter, an article by Kantar (2020) suggests that the strength of a brand rests in how well it is able to justify its price point so as to grow the sales of the company without necessarily resorting to price discounts. The author argues that over the years, in a number of product and service categories, a large number of people have indicated that choosing the right brand is more important than getting the best price which is a view driven by the role of brand differentiation, as well as perceived quality in moulding the behaviour of the consumer and their purchase intentions (Kantar, 2020). Another view by Ashraf et al. (2018) expands on the above by suggesting that using a price premium is a tactic used by brands and organisations to make their brands unique and differentiated among other homogenous products that already exist in the market. Further to this, the authors argue that the differentiator of a premium price product is not only differentiated by its price, but more by its quality and their comfort (Ashraf et al., 2018). Results from this study found that for consumers, their income, their perception of the equity or heritage of the brand and the associations with the brand are considered amongst consumers as significant determinants affecting the behaviour when it comes to purchasing premium brands (Ashraf et al., 2018). Based on the above, the fifth hypothesis to be tested is thus as follows:

Hypothesis 5: The quality associated with a brand mediates the effect of brand heritage on the intention to pay a premium price

2.7 Price sensitivity as a moderator

Price sensitivity looks at the way in which a product or service's price affects the purchase intention or behaviour of a consumer, as well as measures the way in which changes in price can influence the demand for a service or product (Shaik et al., 2020). Numerous studies have looked at the connection between price sensitivity and purchase intention in a variety of situations. As earlier stated in the hypothesis above, a brand's heritage increases the consistency, clarity and authenticity signals. The credibility and authenticity of a brand minimises the sensitivity of a consumer to the price, highlighting that consumers would be more accepting of a higher price for a brand that is authentic, of quality and credible (Erdem & Swait, 2001; Fritz et al., 2017).

No study known to the researcher has been done to establish the relationship between price sensitivity and purchase intention relative to brand heritage, specifically in a South African context. One study done by Saritha et al. (2021) explores the impact that retail price strategies have on the purchase intentions of customer by delving into various significant pricing strategies and the impact they have on consumer behaviour with specific focus on consumers in India. The research article can be criticised on a few dimensions. For one, it may be questioned as to what degree the study's conclusions can be extended to different groups of people or circumstances. It is crucial to take into account the variations in consumer behaviour among various demographic groups and geographical areas which this specific research does not do (Yun & Hanson, 2020) Another study conducted by Levrini and Jeffman dos Santos (2021) provides insightful information to the body of research already available on how pricing affects consumer behaviour, valuable insights Hence, we propose that:

Hypothesis 6: Sensitivity to price has a moderating effect on brand heritage and intention to purchase

Table 3 provides a summary of previous studies on brand heritage, price sensitivity and purchase intentions.

Table 3: Literature Review Summary

Construct	**Reference**	**Topic or objective of prior study**	**Sample and Method**	**Independent Variables**	**Dependent Variables**	**Key Findings**
Brand Heritage and Quality	Schroeder and Borgerson (2015)	A brand culture approach to Chinese cultural heritage brands	Qualitative research: Interviews Sample size: 5 respondents Country: Shanghai & Beijing Category: cultural heritage brands	Perceived brand culture Perceived cultural heritage Perceived cultural brand heritage	Consumer co-creation	The paper tries to fill the gaps between the development of brand studies in Western markets vs. emerging markets like China. It looks at brand culture approaches and how these offer new perspectives on the way brands co-create, existing meanings of brands and brands.
	Schmidt, et al. (2015)	Brand Heritage as Key Success Factor in Corporate Marketing Management: A Review and Synthesis of Recent Empirical Studies	Consolidation of case studies Country: Germany Category: brand heritage	Corporate brand heritage	Brand knowledge Brand perception Brand behaviour	The major objective of the paper was to investigate brand legacy as a competitive advantage and primary success driver of management, presuming that corporate brand heritage creates a lasting link between a branded organisation and its stakeholders. a thorough comprehension of, and disciplined management of a company's brand legacy, along with associated customer attitudes and conduct.

	Pecot and Barnier (2017)	Brand heritage: The past in the service of brand management	Not specified	Brand associations/management Perceived brand longevity and stability Perceived brand identity Brand inheritance	Brand heritage Brand equity	The research article seeks to develop the concept of heritage in relation to brand management and notes 11 research propositions that contribute to brand management.
	Pecot, Valette-Florence and Barnier (2017)	Brand Heritage: a multidimensional measurement scale to assess consumers' perception	Not specified	Brand character Brand value Brand heritage	Consumers' perception of brand heritage	The study emphasises how essential it is to understand and manage a brand's heritage so as to positively influence the perceptions of consumers and their loyalty.
	Otubanjo and Adegbile (2019)	The Corporate Heritage Brand Development Process: A New Institutional Theory Approach	Theory approach Sample size: None Country: Not specific Category: Brand development	Value proposition Perceived trust, authenticity and affinity Date of inception Product ingredients	Corporate brand heritage Brand management	The article helped identify three key findings: first, that managers can leverage the key components to drive a heritage-led brand. Further, the paper expands the fundamental components of corporate heritage brand frameworks to include constructs of craftsmanship, date of inception, and product ingredients. Last, it provides a unique corporate heritage brand development process from a new institutional theory point of view and gives theoretical

						ground to the concept of corporate heritage branding
	Halwani (2019)	Making sense of heritage luxury brands: consumer perceptions across different age groups	Qualitative method: Semi-structured face-to-face interviews Sample size: 21 respondents Country: China Category: Heritage brands	Age group Luxury fashion brands Marketing communications Brand image Cultural influences	Consumer perceptions of value of brand heritage	Scholars of purpose have several times before made conclusions about heritage and how it is a key value driver for brands considered to be luxury brands, but this was not explored across different age group which shows that different consumers in different age groups have different views. However the characteristics that came up the most were timelessness, high-quality craftmanship, price and prestige.
	Gumede and Ezeuduji (2021)	Managing Heritage Tourism Brand in South Africa: A Synthesis of Literature	Synthesis analysis	Perceived brand essence Perceived brand image Brand loyalty	Heritage tourism growth in South Africa	Heritage tourism is a key component of the nation's tourist industry. But the development and prosperity of the nation's historical tourism has never come easily, therefore it has always been supported by the combined efforts of several auxiliary organisations.
	Baumert and de Obesso (2021)	Brand antiquity and value perception: Are customers willing to pay higher prices for older brands?	Experimental research design: survey-based approach Sample size: 482 Country: Spain Category: Brand Heritage	Brand antiquity	Willingness of customers to pay higher prices associated with older brands Quality	The choices and price-finding decisions consumers make are complex and are established by a number of factors, except one which has gone unnoticed being the antiquity of a brand announced in the logos of the companies. The study looks at brand antiquity as an indicator of quality as

						perceived by consumers. The results reveal that from a statistical perspective, antiquity has a significant effect on price setting by consumers and that antiquity is perceived by consumers as a tool to indicate quality and value.
	Song and Kim (2022)	Developing a brand heritage model for time-honoured brands	Quantitative method: Survey Sample size: 1,000 respondents Country: China Category: Heritage brands	Brand heritage	Brand signal Brand evaluation Brand loyalty Brand trust	Tradition-driven eateries may stand out from the competition and draw in business by using their brand legacy as a strong marketing strategy. The success of well-established restaurants is often attributed to the continuity and history of their brand heritage. Restaurants can develop a generationally devoted following by capitalising on their heritage and distinctive tale. To meet customer demand and maximise profitability, restaurants must effectively position themselves in the market and optimise their branding strategy. This requires an understanding of the role that brand heritage plays in the food and beverage business.
Brand Quality and Purchase Intent	Render and O'Connor (1976)	The influence of price, store name, and brand name on perception of product quality	Quantitative studies Sample size: 25 male students	Price Store name Brand name	Consumer brand quality perception	The findings underscore the importance of brand heritage as a strategic tool for companies to enhance their brand quality and justify a price premium, particularly when consumers are

			Country: United States of America Category: Product quality			familiar with the brand and have a past time orientation. The study's results provide valuable insights for brand managers and marketers seeking to leverage brand heritage as a signalling mechanism to influence consumers' perceptions of brand quality and their willingness to pay a premium for the brand's products or services.
	Chepchirchir and Leting (2015)	Effects of brand quality, brand prestige on brand purchase intention of mobile phone brands: Empirical assessment from Kenya	Quantitative study: survey Sample size: 322 respondents Country: Kenya Category: Brand quality and purchase intent	Brand Quality Brand Prestige	Brand purchase intention of mobile phone brands	The study set out to evaluate, via experimentation, the link between the quality, esteem, and purchase intention of Kenyan mobile phone brands. According to the research, there is a favourable correlation between customer purchase intention and brand prestige and quality.
	Calvo-Porral and Lévy-Mangin (2017)	Store brands' purchase intention: Examining the role of perceived quality	Quantitative study: self-administered questionnaire Sample size: 469 respondents Country: Spain Category: Purchase intention	Perceived quality of store brands	Purchase intention of store brands	The study's goal was to determine how customers' inclinations to purchase store brands were influenced by shop image and perceived items quality. The findings showed that shop image had a favourable effect on perceived value and purchase intention for store brands. Regarding shop brands, the survey found that there are two different client segments: those who prefer quality and

						those who prioritise pricing. This implies that customers' decisions to buy store brands could be impacted by factors other than price convenience, such as how well they believe the brands to be.
	Pecot, Merchant and Valette-Florence (2018)	Cognitive outcomes of brand heritage: a signaling perspective	Quantitative study Sample size: 305 respondents Country: France (French consumer profile) Category: Brand heritage and brand quality	Brand Heritage	Perception of credibility Quality Willingness to pay a premium	The findings underscore the importance of brand heritage as a strategic tool for companies to enhance their brand quality and justify a price premium, particularly when consumers are familiar with the brand and have a past time orientation. The study's results provide valuable insights for brand managers and marketers seeking to leverage brand heritage as a signalling mechanism to influence consumers' perceptions of brand quality and their willingness to pay a premium for the brand's products or services.
	Kingwill (2019)	A study of the role of heritage in brand affinity of South African millennials for iconic South African beer brands	Mixed methods approach Sample size: 50 respondents Country: South Africa Category: iconic brands	Perceived heritage Perceived brand attributes – i.e. quality and accessibility	Brand affinity Purchase intention	Motivation for purchasing the brand of choice showed limited brand affinity. Nonetheless, characteristics like quality and accessibility drew the responses. Very few respondents indicated a connection to the brand, indicating a low level of brand affinity.

	Dion (2020)	How to Manage Heritage Brands: The Case of Sleeping Beauties Revival	Case study	Perceived brand value proposition Brand identity Perceived brand awareness Heritage reinterpretation Heritage authentication	Luxury brand heritage management	The study highlights that heritage is a key value driver. A brand that is driven by heritage demonstrates authenticity, credibility, and trust which provide the brand leverage, particularly in luxury markets. Just because a brand has heritage, though, it does not guarantee its success.
	Owusu, Yobanta, and Amanor (2021)	Hedonic and utilitarian perspective of mobile phones purchase intention	Quantitative study: survey questionnaire Sample size: 518 respondents Country: Ghana Category: brand purchase intention	Hedonic perspective Utilitarian perspective Brand quality	Purchase intention Mobile phones	The primary goal of the study was to investigate how customers' intentions to acquire mobile phones are influenced differently by brand quality as well as by the hedonic and utilitarian perspectives. The purpose of the study was to determine how these variables affected consumers' decision-making when they were buying mobile phones in Ghana. The study's findings suggested that the selection of mobile phone brands can be influenced by self-efficacy, system quality, and network externality which were all found to have varying moderating effects. The study's practical consequences indicate that in order to build prominent brands and improve the image of the brand, mobile phone firms need to concentrate on

						quality improvement efforts, strengthening their brands and creating efficient marketing and differentiation strategies.
	Nazarani and Suparna (2021)	The effect of luxury brand, brand image, and product quality on purchase intention	Quantitative study: survey questionnaire Sample size: 144 respondents Country: Indonesia Category: Purchase intention	Luxury brands Brand image Product quality	Purchase intention of consumers	The purpose of the study is to investigate how consumers' intentions to purchase luxury products are influenced by brand image and product quality using Zara as a case study. The study makes the assumption that since a positive brand image might enhance consumers' perceptions of luxury products' quality, they will be more likely to purchase them. The purpose of the study was to elucidate how consumer purchase intentions are influenced by luxury brands, brand perception, and product quality. The study's findings validate the notion that luxury brands' good brand perception influences consumers' desire to purchase by suggesting that luxury brand perceived quality has a positive correlation with consumers' perceptions of those brands. The study highlights the significance of brand image and product quality, and their impact on

						consumers' inclinations to purchase premium brands.
	Song and Kim (2021)	Developing a brand heritage model for time-honoured brands: extending signalling	Quantitative method: survey questionnaire Sample size: 362respondents Country: China Category: Heritage brands	Brand heritage Brand authenticity Consumer experience	Behavioural outcome i.e. purchase intention	The study looks into consumer attitudes and consumer intentions including things like brand authenticity, experience of the consumer, and purchase intention and how they are influenced by heritage brands. The findings demonstrate that, through brand authenticity and customer experience, brand heritage has a major direct and indirect impact on purchase intention.
	Ghali-Zinoubi (2020)	Determinants of consumer purchase intention and behaviour toward green products: The moderating role of price sensitivity	Quantitative method: Survey Sample size: 400 respondents Country: Turkey Category: Purchase intention for innovative products	Green products	Purchase intention Price sensitivity Perceived value Perceived quality Perceived risk	The study's and related research's results imply that, in the Turkish market, a complex interaction of elements, such as price sensitivity, environmental knowledge, attitudes, and marketing techniques, impact consumers' purchase intention and behaviour towards green products. Businesses and legislators looking to encourage Turkey's adoption of eco-friendly products and sustainable consumption habits must comprehend these dynamics.
Consistency of the Brand	Farquhar (1989)	Managing brand equity	Conceptual paper	n/a	n/a	According to the article, brand equity is the value that a brand adds to a good or service. It is a collection of qualities or

						drawbacks that can increase or decrease a brand's worth. It highlights that brand equity may be maintained using a variety of techniques, including brand positioning, brand architecture, and brand extension. It can also be quantified using consumer-based brand equity and other proprietary brand assets. The article goes on to say that building brand equity is a long-term, deliberate, and ongoing approach that strives to boost consumer and company value while building brand confidence. According to the article's conclusion, brand equity is a multi-faceted idea that relies on the information structures that customers have in their minds
	Keller (1993)	Conceptualizing, measuring, and managing customer-based brand equity	Conceptual and analytical approach Sample size Country: Italy Category: Brand equity	n/a	n/a	The primary goal of the study was to provide a conceptual model of brand equity from the viewpoint of the individual consumer and to characterise customer-based brand equity as the variation in how brand knowledge affects a consumer's reaction to a brand's marketing. The main findings from the research is that consumers who are familiar with the brand and have positive, distinctive, and powerful brand

						associations in their memory are said to possess customer-based brand equity. One of the limitations of the study is that it is concentrated on Italy, the enriched-food market and the food sector which may limit the findings' generalisability to other markets, sectors and industries.
	Erdem and Swait (1998)	Brand Equity as a Signaling Phenomenon	Quantitative method: survey	Brand heritage Brand credibility Brand consistency Perceived brand quality	Brand equity	The main themes from the research article rest in the argument that brand equity in all its forms is considered a signalling phenomenon and has the ability to influence how consumers behave as well as their purchase decisions. The paper highlights that consumer-based brand equity and other unique brand assets may be used to quantify brand equity, which is a multifaceted idea with both functional and symbolic aspects. The essay also emphasises how many approaches, including brand strategy, brand architecture, and brand extension, may be used to manage brand equity. The article goes on to say that brand equity has value for the company and the customer and may be used in a variety of ways to the company's advantage.

	Sheeraz, Khattak and Mahmood (2016)	Mediation of attitude toward brand on the relationship between service brand credibility and purchase intentions	Sample size: 309 Country: South Asia Category: Brand credibility and purchase intention	Service brand credibility Attitude toward the brand	Purchase intention	This study investigates the link between purchase intentions, attitude towards the brand, and service brand credibility experimentally. In addition, it looks at how attitudes towards brands function as a mediator in the link between brand credibility and purchase intentions in Pakistan's service industry. The findings show that attitudes towards a brand and brand credibility have a favourable relationship with purchase intentions. The association between purchase intentions and brand credibility is somewhat mediated by attitude towards the brand. This research offers guidance to brand managers and advertisers on how to run more thoughtful and intentional brand communication efforts in the service industry.
	Nguyen and Pervan (2020)	Retailer corporate social responsibility and consumer citizenship behavior: The mediating roles of perceived consumer	Quantitative method: self-administered questionnaire Sample size: 407 retail store shoppers Country: China	Retailer Corporate Social Responsibility (CSR)	Consumer Citizenship Behaviour (CCB) Perceived Consumer Effectiveness Consumer trust	The primary aim of the research was to explore retailer CSR and CCB and the relationship between the two, as well as to explore the mediating roles played by consumer trust and perceived consumer effectiveness within the relationship. According to the study, perceived consumer efficacy and consumer trust act as a mediating factor in the

		effectiveness and consumer trust	Category: Corporate social responsibility and consumers' perceptions			favourable association between store CSR and consumer citizenship behaviour.
	Rindel and Santos (2021)	What makes a corporate heritage brand authentic for consumers? A semiotic approach	Qualitative method: semiotic analysis using semi-structured interviews Sample size: 56 Country: Finland Category: Brand authenticity	Corporate brand heritage	Brand authenticity Consumer engagement Purchase intentions	The study emphasises how crucial individuality is to corporate heritage brands as a component of authenticity. The results can assist businesses in giving customers brand experiences that are more engaging and more authentic. Understanding authenticity as a social construct is aided by the research. The results emphasise the essence of taking into account the social context in which a brand functions when assessing its authenticity.
	Šerić, Ozretić-Došen, and Škare (2020)	How can perceived consistency in marketing communications influence customer–brand relationship outcomes?	Quantitative method: self-administered questionnaire Sample size: 452 Country: Croatia Category: Fast-food restaurant brands	Consistent communication Integrated Marketing Communication (IMC)	Brand trust Brand loyalty Brand satisfaction	The paper examines what impact perceived consistency in a brand or an organisation's marketing communications has on customer-brand relationship outcomes. It argues that the way consistent messaging and images are perceived through different marketing is one of the fundamental principles of integrated marketing communication, however, empirical evidence supporting this statement is

						still inconclusive. The authors argue that consistency of communication does indeed have a significant and direct impact on brand trust and loyalty
	Becker and Gijsenber (2023)	Consistency and commonality in advertising content: Helping or Hurting	Sample size: n/a Country: Germany Category: Consumer packaged goods	Consistency in advertising content Commonality in advertising content	Impact on brand sales	The study analyses the effect of television commercial content on brand sales in consumer-packaged goods categories over a four-year period, focusing on how consistency and commonality in advertising material affect brand sales. The findings show that the influence on brand sales varies significantly depending on the size of the brand and that both consistency and commonality in advertising material have an impact on sales, particularly when considering long-term cumulative sales. While huge businesses typically suffer from increasing consistency, small brands typically gain from greater commonality and consistency in advertising material.
Price Sensitivity and Purchase Intent	Klein and Leffler (1981)	The role of market forces in assuring contractual performance	Country: United States of America Category: Purchase intent	Market competition Market regulation Market structure	Quality of the delivered goods or service	The article highlights the economic theory which states that retailers who offer better-quality goods or services can justify charging price premiums or returns that are higher than the market value. The authors also argue that it can

						be implied from their analysis that consumers do use price as an indicator to determine the quality of a product or service
	Dodds, Monroe and Grewal (1991)	Effects of price, brand, and store information on buyers' product evaluation	Scale adapted and used in the research			
	Laroche, Bergeron and Barbaro-Forleo (2001)	Targeting consumers who are willing to pay more for environmentally friendly products	Scale adapted and used in the research			
	Gregg and Walczak (2010)	The relationship between website quality, trust and price premiums at online auctions	Quantitative research: online survey Sample size: 701 respondents	Website quality mediated by trust	Price Premiums	The study looks at the connection between price premiums at online auctions and website quality and trust. The purpose is to quantify the importance of website quality in terms of its influence on price premiums, intention to transact, and trust. The study looks at how "Trust" functions as a mediator in the link between "Website Quality" and "Price Premiums." The findings show that price premiums, intention to transact, and trust are all

						significantly impacted by website quality.
	Anselmsson, Vestman and Johannsson (2014)	Brand image and customers' willingness to pay a price premium for food brands	Scale adapted and used in the research			
	Chelminski and DeFanti (2018)	Leveraging Brand Heritage's Effects on Consumers' Attitudes and Intentions to Enhance Competitiveness	Quantitative research: survey questionnaire	Brand heritage Country of origin of the brand	Brand trust Self-brand connection Consumer purchase intention Perceived fair price of the product	The findings in the report imply that an organisation's competitiveness can be increased by effectively communicating its heritage, which can also notably increase the purchase intentions of the consumer, the trust for the brand and a connection with the brand. The findings also suggest that effectively communicating a brand's heritage could significantly enhance customers' opinion of the brand, positively impacting their inclination to make a purchase and their readiness to pay a premium for the merchandise.
	Khurram, Qadeer and Sheeraz (2018)	The Role of Brand Recall, Brand Recognition and Price Consciousness in	Quantitative method: survey Sample size: 175 respondents Country: Category: Purchase	Brand recall Brand recognition	Actual purchases	The current study tested the moderating influence of price consciousness on the link between brand recognition and actual purchase, as well as the effects of the two attributes of brand awareness, namely, brand recall and brand recognition, on consumers' actual

		Understanding Actual Purchase	intention linked to brand recognition in retail stores			purchases. A total of 175 responses were obtained from the survey (125 for brand recognition and 50 for brand recall), which was divided into two distinct investigations. The findings showed that there is a favourable correlation between actual purchase and brand recall and recognition. We could not find any moderating influence of price consciousness.
	Sharma and Klein (2020)	Consumer perceived value, involvement, trust, susceptibility to interpersonal influence, and intention to participate in online group buying	Quantitative method: paper based questionnaire Sample size: 553 respondents Country: United States of America Category: Consumer intention to participate in online group buying	Perceived value Involvement Trust Susceptibility to interpersonal influence	Intention to participate in online group buying	The findings indicate that the desire to engage in online group buying is mostly explained by customer participation. Customer participation is significantly correlated with perceived value, perceived trust, and vulnerability to interpersonal influence. Perceived value among consumers is also highly correlated with perceived trust, and perceived trust is significantly correlated with the intention to engage in online group buying.
	Saritha, Karanam and Shaik (2021)	Role of Retail Price Strategy in Influencing Customer	Quantitative method: Online survey Sample size: 345	Retail price strategy	Customer purchase intention	The study discovered that while status sensitivity and price/quality plan are likely to positively affect retail store visitation, awareness of price has a

		Purchase Intention	Country: India Category: Purchase intention			favourable impact on the business of llow-costretail establishments. Overall, it contributes to the knowledge on various pricing strategies and how they impact the way consumers behave whilst providing insights for organisations to devise effective pricing strategies to be used to influence the purchase intentions of their customers.
	Levrini and dos Santos (2021)	The Influence of Price on Purchase Intentions: Comparative Study between Cognitive, Sensory, and Neurophysiologic al Experiments	Qualitative research: blind test interview Sample size: 80 Country: Brazil Category: Price	Cognitive experiments Sensory experiments Neurophysiologic al experiments	Purchase intention	The results demonstrated that when new information became available, an unconscious choice might be altered. The study demonstrated that the primary factor influencing their intention to buy was the price variable.
	Toni et al. (2021)	Price level and brand knowledge and its effects on purchase behavior	Quantitative method: paper based questionnaires Sample size: 152 jeans customers Country: Brazil Category: Purchase behaviour	Price level Brand knowledge	Purchase behaviour/intention	The purpose of the study is to investigate how price levels at a high level versus a low level related to a well-known brand as compared to an unknown brand affect purchase intention, fairness and symbolism. The findings indicate that pricing and brand manipulation had a substantial impact on purchasing intention.

	Husain, Ahmad, and Khan (2022)	The impact of brand equity, status consumption, and brand trust on purchase intention of luxury brands	Not specified	Brand equity Status consumption Brand trust	Purchase intention of luxury brands	The study investigates the factors affecting purchase intention of luxury brands in the Indian context.
	Li, Guo, Xu, and Yu (2022)	What Influences Consumers' Intention to Purchase Innovative Products: Evidence From China	Quantitative method: Survey Sample size: 1,000 respondents Country: China Category: Purchase intention for innovative products	Innovative products	Purchase intention Product information Trust Cultural differences Perceived quality Perceived risk	According to the study, purchase intentions for innovative products in China are significantly influenced by factors such as perceived quality, perceived risk, cultural differences, product information, and trust. In order to effectively market and promote their unique products and ensure that they satisfy consumer expectations and preferences, businesses operating in the Chinese market should concentrate on these factors.
	Afendi (2023)	The Effect of Price Sensitivity on Purchase Intention is Mediated by Advocacy and Emotion on Consumers of Pharmaceutical	Quantitative method: Survey Sample size: Not disclosed respondents Country: Jakarta, Indonesia Category: Price sensitivity	Price sensitivity	Purchase intention Advocacy Emotion	In the pharmaceutical industry, purchasing intention is significantly influenced by price sensitivity. The reviewed research indicates that price sensitivity is a significant factor influencing consumers' buying intentions and that a number of factors, including advocacy and emotion, mediate the relationship between price

		Companies in Jakarta				sensitivity and purchase intention. Comprehending the significance of price sensitivity in the pharmaceutical sector is imperative for enterprises to proficiently situate their products in the market and refine their pricing tactics to satisfy customer requisites and optimise profits.

2.8Conclusion

In this chapter, the theoretical and empirical framework guiding the research has been provided. This has been followed by a comprehensive literature review used to provide a firm foundation to establish the key concepts of the research, expand on the signalling theory and review previous empirical findings related to brand heritage and consumer purchase intent. By synthesising and critically analysing the current body of research available, there are a number of key insights derived with respect to the signalling theory, the finding and gaps from the literature and methodological considerations. Having explored various research, in this chapter the conceptual framework for the research is introduced as well as six hypothesis which will inform the remainder of this research report to ensure that the work has a meaningful contribution to the existing knowledge on brand heritage and purchase intent. The next chapter will outline the specific methods that will be employed to address the research questions posited and further test the hypothesis.

Chapter 3: Research Methodology and Design

3.1 Introduction

In the previous sections of this report, having established the research objectives and identified the research problems, a theoretical foundation was set by mapping out the literature and supporting theories relating to or constituting brand heritage and attitude functions. This section discusses how the literature and theory is expanded by unpacking the research design and methodology that guides the research. This section starts by unpacking the basic research methodological orientation, following which the methods and techniques used to gather the data are outlined, including aspects of reliability and validity, population and sampling methods. In this study, the fundamental processes that serve as a guideline for the rest of the research is the research design. The research design process aids the researcher in identifying and selecting designs to collect data and select samples from which to collect the data (Leavy, 2022). Mehar (2015, p. 13) further describes it as "… a logical structure of an enquiry and its formulation is guided and determined by the research questions raised in the problem under investigation". Fundamentally, the research design can be referred to as a plan of action used before the collection of data, or analysis of data.

3.2 Research philosophy

A philosophical underpinning is important for a study like this given that having one in place will assist the researcher to ensure that their research methodology is in synergy with the research problem statement such that it will guide the researcher to probe the correct questions to help determine which research method is best. Therefore, to fulfil the research objectives of this study, from a research philosophy perspective and given the above, the paradigm that guided the researcher was the positivism paradigm. There are several factors that have influenced the choice of a positivism research paradigm over others, such as critical or interpretivism theory. For one, this is a research paradigm that puts a strong emphasis on experimentation, observation, control, measurement, validity and dependability as it is closely linked with the quantitative data collection (Park et al., 2020).

Based on this, the selected research methodology that was employed was quantitative with the data being collected through an online survey. This was done to effectively measure the influence of brand heritage on the purchase intentions of South African consumers on Clover milk as a premium milk offering.

3.3 Research approach and strategy

With respect to the research approach and strategy, there were various considerations that needed to be made. In order for the research to be facilitated successfully, a suitable research approach and strategy needed to be adopted before collecting data in order to achieve the research objective in the correct way (Asenahabi, 2019). As mentioned above, the primary research question this study intended exploring was whether a brand's heritage could influence if a consumer would purchase a product or service or not, which then together with the research objectives, became the key driver of the research approach and strategy. Various literature exists presenting a variety of methods to define the research approach and strategy (Abutabenjeh & Jaradat, 2018). Seminal work by Vogt (2008) outlines seven types of research approaches based on the level of involvement from the researcher and the participant. These can range from primary and secondary data analysis, to surveys and interviews, or even experiments, to name some (Vogt, 2008).

From a research methodology perspective, choosing a quantitative research with a focus on positivism, as mentioned above, as opposed to a qualitative approach guided by relativism was a decision influenced by the underlying philosophical assumptions and the characteristics of the research question. As mentioned in the section above, the research philosophy that was employed in this research took on a positivism paradigm, using a quantitative research methodology. Park et al. (2020) posit that the quantitative research methodology which puts an emphasis on theory and hypothesis testing, is in line with positivism which in itself, is considered a philosophical framework that stresses the use of empirical evidence, as well as scientific processes to reveal general laws and causal links. Another view by Dawadi et al. (2021) supports this by highlighting that when the research question seeks to determine explanatory linkages or causal relationships through quantitative approaches, a quantitative research strategy is often preferred.

On the other hand, with respect to qualitative research, this approach has not been used. Dawadi et al. (2021) argues that in comparison to the quantitative research approach, qualitative research which is mostly associated with relativism, is grounded in the interpretivist paradigm which concerns itself with forming an understanding of the meaning of social phenomena while focusing on fewer attributes across fewer cases. Adding to this, Tomaszewski et al. (2020) posit that qualitative research can be advantageous, especially when the nature of the research question is exploratory and seeks to understand the context, the meaning and the subjective experiences of certain individuals or groups. The choice of which approach to use has been guided by the research question and objectives, and as such for this research, a quantitative research design was adopted, given that what is required is to identify what effect various variables have on purchase intention for a brand with a strong heritage and not necessarily to establish meaning. In accordance with the guiding principles of positivist science, going with a quantitative approach places an emphasis on generalisability, the ability to replicate the findings and allows for controlled experimentation to add to the theory, which a qualitative approach does not (Dawadi et al., 2021).

Various strategies and methods can be used in developing applied theory. The theoretical and empirical foundations for this research have also been defined in the second chapter of this report. According to Lynham (2002), renowned expert in applied theory development, Dubin (1978), advocated for a theory first, then research strategy approach to applied theory building. Based on this, from a theoretical lens, the foundation of this study was underpinned by the Signalling Theory which was used as a base to explain brand heritage and purchase intention (Erdem & Swait, 2001). From an empirical point of view, the framework of the study was conducted from a South African perspective, taking into account brand heritage, the South African shopper retail market, purchase behaviour of South Africans and dimensions of price sensitivity. As the study addresses whether a brand's heritage can influence consumer purchase intention using South African's Clover milk as the product, the method of quantitative research, as described by Dawadi et al. (2021) in the context of determining connection on the relationships we assume exists is in alignment with the expected outcome of this research study. In addition to what has been stated above, using a quantitative research approach has the advantage of its ability to operationalise variables and measures, test the hypotheses in the research while also using a large sample size (Taherdoost, 2022). The disadvantage, however, is that the research collected is only

focused on numerical data which can be limiting in the sense of impairing contextual understanding, making it more difficult to explain the meaning and motivation behind the numerical trends (Taherdoost, 2022).

3.4Research method

When embarking on the data collection process, one can either choose to employ a qualitative methodology, a quantitative methodology or a mixed methodology. Given various considerations affecting the research, such as the research question, the objectives, and duration of the course, a quantitative research method was used. The quantitative research assists the researcher to validate or reject the relationship between the predictors, the mediators, and the outcome variables, and is further done, using empirical research.

Because it has many benefits, empirical research—which is based on observable and measurable phenomena—is a popular methodology in comparison to many others. This method allows for knowledge to be derived from actual experience, as opposed to theory or belief, and allows for the various hypotheses to be tested, thus making the research more competent and authentic, enabling the researcher to understand changes and alter strategies accordingly (Aksnes et al., 2019; Cooper et al., 2017). Important to note though is that empirical studies are not only linked to statistics, given empirical evidence can be both quantitative or qualitative, and it is also associated with collecting data quickly, easily and cost effectively, making it the most practical choice for academic studies.

3.5 Research time horizon

The research design selected for this research report employs a cross-sectional time horizon, a methodological framework that is well-known for its ability to capture a large range of subjects at one time. A cross-sectional study is characterised by the collecting of data from a sample at a particular point in time, which permits the examination of relationships, trends, and characteristics within an heterogeneous cohort (Creswell & Creswell, 2017). This methodology is consistent with the study's goals since it offers a current summary of the phenomena being studied, which is necessary to identify prevailing patterns and correlations within the given time frame (Neuman, 2018). The strategic application of the cross-sectional time horizon in this research thesis is rooted in its methodological advantages. By capturing a snapshot of the studied variables at a specific

moment, the research uncovered potential correlations and patterns within the dataset. This approach aligns with the work of Clark et al. (2021), who underscore the efficiency and cost-effectiveness of cross-sectional studies in providing a broad perspective on various phenomena. Furthermore, by using this time horizon, the prevalence and distribution of important variables can be investigated, offering insights into the state of affairs in the study field at that moment (Creswell & Creswell, 2017). The cross-sectional design ensures that the findings are representative of the current situation as the research tackles contemporary challenges, adding to the study's relevance and timeliness.

3.6 Research techniques and procedures

3.6.1 Population, sample and sampling method

For this particular research, given the definition of the target population earlier in the text, the sample for this particular research exercise has been scoped to South Africa and is targeted to working class South Africans between the ages of 18 – 59, with 53% being female and 47% being male. Given the information presented about the South African demographic in chapter one of the study, the split of consumers was intended to mirror and be as representative of the South African population as closely as possible, following the latest census results, income levels and shopping destination. By mirroring the characteristics and demographics of the population of the country, it ensures representativeness which is necessary to enhance the external validity and generalisability of the findings from the research to a national level (White & Kirkendall, 2018). In effect, by mirroring the country's population, the sample thus becomes a more accurate reflection of the real-world context in which the phenomenon of consumer behaviour related to brand heritage exists. This further provides more confidence that the relationships observed and the conclusions that have been drawn from the data will be more valid when applied to the entire country (Shaheen et al., 2019).

Therefore, using the sample calculator, the research survey questionnaire was distributed to 450 people across South Africa considering the profile above. The sample size was determined based off the statistical parameter of an 80% statistical power and a 5% significance level which would result in a sample size of approximately 400 respondents for correlational analyses. The target population for the study as stated above is consumers across South Africa aged 18 to 59,

therefore based on this and accounting for an estimated response rate of 75%, the number for the sample size is inflated to 450 to ensure adequate completed surveys. Furthermore, by setting the sample size at 450 respondents allows for sufficient statistical power so that meaningful relationships that exist between the core variables of interest can be detected while also taking into consideration possible dropouts or incomplete responses. Lastly, by having a sample of 450 respondents will enable for robust conclusions about the impact of brand heritage on consumer behaviour to be made.

Various sampling techniques also exist that can aid the researcher in collecting the data which include probability sampling techniques and non-probability sampling (Quaye, 2022). Given the nature of the study that is very specific to Clover and its operations as a business brand, the technique used was convenience sampling. This method of sampling is described as a non-probability sampling technique wherein the participants are selected taking into account their ease of accessibility to the researcher as there is no pattern in acquiring the said respondents (Stratton, 2021). One of the main advantages of convenience sampling is how quick and cost-effective it is, however, notwithstanding that, it is subject to some bias and may not be suitable to generalise the results to the entire population (Andrade, 2021; Stratton, 2021). To recruit the respondents, social media was used, and in the survey itself, there was an elimination question such that if a respondent did not fit the profile, they would not be able to continue further with the research. These social media platforms included WhatsApp, Facebook, LinkedIn and Instagram. Emails were also utilised.

3.6.2 Data collection instruments

In research, a research design is created to collected and comprehend data in order to derive significant findings and understanding (Kaushik & Kumar, 2023). These instruments are essential for transforming raw data into valuable information that can be used to address research questions and hypotheses (Fairclough & Thelwall, 2022). Researchers can choose from a variety of research designs, each having its own strengths and limitations. Some popular research designs include descriptive research design, correlation research design and experimental research design (Kaushik & Kumar, 2023). For the purpose of this research, a cross-sectional descriptive quantitative research design was employed. This type of study collects data from a population at a single point

in time to describe the characteristics of the different variables within that population (Aggarwal & Ranganathan, 2019).

As mentioned above, Clover milk was used as the focal brand in this study which was conducted using an online survey questionnaire which was distributed to 450 participants. Increasingly, online survey questionnaires are being used as data collection instruments for various reasons. For one, Fairclough and Thelwall (2022) argue that, compared to traditional survey methods like face-to-face interviews, postal or telephonic surveys, administering it online is a more cost effective and more efficient approach. In addition to this, because it is more convenient and flexible, it allows for a large amount of data to be collected from participants in a short space of time, given that participants can do so from their own devices when it suits them (Fairclough & Thelwall, 2022; Singh & Sagar, 2021). However, it is also important to critically evaluate the limitations linked to online surveys.

Nayak and Narayan (2019) highlight that online surveys can be limited when trying to create generalisability of the findings to the target population as the sample obtained might not always represent the entire population, and concerns related to data privacy and ethical issues need to be carefully observed to ensure that the quality of the research is indeed scientific (Nayak & Narayan, 2019; Singh & Sagar, 2021). These considerations have been taken into account and have been approved by the ethics committee at the university and in the section below, steps taken to ensure the reliability and validity of the data collection have been outlined.

For this study, the design of the questionnaire followed a five-point Likert scale format wherein several closed-ended questions were asked which allowed participants to indicate their level of agreement or disagreement with any of the statements quoted. The scale used ranges from strongly agree to strongly disagree to a range of questions which are later analysed using a statistical technique (Fairclough & Thelwall, 2022). To collect the data through the online survey questionnaire, Qualtrics, a free online survey interface was used to create and administer the online survey. The survey was distributed through the use of a weblink which respondents were able to access via their mobile phones or desktop/laptop with an internet connection. Recipients of the link were also able to redistribute it to their networks as well, as there was no restriction on this.

3.6.3 Questionnaire themes and measures

As mentioned above, using a quantitative research design perspective, a survey was included as a data collection tool given it allows data to be gathered from a large number of respondents simultaneously (Leavy, 2022). In this study, the questionnaire used was designed to assess the key variables of interest in relation to the research question and objectives. It consisted of the following main themes: demographic information to establish if the respondents' profiles align to that of the population and their shopping behaviour, and then the research constructs were used as themes – that is brand heritage, associated brand quality, consistency of the brand, price sensitivity and purchase intention. For the measurement of the constructs, well-established scales used in the literature were drawn on and adapted to the context of this research. Important to note is that every item that was utilised to measure the constructs in this study has been drawn from earlier research using existing measurement scales. Structuring the questionnaire around these key themes allowed for systematic collection of the data in order to answer the research questions, explore and test the hypothesised relationships between brand heritage, purchase intent and other relevant outcomes.

Having selected Clover milk as a heritage brand, in the case of brand heritage as a construct, a new scale developed by Fritz et al. (2017) was the measurement tool used as it is designed to capture the authenticity of corporate heritage brands from a consumer perspective. The aim of the scale is to denote brand authenticity by assessing the extent to which a brand is considered unique, legitimate, is truthful to its claims, and lacks falsity using a two-dimensional conceptualisation of the construct whilst focusing on the originality and genuineness of the brand (Bruhn et al., 2012; Rindell & Santos, 2021). It is a scale that is intended to be easy to administer, has internal consistency, and is reliable which makes it a valuable tool for researchers who are looking to understand the construct from a consumers' lens (Fritz et al., 2017).

To measure the construct of the consistency of the brand, Erdem and Swait (1998) measurement scale was adapted and used. The authors developed the brand consistency measurement scale which is related to brand heritage as it measures how harmonious and coherent a brand's behaviour and communication have been over time (Tran & Keng, 2018). This scale is important for determining how consistently a brand delivers marketing messaging and establishes brand credibility (Erdem et al., 2006). It is designed to measure the image of a brand, consumer

attitude toward the brand including perceptions of value, quality and overall image, as well as consistency of the brand (Erdem & Swait, 1998). It is also designed to be easily administered and internally consistent whilst demonstrating good reliability properties using several items related to the communication and behaviour of the brand over time (Erdem et al., 2006). From an associated brand quality perspective, Usunier and Valette-Florence (1994) Perceived Brand Quality Scale was adapted and exercised as the measurement tool as it is designed to assess consumers' perceptions of the quality of a brand. Perceived brand quality is a construct that, according to Usunier and Valette-Florence (1994), measures to what extent consumers perceive a brand to be one of high quality. Using Aaker (1991) conceptualisation of brand equity, the purpose of the scale is to guide in understanding how consumers evaluate the quality of a brand and perceive its quality which are both factors that can impact their purchase decisions and brand loyalty (Pecot et al., 2017). This measure is based on consumers' subjective assessments of a brand's quality which represents their views of how the brand performs and how reliable it is which makes it a valuable tool for researchers looking to understand brand quality and its relationship with brand heritage, which provides insights into how well consumers perceive and evaluate a brand's heritage to be of high quality as this can influence their purchase intention and brand loyalty (Pecot et al., 2018).

The fourth scale used to support the research with regards to purchase intention is the Purchase Intention measurement scale adapted from Dodds et al. (1991). In the journal article, the authors describe purchase intention as a critical variable that is used to denote a consumer's tendency and motivation to purchase a product or to purchase a service (Dodds et al., 1991). It focuses on understanding what influences price, brand and store information have on the way the shopper evaluates products, particularly in relation to purchase intention. From a price perspective, consumers take into account the cost of the product or service and whether it is value for money before making a purchase decision, but the authors argue that from a brand perspective, consumer are more likely to buy products and services from brands they have a strong and positive relationship with and if they have a positive relationship with the store (Dodds et al., 1991; Lee et al., 2019). Taking these factors into account allows researchers and marketers to develop strategies to increase purchase intention and boost product sales, which in this instance, will be specific to Clover milk.

Last, and very closely linked to the construct of purchase intention is price sensitivity. The measurement tool for this was derived and adapted from Laroche et al. (2001) who designed it to measure how sensitive consumers are to price fluctuations and how this sensitivity influences their decision to buy a product or not. Researchers can learn more about the factors influencing customers' decision to purchase and develop strategies to increase their willingness to pay more items by assessing their price sensitivity (Reddy et al., 2023). The scale offers insights into the factors influencing consumers' purchase decisions, which makes it particularly useful for marketers looking to target consumers who are prepared to spend more for environmentally friendly items (Gomes et al., 2023). As Clover milk is not positioned as an environmentally friendly item, the scale has been adapted to read for Clover milk, as opposed to for environmentally friendly items.

3.7 Data analysis

3.7.1 Reliability and validity measures

Using quick yet accurate and reliable measurements is crucial for cross-sectional research, since speed and efficiency in data collecting are critical. Two short metrics that balance methodological precision and efficiency are face validity and Cronbach's alpha for internal consistency dependability. Cronbach's alpha is used to measure the internal consistency or reliability of a set of items in a survey by quantifying the extent to which the items in the survey produce similar scores on a scale from zero to one (Taber, 2018). As the research follows a cross-sectional design, Cronbach's alpha, as a measure, is particularly useful as it allows for one to evaluate the extent to which the items in the survey consistently measure the same construct in the given timeframe of the research study (Forero, 2014; Taber, 2018). In essence, using this measure ensured that the survey items were internally consistent which is important for producing result that are reliable and valid in cross-sectional research. In essence, by using established scales or questionnaires that have been historically validated and tested in previous research for reliability is a technique that is expected to improve the dependability and calibre of data collected by making sure it consistently delivers reliable findings over time.

From a validity perspective, face validity was used. This is a qualitative measure used to assess on the surface whether the research instrument appears to measure what it intends to measure (Aranza et al., 2021). Although it does not provide a comprehensive quantitative assessment, it acts as an initial check to validate that the item questions stated in the survey tool appear relevant and are appropriate to the research objectives (Nomikos & Feltner, 2019). In the context of this research, which is cross-sectional in nature, time constraints necessitated a rapid assessment which makes face validity a more pragmatic measure. This is because it can quickly be applied to ascertain the supposed relevance of the survey research instrument, especially as there is a need for a quick initial evaluation before the core data collection phase.

3.7.2 Analytical technique

For the purpose of this research, the analytical technique that was employed is Structural Equation Modelling (SEM). It is a multivariate statistical analysis technique that is helpful in understanding complex causal networks and latent constructs as it a powerful tool that enables researchers to test and estimate multiple relationships at once (Hair Jr et al., 2021). It makes it possible to analyse structural models and measurement models at the same time, giving researchers a thorough grasp of the relationships that underlie a given dataset (Kaplan, 2008). The technique is a combination of factor analysis and multiple regression analysis and it examines the structural link between measurable variables (either endogenous or exogenous) and latent constructs (Hair Jr et al., 2021). Furthermore, using this technique carries the advantage of its ability to enable the testing of hypothetical dependencies based on path analysis, and evaluating these, as well as accounting for measurement error in observed variables when estimating variables (Fan et al., 2016).

3.7.3 Ethical considerations

Ethics are critical in any research process. For the purpose of this study, certain permissions were required by the institution and have been adhered to. This includes submitting an Ethics Clearance form to the Ethics Committee of the University of the Witwatersrand and uploading it on Turn-It-In. Further to that, when the survey questionnaire was issued to the respondents, it was a non-negotiable requirement that consent was obtained from the respondents to ensure they are aware that the information being collected would only be used for research purposes and that

confidentiality would be guaranteed. Special caution was also taken to ensure anonymity and confidentiality by not collecting any personal, identifiable information and taking measures to maintain the anonymity of the research participants.

Minors were not used, only individuals over the age of 18. For those who participated over the age of 18, informed consent was required which was provided at the start of the survey describing the study, its purpose and the possible risks involved. This allowed the participants to make an informed decision on whether or not they would participate in the survey. By continuing with the survey online, the conditions stated it would be considered as consent. Assurance was also provided to them that their identities would not be shared with any third parties. As a further measure, each respondent was only allowed to respond to the survey once. From a data security perspective, appropriate measures were taken to ensure the security and confidentiality of the data collected from the research participants. This included password protecting the research responses once collected which were only accessible by the researcher and the supervisor. After three years, this data will be discarded.

Last, at the end of the survey, in the interest of transparency, a setting was applied to the online survey that would allow respondents to download a copy of their responses so they could see what has been said about them, and this information was further shared with Clover itself. Consent to research the Clover milk brand was also obtained from the Clover management and has been included in Appendix A. By taking these principles into account when creating and executing the online survey, the intention was to guarantee that the study was carried out ethically and with the highest regard for the participants' rights and their well-being.

3.8Conclusion

In conclusion, this chapter detailed the research methodology and design used in the study with the aim of addressing the research question and achieving the defined objectives effectively. This also took into consideration the choice of a quantitative approach in light of the nature and golas of the study, thus providing a detailed framework for data collection and analysis. Furthermore, key elements of the research design like the selection of the participants, the data collection methods as well as the data analysis techniques were considerably justified in order to

ensure the reliability, validity and credibility of the findings. The last contribution of the chapter was the ethical considerations which were noted and strictly adhered to throughout the research process with prioritisation of participant confidentiality, informed consent as well as transparency throughout the reporting methods.

Chapter 4: Presentation of Results

4.1 Introduction

The study mainly investigated Clover SA's brand heritage and consumers' price sensitivity and purchase intentions. This was done using a cross-sectional descriptive quantitative research design where 450 responses were collected and analysed. The collected data was analysed for missing values, and the results show that there were no issues related to the missing value, with a maximum missing value of 0.7 for VAR15, which is within the acceptable range of 5% proposed by Schafer (1999). The data was then analysed for extreme outliers using a boxplot based on the outliers designated if they were three times the interquartile range or more (Dong & Peng, 2013). The results show that there were no issues of extreme outliers, with all values within 1.5 times the interquartile range (Appendix B). This meant that all 450 responses were retained for final analysis.

In this chapter, the results of the analysis are presented, starting with the characteristics of the data with the demographic profile of the respondents, followed by the descriptive statistics focusing on the central tendency with mean and median and dispersion with standard deviation, skewness, and kurtosis. Skewness and kurtosis also provide information on the normality distribution of the data. From the descriptive statistics, the structural equation modelling was done to determine the model fit, validity, and reliability with the measurement model, then the hypotheses testing with the structural model.

4.2 Demographic profile of the participants

The demographic profile of the participants was analysed using their age, gender, and income to ensure that the majority of the sample is representative of the 18 – 59 year population of the country. This was followed by an understanding of the participants' grocery retailers from where they shop to establish whether consumers that shop from certain retailers are driven more by brand heritage to buy the product, or not. Furthermore, the inclusion of the demographics allows for diversity within the sample to be established and in so doing, ensuring the finding are representative of the broader population. Lastly, including demographics in the study was done with the intention of mitigating biases in the finding and enhancing the external validity to ensure that the conclusions drawn from the research can be applied to a broader population as opposed to being limited to a specific subgroup.

Of the 450 participants, those aged 18–34 years were dominant, constituting 55.80% of the total participants. They were followed by those participants aged between 35 and 55, which comprised 40,70%. Furthermore, the profile showed that the lowest frequency was 3.655% for ages 55 years and above. With respect to representation of the South African population, Egan (2021) earlier stated that the majority of the South African population is aged between 15 years and 59 years making up over 60% of the population. More recent empirical findings further support this showing a growth in this age group representing 72% of the total population (Statista, 2023c) thus suggesting alignment between the literature and the results.

Regarding gender, males had the highest frequency of gender-related questions making up 316 of the participants at a percentage of 70.20% while females had the lowest making up 131 of the responses thus constituting 29.10% of the participants. Less than 1% preferred not to say (Table 4). This indicating a gender skew towards male participants. The gender representation in the study is not aligned to South Africa's population proportion where females make up the majority at 51% of the population and males account for 49% (Statista, 2024). As the sample selection was based on a non-probability convenience sampling method, the bias towards males is not out of quintile as the nature of the sampling method naturally involved those who were available.

From an income perspective, the majority of the respondents at 28.9% fall within the upper-middle class segment with an income level between R40,001 – R75,000 per month. Participants with an income of over R75,000 per month constituted 18% which places them in the top end bracket. Although in this study the upper-middle class and top end segment participants account for close to 50% of the respondent in the top million households, this is not in accordance with the statistics by Maluleke (2019) which state that from a South African perspective, this group accounts for less than 5% of the population. This is followed by those in the working class with an income of R8,000 – R22,000 who make up close to a quarter of the population, which is in close alignment with the demographics of the participants of this study comprising of 24.4% of the respondents. The working poor with an income of R3,500 – R8,000 made up only 9.60% of the respondents in this study.

Demographic characteristics		**Frequency**	**%**
Age	18–34	251	55.80%
	35–55	183	40.70%
	55+	16	3.655
Gender	Male	316	70.20%

	Female	131	29.10%
	Prefer not to say	3	0.75%
Income	Less than R3,500	4	0.90%
	Over R75,00	81	18.0%
	R22,001–R40 000	79	17.60%
	R3,500–R8,000	43	9.60%
	R40 001–R75,000	130	28.90%
	R8,001–R22,000	110	24.40%

Table 4: Demographics of Participants

Source: Compiled by Researcher (2024)

With regards to participants' grocery retailer preferences, in the study, over one third at 32.28% of respondents said they frequent Shoprite Checkers, ranking this retailer at number one, which as noted by the empirical literature by Reddy and Ngqinani (2023) that Shoprite accounts for 40% of the share of Supermarket sales making it the largest in the sector. This was followed by Pick 'n Pay at 23.94% and then Woolworths, almost similar to Pick 'n Pay at 23.31%. Spar lagged behind with 14.17% of the others, including wholesale outlets and Makro. Noticeably, almost no participants used Boxer with only 0.79% and Spaza Shops with 0.31% (Table 5).

Table 5: Profile of the participants' grocery retailers

Participant	Frequency	%	Rank
Shoprite Checkers	205	32.28%	1
Pick n Pay	152	23.94%	2
Woolworths	148	23.31%	3
Spar	90	14.17%	4
Wholesale outlets	12	1.89%	5
Other	11	1.73%	7
Makro	10	1.57%	6
Boxer	5	0.79%	8
Spaza shop	2	0.31%	9

Source: Compiled by the Researcher (2024)

4.3Descriptive statistics

The data for this research report was collected using a survey questionnaire as seen in Appendix C. Here, demographic data was collected from the sample group which is described using descriptive statistics. As stated by Cooksey and Cooksey (2020), this form of statistics is used to summarise and describe the characteristics of the data set. To do this, the survey utilised a 5-point Likert Scale to evaluate the levels of agreement between the participants with the statements posed to them, where 1 = strongly disagree, 2 = disagree, 3 = neither disagree nor

agree, 4 = agree, and 5 = strongly agree. The coded variables are shown in Table 3 for VAR1 – VAR16. The descriptive statistics assessed variables including age, gender and retailer shopping preferences for the purpose of explaining the characteristics of the sample used in this study.

Table 6: Date coding of the variables

Variable	No.	Variable text
Brand heritage	VAR1	Clover's milk brand is a brand with tradition
	VAR2	Clover Milk's brand is characterised by its own history
	VAR3	The promises of the Clover milk brand are closely linked to its tradition
	VAR4	Clover Milk's brand is conscious of tradition
Associated Brand Quality	VAR5	The quality of the Clover milk brand is very high
	VAR6	In terms of overall quality, I'd rate the Clover milk brand to have high quality
Consistency of Brand	VAR7	Clover brand's image in the commercials and ads has been consistent for many years
	VAR8	The quality of the Clover milk brand has been consistent for many years
	VAR9	Clover Milk's ads, prices, specials and products match its overall image
	VAR10	Everything is consistent about the Clover milk brand in terms of fit, quality, prices, ads, variety, etc.
Price sensitivity	VAR11	It is acceptable to pay 30% more for the Clover milk brand than for non-Clover milk
	VAR12	I am willing to pay 30% more for Clover milk
	VAR13	I can afford to spend an extra R7.00 to buy the Clover fresh milk brand
Purchase intention	VAR14	The likelihood of purchasing the Clover milk brand is high
	VAR15	The probability that I would consider buying the Clover milk brand is high
	VAR16	My willingness to buy the Clover milk brand is high

Source: Compiled by the Researcher (2024)

There were 16 statements in the instruments, and the overall instrument showed internal consistency with overall reliability = 0.915 for the 16 items or variables (Table 7). The reliability across the items is also evident when considering Cronbach's Alpha if Item Deleted, with all higher than 0.90, which indicates that there was an excellent internal consistency, based on the guidelines of George and Mallery (2019).

Table 7: Item total statistics with Cronbach alpha for the reliability of the instrument

No.	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR1	53.09	97.970	.478	.914
VAR2	53.02	97.751	.616	.910
VAR3	53.26	97.342	.622	.910
VAR4	53.24	97.287	.635	.910
VAR5	52.66	98.963	.631	.910
VAR6	52.70	97.772	.621	.910
VAR7	53.00	99.262	.548	.912
VAR8	52.85	96.959	.664	.909
VAR9	53.01	98.430	.610	.910
VAR10	53.16	95.774	.674	.908
VAR11	54.29	95.826	.535	.913
VAR12	54.49	94.067	.609	.910
VAR13	53.92	97.294	.415	.918
VAR14	53.36	92.052	.758	.905
VAR15	53.24	92.800	.699	.907
VAR16	53.31	91.650	.748	.905
Total				.915

Table 8 presents the descriptive statistics of the variables. The results show that the participants generally had a median within the "agreed" range with the dominant media, Mdn = 4.0. The highest mean for the statement, VAR5 with the statement, "The quality of the Clover milk brand is very high," with mean, M = 4.18 and a standard deviation, SD, = 0.751 and Mdn = 4.0. This is followed by VAR6 with the statement, in terms of overall quality, I'd rate the Clover milk brand to have high quality with M = 4.14 and SD = 0.851. Both these variables highlight the associated brand quality. The next variable was VAR8 with the statement, The quality of the Clover milk brand has been consistent for many years with M = 3.98 and SD = 0.864, then VAR7 with the statement – Clover brand's image in the commercials and ads has been consistent for many years with M = 3.85 and SD = 0.827. These variables are related to the consistency of the brand. The rest of the variables higher than 3.6 were VAR9 M = 3.82 and SD = 0.817, VAR2 with M = 3.81 and SD = 0.861, VAR1 = 3.76 and SD = 1.049, VAR10 = 3.67 and SD = 0.933, VAR15 with M = 3.6 and SD = 1.109.

On the lower side, the statement the participants agreed least with was VAR12, which says, "I am willing to pay 30% more for Clover milk," with M = 2.36 and SD = 1.148, followed by VAR11 with the statement "It is acceptable to pay 30% more for the Clover milk brand than for non–Clover milk" with M = 2.55, SD = 1.130 then VAR13 with the statement "I can afford

to spend an extra R7.00 to buy the Clover fresh milk brand" M = 2.93, SD = 1.239. These statements highlight the price sensitivity of the participants, who are now willing to pay for a price increase or adjustment. Skewness and kurtosis generally indicated that the data was normally distributed with values within ±2 for both skewness and kurtosis (Hair et al., 2010).

Table 8: Descriptive statistics of the study

No.	Mean	Median	Std. Deviation	Skewness	Kurtosis
VAR1	3.76	4	1.049	-0.996	0.824
VAR2	3.81	4	0.861	-0.866	1.636
VAR3	3.58	4	0.883	-0.582	0.987
VAR4	3.6	4	0.871	-0.601	0.88
VAR5	4.18	4	0.751	-0.68	0.376
VAR6	4.14	4	0.851	-0.974	0.872
VAR7	3.84	4	0.827	-0.544	0.167
VAR8	3.98	4	0.864	-0.879	0.787
VAR9	3.82	4	0.817	-0.499	0.394
VAR10	3.67	4	0.933	-0.76	0.524
VAR11	2.55	2	1.13	0.428	-0.801
VAR12	2.36	2	1.148	0.6	-0.659
VAR13	2.93	3	1.239	-0.147	-1.264
VAR14	3.48	4	1.081	-0.862	0.041
VAR15	3.6	4	1.109	-0.982	0.258
VAR16	3.53	4	1.119	-0.781	-0.182

4.4Measurement model

The measurement model was developed to examine the connection between latent variables (unobservable constructs) and the associated observed indicators (measured variables). This model is crucial for guaranteeing the accuracy and dependability of the structures being assessed. The interrelationship is between validity, reliability, and standard error of measurement (SEM) in the context of a measurement model (Hair et al., 2022)

The SEM measurement model is accessed and enhanced by considering fit indices. Before considering the indices, the loading factors (λ) are assessed (Table 9). The assessment can be conducted by analysing the factor loadings of each indicator, where greater loadings indicate a more reliable measurement of the construct. In this model, all loading factors were higher than 0.7 (Hair et al., 2022). The loading factors for variables VAR 1 – VAR4 for brand heritage were 0.733 – 0.904. The loading factors for VAR5 and VAR6, which are variables of Associated Brand Quality, were 0.964 and 0.967, respectively. The loading factors for VAR7 – VAR10, which are for consistency of brand, ranged from 0.791 – 0.882, and for price sensitivity variables (VAR11 – VAR13) ranged from 0.763 to 0.946. For purchase intention variables, VAR14 – VAR16, the factor loadings ranged from 0.935 to 0.944.

Table 9: Factor loadings of the measurement model

Constructs	Variables	Loading factor (λ)
Brand Heritage	VAR1	0,733
	VAR2	0,851
	VAR3	0,876
	VAR4	0,904
Associated Brand Quality	VAR5	0,964
	VAR6	0,967
Consistency of Brand	VAR7	0,791
	VAR8	0,815
	VAR9	0,834
	VAR10	0,882
Price Sensitivity	VAR11	0,890
	VAR12	0,946
	VAR13	0,763
Purchase Intention	VAR14	0,935
	VAR15	0,944
	VAR16	0,936

The main fit indices in PLS-SEM is the root mean square residual (RMSR) (Table 10). Based on the guidelines of Henseler et al. (2015), the model fits well with RMSR = 0,059, which is better than the proposed threshold ≤ 0.10. The complementary fit indices were the squared Euclidean distance (d_ULS) and the geodesic distance (d_G). This was based on the bootstrap-based test, which assesses the statistical inference of the difference between the empirical covariance matrix and the covariance matrix predicted by the composite factor model in order to evaluate the exact overall model fit. Results should be a good fit with d_ULS = 0,476 (1.780) and d_G = 0,364 (0.419) (Dijkstra & Henseler, 2015)

Table 10: Model indices

	Model Indices
SRMR	0,059
d_ULS	0,476 (1.780)
d_G	0,364 (0.419)
NFI	0,815

Normed Fit Index (NFI) is also reported in Table 10, with NFI = 0.815. This is slightly lower than the proposed threshold of 0.9. Though reported, the NFI is a measure that quantifies the degree of incremental fit. Consequently, a significant drawback is the absence of penalties for the intricacy of the model. A higher number of parameters in the model leads to a larger and more favourable NFI result. As a result, the outcome of this measure should be treated with caution in PLS-SEM.

The measurement model in Structural Equation Modelling (SEM) is essential for assuring the validity and reliability of the measurement of latent constructs. This enhances the resilience of the outcomes of the SEM analysis. The analysis of the convergence validity was conducted with Average variance extracted (AVE). Convergent Validity analyses the agreement among numerous observable variables that are related to the same underlying latent variable. An AVE value of 0.5 or higher indicates good convergence validity (Cheung et al., 2023). The AVE for Brand Heritage is 0.712, for associated brand quality is 0.932, and for consistency of brand is 0.691. The price sensitivity and purchase intention also have AVE greater than 0.5, which are 0.756 and 0.881, respectively. These results indicate that there is convergence validity across all the constructs of the study (Table 11).

Table 11: Convergence validity and reliability analysis from the measurement model

	Cronbach's alpha (α)	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Associated Brand Quality	0,927	0,928	0,965	0,932
Brand Heritage	0,864	0,883	0,908	0,712
Consistency of Brand	0,851	0,860	0,899	0,691
Price Sensitivity	0,835	0,862	0,902	0,756
Purchase Intention	0,932	0,936	0,957	0,881

The reliability was analysed with Composite reliability (rho_a), Composite reliability (rho_c) and Cronbach's alpha with a value of 0.7 and higher, indicating good reliability. Brand Heritage had good reliability with rho_a = 0.883, rho_c = 0.908 and α = 0.864. Good reliability was achieved with Associated Brand Quality, with reliability reassures ranging from 0.927 – 0.965. The same pattern was also evident with the Consistency of the Brand with the range 0.851 – 0.899. Both price sensitivity and purchase intention also had good reliability, with values higher than the acceptable threshold of 0.70. These results confirm the convergence validity and reliability.

The discriminant validity was analysed with the Fornell-Larcker criterion and Heterotrait-monotrait ratio (HTMT) – Matrix. The Fornell-Larcker criterion is a technique employed in SEM to evaluate discriminant validity, which measures the degree to which a construct is genuinely separate from other constructs. Discriminant validity is an essential component of construct validity, as it guarantees that constructs that are intended to be distinct are accurately measured as such. The results confirm the discriminant validity for all the constructs (Table 12). Brand Heritage is loaded as 0.844 with a lower loading of 0.295 to 0.565 in the rest of the constructs. The same is evident with associated brand quality, with 0.965, while the others range from 0.361 to 0.564. The same is also evident with the consistency of the brand, price sensitivity, and purchase intention.

Table 12: Fornell-Larcker criterion analysis for discriminant validity

	Associated Brand Quality	**Brand Heritage**	**Consistency of Brand**	**Price Sensitivity**	**Purchase Intention**
Associated Brand Quality	0,965				
Brand Heritage	0,451	0,844			
Consistency of Brand	0,564	0,565	0,831		
Price Sensitivity	0,361	0,295	0,420	0,870	
Purchase Intention	0,537	0,550	0,574	0,483	0,938

The Heterotrait-monotrait ratio (HTMT) – Matrix confirmed the discriminant validity. The HTMT ratio is an index utilised to evaluate discriminant validity, which refers to the degree to which a construct is unique from other constructs included in the particular model. The examination of the correlations between indicators that are situated within the same construct (monotrait) and those that are situated between indicators that are located within

other constructs (heterotrait) is the foundation of this approach. The results indicate that there was good discriminant validity with all the values in the matrix less than the threshold of 0.9 (Henseler et al., 2015) (Table 13).

The results confirmed that the model not only exhibits a strong fit with the data but also upholds the theoretical soundness of the assessed constructs.

Table 13: Heterotrait-monotrait ratio (HTMT) – Matrix for discriminant validity analysis

	Associated Brand Quality	Brand Heritage	Consistency of Brand	Price Sensitivity	Purchase Intention	Price Sensitivity x Brand Heritage
Associated Brand Quality						
Brand Heritage	0,496					
Consistency of Brand	0,630	0,649				
Price Sensitivity	0,406	0,345	0,491			
Purchase Intention	0,574	0,607	0,632	0,543		
Price Sensitivity x Brand Heritage	0,078	0,074	0,183	0,050	0,009	

4.5Correlation matrix

The correlation matrix was performed using Pearson Product Moment correlation (r), and the results are presented in Table 14. The correlation coefficient measures the extent of a linear association between two constructs. It measures the statistical significance of the correlation, the direction, whether positive or negative and the strength – r = 0.09 – 0.29 (weak), r = 0.30 – 0.49 (medium) and r ≥ 0.50 (strong) (Pallant, 2010).

The results show that there is a strong statistically significant positive correlation between brand heritage and purchase intention with r = 0.542, $p < .01$. There is also a strong statistically significant positive correlation between associated brand quality and purchase intention with r = 0.534, $p < .01$ as well as consistency of brand and purchase intention, with r = 0.566, $p < .01$. Price Sensitivity also has statistically significant positive correlation with purchase intention, with medium strength, r = 0.479, $p < .01$. The correlation matrix also shows a statistically significant correlation between brand heritage and associated brand quality (r = 0.440, p <.01), Associated Brand Quality and Consistency of Brand (r = 0.560, p <. 01) and Brand Heritage and Consistency of Brand (r = 0.552, p <.01) (Table 14).

Table 14: Correlation matrix

	1	2	3	4	5
1. Purchase Intention					
2. Brand Heritage	.542**				
3. Associated Brand Quality	.534**	.440**			
4. Consistency of Brand	.566**	.552**	.560**		
5. Price Sensitivity	.479**	.292**	.354**	.412**	

**. Correlation is significant at the 0.01 level (2-tailed)

4.6Structural modelling and hypotheses testing

The structural model tests intricate theoretical models that involve latent variables. It allows for the analysis of both direct and indirect relationships, providing an understanding of the fundamental cause-and-effect systems behind observed events. Nevertheless, the conclusions derived from SEM studies must be based on a solid theoretical rationale and suitable data. The structural model in the study was used to test the hypotheses.

Initially, the predictive relevance, Q^2 of the model, was conducted in the structural model. It pertains to the model's ability to accurately predict the data, namely, the observed variables. Model evaluation encompasses the examination of how effectively the model can reproduce the observed relationships in the data, going beyond mere fitting to the existing sample. The results show that the model has good predictive relevance with all $Q^2 > 0$ (Table 15). The Q^2 for associated brand quality was 0.197, while those of consistency of brand and purchase intention are 0.314 and 0.397, respectively.

Table 15: Predictive relevance of the model

	Q^2predict	RMSE	MAE
Associated Brand Quality	0,197	0,901	0,692
Consistency of Brand	0,314	0,834	0,633
Purchase Intention	0,397	0,780	0,599

These results confirm the good predictive relevance of the model. Table 16 presents the model's path coefficients, total effects, and specific indirect effects.

Table 16: Path coefficient, total effects, and specific indirect effect

	Paths	*β*	t-statistics	*p-value*
Path coefficients	Associated Brand Quality → Purchase Intention	0,209	4,011	0,000
	Brand Heritage → Associated Brand Quality	0,452	10,758	0,000
	Brand Heritage → Consistency of Brand	0,566	14,214	0,000
	Brand Heritage → Purchase Intention	0,266	5,332	0,000
	Consistency of Brand → Purchase Intention	0,205	3,650	0,000
	Price Sensitivity → Purchase Intention	0,248	6,400	0,000
	Price Sensitivity x Brand Heritage → Purchase Intention	-0,041	1,033	0,302
Total effects	Associated Brand Quality → Purchase Intention	0,209	4,011	0,000
	Brand Heritage → Associated Brand Quality	0,452	10,758	0,000
	Brand Heritage → Consistency of Brand	0,566	14,214	0,000
	Brand Heritage → Purchase Intention	0,476	10,439	0,000
	Consistency of Brand → Purchase Intention	0,205	3,650	0,000
	Price Sensitivity → Purchase Intention	0,248	6,400	0,000
	Price Sensitivity x Brand Heritage → Purchase Intention	-0,041	1,033	0,302
Specific indirect effect	Brand Heritage → Associated Brand Quality → Purchase Intention	0,094	3,785	0,000
	Brand Heritage → Consistency of Brand → Purchase Intention	0,117	3,274	0,001

4.6.1 Hypothesis 1 (H1)

The first hypothesis (*H1*) states that the quality associated with the Clover milk brand is increased by brand heritage. The path, Brand Heritage → Associated Brand Quality, shows a statistically significant positive relationship between brand heritage and associated brand quality, $\beta = 0.452$, t-statistics = 10.758, $p < .001$. These results confirm and support hypothesis one.

4.6.2 Hypothesis 2 (H2)

The second hypothesis (*H2*) states that the quality associated with the Clover milk brand will influence shoppers' purchase intent. The path, Associated Brand Quality → Purchase Intention, shows a statistically significant positive relationship between these constructs with $\beta = 0.209$, t-statistics = 4.011, $p < .001$. These results support hypothesis two.

4.6.3 Hypothesis 3 (H3)

The third hypothesis (*H3*) states that the consistency of the brand is increased by brand heritage and was tested in the path, Brand Heritage → Consistency of Brand. The results show that there is a statistically significant positive relationship with β = 0.566, t-statistics = 14.21, p < .001. These results support hypothesis three.

4.6.4 Hypothesis 4 (H4)

The fourth hypothesis (*H4*) states that the consistency of the brand will positively influence purchase intention. The path, Consistency of Brand → Purchase Intention, shows a statistically significant positive relationship between these two constructs with β = 0.205 t-statistics = 3.650 p < .001. These results support hypothesis four.

4.6.5 *Hypothesis 5 (H5)*

Hypothesis five (h5) states that the quality associated with the brand mediates the effect of brand heritage on the intention to pay a premium price. In mediation effect analysis, for this study, the interest is to understand the mediation effect of the associated brand quality. As already discussed above, there is a statistically significant relationship for both the paths, Brand Heritage → Associated Brand Quality and Associated Brand Quality → Purchase Intention. In addition, the direct path, Brand Heritage → Purchase Intention, is statistically significant. The specific indirect effect analysis shows that there is a statistically significant relationship in the path, Brand Heritage → Associated Brand Quality → Purchase Intention, β = 0,094, t-statistics = 3,274, p < .001. These results show that associated brand quality is a complementary partial mediator of the relationship between brand heritage and purchase intention. The results support hypothesis five.

4.6.6 *Hypothesis 6 (H6)*

Hypothesis six (*H6*) states that Sensitivity to price has a moderating effect on brand heritage and intent to purchase. The results indicate that Price Sensitivity x Brand Heritage → Purchase Intention) path is not statistically significant, β = -0,041, t-statistics = 1,033, p < .001. As such, price sensitivity does not moderate the relationship between brand heritage and purchase intention, so hypothesis six is unsupported. The overall structural model of the study with the relevant paths aligned to the hypotheses is presented in Figure 1.

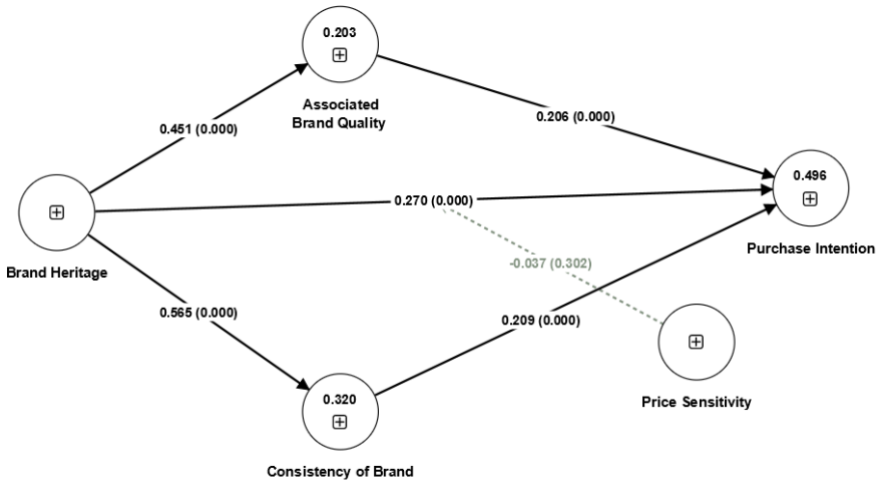


Figure 5: Structural model of the study

Table 17: Hypothesis summary table

Hypothesis Summary Table	
H1	The quality associated with the Clover milk brand is increased by brand heritage
H2	The quality associated with the Clover milk brand will influence shoppers' purchase intent
H3	The consistency of the brand is increased by brand heritage
H4	The consistency of the brand will positively influence purchase intention
H5	The quality associated with a brand mediates the effect of brand heritage on the intention to pay a premium price
H6	Sensitivity to price has a moderating effect on brand heritage and intent to purchase

4.7Conclusion

The study uses a cross-sectional descriptive quantitative research design to examine Clover SA's brand heritage, price sensitivity, and purchase intentions. Four hundred and fifty responses were collected and analysed, with 18–34 year olds dominating the demographic. Males had the highest frequency of gender-related responses, while females had the lowest. Shoprite Checkers was the most used grocery retailer. It is important to note that the nature of the study used convenience sampling which had a significant influence on the segmentation of the sample as the outcome of the results was derived from a method of convenience.

The survey evaluated participants' agreement with statements about Clover's milk brand, focusing on brand heritage, quality, consistency, price sensitivity, purchase intention, and willingness to buy. The measurement model in Structural Equation Modelling (SEM) ensures

the accuracy and dependability of the structures being assessed. The model is enhanced by considering fit indices, such as loading factors (λ) and the root mean square residual (RMSR). The model fits well with RMSR = 0,059, better than the proposed threshold of ≤ 0,10. The complementary fit indices are the squared Euclidean distance (d_ULS) and the geodesic distance (d_G). The measurement model in SEM is essential for assuring the validity and reliability of the measurement of latent constructs.

Five of the six hypotheses were supported, with only Hypothesis six stating Sensitivity to price does not have a moderating effect on brand heritage and intent to purchase not being supported. These results are discussed in the next chapter.

Chapter 5: Discussion of the Results

5.1 Introduction

The four chapters preceding this one have provided an overview of the study and the research objectives, detailed a comprehensive literature review followed by a view of the research methodology and then concluding with a presentation of the research results. In the first chapter, three research objectives were defined with the intention of establishing the relationship between brand heritage and purchase intention, then determining the moderating effect of price sensitivity on brand heritage and purchase intention, determining whether the relationship between brand consistency and associated quality of a brand will indeed mediate brand heritage and purchase intention.

The focus of the second chapter was to present a literature review to gain an understanding on the current research and discussions specific to the topic. The theoretical foundations of the Signalling theory were discussed, and the empirical framework was reviewed, looking at supporting literature intended for the development of the hypotheses. In the third chapter, the research methodology was presented, outlining how the research was conducted, together with the ethical considerations. The research results were presented in the fourth chapter and in this chapter, the focus is to describe, analyse and interpret the research findings to tie back to the objectives and the research hypothesis.

5.2 Discussion of results

5.2.1 Brand heritage and associated brand quality

H 1: Quality associated with Clover is increased by brand heritage

Chapter one of the study looked to outline the purpose of the research, the research question and the aims of the study. Here, it was established that the primary research question guiding the study sought to address whether a brand's heritage can influence a consumer to purchase a product or service. H1 in the study stated that the quality associated with the Clover milk brand is increased by heritage. To measure brand heritage, a new scale by Fritz et al. (2017) was used which included scale items to measure whether the brand has tradition and is characterised by history. The relationship between brand heritage and associated brand quality is supported by the results of this study and is also in alignment with findings from previous studies (Halwani, 2019; Kingwill, 2019; Pecot et al., 2018).

Prior researchers, like Otubanjo and Adegbile (2019), conducted studies on brand heritage in the context of corporate brand heritage and argued that through brand heritage, managers can leverage components, such as the authenticity of the brand, quality ingredients and when it was incepted, in order to drive heritage-led brands. Within the luxury goods industry, Halwani (2019) illustrated how the heritage of a brand is a key value driver for brands to be deemed luxury brands with the characteristics associated with them including (amongst others) timelessness linked to tradition, and high quality. The limitation of this particular study is that it was not explored across different age groups since it is expected that each group could have different views on the construct.

Also in agreement with the research outcomes is Song and Kim (2022) who, from the perspective of time-honoured brands in the food and beverages space, argued that eateries that are tradition-driven may stand out more from their competitors and be more successful by employing a strong marketing strategy, even attributing the success of well-established restaurants to the history and continuity of their brand heritage. Linking to the theoretical foundations of the Signalling theory, prior research supports the application of the theory in relation to brand heritage wherein the seller uses signals to convey messages about things like the tradition and quality of their products and services (Erdem et al., 2006).

5.2.2 Quality and purchase intent

H 2: The associated brand quality will influence shoppers' purchase intention for the Clover milk brand

One of the basic tenets of the Signalling theory is the use of signals to convey information to reduce any possible asymmetry between those participating in the transaction , as well as to communicate things like the quality or characteristics of the source supplying the signal (Erdem et al., 2006). In light of this, the study looked to establish the extent to which the quality associated with the Clover milk brand will influence shoppers' purchase intention. This was proposed in H2 as that associated brand quality will influence shoppers' purchase intention for Clover milk brand. To measure associated brand quality, the Perceived Brand Quality scale by Usunier and Valette-Florence (1994) was adapted to assess consumers' perception of the quality of Clover milk as a heritage brand. The results showed that participants generally agreed with the statements from the scale, with the highest mean for "The quality of the Clover milk brand is very high". In effect, brand quality was determined to be one of the most significant factors in predicting brand purchase intention for Clover milk brand.

The items in the scale generated for Perceived brand quality include measurement of the quality of the brand being high, and an overall quality measure to rate it as high. Given the hypothesis stated above, the high factor loading for the statement (VAR5), "The quality of this brand is very high" as seen in Table 9**,** indicates why it is important to measure expectation in accordance with the view by Pecot et al. (2018) whose findings underscore the importance of brand heritage as a strategic tool for companies to enhance their quality. Further to that, this anticipated outcome confirms the findings of prior researchers, who found that the idea that brand-name products are of superior quality is increasingly being contested (Chepchirchir & Leting, 2015; Nazarani & Suparna, 2021). Studies that have been done in the past few years have also shown a relationship between perceived brand quality and brand heritage, which is indicative of the notion that overall assessments, like brand heritage affect perceived brand quality and is an indicator of quality (Baumert & de Obesso, 2021). Brand quality is an acknowledgement of product excellence, which impacts customer buying decisions (Chepchirchir & Leting, 2015).

Within the innovative product industry, a study by Li et al. (2022) in China identified quality as a key driver for purchase intention, however, the authors did not specifically link this to brand heritage. A study conducted by Otubanjo and Adegbile (2019) identified the heritage brand development process using the institutional theory as a reference, highlighting how brand heritage is a lever for quality perceptions. Previous studies have confirmed the relationship between brand quality and brand purchase intention, and indicates that greater quality

perceptions boost profits from premium pricing and, over time, facilitates successful business growth that includes both market expansion and market share gains (Chepchirchir & Leting, 2015; Owusu Kwateng et al., 2021). People in today's world require products that provide pleasant, lasting experiences in addition to high-quality goods or services to make a purchase decision (Calvo-Porral & Lévy-Mangin, 2017).

5.2.3 Consistency of the brand and brand heritage

H 3: Consistency of the brand is increased by brand heritage

Consistency of the brand was assessed in the research study to establish the relationship between consistency of the brand and brand heritage. This was proposed in H3 as the consistency of the brand is increased by brand heritage. To test this, a scale by Erdem and Swait (1998) was used and adapted in relation to Clover's milk. The properties of the scale sought to establish the consistency of Clover's brand image in commercials, the consistency of the brand's quality over the years, the brand's communication matching its overall image and an overall consistency of the brand. The findings on the hypothesis has demonstrated that there is a significant relationship between consistency of a brand and brand heritage for the Clover milk brand in South Africa. Although the measures for quality as a variable rated higher in H2, the results still show that the participants generally had a median within the "agreed" range with the dominant media, Mdn – 4.0. This is consistent with the literature which demonstrated that a brand's image over time must be consistent and must be maintained, however, when managers need to reposition or extend the brand, this can introduce a new level of complexity (Keller, 1993; Pecot et al., 2018).

One of the limitations though, of Keller (1993), is that the results of the study are concentrated in Italy such that generalisability to other markets, sectors and industries may be a challenge. On the other hand, other past studies have also shown that the way consistent messaging and brand images are perceived through different marketing streams is one of the fundamental principles to be used in integrated marketing communication (Šerić et al., 2020). This argument, however, lacks empirical evidence supporting the statement, however the authors still posit that what consistency of communicating does do is have a significant impact on brand trust and loyalty amongst its consumers. Marketers need to understand that customers are more likely to derive brand consistency and clarity from brand heritage the more familiar they are with the company. In the end, brand heritage influences consumers' willingness to pay

a premium indirectly, in addition to raising perceptions of quality and credibility (Nguyen & Pervan, 2020; Pecot et al., 2018). The correlation between consistency of the brand and brand heritage, as seen in the findings of the study, is indicative of brand heritage as an antecedent factor that drives consistency in the context of Clover milk.

5.2.4 Consistency of the brand and purchase intention

H 4: The consistency of the brand will positively influence purchase intention.

Consistency of the brand was assessed in the research study to establish the relationship between consistency of the brand and brand heritage, and it was also assessed to establish its relationship with purchase intention. Building on the findings in H3, when looking at H4, the hypothesis stated that the consistency of the brand will positively influence purchase intention. From the research, the result for H4 demonstrate that the consistency of the Clover milk brand does indeed positively influence shoppers' purchase intention, thus enabling the hypothesis to be supported. Looking at previous studies conducted in the literature, this is consistent with their findings. In a previous study by Farquhar (1989), the author highlighted that consistency and its effect on purchase intention is not necessarily new in the field of marketing, however, Becker and Gijsenberg (2023) cautioned that its significance has to be considered with the proliferation of digital media, which a limitation of this study is that it did not assess digital media. Findings from Becker and Gijsenberg (2023) emphasise that over the long-term, consistency in a brand's marketing communication can indeed influence their purchase intention and subsequently, also influence the sales of the company. In another research study by Sheeraz et al. (2016), the authors also indicate support for the hypothesis in that they argue that a brand's credibility represents its consistency in marketing and as a result of this, if a brand is more credible and consistent, they argue that the purchase intention for it will also be higher.

5.2.5 Associated brand quality and price premiums

H 5: The quality associated with a brand mediates the effect of brand heritage on the intention to pay a premium price.

The stated objectives of the research report are underpinned by the need to investigate South African consumers' perceptions and consequences of brand heritage as a construct, and

its influence on purchase intention for premium brands, which in this context, the premium brand proposed being Clover milk. For the purposes of this study, price premia are the amounts that a seller with a high-quality listing is paid more than a comparable vendor with a low-quality listing. Previous studies suggest that the credibility and authenticity of a brand can minimise the sensitivity of a consumer to the price, thus putting emphasis on the fact that consumers would be more accepting of a higher price for a brand that is authentic, is of high quality and has credibility (Erdem & Swait, 2001; Fritz et al., 2017). Based on this, two hypothesis were tested with respective to Clover milk: H4 hypothesised that the quality associated with a brand mediates the effect of brand heritage on the intention to pay a premium price, and H5 hypothesised that sensitivity to price has a moderating effect on brand heritage and purchase intention.

To test the hypotheses, two scales were adapted: the first scale on price sensitivity used to test H5 was adapted from (Laroche et al., 2001) which looks at price sensitivity in relation to hybrid vehicles and consumers' propensity to pay 30% more for the product which, in this context, is considered a price premium given the retail information provided earlier in relation to the overall milk category in South Africa. This was adapted to Clover milk to determine consumers' sensitivity to price and their pre-disposition to paying a price premium for the product or not. Linked to this, the second scale on purchase intention used to test H4 and 6 was adapted from Dodds et al. (1991) which assesses the likelihood of purchase, probability of purchase and willingness to purchase of the brand. In this case, the scale was adapted to measure these items in relation to Clover milk. These results show that associated brand quality is a complementary partial mediator of the relationship between brand heritage and purchase intention. Based on this, the results supports H5 as they indicate a strong positive relationship between brand quality and price premiums. Results for H5 demonstrate that price premia for Clover milk products are significantly influenced by brand quality. This is consistent with the previous studies that have shown that higher quality may be purchased for a higher price and that the price-quality connection rises with information (Bilgihan, 2016; Gregg & Walczak, 2010). This is also consistent with the results of H1 and H2 which also identified quality as a key attributor to the construct of brand heritage.

According to economic theory, retailers who offer better-quality goods or services can justify charging price premia or returns that are higher than the market value (Klein & Leffler, 1981). The literature on marketing also implies that price premia may be induced by a company's or brand's overall objective (Ashraf et al., 2018; Gregg & Walczak, 2010; Sharma

& Klein, 2020). Fundamentally, marketers should charge premium prices that are positively associated with quality brands. This is consistent with the previous study which indicated that over 80% of the difference in household product prices can be attributed to brand names and quality (Anselmsson et al., 2014). Another study by Saritha et al. (2021) and one by Pecot et al. (2018) further supplements the above by nothing that for a price premium to be effective, it is necessary for the brand and the organisation to devise pricing strategies that are effective in order to influence the purchase intentions of their customers.

5.2.6 Price sensitivity as a moderator

H 6: Sensitivity to price has a moderating effect on brand heritage and intention to purchase.

On the other hand, when testing for H6, the results indicate that Price Sensitivity having a moderating effect on brand heritage and to purchase intention is not statistically significant. As such, the results from the study show that price sensitivity does not moderate the relationship between brand heritage and purchase intention for the Clover milk brand, thus not supporting H6. This outcome is consistent with a number of studies that have looked at the connection between price sensitivity and purchase intention in a number of situations.

Price sensitivity moderates the relationship between brand heritage and intention to purchase Clover milk brand. The hypothesis is not significant at p<0,302. Thus, price sensitivity does not influence the relationship between brand heritage and intention to purchase Clover milk brand. This is consistent with one study by Marwat (2023) which looks at the connection between price sensitivity and purchase intention in driving environmental values and green purchase intention. In this case, the main argument of the author's study emphasises that consumers' price sensitivity does have a significant influence on their willingness to make purchase decisions and the way in which this influence is mediated more by their price level perception as well as their emotions. Consumer purchase intentions are significantly influenced by the congruence of brand attributes with the personal traits of the consumer (Khurram et al., 2018). Price sensitivity influences both socio-economic standing and healthy financial standing; higher income groups are shown to be less susceptible to changes in the cost of goods and services.

This view is in contradiction with the arguments put forward by Afendi (2023) who posits from a pharmaceutical perspective in Indonesia, that purchase intention is significantly influenced by price sensitivity as price sensitivity is a significant factor in influencing consumers' buying intentions. Another view by Chelminski and DeFanti (2018) also argues that an organisation's competitiveness can be increased by effectively communicating its brand heritage, which, they noted, increases the purchase intentions of the consumer and also enhances their opinion of the brand whilst positively impacting their readiness to pay a premium for the merchandise. On the other hand, Levrini and Jeffman dos Santos (2021) argue that when it comes to purchase intention, when new information is presented it can cause an unconscious choice to change and also that the primary factor that influences a consumer's intention to buy is indeed the price variable.

5.3 Summary of the findings

Table 18: Summary of hypotheses and outcome

Tested Hypothesis		**Outcome of the results**
H1	The quality associated with the Clover milk brand is increased by brand heritage	Supported
H2	The quality associated with the Clover milk brand will influence shoppers' purchase intent	Supported
H3	The consistency of the brand is increased by brand heritage	Supported
H4	The consistency of the brand will positively influence purchase intention	Supported
H5	The quality associated with a brand mediates the effect of brand heritage on the intention to pay a premium price	Supported
H6	Sensitivity to price has a moderating effect on brand heritage and intent to purchase	Unsupported

In the table above, the measurement and structural model test has been summarised, illustrating that all the aspects of H1, H2, H3, H4 and H5 were supported with only H6 not being supported.

5.4 Conclusion

The study examines the relationship between brand heritage, associated brand quality, consistency of brand, and price sensitivity in a consumer context. The findings of the research were compared to literature previously done and was concluded with an application of the results to the field of marketing. In the chapter, research findings derived from the statistical analysis was presented as well as an interpretation of the data collected through a digital survey

regarding brand heritage and its influence on purchase intention among 18-55 year old working South Africans. The data was normally distributed with values within ±2 for skewness and kurtosis, indicating that the data was normally distributed. The results suggest that Clover's brand is conscious of tradition, has high-quality, consistent commercials and advertisements, and is willing to pay a premium for its products. Convergent validity was assessed with average variance extracted (AVE), and good reliability was achieved with Brand Heritage, Associated Brand Quality, Consistency of Brand, Price Sensitivity, and Purchase Intention. Discriminant validity was assessed using the Fornell-Larcker criterion and Heterotrait-monotrait ratio (HTMT) – Matrix. The results confirmed that the model exhibits a strong fit with the data and upholds the theoretical soundness of the assessed constructs. The model was tested using the structural model, which accurately predicted the observed variables. The results confirmed the predictive relevance of the model, with all $Q2 > 0$. The model's path coefficients, total and specific indirect effects were also examined. The results supported the hypotheses that brand heritage increases quality, influences purchase intention, increases brand consistency, and mediates the effect of brand heritage on the intention to pay a premium price. However, the study did not support the hypothesis that price sensitivity moderates brand heritage and intention to purchase.

Chapter 6: Conclusions and Recommendations

6.1 Introduction

The purpose of this section is to summarise the key findings of the research report and provide actionable recommendation for researchers to develop in the future. In this chapter, the research procedure is concluded and it is used to emphasise the importance of the study, as well as field-wide implications. The chapter starts by providing a discussion of the theoretical and practical implications of the study. This is followed by a comprehensive summary of the research questions and the research objectives as stated in chapter one. To close off, a discussion is provided on the limitations of the study with suggested areas for future research also outlined. In closing, practical recommendations are provided for research practitioners and policymakers taking into account the research findings.

6.2 Summary of key findings

In light of the characteristics of the South African landscape, the shift in consumer behaviour, and their interaction with brands, this study sought to understand brand heritage and its influence on purchase intent on premium brands by using Clover milk as a point in case. The research aim of the research was to identify the attributes of brand heritage, understand how consumers perceive what brand heritage means and demonstrate the influence of brand heritage premium brands and a consumers' purchase intentions. Anchoring this are the objectives of the research which relate to brand heritage and purchase intention, the moderating effect of price sensitivity on brand heritage and purchase intention and the relationship between the consistency of a brand and its quality in mediating brand heritage and purchase intention.

Based on the stated objectives, some key findings emerged. In the study, six hypotheses were tested and in summary, the results of the research supported five of the six hypothesised relationship which in previous research, similar findings have been reported emphasising the impact and strategic importance of brand heritage on purchase intention particularly in the milk category. An interesting finding from the research study was hypothesis six which was unsupported in illustrating that sensitivity to price has a moderating effect on brand heritage and intent to purchase which contradicts learnings reported in earlier studies, thus prompting for future investigation to be explored. When looking at brand heritage in relation to purchase intention, it is an intricate and multifaceted concept which this study aimed to understand. From this, the conceptual model that used that illustrates the relationships based on hypotheses, as

informed by the literature, is in line with the research questions the study aimed to address. From a demographic perspective, the sample that was used for the study represented the South African population, however the skew towards the male demographic is noteworthy. Supporting the objectives from a hypothesis perspective, according to the study, the quality associated with the Clover milk brand is increased by brand heritage which pointed out a statistically significant positive relationship between brand heritage and associated brand quality. By supporting this, the study validated the brand heritage measurement scale by Fritz et al. (2017) on brand heritage and Usunier and Valette-Florence (1994) on perceived brand quality. The scales' validation is significant despite having been conducted outside of South Africa. In accordance with this, the second hypothesis tested stating that the quality associated with the Clover milk brand will influence purchase intent also showed a statistically significant positive relationship between the constructs thus supporting the hypothesis and addressing the objectives of the study. Together, the two hypotheses indicates the consumers' value and how indeed they are influenced by the historical legacy and brand reputation when it comes to making a purchase decision.

The third hypothesis posit that the consistency of the brand is increased by brand heritage which also showed a statistically significant positive relationship. This was built off the measurement scale by Erdem and Swait (1998) which indicates that when the heritage of the brand is strong, it can lead to increased consistency across various dimensions for the brand including but not limited to the brand's messaging, its visual identity and the overall experience a consumer has with the brand. By emphasising the rich history and tradition of their brands, marketers can use this information to propel their branding efforts and help customers form a consistent impression of them. Linked to this is the fourth hypothesis which states that the consistency of the brand will positively influence purchase intention which also showed a statistically significant positive relationship between the two constructs. The key finding from this suggests that a brand's ability to uphold consistency across multiple aspects of its operations can result in increased consumer engagement and subsequently drives purchase intent. By using this insight, marketers can ensure that their branding initiatives promote consistency across the customer journey, which in turn encourages customers to have greater buying intentions. This conclusion further supports previous studies demonstrating that consistent advertising material improves brand sales, particularly when considering cumulative long-term sales.

The fifth hypothesis states that the quality associated with the brand mediates the effect of brand heritage on the intention to pay a premium price. From this it was seen that the associated brand quality is a complementary partial mediator of the relationship between brand heritage and purchase intention thus supporting the hypothesis and addressing the objective of the study. This further underscores the significance of brand heritage in influencing consumers' willingness to pay a price premium thus emphasising that marketers need to leverage the historical legacy of the brand, they should focus on enhancing and maintaining the quality associated with the brand as well as enhancing and maintaining consistency across all brand touchpoints so as to strengthen consumer trust, improve perceived value and drive purchase decision. In effect, understanding the mediating role of the associated brand quality and the impact of brand heritage on purchase intentions can help marketers develop more targeted strategies that will allow them to capitalise on the aforementioned relationships in order to build stronger brand equity, drive brand loyalty, as well as drive greater purchase behaviour in competitive markets like South Africa.

The last hypothesis which states that sensitivity to price has a moderating effect on brand heritage and intent to purchase. The findings from this were that price sensitivity does not moderate the relationship between brand heritage and purchase intention, therefore not supporting the hypothesis and supporting the objective of the study. Based on these results, for future strategies, marketers can look to focusing on leveraging brand heritage more to influence purchase decisions and not rely on price sensitivity as a moderating factor. This emphasises the point that although price sensitivity plays a significant role in customer decision-making, marketers should be aware that this link between brand heritage and purchase intention may not always be moderated by it. This therefore emphasises the importance of taking into account other consumer variables beyond just pricing sensitivity in the marketing strategy development process. Furthermore, the findings suggest that in order to appeal to customers regardless of their degree of price sensitivity, it is important to highlight a brand's historical legacy and reputation given that brand heritage has inherent value in influencing purchase intentions. For marketers, by acknowledging the non-moderating role price sensitivity has on the relationship between brand heritage and purchase intentions, it can equip them to refine their brand strategies to capitalise on the value of brand heritage more as a driver for consumer purchase decisions.

6.3 Theoretical implications

For this study, the theoretical basis is grounded in the Signalling Theory. The core principle of the Signalling theory is that branding is used as a signal to specific attributes about the product and includes signals, such as quality and prestige, which may not always be directly observable (Erdem et al., 2006). For example, consumers use various signals to transfer information or acquire information in relation to the quality of the product, such as advertising information (Kirmani, 1990), information on price (Erdem et al., 2008), warranties (Boulding & Kirmani, 1993), added investments (Erdem & Swait, 2001; Kirmani & Rao, 2000), or the brand (Erdem & Swait, 2001).

The theory has four factors – signal content, signal clarity, signal consistency and signal credibility (Erdem & Swait, 2001). Content of the signal refers to the type of brand-related information that is under the organisation's control, defined by the strategic decisions of marketing managers, whereas clarity of the signal reveals whether consumers believe the marketing mix actions to be relatively clear or difficult to interpret with clear signals being more credible (Erdem & Swait, 2001). Consistent signals also relate to brand credibility as they demonstrate the degree to which the various components of marketing make sense, both immediately and over time. This leads to the final outcome of the signalling process which is signal credibility which is at the foundation of the signalling theory as it captures the extent to which consumers believe the marketing strategies of a brand to be truthful and dependable (Erdem & Swait, 2004; Erdem et al., 2006). Marketing research that exists on the signalling theory establishes that a brand's credibility increases its equity (Erdem & Swait, 2001) and consequently, this results in the sensitivity to pricing being reduced by a strong indication of credibility and perceived brand quality (Erdem & Swait, 2004). In other words, the theory argues that consumers are less sensitive to price premia should the products they are purchasing cue credibility and brand quality.

A previous study by Baek et al. (2010) investigated the interaction effect of a brand's premium positioning and its related credibility and found that purchase intention is more strongly influenced by perceived brand quality than it is by perceived risk and information cost. Another perspective suggests that where antecedents are concerned, increased investments and consistency make the credibility and the clarity of the signal stronger (Erdem & Swait, 2001). With this particular research and a gap in the literature, the intention was to establish what

effect brand heritage has on the signalling processes of consistency and to concentrate on how consumers perceive the brand's quality and ultimately, whether or not they are willing to pay a premium for it. From the six hypotheses that were tested, five of them supported the theory, with one related to price sensitivity not supporting the theory nor the hypothesis with respect to purchase intention.

6.4Practical implication

From a practical implications perspective, the research looks at how the research finding can be applied in the real world through practical implementation, specifically within the marketing fraternity. The research conducted holds a number of important and significant findings that are relevant from a social perspective and what can be done to influence various policies, future practices, theory and any other subsequent research. Through the investigation of brand heritage and the impact it has on various constructs with the end goal of purchase intention, the findings offer marketers a broader understanding of various strategies – ranging from behavioural strategies to marketing communication strategies, even down to pricing strategies – that will have an influence on the buying behaviour of consumers. Taking the findings into account, South African marketers can leverage brand heritage and its supporting constructs and variables to amplify their brand heritage to increase consumer purchase intentions and to further drive sales of their products and services. Marketers can also focus on building brand strategies around delivering on brand heritage and also emphasising communication on the dimension of quality to enhance consumers' perceptions of the brand and in turn, build stronger and more authentic brands. From a price sensitivity perspective, policy makers need to look at what policies are put in place when developing pricing strategies in order to not break the perceptual barrier or price elasticity such that the consumer will no longer be interested in purchasing the product or service.

6.5Limitations of the study

In this section, the limitations of the study are discussed. The discussion also provides a lens on the opportunities for future research and practice. When looking at this research, it provides insights into the research question and objectives by getting a deeper understanding on brand heritage and its influence on purchase intention. The first limitation of this research was the use of digital media, such as Facebook, Instagram, and LinkedIn as a means to collect the data. This was done on the premise of non-probability convenience sampling, which, for

its benefits, was the most practical means to collect the data. However, as seen in the demographics of the respondents, the gender was skewed disproportionately towards male respondents who constituted 70% of the respondents which is not necessarily representative of the incoming generating South African population. As a result, the generalisability of the results needs to be cautioned in light of the skewed demographics. The second limitation of the study is that it is confined to a specific product within a specific category being Clover milk retail stores within FMCG and as such, the interpretation of the results can only be done within this context. In future, research studies can be replicated in other grocery categories, such as other beverages, cereals and even skin care, to name a few and also in other industries outside of FMCG. Third, the data collection on the respondent demographics with regards to the retailer they mostly buy milk from, did not include online as an option. In South Africa, e-commerce is one of the fastest growing retail shopping channels, therefore future studies should include it as a measure to get a more representative view.

6.6Recommendations

Given the comprehensive findings and theoretical underpinnings of the research study on brand heritage and the impact it has thereof on purchase intentions, there are a number of critical recommendations that emerge that practitioners in the South African marketing context can benefit from. The first proposal is for there to be a diversified sampling method that will allow for enriched representativeness. Adding this will also address the limitation noted above of the skewed gender representation by putting into practice a sampling strategy that is more diversified and inclusive. Another recommendation to look at expanding the scope of the research across product categories and industries within other industries to facilitate a more in-depth understanding the influence brand heritage has on consumer behaviour within varying market segments. Lastly, in light of the rapid growth of e-commerce in South Africa, it is recommended that online retail channels be integrated in the data collection process as a demographic measure so as to provide a broader view of consumer preferences and behaviours.

6.7Direction for future research

The findings have provided various insights not only for academics, but that also contribute to the broader practice of marketing. Future studies in relation to this research should consider doing a replication of this study, however, using a sample more reflective of the South African population from a gender perspective as opposed to having a very high male population as it currently does. Another future consideration is the perception of brand heritage and

purchase intention across cultures in South Africa. With its broad diversity, certain antecedents can be assumed to be weighted differently when compared in different cultures. Future studies can also look at validating the research results by including other brands or even by extending it into the services sectors or any other sector as currently this research is specific to a tangible product, being Clover milk and it only looks at FMCG. Lastly, future research may benefit from exploring alternative methodologies to further elucidate the nuanced relationships within the studied phenomena. Employing broader methodologies beyond convenience sampling through digital media platforms can better contribute to the generalisability of findings across broader demographic profiles in the South African landscape. By investigating these, studies in the future could investigate further and provide actionable recommendations to marketers and those in policy making capacities.

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Appendices

Appendix A: Clover S.A Consent for Research

Clover S.A. (Pty) Ltd
Registration No. 1994/001064/07
Clover Park
200 Constantia Drive
Constantia Kloof
Roodepoort, 1709
South Africa
PO Box 6161
Weltevredenpark, 1715
Tel: +27 11 471 1400
Fax: +27 11 471 1504

14 April 2023

University of the Witwatersrand,
Faculty of Commerce, Law and Management
7 Mustang Road,
Johannesburg
South Africa

Permission to conduct research on Clover and its milk brand

This letter serves to confirm that Barbara George ID No: 9211090192083 has been granted permission to conduct research and to get access to the Clover milk Nielsen, the Clover brand health data and the Clover competitor pricing data to establish market share and existing perceptions of the milk brand within the organisation. Permission has also been granted for Clover to be named on the final report.

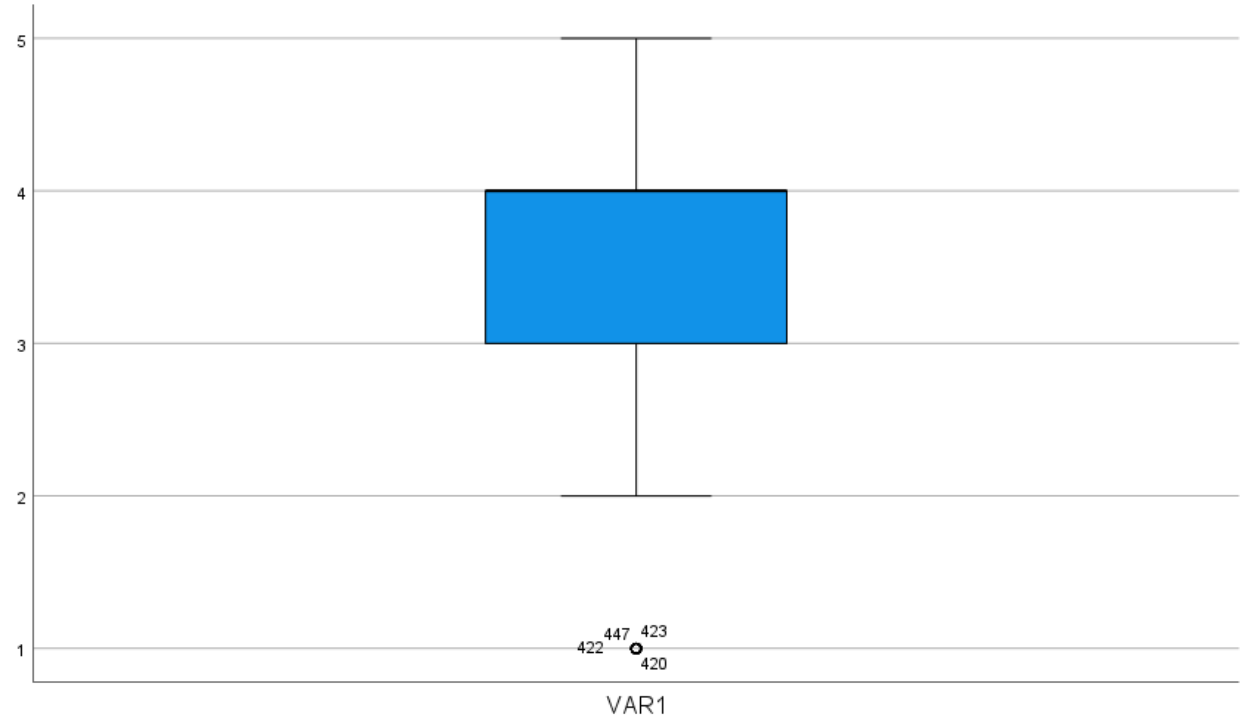
Kind regards,

Jow-hara Omarjee

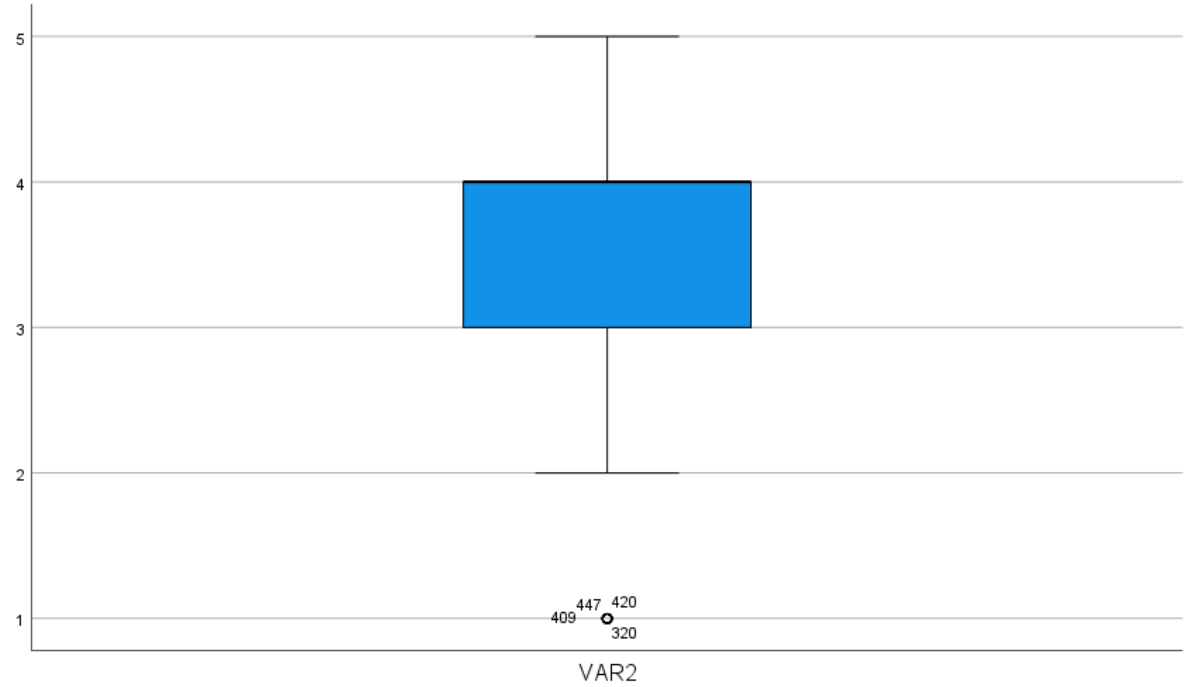
Jow-hara Omarjee
Manager: Talent, Learning & Development

Appendix B: Missing Value Analysis – Interquartile ranges

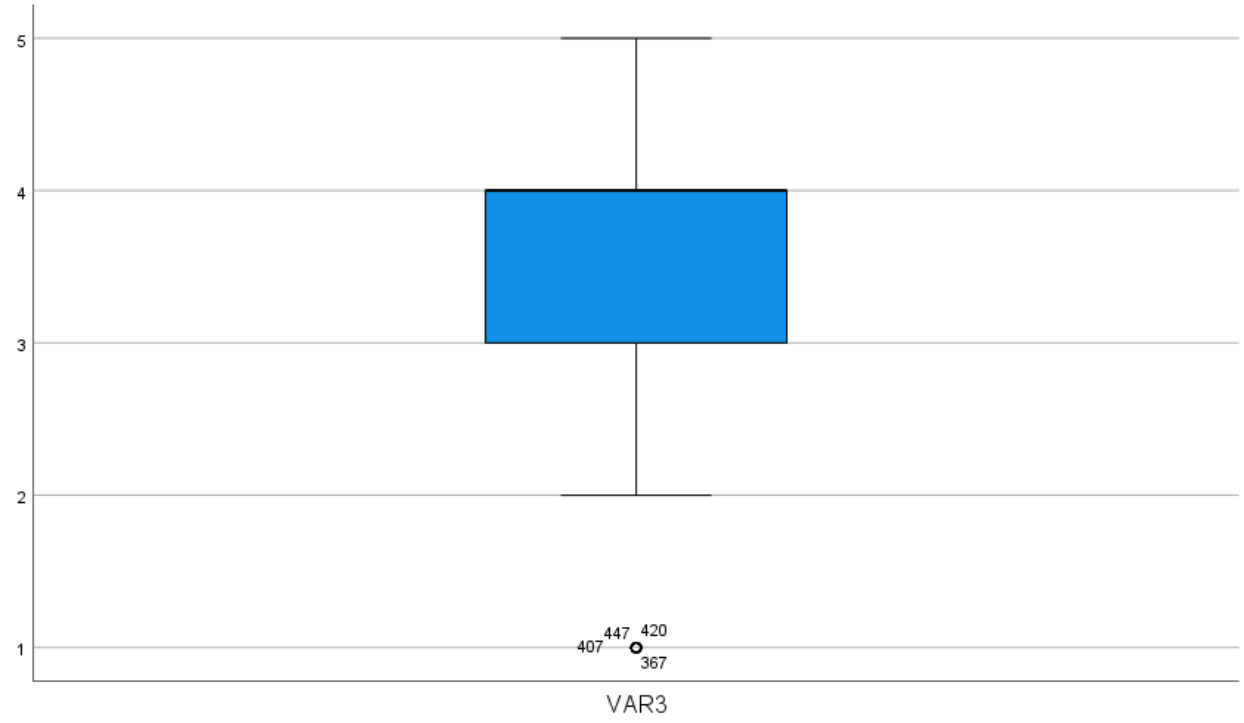
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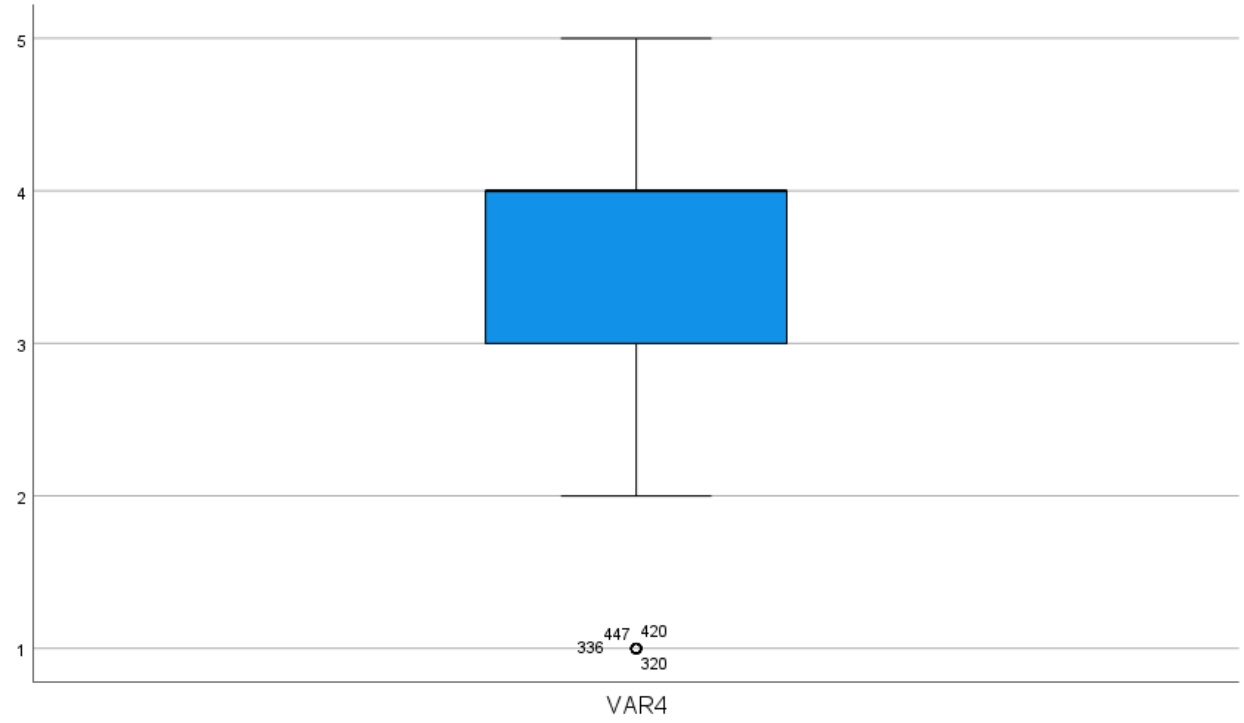
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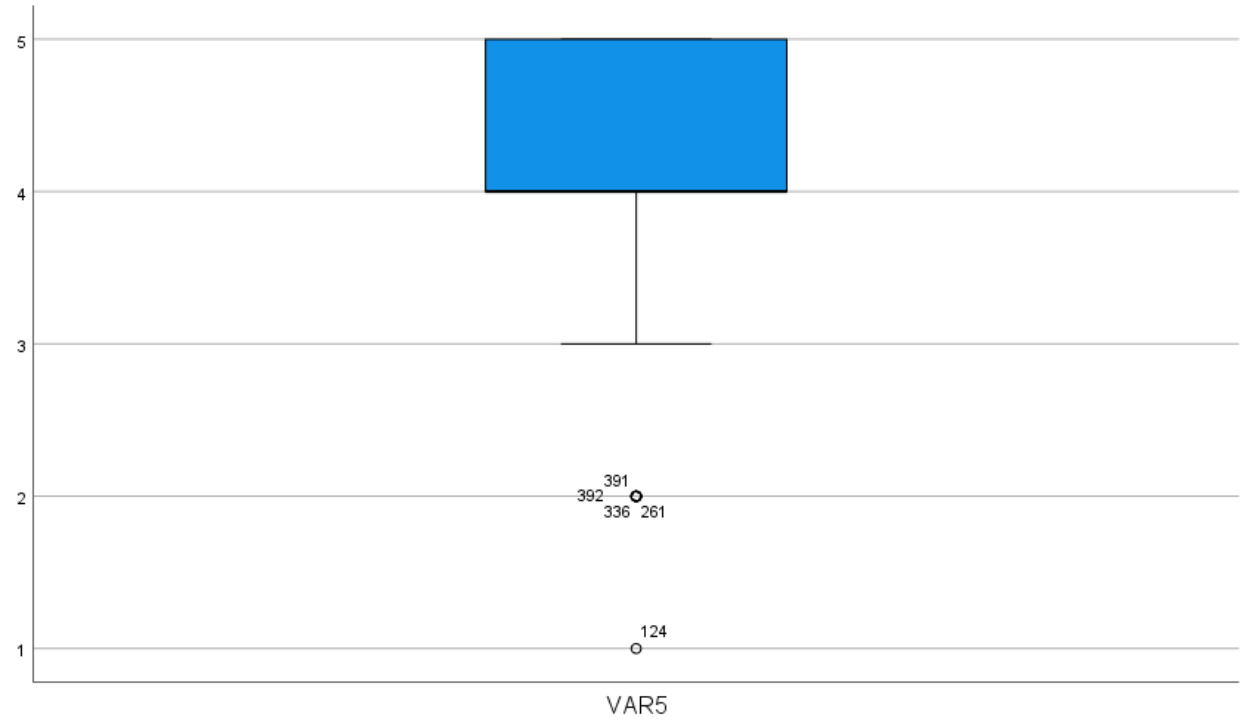
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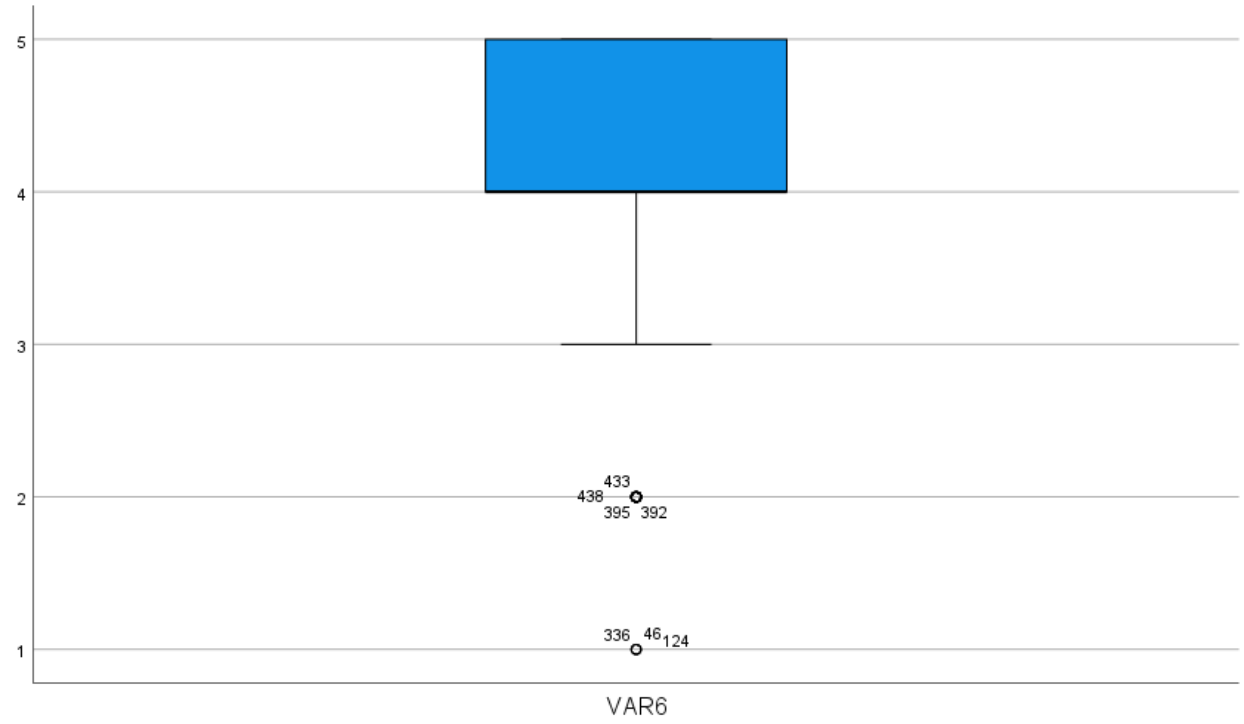
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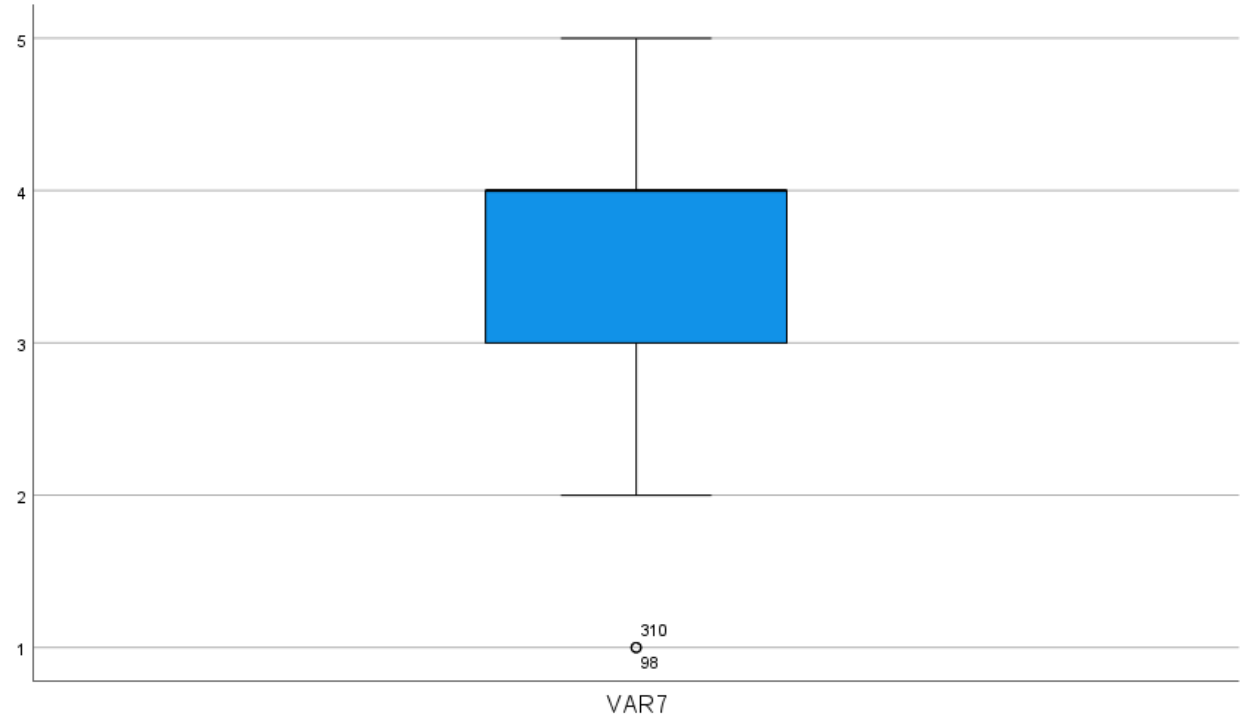
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VAR5

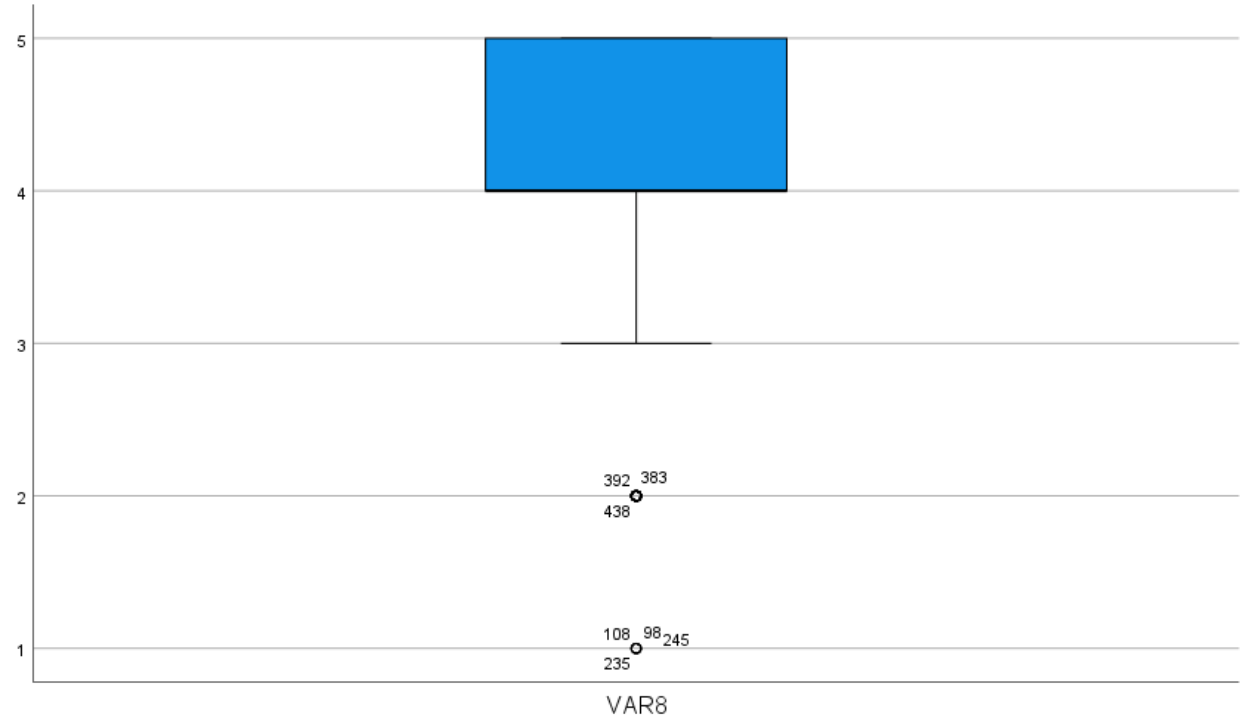
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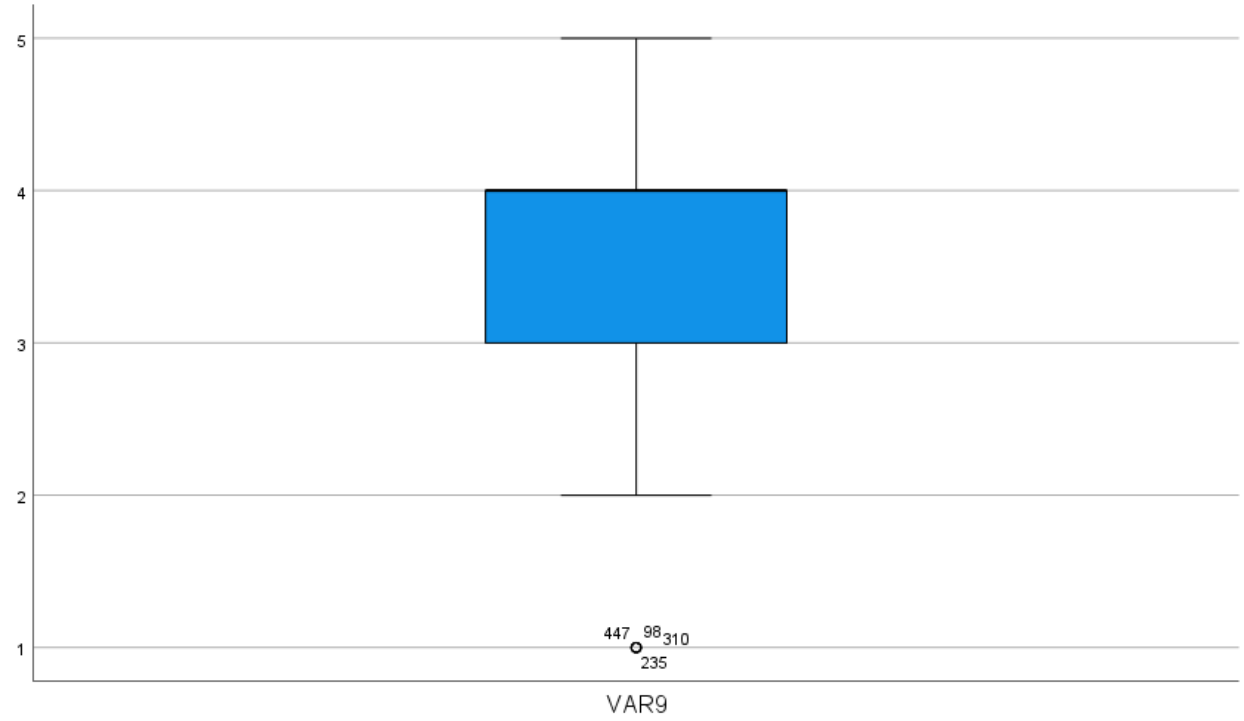
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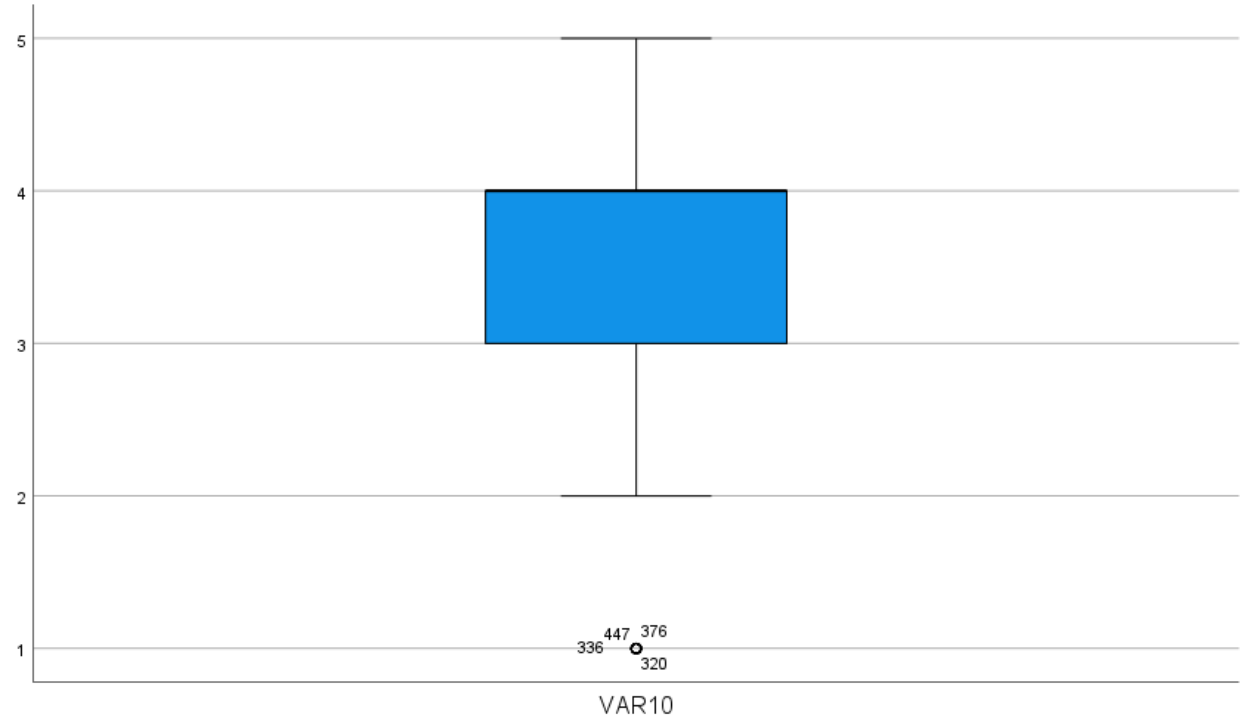
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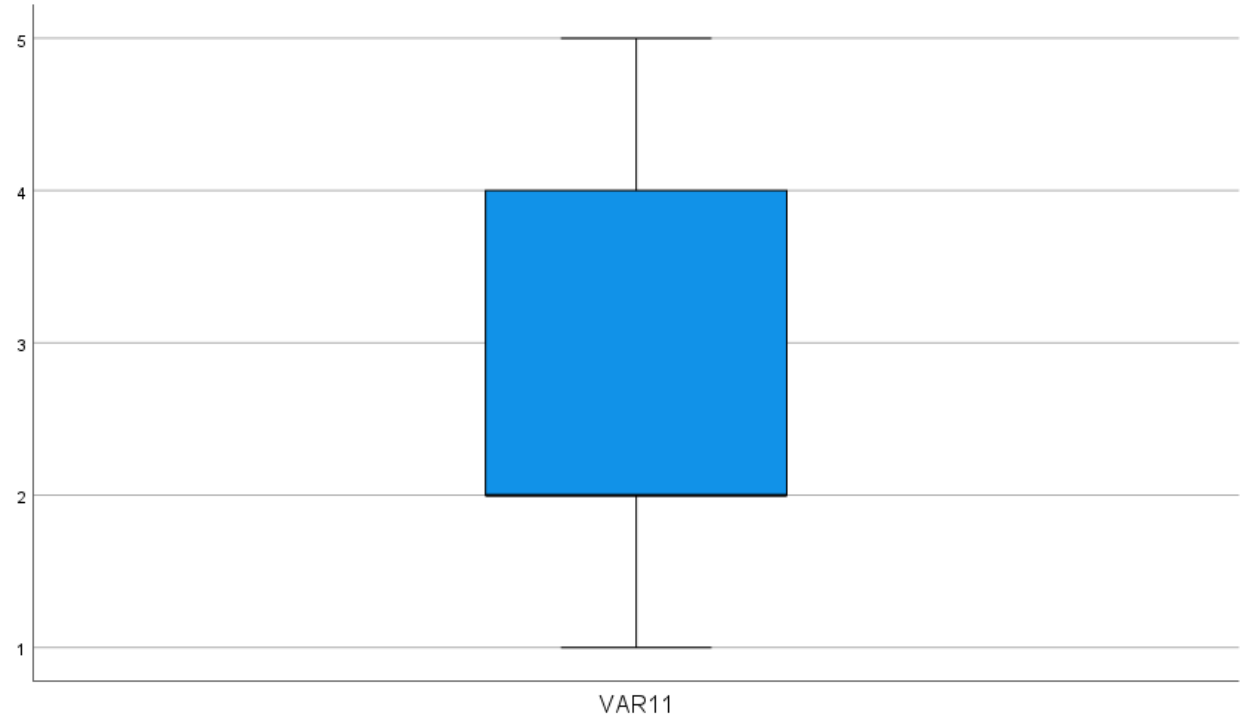
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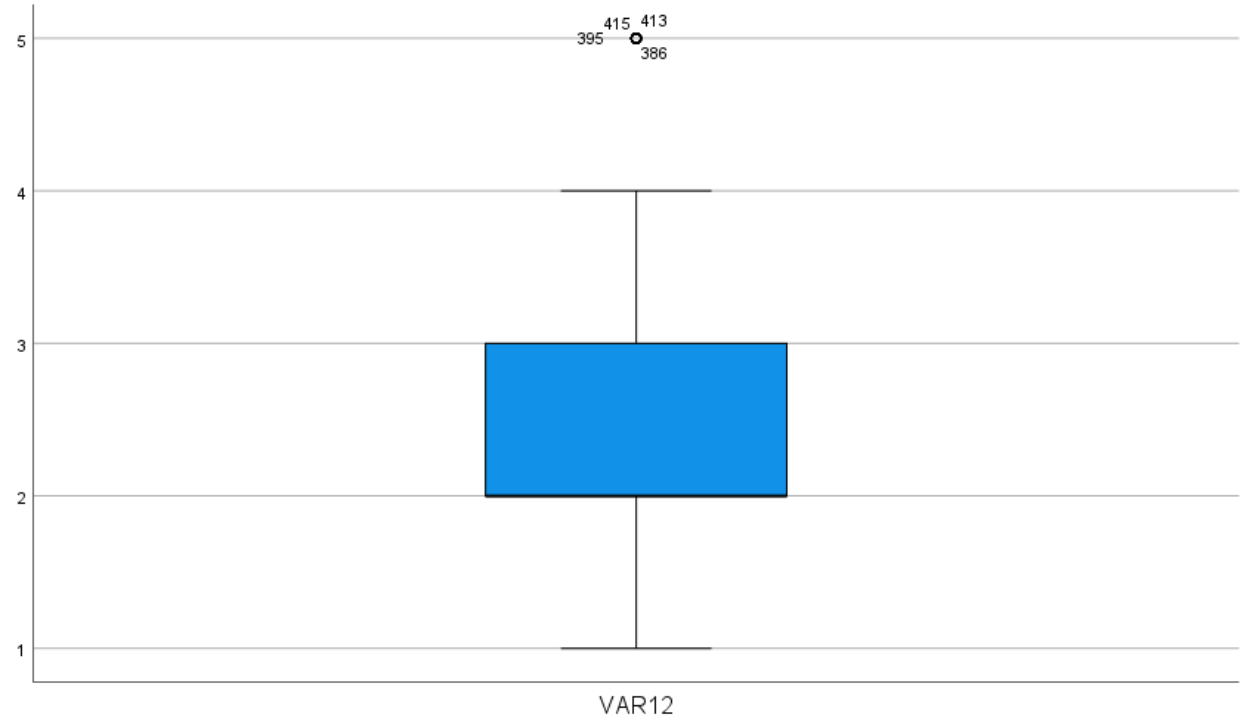
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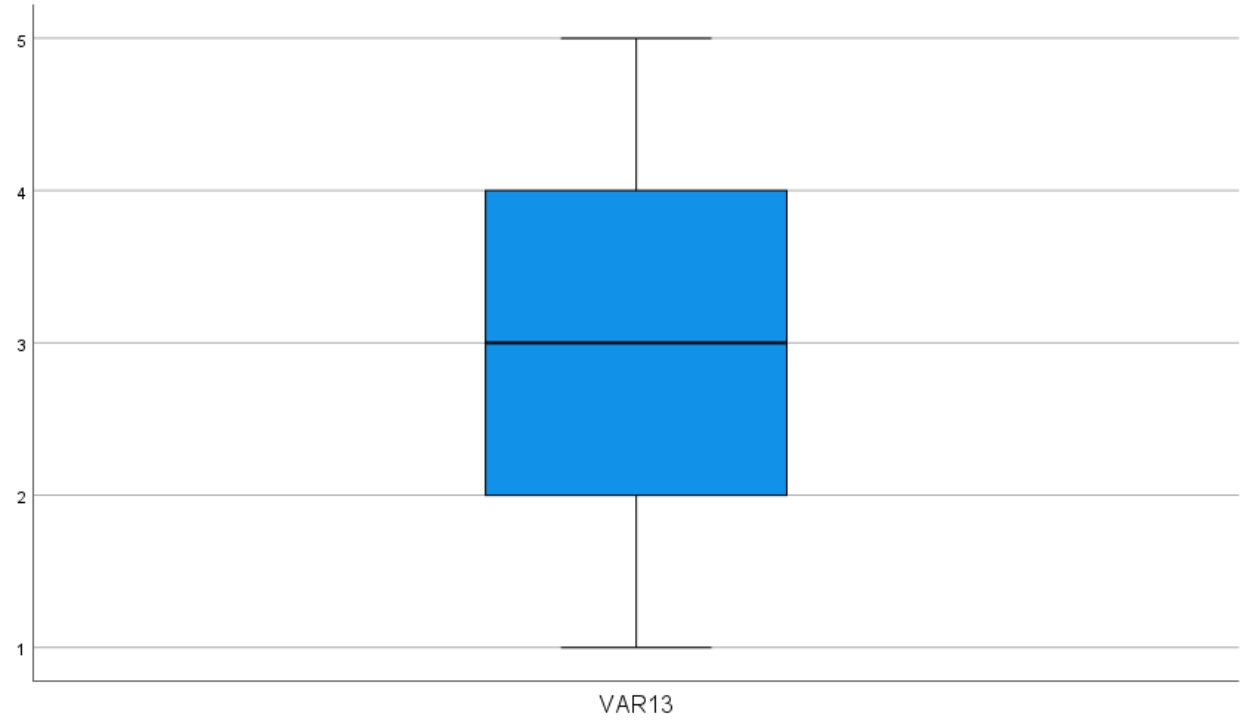
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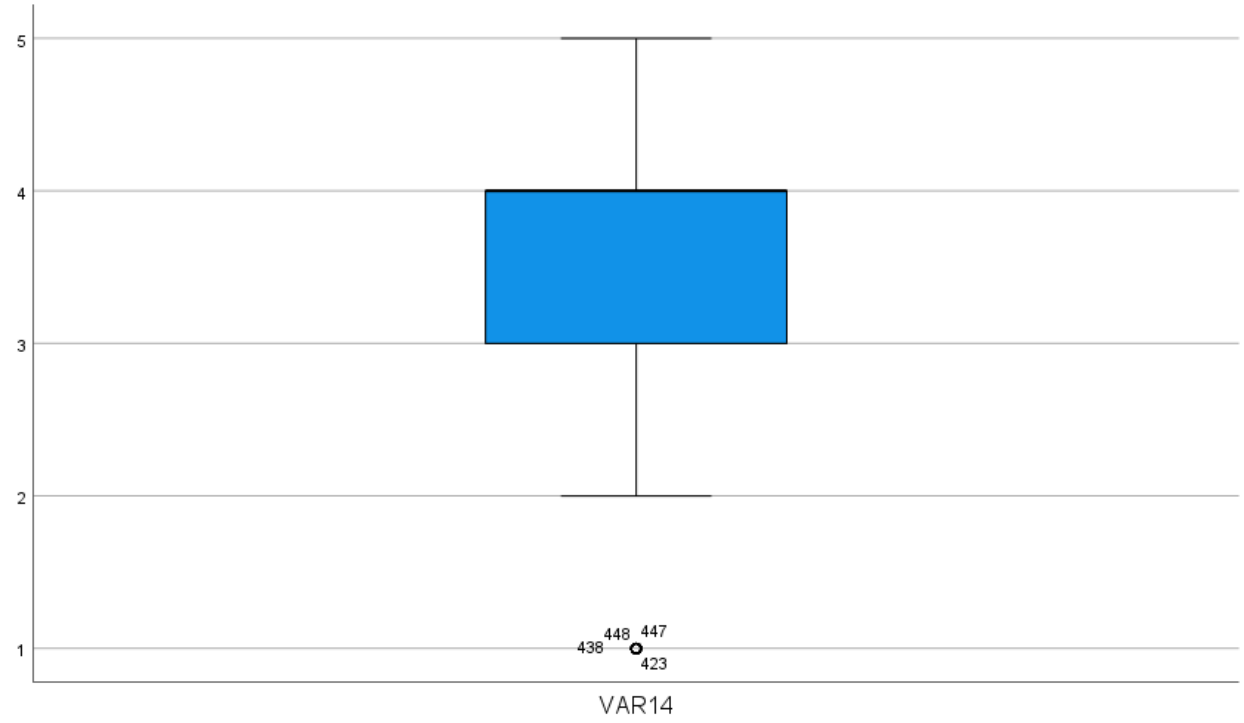
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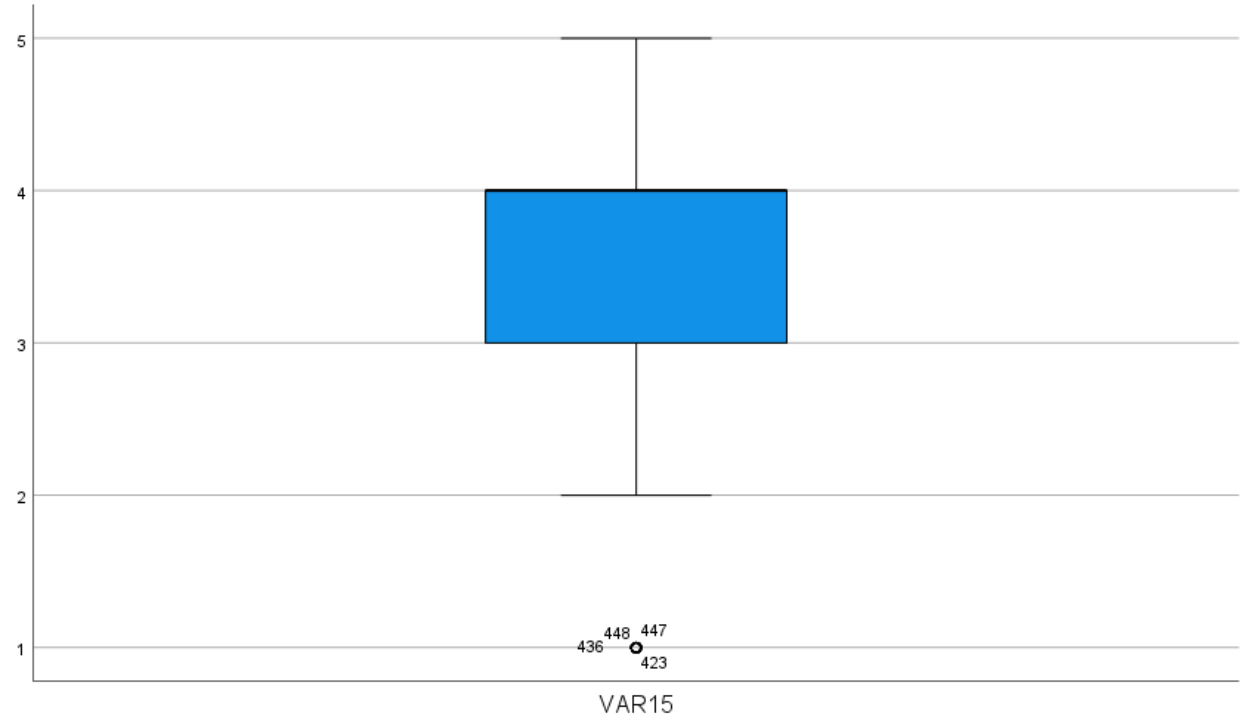
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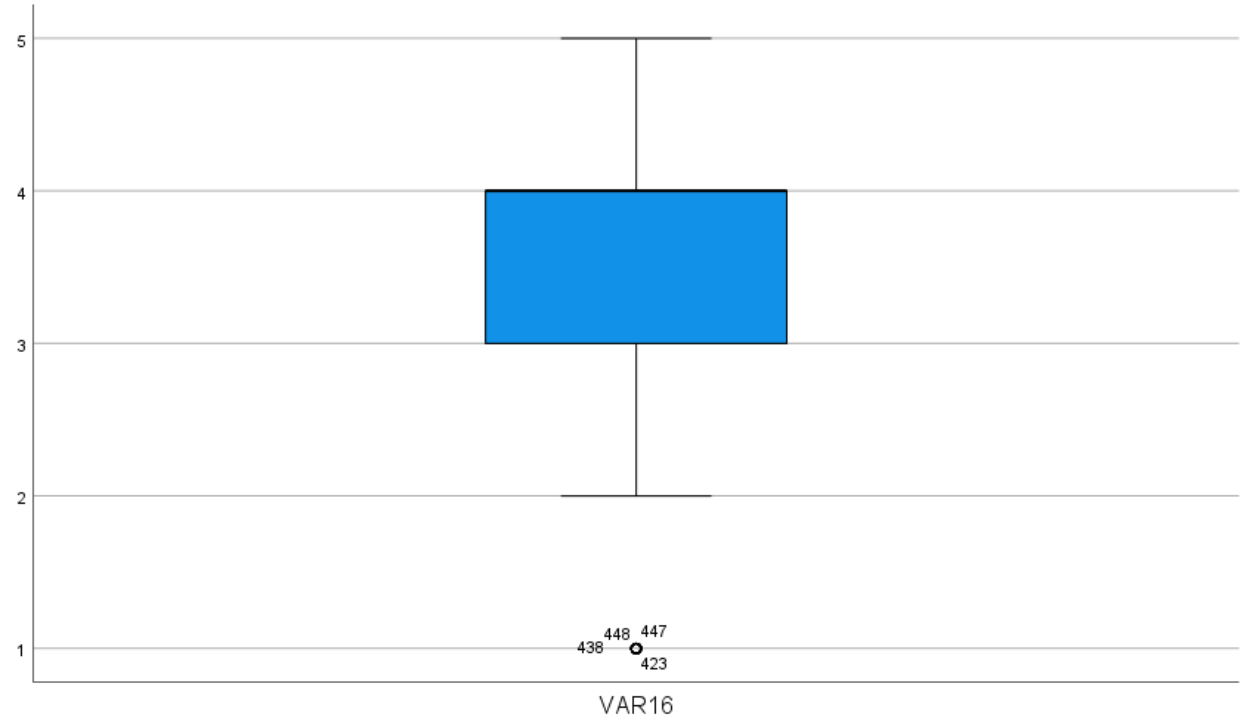
VAR14



VAR15



VAR16



Appendix B: Participant information sheet

WITS UNIVERSITY

PARTICIPANT INFORMATION SHEET

Good day,

Welcome to an exhilarating journey of discovery! My name is Barbara George I am a Masters student in Strategic Marketing Management at the University of the Witwatersrand, Johannesburg. My supervisor is Professor Thomas Dorson Anning, I am conducting a research study about brand heritage and its influence on purchase intention. The study title is "Clover SA's brand heritage and consumers' price sensitivity and purchase intentions".

We are delighted to invite you to become a crucial participant in ground-breaking research that holds the potential to shape the future by answering this questionnaire which is related to this topic. If you decide to take part, your participation in this research study will last about 10 minutes. Should you participate in the questionnaire, your responses will be gathered online through a link that has been generated and can be completed at any time of day most convenient to you starting from 1 June 2023 to 30 June 2023. Honest responses are required.

With your permission, I would like to download and store your online responses. This data will be stored in my secure Wits G-Drive for 5 years and/or deleted after 5years. By referring to the data as being stored securely, this means only I as the researcher will have access to the data. While using it, the data is protected from anyone who should not have it looking at it and in that way is ethically managed. Nobody else will be able to own or look at personal data that I have collected.

During the research activity, I will need to ask for some personal information about you, including your age, nationality and your monthly income.The questionnaire will be confidential and anonymous. When I share the results of the research study, I will not include your name or anything else that could identify you.

If you decide to take part in the research study, it should be because you want to volunteer. You do not have to take part. You can stop being in the study at any time. You do not have to answer any questions if you do not want to. You will not get any direct benefits if you choose to join the research study. You will not lose any services, benefits or rights you would normally have if you decide not to join. Taking part in the research study will require you to have access to internet and to bear the associated costs that come with being on the internet. You will not be paid for being in this research study. Your data costs to respond to the questionnaire will be for your account and will not be reimbursed by the researcher, their supervisor or the University.

The risks for this research study are no more than what happens in everyday life / some of the questions asked may make you feel sad or upset. If this happens, you can stop the questionnaire and continue another time.

This research study will be written up as a research report as part of the requirements to complete the course. If you would like to receive a summary of this report, I will be happy to send it to you.

If you have any questions during or afterwards about this research study, feel free to contact me or my supervisor on the details listed below. If you have any concerns or complaints about the ethical procedures of this research study, you are welcome to contact the University Human Research Ethics Committee (Non-Medical), telephone +27(0) 11 717 1408, email hrecnon-medical@wits.ac.za.

Yours sincerely,
Barbara George

Researcher:
Barbara George, 2628156@students.wits.ac.za

Supervisor:
Professor Thomas Dorson Anning, Thomas.dorson.anning@wits.ac.za

Appendix C: Research instrument (survey questionnaire)

Respondent demographics	
Please select your age bracket	Below 18
	18 to 34
	35 to 55
	55+
What is your gender	Male
	Female
	Non-binary/third gender
	Prefer not to say
Indicate your average monthly household income (inclusive of stipends, salaries and wages)	Less than R3,500
	R3,500 - R8,000
	R8,001 - R22,000
	R22,001 - R40,000
	R40,001 - R75,000
	Over R75,000
Which retailer do you mostly buy milk from	Pick n Pay
	Shoprite Checkers
	Woolworths
	Spar
	Makro
	Wholesale outlets
	Boxer
	Spaza shop
	Other

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
Brand Heritage: Please rate Clover's milk brand heritage by responding to the statements below					
Clover's milk brand is a brand with tradition	1	2	3	4	5
Clover milk's brand is characterised by its own history	1	2	3	4	5
The promises of the Clover milk brand are closely linked to its tradition	1	2	3	4	5
Clover milk's brand is conscious of tradition	1	2	3	4	5
Associated Brand Quality: Please evaluate Clover's milk brand in relation to the associated brand quality					
The quality of the Clover milk brand is very high	1	2	3	4	5
In terms of overall quality, I'd rate the Clover milk brand to have high quality	1	2	3	4	5
Consistency of the Brand: How much do you agree with the below statements regarding your experience with the consistency of the Clover milk brand?					
Clover brand's image in the commercials and ads has been consistent for many years	1	2	3	4	5
The quality of the Clover milk brand has been consistent for many years	1	2	3	4	5
Clover milk's ads, prices, specials and products match its overall image	1	2	3	4	5
Everything is consistent about the Clover milk brand in terms of fit, quality, prices, ads, variety, specials, etc.	1	2	3	4	5
Price sensitivity: Please evaluate the price of the Clover milk brand					

It is acceptable to pay 30% more for the Clover milk brand than for non-Clover milk	1	2	3	4	5
I am willing to pay 30% more for Clover milk?	1	2	3	4	5
I can afford to spend an extra R7.00 to buy the Clover fresh milk brand	1	2	3	4	5
Purchase intention: How much do you agree with the below statements regarding your purchase intentions for the Clover milk brand?					
The likelihood of purchasing the Clover milk brand is high	1	2	3	4	5
The probability that I would consider buying the Clover milk brand is high	1	2	3	4	5
My willingness to buy the Clover milk brand is high	1	2	3	4	5

Appendix C: Participant consent form

WITS UNIVERSITY

PARTICIPANT CONSENT SHEET

Clover SA's brand heritage and consumers' price sensitivity and purchase intentions

1. I have been given a Participant Information Sheet which explains the nature and processes involved in this study, which is attached hereto;
2. I was given time to read it, or had it read to me, in the language I best understand;
3. I was given time to ask any questions I wanted to and found any answers given to me to be reasonable and satisfactory;
4. I believe I fully understand why the study is being conducted and what the intended outcomes will be;
5. I understand that there will be no immediate benefit to me, should I agree to participate, nor will I receive any payment; conversely, participation will not cost me anything but my time;
6. I understand that, even if I initially consent to take part in the study, I may subsequently withdraw at any time and would not be required to give any reasons; if that happened, any data collected about me for the purposes of the study would immediately be destroyed, unless I give consent for it to be retained
7. I have been given a range of contact details, listed below. If I require further information or become concerned about any aspect of this study I am free to speak to any of these contacts.

Contact details:

Barbara George, Principal Investigator by e-mail at 2628156@students.wits.ac.za

Thomas Dorson Anning, Supervisor, on telephone no. 011 717 3951, or by e-mail at thomas.dorson.anning@wits.ac.za

Professor CB Penny, Chairperson of the Human Research Ethics Committee at the University of Witwatersrand, on telephone no. 011 717 2301, or by e-mail at Clement.Penny@wits.ac.za.
Ms. Z Ndlovu or Mr Rhulani Mkansi, Committee Secretariat, telephone nos.: 011 717 2700 or 1234, or by e-mail at: Zanele.Ndlovu@wits.ac.za or Rhulani.Mkansi@wits.ac.za

Name of Participant: _____
Date: _____
Place: _____
Signature or mark _____

Witnessed by:

Name of Witness: _____
Signature: _____
Date: _____

2628156

Appendix D: Ethics clearance certificate

Graduate School of Business Administration
University of the Witwatersrand, Johannesburg

Wits Business School

Wits Business School Ethics Committee
Constituted under the University Human Research Ethics Committee (Non-Medical)

Ethics Clearance Certificate

Ethics protocol number: WBS/SM2628156/758
This certificate is only valid with a legitimate ethics protocol number and signed by the Researcher (belo

Project title	Clover SA's brand heritage and consumers' price sensitivity and purchase intentions
Investigator / Researcher	Miss Barbara George
Nature of Project	MM (Strategic Marketing)
Decision of the Committee	Approved, provided stakeholders and participants are guaranteed confidentialty.
Issue Date of Certificate	2023-05-05
Expiry date	Date of submission of the project / research report
Chairperson	Dr Pius Oba ☎ +27 11 717 3976 +27 82 733 6587 ✉ pius.oba@wits.ac.za

---

Declaration by Researcher

One copy must be signed by the Researcher and returned to the Chairperson of the Wits Business School Ethics Committee.

I fully understand the conditions under which I am authorized to carry out the abovementioned research and I guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I undertake to resubmit the protocol to the Committee.

Signature

24/05/2023
Date:

Appendix E: Research instrument (survey questionnaire)

Respondent demographics	
Please select your age bracket	Below 18
	18 to 34
	35 to 55
	55+
What is your gender	Male
	Female
	Non-binary/third gender
	Prefer not to say
Indicate your average monthly household income (inclusive of stipends, salaries and wages)	Less than R3,500
	R3,500 - R8,000
	R8,001 - R22,000
	R22,001 - R40,000
	R40,001 - R75,000
	Over R75,000
Which retailer do you mostly buy milk from	Pick n Pay
	Shoprite Checkers
	Woolworths
	Spar
	Makro
	Wholesale outlets
	Boxer
	Spaza shop
	Other

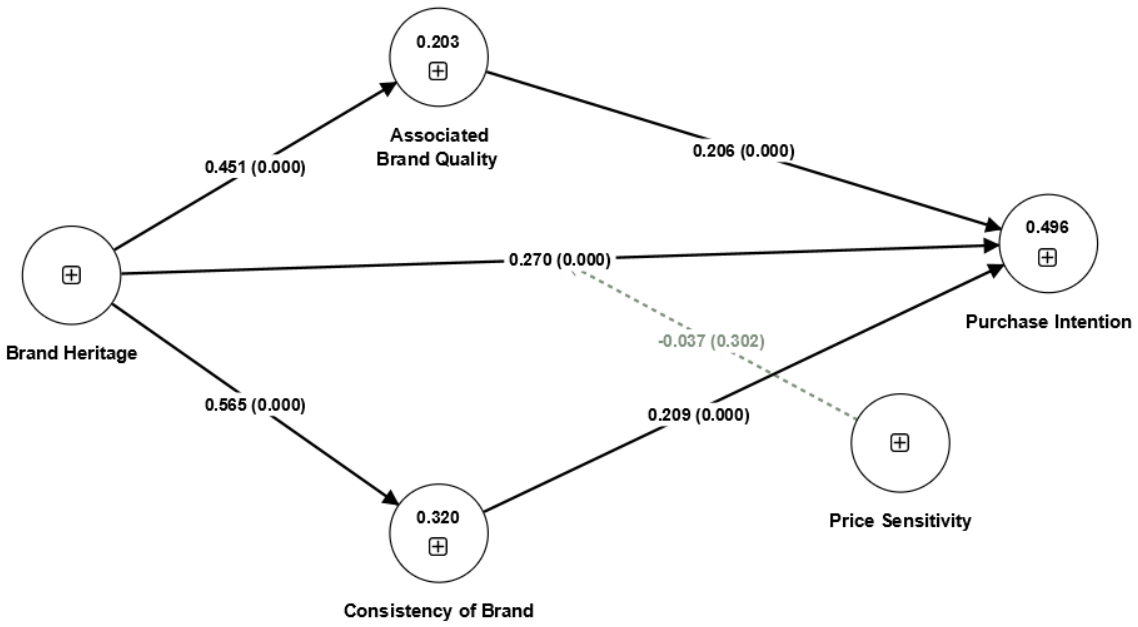
	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
Brand Heritage: Please rate Clover's milk brand heritage by responding to the statements below					
Clover's milk brand is a brand with tradition	1	2	3	4	5
Clover milk's brand is characterised by its own history	1	2	3	4	5
The promises of the Clover milk brand are closely linked to its tradition	1	2	3	4	5
Clover milk's brand is conscious of tradition	1	2	3	4	5
Associated Brand Quality: Please evaluate Clover's milk brand in relation to the associated brand quality					
The quality of the Clover milk brand is very high	1	2	3	4	5
In terms of overall quality, I'd rate the Clover milk brand to have high quality	1	2	3	4	5
Consistency of the Brand: How much do you agree with the below statements regarding your experience with the consistency of the Clover milk brand?					
Clover brand's image in the commercials and ads has been consistent for many years	1	2	3	4	5
The quality of the Clover milk brand has been consistent for many years	1	2	3	4	5
Clover milk's ads, prices, specials and products match its overall image	1	2	3	4	5
Everything is consistent about the Clover milk brand in terms of fit, quality, prices, ads, variety, specials, etc.	1	2	3	4	5
Price sensitivity: Please evaluate the price of the Clover milk brand					

It is acceptable to pay 30% more for the Clover milk brand than for non-Clover milk	1	2	3	4	5
I am willing to pay 30% more for Clover milk?	1	2	3	4	5
I can afford to spend an extra R7.00 to buy the Clover fresh milk brand	1	2	3	4	5
Purchase intention: How much do you agree with the below statements regarding your purchase intentions for the Clover milk brand?					
The likelihood of purchasing the Clover milk brand is high	1	2	3	4	5
The probability that I would consider buying the Clover milk brand is high	1	2	3	4	5
My willingness to buy the Clover milk brand is high	1	2	3	4	5

Appendix F : Convergence validity and reliability analysis from the measurement model

	Cronbach's alpha (α)	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Associated Brand Quality	0,927	0,928	0,965	0,932
Brand Heritage	0,864	0,883	0,908	0,712
Consistency of Brand	0,851	0,860	0,899	0,691
Price Sensitivity	0,835	0,862	0,902	0,756
Purchase Intention	0,932	0,936	0,957	0,881

Appendix G : Structural equation model



Appendix H: Path coefficient, total effects, and specific indirect effect

	Paths	*β*	t-statistics	*p-value*
Path coefficients	Associated Brand Quality → Purchase Intention	0,209	4,011	0,000
	Brand Heritage → Associated Brand Quality	0,452	10,758	0,000
	Brand Heritage → Consistency of Brand	0,566	14,214	0,000
	Brand Heritage → Purchase Intention	0,266	5,332	0,000
	Consistency of Brand → Purchase Intention	0,205	3,650	0,000
	Price Sensitivity → Purchase Intention	0,248	6,400	0,000
	Price Sensitivity x Brand Heritage → Purchase Intention	-0,041	1,033	0,302
Total effects	Associated Brand Quality → Purchase Intention	0,209	4,011	0,000
	Brand Heritage → Associated Brand Quality	0,452	10,758	0,000
	Brand Heritage → Consistency of Brand	0,566	14,214	0,000
	Brand Heritage → Purchase Intention	0,476	10,439	0,000
	Consistency of Brand → Purchase Intention	0,205	3,650	0,000
	Price Sensitivity → Purchase Intention	0,248	6,400	0,000
	Price Sensitivity x Brand Heritage → Purchase Intention	-0,041	1,033	0,302
Specific indirect effect	Brand Heritage → Associated Brand Quality → Purchase Intention	0,094	3,785	0,000
	Brand Heritage → Consistency of Brand → Purchase Intention	0,117	3,274	0,001