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Research Project

The role of custom publishing in building customer-based brand equity

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ABSTRACT

Building customer-based brand equity is of crucial importance to marketers, especially with regards to efficiencies in marketing spend in an increasingly competitive global environment. Marketers require engaging marketing communication tools that are able to influence customers' attitudes and behaviours, thereby increasing future sales and brand loyalty.

This research evaluated the relationship between customer-based brand equity dimensions and custom publishing as a communication tool, wherein the primary aim was to measure if custom publishing is associated with an increase in customer-based brand equity.

Quantitative research was conducted, using a descriptive method wherein 117 University of the Witwatersrand graduates responded to a web-based questionnaire. The questionnaire was formulated based on the various brand dimensions highlighted in the literature review. The test group consisted of 79 respondents that had received the WitsReview custom publication and the control group consisted of 38 respondents that had not received WitsReview.

This research has shown that there is an association between custom publishing, in the form of a magazine brand, and an increase in customer-based brand equity in the product brand and therefore custom publishing is a communication tool that marketers should explore to increase customer-based brand equity.

DECLARATION

I declare that this research project is my own work. It is submitted in partial fulfillment of the requirements of the degree of Master of Business Administration at the Gordon Institute of Business Science, University of Pretoria. It has not been submitted before for any degree or examination in any other university.

.....

Taryn van der Lith

14th of November 2007

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CHAPTER 1: INTRODUCTION TO THE RESEARCH PROBLEM

1.1. INTRODUCTION

Customer's lives are becoming increasingly rushed, complicated and starved of time and therefore it is essential that brands assist in simplifying the decision making process and reduce the risk in the customer's decision (Kotler and Keller, 2006). King (2007) adds that the power has shifted away from marketers and onto customers thereby evolving the effects of advertising, whereby marketers should aim to build brands when advertising.

Marketing is no longer about intrusion, but about engaging with customers and adding value and this fact needs to be recognised in order to assist brands in communicating meaningful stories to customers (Hutchison, 2007).

1.2. NEED FOR RESEARCHING CUSTOMER-BASED BRAND EQUITY

Brand equity is essentially the value that is placed on a brand. Initially, brand equity was evaluated using accounting requirements as opposed to measurements based on improving marketing investment, because the objective of the evaluation was on placing a value on the brand (Pappu, Quester and Cooksey, 2005). Later, marketers argued that brand equity was "customer-based" rather than "business-based" and stressed the importance of measuring on this basis, as opposed to arbitrary accounting assumptions (Pappu *et al*, 2005)

Kotler and Keller (2006, p. 277) have defined the concept of customer-based brand equity as “the differential effect that brand knowledge has on customer response to the marketing of that brand”.

Fundamentally, brands add value to the product or service, yet marketers still struggle to measure the extent of a brand’s added value (Pappu *et al*, 2005).

While there has been extensive interest in customer-based brand equity, few attempts have been made in its measurement and scale development (Pappu *et al*, 2005). In addition, the measurements that have been carried out have limitations regarding confusion about the definitions and interconnections of brand equity dimensions.

According to Holt (2002), many marketers wrongly consider branding to merely be an advertising function that involves managing the product’s image, as opposed to focusing on the overall management of the main business of the product. Keller (1993) acknowledges that marketers require guidance on how best to integrate marketing activities in order to assemble brand equity structures and create customer brand knowledge.

Arvidsson (2006) has found that there are a number of management publications encouraging marketers to move the brand beyond a mere symbol, to ensure that it interacts with customers in intellectual and sensory ways. In addition, brand management practice has moved beyond simply relying on

advertising to finding alternative ways of engaging with the customer and to sustain a more intense experience with the brand (Arvidsson, 2006).

Arvidsson (2006) emphasises that brand management is not about programming an individual customer in a way that triggers their individual actions, but rather to build a pattern of repeated actions in customers in various situations. Therefore, a consistent affective pattern supports brand equity in terms of a number of relevant dimensions.

Competition is increasing and demand is flattening in many markets (Keller, 1993). With escalating costs, marketers need to increase the efficiency of their marketing expenses, and thus need to have a thorough understanding of customer behaviour in order to make more strategic decisions about marketing mix spend (Keller, 1993).

Mitchell (2005) highlights that according to the literature there are three building blocks at the heart of a successful brand:

- As opposed to other products, brands have the ability to deliver superior margins and add value
- To achieve brand success, marketers should strive for deeper customer insight, thereby innovating and differentiating the brand in the customer's eyes

- Marketers require engaging marketing communications that are able to influence customers attitudes and behaviours, thereby increasing sales and loyalty

Custom publishing may potentially be able to assist marketers in alleviating the feeling of helplessness. The Mintel Custom Solutions Report (2006) defines a custom magazine as “any regularly published title that is produced by a publishing agency on behalf of a third party and that is offered to customers, employees or members”. The essence of custom publishing is that it has the ability to deliver sustained audience attention, sales uplift and brand advocacy, by telling interesting and meaningful stories that add value to the customer (Hutchison, 2007).

Custom publishing has been identified as a potential tool in the armoury of marketing communication and as such may be able to build and enhance customer-based brand equity.

1.3. NEED FOR RESEARCHING CUSTOM PUBLISHING

With the 2010 World Cup around the corner, the potential for growth in the market of custom publishing in South Africa is momentous, especially with brands that are travel and tourism based (Nunneley, 2007).

The South African custom publishing market is currently worth over one billion Rand, with many areas for growth opportunities (McCarney, 2007). The Audited Bureau of Circulations released results that showed that overall,

custom publications have increased by 9% in the third quarter of 2007, revealing that marketers have realised that custom magazines are potent tools for building strong customer relationships (McCarney, 2007).

This research aims to understand the role that custom publishing can play in building customer-based brand equity with customers in South Africa, thereby assisting marketers in steering their budgets, energy and time into a meaningful tool. This communication and marketing tool will allow their products and services to be engaged by the customer thereby enabling long term relationships.

1.4. CLARIFYING TERMINOLOGY

In order to differentiate between the brand that the custom publication seeks to build, and the publication's own brand, the following working definitions are used in this report:

- a) Product brand – when referring to the overarching brand of the organisation, the brand is named “product brand”.
- b) Magazine brand – when referring to the custom publication that is published on behalf of the product brand, the brand is named “magazine brand”.

1.5. THE RESEARCH PROBLEM AND OBJECTIVES

The overarching research problem is that there is limited understanding of what custom publishing may be able to do to increase customer-based brand equity.

The research objective is to:

- a) Determine the theoretical components applicable to customer-based brand equity
- b) Investigate empirically the association between exposure to custom publishing in the form of a magazine brand, and an increase in customer-based brand equity dimensions.

In essence, this paper will evaluate the relationship between customer-based brand equity dimensions and custom publishing readership. The primary aim of this research is to measure if custom publishing is associated with an increase in customer-based brand equity.

1.6. RELATIONSHIP BETWEEN RESEARCH PROBLEM AND OBJECTIVES

Building customer-based brand equity is of crucial importance to marketers, especially with regards to efficiencies of marketing spend in an increasingly competitive global environment.

To increase sales and brand loyalty, marketers require engaging forms of marketing communication, but how do marketers evaluate communication tools to make appropriate brand decisions? While there is no doubt that brands matter, different investments in brand building may yield different results, and it's essential that marketers understand the consequences and rewards of their actions.

Few attempts have been made in measuring customer-based brand equity and the branding theory lacks consensus with regards to the various brand dimensions and their relation to each other.

1.7. STRUCTURE OF REPORT

The following literature review highlights the misconceptions, challenges and insights that marketers face in order to gain competitive advantage. Customer-based brand equity is explored in terms of evaluating what marketers consider when marketing and managing brands, as well as what influences a customer's purchase decision.

In addition, a summary of brand dimensions in the form of a diagram is illustrated which categorises the various brand dimensions based on the theory available.

Thereafter empirical research is conducted to investigate the relationship between brand dimensions and the use of custom publishing as a brand building tool.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

The global economy is fraught with increasing competitive threats. For an organisation to differentiate itself on a basis other than costs, the focus should be on building strong brands to create a competitive advantage (SDL, 2006).

Marketers are faced with numerous challenges, including globalisation and technological advancement (SDL, 2006). However, the primary challenge to marketers is to ensure that their brands go beyond a flashy advert or striking logo, and that it consistently creates a positive customer experience which encourages repeat purchases (SDL, 2006).

Successful brand managers have deduced that brand building is not so much about reach and frequency, but rather about finding ways for customers to invite the brand into their lives (Arvidsson, 2006).

The following literature review will form a funnel approach, starting with the broad category of brand equity, specialising in customer-based brand equity with a summary of the dimensions, and finally resulting in an analysis of communication tools available to the marketer, with custom publishing as a focus.

2.2 DEFINE AND EXPLORE BRAND EQUITY

2.2.1 DEFINING A BRAND

Before one is able to explore brand equity, the concept of branding should be discussed. According to Drawbaugh (2001), the speciality of branding has instigated its own language within major business schools, advertising agencies and major organisations. Some researchers believe that brands consist of the verbal and visual representations associated with organisations and services (Drawbaugh, 2001). On the contrary, other researchers believe that the necessity to gather vital customer information is displacing the strategy of building strong brands (Pepper and Rogers, 2004).

Kotler and Keller (2006, p. 274) have defined a brand as “a product or service that adds dimensions that differentiate it in some way from other products or services designed to satisfy the same need”. A great service or product is at the core of a successful brand and it should be supported by creatively designed marketing (Kotler and Keller, 2006).

2.2.2 THE IMPORTANCE OF BRANDING

Branding is an influential instrument in creating and maintaining competitive advantage, wherein it provides predictability and secures demands for an organisation thereby creating barriers to entry for competitors (Kotler and Keller, 2006).

Holt (2002) agrees with the effect of branding on creating a competitive advantage, and adds that branding should be central to creating customer value

and become a strategic point of view which is essential in the marketing mix. The power of a brand is influenced by the experiences that existing or potential customers have had with the brand, and should therefore be treated with the utmost of importance (Kotler and Keller, 2006).

2.2.3 DEFINING BRAND EQUITY

While many definitions for brand equity exist, there is a lack of consensus with what brand equity actually means (Park and Srinivasan, 1994). Farquhar (1989) defined brand equity as the value endowed by the brand, and many researchers have defined brand equity similarly but from different perspectives. Pappu *et al* (2005) have found that brand equity definitions are broken into two categories: namely, from the financial-perspective which focuses on the value of the brand to the organisation, and the customer-perspective which focuses on the value of the brand to the customer. Kotler and Keller (2006) surmise that brand equity is an intangible asset that adds financial and psychological value to an organisation.

Thus far, Aaker (1991, p. 15) defined brand equity most comprehensively as "a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers".

2.2.4 THE IMPORTANCE OF BUILDING BRAND EQUITY

It is essential that when marketers attempt to build a brand, they should ensure that the customer has the acceptable types of experiences in order to create the desired brand knowledge composition of the brand. The differences that are

evident in brand equity are motivated by customer knowledge (Kotler and Keller, 2006). However, Esch, Langner, Schmitt and Geus (2006) have found that brand knowledge alone is not adequate enough in building strong brands and stresses that brand relationship factors should be considered.

Keller (1998) believes that building brand equity is a vital part of brand building, as brand equity supposedly has many advantages for the organisation. According to Cobb-Walgren, Beal and Donthu (1995), high brand equity levels lead to higher customer purchase intentions, and Aaker and Jacobson (1994) have found that organisations with high brand equity are known to have high stock returns. Aaker (1991) feels that brands may develop sustainable competitive advantage for organisations, especially through the constant changes in the marketing environment.

2.2.5 CONCEPTUALISING CUSTOMER-BASED BRAND EQUITY

Kotler and Keller (2006, p. 277) delved deeper into the field of brand equity by acknowledging customer-based brand equity as “the differential effect that brand knowledge has on customer response to the marketing of that brand”. There are three key components to this definition. Firstly, the difference in a customer’s response affects brand equity. Secondly, the customer’s response that affects the brand equity is made up of preferences, perceptions and behaviours related to the marketing of the brand. Finally, the response differs according to the customer’s knowledge about the brand, wherein brand knowledge includes the customer’s thoughts, images, feelings, beliefs and experiences that are associated with the brand (Kotler and Keller, 2006).

Mackay, Romaniuk and Sharp (1997) reiterate that the marketing approach to brand equity, referred to as customer-based brand equity, inherently refers to the added value of the brand to the customer, and therefore focus should be placed on marketing activities that create value as perceived by the customer.

As explored above, brand equity may be defined in various ways, but for the purposes of this research, the focus is on the effect of a brand on the individual customer. If marketers understand this concept, referred to as customer-based brand equity, they are able to tailor more effective marketing tactics and strategies, thereby improving the value of their brand and enabling favourable responses from their customers (Keller, 1993). This form of brand equity occurs when the customer recognises the brand, and has strong, favourable and distinctive brand associations in their memory (Keller, 1993).

Crimmins (1992) and Farquar (1989) positively argue that customer-based brand equity is imperative in creating value for the customer, in turn creating value for the investor, manufacturer, retailer and other stakeholders.

Understanding customer-based brand equity will allow marketers to make better decisions about future marketing and brand strategies, therein potentially enhancing customer's brand awareness and recall for brand related information (Keller, 1993). In addition, positive customer-based brand equity and favourable customer responses may lead to increased revenue, lower costs and larger profits (Keller, 1993).

2.2.6 BUILDING AND MANAGING CUSTOMER-BASED BRAND EQUITY

Keller (1993) believes that marketing programmes are designed to augment brand awareness as well as create unique, strong and favourable brand associations in the customer's memory so that they are inclined to purchase the service or product. Customer-based brand equity is not based on a single measure or number, but should rather be thought of as a multi-dimensional construct that depends on what knowledge structures exist in the customer's mind and what actions can be taken in capitalising on these knowledge structures (Keller, 1993).

Measurement is essential when managing customer-based brand equity, and therefore marketers should institute measures that detect any changes in the dimensions of brand knowledge and evaluate how different marketing mix tactics may be changed to become more effective (Keller, 1993). The measurement of customer-based brand equity is imperative, and shall be explored further in this report.

2.3 THE DIMENSIONS OF CUSTOMER-BASED BRAND EQUITY

Esch *et al* (2006) has found over the years that a number of models have been developed to understand how customers evaluate and perceive brands, based on knowledge structures such as brand awareness and brand image. These earlier models include Keller's customer-based brand equity model and Aaker's brand equity model (Esch *et al*, 2006). However, more recently the arguments among researchers have begun to favour building brand relationships and forming brand communities (Fournier, 1998; Grossman, 1998).

In terms of brand practice, for many years, the focus was on establishing brand awareness and image, but recent innovative marketers have moved into the domain of brand relationships, incorporating elements such as trust into brand management (Esch et al, 2006).

However, the recent innovations in brand management do not mean that the older models are obsolete, but rather that a method should be found to bring the two perspectives together (Esch et al, 2006).

Branding is fundamental in marketing, and it contributes added value to the organisation. However, marketers are still uncertain with regards to the methods of measuring customer-based brand equity (Pappu et al, 2005).

To be able to understand and measure customer-based brand equity, it should not be viewed as a monolithic whole, but rather be broken down into factors that explain brand equity in the minds of the customer (Pappu *et al*, 2005).

Esch *et al* (2006) have expressed the fact that brand equity is a multi-dimensional construct and that there is a necessity to create a method that shows the interconnections between the various dimensions. Figure 1 summarises the dimensions as expressed by branding experts in branding theory, which are explored later:

Figure 1: Summary of customer-based brand dimensions

1. Brand knowledge

Ref: Aaker (1991), Keller (1993) and Esch et al (2006)

a) Brand image

Ref: Aaker (1991), Keller (1993), Feldwick (1996), de Chernatony and McDonald (2003) and Sinha, Leszczyc and Pappu (2006)

b) Brand awareness

Ref: Alba and Hutchison (1987), Rossiter and Perry (1987), Aaker (1991), Keller (1993), Cobb-Walgren et al (1995), Feldwick (1996), de Chernatony and McDonald (2003) and Pappu et al (2005)

2. Brand associations

Ref: Aaker (1991), Keller (1993), Cobb-Walgren et al (1995), Yoo, Donthuand Lee(2000) and Pappu et al (2005)

a) Brand personality

Ref: Aaker (1991), Keller (1993), Feldwick (1996) and de Chernatony and McDonald (2003)

b) Brand attributes

Ref: Keller (1993)

c) Brand benefits

Ref: Solomon (1983), Park, Jaworski and MacInnis (1986) and Keller (1993)

d) Brand Attitudes

Ref: Srinivasan (1979), Wilkie (1986), Aaker (1991), Park (1991) and Keller (1993)

3. Perceived quality

Ref: Zeithaml (1988), Aaker (1991), Cobb-Walgren et al (1995), Feldwick (1996), Yoo et al (2000), de Chernatony and McDonald (2003) and Pappu et al (2005)

4. Brand loyalty

Ref: Rossiter and Perry (1987), Aaker (1991), Cobb-Walgren et al (1995), Oliver (1997), Yoo et al (2000), Yoo and Donthu (2001), Pappu et al (2005)

5. Brand relationships

Ref: Fournier (1998) and Esch et al (2006)

a) Brand satisfaction

Ref: Esch et al (2006)

b) Brand trust

Ref: Esch et al (2006)

c) Brand attachment

Ref: Esch et al (2006)

6. Behavioural outcome measures

Current purchases and future purchases

Ref: Keller (1993) and Esch et al (2006)

The following explanations of each dimension reveal the theory associated to each dimension. Thereafter, the linkages and interconnections between each dimension are explored to reveal the thought process behind Figure 1.

2.3.1 BRAND KNOWLEDGE

When making marketing decisions, marketers should espouse a broader view of the situation and the influence of brand knowledge, which emphasises the importance of this dimension in the proposed model. Keller's (1993) customer-based brand equity model prescribes that marketers should aim to create value for the brand, by increasing the customer's recall and recognition of the brand, or create, maintain and change the uniqueness, strength and favourability of the brand associations (Keller, 1993).

Esch *et al* (2006) further believe that customer-based brand equity transpires when the customer is aware of and familiar with the brand and has positive associations in their memory. Therefore there are two distinct types of brand knowledge, namely brand awareness and brand image.

2.3.1.1 BRAND AWARENESS

Keller (1993) refers to brand awareness as the ease with which the customer can remember the brand, and thus brand recall is one of the most common ways to measure brand awareness. Keller (1993) believes that brand awareness plays a vital role in customer decision making for three reasons. Firstly, marketers strive to ensure that customers think of the brand when they think of a particular product category. Secondly, brand awareness is powerful in that it is able to affect decisions about brands that customers consider, even

if there are no other brand associations. Thirdly, brand awareness influences the strength and formation of brand associations in the brand image thereby affecting customer decision making.

As explored above, Pappu *et al's* (2005) definition of brand awareness differs slightly from that of Keller's (1993) wherein brand awareness refers to the strength of a brand's presence in the minds of the customer. Both Aaker (1991) and Keller (1993) acknowledge that brand awareness is a vital component of brand equity, but various researchers define brand awareness differently. Aaker (1991) believes that there are various levels of brand awareness, from brand recognition to brand dominance in terms of recall by the customer. Keller (1993) considers brand awareness to consist of both brand recall and brand recognition, but Rossiter and Perry (1987) think that brand awareness is only defined by the customer's ability to identify or recognise the brand.

Brand awareness is related to brand familiarity, whereby Alba and Hutchison (1987) defined brand familiarity as the accumulated number of product-related experiences that the customer experienced. Repeated exposures to the brand should encourage the customer to be able to recognise and recall the brand (Keller, 1993). Therefore marketers should strive to increase brand awareness and familiarity (Keller, 1993).

Marketers should evaluate, understand and define the knowledge structures that they aspire to create in the minds of the customer. In essence, the desired

levels of brand awareness should be specified, and marketers should evaluate what the customer's core needs and wants are (Keller, 1993).

2.3.1.2 BRAND IMAGE

Brand image refers to favourable, strong and unique brand associations in the memory of the customer, and thereafter results in a perceived quality and an overall positive effect (Keller, 1993).

As indicated by the discussion above, the various elements of brand equity interrelate somewhat, but in essence, the brand factors mentioned may be seen as belonging to the broad category of brand knowledge (Esch et al, 2006).

Based on the conceptualisations of Aaker (1991) and Keller's (1993) earlier work, described above, Cobb-Walgren *et al* (1995) pioneered research into measuring customer-based brand equity. Sinha, Leszczyc and Pappu (2000) followed a similar path, although they combined brand awareness and brand associations into one dimension, thereby creating a three-dimensional construct. On the contrary, Washburn and Plank (2002) have argued that researchers should separate the dimensions of brand awareness and brand associations, as per Aaker's (1991) assessment that the two dimensions conceptually differ. Figure 1 separated the dimensions, but they still remained within the brand knowledge dimension.

2.3.2 BRAND ASSOCIATIONS

The strength, uniqueness and favourability of brand associations form a significant part in determining the differential response. The response may

differ depending on the customer's evaluations of the brand associations, along with the marketing mix element utilised (Keller, 1993). Essentially, a positive brand image and high levels of brand awareness should increase the probability of brand choice and increase customer purchases (Keller, 1993).

As with brand awareness, brand associations are an important component of brand equity (Aaker, 1991; Keller, 1993). Keller (1993, p3) believes that brand associations contain "the meaning of the brand for customers".

Aaker (1991) mentions that brand personality is an important brand association that has the ability to increase the brand's equity. In addition, Keller (1993) has found that brand associations may be classified as attributes, benefits and attitudes, which are further described below.

2.3.2.1 BRAND PERSONALITY

Brand personality is based on the various characteristics and traits that customers perceive a brand to have (Aaker, 1991; Keller, 1993).

Aaker (1997) found five dimensions of brand personality which are associated to the brand: excitement, sincerity, competence, ruggedness and sophistication.

2.3.2.2 BRAND ATTRIBUTES

An attribute is a descriptive feature that defines or characterises a product in terms of its physical composition and is related to what the customer thinks the product is (Keller, 1993). Non-product-related attributes include packaging,

pricing, user imagery and usage imagery, whereas product-related attributes are more commonly acknowledged and described. Brand personality attributes may reflect feelings or emotions evoked by the brand (Keller, 1993).

2.3.2.3 BRAND BENEFITS

Brand benefits encompass the personal value that a customer attaches to the product in terms of what the customer thinks the product can do for them (Keller, 1993). According to Park, Jaworski and MacInnis (1986), benefits may be classified according to the underlying motivations to which they relate, such as experiential benefits, symbolic benefits and functional benefits. Experiential benefits usually correspond to the product-related attributes and relate to what it feels like to use the product. Symbolic benefits correspond with non-product-related attributes and relate to the more extrinsic advantages of the product consumption, which may be personal expression or social approval, through exclusivity, prestige or fashionability of the brand (Solomon, 1983). Functional benefits usually correspond to product-related attributes and relate to the intrinsic advantages of consuming the product, such as physiological and safety needs (Maslow, 1970).

2.3.2.4 BRAND ATTITUDES

Wilkie (1986) defined brand attitudes as the customer's overall evaluation of a brand, and emphasises that brand attitudes are imperative as they form the basis for customer behaviour. Brand attitudes may be related to the customer's beliefs about product and non-product-related attributes (Keller, 1993). However, it is difficult to specify all of the relevant benefits and attributes and

therefore researchers have built multi-attribute models of customer preference that include a general component of attitude toward a brand that an attribute or benefit may not capture (Park, 1991, Srinivasan, 1979).

Based on the above analysis, brand associations consist of product or non-product related attributes, experiential, symbolic or functional benefits and general brand attitudes. In addition, brand associations may vary according to uniqueness, strength and favourability (Keller, 1993).

Aaker (1991) goes on to say that a customer's brand association may be stronger when it is based on exposures to marketing communication. Marketers should realise that brand associations could provide long term value to the customer and create positive feelings in the customer's mind, thus encouraging them to purchase the brand.

2.3.3 PERCEIVED QUALITY

Again, perceived quality is an important dimension of brand equity (Aaker, 1991), but it's important to note that the perceived quality is not related to the actual product, but rather to the customer's subjective evaluation of the brand (Zeithaml, 1988). As with brand associations, positive perceived quality in the customer's mind should encourage them to purchase the product.

2.3.4 BRAND LOYALTY

One of the most important components of brand equity, Aaker (1991, p39) defined brand loyalty as "the attachment that a customer has to a brand". Oliver

(1997) elaborates on Aaker's (1991) definition and believes that brand loyalty has a behavioural dimension, based on consistent service and product preference, despite situational influences or marketing efforts. On the contrary, Rossiter and Perry (1987) argue that a favourable attitude and repeated purchases of the brand by the customer characterises brand loyalty. While the behavioural dimension is acknowledged, an attitudinal perspective has been argued, whereby Yoo and Donthu (2001, p3) define brand loyalty as "the tendency to be loyal to a focal brand, which is demonstrated by the intention to buy the brand as a primary choice". From a behavioural perspective, brand loyalty is based on the customer's actual loyalty as indicated in purchase choices, but from an attitudinal perspective, the focus is on the customer's intentions to be loyal to the brand.

2.3.5 BRAND RELATIONSHIPS

Fournier (1998) believes that while brands affect customers because of their knowledge systems, they also affect customers because of their relationships with brands, similar to intimate and personal relationships that they have with other people. Following on, the brand relationship process may generate cognitive beliefs and positive emotions as a result of the bond between the customer and the brand (Fournier, 1998).

In brand relationship literature, key constructs are not as clearly defined as with brand knowledge, wherein methodologies and frameworks have been developed based on individual case studies as opposed to standardised concepts and measurement scales, and are therefore not specifically related to

the field of branding (Esch *et al*, 2006). Brand satisfaction, brand trust and brand attachment form part of brand relationships.

2.3.5.1 BRAND SATISFACTION

However, an exchange relationship is related to the customer's concern with regards to how much they received for what they give, and the primary positive outcome for such as relationship is satisfaction (Esch *et al*, 2006).

2.3.5.2 BRAND TRUST

Feelings about other people that rise above self-interest form the communal aspects of a relationship, and thus brand trust is an essential outcome for a relationship (Esch *et al*, 2006). Brand satisfaction and brand trust are representative of affective and cognitive outcomes of a relationship (Esch *et al*, 2006).

2.3.5.3 BRAND ATTACHMENT

Brand attachment is a commitment-inducing, longer-lasting bond between the customer and a brand, and therefore if a brand is no longer available, a feeling of regret and sorrow may be felt by the customer (Esch *et al*, 2006).

In summary, brand relationships consist of three factors: brand satisfaction, brand trust and brand attachment. Esch *et al* (2006) believe that while brand knowledge is viewed as a key variable in marketing strategy, for long-term brand success, marketers should also focus on the three brand relationship variables.

2.4 PREVIOUS RESEARCH

Various researchers have attempted to measure the dimensions of brand equity, and have developed their own dimensions:

- Feldwick (1996) and de Chernatony and McDonald (2003) have listed six important brand attributes, namely image, awareness, perceived quality, personality, perceived value and organizational associations.
- Aaker (1991) believes that there are five assets of brand equity, namely brand awareness, perceived quality, brand associations, brand loyalty and other proprietary.
- Park and Srinivasan (1994) divided brand equity into non-attributes-based components and attributes-based components.
- Cobb-Walgren *et al* (1995) and Yoo, Donthu and Lee (2000) divided brand equity into different dimensions including brand associations, brand awareness, brand loyalty and perceived quality.
- Pappu *et al* (2005) conducted a study that established the multi-dimensionality of customer-based brand equity, which is consistent with Aaker's (1991) conceptualisation. Four dimensions were used by Pappu *et al* (2005) in the study, including brand awareness, brand associations, perceived quality and loyalty.

As indicated by the differing opinions above and stressed by Esch *et al* (2006) previously, a summary is required to link the various brand dimensions into a framework that ascertains the interconnections and relationships between the dimensions. The following linkages explain the summarizations in Figure 1.

2.5 LINKAGES IN FIGURE 1 SUMMARY

- Esch *et al* (2006) acknowledged that brand knowledge incorporates brand awareness and brand image
- Esch *et al* (2006) proved that brand awareness has a positive effect on brand image.
- Brand image results in a perceived quality of the brand and an overall positive effect (Keller, 1993).
- Brand image refers to favourable, strong and unique brand associations in the memory of the customer (Keller, 1993)
- Brand awareness influences the strength and formation of brand associations (Keller, 1993).
- Brand associations consist of brand personality (Aaker, 1991), attributes, benefits and attitudes (Keller, 1993)
- Aaker's (1991) brand equity model found that brand associations and perceived quality influence purchase behaviour and are seen as key determinants of brand loyalty.
- Esch *et al* (2006) has tested the interactions and effects between brand relationships (brand satisfaction, brand trust and brand attachment) and brand knowledge (brand awareness and brand image) and proved the following:
 - brand image has a positive effect on brand satisfaction;
 - brand image has a positive effect on brand trust;
 - brand satisfaction has a positive effect on brand attachment;
 - brand trust has a positive effect on brand attachment;

- brand attachment has a positive effect on current purchases
- current purchase has a positive effect on future purchases

Therefore, to ensure future purchases, marketers should strive to create a familiar brand with a positive image which builds a positive brand relationship with the customer, thereby encouraging current and future purchases through brand attachment (Esch et al, 2006).

Schmitt (1999) emphasises that in order to achieve brand knowledge and brand relationships with customers, the standard, traditional marketing mix and communication techniques should be accompanied by experiential marketing techniques which increase emotional connections and interactions between the brand and the customer.

2.6 COMMUNICATION TOOLS USED TO GROW CUSTOMER-BASED BRAND EQUITY

In order to grow customer-based brand equity, marketers should evaluate the broad range of marketing communication alternatives available in creating knowledge structures, especially “nontraditional” activities, such as event sponsorship and in-store advertising which complement the more traditional marketing tactics (Keller, 1993).

All marketing decisions should be taken with the long term view in mind, especially with regards to changes that may affect brand awareness and image (Keller, 1993).

Marketing communication strategies encompass a flexible means of influencing customer perceptions towards a product or service, as well as word of mouth and other social influences (Keller, 1993).

While traditional media certainly has its place in the marketing mix, the recent growth of "nontraditional" media, marketing activities and promotions are appropriate in terms of building customer-based brand equity (Keller, 1993). These new alternatives have the ability to offer more cost-effective methods of increasing brand knowledge, and resultant sales, especially when they complement the more traditional media options (Keller, 1993).

Regardless of whether traditional or "nontraditional" methods are used, the overall marketing mix should be focused on creating strong brand associations and a consistent and cohesive brand image in the minds of the customer (Keller, 1993). It is imperative that marketers have the business definition in mind when judging the cohesiveness and consistency of the brand image (Levitt, 1960). In addition, emphasis should be placed on the customer's core needs and wants with regards to communicating the specific attributes and benefits with the product or service (Kotler, 1991; Park et al, 1986).

Differential customer responses to the marketing of the brand may be produced by uniqueness, favourability and strength of the brand associations combined with brand awareness and various alternative brand dimensions, and therefore the above factors should be the focus of a marketing strategy (Keller, 1993).

2.7 CUSTOM PUBLISHING AS AN ALTERNATIVE TOOL

Custom magazines have the ability to offer marketers an intrinsically valuable tool for communicating with their customers (Intel Custom Solutions Report, 2006). While the industry has previously been fraught with scepticism, this has subsided as the industry has developed (Hutchison, 2007).

As per Ebel (2001), the custom communications field is a growing market wherein the custom publishing of books and magazines forms a large part of the marketing mix. This illustrates that there is increasing value in the power of print media for creating stronger bonds with customers (Ebel, 2001).

McCarney (2007) highlights the benefits of custom publishing as follows: “people love magazines, because unlike other advertising media such as TV and advertisements or direct mail; customers don’t find magazines intrusive or annoying. People love to pick up, feel and read high-quality magazines. In essence, the beauty of customer magazines is that they reach the customers who want to engage and who are receptive.”

The advantages of custom magazines are that they are a softer, non-threatening method of communicating with the customer, by regularly reminding them of services or products, without the aspects of hard sell. In addition, the medium of custom publishing has gone beyond simply communicating to the customer, to creating involvement and an interaction with the customer (Hutchison, 2007).

2.8 LITERATURE CONCLUSION

The literature above focused on brand equity theory, but specifically on customer-based brand equity. The customer-based brand equity multi-dimensional construct was explored and summarised in Figure 1.

The issue of communicating to the customer was raised, whereby it's essential that marketers find ways to invite the brand into the customer's life and provide a non-threatening method of communication to encourage repeat purchases resulting in increased profitability. Custom publishing creates involvement and interaction with customers, and may be an advantageous tool for communicating with customers.

Based on the above literature review, the research that follows attempts to show the effectiveness of custom publishing in increasing the customer-based brand equity dimensions listed above.

CHAPTER 3: RESEARCH HYPOTHESES

3.1 RESEARCH PURPOSE

The overriding purpose of this research is to evaluate the association between the readership of a custom publication and the brand dimensions of customer-based brand equity, to determine if custom publishing may be used as a tool to build customer-based brand equity. The following hypotheses are addressed using statistical hypothesis testing procedures explained later in Chapter 4, and relate to each of the relevant brand dimensions discussed in the literature in Chapter 2.

3.2 HYPOTHESES

3.2.1 HYPOTHESIS 1

Ho: There is no difference in brand equity of the product brand between recipients of the magazine brand and non-recipients of the magazine brand in relation to:

- a) Brand knowledge
- b) Perception of quality
- c) Brand loyalty
- d) Brand trust
- e) Brand satisfaction
- f) Brand attachment
- g) Future purchase recommendations

H1: There is a difference in brand equity of the product brand between recipients of the magazine brand and non-recipients of the magazine brand in relation to:

- a) Brand knowledge
- b) Perception of quality
- c) Brand loyalty
- d) Brand trust
- e) Brand satisfaction
- f) Brand attachment
- g) Future purchase recommendations

3.2.2 HYPOTHESIS 2

Ho: There is no difference in brand equity of the product brand between high and low readership of the magazine brand in relation to:

- a) Brand knowledge
- b) Perception of quality
- c) Brand loyalty
- d) Brand trust
- e) Brand satisfaction
- f) Brand attachment
- g) Future purchase recommendations
- h) Brand association

H1: There is a difference in brand equity of the product brand between high and low readership of the magazine brand in relation to:

- a) Brand knowledge
- b) Perception of quality
- c) Brand loyalty
- d) Brand trust
- e) Brand satisfaction
- f) Brand attachment
- g) Future purchase recommendations
- h) Brand association

The following chapter explains the research methodology used to test the above hypotheses.

CHAPTER 4: RESEARCH METHODOLOGY

4.1 RESEARCH METHOD

Quantitative Research was chosen as the methodological approach so that the data was able to be quantified and statistical analysis could be performed (Zikmund, 2003).

A descriptive method of research was used wherein an electronic, emailed internet-based questionnaire was used, whereby an invitation (Appendix A) was sent to the sample requesting anonymous completion of the web-based questionnaire (Appendix B). According to Zikmund (2003), the advantages of this method were that the speed of data collected was instantaneous, there was worldwide geographical flexibility, the questioning was versatile, the cost was low and it was a visual and interactive method of gathering primary data.

However, the limitations of this method, as per Zikmund (2003) were that self-selection bias may have occurred in terms of non-response error, wherein respondents chose not to partake in the research. In addition, software complications may have been an issue in terms of non-compliance with certain respondents' web access, there was a high possibility of respondents misunderstanding the questions and it was difficult for them to gain clarification if there was a problem.

To increase the response rate, a message was included in the emailed invitation to guarantee the legitimacy of the research and anonymity. In

addition, two weeks after the invitation was sent to the sample, a reminder was sent to those that have not yet responded.

4.2 POPULATION AND SAMPLING

The population for this research was defined as approximately 80,000 University of the Witwatersrand graduates, with email addresses and/or internet access. The product brand for the purposes of this research was the University of the Witwatersrand (Wits University), and the magazine brand was a publication entitled WitsReview, which is posted every three months to a mailing list of approximately 80,000 Wits alumni graduates.

Unfortunately the researcher was not able to gain access to the Wits database of 80,000 graduates, due to privacy concerns from the Head of Alumni Affairs. However, the questionnaire was emailed to the MBA 2006/7 class from the Gordon Institute of Business Science, the researcher's fellow Wits alumni contacts, and posted on the www.facebook.com website under the Wits alumni group. A limitation of this method of sampling was that the sample wasn't random and that only those with email and/or internet access were able to participate. In addition, one of the respondents did not read the email invitation to participate correctly, and responded to the questionnaire even though he was not a Wits University graduate.

Due to the fact that this is a non-probability sample, the sample was not representative of the population and statistical inferences may not have been

drawn from the sample (Zikmund 2003). In addition, sampling frame error and nonresponse error may have occurred.

Convenience sampling and snowball sampling were used in this research. As explained by Zikmund (2003), the advantages of convenience sampling were that the sampling process was very low in cost and there was no need for a list of the population. In this case, the population list was not available and the disadvantages of convenience sampling were that variability and bias of estimates could not be measured nor controlled, and that projecting the data beyond the sample was inappropriate (Zikmund, 2003). The advantages of using snowball sampling were the low cost, as well as the ability to locate members of a rare population (Zikmund, 2003). In this case, the invitation on the questionnaire specifically requested that respondents send the invitation to fellow Wits graduates that they knew. However, the disadvantages of this sampling type were that there was a high bias, because the sample units were not independent and that projecting data beyond the sample was inappropriate (Zikmund, 2003).

4.3 UNIT OF ANALYSIS AND SAMPLE SIZE

The unit of analysis was the opinions of Wits graduates about the product brand (University of the Witwatersrand) after reading the magazine brand (WitsReview).

The original sample size was 118, but 1 respondent had to be excluded due to the fact that he disregarded the invitation criteria and responded to the

questionnaire even though he was not a Wits graduate. The final sample size was 117 Wits graduates. When analysing the data, the test group was defined as graduates that had received the magazine, and the control group was defined as those graduates that hadn't received the magazine. In this case, 79 respondents formed part of the test group and 38 formed part of the control group.

4.4 RESEARCH INSTRUMENT USED

The instrument used for this research was a questionnaire. The questions asked in the questionnaire were based on the multi-dimensional construct of customer-based brand equity. The layout of the questionnaire was formatted as per an internet based research, programme. A limitation was that there may have been order bias, in terms of the sequencing of the questions in the questionnaire. Considering that the sample consisted of Wits graduates, the researcher assumed that the complexity of language used in the questionnaire was understandable. The following checklist was followed when devising the questionnaire (Zikmund, 2003):

- a) Most of the questions fully addressed the components of the problem, especially with regards to the customer-based brand equity dimensions.
- b) No double-barreled questions were included
- c) The effort required to answer the questionnaire was minimised because the respondents could complete the questionnaire at their convenience and there were only 18 questions to answer
- d) Open-ended questions were avoided
- e) All questions were mutually exclusive and exhaustive

- f) Both positive and negative statements were included
- g) The internet programme assisting in ensuring that the questionnaires were numbered serially
- h) Vertical response columns were used for ease of use

Five point likert scales, which are a form of itemised rating scales (Zikmund, 2003) were used predominantly throughout the questionnaire, so that answers were aggregated and sub-samples were analysed. While this form of scaling was easier to construct, it was difficult to judge what a single score meant (Zikmund, 2003).

Brand awareness was not tested because the researcher assumed that considering the respondents were graduates of Wits, some spending more than four years at the University and spending thousands of rands, they would be able to recall the product brand, Wits University.

The questions in the questionnaire were formulated using literature and existing scales, as examined in the table below:

Table 1: Summary of questionnaire formulation

Ques. No.	Question / Statement	Scale	Source of scale	Related Brand Dimension
1	My overall attitude towards Wits University is positive	5 point likert scale from Strongly Agree to Strongly Disagree	Low and Lamb (2000)	Brand image (incorporated in brand knowledge)
2	My perception of the quality of Wits University is positive	5 point likert scale from Strongly Agree to Strongly Disagree	Low and Lamb (2000)	Perceived quality
3	The Wits University brand is lacking in potential (<i>Negatively worded</i>)	5 point likert scale from Strongly Agree to Strongly Disagree	Not applicable	Discarded from the analysis, as it was irrelevant in terms of literature review



4	I am loyal to Wits University	5 point likert scale from Strongly Agree to Strongly Disagree	Cobb-Walgren <i>et al</i> (1995)	Brand loyalty
5	I do not trust Wits University (<i>negatively worded</i>)	5 point likert scale from Strongly Agree to Strongly Disagree	Mittal and Kamakura (2001)	Brand trust (incorporated in brand relationships)
6	I am satisfied with Wits University	5 point likert scale from Strongly Agree to Strongly Disagree	Mittal and Kamakura (2001)	Brand satisfaction (incorporated in brand relationships)
7	I feel strongly connected to Wits University	5 point likert scale from Strongly Agree to Strongly Disagree	Mittal and Kamakura (2001)	Brand attachment (incorporated in brand relationships)
8	Wits University has a negative meaning for me	5 point likert scale from Strongly Agree to Strongly Disagree	Not applicable	Discarded from the analysis, as it was irrelevant in terms of literature review
9	Would I refer Wits University to a potential student?	5 point likert scale from Strongly Agree to Strongly Disagree	Mittal and Kamakura (2001)	Future purchases (incorporated in behavioural outcome measures)
10	Did I receive WitsReview magazine?	Yes or No	Not applicable	Used to distinguish between test group and control group
11	If yes to Question 10, how much of WitsReview did I read?	5 point likert scale (None of it, skimmed through it, some of it, most of it, all of it)	Not applicable	Used to ascertain the amount of readership and engagement that the graduate had with the magazine brand
12	If yes to Question 10, what have I done with my copy of WitsReview?	5 point likert scale (Thrown it away, given it away, kept it, other – please specify)	Not applicable	Brand association
13	What is my age?	21-30, 31-40, 41-50, 51-60, 61 and over	Not applicable	Demographics
14	What is my gender?	Male, female	Not applicable	Demographics
15	What is my highest tertiary qualification?	Degree, Honours, Masters, Doctorate, Professor	Not applicable	Demographics
16	How many years ago did I graduate from Wits University?	1-5, 6-10, 11-15, 16-20, 21 and over	Not applicable	Demographics
17	Do I still live in South Africa	Yes, no	Not applicable	Demographics
18	If no to Question 17, which country do I live in?	Open	Not applicable	Demographics

4.5 PRE-TESTING

Once the questionnaire had been formulated, two sets of pre-testing were undertaken. The initial pre-test consisted of three of the researcher's fellow classmates from Wits University. The respondents were asked to comment on their reaction to each question, especially with regards to any mistakes or confusion with regards to the wording and/or order of the questions. After the adjustments had been made, a further pre-test was undertaken with three members of the researcher's family for further investigation. Thereafter, the questionnaire was sent out via email, and the pre-testing responses were excluded from the research sample.

4.6 DATA COLLECTION

After formulating the questionnaire around the brand dimensions explored in the literature review, the questionnaire underwent two sets of pre-tests, as described above. After adjustments were made, an invitation was emailed inviting respondents to answer the web-based internet questionnaire. The invitation was emailed to the 2006/7 MBA class at Gordon Institute of Business Science as well as the researcher's fellow Wits University graduates and posted on www.facebook.com.

The invitation was emailed on the 25th of September 2007, and by the 8th of October 2007, 89 responses had been recorded. After sending a reminder email on the 9th of October, a further 29 responses were recorded, with a total of 117 responses received by the 15th of October 2007.

4.7 DATA ANALYSIS

The data from the questionnaires was downloaded from the website in a format that allowed statistical analysis. Due to the fact that a descriptive method of research was used, the researcher could not infer causality (Zikmund, 2003).

The data was coded as follows: Strongly Agree – 1, Agree – 2, Neutral – 3, Disagree – 4, Strongly Disagree – 5, Yes – 1, No – 2, with the reverse scores for negatively worded questions. Therefore for positively worded questions, lower scores were preferable as they revealed a stronger agreement towards the question and/or statement.

Descriptive statistics described the demographics of age, gender, highest tertiary qualification, the number of years since graduation and whether or not the respondent currently lived in South Africa.

Before the hypotheses could be tested, the Kolmogorov-Smirnov test (Albright, Winston and Zappe, 2006) was used to test for normal distribution of the data, as the variables used were continuous. In addition, the Cronbach Alpha test (Albright *et al*, 2006) was used to test for reliability and consistency within the scales.

Finally, t-tests and f-tests were used to test for any significant difference in the hypotheses (Albright *et al*, 2006).

4.8 ASSUMPTIONS

The following assumptions were made with regards to the research methodology:

- Through the use of the emailed internet-based questionnaire, the researcher assumed that the respondents were literate in the English language and based on the fact that they were Wits University graduates, the researcher assumed that the complexity of the language was understandable.
- The researcher assumed that the respondents were aware of the brand, and hence did not test for the brand awareness dimension.
- Based on future purchases, the researcher assumed that a person referring another potential student to Wits would equate to a personal future purchase.

4.9 LIMITATIONS

The research methodology experienced the following limitations:

- The sample excluded graduates who did not have access to email and/or internet resources
- The sample excluded graduates that did not receive the email invitation, due to the fact that the contact details for approximately 80,000 graduates was not available for use
- The product category for this research was tertiary education, and therefore the sample and resultant analysis could not be generalised to other product categories

- Non-probability sampling was used, which means that the sample was not representative of the population and statistical inferences could not have been drawn
- Sampling frame error and nonresponse error may have occurred
- Due to the nature of convenience sampling, variability and bias of estimates could not be controlled and projection of the data to the population was inappropriate
- The snowball sampling method infers that there was high bias and that the sample units were not independent
- Order bias may have occurred in terms of the sequencing of the questions in the questionnaire

The following chapter presents the results of the research.

CHAPTER 5: RESULTS

5.1 INTRODUCTION

Some of the brand dimensions discussed in Chapter 2 were operationalised in order to test if there was a significant difference in opinion of the product brand (Wits University) between Wits graduates that received the magazine brand (WitsReview) and those that did not receive the magazine.

Descriptive statistics described the demographics of age, gender, highest tertiary qualification achieved, the number of years since graduation and whether or not the respondent currently lives in South Africa.

The Kolmogorov-Smirnov test was used to test for normal distribution of the data and the Cronbach Alpha test was used to test for reliability and consistency within the scales (Albright *et al*, 2006). Thereafter, t-tests and f-tests were used to test for any significant difference in the hypotheses (Albright *et al*, 2006).

5.2 DESCRIPTIVE STATISTICS FOR THE ENTIRE SAMPLE

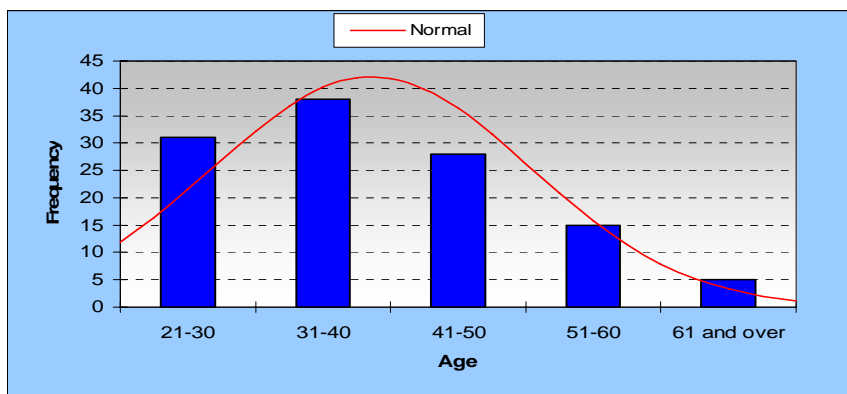
The sample contained 117 responses, wherein 79 respondents received the magazine, and 38 did not receive the magazine.

5.2.1 AGE

The majority (83%) of the total sample was under 51 years of age, with only 4% of the respondents over the age of 61. The largest age was those that are between the age of 31 and 40, which constitutes 32% of the sample.

Table 2: Age profile of respondents

Age	Frequency	Percent	Cumulative Percent
21-30	31	26.50	26.50
31-40	38	32.48	58.97
41-50	28	23.93	82.91
51-60	15	12.82	95.73
61 and over	5	4.27	100.00

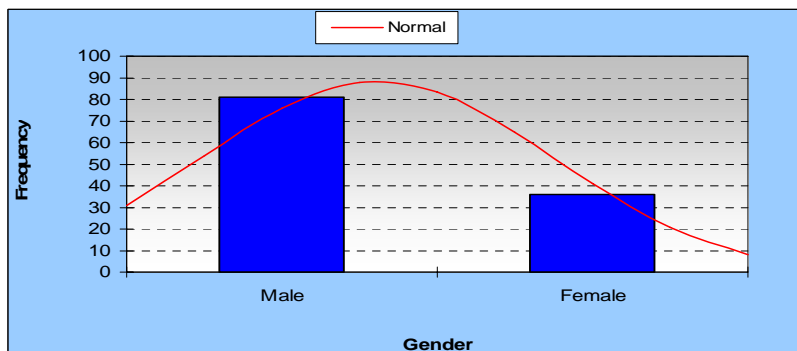


5.2.2 GENDER

69% of the respondents are male.

Table 3: Gender profile of respondents

Gender	Frequency	Percent	Cumulative Percent
Male	81	69.23	69.23
Female	36	30.77	100.00

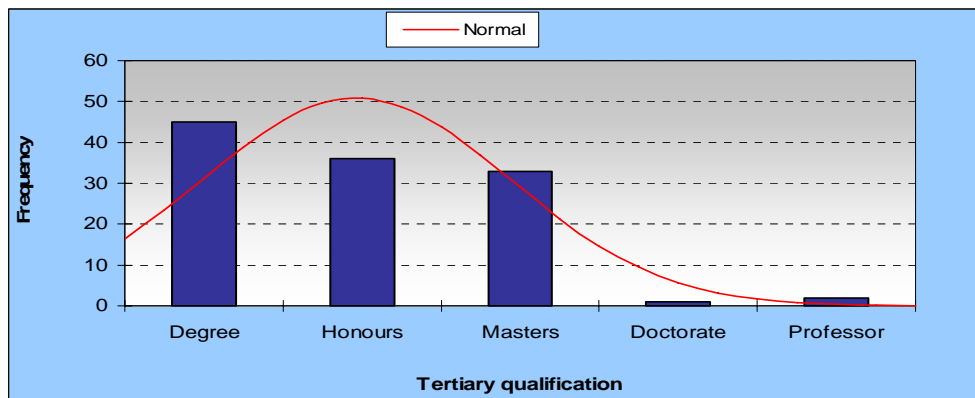


5.2.3 HIGHEST TERTIARY EDUCATION

97% of the sample has a Degree, an Honours Degree and/or a Masters Degree. Only 3% of the total sample indicated that their highest tertiary qualification was a Doctorate or Professor.

Table 4: Highest tertiary education profile of respondents

Tertiary qualification	Frequency	Percent	Cumulative Percent
Degree	45	38.46	38.46
Honours	36	30.77	69.23
Masters	33	28.21	97.44
Doctorate	1	0.85	98.29
Professor	2	1.71	100.00

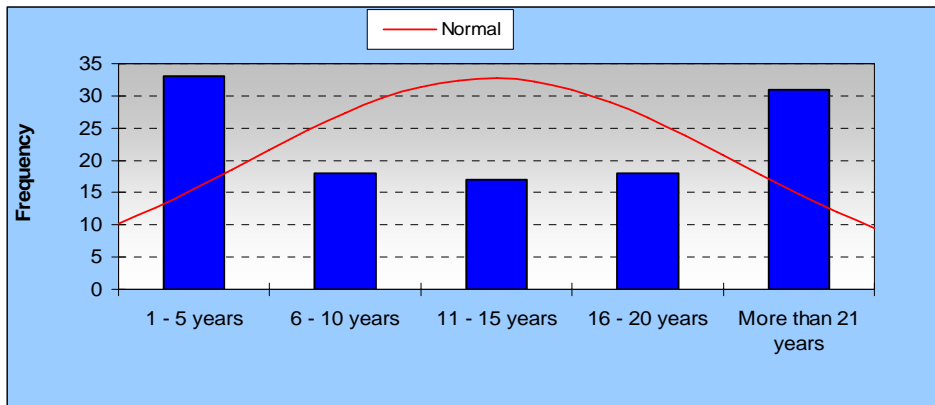


5.2.4 LENGTH OF TIME SINCE GRADUATION

28% of the sample graduated from Wits University between one and five years ago, and 27% of the sample graduated from Wits University more than 21 years ago. The remaining 45% graduated between six and 20 years ago.

Table 5: Respondents length of time since graduation

Length of time since graduation	Frequency	Percent	Cumulative Percent
1 - 5 years	33	28.21	28.21
6 - 10 years	18	15.38	43.59
11 - 15 years	17	14.53	58.12
16 - 20 years	18	15.38	73.50
More than 21 years	31	26.50	100.00

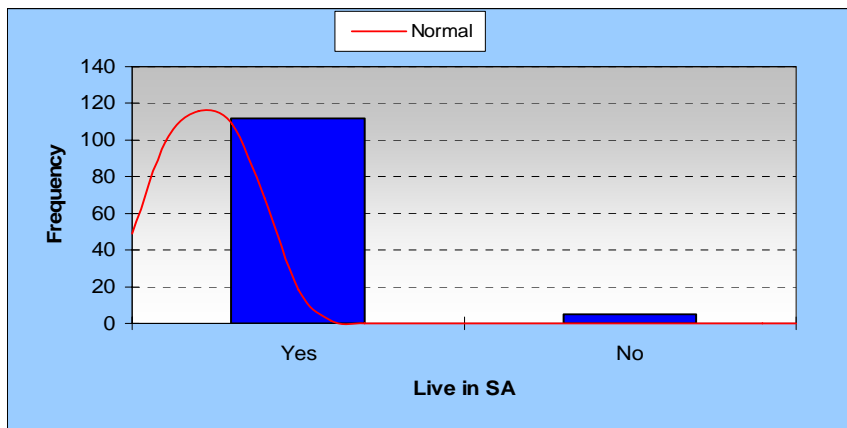


5.2.5 CURRENTLY LIVE IN SOUTH AFRICA

96% of the sample indicated that they currently live in South Africa.

Table 6: Number of respondents currently living in South Africa

Live in SA	Frequency	Percent	Cumulative Percent
Yes	112	95.73	95.73
No	5	4.27	100.00



5.3 COMPARATIVE DESCRIPTIVE STATISTICS

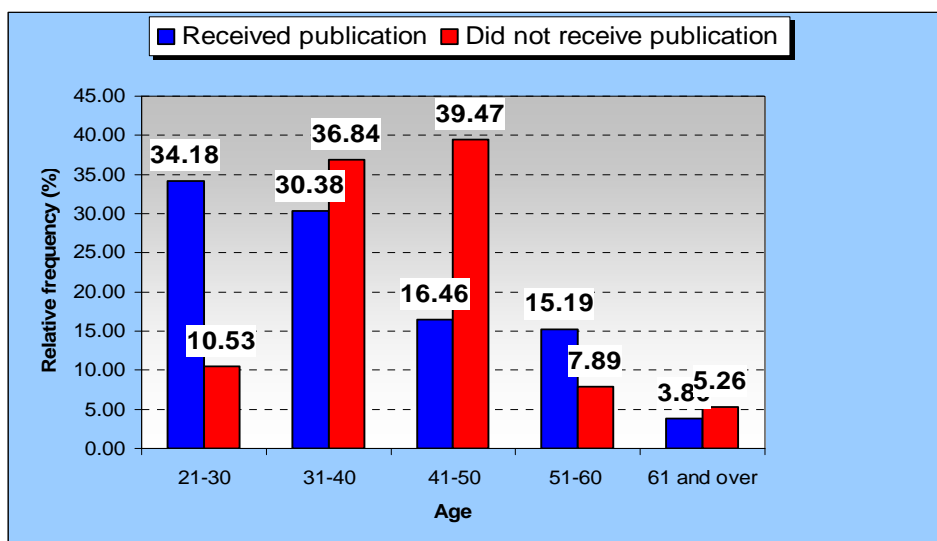
The following descriptive statistics compare the demographics of the respondents between those that received the magazine (test group) and those that did not (control group).

5.3.1 AGE

The age profile of those respondents who received the magazine was younger in comparison than those who did not receive the magazine.

Table 7: Age profile of respondents

	Frequency	Percent	Cumulative Percent
<i>Received publication</i>	79	67.52	67.52
21-30	27	34.18	34.18
31-40	24	30.38	64.56
41-50	13	16.46	81.01
51-60	12	15.19	96.20
61 and over	3	3.80	100.00
<i>Did not receive publication</i>	38	32.48	100.00
21-30	4	10.53	10.53
31-40	14	36.84	47.37
41-50	15	39.47	86.84
51-60	3	7.89	94.74
61 and over	2	5.26	100.00

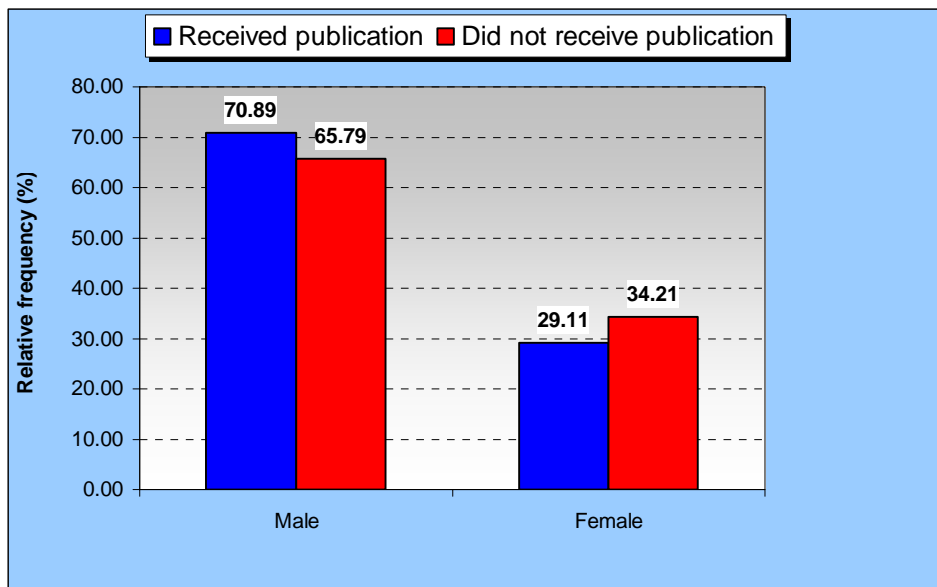


5.3.2 GENDER

There were more males in the sample so therefore the incidence of males who received the magazine was also high.

Table 8: Gender profile of respondents

	Frequency	Percent	Cumulative Percent
<i>Received publication</i>	79	67.52	67.52
Male	56	70.89	70.89
Female	23	29.11	100.00
<i>Did not receive publication</i>	38	32.48	100.00
Male	25	65.79	65.79
Female	13	34.21	100.00

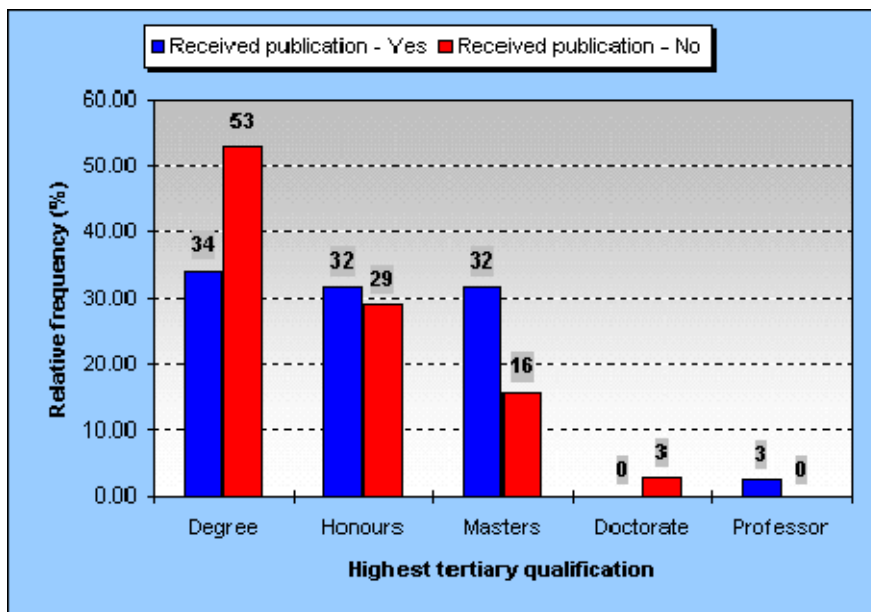


5.3.3 HIGHEST TERTIARY QUALIFICATION

There was a lower incidence of respondents with a Degree amongst recipients of the magazine, but a higher incidence of respondents with a Masters Degree that received the magazine, than those that did not.

Table 9: Highest tertiary qualification profile of respondents

	Frequency	Percent	Cumulative Percent
<i>Received publication - Yes</i>	79	67.52	67.52
Degree	27	34.18	34.18
Honours	25	31.65	65.82
Masters	25	31.65	97.47
Doctorate	0	0.00	97.47
Professor	2	2.53	100.00
<i>Received publication - No</i>	38	32.48	100.00
Degree	20	52.63	52.63
Honours	11	28.95	81.58
Masters	6	15.79	97.37
Doctorate	1	2.63	100.00
Professor	0	0.00	100.00

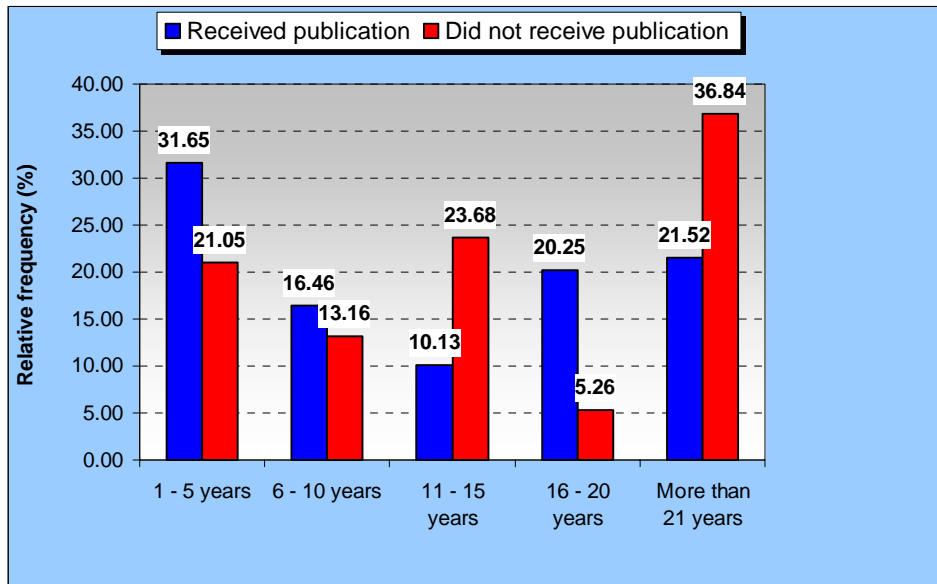


5.3.4 LENGTH OF TIME SINCE GRADUATION

While more respondents in the one to five year category received the magazine, fewer respondents in the 21 years and over category received the magazine.

Table 10: Respondents length of time since graduation

	Frequency	Percent	Cumulative Percent
<i>Received publication</i>	79	67.52	67.52
1 - 5 years	25	31.65	31.65
6 - 10 years	13	16.46	48.10
11 - 15 years	8	10.13	58.23
16 - 20 years	16	20.25	78.48
More than 21 years	17	21.52	100.00
<i>Did not receive publication</i>	38	32.48	100.00
1 - 5 years	8	21.05	21.05
6 - 10 years	5	13.16	34.21
11 - 15 years	9	23.68	57.89
16 - 20 years	2	5.26	63.16
More than 21 years	14	36.84	100.00

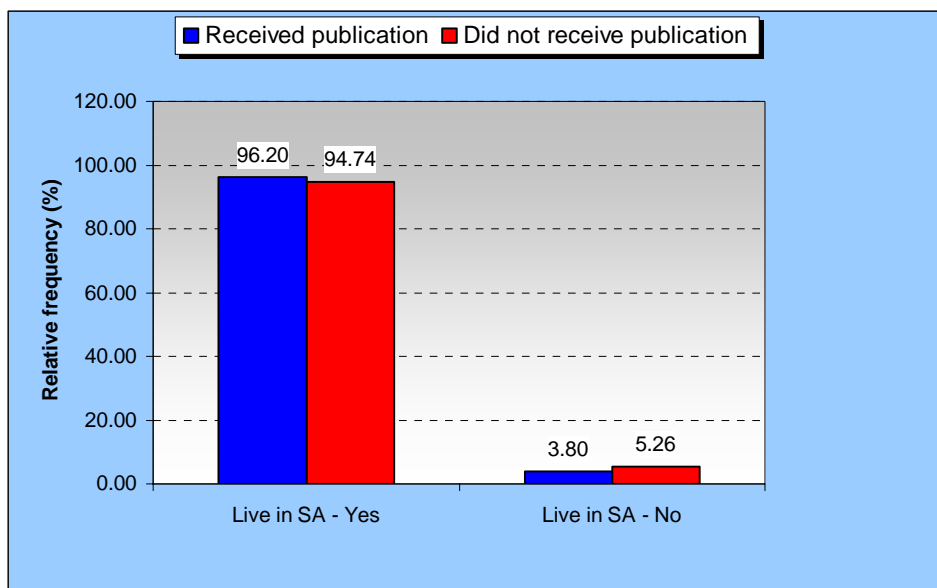


5.3.5 CURRENTLY LIVE IN SOUTH AFRICA

Considering that the vast majority of the sample currently lives in South Africa, there is only a small difference between those that received the magazine and those that did not.

Table 11: Respondents currently living in South Africa

	Frequency	Percent	Cumulative Percent
<i>Received publication</i>	79	67.52	67.52
Live in SA - Yes	76	96.20	96.20
Live in SA - No	3	3.80	100.00
<i>Did not receive publication</i>	38	32.48	100.00
Live in SA - Yes	36	94.74	94.74
Live in SA - No	2	5.26	100.00



5.4 TEST FOR NORMAL DISTRIBUTION

The Kolmogorov-Smirnov test was used to test for normal distribution of the data, as the variables used were continuous (Albright *et al*, 2006).

Table 12: Test for normal distribution

Kolmogorov-Smirnov test for continuous variables

	N	D	P
Brand knowledge/ Image	117	0.288957566	9.13601E-09
Brand perceived quality	117	0.31311419	3.22097E-10
Brand potential	117	0.226154093	1.5567E-05
Brand loyalty	117	0.252658882	8.40516E-07
Brand trust	117	0.225689323	1.63373E-05
Brand Relationship/ Satisfaction	117	0.329355859	2.922E-11
Brand relationship/ attachment	117	0.192859146	3.85E-28
Brand Meaning	117	0.28998817	7.96448E-09
Future purchases	117	0.45289171	6.50081E-21
Received mag	117	0.431821127	4.73169E-19

In the Kolmogorov-Smirnov test, D is the maximum distance measured between the curve of the actual distribution and the best-fit normal distribution. P is the probability that the given D-value could arise by random fluctuation in a sample taken from a normally distributed population. Where there is a non-significant (high) p-value it can be assumed that the variable is distributed normally. As indicated in the table above, all of the variables are distributed normally (Albright *et al*, 2006).

5.5 TEST FOR RELIABILITY AND CONSISTENCY IN SCALES

The Cronbach Alpha test for reliability within the scales was used as a measure of how well each individual item in a scale correlates with the sum of the remaining items. It measures consistency among individual items in a scale. A reliability coefficient of between .70 and .90 is considered "acceptable" wherein the scale can be considered consistent and reliable (Albright *et al*, 2006).

Table 13: Test for reliability and consistency in scale

Y = Received the publication	Cronbach's Alpha
a) Brand knowledge	0.71
b) Perception of quality	0.69
c) Brand loyalty	0.85
d) Brand trust	0.72
e) Brand satisfaction	0.89
f) Brand attachment	0.77
g) Future purchase recommendations	0.76
h) Brand association	0.74

The table above shows that the Cronbach alpha for each variable was above the acceptable score of 0.70. Therefore all of the scales are assumed to be reliable.

5.6 HYPOTHESIS 1

Parametric tests were conducted to fail to reject the null hypotheses or accept the alternative hypotheses because the sample was relatively large (117 respondents) and the test for normal distribution revealed that the data was distributed normally.

Null Hypothesis (H0) - There is no difference in brand equity of the product brand between recipients of the magazine brand and non-recipients of the magazine brand in relation to:

- a) Brand knowledge
- b) Perception of quality
- c) Brand loyalty
- d) Brand trust
- e) Brand satisfaction
- f) Brand attachment
- g) Future purchase recommendations

Alternative Hypothesis (H1) - There is a difference in brand equity of the product brand between recipients of the magazine brand and non-recipients of the magazine brand in relation to:

- a) Brand knowledge
- b) Perception of quality
- c) Brand loyalty
- d) Brand trust
- e) Brand satisfaction
- f) Brand attachment
- g) Future purchase recommendations

Independent t-tests were conducted on each of the variables above.

5.6.1 BRAND KNOWLEDGE

Table 14: Hypothesis 1 – Brand knowledge

	N	Brand knowledge/ Image Mean	95% Conf. (±)	Std.Error	Std. Dev.
Received mag					
Yes	79	1.759	0.173	0.087	0.772
No	38	2.316	0.255	0.126	0.775
entire sample	117	1.940	0.149	0.075	0.813
F-Test:	F	P			
	1.008438675	0.949538376			
t-Test:		Degrees of Freedom	P		
Variance Estimate	T				
Pooled	-3.647334652	115	0.000399587		
Separate	-3.641921716	72.85260736	0.000503382		

Question 1 – My overall attitude towards Wits University is positive.

The mean and standard deviation of the recipients and non-recipients of the publication is calculated. The first table shows that the mean for non-recipients (2.32) is slightly higher than recipients (1.76). According to the coding of the questionnaire, this means that those respondents that did not receive the magazine brand do not agree as strongly in their attitude towards the product brand image as those that did receive the magazine brand.

The second table shows the F-test that is a measure of the difference in variance of the two groups. F ratio tests the null hypothesis that the row means are identical (this is the test for effective matching). In each case, the F ratio is expected to be near 1.0 if the alternative hypothesis should be accepted. If F is large, the P value will be small (Albright *et al*, 2006). In this case the F value is greater than one and the P value is higher, wherein this P value indicates the

two-tailed significance of this difference in variance. The variances are significantly different, and therefore the homogeneous (pooled) t-test is considered invalid. Here, the heterogeneous (separate) t-test that takes into account the different group variances is considered. The next P value indicates the two-tailed significance of the t-value and it is the probability that the observed difference in means could be the result of random fluctuations in the dependent variable rather than of a true dependency.

Therefore, because the F value (1.008) is greater than one and the P value (0.95) is greater than 0.05, the alternative hypothesis is accepted as these tests reveal that there is a significant difference in the brand equity of the product brand between non-recipients and recipients of the magazine brand in relation to the brand image / knowledge dimension.

5.6.2 PERCEPTION OF QUALITY

Table 15: Hypothesis 1 – Perception of quality

	N	Brand perceived quality Mean	95% Conf. (±)	Std.Error	Std. Dev.
<i>Received mag</i>					
Yes	79	1.899	0.202	0.101	0.900
No	38	2.342	0.268	0.132	0.815
entire sample	117	2.043	0.164	0.083	0.894
F-Test:	F	P			
	1.220833842	0.508489297			
t-Test:		Degrees of Freedom	P		
Variance Estimate	T				
Pooled	-2.571127931	115	0.011412555		
Separate	-2.663116584	80.11029832	0.009355603		

Question 2 – My perception of the quality of Wits University is positive.

The mean score for non-recipients (2.34) is higher than that of recipients (1.90), which indicated that those that received the magazine agree more strongly that their perception of the quality of the product brand is positive. As per the table above, the alternative hypothesis is accepted because the F value (1.22) is greater than one and the P value (0.51) is greater than 0.05 and therefore the test reveals that there is a significant difference in the brand equity of the product brand between non-recipients and recipients of the magazine brand in relation to the perception of quality dimension.

5.6.3 BRAND LOYALTY

Table 16: Hypothesis 1 – Brand loyalty

	N	Brand loyalty Mean	95% Conf. (±)	Std.Error	Std. Dev.
<i>Received mag</i>					
Yes	79	1.9494	0.1790	0.0899	0.7990
No	38	2.3947	0.3108	0.1534	0.9455
entire sample	117	2.0940	0.1595	0.0805	0.8708
F-Test:	F	P			
	1.400352256	0.214055579			
t-Test:		Degrees of Freedom	P		
Variance Estimate	T				
Pooled	-2.657458998	115	0.008993332		
Separate	-2.50506885	63.24441094	0.014830699		

Question 4 – I am loyal to Wits University

The mean score for non-recipients (2.40) is higher than that of recipients (1.95), which indicated that those that did not receive the magazine do not agree as strongly in their loyalty to the product brand as those that received the magazine. The alternative hypothesis is accepted because the F value (1.4) is greater than one and the P value (0.21) is greater than 0.05 and therefore the test reveals that there is a significant difference in the brand equity of the product brand between non-recipients and recipients of the magazine brand in relation to the brand loyalty dimension.

5.6.4 BRAND TRUST

Table 17: Hypothesis 1 – Brand trust

	N	Brand trust Mean	95% Conf. (±)	Std.Error	Std. Dev.
<i>Received mag</i>					
Yes	79	4.1899	0.1796	0.0902	0.8019
No	38	3.6579	0.2784	0.1374	0.8471
entire sample	117	4.0171	0.1558	0.0787	0.8508
F-Test:	F	P			
	1.116125597	0.671953477			
t-Test:		Degrees of Freedom	P		
Variance Estimate	T				
Pooled	3.29947661	115	0.001289956		
Separate	3.236073535	69.62902872	0.001856076		

Question 5 – I do not trust Wits University

Due the fact that this question was negatively worded, the coding is opposite to the other questions. Although the mean score for non-recipients is lower (3.66) than that of recipients (4.19), the negative coding indicated that the mean score was actually lower for the recipients of the magazine. This means that respondents that received the magazine indicated that they trust the product brand more strongly than those that did not receive the magazine. The alternative hypothesis is accepted because the F value (1.12) is greater than one and the P value (0.67) is greater than 0.05 and therefore the test reveals that there is a significant difference in the brand equity of the product brand between non-recipients and recipients of the magazine brand in relation to the brand trust / relationship dimension.

5.6.5 BRAND SATISFACTION

Table 18: Hypothesis 1 – Brand satisfaction

	N	Brand Relationship/ Satisfaction	95%		
		Mean	Conf. (±)	Std.Error	Std. Dev.
<i>Received mag</i>					
Yes	79	2.1519	0.1934	0.0972	0.8636
No	38	2.5000	0.2834	0.1399	0.8621
entire sample	117	2.2650	0.1602	0.0809	0.8749
F-Test:	F	P			
	1.003523059	0.983050526			
t-Test:		Degrees of Freedom	P		
Variance Estimate	T				
Pooled	-2.042839585	115	0.043354478		
Separate	-2.044109723	73.24581356	0.044538324		

Question 6 – I am satisfied with Wits University

The mean score for recipients (2.15) is marginally lower than that of non-recipients (2.50), which means that respondents that received the magazine agree more that they are satisfied with the product brand than those that did not receive the magazine. The alternative hypothesis is accepted because the F value (1.004) is greater than one and the P value (0.98) is greater than 0.05 and therefore the test reveals that there is a significant difference in the brand equity of the product brand between non-recipients and recipients of the magazine brand in relation to the brand satisfaction / relationship dimension.

5.6.6 BRAND ATTACHMENT

Table 19: Hypothesis 1 – Brand attachment

	N	Brand relationship/ attachment Mean	95% Conf. (±)	Std.Error	Std. Dev.
<i>Received mag</i>					
1	79	2.4304	0.2343	0.1177	1.0462
2	38	3.0263	0.3196	0.1577	0.9722
entire sample	117	2.6239	0.1934	0.0977	1.0564
F-Test:	F	P			
	1.157860417	0.63227967			
t-Test:		Degrees of Freedom	P		
Variance Estimate	T				
Pooled	-2.950900648	115	0.003840577		
Separate	-3.028202496	78.18652314	0.003331921		

Question 7 – I feel strongly connected to Wits University

The mean score for recipients (2.43) is lower than that of non-recipients (3.03), which means that respondents that did not receive the magazine have a neutral opinion with regards to their satisfaction with the product brand than those that did not receive the magazine. The alternative hypothesis is accepted because the F value (1.16) is greater than one and the P value (0.63) is greater than 0.05 and therefore the test reveals that there is a significant difference in the brand equity of the product brand between non-recipients and recipients of the magazine brand in relation to the brand attachment / relationship dimension.

5.6.7 FUTURE PURCHASE RECOMMENDATION

Table 20: Hypothesis 1 – Future purchase recommendation

	N	Future purchases Mean	95% Conf. (±)	Std.Error	Std. Dev.
<i>Received mag</i>					
Yes	79	1.3544	0.1645	0.0826	0.7345
No	38	1.6579	0.2784	0.1374	0.8471
entire sample	117	1.4530	0.1432	0.0723	0.7823
F-Test:	F	P			
	1.33035187	0.291034264			
t-Test:		Degrees of Freedom	P		
Variance Estimate	T				
Pooled	-1.989832468	115	0.048982383		
Separate	-1.892460822	64.58777241	0.062912898		

Question 9 – Would I refer Wits University to a potential student?

The mean score for recipients (1.35) is lower than that of non-recipients (1.66), which meant that those respondents that received the magazine agreed more strongly that they would recommend the product brand to a potential student. The alternative hypothesis is accepted because the F value (1.33) is greater than one and the P value (0.29) is greater than 0.05 and therefore the test reveals that there is a significant difference in the brand equity of the product brand between non-recipients and recipients of the magazine brand in relation to the future purchase recommendation.

The following table summarises the findings based on Hypothesis 1:

Table 21: Summary of findings for Hypothesis 1

H0 – There is no difference in brand equity of the product brand between recipients of the magazine brand and non-recipients of the magazine brand in relation to the following brand dimensions:	
H1 - There is a difference in brand equity of the product brand between recipients of the magazine brand and non-recipients of the magazine brand in relation to the following brand dimensions:	
Brand dimension	Findings
Brand knowledge	Accept H1 – Support Alternative Hypothesis
Perception of quality	Accept H1 – Support Alternative Hypothesis
Brand loyalty	Accept H1 – Support Alternative Hypothesis
Brand trust	Accept H1 – Support Alternative Hypothesis
Brand satisfaction	Accept H1 – Support Alternative Hypothesis
Brand attachment	Accept H1 – Support Alternative Hypothesis
Future purchase recommendations	Accept H1 – Support Alternative Hypothesis

5.7 HYPOTHESIS 2

Null Hypothesis (H0) - There is no difference in brand equity of the product brand between high and low readership of the magazine brand in relation to:

- a) Brand knowledge
- b) Perception of quality
- c) Brand loyalty
- d) Brand trust
- e) Brand satisfaction
- f) Brand attachment
- g) Future purchase recommendations
- h) Brand association

Alternative Hypothesis (H1) - There is a difference in brand equity of the product brand between high and low readership of the magazine brand in relation to:

- a) Brand knowledge
- b) Perception of quality
- c) Brand loyalty
- d) Brand trust
- e) Brand satisfaction
- f) Brand attachment
- g) Future purchase recommendations
- h) Brand association

In this case, only the test respondents were used, and an average mean was calculated between low and high readership. Of the 79 respondents that received the magazine, 40 respondents have low readership and 39 respondents have high readership.

5.7.1 BRAND KNOWLEDGE

Table 22: Hypothesis 2 – Brand knowledge

	N	Brand knowledge Mean	95% Conf. (±)	Std.Error	Std. Dev.
<i>Engagement</i>					
Low	40	1.9500	0.2705	0.1337	0.8458
High	39	1.5641	0.2076	0.1026	0.6405
entire sample	79	1.7595	0.1728	0.0868	0.7715
F-Test:	F	P			
	1.74375	0.089212076			
t-Test:		Degrees of Freedom	P		
Variance Estimate	T				
Pooled	2.281773781	77	0.025265556		
Separate	2.289718328	72.59484544	0.024946476		

Question 1 – My overall attitudes towards Wits University is positive

The mean score for low readership (1.95) is higher than for high readership (1.56) which means that those that had higher readership of the magazine agree more strongly that their overall attitude of the product brand is positive. The alternative hypothesis is accepted because the F value (1.74) is greater than one and the P value (0.09) is greater than 0.05 and therefore the test reveals that there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the brand image / knowledge dimension.

5.7.2 PERCEPTION OF QUALITY

Table 23: Hypothesis 2 – Perception of quality

	N	Brand perceived quality Mean	95%		
			Conf. (±)	Std.Error	Std. Dev.
<i>Engagement</i>					
Low	40	2.1500	0.3034	0.1500	0.9487
High	39	1.6410	0.2521	0.1245	0.7776
entire sample	79	1.8987	0.2016	0.1013	0.9001
F-Test:	F	P			
	1.488616071	0.222550288			
t-Test:		Degrees of Freedom	P		
Variance Estimate	T				
Pooled	2.604340759	77	0.011041966		
Separate	2.610905508	74.80824909	0.010904807		

Question 2 – My perception of the quality of Wits University is positive

The mean score of low readership (2.15) is higher than high readership (1.64) which means that those that had higher readership of the magazine have a higher perception of quality in the product brand than those that had a low readership of the magazine. The alternative hypothesis is accepted because the F value (1.49) is greater than one and the P value (0.22) is greater than 0.05 and therefore the test reveals that there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the perception of quality dimension.

5.7.3 BRAND LOYALTY

Table 24: Hypothesis 2 – Brand loyalty

	N	Brand loyalty Mean	95% Conf. (±)	Std.Error	Std. Dev.
<i>Engagement</i>					
Low	40	2.1750	0.2497	0.1235	0.7808
High	39	1.7179	0.2461	0.1216	0.7591
entire sample	79	1.9494	0.1790	0.0899	0.7990
F-Test:	F	P			
	1.057903981	0.863393728			
t-Test:		Degrees of Freedom	P		
Variance Estimate	T				
Pooled	2.637132555	77	0.010110373		
Separate	2.638084186	76.99951958	0.010084447		

Question 4 – I am loyal to Wits University

The mean score of low readership (2.18) is higher than high readership (1.72) which means that those that had higher readership of the magazine have a higher loyalty to the product brand than those that had a low readership of the magazine. The alternative hypothesis is accepted because the F value (1.06) is greater than one and the P value (0.86) is greater than 0.05 and therefore the test reveals that there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the brand loyalty dimension.

5.7.4 BRAND TRUST

Table 25: Hypothesis 2 – Brand trust

	N	Brand trust Mean	95% Conf. (±)	Std.Error	Std. Dev.
<i>Engagement</i>					
Low	40	4.0250	0.2660	0.1315	0.8317
High	39	4.3590	0.2408	0.1190	0.7429
entire sample	79	4.1899	0.1796	0.0902	0.8019
F-Test:	F	P			
	1.253117359	0.488338189			
t-Test:		Degrees of Freedom	P		
Variance Estimate	T				
Pooled	-1.880684037	77	0.063795959		
Separate	-1.883395076	76.42360909	0.063451335		

Question 5 – I do not trust Wits University

The mean score of low readership (4.03) is lower than high readership (4.36), but because this is a negatively worded question, the mean score of low readership is actually higher than high readership which means that those that had higher readership of the magazine have more trust in the product brand than those that had a low readership of the magazine. The alternative hypothesis is accepted because the F value (1.25) is greater than one and the P value (0.49) is greater than 0.05 and therefore the test reveals that there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the brand trust / relationship dimension.

5.7.5 BRAND SATISFACTION

Table 26: Hypothesis 2 – Brand satisfaction

	N	Brand	95%		
		Satisfaction	Conf. (±)	Std.Error	Std. Dev.
		Mean			
<i>Engagement</i>					
Low	40	2.3250	0.2549	0.1260	0.7970
High	39	1.9744	0.2927	0.1446	0.9028
entire sample	79	2.1519	0.1934	0.0972	0.8636
F-Test:	F	P			
	1.283127091	0.441780284			
t-Test:					
	Variance Estimate	T	Degrees of Freedom	P	
	Pooled	1.831204745	77	0.070938154	
	Separate	1.828295174	75.3177085	0.071464808	

Question 6 – I am satisfied with Wits University

The mean score of low readership (2.33) is higher than high readership (1.97) which means that those that had higher readership of the magazine have a higher satisfaction in the product brand than those that had a low readership of the magazine. The alternative hypothesis is accepted because the F value (1.28) is greater than one and the P value (0.44) is greater than 0.05 and therefore the test reveals that there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the brand satisfaction / relationship dimension.

5.7.6 BRAND ATTACHMENT

Table 27: Hypothesis 2 – Brand attachment

		N	Brand relationship/ attachment Mean	95% Conf. (±)	Std.Error	Std. Dev.
<i>Engagement</i>						
	Low	40	2.7000	0.3335	0.1649	1.0427
	High	39	2.1538	0.3202	0.1582	0.9878
	entire sample	79	2.4304	0.2343	0.1177	1.0462
F-Test:		F	P			
		1.114246196	0.739999277			
t-Test:						
	Variance Estimate	T	Degrees of Freedom	P		
	Pooled	2.388848402	77	0.019349871		
	Separate	2.390504165	76.93784948	0.019271018		

Question 7 – I feel strongly connected to Wits University

The mean score of low readership (2.7) is higher than high readership (2.15) which means that those that had higher readership of the magazine have a higher attachment towards the product brand than those that had a low readership of the magazine. The alternative hypothesis is accepted because the F value (1.11) is greater than one and the P value (0.74) is greater than 0.05 and therefore the test reveals that there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the brand attachment / relationship dimension.

5.7.7 FUTURE PURCHASE RECOMMENDATION

Table 28: Hypothesis 2 – Future purchase recommendation

	N	Future purchases Mean	95% Conf. (±)	Std.Error	Std. Dev.
<i>Engagement</i>					
Low	40	1.5000	0.2710	0.1340	0.8473
High	39	1.2051	0.1849	0.0913	0.5703
entire sample	79	1.3544	0.1645	0.0826	0.7345
F-Test:	F	P			
	2.20746888	0.016191628			
t-Test:		Degrees of Freedom	P		
Variance Estimate	T				
Pooled	1.809911289	77	0.07421143		
Separate	1.818668638	68.48621246	0.073334352		

Question 9 – Would I refer Wits University to a potential student?

The mean score of low readership (1.5) is higher than high readership (1.2) which means that those that had higher readership of the magazine agree more strongly that they would recommend the product brand to a potential student than those that had a low readership of the magazine. The alternative hypothesis is accepted because the F value (2.21) is greater than one and the P value (0.16) is greater than 0.05 and therefore the test reveals that there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the future purchase recommendation.

5.7.8 BRAND ASSOCIATION

Table 29: Hypothesis 2 – Brand association

	N	Brand Association	95%		
		Mean	Conf. (±)	Std.Error	Std. Dev.
<i>Engagement</i>					
Low	40	1.650	0.286	0.141	0.893
High	39	2.436	0.276	0.136	0.852
entire sample	79	2.038	0.214	0.107	0.953
F-Test:					
	F	P			
	1.098327138	0.773690497			
t-Test:					
	Variance Estimate	T	Degrees of Freedom	P	
	Pooled	-4.000173992	77	0.00014426	
	Separate	-4.002578261	76.9652891	0.0001431	

Question 12 – What have I done with my copy of WitsReview?

The coding for this question was slightly different to the rest of the questions, and was coded as follows: Thrown it away – 1, Given it away – 2, Kept it – 3. The mean score of low readership (1.65) is lower than high readership (2.44) which means that those that had higher readership of the magazine have a stronger attachment to the product brand than those that had a low readership of the magazine. In other words, respondents with a higher readership either gave the magazine away or kept it, but they didn't throw it away. The alternative hypothesis is accepted because the F value (1.10) is greater than one and the P value (0.77) is greater than 0.05 and therefore the test reveals that there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the brand association dimension.

The following table summarises the findings based on Hypothesis 2:

Table 30: Summary of findings for Hypothesis 2

H0 – There is no difference in brand equity of the product brand between high and low readership of the magazine brand in relation to the following brand dimensions:	
H1 – There is a difference in brand equity of the product brand between high and low readership of the magazine brand in relation to the following brand dimensions:	
Brand dimension	Findings
Brand knowledge	Accept H1 – Support Alternative Hypothesis
Perception of quality	Accept H1 – Support Alternative Hypothesis
Brand loyalty	Accept H1 – Support Alternative Hypothesis
Brand trust	Accept H1 – Support Alternative Hypothesis
Brand satisfaction	Accept H1 – Support Alternative Hypothesis
Brand attachment	Accept H1 – Support Alternative Hypothesis
Future purchase recommendations	Accept H1 – Support Alternative Hypothesis
Brand association	Accept H1 – Support Alternative Hypothesis

5.8 CONCLUSION

The alternative hypotheses in both instances is accepted as the data suggests that there are significant differences in the brand equity of respondents who received the magazine brand and those who did not receive it, and the extent to which the magazine was read.

This suggests that there is an association between the receipt and non-receipt of the magazine brand and the brand equity of the product brand. There may be scope for additional research to determine the causal effects that the receipt of a custom publication would have on readers, in terms of each of the brand equity dimensions.

In terms of readership, the alternative hypothesis is accepted as the data suggests that there are significant differences in the brand equity of the product brand and the different levels of readership of the magazine brand. This

suggests that there is an association between the extent to which the magazine is read and the brand equity dimensions of the product brand. Once again, there may be scope for additional research to determine the causal effects that increased readership of a magazine brand would have on the brand equity dimensions of a product brand.

The following chapter discusses these results in terms of the research hypotheses outlined in Chapter 3 and the literature presented in Chapter 2.

CHAPTER 6: DISCUSSION OF THE RESULTS

6.1 INTRODUCTION

The brand dimensions discussed and summarised in Chapter 2 were used to test if there was a significant difference in opinion of the product brand (Wits University) between Wits graduates that received the magazine brand (WitsReview) and those that did not receive the magazine brand as well as between those that has a high readership of the magazine brand and those that had a low readership of the magazine brand.

Descriptive statistics described the demographics of age, gender, highest tertiary qualification achieved, the number of years since graduation and whether or not the respondent currently lives in South Africa. Thereafter t-tests and f-tests were used to test for any significant differences in the hypotheses. The following analysis compares the statistical results with the literature.

6.2 DESCRIPTIVE STATISTICS

The sample contained 117 responses, wherein 79 respondents received the magazine, and 38 did not receive the magazine.

6.2.1 AGE

The majority (83%) of the total sample was under 51 years of age, with only 4% of the respondents over the age of 61. The largest age was those that are between the age of 31 and 40, which constitutes 32% of the sample. The age profile of those respondents who received the magazine was younger in comparison than those who did not receive the magazine. The sampling was

non-probability, using convenience and snowball sampling and therefore there was a risk that the age breakdown would not be evenly spread. However, the Kolmogorov-Smirnov test for normal distribution in Section 5.4 revealed that the age demographic is normally distributed. Based on the fact that the majority of the respondents were under the age of 51, telescoping response error may have occurred because the respondents are remembering more recent events, which hold more weight than past events (Zikmund, 2003)

6.2.2 GENDER

69% of the respondents are male and therefore the number of males who received the magazine was also high. As discussed with the age demographic, the Kolmogorov-Smirnov test in Section 5.4 revealed that the gender demographic is normally distributed. While the researcher was surprised that the majority of the respondents are male, perhaps gender equalities of the past have hampered female graduates. Nevertheless, the brand equity of both male and female respondents has shown to be high.

6.2.3 HIGHEST TERTIARY EDUCATION

97% of the sample has a Degree, an Honours Degree and/or a Masters Degree. Only 3% of the total sample indicated that their highest tertiary qualification was a Doctorate or Professor. There was a lower incidence of respondents with a Degree amongst recipients of the magazine, but a higher incidence of respondents with a Masters Degree that received the magazine, than those that did not. Perhaps the magazine brand may entice those graduates that have completed their Degree and/or Honours Degree to continue

with their education at Wits University by enrolling for a Masters, Doctorate of Professorship, based on the future purchase dimension of brand equity.

6.2.4 LENGTH OF TIME SINCE GRADUATION

28% of the sample graduated from Wits University between one and five years ago, and 27% of the sample graduated from Wits University more than 21 years ago. While more respondents in the one to five year category received the magazine, fewer respondents in the 21 years and over category received the magazine. As with the highest level of tertiary education and the future purchase brand equity dimension, the receipt of the magazine brand may entice graduates to reminisce about their student years and return to Wits University to further their education.

6.2.5 CURRENTLY LIVE IN SOUTH AFRICA

96% of the sample indicated that they currently live in South Africa. Based on this fact, the accessibility for graduates to return to Wits University to further their education is easier. In addition, the fact that many of these graduates have remained in South Africa is positive, especially considering the skills shortage currently facing the country.

6.3 HYPOTHESES

Parametric tests were conducted to test the hypotheses. In the case of Hypothesis 1, the entire sample was used in the analysis, which consisted of 117 respondents.

Null Hypothesis (H0) - There is no difference in brand equity of the product brand between recipients of the magazine brand and non-recipients of the magazine brand in relation to:

- a) Brand knowledge
- b) Perception of quality
- c) Brand loyalty
- d) Brand trust
- e) Brand satisfaction
- f) Brand attachment
- g) Future purchase recommendations

Alternative Hypothesis (H1) - There is a difference in brand equity of the product brand between recipients of the magazine brand and non-recipients of the magazine brand in relation to:

- a) Brand knowledge
- b) Perception of quality
- c) Brand loyalty
- d) Brand trust
- e) Brand satisfaction
- f) Brand attachment
- g) Future purchase recommendations

In the case of Hypothesis 2, only the test respondents were analysed, and an average mean was calculated between low and high readership. Of the 79 respondents that received the magazine, 40 respondents have low readership and 39 respondents have high readership.

Null Hypothesis (H0) - There is no difference in brand equity of the product brand between high and low readership of the magazine brand in relation to:

- a) Brand knowledge
- b) Perception of quality
- c) Brand loyalty
- d) Brand trust
- e) Brand satisfaction
- f) Brand attachment
- g) Future purchase recommendations
- h) Brand association

Alternative Hypothesis (H1) - There is a difference in brand equity of the product brand between high and low readership of the magazine brand in relation to:

- a) Brand knowledge
- b) Perception of quality
- c) Brand loyalty
- d) Brand trust
- e) Brand satisfaction
- f) Brand attachment
- g) Future purchase recommendations
- h) Brand association

6.3.1 BRAND KNOWLEDGE

Question 1 – My overall attitudes towards Wits University is positive

Hypothesis 1 - The mean for non-recipients is slightly higher than for recipients, which means that recipients of a magazine brand have a stronger attitude towards the product brand image. The alternative hypothesis is accepted as there is a significant difference in the brand equity of the product brand between non-recipients and recipients of the magazine brand in relation to the brand image / knowledge dimension.

Hypothesis 2 – The mean score for low readership is higher than for high readership which means that those that had higher readership of the magazine agree more strongly that their overall attitude of the product brand is positive. The alternative hypothesis is accepted as there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the brand image / knowledge dimension.

Therefore there is an association between the receipt of the magazine brand and an increase in brand knowledge and resultant brand equity of the product brand. Further, there is an association between increased readership of the magazine brand and an increase in brand knowledge and resultant brand equity of the product brand.

As indicated in the literature, Esch *et al* (2006) believes that brand image and brand awareness belong to the overarching brand knowledge dimension.

Keller's (1993) customer-based brand equity model prescribes that marketers should aim to create value for the brand by increasing the customer's recall and recognition of the brand. However, as discussed in Chapter 4, the researcher chose not to test for brand awareness based on the assumption that respondents have spent many years studying at Wits University and should therefore be able to recall the brand.

With regards to the second sub-section of brand knowledge, brand image refers to favourable, strong and unique brand associations in the memory of the customer, and thereafter results in a perceived quality and an overall positive effect (Keller, 1993). Therefore it's essential that marketers evaluate, understand and define the knowledge structures that they aspire to create in the minds of the customer (Keller, 1993). In this case, the research has shown that there is an association between custom publishing and an increase in brand image / knowledge in terms of customer-based brand equity, and therefore this form of communication should be evaluated as part of the marketing and communications strategy.

6.3.2 PERCEPTION OF QUALITY

Question 2 – My perception of the quality of Wits University is positive

Hypothesis 1 - The mean score for non-recipients is higher than that of recipients, which indicated that those that received the magazine agree more strongly that their perception of the quality of the product brand is positive. The alternative hypothesis is accepted as there is a significant difference in the

brand equity of the product brand between non-recipients and recipients of the magazine brand in relation to the perception of quality dimension.

Hypothesis 2 – The mean score of low readership is higher than high readership which means that those that had higher readership of the magazine have a higher perception of quality in the product brand than those that had a low readership of the magazine. The alternative hypothesis is accepted as there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the perception of quality dimension.

It's important to note that the perceived quality is not related to the actual product, but rather to the customer's subjective evaluation of the brand (Zeithaml, 1988). Positive perceived quality in the customer's mind should encourage them to purchase the product (Keller, 1993). This research has shown that there is an association between custom publishing and a perceived quality in the product brand. It's essential that publishers of custom publications realise the impact that they have on the product brand, and therefore they need to ensure that the magazine brand is aligned to the product brand with regards to quality.

6.3.3 BRAND LOYALTY

Question 4 – I am loyal to Wits University

Hypothesis 1 - The mean score for non-recipients is higher than that of recipients, which indicated that those respondents that did receive the magazine agreed more strongly in their loyalty to the product brand than those that did not receive the magazine. The alternative hypothesis is accepted as there is a significant difference in the brand equity of the product brand between non-recipients and recipients of the magazine brand in relation to the brand loyalty dimension.

Hypothesis 2 - The mean score of low readership is higher than high readership which means that those that had higher readership of the magazine have a higher loyalty to the product brand than those that had a low readership of the magazine. The alternative hypothesis is accepted as there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the brand loyalty dimension.

Aaker (1991, p39) defined brand loyalty as “the attachment that a customer has to a brand”. From a behavioural perspective, brand loyalty is based on the customer’s actual loyalty as indicated in purchase choices (Oliver, 1997), but from an attitudinal perspective, the focus is on the customer’s intentions to be loyal to the brand (Yoo and Donthu, 2003).

The research agrees with the literature in that all of the respondents have already displayed brand loyalty from the behavioural point of view, because

they have already completed a degree at Wits University and essentially purchased the product. Based on the attitudinal point of view, this research has shown that there is an association between custom publishing and brand loyalty and that the respondents intend to be loyal to the brand.

6.3.4 BRAND TRUST

Question 5 – I do not trust Wits University

Hypothesis 1 – Although this question was negatively worded, essentially the results from Chapter 5 show that respondents that received the magazine indicated that they trust the product brand more strongly than those that did not receive the magazine. The alternative hypothesis is accepted as there is a significant difference in the brand equity of the product brand between non-recipients and recipients of the magazine brand in relation to the brand trust / relationship dimension.

Hypothesis 2 – As above, the results of this negatively worded question reveal that respondents that had higher readership of the magazine have more trust in the product brand than those that had a low readership of the magazine. The alternative hypothesis is accepted as there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the brand trust / relationship dimension.

Brand trust forms part of the brand relationship dimension and is an essential affective and cognitive outcome for a relationship (Esch *et al*, 2006). In addition, Esch *et al* (2006) proved that brand image has a positive effect on brand trust

which in turn has a positive affect on brand attachment. In this case, the research has shown that an association exists between custom publishing and an increase in brand trust of the product brand, resulting in a brand relationship.

6.3.5 BRAND SATISFACTION

Question 6 – I am satisfied with Wits University

Hypothesis 1 - The mean score for recipients is marginally lower than that of non-recipients, which means that respondents that received the magazine agree more that they are satisfied with the product brand than those that did not receive the magazine. The alternative hypothesis is accepted as there is a significant difference in the brand equity of the product brand between non-recipients and recipients of the magazine brand in relation to the brand satisfaction / relationship dimension.

Hypothesis 2 - The mean score of low readership is higher than high readership which means that those that had higher readership of the magazine have a higher satisfaction in the product brand than those that had a low readership of the magazine. The alternative hypothesis is accepted as there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the brand satisfaction dimension.

Esch *et al* (2006) explains that an exchange relationship relates to a customer's concern with how much they received for that they gave, and if they received enough, the primary positive outcome of that relationship is satisfaction. In this

case, the research has shown that there is an association between custom publishing and an increase in brand satisfaction (which forms part of brand relationships) which means that the respondents are satisfied with the relationship they have with Wits University wherein there is satisfaction with the degree or experience they received in return for their time, effort and money.

6.3.6 BRAND ATTACHMENT

Question 7 – I feel strongly connected to Wits University

Hypothesis 1 - The mean score for recipients is lower than that of non-recipients, which means that respondents that did not receive the magazine have a neutral opinion with regards to their satisfaction with the product brand than those that did not receive the magazine. The alternative hypothesis is accepted as there is a significant difference in the brand equity of the product brand between non-recipients and recipients of the magazine brand in relation to the brand attachment / relationship dimension.

Hypothesis 2 - The mean score of low readership is higher than high readership which means that those that had higher readership of the magazine have a higher attachment towards the product brand than those that had a low readership of the magazine. The alternative hypothesis is accepted as there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the brand attachment / relationship dimension.

Brand attachment forms part of brand relationships, and Esch *et al* (2006) has described, it as a commitment-inducing, longer-lasting bond between the customer and a brand. This research has shown that there is an association between custom publishing and brand attachment. Therefore for marketers to create a longer-lasting bond with Wits University alumni, the magazine brand should be treasured and used appropriately to encourage brand attachment to the product brand.

6.3.7 FUTURE PURCHASE RECOMMENDATION

Question 9 – Would I refer Wits University to a potential student?

Hypothesis 1 - The mean score for recipients is lower than that of non-recipients, which meant that those respondents that received the magazine agree more strongly that they would recommend the product brand to a potential student. The alternative hypothesis is accepted as there is a significant difference in the brand equity of the product brand between non-recipients and recipients of the magazine brand in relation to the future purchase recommendation.

Hypothesis 2 - The mean score of low readership is higher than high readership which means that those that had higher readership of the magazine agree more strongly that they would recommend the product brand to a potential student than those that had a low readership of the magazine. The alternative hypothesis is accepted as there is a significant difference in the brand equity of the product brand between high and low readership of the magazine brand in relation to the future purchase recommendation.

While the literature doesn't specifically define and delve into the concept of future purchases, Esch *et al* (2006) believes that to ensure future purchases, marketers should strive to create a familiar brand with a positive image which builds a positive brand relationship with the customer, thereby encouraging current and future purchases through brand attachment (Esch *et al*, 2006). The crux of securing future purchase recommendations lies in the marketer's ability to utilise each of the brand dimensions to create an increase in customer-based brand equity towards the product brand. This research has shown that there is an association between custom publishing and future purchase recommendations, and that custom publishing should be used as a tool to attempt to increase brand equity.

6.3.8 BRAND ASSOCIATION

The research does not address brand association as part of Hypothesis 1, as it relates to the magazine brand, which was only received by 79 respondents (the test group). Therefore the brand associations dimension was only addressed with the testing of Hypothesis 2, as below.

Question 12 – What have I done with my copy of WitsReview?

Hypothesis 2 - The mean score of low readership is lower than high readership which means that those that had higher readership of the magazine have a stronger attachment to the product brand than those that had a low readership of the magazine. The alternative hypothesis is accepted as there is a significant difference in the brand equity of the product brand between high and low

readership of the magazine brand in relation to the brand association dimension.

Keller (1993, p3) believes that brand associations contain “the meaning of the brand for customers”. Brand associations consist of brand personality, brand attributes, brand benefits and brand attitudes (Aaker, 1991). In this case, on average recipients of the magazine that had higher readership tended to either give the magazine away or keep it. This highlights that there is an association between custom publishing and the brand association dimension, and therefore publishers of custom publishing should aim to increase the retention rate of the magazine by enticing the reader to read all of the content and keep the magazine for further reading.

6.4 CONCLUSION

Schmitt (1999) emphasises that in order to achieve brand relationships with customers, the standard, traditional marketing mix and communication techniques should be accompanied by experiential marketing techniques which increase emotional connections and interactions between the brand and the customer.

The overriding purpose of this research was to evaluate the relationship between the readership of a custom publication and the brand dimensions of customer-based brand equity to determine if custom publishing could be used as a tool to build customer-based brand equity. This research has shown that there is an association between custom publishing, in the form of a magazine

brand, and an increase in customer-based brand equity in the product brand and therefore custom publishing is a communication technique that marketers should explore to increase brand equity.

CHAPTER 7: CONCLUSION AND RECOMMENDATIONS

7.1 INTRODUCTION

Figure 1 devised in Chapter 2 was a summary of the brand dimensions explored in brand equity literature. For this research many of the brand dimensions were tested to ascertain if an association exists between custom publishing and these brand dimensions.

Figure 2: Summary of customer-based brand dimensions tests

<p>1. Brand knowledge (<i>tested with regards to brand image</i>)</p> <p>a) Brand image (<i>tested</i>)</p> <p>b) Brand awareness (<i>not tested</i>)</p>	
<p>2. Brand associations (<i>tested for Hypothesis 2 only</i>)</p> <p>a) Brand personality (<i>not tested</i>)</p> <p>b) Brand attributes (<i>not tested</i>)</p> <p>c) Brand benefits (<i>not tested</i>)</p> <p>d) Brand attitudes (<i>not tested</i>)</p>	
<p>3. Perceived quality (<i>tested</i>)</p>	<p>4. Brand loyalty (<i>tested</i>)</p>
<p>5. Brand relationships</p> <p>a) Brand satisfaction (<i>tested</i>)</p> <p>b) Brand trust (<i>tested</i>)</p> <p>c) Brand attachment (<i>tested</i>)</p>	<p>6. Behavioural outcome measures (<i>tested</i>)</p> <p>Current purchases (<i>criteria for testing</i>)</p> <p>Future purchases (<i>tested</i>)</p>

In terms of brand knowledge, brand image was tested, but brand awareness was not tested based on the researcher's assumption that a graduate from Wits University would be aware of the product brand after spending many years studying at the institution. For brand associations, only Hypothesis 2 tested this

dimension because the associations were based on the retention of the magazine brand, and therefore only the test group could be analysed. Both perceived quality and brand loyalty were tested. Brand relationships were analysed in depth wherein all three sub-dimensions were explored, namely: brand satisfaction, brand trust and brand attachment. In terms of behavioural outcome measures, only future purchase recommendations were tested, because the researcher assumed that considering that all of the respondents were Wits University graduates, they had made a current purchase, which formed the basis for their inclusion in this research.

The overarching research problem was that there is limited understanding of what custom publishing may be able to do to increase customer-based brand equity. The research objectives were to:

- c) Determine the theoretical components applicable to customer-based brand equity
- d) Investigate empirically the association between exposure to custom publishing in the form of a magazine brand, and an increase in customer-based brand equity dimensions.

In essence, this paper summarised brand equity theory into brand dimensions and empirically evaluated the relationship between customer-based brand equity dimensions and custom publishing readership. In conclusion, this research has shown that custom publishing is associated with an increase in customer-based brand equity and that an association exists.

7.2 LIMITATIONS OF THIS RESEARCH

This research had the following limitations:

- The product category for this research was tertiary education, and therefore the sample and resultant analysis may not be generalised to other product categories
- Non-probability sampling was used, which means that the sample is not representative of the population and statistical inferences may not be drawn
- In terms of the sampling frame, due to the nature of convenience sampling, variability and bias of estimates could not be controlled and projection of the data to the population is inappropriate. In addition, the snowball sampling method inferred that there was high bias and that the sample units were not independent

7.3 FUTURE RESEARCH IDEAS

The following future research directions have been identified:

- Custom publishing takes on many forms of product categories. Whilst the relationship between custom publishing and customer-based brand equity dimensions exists between Wits University and WitsReview, other product categories should be explored.
- Brand associations were not tested in depth with this research, and therefore it would be interesting to test for an association between custom publishing and the four sub-categories of brand associations, namely: brand personality, brand attributes, brand benefits and brand attitudes.

- Qualitative research may be conducted to highlight or discover additional brand dimensions that may be tested
- This research did not test the causality of custom publishing on customer-based brand equity, and therefore it may be interesting to explore the causal effects that the receipt of a custom publication would have on readers in terms of each of the brand equity dimensions.

7.4 RECOMMENDATIONS TO MARKETERS

Hutchison (2007) stresses that marketers realise that marketing is not about intrusion, but about engaging with customers and constantly adding value, by communicating meaningful stories. Advertising is not sufficient in building customer-based brand equity on its own, and therefore marketers need to ensure that the brand interacts with customers in sensory and intellectual ways to encourage a more intense experience (Arvidsson, 2006).

It's essential that with escalating costs and increasing competition, marketers need to make more strategic decisions about their marketing mix spend to create a positive customer experience which encourages repeat purchases (Keller, 1993).

Successful brand managers realise that it's essential to find ways for customers to invite the brand into their lives (Arvidsson, 2006). This research has shown that custom publishing has an association with an increase in customer-based brand equity, and should therefore be incorporated into the marketing mix on a permanent basis.

7.5 RECOMMENDATIONS TO CUSTOM PUBLISHERS

Arvidsson (2006) believes that brand management needs to build a pattern of repeated actions in customers, and therefore the aim of custom publishers is to publish a custom publication that is distributed frequently and consistently to keep the brand message and marketing communication at the top of the customer's mind.

This research has shown that there is an association between perceived quality of the product brand and custom publishing. It's essential that custom publishers ensure that this perception of quality to the product brand is aligned to the magazine brand and that a consistent message is relayed to the customer.

The essence of custom publishing is that it has the ability to deliver sustained audience attention, brand advocacy and sales uplift by telling meaningful and interesting stories that add value to the customer (Hutchison, 2007). Therefore, custom publishers have a duty to live up to that promise to ensure that marketers are able to achieve their brand communication objectives.

Pepper and Rogers (2004) believe that there is a necessity to gather vital customer information in order to build stronger brands. Custom publishers could assist in this regard by encouraging customer feedback through competitions, reader surveys, open forums and conferences.

WitsReview is a custom publication that is only six months old, and the research is already showing that it has the ability to form an association between the custom publication and various brand dimensions. Therefore the primary aim for custom publishers should be to provide content that increases the retention of the magazine so that the branding message lasts longer in the minds of the customer, thereby assisting marketers in encouraging future purchases.

With the 2010 World Cup around the corner, custom publishers should take advantage of the potential for growth in the market of custom publishing in South Africa, especially with brands that are travel and tourism based (Nunneley, 2007).

7.6 CONCLUSION

In Chapter 1, Mitchell (2005) highlighted that there are three building blocks at the heart of a successful brand:

- As opposed to other products, brands have the ability to deliver superior margins and add value
- To achieve brand success, marketers should strive for deeper customer insight, thereby innovating and differentiating the brand in the customer's eyes
- Marketers require engaging marketing communications that are able to influence customers attitudes and behaviours, thereby increasing sales and loyalty

This research has directly contributed to the third point in Mitchell's (2005) building blocks, whereby custom publishing may assist marketers in providing a marketing communications tool that enables engagement with the customer, in an attempt to influence their attitudes and behaviours, resulting in an increase in loyalty and future purchases.

The researcher hopes that this research will encourage marketers to broaden their thinking in terms of the armoury of communication tools available, by including custom publishing in their marketing mix to assist with the ongoing engagement of their customers, in pursuit of increasing customer-based brand equity.

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APPENDICES

APPENDIX A: INVITATION TO RESPOND TO QUESTIONNAIRE

Hi All

As part of my MBA studies, I am conducting a survey. If you are a **University of Witwatersrand graduate**, your response would be greatly appreciated. All responses are anonymous. The survey should take less than 5(five) minutes to complete.

Please click on the following link:

<http://go-market.biz/modules/survey/form.php?id=1>

Please forward this survey to as many fellow graduates as possible, and respond before the 15th of October 2007

Thanking you in advance for your participation.

Taryn van der Lith

APPENDIX B: BLANK QUESTIONNAIRE

(Please check the relevant box)

Question 1: My overall attitude towards Wits University is positive.

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

Question 2: My perception of the quality of Wits University is positive.

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

Question 3: The Wits University brand is lacking in potential.

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

Question 4: I am loyal to Wits University

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

Question 5: I do not trust Wits University.

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

Question 6: I am satisfied with Wits University.

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

Question 7: I feel strongly connected to Wits University.

Strongly Agree

Agree
Neutral
Disagree
Strongly Disagree

Question 8: Wits University has a negative meaning to me.

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

Question 9: Would I refer Wits University to a potential student?

Yes
No
Maybe

Question 10: Did I receive WitsReview magazine?

Yes
No

Question 11: If yes to Question 10, how much of WitsReview did I read?

None of it
Skimmed through it
Some of it
Most of it
All of it

Question 12: If yes to Question 10, what have I done with my copy of WitsReview?

Thrown it away
Given it away
Kept it
Other, please specify

Question 13: What is my age?

21-30
31-40
41-50
51-60
61 and over

Question 14: What is my gender?

Male
Female

Question 15: What is my highest tertiary qualification?

Degree
Honours
Masters

Doctorate
Professor

Question 16: How many years ago did I graduate from Wits University?

- 1-5 years
- 6-10 years
- 11-15 years
- 16-20 years
- 21 years or more

Question 17: Do I still live in South Africa?

- Yes
- No

Question 18: If no to Question 17, which country do I live in?

Thank you for your participation.