

**Gordon Institute
of Business Science**
University of Pretoria

**The influence of brand heritage versus brand
innovation on consumer purchase intent**

By

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ABSTRACT

With the rapidly evolving business landscape, many marketing managers and companies who place a high value on their brand to better understand their consumers tend to be caught between maintaining their longstanding legacy and the drive to be innovative. A question that has dwelled in the mind of the brand and marketing managers - Do consumers choose a brand because of its maturity and existence over time, or do they choose one due to its novelty and innovativeness?

This research examined the influence of specific factors, such as brand heritage and brand innovation, on consumers' purchase intention within the South African context. Innovation is further explored at the brand and category levels. Adopting a positivist research paradigm, the study employs a quantitative explanatory and deductive approach, proposing three hypotheses. Using a factorial design underpinned by the Customer-Based Brand Equity (CBBE) Model, the experiment involved presenting the respondents at random, one of eight treatment conditions from the category of large household appliances. Each condition included an image of a specific branded refrigerator and manipulated information about the brand's age and product features, symbolising the level of innovation present.

Using the statistical test of a MANOVA to determine the significant relationship between the factors whereby trust was a covariate, the findings reflected that neither heritage nor innovation played a pivotal role in the consumer intention to purchase. However, trust was found to be the most essential component in the consumer's mind. This has implications for brands that see themselves as innovative, as the acceptance of innovation is overridden by trust, which can affect the sustainability of the future business.

Consequently, regardless of a brand's longevity, perceived innovation by consumers, or positioning by the firm, such factors do not ensure customer purchase intention in the absence of trust. Some of the findings in this research could be of great importance for marketing managers who position innovation at a product or brand level and historic brands that rely on their long-standing existence.

KEYWORDS

Brand heritage, Brand innovation, Brand resonance, Consumer purchase intention, Consumer trust

DECLARATION

I declare that this research project is my own work. It is submitted in partial fulfilment of the requirements for 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. I further declare that I have obtained the necessary authorisation and consent to carry out this research.

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LIST OF ABBREVIATIONS

Abbreviation	Description
AA	Attachment Aversion
ANOVA	Analysis of Variance
CBBE	Customer-Based Brand Equity
Gen Z	Generation Z
MANOVA	Multiple Analysis of Variance
MI	Multi-Item
PWC	PriceWaterhouseCooper
SI	Single-Item
SPSS	Statistical Package for the Social Sciences

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CHAPTER 1: PROBLEM DEFINITION AND PURPOSE

1.1 Research Problem

Consumers are often found at a crossroads when choosing a brand that holds a legacy and has stood the test of time or a brand that comes across as innovative and exciting coupled with technological traits. For instance, through digital disruption, the South African banking sector has been compelled to swiftly adopt technology upgrades in line with consumer preferences since more clients choose to do their banking activities online or via mobile applications rather than visiting a physical branch (BusinessTech, 2023a). There has been a rise in the number and popularity of digital-only banks in the country and globally, where these financial institutions do not have physical branches like the traditional legacy banks (Windasari et al., 2022). In South Africa, Discovery Bank and Bank Zero are examples of such banks operating in a similar area as TymeBank but targeting different audiences (BusinessTech, 2023a). In addition, the partnership with The Foschini Group provides access to financial products within their retail stores, expanding market access (BusinessTech, 2023b). There are advantages and disadvantages for new brands compared to the old. In this industry, modern online banks provide a wide range of services comparable to those offered by traditional banks; however, they have the advantage of being readily available from any location, making it more convenient for the consumer (Windasari et al., 2022). Nevertheless, legacy brands remain more accessible for complex financial requirements such as house loans, vehicle financing and investment services (BusinessTech, 2023b). Established brands with a more prolonged heritage, like Standard Bank, First National Bank, ABSA and Nedbank, are known for their strong reputation and trustworthiness, making it challenging for new entrants to break into these markets. However, a newer brand such as TymeBank, founded in 2019, secured over 6.1 million customers in South Africa in early 2023, demonstrating that digitisation is causing disruptions in the market within a short timeframe, and legacy banks are then forced to keep up with technological advancements if they want to remain relevant in the banking industry (BusinessTech, 2023a).

Another example of companies that have disrupted the market by leveraging technology to offer efficient and convenient services to consumers is Uber, which revolutionised the transportation industry by providing quick, reliable and safe access to taxi services with the click of a button (Todo, 2023). Spotify shifted the music industry and how it is consumed by offering a more accessible and affordable way for users to obtain music

legally (Duderinaldi, 2022). This takeover in the industry held 44% of the global market in 2021 compared to the well-established brand of Apple Music, which had 19% (Robinson, 2021).

In today's fiercely competitive market, organisations face an uphill battle in nurturing customer brand loyalty (Villagra et al., 2021). Several global shifts and macroeconomic trends are immensely affecting popular brands today, shaping how they interact with consumers and altering traditional business models (Tao et al., 2022). These trends include shifts in consumer behaviour, technological advancements, economic disruptions, and environmental concerns (Tao et al., 2022).

As demonstrated in the earlier example, advancements in technologies have had a substantial impact on people's spending behaviour, and it has revolutionised how consumers engage with brands, resulting in a growing need for personalised experiences, smooth omnichannel interaction and innovation (Gensler et al., 2013). Furthermore, it has contributed to developing a more modern society, making it difficult to foresee as consumers become increasingly discerning and demanding (Singh et al., 2024). Understanding the targeted consumer and shifts in consumer needs attention specially since Millennials and Generation Z (Gen Z) are increasingly seeking unique, authentic, and experiential brands that align with their values and lifestyles (Wandhe, 2024).

A study in India since the pandemic has revealed that a significant proportion of consumers are more receptive to experimenting with new brands online (Sondhi & Basu, 2023). Additionally, they are less tolerant of slow or unresponsive platforms, less loyal to their current brands, and more likely to cancel an order or disclose unfavourable experiences (Sondhi & Basu, 2023). Brands need to recognise the substantial influence that negative digital experiences have on the purchasing behaviour of their consumers. To maintain the spending power of their consumers, brands must consistently deliver personalised experiences and cease to disregard the impact of these negative encounters on their purchasing patterns (Ayuni, 2019).

Another study in South Africa, considering the rising inflation rate, revealed that consumers are adjusting their spending habits, leaning towards a more conservative approach and seeking value for their money. In a recent survey conducted by PWC, 83% of consumers agreed to compare prices of items online, including the use of social media to discover new brands, with 44% saying they would consider switching brands from their preferred brand to more affordable, sustainable or locally produced options

(PricewaterhouseCoopers, 2024). This places an emphasis on brands that may be complacent in the market and not paying close enough attention to their consumer shifts.

Therefore, marketers and brand managers must assess the factors influencing consumer purchasing behaviour to improve their marketing strategies and retain market share. This research will unpack the specific elements around brand heritage and brand innovation. Through Keller's (2001) Customer-Based Brand Equity (CBBE) Model, one can better understand how innovation and heritage influence different consumer-brand relationship levels. Innovation helps brands achieve relevance, while heritage deepens emotional attachment, possibly leading to purchase intent.

1.2 Purpose of the Research

The purpose of the study was to test and explore whether specific brand factors, such as brand heritage and brand innovativeness, play a role in influencing consumer preferences. Regardless of the substantial ideas and literature developed and examined over the years, marketers still need help comprehending the extent to which brand heritage and brand innovation impact consumer purchase intent, along with consumer trust being a contributing aspect.

The research aims to provide valuable insights to enhance and focus marketing strategies for brand managers across various industries to combat consumers' increasingly competitive and volatile loyalty. It will also contribute further to academic literature in the areas of branding and encourage firms to utilise their brand's longevity and relevance as a strategic advantage to address potential challenges such as being seen as too conventional or outdated (Pecot et al., 2022).

1.3 Research Scope

The research aimed to understand whether brand heritage or innovation affects consumer trust, influencing purchase intention. An explanatory study was undertaken to ascertain the causal link between the critical variables in the chosen field of study. Underpinned by the brand equity theory and the CBBE model, the research was based on a similar conceptual model developed by Chen and Lobo (2012). Brand heritage and brand innovation were introduced as the primary constructs for the study, with consumer trust mediating and category innovation moderating. The purpose, therefore, was to determine whether there was a significant relationship between brand heritage or brand innovation and purchase intention.

The identified research objectives:

1. Understand the influence of brand heritage and age, mediated by trust leading to purchase intent.
2. Understand the impact of brand innovativeness and relevance, mediated by trust leading to purchase intent.
3. Understand the impact of the interaction between brand heritage and brand innovation, mediated by trust leading to purchase intent.

Data from 246 household consumers exposed to an experimental treatment facilitated the analyses required to ascertain the causal relationship and notable influence on consumer purchase intent.

1.4 Conclusion

In conclusion, this chapter highlighted the shifts within the business environment that marketers need to keep abreast of. This will enable them to improve their marketing strategies by understanding specific factors that influence the purchasing behaviour of their consumers in a competitive landscape. Examples of technological advancements in particular industries demonstrated the need for companies to remain relevant to maintain their market share. The next chapter will delve deeper into the literature on the factors influencing the purchase intent of the consumer, with an emphasis on the constructs of brand heritage and brand innovation mediated by trust.

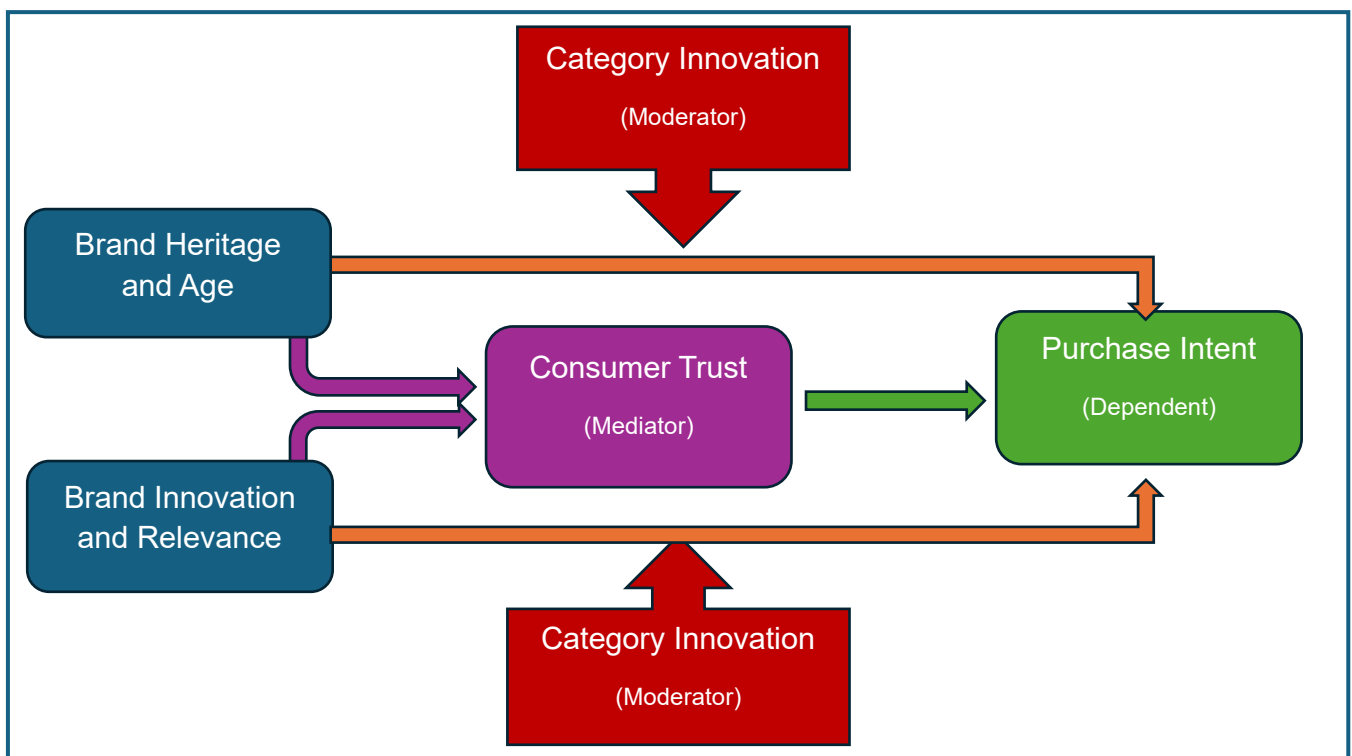
CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

Chapter 1 illustrated the current dilemma of brands, highlighting brand longevity in the evolving business landscape. To investigate this through the academic literature, the concepts of brand heritage and brand age need to be counterbalanced by the concepts of brand innovation and relevance. Both elements have to be viewed through the lens of category innovation, which functions as a moderator. Crucial in this discussion is the role of consumer trust and how all of these factors affect purchasing intent. The relationship of these variables is illustrated in Figure 1 below. This chapter will examine the theory to explain the variables in the conceptual model and how each factor impacts the consumer's purchase intention.

Figure 1: Conceptual Model – Primary factors influencing purchase intent

Source: Researcher's own design



2.2 Customer-Based Brand Equity

Referencing the crossroad where consumers find themselves, the traditional model that links consumers and brands is Keller's Customer-Based Brand Equity (CBBE) Model (Keller, 2001). The concept of brands sits within the multifaceted marketing discipline. Historically, the term brand originates from "the Old Norse word "brandr", meaning "to burn", referring to an identifying mark burned onto livestock with a heated iron", which served as a form of identification for livestock farmers (Maurya & Mishra, 2012).

This study is nested within customer-based brand equity to see how the brand landscape functions. Customer-based brand equity can be defined as how customers' attitudes towards a brand influence the business's overall success (Keller, 2016). The CBBE Model speaks to the origins of Brand Equity Theory because historically, this theory has focused on brand qualities such as loyalty, quality, awareness, associations and assets (Keller, 2001). Table 1 below demonstrates the difference between customer-based brand equity and brand equity, representing the focus on the consumer side as a more beneficial approach to this study.

Table 1: Relation of the CBBE Model to the Brand Equity Framework

Source: (Aaker & Joachimsthaler, 2012)

Brand Equity (brand focus)	Customer-Based Brand Equity (consumer focus)
Brand Loyalty	Brand Resonance (deep psychological bonds with consumers)
Perceived Quality	Brand Performance (functional quality, reliability experienced by consumers)
Brand Awareness	Brand Salience (level of consumer awareness)
Brand Associations	Brand Imagery (intangible, personality) Brand Judgment (consumer evaluations)
Proprietary Assets	Indirectly impacts all other elements above.

The interlinking of both models can be viewed as follows:

- a) Foundational awareness: Both models begin with the awareness stage as a foundation. Aaker's Brand Awareness is equivalent to Keller's Brand Salience, emphasising the need for brands to be recognisable to consumers instead from an organisational view.

- b) Perception and meaning: Aaker's Perceived Quality and Brand Associations tie directly to Keller's middle stages of Brand Performance and Brand Imagery. Aaker's associations reflect the consumer's mental and emotional connection to a brand, similar to Keller's focus on how a brand is judged and the feelings invoked by the consumer.

- c) Loyalty and resonance: Aaker's focus on brand loyalty culminates in Keller's highest stage, Brand Resonance, where consumers not only prefer the brand but also actively engage and advocate for it, driving further towards consumer trust.

The CBBE model has the benefit above brand equity, which does not have a particular customer focus because brands exist in consumers' minds (Maurya & Mishra, 2012). Therefore, given the strong resonance from the consumer, it is more important to use consumer-based brand equity than brand equity for the purpose of the study. Consumer buying behaviour is shaped by psychological, social, cultural, and economic factors, which can be examined through the CBBE Model (Ramya & Ali, 2016).

Keller's (2001) model serves as a marketing instrument that assists organisations in formulating branding strategies that effectively resonate with their customers and target demographics. This model is designed in a pyramid that reflects each level of customer engagement with the brand in a hierarchal illustration demonstrated in Figure 2 below. The four layers of the CBBE pyramid are organised into six subsections. The first layer, at the entry level situated at the base of the pyramid, is brand salience, which refers to awareness and how its customers perceive the brand; moving up the pyramid to the second layer is brand performance and brand imagery, which refers to how well the product satisfies the need of the consumer and how does the brand appear in the consumer's mind respectively; the third layer consists of brand judgement and brand feelings which is characterised by an emotional sensation in terms of how does the brand make the consumer feel; and lastly positioned at the apex of the pyramid is the brand resonance which refers to how the consumer identifies with the brand and represents the most significant relationship with the consumer (Keller, 2001). This relationship is achieved once consumer trust has been established and can be seen through the consumer's actions, such as behavioural loyalty, attitudinal attachment, a sense of community and active engagement (Sastrina et al., 2023). Each model layer depends on the previous

layer's existence; for instance, imagery and the brand's performance cannot exist without the brand's identification. Therefore, this model portrays the journey of how a consumer develops a relationship with the brand, and through this process, trust is very important.

Figure 2: Customer-based brand equity pyramid (CBBE Model)

Source: Based on Keller's (2001) Brand-Equity Pyramid



In today's world, this view remains a primary source of one's identity, both for an individual and an organisation. However, several authors argue that a brand serves more than a mere label for distinguishing product manufacturers; it functions as a diverse symbol embodying various concepts and characteristics (Maurya & Mishra, 2012). However, these brands cannot stand within themselves; they must have a touch point with customers, hence brand resonance. Further investigation is required to determine how resonance can withstand the test of time in a world that demands innovation without breaking consumer trust.

2.3 Consumer trust

The analysis of Keller's CBBE model reveals consumer trust as a powerful element in creating strong brand associations and facilitating brand engagements. This element of trust is not a mere addition to this branding model, as it can be considered a necessary component for a consumer to progress beyond the introductory stages of the CBBE framework (Villagra et al., 2021). As Figure 2 in the previous section illustrates, these

stages point to the first consumer interaction with a brand, where awareness and perceived performance shape the initial consumer perceptions. Nevertheless, the wake of trust opens up the possibilities of moving to relational depth with the brand (Chiu et al., 2012; Villagra et al., 2021).

Academic research suggests that trust in heritage brands is not a short-term virtue but rather indicates continued presence and dependability (Frizzo et al., 2018). A heritage brand represents a brand that can keep its promises, inspire trust, and produce an emotional attachment to consumers. As consumers observe and realise a brand's consistent performance and integrity, they reciprocate with heightened affective connections, loyalty, and brand imagery (Frizzo et al., 2018) - core elements within the mid-stages of the CBBE Model.

While consumer trust is indispensable to a brand's power, it does not ensure an enduring motivation to purchase, mainly as brands risk becoming stale (Ran & Wan, 2023). Trust is usually the baseline for loyalty (Dawes et al., 2015). However, a brand's failure to innovate or keep up with the ongoing changes in customer expectations may not result in continued engagement and buying behaviour regardless of trust. Academic research finds that brand inertia – where familiarity becomes consistent but not compelling – makes consumers perceive a trusted brand as reliable but uninspiring (Gray et al., 2016). This is especially true in markets where consumer expectations are changing rapidly – in the case of technology and fashion, for instance – where innovation is not just welcome, it is expected. Reinvigoration of offerings and branding efforts by even the most highly trusted brands can no longer be taken for granted, nor can brands consider taking it for granted as they may lose their competitive edge. While trust is, in fact, a bedrock from which purchase intentions can be inspired, the stream of dynamism that has to come along with it to keep certain aspirational qualities fresh and relevant for consumers may, in some cases, diminish, leading them to look elsewhere for what they see as more exciting and trending (Fullerton, 2011).

Consumer trust is delicately poised between the positives and risks in the age of digitisation (Kumar et al., 2016). The digital world offers brands the means to enjoy closer and more authentic relationships with consumers, which leads to higher trust. However, on the opposite end, various touchpoints bring vulnerabilities that may equally undo trust instantly. From a trust perspective, at the core of digitisation's benefits is the consumers' unprecedented access to personalised and transparent interactions. Research shows that digital platforms enable brands to interact in real-time to facilitate personalised

experiences and instant responses, greatly enhancing consumers' perceptions of the brand (Gensler et al., 2013). For example, digitally native brands capitalise on advanced algorithms conducting tailored recommendations, making it clear to buyers that the brand or company is paying attention to their needs. This is not a trivialisation of the details of personalisation but a way of forging relationships and trust in the implicit promise of “knowing” the consumer (Kumar et al., 2016). Trust reinforcement opportunities can also arise from the transparency of digital communications, such as customer views, the ability to give feedback through multiple channels, and social media engagement. Responsibility is a key reflection of trust, and when brands handle feedback explicitly and solve problems efficiently, they exemplify responsibility (Fullerton, 2011)

This digital realm is also at the root of the counter nature of events that can undermine consumer trust. For the past few years, it has been expected to tremble at privacy concerns, data breaches, and misinformation, and consumers have started to lose faith in brands that really care about their well-being (Martin et al., 2017). More than ever, research shows that consumers worry that brands will exploit their data by tracking behaviour without being explicit or even selling personal information for profit (Martin et al., 2017). A breach of personal privacy without consent was evident in many high-profile data breaches – including that of social media giants – and the impact on consumer trust could be devastating. Misinformation can also spread rapidly through online platforms, devastatingly affecting brands when false narratives or bad experiences go viral, denting the reputation and credibility of brands that may possess positive records (Kumar et al., 2016).

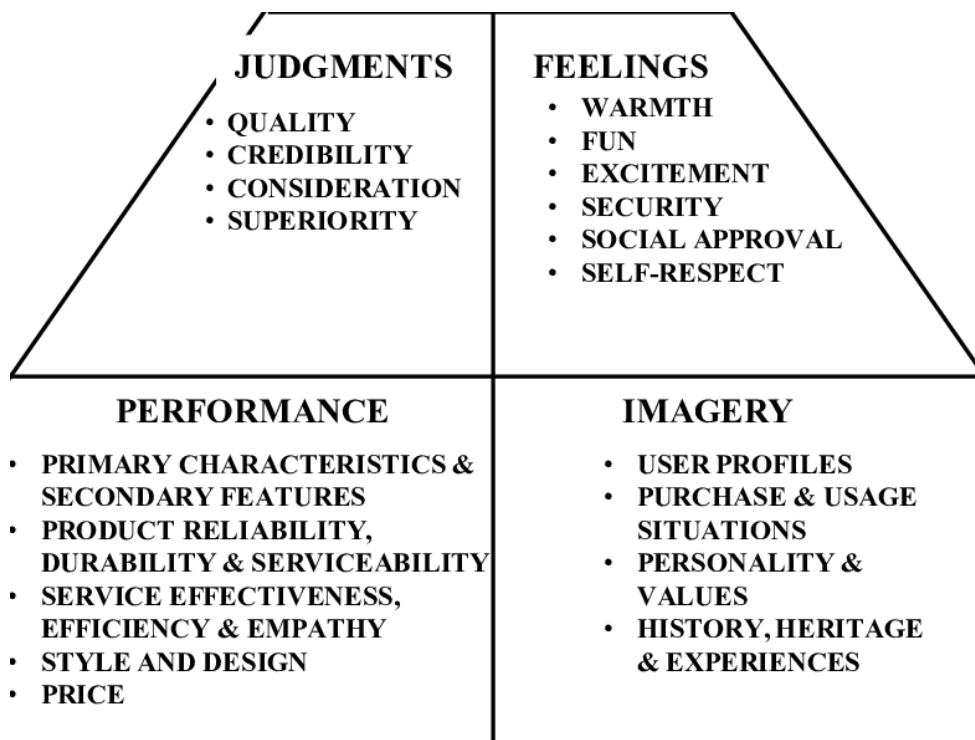
The curiosity lies in how a brand can overcome these challenges, such as trust not being in favour towards brand resonance, which needs to be revisited for a brand to attempt to fulfil its promises, promote transparency, and have meaningful engagements with its consumers (Delgado-Ballester & Luis Munuera-Alemán, 2005; Rais et al., 2023). To this end, trust is a theme that runs through all levels of the CBBE model. As indicated earlier, this theory presents a holistic understanding of building and sustaining a solid brand resonance with the consumer.

Multiple contributing factors evoke emotion and build a relationship with the consumer within the six sub-sections of the CBBE model. The following section will explain particular concepts of the model further.

2.4 Components of the CBBE Model

This section outlines the deconstruction of the various parts of the CBBE Model, illustrated earlier in Figure 2. When viewed through a magnifying glass, the CBBE Model has four core components—judgement, imagery, performance, and feelings—as illustrated in Figure 3 below. This study is concerned primarily with imagery and performance and the figure below will be used to highlight the specific factors in the subsequent sections. Under imagery, what is really important, is heritage.

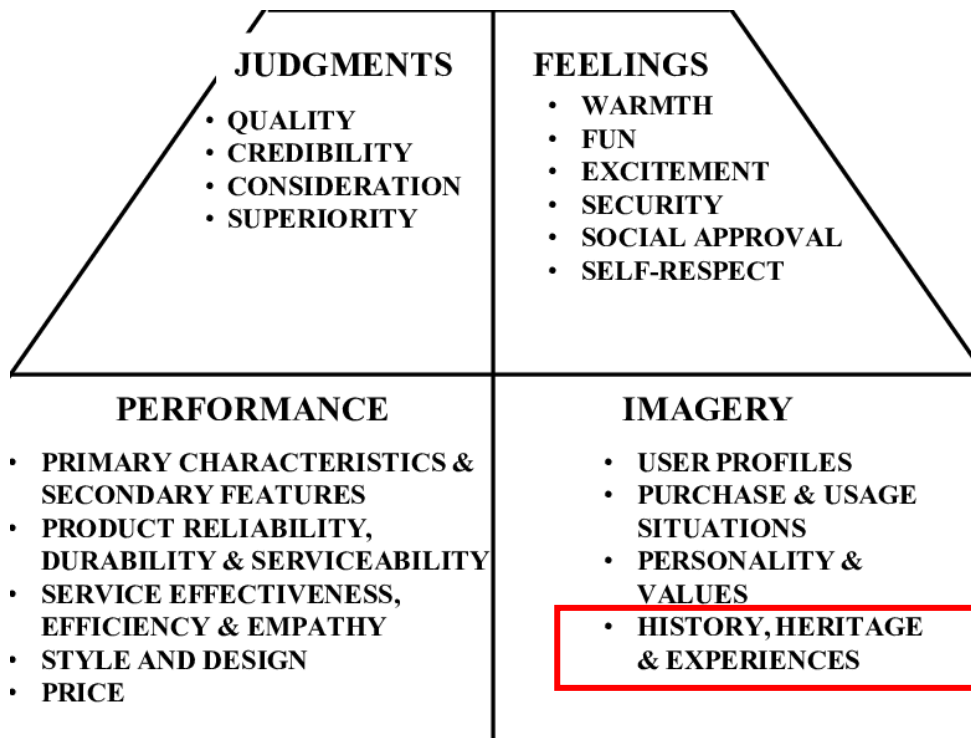
Figure 3: Four core components of the CBBE Model



2.4.1 Brand Heritage

A brand's heritage is more than just a collection of facts and figures; it is also a strong demonstration of the brand's longevity, growth, and the values it has maintained throughout its existence. In the CBBE model, brand heritage is placed within the "imagery" building block of the framework, as illustrated below in Figure 4.

Figure 4: CBBE Model – Imagery building block, illustrating the brand heritage



According to Hudson (2015), the maturity and history of a brand may maintain it for decades, signalling to stakeholders the brand's validity and constancy. Newcomers cannot readily create such a legacy, so heritage is essential to trust and dependability. It is pointed out by Raharjo (2020) that this legacy provides stakeholders with the assurance that the brand is genuinely committed to its fundamental principles, which in turn ensures the brand's sustainability in a market that is becoming increasingly competitive.

In addition, several studies suggest that fostering an emotional connection and trust with customers and a brand heritage can create an advantage for a firm (Pecot et al., 2023). Consumers are likelier to choose brands with a firm history over newer brands that have yet to prove themselves in a crowded market. Given the higher likelihood of failure among new entrants, consumers have reason to trust established brands over newcomers (Beck et al., 2016; Desai et al., 2008; Pizzi and Scarpi, 2019, as cited in Kim & Srivastava, 2024;). On the other hand, Han et al. (2021) highlight an intriguing conundrum associated with heritage branding whereby efforts to contemporise iconic offerings may inadvertently dilute the characteristics that drew consumers to the heritage brand in the first place. This phenomenon is called the "curse of the original", whereby a brand just trying to improve or revamp a beloved product loses its essence. Heritage brands are brands consumers trust for their long-standing quality and traditional values, so a change such as this can be

read as a dilution of their identity that disrupts the expectations already set by loyal consumers (Khalifa & Shukla, 2021). Such evolution leads to brand dilution, and the brand identity and values may become obscured, causing confusion among consumers and eroding their trust (Han et al., 2021).

For example, a traditional watchmaker may release a new line of classic watches but have lifted components with digital enhancements to attract a younger market. Although the intention is to appeal to a broader audience, this change can leave loyal customers feeling like the brand is no longer for them because the products are intended to be of good quality for all time rather than trendy items. Portal et al. (2019) further asserts that the actual value of the brand —its authenticity — is diminished and makes the brand feel off. Such inconsistency undermines the excellent quality and credibility that loyal consumers look forward to receiving, reducing the trust built by its brand over years and possibly generations.

Han's studies demonstrate that consumers of heritage brands treasure authenticity as a sign of stability and commitment to tradition. Brands that do the opposite tend to need clarification on their consumers, or worse, alienate them altogether, who typically seek consistency over innovation. The research highlights the sustainable equilibrium that a brand must strike between relevance and maintaining the brand asset core to restore consumer trust in an established heritage brand and reestablish brand equity, which needs to be a careful and cautious exercise (Han et al., 2021).

Further adding to this debate is a term known as brand cannibalisation — when a new product offering begins to overshadow or cannibalise the brand's existing flagship products. If newer products deviate too much from these core offerings, they often cause a dilution of brand equity and jeopardise loyal customers who develop an emotional connection to the brand and its history (Keller, 2008). Okorie et al. (2021) emphasise that brand cannibalisation becomes lethal when the brand heritage is disrupted. Authenticity and consistency associated with brands with a strong heritage underpin consumer trust and emotional loyalty (Pecot et al., 2023). If new products stray far from the core brand essence, consumers may take this as a failure to honour the core brand. Mismanagement in this manner could result in backlash from consumers and can undermine the ethical standards the company has long established for the brand (Okorie et al., 2021)

Further studies have indicated that heritage brands, by providing a value proposition to their target audience, favourably affect overall brand evaluation and consumer attitudes and behaviours (Frizzo et al., 2018). Park et al. (2013) argue that the brand attachment-aversion (AA) relationship model should be employed to comprehend the impact of brand heritage on consumer-based relationships. The concept proposes that brands attract customer by providing aesthetic enjoyment, allowing environmental control, and enhancing their experience through symbolic communication of values that align with their objectives. These factors establish a self-brand relationship, influencing customer attitudes and behaviours. In this relational framework, Park et al. (2013) characterises the distance between the brand and the self as the brand's position in the consumer's mind, asserting that the greater the consumer's perception of the brand's benefits about their personal objectives and interest, the deeper the relationship is likely to be. However, Oh et al. (2019) share a contrasting view in that the model lacks predictive power as it does not adequately consider how marketing operations drive consumer action. This shift in character movement occurs through marketing actions, whether through updates to a product design, new promotional strategies or modernisation efforts; marketing actions become the main initiative through which brands interact with the consumer. Since the AA model does not consider imitative behaviours, such actions could be largely ignored by the model, which could have critical implications for how consumers respond when the characteristic being changed is consistent with traditional brand values (Oh et al., 2019).

No doubt, brand heritage carries some very distinct competitive advantages for brands, such as trust, authenticity and tradition. However, at the same time, this poses a challenge—an established brand should be adaptive over the years, yet this may be impossible because then its intrinsic identity, which is the very source of its greater worth, might be watered down (Han et al., 2021). Heritage brands occupy a unique space in a consumer's brain: often equals long-lasting quality, dependability, and nostalgia (Huaman-Ramirez et al., 2021). Brands that occupy this type of space may be able to build a loyal number of consumers who prefer consistency to the latest craze, setting these brands apart from their more trend-driven cousins. Nevertheless, any effort to bring a heritage brand into the 21st century runs the genuine risk of losing the qualities that underpin its credibility and sincerity. It is especially true when efforts to refresh a brand's message yield a product that is not on-key, for instance, with the past 30-plus years of its existence, potentially losing established consumers who feel as if their brand's history has been sold out (Huaman-Ramirez et al., 2021).

Therefore, trust and authenticity can be considered the underlying principles of brand heritage, and it is necessary to strike a balance between innovation and preservation. Though sometimes used interchangeably, brand heritage and age differ in their emphasis. While heritage speaks to a brand's legacy, age indicates longevity, which will be described in more detail in the next section (Pecot et al., 2022). The former has greater weight in the eyes of consumers since it is connected to the experiences and values that have contributed to the formation of the brand.

2.4.2 Brand Age

The relationship between brand heritage and relevance is especially critical to brand age. Brand age, a fundamental aspect of brand heritage, denotes the number of years for which the brand has prevailed, entailing its historical importance (Pecot et al., 2022). The literature supports the proposition of brand age much like brand heritage, in the light of quality, stability and dependability (Beck et al., 2016; Desai et al., 2008; Pizzi and Scarpi, 2019 as cited in Kim & Srivastava, 2024). According to Kim and Srivastava (2024), younger consumers are simply "neophilic" and have a taste for the "new" – they create change – and therefore prefer new brands since they recognise the value associated with these brands. This generational divide begs the question- can a brand grow old and still resonate with disparate groups simply by virtue of its age?

Although particular established brands prominently showcase their age as a mark of distinction – such as Twining's ("of London since 1706") or TAG Heuer ("Swiss Avant-Garde since 1860") – it is uncertain whether these assertions of age resonate with consumers preferences, particularly among younger demographics (Kim & Srivastava, 2024). The mere mention of a brand's establishment year does not ensure its relevance in a volatile industry (Kim & Srivastava, 2024). Despite the fact that age may instil confidence, established brands develop credibility and expertise over the course of many years (Oh et al., 2019). Nevertheless, these do not equate to market dominance, particularly when newer companies offer greater innovation and dexterity. Indeed, the relevance of an established brand becomes an issue because it may be slow to adjust to changes in the market due to aged technologies and structures, as well as fixed mindsets (Han et al., 2021). This problem impedes their desire to innovate and become appealing to their younger audience with ever-changing preferences.

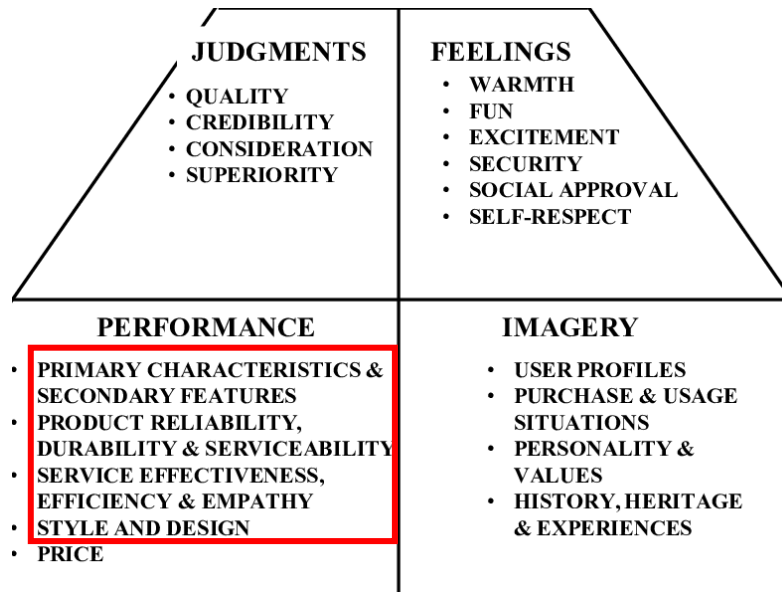
In contrast, new firms tend to be more flexible and adjust quickly to consumer trends. They concentrate on narrow areas with a distinctive value proposition (Min, 2022). They are also more skilled in using technology to get close to the customer and use social media platforms to virtually create communities centred around their brands (Steenkamp, 2020). However, these start-ups face major challenges such as resource limitations, strong competition from existing firms, and limited access to channels of distribution (Min, 2022). Younger companies need to work harder to dispel scepticism and build trust without the credibility and legacy that come with years of being firmly established. Hence, the age of the brand may adversely affect the purchase intention (Oh et al., 2019).

The challenge for new brands differs from that for established brands, but both affect the likelihood of success. While existing brands benefit from some legacy and its associated consumer inertia, they must remain vigilant of modern trends to avoid extinction; younger brands must balance their seemingly innovative positioning with top-level distribution access that can be difficult to secure (Gray et al., 2016). It begs the question of how companies manage this tension between innovation and heritage while responding to the pressures imposed by changing market conditions. In the subsequent section, brand innovation will be followed up with a deeper dive into category innovation and brand relevance.

2.4.3 Brand Innovation

Brand innovation refers to the process by which a brand introduces new concepts, products, services or processes that improve or revolutionise a brand's offering to increase its value proposition to consumers (Gözükara & Çolakoğlu, 2016). Keller's CBBE Model is significantly influenced by brand innovation, which is essential in developing deeper connections that result in brand resonance. Addressing what the CBBE model is, as presented previously, Figure 5 (attached below) depicts performance in those core blocks and where innovation falls within that CBBE. Brand innovation is key to improving a brand's performance through new features, solutions or experiences that resonate with changing customer values (Shams et al., 2017). This reinforces the functional benefits associated with the brand; the consumer's perception of brand meaning is influenced by brand performance and imagery since the brand is in the consumer's mind (Maurya & Mishra, 2012).

Figure 5: CBBE Model – Performance building block, illustrating brand innovation



Innovation is intended to enhance the brand's functional attributes and establish a progressive and dynamic brand image (Keller, 2001). Such intentions strengthen emotional reactions, positive evaluations of purchases, and higher consumer-brand relationships. Moreover, for brands to stand apart from their competitors in saturated markets, innovation is essential to leaving a long-lasting memory in the minds of consumers (Aaker & Joachimsthaler, 2012).

Nevertheless, innovation requires more than merely launching something new; it must be aligned with the core principles and consumer perceptions of the brand. Innovation consistent with the brand's identity strengthens trust and loyalty, which drive brand resonance (Sastrina et al., 2023). Innovation risks appearing disjointed and undermining consumer trust in the absence of alignment. Consequently, in the context of Keller's model, innovation must be strategically directed to improve utility and reinforce their values to develop deeper emotional ties that consistently meet consumer expectations, thereby enhancing brand resonance where advocacy is at its highest.

Brand innovation only stresses the importance of creative thinking and planning in order to maintain a competitive edge and relevance over time when it comes to brands in the market. A school of thought argues that innovation in the recent past is strongly categorical for the environmental side and that an increasing number of premium product companies are also incorporating sustainability into their innovation processes (Hemonnet-Goujot et

al., 2022). It can be found that one consumer group may consider a brand as innovative. In contrast, another target group of consumers may not see the brand as innovative (Shams et al., 2017), so the first step for a forward-looking, innovative brand would be to research the target demographic and be able to provide what the consumer needs, may need to delve deeper into factors contributing to innovation such as category innovativeness (Casteran et al., 2019).

2.4.4 Category Innovativeness

Taking a step deeper into innovation, we explore the concept of category innovation, which historically is the degree to which a product category is characterised by originality, freshness and creativity (Gatignon & Xuereb, 1997). According to Kotler et al. (2016) category innovation can be defined as the essence of creating an entirely new product category or revamping an existing category to better meet the needs within a specific market. The process is often spurred by major changes in consumer preferences, technology, or other external factors that unlock opportunities for new solutions. The term category innovation is usually guided by the diffusion of innovation theory, which is well-known and describes how new concepts, offerings and emerging technologies are adopted through societies over time (Rogers, 2001). However, this study will not delve into innovation theory; instead, it will be viewed through the lens of consumer-based brand equity, as indicated earlier. The expectation of category innovativeness appears to have changed through time, as indicated by previous literature. Kim and Srivastava (2024) took the opposite view, proposing that brand choice is negatively related to category innovativeness. Thus, their findings suggest that established brands would be less preferred relative to challengers when expectations of innovation are high for a category. Findings also suggest that “brand loyalty evolution is not a universal phenomenon, but rather, it is category specific” (Casteran et al., 2019).

From an academic perspective, category innovation is a strategy that firms can employ to gain competitive advantage based on Kotler and Keller (2016), where the firm can pioneer a new product category or redefine an existing product category to become the standard of that category. It helps brands create a one-of-a-kind position in the consumer's mind over and above, delivering category benefits to the brand, which in turn leads to sounder brand equity and market leadership through category innovation (Keller, 2008).

While category innovation redefines or creates an entirely new market territory, brand innovation is a reframe within a market territory. Both are strategic but at different levels. They are both high-level and strategic in different ways. With the capabilities of category innovation, where new players disrupt entire market categories and expand the space for consumer choices. Whereas brand innovation positions a brand (or repositions it) into the right – or wrong – competitive order within extant categories (Keller, 2013). Furthermore, it is a subjective assessment characterised by the fact that a company might have multiple brands in its portfolio that are believed to have different degrees of innovativeness (Shams et al., 2017). For instance, even though they both belong to Microsoft, consumers might view Xbox and Windows as distinct brands in terms of originality. Building on the previous example of Apple, it may be perceived by those loyal to the brand that category innovation is evident in the diverse product lines such as the MacBook, iPod, iPhone, Apple Watch, iPad, AirPods, Apple TV, and iCloud services. Linking back to the example of TymeBank, which is considered innovative in the banking industry, the question for competitor brands is whether it is better to remain sturdy in this category or if it is better to embrace innovation and reposition the firm in the market (Casteran et al., 2019).

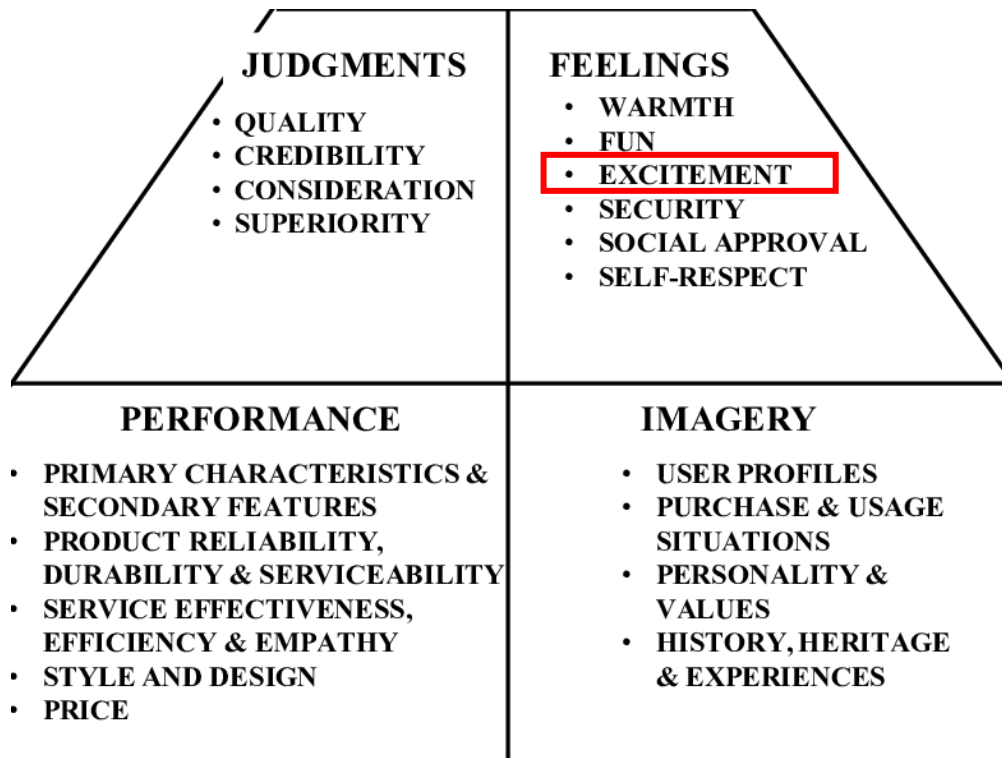
This further affects how a brand remains relevant in the market. If the whole category is streaming technologically ahead and the brand is not moving in the same direction, it can be left behind. The following section will examine more closely whether brands can induce excitement in consumers while remaining relevant to their needs.

2 4.5 Brand Excitement

Brand excitement is a link between brand innovation and consumer engagement. It can be defined as the emotional response of a consumer experiencing joy or enlightenment in reaction to a brand's new concept (Razmus et al., 2024). Reflecting once again on the components of the CBBE Model, the notion of excitement is positioned within the building block of "feelings" illustrated in Figure 6.

Figure 6: CBBE Model – Imagery building block, illustrating brand excitement

Source: (Keller, 2013, p.108)



According to Ran and Wan (2023), this emotional reaction substantially influences consumers' behaviour and intentions to purchase. A prominent example of this is every time Apple launches a new iPhone. Due to the revealing of new features, a significant amount of hype is generated across various social media platforms, frequently generating overwhelming enthusiasm among devoted customers (Anupriya et al., 2021). This excitement not only amplifies brand awareness but also influences the purchase intentions of other potential buyers.

According to Razmus et al. (2024), the power of brand excitement is further strengthened by tech enthusiasts anxiously anticipating the latest models and sharing their reviews that praise new enhancements. This, in turn, drives demand and makes it a more compelling offering. However, some researchers have questioned whether Apple's innovations are as revolutionary as they appeared (Wharton University, 2018). Some critics believe that the company will be less likely to disrupt the normal flow of technological advancement than it has been previously (Bris, 2022). However, despite this criticism, Apple's loyal customer base remains enthusiastic, which results in brand resonance even when the technology is not novel (Anupriya et al., 2021). It appears that even in the absence of any major innovations, brand excitement can still spur consumer interest, allowing a brand to maintain its dominance in the market.

In the proper context, it is more evident that the buzz around a brand is not just about the immediate technology breakthroughs but the anticipation and association the brand creates. Despite the apparent preferences for innovations in recent years, Apple has managed to keep consumers interested, which shows the importance of brand excitement as a strategy for consumer loyalty and to drive purchase behaviour. (Anupriya et al., 2021). Existing literature also suggests that a brand could be seen as non-innovative while at the same time having innovative characteristics about a specific product or service category that stimulate excitement towards a brand (Min, 2022).

2.4.6 Brand Relevance

Unlike the ongoing importance of brand heritage, Keller (2016) contends that brand relevance has become a major marketing concept stressing the need for companies to develop and maintain close relationships with their target market. Brand relevance can be defined as “the perceived importance of a brand for consumers and a brand that is both personally and emotionally important to people” (Guèvremont et al., 2021, p. 3). This concept has drawn much interest from many angles, given the daunting challenge of brand differentiation. For the brand to be relevant to a consumer, it needs to have meaning and be able to meet the needs of consumers (Guèvremont et al., 2021). According to the literature, a brand is relevant when it complements the customer’s values, self-image, and identity. It can be achieved through functional, symbolic, and societal attributes (Guèvremont et al., 2021).

Relevance also means context is important. In the South African context, for example, Arsel et al. (2022) emphasise how knowing customers in the South African setting calls for a thorough awareness of their complex history. Economic, political, social, historical and cultural conditions affect how consumers perceive marketing content and whether a particular brand is relevant (Sharma, 2018). Due to the longstanding history of inequality in South Africa, businesses prioritising diversity, inclusion, and social responsibility are more likely to earn the trust of South African consumers (Arsel et al., 2022).

Returning to the earlier discussion around the digital era, relevance in this context refers to brands' ability to keep up with newer technologies. With the global proliferation of internet accessibility and the widespread adoption of social media, the role of data in comprehending and engaging with audiences has undergone a substantial surge, leading

consumers to assess what is relevant to them swiftly. For example, in the South African context, Singh (2024) noted that with the rise of high-speed fibre optic internet in residences, streaming services such as Netflix, Amazon Prime, Disney + and Showmax are progressively gaining recognition in this emerging market. These enterprises have effectively utilised innovative technologies to transform conventional categories and tailored them to meet the demands of the present-day consumer, demonstrating relevance to the targeted consumer (Casteran et al., 2019).

For a brand to make a meaningful impact, it must distinguish itself in a manner that connects with customers and differentiates it from competitors (Shams et al., 2017). In a world overflowing with alternatives, consumers will quickly sever ties with brands that fail to meet their expectations in terms of relevance or do not invoke a positive emotional response that affects consumer behaviour towards a brand (Sondhi & Basu, 2023).

To this end, the various components discussed in this section are underpinned by the common theme of trust, which ultimately affects the intention to purchase, which will be further examined in the next section.

2.5 Purchase Intention

Purchase intention in Keller's CBBE Model is weaved throughout the various phases of the model but has a stronger standing within the "Brand Resonance" phase. Purchase intention is driven by the consumer's "Brand Judgments" and "Brand Feelings", previously illustrated as the third level of the pyramid, resulting from their experiences with the brand's performance and imagery detailed in the second level of the model. When consumers perceive a brand as trustworthy, high in quality, and aligned with their personal values, it positively influences their intention to buy (Portal et al., 2019). Furthermore, as consumers progress toward brand resonance, where they form strong emotional connections and loyalty, their likelihood of repeat purchases and advocacy increases (Langga, 2021). The stronger the brand's equity at the upper levels of Keller's model (judgments, feelings, and resonance), the more likely consumers will have high purchase intention, as they trust the brand to meet or exceed their expectations consistently.

Purchase intentions are a fundamental input marketing managers utilise to predict future sales and assess the influence of their efforts on consumer purchasing behaviour

(Morwitz, 2012). This evaluation is occasionally employed to determine customer demand for new items through idea and product evaluations. These studies are often performed to evaluate if sufficient customers will purchase a new product to warrant its launch and how to use marketing mix components to optimise sales. Marketing managers utilise purchase intentions as a predictive measure of future product demand and to evaluate the influence of their marketing strategies on forthcoming sales (Morwitz, 2012).

Substantial brand equity gives brands specific advantages, such as being positively rated by consumers, receiving particular attention, being included in the final consideration set and raising the likelihood of being selected at the time of purchase (Keller, 2008; Bashir & Institute of Business Management, 2019). Many studies claim that the link between brand preference and brand equity influences purchase intention (Bashir & Institute of Business Management, 2019). The consumer favours the brand at the top of their mind because brand preferences establish a mental ranking, and there are several theories that support the notion that a positive attitude towards a brand increases the intention to buy (Razmus et al., 2024)

There is an underlying assumption that brand innovativeness can enhance purchase intention. However, knowledge and research regarding the potential impact of these two elements still need to be expanded. Therefore, Sham et al. (2017) contend that a brand's credibility is a significant determinant that may affect consumers' purchase intent by enhancing their perceptions of quality and diminishing their perceptions of risk.

Consumers experience the notion of personality traits, whereby a consumer evaluates whether the intention to purchase is a "want" or a "need" (Akkaya, 2021). For instance, a "need" would imply to serve a specific purpose followed by a sense of urgency, which can vary from the need to buy soap versus the need to buy a car, whereas "the want" is more of an aspiration to fulfil a desire which may or may not be related to the need, such as "I want to buy soap from the Body Shop" or "I want to buy a Porsche". On the other side of the spectrum, in the premium market, the purchase intent leans towards uplifting a consumer's social status and reflects one's wealth and success (Husain et al., 2022). Furthermore, diverse cultures and sustainability practices may hold divergent perspectives regarding premium products, which could positively or negatively affect the intention to buy.

2.6 Conclusion

The CBBE Model, detailed in this chapter's literature, depicts the hierarchical consumer transitions that lead to brand resonance. A deeper review of the model was presented, emphasising its core building blocks and highlighting the primary constructs explored in this study.

This chapter reviewed literature and academic theory to elucidate specific variables such as consumer trust, brand heritage, brand age, brand innovation, category innovation, brand excitement and brand relevance that influence consumer purchase intent. The factors explored include outlined the importance of companies being able adapt to their consumer needs to remain relevant, building emotional bonds with the target consumer to establish trust, and whether the role of brand heritage and innovation can play in sustaining market share, ultimately leading to brand resonance.

The literature review explains the challenges companies face in today's competitive market and how firms can remain relevant in the business landscape and top of mind with consumers. The review further discusses trust as the common theme interlinking the various factors leading to purchase intention.

The study aimed to provide valuable insights into practical learnings for marketing managers across various sectors to combat consumers' increasingly competitive and volatile loyalty. The research will also contribute further to academic literature in the areas of branding and aims to encourage firms to utilise their brand's longevity and relevance as a strategic advantage to address potential challenges such as being seen as too conventional or outdated. The research strives to boost organisations and marketing managers with a greater understanding of how to improve their marketing strategies for the brand's long-term sustainability by understanding their targeted customers better.

CHAPTER 3: RESEARCH QUESTIONS AND HYPOTHESES

The study aimed to examine whether either brand heritage or brand innovation influenced consumer purchase intention and whether consumer trust played a mediating role. The first goal was to determine if a brand's heritage and age played a role in consumer trust and its effect on purchase intent. The second element was to determine if the brand's innovativeness affected the intention to purchase and, thirdly, whether the interaction of both heritage and innovation led to purchase intent and whether consumer trust was a contributing factor. These aims were examined by questioning the hypothesis described below:

3.1 Research Question 1

The first hypothesis focused on testing the influence of brand heritage and age, mediated by trust leading to purchase intent.

The main effect is determining whether a change in the mediating variable can mediate the impact of the independent variable (intervention) on the outcome (Wilson, 2014). This approach is generally used in factorial designs with multiple independent variables.

Null Hypothesis (H10): There is no significant relationship between brand heritage and purchase intent. i.e. brand heritage does not influence consumer purchase intention

Alternate Hypothesis (H11): There is a significant relationship between brand heritage and purchase intent. i.e. brand heritage influences consumer purchase intention

H10: $\rho > 0.5$

H11: $\rho \leq 0.5$

3.2 Research Question 2

The second hypothesis focused on understanding the impact of brand innovativeness and relevance, mediated by trust leading to purchase intent.

Main effects: Brand innovation or relevance's impact on purchase intent is mediated by trust.

Null Hypothesis (H20): There is no significant relationship between brand innovation and purchase intent.

Alternate Hypothesis (H21): There is a significant relationship between brand innovation and purchase intent.

H20: $\rho > 0.5$

H21: $\rho \leq 0.5$

3.3 Research Question 3

The final hypothesis focused on understanding the impact of the interaction between brand heritage and brand innovation, mediated by trust leading to purchase intent.

Mediation effects: Brand age/ heritage's impact on purchase intent is mediated by consumer trust.

Interaction effects describe a relationship between two independent variables where the amount of one influences the dependent variable (Wilson, 2014).

Null Hypothesis (H30): There is no significant interaction between brand heritage and brand innovation on purchase intent.

Alternate Hypothesis (H31): There is a significant interaction between brand heritage and brand innovation on purchase intent.

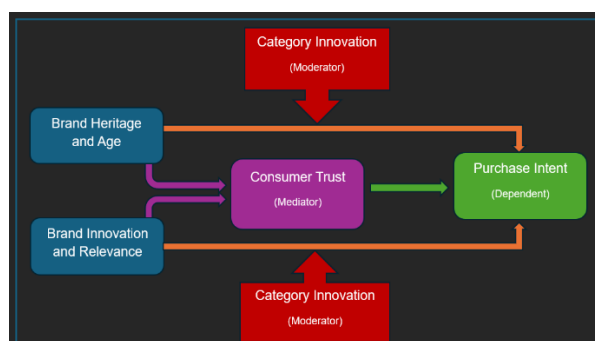
H30: $\rho > 0.5$

H31: $\rho \leq 0.5$

3.4 Conceptual Model

A conceptual model based on the literature review was developed to examine the idea. This model illustrated earlier in Chapter, Figure 1, details the independent variables, highlighting the two primary constructs, “Brand Heritage and Age” and “Brand Innovation and Relevance”, illustrating the possible influence it has on the consumer’s purchase intention. Consumer trust plays a mediator role that can lead to purchase intention. Innovation within a category plays a moderator role since a brand may or may not be viewed holistically as innovative; however, it can be innovative in a particular product category, leading to consumer trust for a specific product and, subsequently, to the intention to purchase.

Figure 1: Conceptual model



CHAPTER 4: RESEARCH METHODOLOGY

4.1 Introduction

This chapter highlights the research methods employed for this study. The demographic, sample size, sampling technique, and research tool are explained in detail. The steps involved in data collection and analysis are also described, along with ethical concerns and the study's limitations.

4.2 Purpose of Research Design

An explanatory study was conducted to understand the causal relationship between key variables in the selected field of study. Explanatory research aimed to clarify the connections for a between-subject design (Saunders & Lewis, 2018) and examined specific circumstances to demonstrate associations between factors (Vogt, 2011). This approach was adopted to investigate the relationship between the constructs of brand heritage and brand innovativeness. In the study, the stimuli presented to participants were manipulated to measure the impact of the dependent variable—purchase intention.

4.3 Philosophy

The study was guided by the philosophy of positivism, which asserts that only data obtained through empirical observation and measurement is deemed trustworthy (Shannon-Baker, 2023). This methodology is dependent on quantifiable observations that led to statistical analysis and prioritised hypothesis testing. This study's data collection assessed consumer purchasing intention. Positivism frequently employed established theories to formulate hypotheses, with science regarded as a fundamental aspect of this philosophical framework (Wilson, 2014). As described by Saunders and Lewis (2018), positivism is "a research philosophy similar to those used in the physical and natural sciences. Highly structured methods are employed to facilitate replication, resulting in law-like generalisations" (pp. 126-127). This notion is linked to the approach and technique outlined in the next paragraph, which utilised a quantitative design.

4.4 Approach

The research was executed deductively, comparing an established theoretical claim to a specific, measurable construct (Wilson, 2014). This methodology started with a theory, leading to the formation of hypotheses, which were subsequently tested through data collecting (Babbie, 2020). The existing theory provided the basis for developing hypotheses grounded in the conceptual framework of Keller's Customer Based-Brand Equity (CBBE) Model. Saunders and Lewis (2018) observed that a fundamental element

of deduction is the capacity to explain causal relationships, which was the main objective of this research. Additionally, the approach included a factorial experimental design (Malhotra, 2007). This philosophical perspective corresponded with the logical methodology utilised in the study.

4.5 Methodological Choices

Given the explanatory nature of the study, a mono-method approach utilises quantitative methods for data collection and analysis to evaluate the hypothesis. This study aimed to extend prior research by experimentally investigating the influence of brand heritage and brand innovativeness on consumer choice within a specific product category, particularly in the South African context.

4.6 Strategy

A classic approach was taken by employing an experimental strategy utilising a factorial design to collect data. An experiment is a research method that involves the manipulation of independent variables to assess their impact on dependent variables, conducted in either a natural or controlled environment, utilising between-subjects or within-subjects designs (Malhotra, 2007). A factorial design is a statistical experiment that incorporates multiple factors of independent variables (Malhotra, 2007). The selected design was a between-subjects experiment, facilitating the selection and random assignments of participants to various conditions. In a between-subjects design, participants are allocated to two or more groups, each assigned a distinct treatment condition (Malhotra, 2007). The treatments were subsequently compared among groups to identify differences in the experiment's outcomes. In a factorial design, control groups are not utilised, as various conditions delineate the impact of one independent variable on the dependent variable (Malhotra, 2007).

The researcher followed a similar process of a factorial experimental design employed by Hermonnet-Goujot et al. (2022). This design involved participants viewing images of luxury branded handbags and randomly being exposed to one of eight treatment conditions. This questionnaire was conducted online through social networks, utilising filter questions to retain participants who were working women and familiar with the brand.

4.7 Time horizon

Due to the research's nature, a cross-sectional time frame was applied to gather data via administered questionnaires from a selected target population sample at a certain point in time (Saunders & Lewis, 2018, p.130).

4.8 Technique

The experiment applied a factorial design, manipulating two factors – brand heritage and brand innovation – to evaluate their respective effects on purchase intent. A factorial design is defined as “a type of research methodology that allows for the investigation of the main and interaction effects between two or more independent variables and on one or more outcome variable(s)” (Nordstokke & Colp, 2014). Factorial designs are considered the foundation of contemporary behavioural research and yield impartial outcomes (Nordstokke & Colp, 2014). Manipulation checks were used in this factorial design to ensure internal validity. Manipulation checks are measures to determine whether each independent variable had been well manipulated and that participants perceive the treatment effects as expected from the researcher (Koschate-Fischer & Schandelmeier, 2014).

The study questionnaire consisted of two sections: the first outlined eight treatment conditions, while the second included the manipulation check questions. A four-by-two factorial experimental was conducted, utilising this design technique to assess several fixed points within a value range. Participants were randomly exposed to one of eight images of various brands from the category of household appliances—a refrigerator.

The questionnaire was distributed online to ascertain the customer’s intention to purchase that brand. The study’s dependent variable was purchase intention, whereas the independent variables were brand heritage and brand innovation.

Table 2 indicates the eight treatment conditions utilised in the questionnaire. Brand heritage has two components: brands with heritage and brands without; brand age (older brands vs. younger brands); and brand innovation and category innovation (innovative brands in a category—older vs. newer).

Table 2: Treatment conditions in the experiment

Factor	Levels		Minimum sample
Brand heritage	Present		30
	Absent		30
Brand age	Older		30
	Younger		30
Brand innovation	Present		30

	Absent		30
Category innovation	Present		30
	Absent		30

The study employed a between-subjects design, with each respondent exposed to one condition only, determined randomly. The cells determined the minimum sample, as indicated above, N=240. Using a double-blind approach, it was warranted that neither the researcher nor the participant held prior awareness of the experimental conditions received by the respondent or the outcomes until the completion of the research experiment.

4.8.1 Pilot Study

Before the compilation and distribution of the survey, a two-stage pilot study was carried out. The product categories underwent evaluation using desktop research. Due to its experimental design, the operational component necessitated an extra layer of consumer insight; consequently, the researcher engaged with three focus groups comprising consumers and professionals from the retail and manufacturing sectors to gather their perspectives on innovative products and their respective categories. This process involved reaching out to specific classmates within the MBA cohort, who currently hold senior positions in their organisations. The researcher approached them through face-to-face conversations whilst on campus and provided the audience with a background to the study and the aim of the outcomes. The questions posed to the audience were around their thoughts on which brands they regarded as innovative, being local or global brands, why they considered their chosen brand as innovative and what type of product categories they observed to be the most innovative. After two weeks of conversations with three different groups of individuals, the engagement drew to a conclusion of five product categories deemed innovative. These categories are mobile phones, motor vehicles, sportswear apparel and footwear, large household appliances and dental oral care. Subsequent follow-up discussions with the same individual, a week later, revealed significant biases associated with motor vehicles and mobile phone brands; hence, the researcher opted to eliminate the categories that held a biased view, leaving the three categories of sports apparel, household appliances and dental care to be chosen for the mini-pilot study.

The researcher thereafter proceeded with desktop research to further gain more information on each shortlisted category to determine which brands and products to select

for the study. Desktop research has also assessed the age of the brands and products aligned to each shortlisted category. Based on the information through the additional sources outlined below, the researcher selected one product per the shortlisted category - training sneakers (sportswear apparel and footwear), refrigerators (large household appliances), and toothpaste (oral care).

The following sources serve as an additional support for the shortlisted categories:

Oral care:

<https://www.bizcommunity.com/article/unveiling-2024-exploring-the-cutting-edge-trends-and-innovations-in-oral-care-012985a>

<https://www-portal-euromonitor-com.uplib.idm.oclc.org/analysis/tab>

<https://www.statista.com/outlook/cmo/beauty-personal-care/personal-care/oral-care/south-africa>

Sports Footwear:

<https://runrepeat.com/guides/best-training-shoes#training-shoes-vs-running-shoes>

Household appliances:

<https://www-portal-euromonitor-com.uplib.idm.oclc.org/analysis/related>

<https://www.euromonitor.com/article/five-major-appliances-trends-to-watch-in-2024>

Following this process, to further remove any bias views of the researcher, a WhatsApp poll survey was conducted among the Short-Block MBA cohort of 70 students. Respondents had to choose one of the three below options they deemed most innovative.

Survey poll for the mini-pilot study:

*As a customer, which of the following product categories do you consider to be the most innovative, without considering the price or popularity of the items in the specific category?
Please select one option which you find most suitable.*

- a) *Category: Large household appliances*
- b) *Category: Sportswear apparel and footwear*
- c) *Category: Dental oral care*

The category of large household appliances received the highest number of responses of 50 votes, and therefore, this category was chosen to proceed with the research experiment.

Further desktop research was used to establish which brands of large household appliance aligned with the theme of brand heritage and brand innovation using a two-by-four factorial design. This process concluded that four of the eight brands in Table 3 were selected for the study. The chosen brands were Samsung, KIC, Bosch and Hisense. After that, the survey was designed using the Qualtrics platform, which is further discussed under the measurement instrument.

Table 3: Large household appliances

Factor	Brand Innovation		Category Innovation	
	Present	Not Present	Present	Not Present
Brand Heritage (Old)	Samsung (86 years)	Siemens (175 years)	Bosch (138 years)	Defy (119 years)
Brand Age (Young)	LG (77 years)	KIC (49 years)	Smeg (76 years)	Hisense (55 years)

4.9 Population and Unit of Analysis

The population for this study was household decision-makers, typically ranging from young adults to older people between the ages of 20 and 65, who are homeowners, new home buyers, or renters residing in urban and rural areas. The unit of analysis was the individual decision-makers' intention to purchase within a particular product category.

4.10 Sampling Method and Size

The selected sample method for identifying appropriate individuals who fulfilled the study objective's criteria was non-probability snowball sampling. Due to the quantitative and experimental nature of the study, individuals were deemed equal. They were randomly allocated to a condition, while questionnaires and statistical tools were utilised for data analysis (Saunders & Lewis. 2018, p. 145). An electronic self-administered questionnaire was utilised to deploy the experiment through the online survey tool Qualtrics

(<https://www.qualtrics.com/en-gb/>). In the experimental framework, individuals were randomly allocated to conditions to mitigate the impact of extraneous characteristics on the outcomes, according to a between-subjects design where each respondent engaged with a single condition. Each question was allocated an even weighting to guarantee an estimated equal number of replies across the eight treatment conditions with the probability of a 12.5% chance of showing. This sampling method ensured that the researcher did not exert any influence over the conditions to which any individual responder was subjected.

Participants were recruited through the researcher's personal networks, encompassing friends, family members, co-workers, social groups, classmates, and professional associates. The survey was distributed to 480 individuals through social media platforms, email, WhatsApp, and QR code distribution through conversation. A sample size of 246 responses was received, of which 26 were disregarded due to technical difficulties resulting in incomplete data capturing.

4.11 Measurement Instrument

In this experimental approach, electronic self-administered questionnaires were utilised to collect relevant information from participants. The primary inquiry examined the factors influencing consumer purchase intention, specifically assessing whether innovation or heritage affected purchase intent. The method was considered appropriate, as the data collected served to test a theory and statistically demonstrate such relationships (Saunders and Lewis, 2018, p. 137).

Following the presentation of the stimuli, trust was measured, serving as a covariate in all the outlined relationships. If trust had not been measured, the strength of these relationships would have been affected, rendering the ability to gauge the relationship inconclusive (biuati & Subagio, 2018).

To ensure "construct validity," the researcher needed to create questions that captured data on the intended measure carefully (Saunders & Lewis, 2018, p. 168). Manipulation check questions for both brand heritage and brand innovation were constructed to ensure internal validity and that respondents perceived the treatment as intended. These serve as critical checks, ensuring that if there are any effects on the dependent variable, such effects are due to the experimental manipulations and not to some other uncontrolled elements. Without these checks in place, it is nearly impossible to be confident about the causation effect and whether the experiment was successful (Koschate-Fischer &

Schandelmeier, 2014). Manipulation checks are typically administered immediately following the exposure to the manipulated condition to minimise the time between the manipulation and the participant's response (Koschate-Fischer & Schandelmeier, 2014). This ensures that memory bias is minimised and that the responses reflect the participants' initial perceptions. Additionally, a second pilot study was carried out with ten respondents, which verified that the respondents understood the questions and could carry out the questionnaire's instructions.

After much review of the literature around multiple-item (MI) and single-item (SI) measurement scales, noting that MI scales are more commonly used, the researcher opted to proceed with using single-item scales for the study. This approach was intended to simplify the process, allow for ease of interpretation by the respondent, and reduce the burden of the respondent completing the questionnaire. According to Diamantopoulos et al. (2012), using more than one item for measurement on the scale is unnecessary when a characteristic is concrete. Single-item scales are popular in marketing when assessing brands, product categories and stimuli (Diamantopoulos et al., 2012). The measurement scales employed were guided by the study of Kim and Srivastava (2024), Guo et al. (2023), and Dimiyati and Subagio (2018), utilising a five-point Likert scale ranging from “strongly disagree (=1)” to “strongly agree (=5)”. The Juster scale, which ranged from 1 (no chance of using the product) to 10 (certainly would use the product), served as a measurement tool to assess purchase intent, as it was the dependent variable in the experiment. This approach sought to ascertain the influence of brand heritage and brand innovation on purchase intention (Akkaya,2021; Juster, 1966).

Final Questionnaire Structure:

Section A: Description of the questionnaire and acknowledgement of participation

Section B: Control questions to confirm the respondent meets the criteria as a unit of analysis for an individual. A filter question will be used to verify the purchaser of the category for household appliances.

Respondents were filtered according to the criteria.

Section C: An image of the refrigerator was presented to the respondent, showcasing the brand name, features of the product, and specific information reflecting if the brand had a strong heritage or was regarded as innovative.

Respondents were exposed to one of the eight treatment conditions.

A series of manipulation checks were done to ascertain that the respondents interpreted the stimuli as intended.

Section D: Dependent variable (Purchase intent)

Respondents were asked a series of questions following exposure to the stimuli on a five-point Likert scale.

Section E: Demographics

Respondents were required to provide their demographic information, which was helpful for further analysis and interpretation of the results.

Table 4: Mapping of research questions to survey questions

Research Question	Sections in Literature Review	Survey Question
<p>Research Question 1: Understand the influence of brand heritage and age, mediated by trust leading to purchase intent.</p>	<p>Brand Heritage Brand Age</p>	<p>Questions</p> <ol style="list-style-type: none"> 1. Do you consider this to be an old brand? 2. Do you consider this to be a young brand? 5. Do you trust this brand? 6. Will you purchase this brand?
<p>Research Question 2: Understand the impact of brand innovativeness and relevance, mediated by trust leading to purchase intent.</p>	<p>Brand Innovation Brand Relevance Brand Excitement Category Innovativeness</p>	<p>Questions</p> <ol style="list-style-type: none"> 3. Do you consider this to be an innovative brand? 4. Do you consider this brand to be innovative within the specific category? 5. Do you trust this brand? 6. Will you purchase this brand?
<p>Research Question 3: Understand the impact of interaction between brand heritage and brand innovation, mediated by trust leading to purchase intent.</p>	<p>Consumer Trust Purchase Intention</p>	<p>Questions</p> <ol style="list-style-type: none"> 1. Do you consider this to be an old brand? 2. Do you consider this to be a young brand?

		<p>3. Do you consider this to be an innovative brand?</p> <p>4. Do you consider this brand to be innovative within the specific category?</p> <p>5. Do you trust this brand?</p> <p>6. Will you purchase this brand?</p>
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Appendix 2 contains a copy of the survey and all eight treatment conditions that would have been presented at random to the respondent.

4.12 Ethical Clearance

Before initiating the distribution of the surveys and data collection, ethical approval was secured from the University of Pretoria's Gordon Institute of Business Science. The research methodology and survey questionnaire (Appendix 2) were submitted to the university's ethics committee, accompanied by a confirmation to ensure participant anonymity. An ethical clearance approval confirmation was submitted through an external link for supporting documents, as obtained, following which data collecting proceeded.

4.13 Data Collection

The respondents read and answered the questions electronically, self-administering the questionnaire online hosted on the Qualtrics platform. This approach was particularly cost-effective for a large sample and enabled respondents to respond candidly (Bell et al., 2022). Nevertheless, this approach was accompanied by the potential for connectivity, technical difficulties, and reduced response rates. After the pilot study concluded and adjustments were made, the experiment was disseminated to a diverse group of individuals, including acquaintances of the researcher, who were subsequently requested to share it within their networks. This approach facilitated snowball sampling, which expanded the participant pool. The survey was concluded after a number of 246 responses were obtained. The data was securely stored on an online server, and to ensure the confidentiality and anonymity of the respondents, they were not asked to provide their names when completing the questionnaire.

4.14 Data Analysis

4.14.1 Approach

The approach to data analysis utilised inferential statistics. A total of 246 responses were received. The raw data files were downloaded, cleaned and coded accordingly using SPSS version 29. The data was edited by removing 26 responses due to the questionnaire's incompleteness, resulting in a total of 220 responses that were carried forward for the statistical analysis.

The statistical test included a normality test due to the use of a single-item measurement scale in the questionnaire; after that, it proceeded to use a MANOVA approach to test the causal relationship through the proposed hypothesis. The significance of the relationship was determined by the p -value, whereby if the p -value < 0.05 indicates the result is significant and if the p -value ≥ 0.05 , then there is no statistical significance (Saunders & Lewis, 2018, p. 196). The p -value and significance are essential concepts used to assess the strength of evidence against a null hypothesis.

4.14.2 Data Validation and Quality Controls

As a quality control measure, two pilot studies were conducted separately, as described in sections 4.8.1 and 4.11, to firstly gain insight into the category selection used in the experiment and secondly establish the questionnaire's content validity and comprehension. Before the survey was distributed, adjustments were made based on the feedback received, and manipulation checks confirmed that the stimuli were interpreted as intended.

Saunders and Lewis (2018) defined validity as the "extent to which (a) a data collection method or methods accurately measure what they were intended to measure and (b) the research findings are really about what they profess to be about" (Saunders & Lewis, 2018, p. 134). The authors define reliability as the "extent to which data collection methods and analysis procedures will produce consistent findings" (Saunders & Lewis, 2018, p. 135). As indicated previously in section 4.11, the researcher ensured construct validity by creating questions that accurately captured data on the internal measure. Following the guidelines of an experimental design, such as manipulating variables and carefully controlling the environment, enabled further assurance of internal validity and reliability. Manipulation check questions for both brand heritage and brand innovation constructs were created to ensure internal validity, and that respondent perceived the treatment as intended. Manipulation checks also compare validation in experimental design in comparison to descriptive designs. In a factorial design where different variables and their

interactions are assessed simultaneously, manipulation checks serve the purpose of ensuring the participant receives the experiment as intended and is able to distinguish one condition from the other (Koschate-Fischer & Schandelmeier, 2014).

Given the reason to simplify the process for the respondents, as mentioned earlier, the research opted for a single-item measurement scale to assess consumer trust and purchase intention. There has been sufficient evidence indicating the predictive validity of SI scales compared to MI scales, that the SI scale can perform as well as the MI scale, although it depends on the context of the research (Bergkvist & Rossiter, 2007). A normality, skewness and kurtosis test were conducted to assess whether the dataset followed a normal distribution.

4.15 Research Limitations

The identified limitations of this study are as follows:

A non-probability sampling technique was utilised, indicating that conclusions about the total population could not be drawn; however, given that this was an experimental approach, there was no intention to make assumptions based on the representation of the total population. Whilst snowball sampling can be an effective technique, the challenge with this approach is that the quality and diversity of the sample heavily depend on the characteristics of the initial participants. Furthermore, this approach may not adequately cover a more comprehensive sample size if the initial participant is less socially connected or unwilling to share the survey with their network.

The sampling technique employed was the Internet, which restricted the population sampled to persons having Internet access and a willingness to engage with it for the study. Another challenge highlighted by participants who completed the survey link via the generated QR code was that the data was not fully captured on the platform's backend.

An issue with an experimental approach, in terms of the manipulation checks, is that it often compromises external validity to improve internal validity (Aguinis & Bradley, 2014; Scandura & Williams, 2000). The manipulation checks were successful for the brand heritage; however, they failed for brand innovation. Furthermore, since brands can be viewed as an image in the consumer's mind (Maurya & Mishra, 2012), it can be assumed that the same notion applies to innovation, making it difficult to obtain acceptance of innovation as it can be highly subjective, which could have been the reason of for the failed manipulation since there is the difficulty of a shared notion of innovation.

CHAPTER 5: RESULTS

5.1 Introduction

This chapter presents the principal conclusions obtained from the thorough data collection and analysis using the methods described in Chapter 4. For an experimental design, the approach establishes a cause-and-effect relationship between variables. The raw data was retrieved through the Qualtrics website in Excel and SPSS format. The analysis will involve using data on the survey response rate, demographic results, and manipulation checks and concludes with a more elaborative review of the hypothesis proposed in chapter three.

5.2 Survey Response Rate

This section outlines the process behind determining the responses to the questionnaire. Firstly, issues around missing data and incomplete responses were addressed. Thereafter, treatments were applied, and the data was edited to be carried forward for the statistical tests. The responses were received through the researcher's networks, whereby the questionnaire was distributed to work colleagues and classmates through LinkedIn, WhatsApp, emails, and QR codes.

5.2.1 Missing Data

Incomplete data is a frequent concern in quantitative questionnaires, potentially affecting the validity and reliability of the study outcomes (Little & Rubin, 2019). This experiment established that numerous consecutive responses were not captured on the system after downloading the data. After carefully reviewing the date and time the input was reflected on Qualtrics, it was established that respondents were given a QR code generated through the Qualtrics website that linked to the original questionnaire. The researcher witnessed many respondents completing the questionnaire using the QR code. Therefore, it was concluded that this was a technical issue only discovered after the survey closure.

In an experimental design with randomised and equal bases, it is almost impossible to determine whether a QR code response is attributed to the correct treatment. In contrast, in a standard survey, it can easily be seen whether or not a new response is captured. This aspect is further discussed in Chapter 7 in terms of limitations.

The total number of responses received on the raw data file was 246, with a number of 17 that had no data inputs. The listwise deletion approach was followed, which excludes any data if a variable is missing. This removal action was done manually through SPSS, resulting in a response of 229. Bougie and Sekaran (2019) claim that the optimal approach

for handling a blank answer is disregarding the entry, a method commonly employed in several statistical analyses. This approach, however, may diminish the sample size.

5.2.2 Incomplete Responses

Additionally, the data was further filtered manually as some discrepancies surfaced when the trial analysis was processed on SPSS. After reviewing the raw data file again, it was discovered that some of the questionnaire responses needed to be completed. This led to an inconsistent number reflected in the statistical tables. Further deletion of the incomplete responses took place, resulting in the final number of responses totalling 220, which was used for the analytical testing.

5.2.3 Applying the Treatments

As indicated in the methodology chapter, efforts were made to achieve a balance of 30 responses for each treatment by setting up the questionnaire to present the stimuli randomly to ensure equal treatment distribution. Table 5 is a frequency table that presents the number of responses received for each treatment, reflecting the proximity to the targeted number. The table also indicates which brand condition included manipulated information on innovation and which one did not.

Table 5: Responses received per treatment

		Treatment		
		Frequency	Percent	Valid Percent
Valid	Samsung - Included Innovation	27	12%	12%
	Samsung - No Innovation	27	12%	12%
	KIC - Included Innovation	26	12%	12%
	KIC - No Innovation	25	11%	11%
	Bosch - Included Innovation	28	13%	13%
	Bosch - No Innovation	29	13%	13%
	Hisense - Included Innovation	27	12%	12%
	Hisense - No Innovation	30	14%	14%
	Total	219	100%	100%
Missing	System	1	0%	
Total		220	100%	

	Frequency	Percent	Valid Percent
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Valid	Samsung - Included Innovation	27	12,3	12,3
	Samsung - No Innovation	27	12,3	12,3
	KIC - Included Innovation	26	11,8	11,9
	KIC - No Innovation	25	11,4	11,4
	Bosch - Included Innovation	28	12,7	12,8
	Bosch - No Innovation	29	13,2	13,2
	HiSense - Included Innovation	27	12,3	12,3
	HiSense - No Innovation	30	13,6	13,7
	Total	219	99,5	100,0
Missing	System	1	0,5	
Total		220	100,0	

Tables 6 and 7 below illustrate the frequency of responses to the variables of brand heritage and brand innovation, respectively, demonstrating an almost even split amongst the treatment conditions. For heritage in Table 6, 50% of the participants were exposed to an image that provided information on the brand's heritage, and 49% of the participants saw an image with information on the brand's age. The same applies to innovation in Table 7.

Table 6: Responses received for Heritage

Heritage				
		Frequency	Percent	Valid Percent
Valid	Brand Age	108	49%	49%
	Brand Heritage Present	111	50%	51%
	Total	219	100%	100%
Missing	System	1	0%	
Total		220	100%	

Table 7: Responses received for Innovation

Innovation				
		Frequency	Percent	Valid Percent
Valid	No Innovation	111	50%	51%
	Included Innovation	108	49%	49%
	Total	219	100%	100,0
Missing	System	1	0%	
Total		220	100,0	

5.2.4 Data Editing

Data editing is the process of making the survey data ready so that errors are filtered out, and the needed variables are included to meet the requirements for statistical analyses.

After the incomplete responses were removed, data was edited using the treatments to create the heritage and innovation manipulation. This required adding five fields to the raw data file. The first field denoted which treatment the respondent had seen. The second and third fields were the presence of heritage and innovation, respectively, constructed from the factorial condition presented to each survey respondent. The fourth and fifth fields were used to determine if the respondents viewed category innovation differently from brand innovation per the conditions and questionnaire presented.

The manipulation check for an experimental design evaluates whether the respondent received the stimuli or treatment as the researcher intended. Overall, the sample size used for the analysis was 220.

5.3 Descriptive Statistics

This section outlines the sample's demographic characteristics and the manipulation checks' breakdown.

5.3.1 Demographic Results

A data review revealed the following information regarding the responses received: Table 8 summarises demographic data reflecting the completion rates for each demographic factor. Given that the mean values are not represented as whole numbers, they cannot be used to assess the average; therefore, the data in line with the mode value for each factor will be used in the analysis.

It can be seen that the most common gender with the mode of 2 was females; the most common age group with the mode of 3 was found to be within the age category of 31-40 years; the most common ethnic group with the mode of 3 was found to be Indians; and lastly, the most common education level of the participants with the mode of 6 was found to be those with honours qualifications.

Table 8: Summary of demographic response rates

		Please indicate your gender.	Which age category do you belong to?	What is your ethnic background?	What is your highest level of education you have completed?
N	Valid	220	220	220	220
	Missing	0	0	0	0
Mean		1,57	3,58	2,44	5,29
Median		2,00	3,00	3,00	6,00
Mode		2	3	3	6
Std. Deviation		0,523	1,028	1,098	1,439
Skewness		0,206	0,553	-0,160	-0,512
Std. Error of Skewness		0,164	0,164	0,164	0,164
Kurtosis		0,045	0,178	-1,129	-0,083
Std. Error of Kurtosis		0,327	0,327	0,327	0,327

The following figures represent the percentage of responses for each demographic factor.

Figure 7 in the diagram below illustrates the absence of gender bias; however, a somewhat greater response rate was noted among females than males.

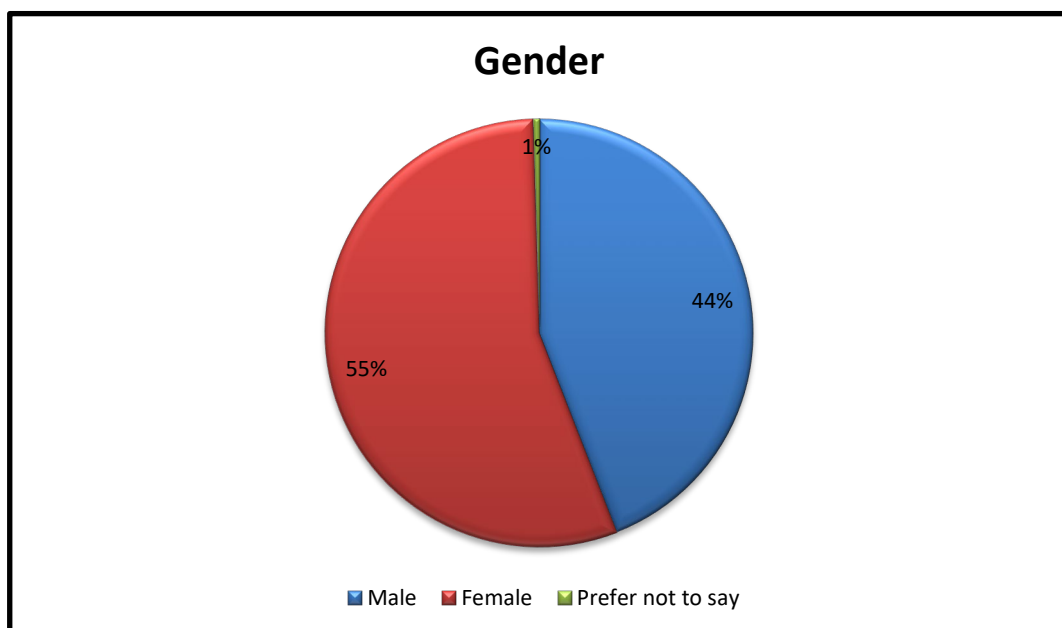
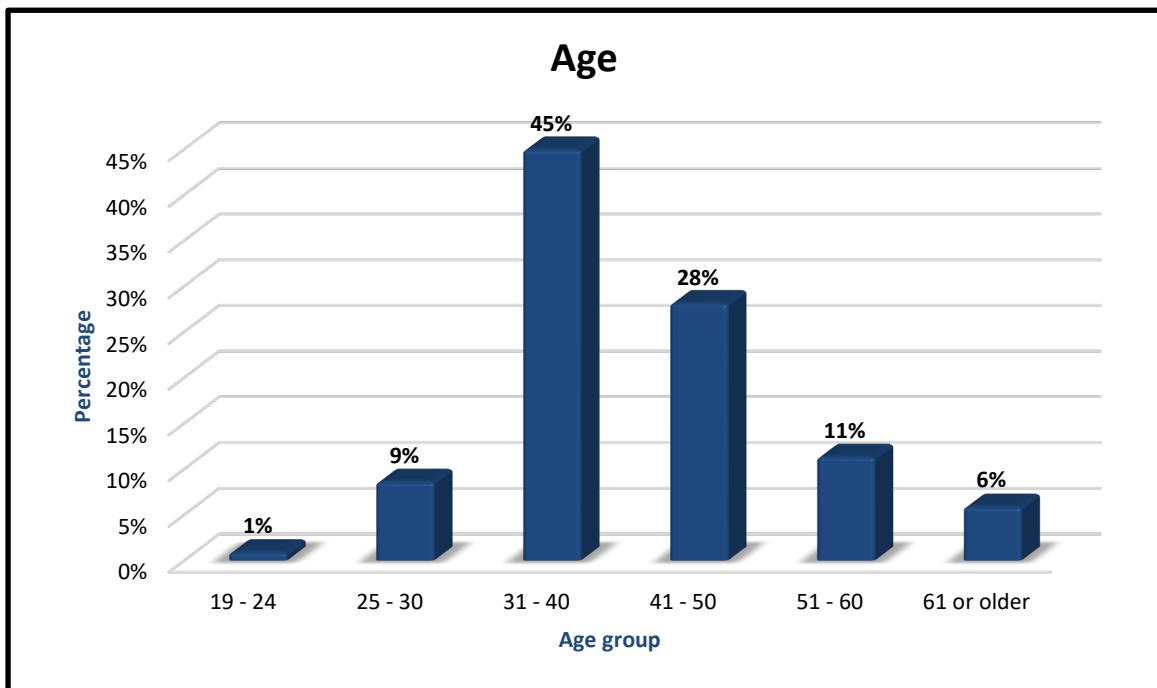
Figure 7: Gender distribution among respondents

Figure 8 explains the various age groups of the respondents. 10% of the respondents were found to be under the age of 30 years, and 17% were found to be over the age of 50 years. Most respondents were between 31 and 40 years old, followed by those aged 41 and 50. These individuals with the age groups reflecting the highest percentage are generally employed homeowners and, therefore, inclined to purchase large household appliances. Those under 30 are less likely to be homeowners, and those above 60 are likely to focus on retirement and not upgrading or replacing large household appliances unless their current one is no longer functional.

Figure 8: Age of respondents

The x-axis presents the different age groups, and the y-axis represents the percentage of the total number of respondents.



The population predominantly consisted of individuals living in South Africa, enabling a diverse representation of individuals from different ethnic backgrounds, as represented in Figure 9. However, 49% of the responses were received from the Indian population, which may pose a concern if it does not represent the total population. Furthermore, the diverse backgrounds also surfaced through the level of education obtained by the respondents, represented in Figure 10, which can impact the decision-making level.

Figure 9: Ethnicity of respondents

The x-axis presents the different ethnic groups, and the y-axis represents the percentage of the total number of respondents.

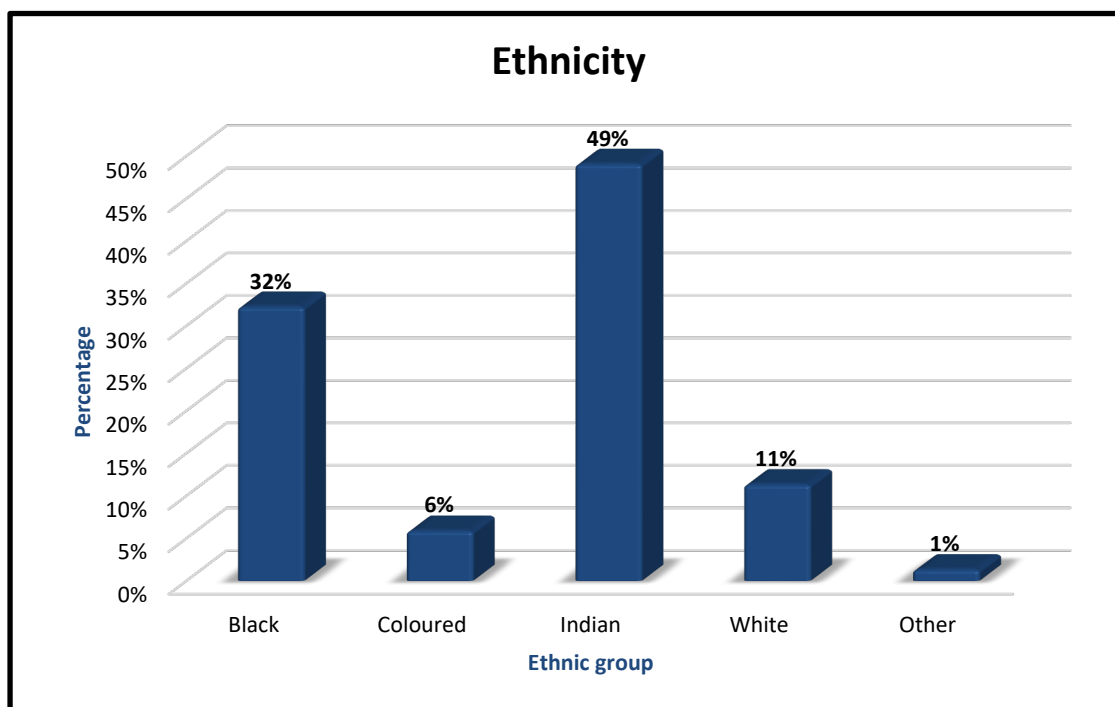
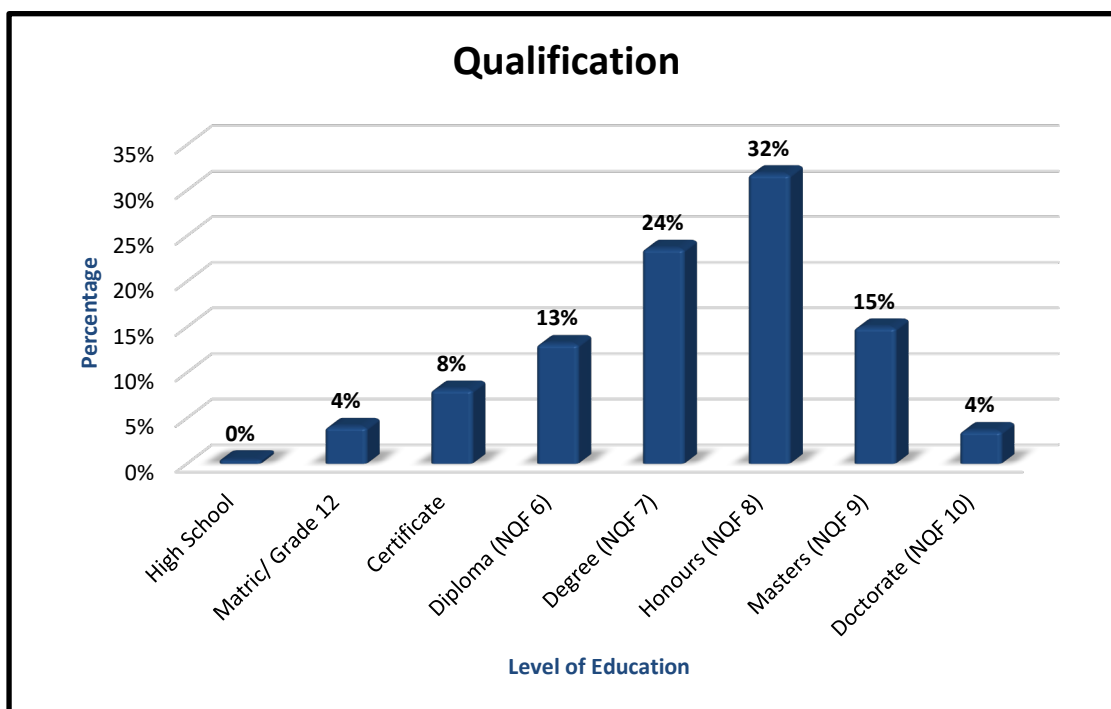


Figure 10: The highest level of education of the respondents

The x-axis presents the different ethnic groups, and the y-axis represents the percentage of the total number of respondents



5.3.2 Manipulation Checks

In an experimental study, manipulation checks are crucial for establishing both internal and external validity. This process verifies that participants perceive and react to the manipulations as intended, thereby supporting internal validity by confirming that observed effects are due to experimental manipulation rather than other factors. Furthermore, the random assignment of the treatments strengthens the study's internal validity.

This section highlights the manipulation checks used in the study for the variables of heritage and innovation. After exposure to one of the eight stimuli, participants answered manipulation check questions, allowing the researchers to assess whether the manipulations were successful and thus reinforcing the study's validity. Tables 9 and 10 below, along with the figures, illustrate the manipulation check questions for heritage and innovation, respectively.

Table 9: Frequency of responses to brand heritage manipulation check

1) Do you consider this to be an old brand with a strong heritage?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-Strongly Disagree	7	3%	3,2	3,2
	2 - Disagree	17	8%	7,7	10,9
	3 - Neutral	35	16%	15,9	26,8
	4 - Agree	105	48%	47,7	74,5
	5 - Strongly Agree	56	25%	25,5	100,0
	Total	220	100,0	100,0	
2) Do you consider this to be a young brand?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-Strongly Disagree	45	20%	20,5	20,5
	2 - Disagree	106	48%	48,2	68,6
	3 - Neutral	30	14%	13,6	82,3
	4 - Agree	35	16%	15,9	98,2
	5 - Strongly Agree	4	2%	1,8	100,0
	Total	220	100,0	100,0	

Figure 11 and Figure 12 represent the information from the above tables in a graph about brand heritage

Figure 11: *Manipulation check for brand heritage*

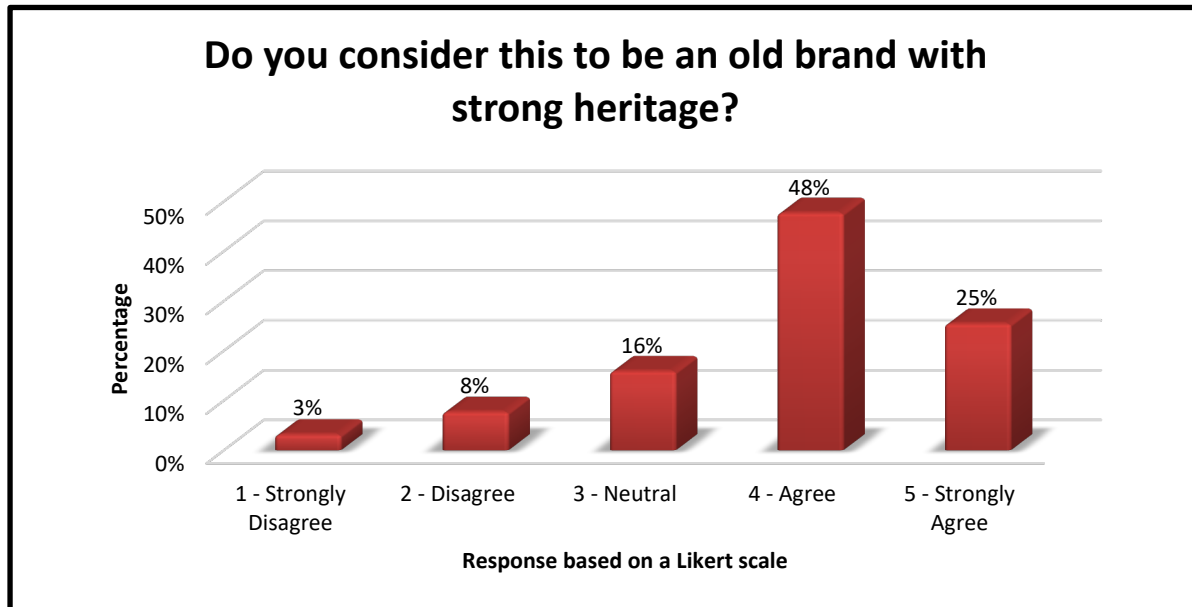


Figure 12: *Manipulation check for brand age*

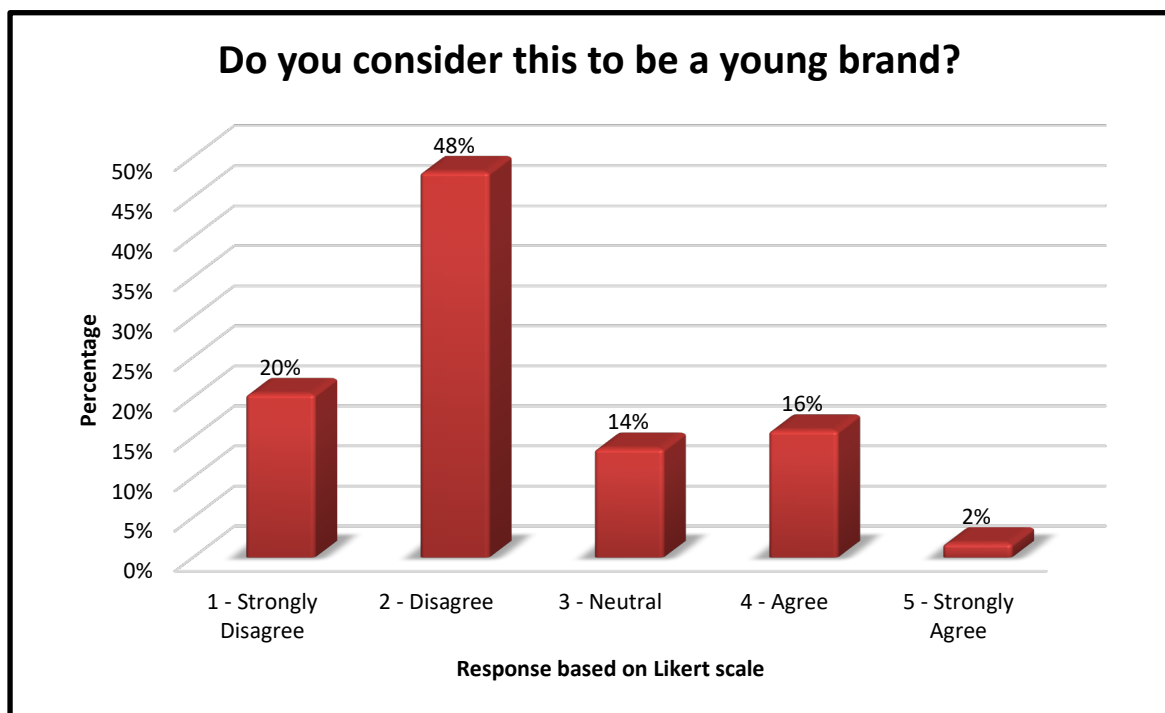


Table 10: Frequency of responses to brand innovation manipulation check

3) Do you consider this to be an innovative brand?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-Strongly Disagree	5	2%	2,3	2,3
	2 - Disagree	26	12%	11,8	14,1
	3 - Neutral	56	25%	25,5	39,5
	4 - Agree	102	46%	46,4	85,9
	5 - Strongly Agree	31	14%	14,1	100,0
	Total	220	100,0	100,0	
4) Do you consider this category to be innovative?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-Strongly Disagree	8	4%	3,6	3,6
	2 - Disagree	33	15%	15,0	18,6
	3 - Neutral	48	22%	21,8	40,5
	4 - Agree	101	46%	45,9	86,4
	5 - Strongly Agree	30	14%	13,6	100,0
	Total	220	100,0	100,0	

Figure 13: Manipulation check for brand innovation

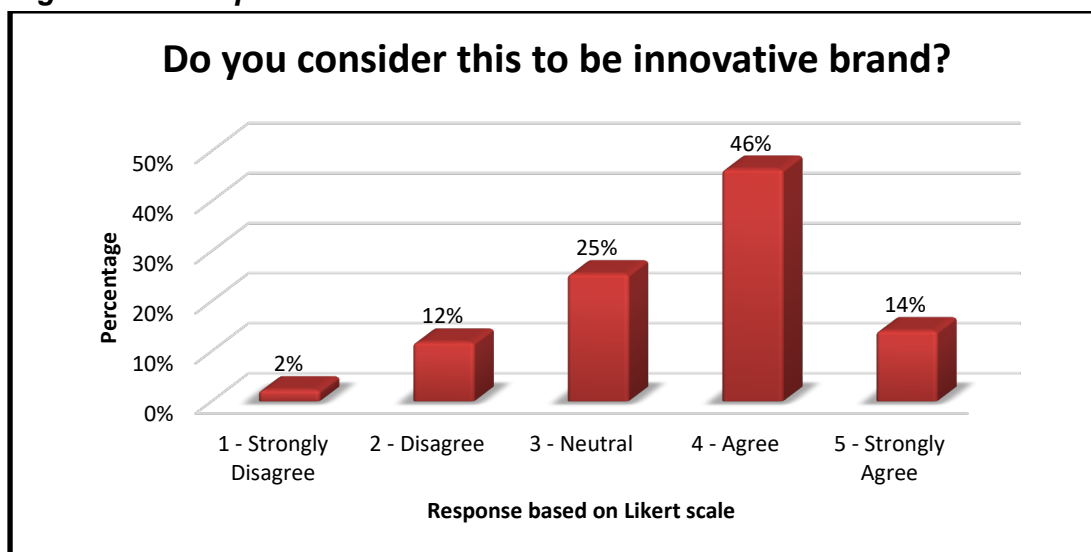
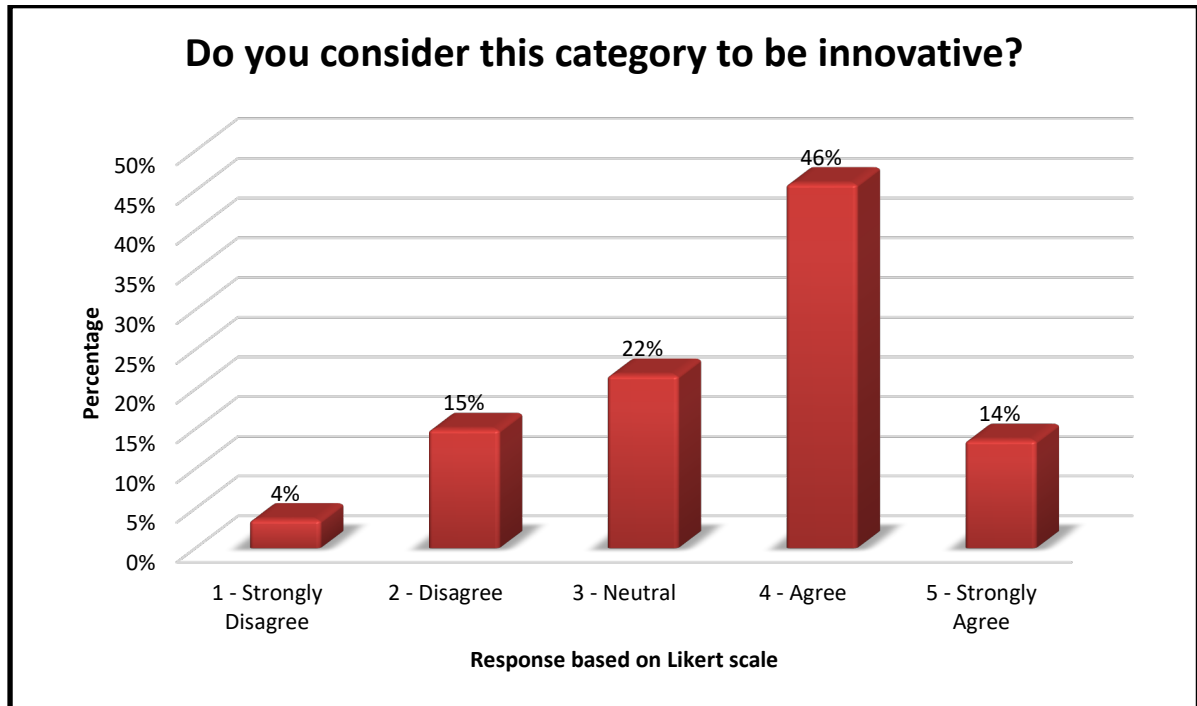


Figure 14: Manipulation check for category innovation



Figures 13 and 14 above illustrate the manipulation checks for innovation, including brand and category innovation. The percentage results for brand and category innovation are almost identical, which means the respondents did not interpret them differently.

Table 11 below shows the results of the MANOVA. Based on values present in the “F” and “Sig” columns, an absence of significance ($p > 0.05$) signifies that the manipulation has failed (McCabe & King, 2023). The manipulation check for innovation failed for these variables since the p-value is > 0.05 , indicating that the respondent did not perceive the treatment as the researcher intended.

Table 11: MANOVA Results

Tests of Between-Subjects Effects					
Dependent Variable:	Will you purchase this brand?				
Source	Type III Sum of Squares	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	868.415 ^a	124,059	35,251	0,000	0,539
Intercept	53,728	53,728	15,266	0,000	0,067
Trust	648,861	648,861	184,370	0,000	0,466
Heritage	8,717	8,717	2,477	0,117	0,012
CAT_INNOV	0,303	0,303	0,086	0,770	0,000
BRAND_INNOV	6,804	6,804	1,933	0,166	0,009
Heritage * CAT_INNOV	1,844	1,844	0,524	0,470	0,002
Heritage * BRAND_INNOV	0,013	0,013	0,004	0,951	0,000
CAT_INNOV * BRAND_INNOV	7,914	7,914	2,249	0,135	0,011
Heritage * CAT_INNOV * BRAND_INNOV	0,000				0,000
Error	742,580	3,519			
Total	9483,000				
Corrected Total	1610,995				

a. R Squared = .539 (Adjusted R Squared = .524)

In a factorial experiment, the research used a t-test to interpret individual differences between groups or simple effects within the factorial design. Tables 12 and 13 below illustrate the results reflecting the difference in averages for innovation and heritage, respectively. The detailed independent samples have been included in Appendix 9.3.

Table 12: T-Test for Innovation

Group Statistics					
Innovation		N	Mean	Std. Deviation	Std. Error Mean
1) Do you consider this to be an old brand with strong heritage?	No Innovation	111	3,82	1,029	0,098
	Included Innovation	108	3,87	0,968	0,093
2) Do you consider this to be a young brand?	No Innovation	111	2,41	1,115	0,106
	Included Innovation	108	2,20	0,925	0,089
3) Do you consider this to be an innovative brand?	No Innovation	111	3,67	0,966	0,092
	Included Innovation	108	3,50	0,932	0,090
4) Do you consider this category to be innovative?	No Innovation	111	3,60	1,012	0,096
	Included Innovation	108	3,42	1,033	0,099

Table 13: T-Test for Heritage

Group Statistics					
Heritage		N	Mean	Std. Deviation	Std. Error Mean
1) Do you consider this to be an old brand with strong heritage?	Brand Age	108	3,66	1,034	0,099
	Brand Heritage Present	111	4,03	0,929	0,088
2) Do you consider this to be a young brand?	Brand Age	108	2,40	1,058	0,102
	Brand Heritage Present	111	2,22	0,995	0,094
3) Do you consider this to be an innovative brand?	Brand Age	108	3,30	0,960	0,092
	Brand Heritage Present	111	3,86	0,858	0,081
4) Do you consider this category to be innovative?	Brand Age	108	3,31	1,027	0,099
	Brand Heritage Present	111	3,71	0,985	0,094

Kurtosis	.664	-.338	-.042	-.270	.296	.373	-.930
Std. Error of Kurtosis	.327	.327	.327	.327	.327	.327	.327

A Levene's Test was carried out to assess the homogeneity of variances. This test determines whether the variances of continuous dependent variables are equal across levels of an independent variable. Furthermore, this statistical test is often used as an indicator of heteroscedasticity and specifically compares treatment groups in an experiment. Table 14 represents the results of Levene's Test, which shows the Sig. value is 0.086, indicating it is greater than 0.05, which suggests the variance is equal across all groups.

Table 15: Levene's Test Statistics

Levene's Test of Equality of Error Variances			
Dependent Variable:	Will you purchase this brand?		
F	df1	df2	Sig.
1,877	6	212	0,086
Tests the null hypothesis that the error variance of the dependent variable is equal across groups.			
a. Design: Intercept + MED + Heritage + CHECK_INNOV + BRAND_INNOV + Heritage * CHECK_INNOV + Heritage * BRAND_INNOV + CHECK_INNOV * BRAND_INNOV + Heritage * CHECK_INNOV * BRAND_INNOV			

5.4.2 MANOVA Results

Multivariate Analysis of Variance (MANOVA) is a technique for simultaneously testing differences in multiple dependent variables across groups defined by one or more independent variables. It extends the Analysis of Variance (ANOVA) by considering numerous outcomes.

The MANOVA findings are presented earlier in Table 11 and revisited below. A univariate or one-way analysis was conducted for each independent factor, with purchase intent as the dependent variable and trust as the mediator. The researcher's observation concludes that just one factor represented in the results, specifically trust, reflected statistical significance since the p -value < 0.05 . The p -value for all other variables, such as heritage, brand innovation and category innovation, is less than 0.05, therefore showcasing no statistical significance. The results demonstrate that irrespective of the brand's existence in the market and ability to innovate; there is little to no intention to purchase without consumer trust.

Table 11: MANOVA Results

Tests of Between-Subjects Effects					
Dependent Variable:	Will you purchase this brand?				
Source	Type III Sum of Squares	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	868.415 ^a	124,059	35,251	0,000	0,539
Intercept	53,728	53,728	15,266	0,000	0,067
Trust	648,861	648,861	184,370	0,000	0,466
Heritage	8,717	8,717	2,477	0,117	0,012
CAT_INNOV	0,303	0,303	0,086	0,770	0,000
BRAND_INNOV	6,804	6,804	1,933	0,166	0,009
Heritage * CAT_INNOV	1,844	1,844	0,524	0,470	0,002
Heritage * BRAND_INNOV	0,013	0,013	0,004	0,951	0,000
CAT_INNOV * BRAND_INNOV	7,914	7,914	2,249	0,135	0,011
Heritage * CAT_INNOV * BRAND_INNOV	0,000				0,000
Error	742,580	3,519			
Total	9483,000				
Corrected Total	1610,995				

a. R Squared = .539 (Adjusted R Squared = .524)

5.4.3 Summary of Research Outcomes

Table 12 summarises the hypothesis findings and highlights a breakdown of the results for each hypothesis presented in Chapter 3. As indicated in Chapter 4, a causal analysis was used to assess the impact of the relationship between variables using statistical methods described in the previous section.

The significance value for each hypothesis was determined by evaluating the p -value.

The covariate of trust had a p -value of 0.000, which was statistically significant. This indicates that trust was the only variable that played a role in consumer purchase intention.

Table 16: Summary of hypothesis results

Research Question	Hypothesis	Description	Result
1: Influence of brand heritage on purchase intent	H 1	Brand heritage influences purchase intent, mediated by trust	Failed to reject H10
2: Influence of brand innovation on purchase intent	H2	Brand innovation influences purchase intent, mediated by trust	Failed to reject H20
3: Influence of the interaction between brand heritage and brand innovation on purchase intent	H3	Interaction between brand heritage and brand innovation influences purchase intent, mediated by trust.	Failed to reject H30

Figure 15: Estimated Marginal Means for Heritage

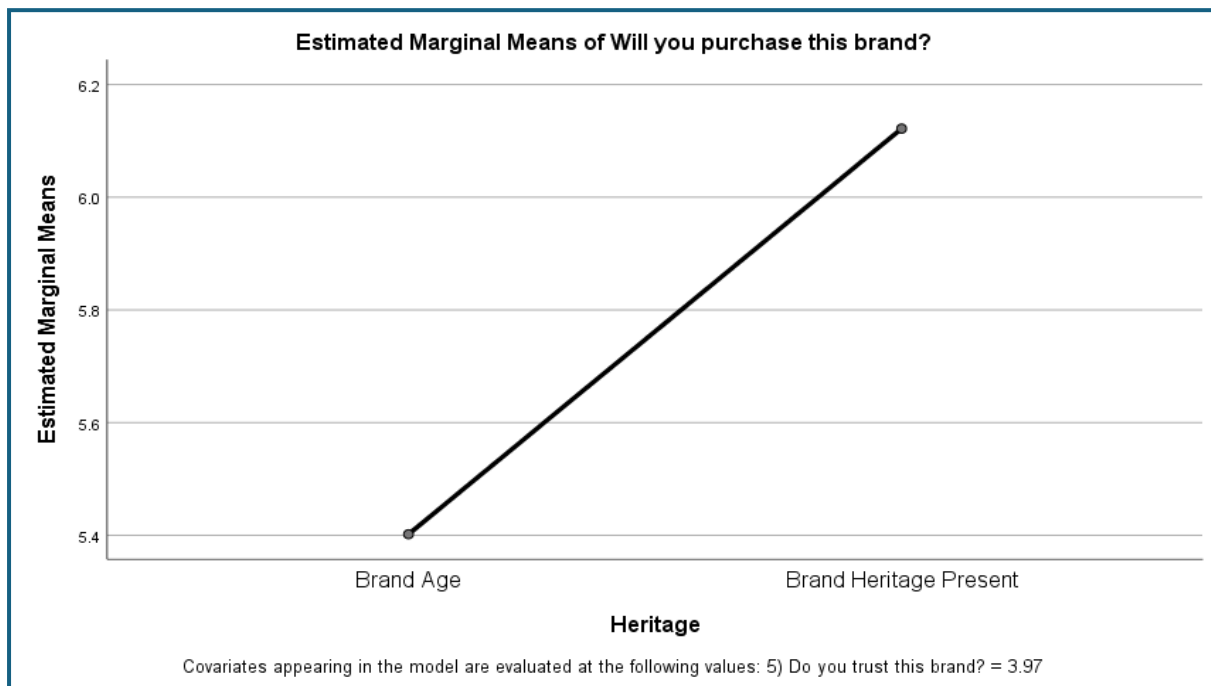
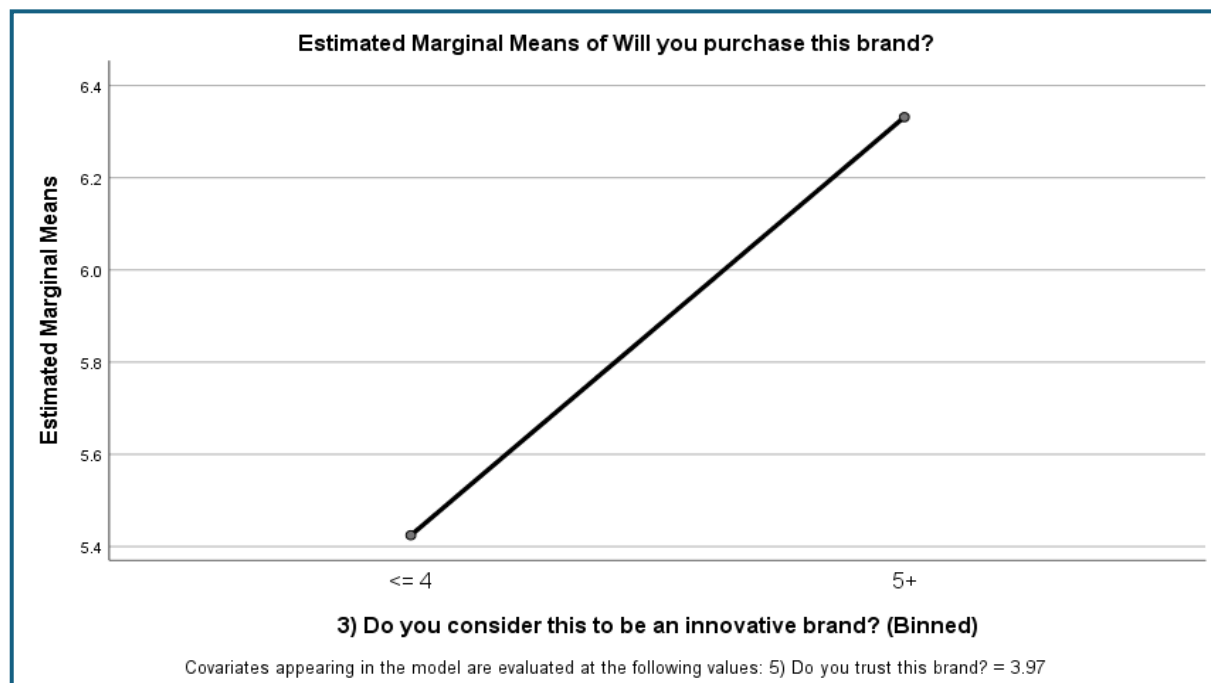


Figure 16: Estimated Marginal Means for Innovation



CHAPTER 6: DISCUSSION OF RESULTS

This chapter presents the findings in relation to the descriptive results and the research questions previously outlined in Chapter 3 and builds on the results from Chapter 5. A deeper understanding of the findings is explored through the literature review discussed in Chapter 2

The literature on the CBBE model outlined in Chapter 2 includes various components that contributed to achieving brand resonance, forming the basis of this research. Although only some of the factors were analysed in this study, the findings portray that trust is the most important and common factor that surfaced between the factors.

6.1 Descriptive Statistics

As highlighted in Chapter 5, the demographic results revealed that the most common gender was females. The gender responses were nearly evenly divided, with 55% of the respondents identifying as female, 44% as male and 1% that preferred not to disclose. This reflects a fair representation of viewpoints of all gender diversities.

In terms of age, the results illustrated that the most common age group was found to be within the age category of 31-40 years, which made up 45% of the respondents, followed by the age group between 41-50 years, making up 28 % of the respondents. The representation of these two age groups with the highest percentage of people are typically employed homeowners, so they are more likely to purchase large household appliances. 10% of respondents were less than 30, demonstrating that this age group is less inclined to be homeowners. This may also be due to the high unemployment rate in South Africa, whereby almost 40% of the population in South Africa under the age of 32 is unemployed (Statista, 2024). 17% of the respondents were found to be over 50 years old and more inclined to save for retirement and not upgrade their lifestyles. Furthermore, a lower response rate could also contribute to an older generation being apprehensive about sharing information online or experiencing technical challenges with digital platforms (Freeman et al., 2020).

Regarding ethnicity, the majority of the respondents, 49% of the sample size, were Indian, followed by 32% being black. Lastly, the participants' most common education level was honours qualifications, making up 32% of the respondents. Overall, it was found that 51% of the respondents have postgraduate qualifications that include honours, master's, and doctorate levels.

6.2 Research Question 1

Research question one sought to determine whether brand heritage and age played a role in consumer purchase intention mediated by trust. The main effect was deciding whether a change in trust can mediate the impact of brand heritage on the outcome and the intention to purchase. The literature outlined in Chapter 2 suggests that brand heritage strongly influences consumer decision-making based on multiple attributes leading to brand resonance, as demonstrated through the CBBE Model (Keller, 2001). Substantial evidence has also shown that trust is crucial (Villagra et al., 2021). Although desktop research, general personal discussions, and previous literature have positioned brands as an image in the mind of the consumer (Maurya & Mishra, 2012), this needed to be investigated further.

The experiment provided a hypothetical household product within the refrigerator category. The treatment condition that the respondent was exposed to for this hypothesis analysis reflected the age of the brand and whether it held a strong heritage. The manipulation check questions were answered by simplifying the responses received by the respondents to rate the level of agreement on whether they regard the brand they were exposed to as an old brand with a strong heritage, followed by the question of whether they consider the brand to be young.

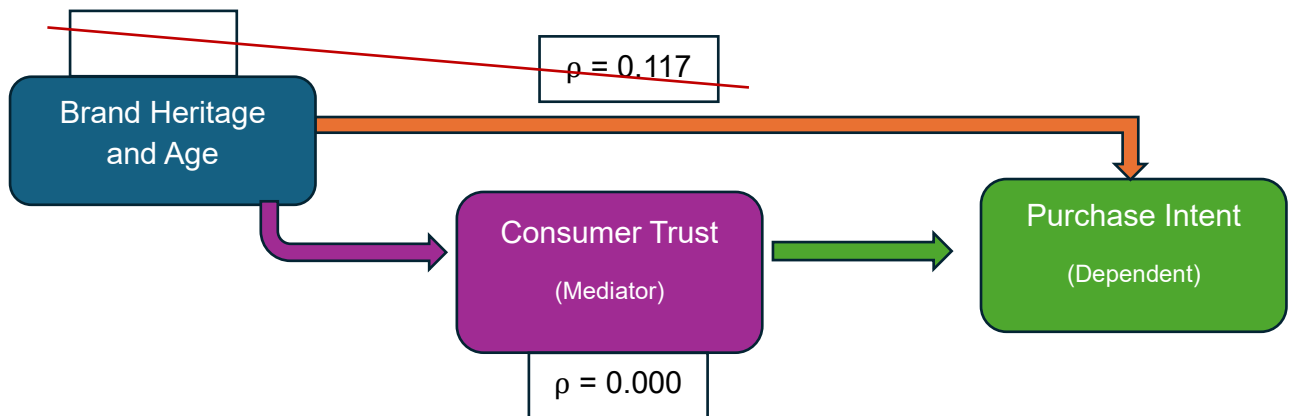
The results revealed that 48% of the respondents agreed that the brand they were exposed to demonstrated having a strong heritage, followed by 26% strongly agreeing. The opposite result was yielded as intended for question two, reflecting that 48% of respondents disagreed that the brand was young. If the respondent agreed to the first question about the brand being considered old with a strong heritage, then it should follow that they disagree that the same brand is young. Table 11 in Chapter 5 showed the results of the MANOVA. Based on values present in the "F" and "Sig" column, an absence of significance ($p > 0.05$) signifies the manipulation has failed (McCabe & King, 2023). The manipulation check for heritage was successful since the p value is greater than 0.05 indicating the respondent reacted to the stimuli as intended. However, despite having these measures in place, the MANOVA results revealed that the p-value for brand heritage is 0.117, which means the p-value ≥ 0.05 indicates no statistical significance. Therefore, we fail to reject the null hypothesis (H_{10}).

Null Hypothesis (H_{10}): There is no significant relationship between brand heritage and purchase intent. i.e. brand heritage does not influence consumer purchase intention

Alternate Hypothesis (H11): There is a significant relationship between brand heritage and purchase intent. i.e. brand heritage influences consumer purchase intention

Figure 15 below depicts this relationship graphically.

Figure 15: Relationship between brand heritage and purchase intention, mediated by trust



Various literature sources showcased that brand heritage assures stakeholders that the brand is genuinely committed to its fundamental principles. This, in turn, ensures the brand's sustainability in a market and can be used as a competitive advantage (Raharjo, 2020). However, based on the study's findings, brand heritage may no longer hold a solid basis for being portrayed in marketing as a competitive advantage, which can have implications for marketing managers.

It can be incurred that irrespective of the brand's longevity in the marketplace and demonstration of credibility, consistency, and durability, these elements are not strong enough to influence consumer behaviour on their own, leading to purchase intent without including trust as a factor. In other words, if trust does not exist, the intention to purchase from the consumer may cease, which is supported by various authors (Frizzo et al., 2018). This further aligns with the notion that a brand remains an image in the consumer's mind (Maurya & Mishra, 2012).

6.3 Research Question 2

Research question two sought to determine whether brand innovation played a role in consumer purchase intention mediated by trust. The main effect was deciding whether a change in trust can mediate the impact of brand innovation on the outcome and the intention to purchase.

The literature outlined in Chapter 2 indicates that innovation is meant to support brand functional associations and reinforce emotional reactions and positive evaluations, which are pivotal in deepening consumer-brand relationships and leading to trust (Keller, 2001). Innovative approaches can be received positively and negatively depending on how consumers perceive them. Furthermore, a difference exists between brand innovation and category innovation.

The treatment condition the respondent was exposed to for this hypothesis analysis reflected the product's features and included particular manipulated information about brand or category innovation. The manipulation check questions were answered by simplifying the responses received by the respondents to rate the level of agreement on whether they regard the brand they were exposed to as an innovative brand, followed by the question of whether they consider this brand to be innovative within the category.

The results revealed that 46% of the respondents agreed that the brand they were exposed to was innovative, followed by 25% who were neutral. A similar result was produced for category innovativeness: 46% of the respondents agreed the brand was seen as innovative within the category of large household appliances, followed by 22% who were neutral. Category innovation played the role of a moderator in the study; however, it was not seen as a differentiator to the consumer. Table 11 in Chapter 5, showed the results of the MANOVA. Based on values present in the "F" and "Sig" columns, an absence of significance ($p > 0.05$) signifies the manipulation has failed (McCabe & King, 2023). The manipulation check for innovation had failed for these variables since the p-value is greater than 0.05, indicating the respondent did not perceive the treatment as the researcher intended, and it could be that the respondent did not fully understand the background to innovation within a category. Therefore, their judgement was seen toward the brand and the product itself. Based on this outcome, brand innovation and category innovation were binned as factors against the intention to purchase.

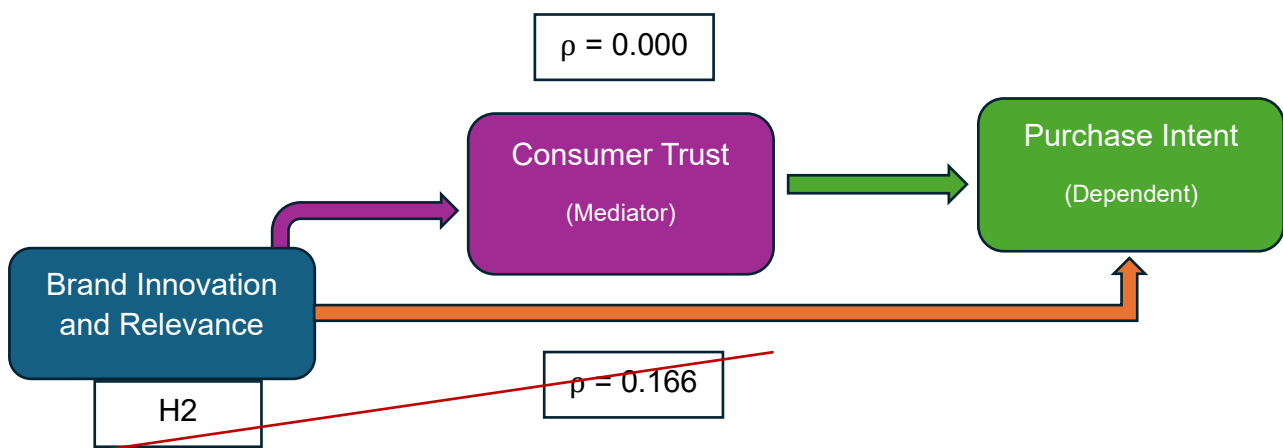
Despite running two pilot studies to ensure the depth of analysis for innovation was received accurately, the MANOVA results revealed that the p -value for brand innovation is 0.166, meaning the p -value ≥ 0.05 indicates no statistical significance.

Therefore, we fail to reject the null hypothesis (H2₀). Figure 16 below depicts this relationship graphically.

Null Hypothesis (H2₀): There is no significant relationship between brand innovation and purchase intent.

Alternate Hypothesis (H2₁): There is a significant relationship between brand innovation and purchase intent.

Figure 16: Relationship between brand innovation and purchase intention, mediated by trust



One can incur that irrespective of a brand's innovativeness, to stay relevant to consumers and drive excitement for the novelty of refreshing the brand or products come into action. Still, these elements are not strong enough to influence consumer behaviour independently for the purchase intent without trust as a factor. In lack of trust, consumer intention to buy diminishes; this statement is supported by several authors the same as (Delgado-Ballester & Luis Munuera-Alemán, 2005; Fullerton, 2011; Rais et al., 2023). This still supports the concept that a brand is an image in the mind of the consumer (Maurya & Mishra, 2012). Furthermore, this might also support the idea of innovation being in the eye of the beholder, as the subjective nature makes innovation challenging to measure. This can have implications for firms, especially in the technology space, who are dependent on portraying innovation as a prominent enticing factor and are not conscious of building emotional connections with their target audience to develop consumer trust.

6.4 Research Question 3

Finally, research question three sought to understand the impact of the interaction between brand heritage and brand innovation, mediated by trust leading to purchase intent.

The literature described in the above two sections remains relevant to this section, which aims to understand better how firms balance innovation with heritage while adapting to the challenges of a shifting marketplace.

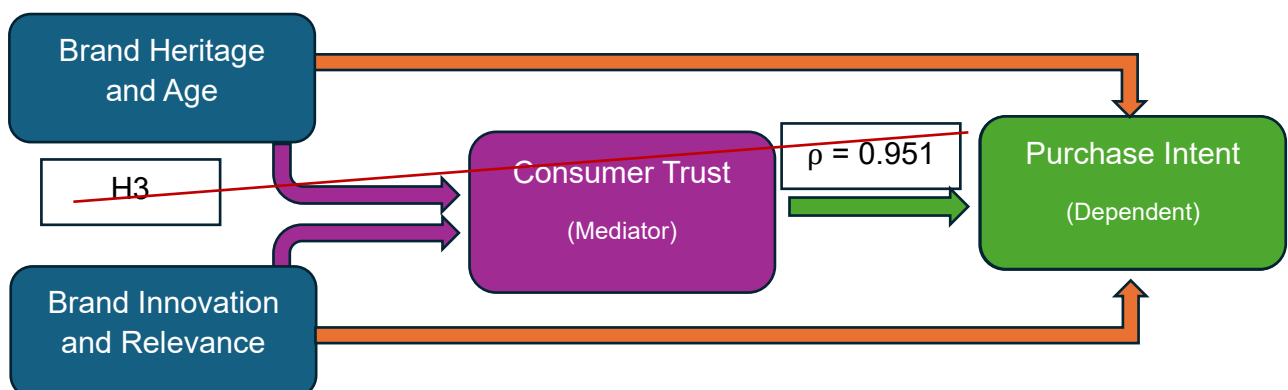
As indicated earlier, the pilot tests and further desktop research were conducted to sustain validity. However, the MANOVA results showed that the p -value for the interaction effect on brand innovation and brand heritage is 0.951, reflecting that a p -value ≥ 0.05 indicates no statistical significance.

Therefore, we fail to reject the null hypothesis (H30). Figure 17 below depicts this relationship graphically.

Null Hypothesis (H30): There is no significant interaction between brand heritage and brand innovation on purchase intent.

Alternate Hypothesis (H31): There is a significant interaction between brand heritage and brand innovation on purchase intent.

Figure 17: Relationship on the interaction effect of brand heritage and brand innovation on purchase intention, mediated by trust



6.5 Summary

The study's key findings were reviewed in Chapter 6, proving that neither brand heritage nor brand innovation influences the consumer's purchase intent. Trust, however, played a mediating effect in the experiment and was the only factor that illustrated a significant relationship. Therefore, it can be confirmed that without trust, other brand associations have a limited impact on purchase intention. Trust is thus a crucial factor in building an emotional connection with the consumer, which leads to brand resonance (Langga, 2021).

Even though trust has proven to be an important contributing factor, it does not change the fact that in the era of digitisation, consumer trust is precariously balanced between positive and risky influences (Kumar et al., 2016). Various touchpoints bring vulnerabilities that may equally undo trust instantly. Furthermore, consumers can trust a brand, but a brand can still be seen as stale which in turn affects purchase intention (Ran & Wan, 2023). Brands that are not paying close enough attention to their consumers' needs or to their competitors may be left behind, irrespective of the trust the consumer holds in the brand. Consumer buying behaviour is shaped by psychological, social, cultural and economic factors and, therefore, cannot be eliminated if trust exists (E. Mang'unyi & K. Govender, 2019).

Consumers experience the notion of personality traits, whereby a consumer evaluates whether the intention to purchase is a "want" or a "need" (Akkaya, 2021). With consumer shifts within the premium market the purchase intent leans towards the upliftment of a consumer's social status and is a reflection of one's wealth and success (Husain et al., 2022). Furthermore, diverse cultures and sustainability practices may hold divergent perspectives regarding products and services, and this in turn adds another layer of influence even though trust may exist within the consumer.

To this end, it can be concluded that a brand and brand innovation is subjective based on the image in the consumer's mind (Maurya & Mishra, 2012); which makes it very difficult to measure as there is no shared acceptance.

CHAPTER 7: CONCLUSION

7.1 Introduction

The preceding chapter included an analysis of the research findings. As highlighted in Chapter 1, numerous worldwide transformations and macroeconomic changes significantly impact prominent brands, influence customer interactions, and modify conventional business strategies (Tao et al., 2022). The concern lies around company brands being able to maintain their market share and increase the consumer trust relationship, given the competitive landscape and ongoing current shifts. The study aimed to test and explore whether specific brand factors, such as brand heritage and brand innovativeness, played a role in influencing consumer preferences.

This concluding chapter emphasises the study's principal results, proposes suggestions, identifies future research avenues, and acknowledges the limitations.

7.2 Main Findings

The research objective of this experimental study was to establish whether brand heritage or brand innovation influences consumers' purchase intentions. A secondary purpose derived from the primary objective was to assess the role of trust as a mediator between both variables.

The study's main findings reflected that the participants interpreted the experimental conditions outlined for brand heritage as intended; however, this was different for brand innovation. Given that innovation, particularly brand innovation is highly subjective, this proved to be challenging to measure. Furthermore, category innovation played no role in the consumer's mind as the participants needed to recognise the differentiation between innovation at a brand level and innovation at a category level. The results outlined in Chapter 5 indicated that both brand heritage and brand innovation do not influence consumers' purchasing intention. This further concurs that a brand is an image in the consumer's mind. Nonetheless, it is unsurprising that trust emerged as the predominant factor influencing consumer activity, meaning that anything new to the consumer requires trust.

Some of the findings can be useful in digitisation relating to brands that hold a strong legacy and regard themselves as highly innovative by exploring ways to obtain and

maintain consumer trust. Additionally, this experimental study can be used to address other underlying factors that influence purchasing behaviours.

7.3 Recommendations

7.3.1 For Marketing and Brand Managers

To effectively drive purchasing intent and to maintain or increase market share, marketing and brand managers need to improve strategies to leverage emotional connections, as emotions play a crucial role in decision-making and building trust. Managers need to focus strategically on trust-building initiatives and become more data-driven in how to craft a nuanced understanding of consumer motivations. These tactics include telling compelling brand stories that reflect authenticity, using visual and sensory cues that allow customers to have a memorable experience, aligning with social causes or community-focused initiatives, personalising customer interactions, creating consistent and transparent messaging and focusing on customer service excellence.

Furthermore, marketing managers need to comprehend their segmented target audience so that each segment has a targeted message that can resonate with them. For instance, in the findings of this study, 45% of the respondents were aged between 31 and 40, whereas only 6% were found to be over the age of 60 years. For consumers aged between 31 and 40 in this study, given the macroeconomic trends, this target segment could be more susceptible to sustainable practices, digitisation, and equality that can shape trust. Even though brand heritage may not have shown statistical significance, this can still be considered a possible strategy to use for consumers over the age of 60 to invoke the emotion of brand nostalgia and emphasise credibility and longevity to implore trust within the consumer. Marketers must carry out research initiatives to better understand what other underlying factors contribute to building consumer trust. Each business has a different focus, with various outcomes and different customers; therefore, a one-size-fits-all solution for marketing and brand managers will not be successful.

7.3.2 For Marketing Agencies

By providing specialised expertise, creative resources and an objective perspective, marketing agencies are instrumental in supporting companies in executing a relevant marketing strategy that can directly affect the level of trust from the consumer. Therefore, it is crucial for an agency to fully understand the client's business and its values as a brand

and be able to conduct thorough research to understand consumer sentiment, preferences and behaviour patterns that can aid in crafting a robust marketing strategy. Agencies can leverage data analytics to pinpoint the emotional triggers that resonate most with target consumers. Given the agency's expertise in the industry, the agency can also advise on current trends and benchmark competitor strategies to position the brand distinctively. Furthermore, in situations where consumer trust may be at risk, agencies can help navigate brand crises by crafting timely and transparent responses and seeking ways to turn a challenge into an opportunity.

7.4 Limitations

In addition to the initial limitations outlined in Chapter 4, which highlighted the use of the snowball sampling technique, further limitations surfaced in this study.

Even though the pilot study exhibited particular categories regarded as innovative, this sample needs to represent the views of a broad enough population in South Africa, given that innovation is a subjective matter and biases exist. The second pilot test ensured that participants understood and interpreted the questionnaire; however, upon completion of the survey, the manipulation checks were unsuccessful for the brand innovation construct, which meant the respondents did not interpret the treatment as intended.

Through the process of data editing, it was discovered that participants who completed the questionnaire by scanning the QR code resulted in the responses not being captured on the survey platform, which reduced the sample size. This technical issue posed a challenge in terms of streamlining the process using technology.

The study's scope was limited to investigating the impact of brand heritage and brand innovation on consumer purchase intent for a particular product category, and the results could be different if another product category were used.

Single-item measurement scales were used to measure trust and purchase intention, which may produce more robust results if multi-item measurements were used.

7.5 Future Research

Many different elements sit under a brand's umbrella. Given its comprehensive nature, the research outlined above only focuses on two primary constructs to understand better the level of influence brand heritage and brand innovation have on consumer purchase intent. Future research should expand the sample size to analyse additional factors using a multi-

item measurement scale. The experimental approach should consider multiple product categories to demonstrate comparison in the results.

This study identified trust as a significant factor; therefore, it would be recommended to investigate other variables influencing purchasing behaviour to determine if trust is the ultimate factor overriding other factors.

Given that the manipulation checks in this experiment did not yield the desired outcome, future studies should investigate which manipulations may be more applicable in achieving an accurate result.

A qualitative technique for interviewing the target individuals about their responses to the various applicable treatment conditions may provide divergent outcomes owing to interpersonal engagements.

7.6 Final Conclusion

This chapter addressed the study's main findings regarding specific factors influencing purchase intention. It highlighted recommendations and the potential for future research, including the limitations experienced by the researcher.

In conclusion, this study achieved its objective to test the influence brand heritage and brand innovation had on consumer purchase intent. Even though the findings did not yield the anticipated results, the experiment exposed a more prominent factor of trust, and it should be supported in building brand resonance, irrespective of the omnichannel interactions with consumers. Without consumer trust, all other brand associations become irrelevant.

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APPENDICES

9.1 Appendix 1: Cover Letter

I am a student at the Gordon Institute of Business Science (GIBS) pursuing an MBA. I am studying brands in South Africa, and the main focus of my research topic is to understand the influences on consumer purchase intention.

In pursuit of this objective, you will be presented at random with two images of different brands belonging to the same product category and will be required to indicate your preference or intention to purchase. For this experiment, the price of the product will be assumed to be the same for both product options. Once you have selected your preferred brand of choice, you will be required to fill in a set of questions to complete the questionnaire.

Your time on this survey should be at most five minutes. Your participation is anonymous and entirely voluntary. By completing this questionnaire, you indicate that you voluntarily are participating in this research. If you have any concerns, please contact the researcher or the supervisor of this research project.

Researcher: Suvera Dukhi

Email: suveradukhi@hotmail.com

Supervisor: Kerry Chipp

Email: chippk@gibs.co.za

Note that the information you provide will be utilised solely for research reasons. Our objective is to examine your response to a hypothetical situation. Rest assured that regardless of your answer, you will not be contacted in the future. No personally identifiable information is gathered. Please provide honest responses and complete the questionnaire to guarantee that your feedback may be used effectively. Your time and effort are greatly appreciated.

Consent

Do you consent to participate in the research? (Yes/ No)

Criteria to Participate

Are you above 18 years of age? (Yes/ No)

Do you purchase products within the category of household appliances? (Yes/No)

9.2 Appendix 2: Research Survey

9.2.1 Factorial Questions – Stimuli presented at random

You will be presented at random with an image of a particular brand belonging to a product category of refrigerators and will be required to indicate your preference or intention to purchase.

*1. Brand heritage and brand innovation present



*2. Brand heritage only present



*3. Brand age and brand innovation present



*4. Brand age present only



*5. Brand heritage and category innovation present



Bosch

Brand established nearly a century ago with a strong heritage

Features: Humidity control functions maintain freshness up to 3 x longer
Energy efficient certified

No frost technology to prevent ice build-up

*This category has been credited for innovation in the last 10 years and this brand has won an award for product innovation

*6. Brand heritage present only



Bosch

Brand established nearly a century ago with a strong heritage

Features: Humidity control functions maintain freshness up to 3 x longer

Energy efficient certified

No frost technology to prevent ice build-up

*7. Brand age and category innovation present



Hisense

Company trading for 55 years

Features: Affordable, with smart technology for temperature control and holiday mode

No frost technology to prevent ice build-up

Multi-air flow for even cooling

*This category has been credited for innovation in the last 10 years and this brand has won an award for product innovation

*8. Brand age present only



Hisense

Company trading for 55 years

Features: Affordable, with smart technology for temperature control and holiday mode

No frost technology to prevent ice build-up

Multi-air flow for even cooling

9.2.2 Questionnaire (Manipulation checks)

On a Likert scale of 1-5, please indicate your level of agreement with the questions below based on the image you were presented.

1 = strongly disagree and 5 = strongly agree

		1 - Strongly Disagree	2 - Disagree	3- Unsure	4 -Agree	5 -Strongly Agree
1	Do you consider this to be an old brand?					
2	Do you consider this to be a young brand?					
3	Do you consider this to be an innovative brand?					
4	Do you consider this brand to be innovative within its specific category?					
5	Do you trust this brand?					
6	Do you recommend this brand to others?					

6) Will you purchase this brand?

10 – Certain, practically certain

9- Almost sure

8 - Very probable

7 – Probable

6 – Good Possibility

5 – Fairly good possibility

4 – Fair possibility

- 3 – Some possibility
- 2 – Slight possibility
- 1 – Very slight possibility
- 0 – No chance, almost no chance

9.2.3 Demographic Questions

Please indicate your gender

- Male
- Female
- Other
- I prefer not to say

Which age category do you belong to?

- 19 -21 years
- 21-24 years
- 25-29 years
- 30-39 years
- 40 - 49 years
- 50-59 years
- 60 or older

What is your ethnic background?

- Black
- Coloured
- Indian
- White
- Other

What is the highest level of education you have completed?

- High School
- Matric / Grade 12
- Certificate
- Diploma (NQF 6)
- Degree (NQF 7)
- Honours (NQF 8)
- Masters (NQF 9)
- Doctorate (NQF 10)

9.3 Appendix 3: Independent Sample T-Tests

9.3.1 : Independent Sample Test for Heritage

Independent Samples Test: Heritage										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
1) Do you consider this to be an old brand with strong heritage?	Equal variances assumed	6,181	0,014	-2,785	217	0,006	-0,370	0,133	-0,631	-0,108
	Equal variances not assumed			-2,781	213,184	0,006	-0,370	0,133	-0,632	-0,108
2) Do you consider this to be a young brand?	Equal variances assumed	3,950	0,048	1,311	217	0,191	0,182	0,139	-0,092	0,455
	Equal variances not assumed			1,310	215,270	0,192	0,182	0,139	-0,092	0,456
3) Do you consider this to be an innovative brand?	Equal variances assumed	5,844	0,016	-4,625	217	0,000	-0,569	0,123	-0,811	-0,326
	Equal variances not assumed			-4,618	212,900	0,000	-0,569	0,123	-0,811	-0,326
4) Do you consider this category to be innovative?	Equal variances assumed	2,350	0,127	-2,987	217	0,003	-0,406	0,136	-0,674	-0,138
	Equal variances not assumed			-2,985	215,964	0,003	-0,406	0,136	-0,674	-0,138

9.3.2 Independent Sample Test for Innovation

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
1) Do you consider this to be an old brand with strong heritage?	Equal variances assumed	1,474	0,226	-0,374	217	0,708	-0,051	0,135	-0,317	0,216
	Equal variances not assumed			-0,375	216,755	0,708	-0,051	0,135	-0,316	0,215
2) Do you consider this to be a young brand?	Equal variances assumed	7,901	0,005	1,455	217	0,147	0,202	0,139	-0,072	0,475
	Equal variances not assumed			1,459	211,729	0,146	0,202	0,138	-0,071	0,474
3) Do you consider this to be an innovative brand?	Equal variances assumed	0,016	0,901	1,299	217	0,195	0,167	0,128	-0,086	0,420
	Equal variances not assumed			1,299	216,986	0,195	0,167	0,128	-0,086	0,420
4) Do you consider this category to be innovative?	Equal variances assumed	0,572	0,450	1,353	217	0,178	0,187	0,138	-0,085	0,459
	Equal variances not assumed			1,352	216,484	0,178	0,187	0,138	-0,085	0,459