


## Appendix A

### Stimulus - Study I



WOOLWORTHS 

22 March 2022 · 



Today is [#WorldWaterDay2022](#) 

Water is close to the Woolies heart and feels particularly important given the droughts currently facing the Northern Cape and Eastern Cape.

We use water with care throughout our business. We use it responsibly in our manufacturing processes, we've educated close to 45 000 learners on its importance, installed 132 water tanks and 540+ handwashing stations at schools across South Africa.

To do your bit in providing sustainable water access to schools and communities, add the Woolies Water Fund as a beneficiary on your [MySchool](#) [MyVillage](#) [MyPlanet](#) card and give back each time you shop. 



## Stimuli - Study II

### Woolworths social media post



WOOLWORTHS

1 June 2023 · 🌐



It's International Pride Month! 🏳️‍🌈

At Woolies, we celebrate the LGBTQIA+ community year-round, and we're continuously working to better serve our LGBTQIA+ people and customers. Here are a few things we've done in this space in the last year:

We established an internal W.Pride task team to give voice to and address issues faced by the LGBTQIA+ community.

We've adapted our working wardrobe policy to recognise everyone's unique preferences to style, cultural or religious needs and gender identity or expression.

We've created a range of Pride merchandise and are donating funds to LGBTQIA+ support organisations.

We know that there's always more to be done, and we'll keep looking for ways to enable, uplift and celebrate the LGBTQIA+ community.

### Woolworths in-store display



Link to the Twitter (now X) campaign: [X \(Twitter\) campaign](#)

## **Measures**

### **Brand bravery**

#### *Altruism*

Woolworths believes in the greater good

Woolworths goes above and beyond its own interest to benefit others

Woolworths is not afraid to adapt its strategies if it benefits society at large

Woolworths is willing to reinvent itself for a cause

Woolworths is socially responsible and employs sustainable business practices

#### *Determined*

Woolworths remains relentless and refuses to succumb to external power

Woolworths challenges the status quo

Woolworths is resolute and holds on to its values

The spirit of the Woolworths brand remains unshaken despite failures

### **Attitude towards the advertisement**

Unpleasant - Pleasant

Unlikeable - Likeable

Boring - Interesting

Tasteless - Tasteful

Artless - Artful

Bad – Good

### **Brand attitude**

Unappealing - Appealing

Bad - Good

Unpleasant - Pleasant

Unfavourable - Favourable

Unlikeable – Likeable

**Purchase intent**

I will definitely shop at Woolworths

I definitely intend on buying from Woolworths

In future, I will purchase from Woolworths

Woolworths is a shop I will probably purchase from

**Consumer brand identity**

The Woolworths brand represents who I am

The Woolworths brand helps me express my identity

The Woolworths brand is part of my sense of who I am

I feel personally connected to the Woolworths brand