

**THE RELATIONSHIP BETWEEN SALES
PROMOTION TECHNIQUES AND CONSUMER
OFF-TAKE AND ATTITUDE WITHIN THE SA
NON-ALCOHOLIC READY TO DRINK MARKET**

By

JARED CAMERON MATTHEUS

Submitted in partial fulfilment of the requirements for the degree

MASTERS IN BUSINESS ADMINISTRATION

in the Faculty of

BUSINESS AND ECONOMIC SCIENCES

at the

Nelson Mandela Metropolitan University Business School

Research Supervisor: Dr John Burger

2016

DECLARATION

“I, **Jared Cameron Mattheus**, hereby declare the following:

- ❖ This treatise is my own work except as indicated in the acknowledgements, the text and the complete references table
- ❖ This work is submitted in partial fulfilment of the Masters in Business Administration at the Nelson Mandela Metropolitan University Business School
- ❖ This document has never been submitted before, either in part or in full, for any equivalent or higher qualification at any other recognised educational institution.”

JARED CAMERON MATTHEUS

DATE

ABSTRACT

Over the past decade there has been a shift in marketing spend from above the line advertising, to below the line advertising commonly referred to as promotions. This has been brought about by recessionary economic conditions, increased competition, rising media costs and long term profitability prospects. Many fast moving consumer goods' (FMCG) companies are shifting a large portion of their marketing spend from advertising to sales promotion. This has occurred because of consumers becoming more prone to deals, declining brand loyalty and the growing power of major retail chains. Sales promotion spend can comprise of as much as 50% of the marketing budget in certain industries and the majority of the marketing budget for most FMCG companies. This has been heightened further by the global financial recession which has both direct and indirect effects on South Africa. Approximately 70% of purchasing decisions are made in store by understanding how these decisions are made and how to influence them is essential in developing an effective marketing strategy. Besides product characteristics, promotional techniques are among the most popular instruments used by marketers to influence this process.

Global trends show that 83% of all senior marketers increase or maintain spend on promotional merchandise year on year. However, they had limited insight into how to best spend the funds or if they even achieved their intended purpose. Despite the rise in promotional activity, especially in the FMCG sector, limited research has been conducted on the influence and effectiveness in South Africa. The purpose of this treatise, then, is to examine addresses the paucity in research with regard to consumer sales promotions in the non-alcoholic ready to drink (NARTD) market, particularly within South Africa. By developing a relationship model to measure the influence and effectiveness of selected sales promotion techniques on consumer off-take and attitude. That can be used by organisations to retain consumers, grow market share, improve brand equity and achieve higher profitability. Equipping marketers with an improved understanding of the impact of sales promotion

techniques and consumer buying patterns within the South African NARTD market and delivering value to consumers through targeted promotions.

In order to achieve this goal a thorough literature review was performed which drew on both academic- and industry-based research. This led to the development of a conceptual relationship model which was tested using rigorous measures incorporating questionnaire-style, quantitative data collection and statistical analysis.

The research revealed that sales promotion techniques are an important element of a successful marketing strategy and when correctly executed deliver positive business results. FMCG companies operating within the NARTD market need to ensure that they incorporate sampling and premiums into their marketing mix even if this requires them to reduce their spend on above the line marketing activities.

Ultimately, sampling and premiums were found to be effective sales promotion techniques within the South African NARTD market and have the ability to positively influence consumer off-take, brand love and buying behaviour.

Keywords: Sales Promotion; Premiums; Sampling; Coupons; Off-Take, Attitude; Brand Love

ACKNOWLEDGEMENTS

- ❖ Dr. John Burger for his guidance, encouragement and patience throughout the completion of this treatise.
- ❖ My girlfriend, Yolandi Geyer, and parents, Gerald and Beverley, for their unwavering love and support during the treatise and throughout the master's degree.
- ❖ My employer, Coca-Cola Fortune, for allowing me the time, resources and support to complete my master's degree.
- ❖ Dr. Jacques Pietersen, of the NMMU Unit for Statistical Consultation, for his assistance with the in depth statistical analysis.
- ❖ Frontline Research for assisting me in the collection of the empirical data and questionnaire design.
- ❖ My MBA syndicate group members and classmates for contributing immeasurably to the preparations for my study.
- ❖ The respondents who took part in the study and supplied the empirical data.

TABLE OF CONTENTS

DECLARATION.....	ii
ABSTRACT	iii
ACKNOWLEDGEMENTS.....	v
LIST OF TABLES.....	xiii
LIST OF FIGURES	xv
LIST OF APPENDICES	xvii

CHAPTER 1

THE STUDY AND ITS SETTING

1.1	INTRODUCTION.....	1
	1.1.1 The rise of promotional activity	1
	1.1.2 Sales promotions	2
	1.1.3 Effectiveness of sales promotion techniques	4
	1.1.4 Consumer off-take and attitude	6
	1.1.5 Coca-Cola Fortune	8
1.2	PROBLEM STATEMENT	10
	1.2.1 Main problem.....	10
	1.2.2 Sub-problems	11
1.3	PURPOSE OF THE STUDY	12
1.4	RESEARCH OBJECTIVES	12
	1.4.1 Main research objectives	12
	1.4.2 Secondary research objectives	13

1.5	LITERATURE REVIEWED	13
1.6	DELIMITATIONS OF THE STUDY	14
	1.6.1 Industry, market and category studied	14
	1.6.2 Geographical areas.....	14
	1.6.3 Scope of the study	14
	1.6.4 Basis of the study	14
1.7	CLARIFICATION OF KEY CONCEPTS	14
	1.7.1 Sales promotion	14
	1.7.2 Consumer oriented sales promotion.....	15
	1.7.3 Premiums.....	15
	1.7.4 Sampling.....	15
	1.7.5 Coupons.....	15
	1.7.6 Consumer off-take	15
	1.7.7 Consumer attitude	16
	1.7.8 FMCG industry and NARTD market.....	16
	1.7.9 Brand love.....	16
	1.7.10Conceptual model	16
1.8	RESEARCH DESIGN AND CONCEPTUAL MODEL	16
	1.8.1 Research methodology	17
	1.8.2 The foundation for the conceptual relationship model.....	17
1.9	OUTLINE OF THE TREATISE.....	19
1.10	CHAPTER SUMMARY	19

CHAPTER 2

LITERATURE REVIEW

SALES PROMOTION AND THE TECHNIQUES

2.1	INTRODUCTION.....	21
2.2	THE CONCEPT OF SALES PROMOTION.....	21
2.3	DEFINING SALES PROMOTION	23
	2.3.1 Consumer-oriented sales promotions	24
	2.3.2 Retail / Trade-oriented sales promotions.....	26
2.4	INFLUENCE / EFFECTIVENESS AND ROLE OF SALES PROMOTION.....	29
	2.4.1 Effectiveness of sales promotions	29
	2.4.2 The role of sales promotions	32
2.5	THE SOUTH AFRICAN NARTD MARKET.....	33
	2.5.1 Carbonated soft drinks (CSD's)	39
	2.5.2 Bottled water	41
	2.5.3 Energy	42
	2.5.4 Ice tea.....	43
	2.5.5 Sports.....	44
2.6	PROMOTION MIX AND CONSUMER PURCHASING DECISION-MAKING PROCESS.....	45
2.7	CHAPTER SUMMARY	51

CHAPTER 3

THEORETICAL OVERVIEW

THE RELATIONSHIP MODEL AND VARIABLES EXPLORED

3.1	INTRODUCTION.....	53
3.2	INFLUENCE AND EFFECTIVENESS OF IN-STORE SALES PROMOTION TECHNIQUES ON THE CONSUMER PURCHASING DECISION-MAKING PROCESS.....	53
	3.2.1 Consumer off-take and attitude	54
	3.2.2 Premiums.....	59
	3.2.3 Sampling.....	63
	3.2.4 Coupons.....	67
3.3	THE REVISED CONCEPTUAL RELATIONSHIP MODEL	71
3.4	CHAPTER SUMMARY	72

CHAPTER 4

EMPIRICAL STUDY

4.1	INTRODUCTION.....	74
4.2	RESEARCH PARADIGM.....	75
4.3	RESEARCH DESIGN	79
4.4	POPULATION AND SAMPLE	81
	4.4.1 Population.....	81
	4.4.2 Sample and sampling method	81

4.5	THE RESEARCH INSTRUMENT	84
	4.5.1 Testing of the research instrument	86
4.6	PROCEDURE FOR DATA COLLECTION.....	90
4.7	RESPONSE RATE.....	90
4.8	DATA ANALYSIS AND INTERPRETATION	90
4.9	RELIABILITY AND VALIDITY	91
	4.9.1 Reliability	91
	4.9.2 Validity	93
4.10	LIMITATIONS OF THE STUDY	94
4.11	CHAPTER SUMMARY	95

CHAPTER 5

RESEARCH RESULTS AND ANALYSIS

5.1	INTRODUCTION.....	96
5.2	PRESENTATION AND ANALYSIS OF BIOGRAPHICAL AND CONSUMPTION PROFILES	96
	5.2.1 Demographic composition of the sample	97
5.3	STATISTICAL RELATIONSHIPS AMONG VARIABLES.....	100
	5.3.1 T-testing.....	101
	5.3.2 ANOVA method	104
	5.3.3 Correlation	108
5.4	PRESENTATION AND ANALYSIS OF DESCRIPTIVE STATISTICS....	110

5.4.1	Drivers of consumer brand love	111
5.4.2	Drivers of consumer off-take	117
5.4.3	Drivers of consumer buying behaviour.....	120
5.5	COMPARING THE SELECTED SALES PROMOTION TECHNIQUES ACROSS THE THREE CATEGORIES	123
5.6	THE ESTABLISHED RELATIONSHIPS AMONG VARIABLES AND THE PROPOSED RELATIONSHIP MODEL	125
5.6.1	Testing the model against the selected sales promotion techniques	126
5.7	CHAPTER SUMMARY	129

CHAPTER 6

RESEARCH FINDINGS, RECOMMENDATIONS AND CONCLUSION

6.1	INTRODUCTION.....	131
6.2	SUMMARY OF RESEARCH FINDINGS.....	131
6.2.1	What does a literature review reveal about the effect of the chosen sales promotion techniques and how they can be measured?	132
6.2.2	What does a literature review reveal about consumers' attitudes towards the chosen sales promotion techniques?	134
6.2.3	What is the impact on sales and consumer attitudes for the chosen sales promotion techniques and in what way do these impact consumer purchasing decisions?.....	137
6.2.4	Can the results from the literature review be used to develop a model for consumer sales promotions within the NARTD market?.....	138

6.2.5	Can a detailed research methodology be developed to test the relationship model, to facilitate understanding and to allow repetition of the study?	139
6.3	RECOMMENDATIONS.....	139
6.3.1	Sampling.....	140
6.3.2	Couponing.....	142
6.3.3	Premiums.....	144
6.4	LIMITATIONS OF THE STUDY	146
6.5	SUGGESTIONS FOR FUTURE RESEARCH.....	147
6.6	CONCLUSION	148
	REFERENCES.....	151

LIST OF TABLES

Table 2.1: An overview of promotional objectives.....	28
Table 2.2: NARTD sales contribution by region Q1 2014 to Q1 2015.....	35
Table 2.3: NARTD sales contribution by channel Q1 2014 to Q1 2015.....	38
Table 2.4: Top 15 soft drink consuming nations (240ml servings).....	39
Table 2.5: Advantages and disadvantages of promotional mix tools.....	46
Table 2.6: Six stages of a promotional strategy.....	49
Table 3.1: In-store sampling effects on consumers.....	66
Table 4.1: Positivist vs. Postpositivist.....	77
Table 4.2: Probability and non-probability sampling.....	82
Table 4.3: 2015 mid-year population estimate (sampling frame).....	84
Table 4.4: Relationship between research objectives and questions.....	89
Table 4.5: Cronbach's alpha values for the measuring instrument variables..	93
Table 5.1: t-testing of gender group.....	102
Table 5.2: t-testing of groups with and without children.....	103
Table 5.3: ANOVA-testing of age groups.....	106
Table 5.4: ANOVA-testing of marital status.....	107
Table 5.5: ANOVA-testing of race groups.....	108
Table 5.6: Correlation of variables.....	109
Table 5.7: Descriptive statistics for SBL.....	112

Table 5.8: Descriptive statistics for CBL.....	114
Table 5.9: Descriptive statistics for PBL.....	116
Table 5.10: Descriptive statistics for SCOT.....	118
Table 5.11: Descriptive statistics for CCOT.....	119
Table 5.12: Descriptive statistics for PCOT.....	120
Table 5.13: Descriptive statistics for SCBB.....	121
Table 5.14: Descriptive statistics for CCBB.....	122
Table 5.15: Descriptive statistics for PCBB.....	123
Table 5.16: Comparison of selected sales promotion techniques.....	124

LIST OF FIGURES

Figure 1.1: The effect of consumer attitude on sales.....	7
Figure 1.2: A conceptual relationship model for consumer off-take, attitude and buying behaviour using premiums, sampling and coupons as sales promotion techniques within the NARTD market.....	18
Figure 2.1: Pull vs. push strategy.....	27
Figure 2.2: NARTD total market contribution.....	34
Figure 2.3: NARTD volume growth Q1 2014 to Q1 2015 (MUC).....	34
Figure 2.4: NARTD pack type demand Q1 2014 to Q1 2015.....	35
Figure 2.5: CCF market share per category (NARTD) market	37
Figure 2.6: CCF CSD market share vs. competitors	40
Figure 2.7: CCF bottled water market share vs. competitors	41
Figure 2.8: CCF energy market share vs. competitors	43
Figure 2.9: CCF ice tea market share vs. competitors	44
Figure 2.10: CCF sports market share vs. competitors	45
Figure 2.11: The buying readiness stages	49
Figure 3.1: The effect of consumer attitude on sales.....	55
Figure 3.2: The Coca-Cola brand love pyramid.....	57
Figure 3.3: The effect of brand love on sales	59
Figure 3.4: Promotion type and benefit level for buying intention	63
Figure 3.5: Purchase rate of samplers vs. non-samplers by product type	65

Figure 3.6: Consumer perceptions of sales promotion techniques	70
Figure 3.7: The revised conceptual relationship model for consumer off-take, brand love and buying behaviour using premiums, sampling and coupons as sales promotion techniques within the NARTD market	72
Figure 4.1: Quantitative method adopted for the study	79
Figure 4.2: The research design process	80
Figure 5.1: Coca-Cola consumption frequency of respondents	97
Figure 5.2: Age brackets of respondents	98
Figure 5.3: Gender split of respondents	98
Figure 5.4: Marital status of respondents	99
Figure 5.5: Parental split of respondents	99
Figure 5.6: Race split of respondents	100
Figure 5.7: Brand love pyramid (Sampling)	113
Figure 5.8: Brand love pyramid (Couponing)	115
Figure 5.9: Brand love pyramid (Premiums)	117
Figure 5.10: The proposed relationship model	125
Figure 5.11: The influence and effectiveness of sampling as tested by the relationship model	126
Figure 5.12: The influence and effectiveness of couponing as tested by the relationship model	127
Figure 5.13: The influence and effectiveness of premiums as tested by the relationship model	128

LIST OF APPENDICES

APPENDIX A: The consistency matrix.....	167
APPENDIX B: Ethics clearance for treatise (Form E)	169
APPENDIX C: Research cover letter	171
APPENDIX D: Pilot research questionnaire	174
APPENDIX E: Final research questionnaire	176
APPENDIX F: Cronbach’s alpha values for the measuring instrument.....	178
APPENDIX G: T-tests and ANOVA tables	179
APPENDIX H: Correlation results.....	180

CHAPTER 1

THE STUDY AND ITS SETTING

1.1 INTRODUCTION

1.1.1 The rise of promotional activity

Traditional advertising methods, such as print, television, radio and out of home (OOH), commonly referred to as 'above the line advertising', still dominate the South African marketing communications industry (Roux, 2014). Over the past decade Researchers, such as Tustin (2002), Gilbert and Jackaria (2002), have noticed a shift in marketing spend from above the line advertising, to below the line advertising commonly referred to as promotions. This has been brought about by recessionary economic conditions, increased competition, rising media costs and long term profitability prospects (Roux, 2014). Belch and Belch (2012) indicate many fast moving consumer goods' (FMCG) companies are shifting a large portion of their marketing spend from advertising to sales promotion. This has occurred because of consumers becoming more prone to deals, declining brand loyalty and the growing power of major retail chains. Tustin (2002) proclaimed this spend can comprise of as much as 50% of the marketing budget in certain industries and the majority of the marketing budget for most FMCG companies.

Promotional activity within the retail sector, has been on the rise for the past decade and has become an integral part of the shopper experience (Felgate, Fearne, Difalco and Martinez, 2011). Approximately 70% of purchasing decisions are made in store (De Pelsmacker, Geuens and Van den Bergh, 2001). Understanding how these decisions are made and how to influence them is essential in developing an effective marketing strategy. Besides product characteristics, promotional techniques are among the most popular instruments used by marketers to influence this process (Vermeir and Van Kenhove, 2005). Yet the majority of companies lack the understanding of which

mechanisms are most effective, for which products and shopper group (Felgate, et al., 2011).

A study conducted in 2011 by the British Promotional Merchandise Association (BPMA) revealed that 83% of all senior marketers increase or maintain spend on promotional merchandise year on year. The goal being to increase sales, build brand equity and recruit new consumers. However, they had limited insight into how to best spend the funds or if they even achieved their intended purpose (Branwell, 2012). Marketing researchers have studied the effectiveness of in-store promotions with varying results. Some believe it is effective in extending the life of the brand beyond the promotion period. Others have found it no longer offers a competitive advantage and only increases marketing costs (Zhang and Breugelmans, 2012). Despite the rise in promotional activity, especially in the FMCG sector, limited research has been conducted on the impact and effectiveness in South Africa. This aspect has been identified as a key area for further study to provide insights into how different shoppers respond to in-store promotional activity (Grewal and Levy, 2009). Limited understanding of consumer perceptions of promotions can negatively impact sales, brand image and overall marketing strategy. This, coupled with the increasing use of in-store promotions, highlights the need for deeper understanding of how consumers actually behave in response to different promotional activities (Moreau, Krishna and Harlam, 2001).

1.1.2 Sales promotions

There are a wide range of methods that companies can use to communicate marketing messages. The communication mix consists of advertising, public relations, publicity, personal selling, sales promotion, and direct and interactive marketing, or a combination thereof (Kotler, 2003). Sales promotion is most effective within the FMCG sector (Marais, de Klerk and Bevan-Dye, 2014). This activity refers to any additional incentive offered to consumers to change a brand's perceived price or value temporarily (Shimp, 2010). According to Koekemoer (2005) there are three distinct types of sales promotions, namely:

consumer-oriented sales promotions, retail promotions and trade promotions. This study will focus on consumer-oriented sales promotions. These promotions offer a number of short-term incentives directly to a customer or potential customer. Incentives include coupons, discounts, free samples, bonus packs, rebates, loyalty programs, contests, sweepstakes and premiums, known as sales promotion techniques (Marais, de Klerk and Bevan-Dye, 2014). Marketers need to select the technique that will be most effective for a specific market segment (Kwok and Uncles, 2002). For purpose of this study the chosen sales promotion techniques will be premiums, sampling and coupons. The objective is to fast-track consumer purchasing or consumption. These incentives are offered for a limited period and thus create a sense of urgency around the purchasing decision (Kwok and Uncles, 2002).

Various international studies on the influence of sales promotion on consumers' buying behaviour have been conducted over the past decade. Examples include:

- The impact of in-store displays on product trial and the repurchase behaviour of customers in Malaysia (Ndubisi and Moi, 2005).
- The influence of free samples on consumer trial and purchasing behaviour in the United States (Heilman, Lakishyk and Radas, 2011).
- The attitudes of consumers in the United States towards in-store promotional activities (Schultz and Block, 2011).
- The impact of in-store events on consumers' attitudes towards retail brands in Germany (Leischnig, Schwertfeger and Geigenmueller, 2011).
- The effects of in-store promotional activities on consumers' store decisions in Australia (Sands, Opperwal and Beverland, 2009).

However, very little research on the influence of sales promotion techniques on buying behaviour has been conducted in emerging markets such as South Africa (Roux, 2014).

1.1.3 Effectiveness of sales promotion techniques

Do free gifts (premiums) accompanying the purchase of a product, free samples or coupons always improve the consumers' perception of the product and brand on offer? The answer is not a simple one. It depends on a number of variables such as the product being promoted, the targeted consumer or group of consumers, value or perceived value of the offering. This study addresses these issues.

Premiums are defined as any item, either free or at a minimal cost, offered to encourage a purchase. They tend to work better on FMCG, whose features can be judged at the point of purchase, rather than more complex, expensive items (Kotler and Keller, 2009). A premium is a product or a service offered free or at a relatively low cost in return for the purchase of one or many products or services (d'Astous and Jacob, 2002). According to Bodur and Grohmann (2005), premiums exclude promotions that are related to the monetary value of the current transaction (price cuts, coupons, rebates, additional free amount of the same product). Premiums refer to the free gift as opposed to the free product and are also referred to as a "business gift" or "gift-giving experience".

The use of premiums as a sales promotion technique is on the rise due to the high costs associated with alternative techniques. Other techniques such as price cuts and discounts can reduce consumers' reference prices, undermine the perception of quality, and hurt brand equity (Palazon and Delgado-Ballester, 2009). According to Simonson, Carmon and O'Curry (1994) the use of premiums, as a sales promotion technique, can even reduce the probability purchase when consumers perceive the premiums as adding no value. In addition, the promise of a high value premium can seem as "too good to be true" and thus be ignored by consumers, diminishing the perceived value of the overall offer. It is argued that premiums may not always increase the perceived value of a product. In fact irrelevant premiums and poor quality premiums can

negatively impact the product or brand image. In such cases, the premiums are often never used or simply thrown away. Past experiences with premiums, positive or negative, can also affect the perceived value of the current offering because consumers have developed a range of expectations based on past experiences (Chang, 2009).

Sampling can be defined as a product offer, either of actual or trial size (Shimp, 2010). This sales promotion technique is extremely effective in promoting trial, although at a high cost (Belch and Belch, 2012). Sampling offers transparency and confidence in the product from the manufacturer's perspective, allowing the consumer to experience the benefits of the product first hand (Ouwersloot and Duncan, 2008). Sampling is effective at removing risk, allowing consumers to try the product prior to purchase free of charge (Lamb, Hair, McDaniel, Terblanche, Elliott and Klopper, 2010). According to Ouwersloot and Duncan (2008) sampling is particularly effective when the consumer perceives the product to be unlike competitor offerings or to entice brand switching. Furthermore, sampling is effective in the early and later stages of a product's life cycle (Pride and Ferrell, 2010).

Coupons date back to 1915 and has grown substantially in recent times with more than 310 billion in circulation at the beginning of the millennium (Slater, 2001). Couponing is a promotional technique that provides a monetary saving to consumers upon redemption (Shimp, 2003). Traditionally, this sales promotion technique was used to increase sales of well-known products or for the introduction of new products (Ross, 2014). There are mixed results when looking at the effectiveness of coupons on consumer buying behaviour. Kautish (2011) contends that coupons are easily understood by consumers and promote trial. Gilbert and Jackaria (2002) found coupons to be the least effective sales promotion technique with low influence on trial. While the study conducted by Darks (2000) found coupons to be an effective technique.

From an academic perspective, couponing deserves special consideration. The majority of existing research focusses on:

- The effectiveness of price discounts such as the effects of framing price promotions messages on consumers' perceptions and purchase intentions (Chen, Monroe and Lou, 1998).
- The differential processing of price in gains and losses: The effects of frame and need for cognition (Chatterjee, et al., 2000).
- A meta-analysis of the impact of price presentation on perceived savings (Krishna, Briesch, Lehmann and Yuan, 2002).
- The impact of external reference price on consumer price expectations (Kopalle and Lindsey-Mullikin, 2003).
- Reference prices in retail advertisements: Moderating effects of market price dispersion and need for cognition on consumer value perception and shopping intention (Burman and Biswas, 2004).
- Numerical encoding and odd-encoding prices (Gueguen and Legoherel, 2004).

Very little research on the effectiveness of sales promotion techniques outside of discounting has been conducted in emerging markets and even less within the non-alcoholic ready to drink (NARTD) South African market.

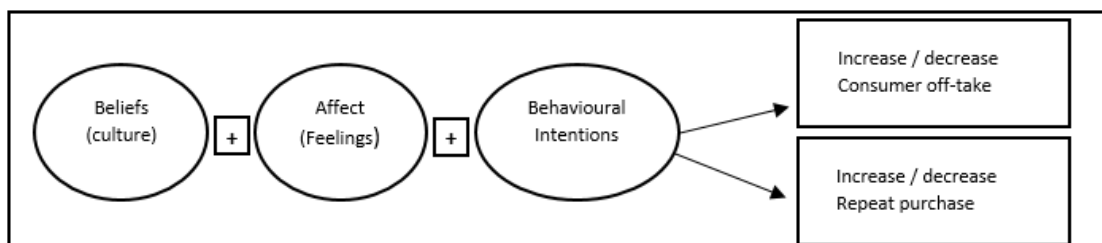
1.1.4 Consumer off-take and attitude

Consumer off-take can be define as the amount of goods purchased during a given period (Dictionary.com, 2013). For purposes of this study the period relates to the promotional period. Consumer off-take can be measured in a number of ways namely: incremental sales, variation of market share and redemption rate (Ziliani, 2005).

An attitude in marketing terms is defined as an overall assessment of a product or service formed over time (Solomon, 2009). According to Perner (2010) consumer attitude can be defined as “a composite of a consumer’s beliefs about, feelings about, and behavioural intentions toward some object.” Within the context of marketing the object usually takes the form of a brand or product. A consumer’s beliefs and feelings, whether positive or negative, affects both shopping and buying behaviour (Dean, 210).

Consumer attitudes are both a hindrance and an advantage to a marketer. Choosing to overlook consumers’ attitudes of a particular brand or product when constructing a marketing strategy significantly reduces the possibility of success. In contrast, marketers that understand consumer attitudes can leverage this insight to predict consumer behaviour. By unpacking consumer attitudes one can distinguish the differences between beliefs, feelings and behaviours allowing one to leveraging all three in the development of marketing strategies (Dean, 2010). Although these three terms are independent in their own right they are very much interlinked when it comes to consumer purchasing decisions. Feelings towards a brand or product are often based on beliefs driving behavioural intention. Whether positively or negatively influenced consumer attitudes impact both short-term sales (off-take) and long-term sustainability (repeat purchase) (Perner, 2010). This relationship is depicted in the figure 1.1 below:

Figure 1.1: The effect of consumer attitude on sales



Source: Adapted from Perner, 2010

Consumer attitudes can be measured using a number of qualitative and quantitative methods such as face to face interviews, psychometric testing and consumer questionnaires (Dean, 2010). For purposes of this research the chosen measurement tool is a structured Likert rating scale consumer questionnaire. The questionnaire will ultimately measure the impact of the various sales promotion techniques on consumer attitude towards the brand / product being promoted.

1.1.5 Coca-Cola Fortune

South Africa has four official Coca-Cola bottling operations. Coca-Cola Fortune (CCF) is one of them. CCF is the South African division of the holding company Coca-Cola Sabco which consists of seven territories namely: South Africa, Namibia, Mozambique, Tanzania, Kenya, Uganda and Ethiopia. CCF contributes 25% of the Coca-Cola volume within South Africa, covers 75% of the land mass and has 17 sales centres across the country. These sales centres are grouped under five broad districts namely Southern, Central, East Coast, Mpumalanga and Limpopo (Sabco, 2014).

CCF is the result of a merger, on March 1st 2002, between the South African operations of Coca-Cola Sabco and the Kunene family's Fortune Beverages. CCF was the first bottling plant in South Africa and was opened in Port Elizabeth in June 1940. In October that year, PR Gutsche joined the operation, signalling the start of an involvement that passed from father to son and has endured for more than six decades. On 1 November 1995 the then SA Bottling Company became Coca-Cola Sabco and the seven business units, which had existed independently during the apartheid era, were brought together. Today Coca-Cola Sabco operates in seven Southern and East African countries with 25 bottling plants employing more than 9 500 people and serves the refreshment needs of 260 million consumers. The product portfolio, comprising 21 brands and over 250 stock keeping units (SKU's), cements the company's place as market leader within the NARTD market. Coca-Cola Sabco has the vision to

become the best Coca-Cola bottler in the world and competes across five categories namely: juice, bottled water, sports, energy and carbonated soft drinks (CSD's) (Sabco, 2014).

CCF is the second-largest Coca-Cola bottling and distribution company in South Africa and has bottling plants in Bloemfontein, Port Elizabeth, Port Shepstone, Polokwane, Nelspruit and Border Kei. In addition, 17 sales centres and 3 600 employees serve 75% of the country's land mass, establishing its position as a leader in the rural and emerging markets. Annual sales volumes exceed 150 million unit cases (Sabco, 2014).

CCF invested 70 million rand in 2014 into the NARTD market in the form of direct marketing expenditure (DME), comprising sales promotions, advertising and sundry expenses. Sales promotions constituted the largest component at an annual investment of R42 000 000 equating to 60% of the marketing budget. This figure is calculated on a cents per unit case basis and is likely to rise year on year. Based on current literature this is an extraordinarily large investment when compared to the industry norm.

As the National Trade Marketing Manager for CCF and custodian of DME the researcher became acutely aware that no cohesive strategy existed for measuring the impact of sales promotions on consumer off-take, attitude and opinion. It was also evident that while the research into this topic is extensive, very little has been conducted locally within the FMGC industry and NARTD market. The intent of the study was to research the impact of premiums, sampling and coupons as chosen sales promotion techniques and to identify any associated buying patterns. Ultimately the research lead to an improved understanding of the South African consumer within the NARTD market and allowed for the development of sales promotion strategies. This resulted in a host of benefits for marketers, their organisations and, most importantly, their consumers.

1.2 PROBLEM STATEMENT

1.2.1 Main problem

Consumer sales promotions, according to Marais, de Klerk and Bevan-Dye (2014) have become an exceedingly topical area of research. Companies seek new ways to improve their competitive advantage, create brand awareness, stimulate demand and secure their growth and long-term sustainability. However, as Roux (2014) discovered, research into this topic from an emerging market and South African perspective is sorely lacking. Limited research has been conducted on the NARTD market. These products are usually accounted for under the groceries banner, making it impossible to draw any concrete findings, recommendations and conclusions. Furthermore, Palazon and Delgado-Ballester (2009) found that the majority of the existing research focusses on the effectiveness of price discounts.

According to the American Marketing Association (AMA), consumer sales promotion is any short-term benefit offered directly to existing or possible consumers influencing their purchasing decision by changing the perceived price or value of a product or brand. A number of sales promotional techniques such as premiums, sampling and coupons can be used to achieve these outcomes (Pride and Ferrell, 2010).

Within FMCG companies, specifically CCF, where the majority of the marketing expenditure is aimed at sales promotions, it is vitally important that this marketing technique is better understood. Belch and Belch (2012) point out that to maximise the return on investment (ROI) in DME and maximise customer retention a concerted effort to understand the consumer should be pursued with sales promotions forming its cornerstone. This becomes even more critical in

this industry in South Africa when faced with recessionary economic conditions, increased competition and rising media costs (Roux, 2014).

The foregoing narrative forms the basis for the formulation of the main problem of this research:

Can the influence and effectiveness of premiums, sampling and coupons on South African consumer off-take and attitude be determined by looking at the relationships among the variables?

1.2.2 Sub-problems

To answer this question the following sub-problems were identified:

- Sub-problem one

What does a literature review reveal about the effect of the chosen sales promotion techniques and how they can be measured?

- Sub-problem two

What does a literature review reveal about consumers' attitudes towards the chosen sales promotion techniques?

- Sub-problem three

What is the impact on sales and consumer attitudes for the chosen sales promotion techniques and in what way do these impact consumer purchasing decisions?

- Sub-problem four

Can the results from the literature review be used to develop a model for consumer sales promotions within the NARTD market?

- Sub-problem five

Can a detailed research methodology be developed to test the relationship model, to facilitate understanding and to allow repetition of the study?

1.3 PURPOSE OF THE STUDY

The study addresses the paucity in research with regard to consumer sales promotions in the NARTD market, particularly within South Africa.

The study results provide guidance to marketers and their organisations which are customer focused and assist them to devise marketing strategies to enhance their competitive advantage.

- Organisations will retain consumers, grow market share, improve brand equity and achieve higher profitability.
- Marketers will have an improved understanding of the impact of sales promotion techniques and consumer buying patterns within the South African NARTD market, and
- Consumers will receive more perceived value through targeted promotions.

1.4 RESEARCH OBJECTIVES

1.4.1 Main research objectives

The primary research objective was to assess the influence and effectiveness of premiums, sampling and coupons on South African consumer off-take and attitude within the NARTD market.

1.4.2 Secondary research objectives

To facilitate the achievement of the main research objective, the secondary objectives were:

- To define the impact of consumer sales promotions and identify their effect on consumer buying behaviour.
- To examine consumer buying behaviour and determine key trends pertaining to the NARTD market.
- To establish how the effectiveness of the chosen sales promotion techniques can be measured.
- To develop an improved understanding of the impact of consumer sales promotions within the NARTD market.

1.5 LITERATURE REVIEWED

There are a number of varied sources on the general topic of sales promotions. For this treatise resources included:

- Textbooks
- Print journals
- Commercial books
- Articles and essays
- E-journals
- Interviews and discussions
- Reports and whitepapers
- Discussions with industry experts
- The internet

Every effort was made to keep the sources relevant, accredited and peer reviewed. Use was made of both academic- and industry-based research to aid both the understanding of concepts and their potential application.

1.6 DELIMITATIONS OF THE STUDY

To make a research study feasible and keep the topic tightly focussed one is required to delimit and set parameters. The omission of subjects does thus not negate their importance, but rather serves to narrow the scope to the most relevant and pertinent areas of exploration (Lancaster, 2005).

1.6.1 Industry, market and category studied

The study focused specifically on the NARTD market within the FMCG industry. Specifically looking at the carbonated soft drink (CSD) segment.

1.6.2 Geographical areas

Only areas within CCF territory was targeted for purposes of this study.

1.6.3 Scope of the study

The research was limited to examining the influence and effectiveness of consumer sales promotions, specifically premiums, sampling and coupons on South African consumer off-take and attitude.

1.6.4 Basis of the study

Premised on the literature review and empirical study findings the researcher developed a model to measure the influence and effectiveness of sales promotions, using premiums, sampling and coupons, within the NARTD market.

1.7 CLARIFICATION OF KEY CONCEPTS

1.7.1 Sales promotion

According to Koekemoer (1998) sales promotion can be defined as: “a blend of marketing activities and materials designed to intensify the efforts of the

marketer's sales force, induce the intermediaries to stock and sell the marketer's product offering and / or persuade consumers to buy the product offering within a specified, limited time period".

1.7.2 Consumer oriented sales promotion

Consumer-oriented sales promotions offer a number of short-term incentives directly to a customer or potential consumer. These incentives include coupons, discounts, free samples, bonus packs, rebates, loyalty programs, contests, sweepstakes and premiums, known as sales promotion techniques (Marais, de Klerk and Bevan-Dye, 2014).

1.7.3 Premiums

Premiums are defined as a sales promotion technique offering items, either free or at a small cost, as an incentive for consumers to purchase a product (Pride and Ferrell, 2010).

1.7.4 Sampling

Sampling can be defined as a product offer, either of actual size or trial size (Shimp, 2010).

1.7.5 Coupons

A coupon is a promotional technique that provides a monetary saving to consumers upon redemption (Shimp, 2003).

1.7.6 Consumer off-take

Consumer off-take can be defined as the amount of goods purchased during a given period (Dictionary.com, 2013).

1.7.7 Consumer attitude

Consumer attitude can be defined as a composite of a consumer's beliefs about, feelings about and behavioural intentions towards some object. In a marketing context the object usually takes the form of a brand or product (Perner, 2010).

1.7.8 FMCG industry and NARTD market

Known synonymously as the Consumer Packaged Goods or CPG Industry and constitutes a spectrum of everyday usage products. These FMCG are the essential items we purchase when we go shopping, typically characterised as high volume, low cost and a high rate of sale (RBG, 2015). The NARTD market includes sparkling soft drinks, juices / nectars, stills, bottled water, ready to drink tea / coffee, sports drinks and energy drinks (Sabco, 2014).

1.7.9 Brand love

Carroll and Ahuvia (2006) define brand love as “an emotional and passionate relationship present between a satisfied consumer and a brand.”

1.7.10 Conceptual model

A conceptual model is a description or diagram that defines theoretical entities, objects or conditions of a system and the relationships between them (Dictionary.com, 2013).

1.8 RESEARCH DESIGN AND CONCEPTUAL MODEL

In this section a broad overview of the research design is supplied. A detailed review of the methodology adopted in the study follows in chapter three.

1.8.1 Research methodology

The following process was followed to address the main problem and sub-problems discussed previously:

- Step 1 A literature review was conducted to determine the nature of sales promotion, identify key general sales promotion techniques and highlight specific consumer sales promotion techniques.

- Step 2 A further literature review was conducted into the effect of the chosen sales promotion techniques on consumers.

- Step 3 From the literature review a hypothesis was developed and used to assist the researcher in the construction of a relationship model and a research instrument to test it.

- Step 4 A comprehensive research questionnaire was constructed to determine the impact of the chosen sales promotion techniques on South African consumer off-take, attitude and buying behaviour within the NARTD market.

- Step 5 Empirical data was obtained through personal shopper interviews.

- Step 6 Results were captured using Excel, analysed using Statistica and findings, conclusion and recommendations provided.

1.8.2 The foundation for the conceptual relationship model

The following constructs were formulated to aid in achieving the aforementioned main and sub research objectives for testing with empirical research:

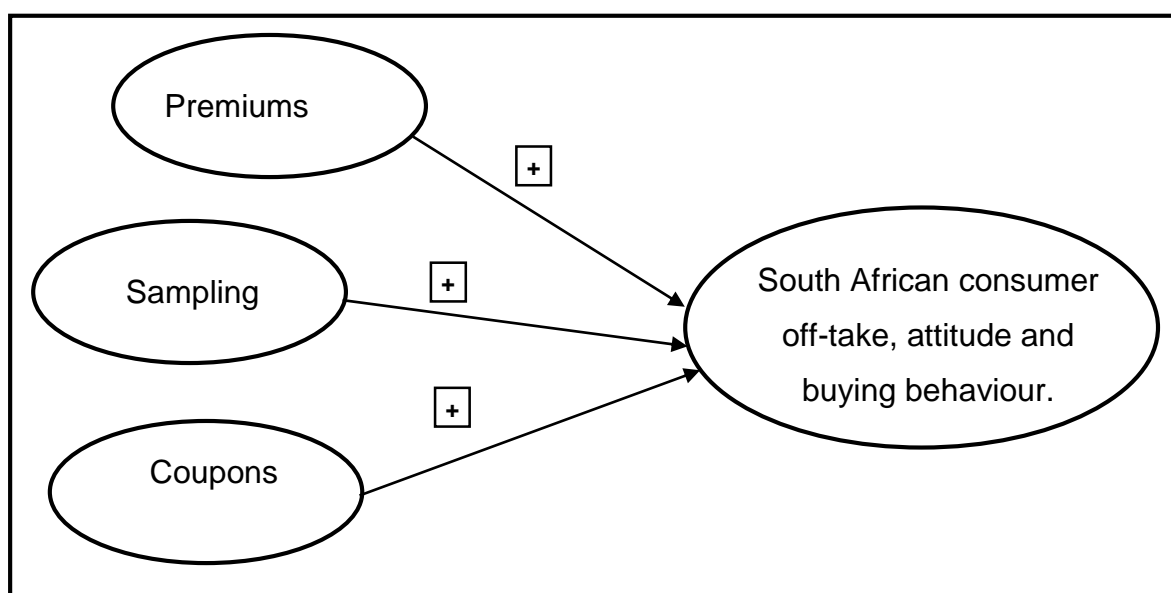
- Premiums exerts no influence on South African consumer off-take, attitude and buying behaviour.
- Premiums influences South African consumer off-take, attitude and buying behaviour.

- Sampling exerts no influence on South African consumer off-take, attitude and buying behaviour.
- Sampling influences South African consumer off-take, attitude and buying behaviour.
- Coupons exerts no influence on South African consumer off-take, attitude and buying behaviour.
- Coupons influences South African consumer off-take, attitude and buying behaviour.

Literature indicated that the above variables would, in fact, exert a positive effect on consumer off-take, attitude and buying behaviour. The results of the empirical data revealed if this holds true.

Through a thorough review of literature a basic relationship model was developed before testing and is shown below.

Figure 1.2: A conceptual relationship model for consumer off-take, attitude and buying behaviour using premiums, sampling and coupons as sales promotion techniques within the NARTD market.



Source: Author's own construction based on literature review

1.9 OUTLINE OF THE TREATISE

The treatise will consist of the following chapters:

- Chapter 1 Introduction
- Chapter 2 Literature review
- Chapter 3 Theoretical overview
- Chapter 4 Empirical study
- Chapter 5 Research results and analysis
- Chapter 6 Research findings, recommendations and conclusion

1.10 CHAPTER SUMMARY

The aim of this chapter was to introduce the study setting and highlight the main problem to be addressed. As more and more companies launch new brands and extend product ranges the communication mix in the retail space is becoming increasingly cluttered and confusing.

Marketers are continually looking for innovative ways to attract consumer attention, recruit new users and build brand equity (Branwell, 2012).

This attempt has been largely led through various sales promotion techniques in the hope of cutting through the clutter and resonating with existing and potential consumers (Branwell, 2012). The endless attempt to grow market share, either through recruiting new users or getting existing users to purchase more, has seen promotional budgets increasing rapidly over the past decade (Felgate, et al., 2011).

Research has shown not all consumers respond equally to promotional techniques nor are all promotional techniques equally effective in different countries, industries and markets (Grewal and Levy 2009). The limited understanding of which mechanisms are most effective for which products and shopper groups has highlighted the need for a deeper understanding of the topic and more efficient use of marketing spend (Felgate, et al., 2011).

The chapter continued with explanations of the steps to be followed in an attempt to solve the problem as well as the sub-problems and meet the proposed research objectives. A brief methodology was laid out along with a proposed model to be investigated.

Chapter two consists of the literature review with further focus on the chosen sales promotion techniques; how they impact sales volumes; consumer attitude; buying patterns and their perceived overall effectiveness.

CHAPTER 2

LITERATURE REVIEW:

SALES PROMOTION AND THE TECHNIQUES

2.1 INTRODUCTION

The previous chapter introduced the study environment and stated the research concept. It also served as a foundation by asking fundamental research questions and setting research objectives to help guide the chapters that follow.

This chapter provides an overview of current and pertinent literature pertaining to the subject of sales promotion and its various techniques involved. It continues by summarising research that pertains to the chosen sales promotion techniques, more specifically, their influence and effectiveness within the FMCG industry and NARTD market. The chapter continues to review some of the most important contemporary measures and measurement instruments used in sales promotions.

2.2 THE CONCEPT OF SALES PROMOTION

Promotions are part of the modern consumers' everyday life and a common currency in FMCG. This has created consumer expectations that most FMCG will be subject to at one point or another. This expectation has intensified in the current economic climate as consumers expect both retailers and manufactures to cut their margins as their disposable income decreases. Consumers consider affordability above all else in their purchasing decisions. The intensity of promotional use has increased due to increased competition seeing FMCG manufacturers having to apportion more of their marketing funds towards promotional spend to sustain sales volumes (Long, 2008).

Consumer expectation is further enforced by the growing availability of information. The rise of the internet has created an opportunity for manufacturers to offer high value promotions while reducing operating costs. Consumers are now able to compare prices and offers from various retailers at a click of a button. This combination is making it extremely difficult for traditional retailers to remain competitive and grow sales volumes (Long, 2008).

Promotional activity, especially in grocery retailing, has intensified with consumers, retailers and manufacturers becoming reliant on sales promotions to meet their objectives. In 2009, in the UK, 32% of all grocery sales were made up of products on promotion and even higher in the US at 42% (Felgate, et al., 2011). Companies face the significant challenge of selecting the promotional technique which is most suitable for the brand and product type. To select the appropriate technique one needs to have a deep understanding of the consumer's preferences and the actions that influence their behaviour (Alvarez and Casielles, 2005).

It is thus highly unlikely that promotions are going to dissipate if anything they are likely to increase into the foreseeable future. The whole promotional culture is too deeply entrenched in the retailers' competitive arsenal and consumers' expectations. Driven by category competition, retailer and consumer pressure and the increasing popularity of 'house brands'. Therefore FMCG manufacturers will need to drive even more innovative promotions to protect market share and brand value. While retailers will need to balance short-term gains derived from 'house brands' and cheaper lines, against the longer-term impact of well-known brands on profitability. Thus placing additional pressure on finite resources (Long, 2008).

A comprehensive promotional strategy consists of advertising, sales promotion, public relations and personal selling to effectively communicate with current and future consumers. Of these tools sales promotions are mostly employed in companies due to the significant impact on sales (Mali and Ahir, 2013). Interest in the theory of sales promotions has grown significantly and Roux (2014) points out that sales promotion has become an exceedingly popular topic among retailers, manufacturers and marketers alike. Organisations have escalated their efforts to harness sales promotions to their advantage even further; allowing for the survival of short-term economic volatility and for the building of long-term business performance.

Many multinational organisations are now turning to sales promotions as a cost effective method to grow market share, stimulate demand, build brand equity and ensure long run sustainability (Brandwell, 2012). This is in response to rising advertising costs, increased competition and declining economic conditions (Roux, 2014).

2.3 DEFINING SALES PROMOTION

Researchers such as Dhar and Hoch (1996) have shown that sales promotions lead to real long term increases in sales and profits. According to Mali and Ahir (2013) sales promotion can thus be defined as “a direct inducement that offers some additional value to its customers to speed up the selling process and increase sales volume and to expect a desired behaviour from consumers.”

According to Felgate, et al. (2011) sales promotions are defined as “marketing events limited in duration, implemented to directly influence the purchasing actions of customers, with the underlying intention of achieving the objectives set out in the marketing strategy for the retailer and / or manufacturer.”

For the purposes of this study the researcher has chosen a definition that encapsulates many of the salient themes from literature. According to Koekemoer (1998) sales promotion can be defined as: “a blend of marketing activities and materials designed to intensify the efforts of the marketer’s sales force, induce the intermediaries to stock and sell the marketer’s product offering and / or persuade consumers to buy the product offering within a specified, limited time period.”

Sales promotion is traditionally divided into two groups: those that have instant reward and those that have deferred reward. Instant reward promotions are offers that provide an immediately benefit such as buy one get one free, price discounts and premiums. Deferred reward promotions delay the benefit of the promotion after some sort of proof of purchase has been provided or certain criteria have been met such as sweepstakes (Cuellar-Healey, 2013).

There are three types of sales promotions namely; consumer-oriented sales promotions, retail promotions and trade promotions. These are now briefly expanded.

2.3.1 Consumer-oriented sales promotions

This type of sales promotion strategy is used to increase usage among existing consumers and lure new consumers to the product or service being promoted and is known as a pull strategy. This strategy assists an organisation to drive awareness, promote trial, maintain market presence and remind consumers of the brand. The consumer can take the benefit of promotion tools either from the manufactures or from the dealer, or from both (Chand, 2015). The long-term effects of customer-oriented sales promotions can be both positive and negative. The effect is largely dependent on selecting the appropriate sales promotion technique for the product / service being promoted and the intended

target group (Ray, 2015). Consumer-oriented sales promotions offer a number of short-term incentives directly to a customer or potential customer, known as sales promotion techniques (Marais, de Klerk and Bevan-Dye, 2014). Examples of such incentives are: (Cuellar-Healey, 2013).

- Price promotions: temporary price reductions offered to potential consumers. Effective in promoting trial and combating competitor activities.
- Coupons: provides a monetary saving to consumers upon redemption and are used to encourage trial. Most coupons have an expiration date and low redemption rate, typically around 2%.
- Premiums: in the form of a free gift with the objective to encourage more frequent purchasing or bulk buys.
- Samples or sampling: usually a smaller version of the product free of charge or at a minimal cost to encourage trial. These are effective with the introduction of a new product or brand.
- Contests: encourage consumer involvement for a reward in the form of a prize. These force consumers to interact with the product and create excitement around the brand.
- Sweepstakes: involve consumers entering into a competition to stand a chance to win a prize. They promote bulk purchases and limit brand switching.
- Money refunds or rebates: offers monetary relief once proof of purchase is presented.
- Frequent shopper or loyalty incentives: these promote repeat purchases by offering rewards as purchases accumulate.
- Point of sale displays: in-store advertising, displaying product information or the actual product. These serve as a point of interruption increasing product visibility and impulse purchases.

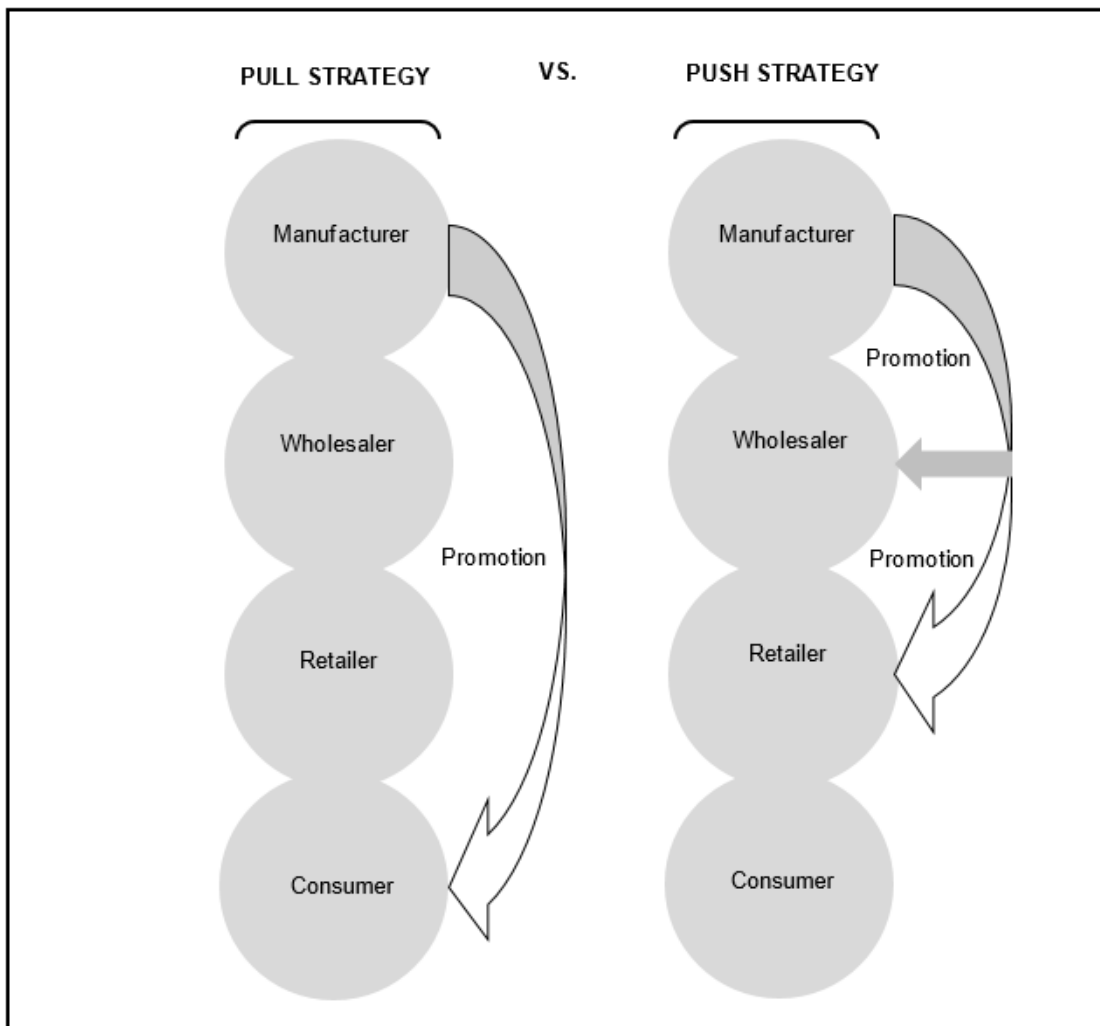
2.3.2 Retail / Trade-oriented sales promotion

Retail / trade sales promotions are targeted towards the dealer network to encourage them to push more of a specific brand or product and are known as a push strategy. This form of promotion gives priority to one organisation's product over other competitor offerings through superior in-store merchandising, disproportionate inventory levels and increased distribution footprint (Chand, 2015). Retail / trade-oriented sales promotions involve dealer incentives, known as trade promotion techniques and are intended to motivate distributors and retailers to carry a product (Chamberlin, 2011). Examples of retail / trade sales promotions are: (Chand, 2015).

- Cash bonuses: these can take the form of free product, cash discounts or straight cash payments to stimulate demand, secure retail space or fund price cuts.
- Stock return: this occurs when damaged stock is returned to manufacturer or unsold stock under consignment.
- Credit terms: extended credit terms over peak periods to encourage stock piling.
- Dealer conferences: information sharing session, looking at past performance and future plans allowing dealer input.
- Dealer trophies or incentives: awarding the top performing dealers usually a token of recognition or a trip.
- Cooperative advertising: advertising costs are shared between manufacturer and retailer.
- Training of distributor's sales force: the manufacture provides training material, training facilities and sales incentives to up skill the retailer's and/or distributor's sales force.
- Trade Shows: allowing manufactures to present their products, interact with consumers and compare against competitor offerings.

The distinct difference between push and pull sales promotion strategies is that the one entices the consumer to buy the product while the other entices the intermediary to sell the product. The differences are depicted in figure 2.1 below.

Figure 2.1: Pull vs. push strategy



Source: Adapted from Chand, 2015

Table 2.1: An overview of promotional objectives

	Short Term	Long Term
Sales-related objectives	Increase sales and turnover	Expand market share
	Sustain volumes	Consolidate market share
	Regain market share	Expand brand's customer base
	React to competitor's move	Increase exclusive use of brand
	Get rid of excess inventory	Create entry / mobility barriers
Customer-related objectives	Stimulate 1 st trial of product	Build loyalty
	Stimulate repurchase	Increase purchase sizes
	Increase purchase quantity	Increase exclusivity of use
	Increase purchase frequency	Suggest new uses for product
	Focus customer's attention on brand	Modify brand positioning
	Up-sell	Support brand image
	Increase stockpiling	Expand share of wallet
	Stimulate impulse buying	Brand equity
	Collect information about consumers	Improved value offering
Trade-related objectives	Increase trade inventory of brand	Increase number of stores carrying brand
	Push product listing by retailers	Increase category share
	Increase visibility in-store	Increase category share

Source: Adapted from Ziliani, 2005

2.4 INFLUENCE / EFFECTIVENESS AND ROLE OF SALES PROMOTION

Influence is defined as the ability or power of persons or things to be a compelling force on or produce effects on the actions, behaviour and opinions of others. Effectiveness is defined as the ability of producing a desired result. When something is deemed effective, it means it has an intended or expected outcome, or produces a deep, vivid impression (Dictionary.com, 2013).

For the purposes of this study the desired result is an increase in sales and an improvement in the attitude and buying behaviour of consumers towards the brand and / or product being promoted. This is the metrics that will determine if a sales promotion technique is in fact effective.

2.4.1 Effectiveness of sales promotions

In terms of profitability, retailers will not necessarily see any real financial benefit where a promotion merely transfers sales from one brand to another. However, a manufacturer will profit if a promotion on their brand escalates their sales to the detriment of other brands. The profits of retailers are dependent upon the sales of both promoted and non-promoted brands, attracting new consumers and growing the overall category. Putsis and Dhar (2001) consider promotions to be a 'zero-sum' game, shifting consumption from one brand to another, or one time period to another, therefore, not benefiting retailers other than attracting feet into the store.

According to Felgate, et al. (2011) the following factors influence the effectiveness of in-store sales promotions:

- The type of promotional technique used.
- The length of the promotion and time of month.

- The price and quality of the brand being promoted.
- The frequency of similar or identical promotions.
- The number of promotions run simultaneously within the store.
- Product characteristics such as perishability and bulkiness.
- Characteristics related specifically to the shopper, including household life stage and location.
- Demographic factors such as income, age, educational level and employment status.
- Family size and the presence of young children.

Often organisations believe that the success of promotional activity is driven by the long term experience and market / industry knowledge of the marketer. Whilst this may have been true at some point in history, the reality is that the success of a promotion now depends on a number of different elements such as timing, media and messaging, the nature of the stock keeping unit or brand promoted, retailer incentives, levels of discount, target consumer audience. For many resource constrained sales and marketing departments, the request to build appropriate models to deliver this level of detail and complexity (within any timeline that is meaningful and in support of their promotional calendar) means that they unavoidably have to compromise on the level of their measurement criteria (Long, 2008).

According to Sunday and Bayode (2011) the effectiveness of sales promotion can be measured in the following ways:

- Direct sales result: this method reveals the sales revenue generated against the cost of the sales promotion. Looking at the capital outlay versus the additional sales revenue.

- Indirect evaluation: this method looks at measurable indicators of effectiveness. Effectiveness is measured based on the consumer reach over the sales promotion period.
- Returns method: this method measures promotional effectiveness based on the return generated over the promotional period. Comparing this against a similar period without any promotional activity.
- Direct response method: this method determines effectiveness by interviewing the target audience on whether or not the sales promotion was effective.

According to Ziliani (2005) promotional effectiveness is defined as “the degree of fulfilment of the goals pursued by the company by means of a specific promotional action over a given period of time.” Measuring effectiveness can be difficult based on the following reasons:

- The sales promotion has multiple and contradicting goals. Goals are often misinterpreted due to the tactical nature of sales promotions.
- Due to the pre and lagging effects of the sales promotions, stretching the effect on consumers beyond its intended time frame.
- New consumers switching stores can distort the results.
- Consumer sales promotions are run in conjunction with other marketing activities, such as advertising and trade promotions. Making it difficult to isolate the results of the sales promotion.

Based on this ambiguity, measuring promotional effects has usually been resolved by limiting the analysis to the most tangible aspect which is an increase in sales. Three methods can be used to measure an increase in sales volume: (Ziliani, 2005).

- Incremental sales: this is the oldest method where a baseline for sales is determined. Meaning the sales that would have occurred in the absence

of promotional activity. Sales over the promotional period are compared against this baseline to determine success.

- Variation of market share: compares market share over the promotional period against the market share leading into the sales promotion period. The movement up or down will then determine if the sales promotion was a success or not.
- Redemption: typically used for coupons, takes into account the average redemption rate and compares that to the redemption rate for the specific sales promotion.

2.4.2 The role of sales promotions

The role of sales promotions as described by Patwa and Patwa (2013) is shown below:

- To encourage larger purchases from existing consumers.
- To enhance and promote the image of the business through goodwill.
- To focus and motivate the efforts of the sales force.
- To educate customers, dealers, retailers and sales force on product qualities and sales promotion techniques.
- To stimulate certain specified segments of market to generate vertical sales growth.
- To counteract competition and increase sales footprint.
- To facilitate coordination and ensure the clear link between advertising and personal selling (pulling through the line).
- To search for new markets and to introduce new products into the market.
- To present a counter promotional program against the competitor's offering.
- To enhance the perceived quality of the product and encourage trial.
- To increase patronage habits among consumers.
- To ensure the brand and product is kept top of mind among existing and potential consumers.

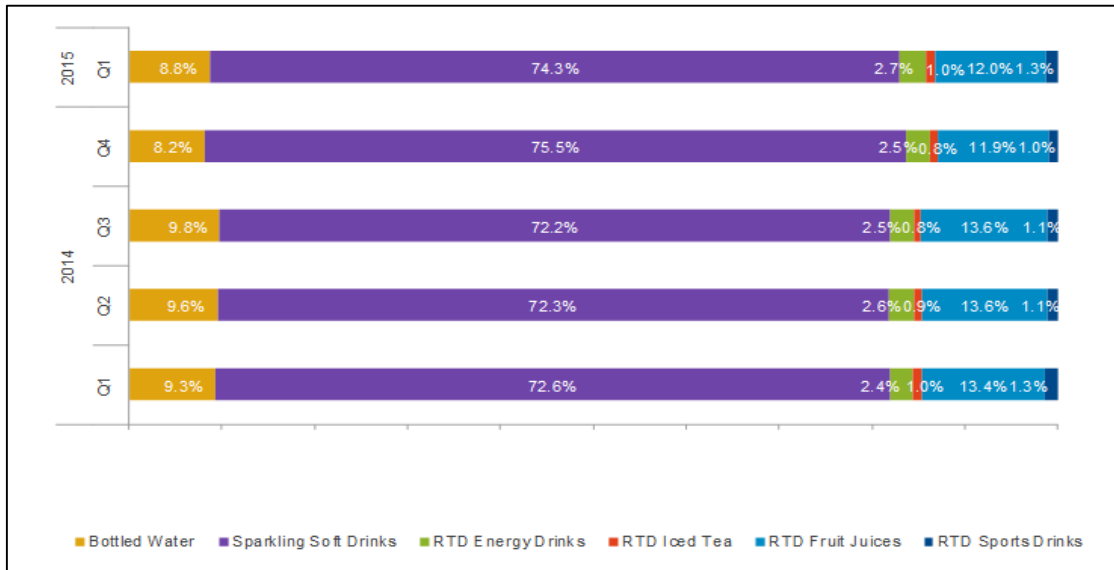
2.5 THE SOUTH AFRICAN NARTD MARKET

The South African NARTD market offers consumers a variety of choices when it comes to flavours. Consumers are able to substitute brands should they not find favourable pricing or quality. The South African market remains very price sensitive (BMi Research, 2015).

As highlighted in the previous chapter, the NARTD market includes sparkling soft drinks, juices / nectars, stills, bottled water, ready to drink tea / coffee, sports drinks and energy drinks (Sabco, 2014). The NARTD market experienced a 13.9% volume growth from Q1 2014 to Q1 2015. The market trends according to BMi Research (2015) noted across the different categories were as follows:

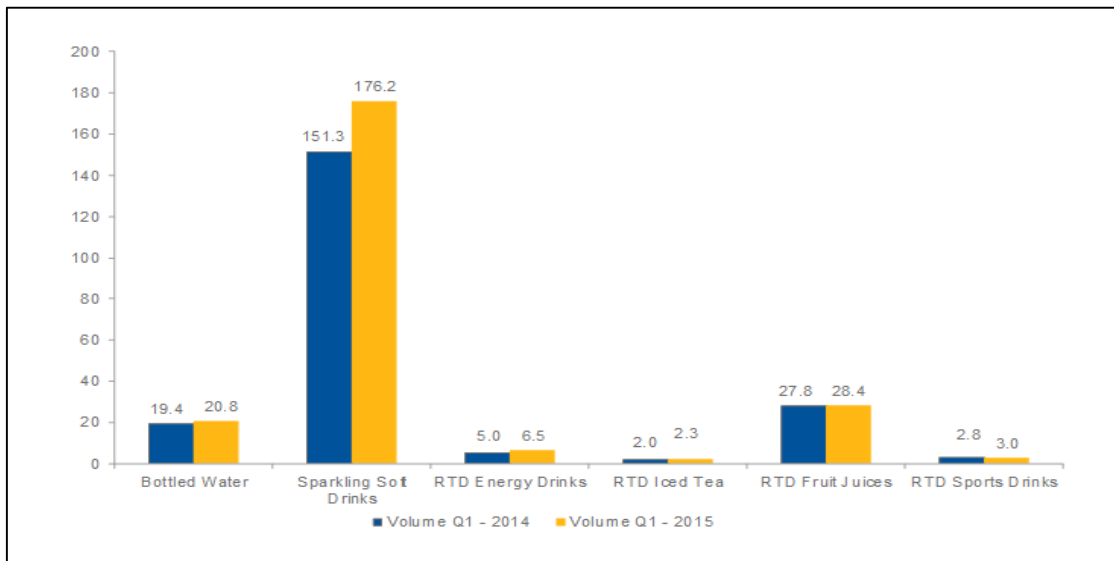
- The channel that experienced the largest percentage increase in volume was wholesale showing a 21.2% growth year on year. The largest volume contributor to this channel would be the sparkling soft drinks experiencing a 23.6% shift during this time frame.
- Focus was placed in smaller regions including Northern Cape, North West province and Limpopo that experienced 22.6%, 26.7% and 26.6% increases respectively in Q1 2015 as compared to the same period in the previous year.
- Sparkling soft drinks contributed towards one of the largest volume growths of 16.4% from Q1 2014 to Q1 2015.
- Key metropolitan areas, which include Gauteng, KwaZulu-Natal and the Western Cape, collectively accounted for 68.6% of the market share in Q1 2015 compared to the 68.5% in Q1 2014 for the overall non-alcoholic beverages.

Figure 2.2: NARTD total market contribution



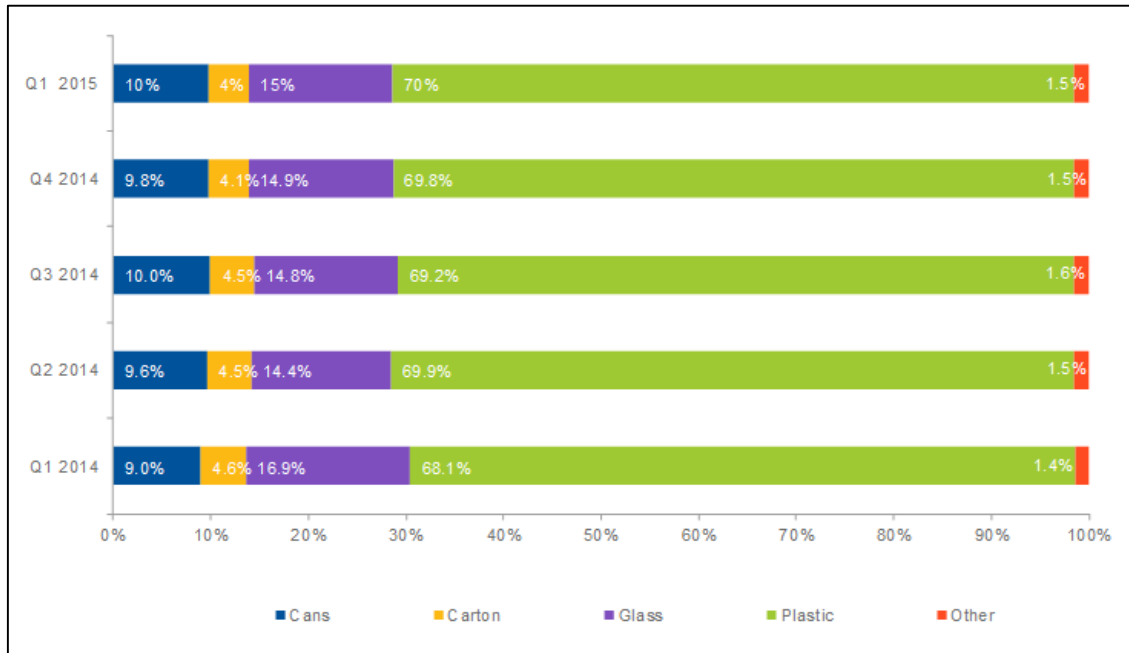
Source: BMi Research, 2015

Figure 2.3: NARTD volume growth Q1 2014 to Q1 2015 (MUC)



Source: BMi Research, 2015

Figure 2.4: NARTD pack type demand Q1 2014 to Q1 2015



Source: BMi Research, 2015

Table 2.2: NARTD sales contribution by region Q1 2014 to Q1 2015

Total Regional Distribution – NARTD Quarterly Assessment (Percentage)						
Year	Region	Q1	Q2	Q3	Q4	Total
2014	Eastern Cape	6.4%	6.2%	6.0%	5.8%	6.1%
	Free State	7.3%	6.6%	6.8%	7.4%	7.1%
	Gauteng	36.8%	37.6%	38.3%	36.2%	37.1%
	KwaZulu-Natal	17.5%	19.0%	18.7%	18.1%	18.3%
	Limpopo Province	6.8%	7.2%	7.3%	8.2%	7.5%
	Mpumalanga	5.4%	5.7%	5.5%	5.6%	5.5%
	North West Province	3.4%	3.1%	3.4%	3.7%	3.4%
	Northern Cape	0.8%	0.8%	1.0%	0.9%	0.9%
	Western Cape	15.5%	13.8%	13.0%	14.1%	14.1%
Total		100%	100%	100%	100%	100%

Year	Region	Q1	Q2	Q3	Q4	Total
2015	Eastern Cape	5.6%				
	Free State	7.0%				
	Gauteng	36.9%				
	KwaZulu-Natal	18.5%				
	Limpopo Province	7.6%				
	Mpumalanga	5.3%				
	North West Province	3.7%				
	Northern Cape	0.9%				
	Western Cape	14.5%				
Total		100%				

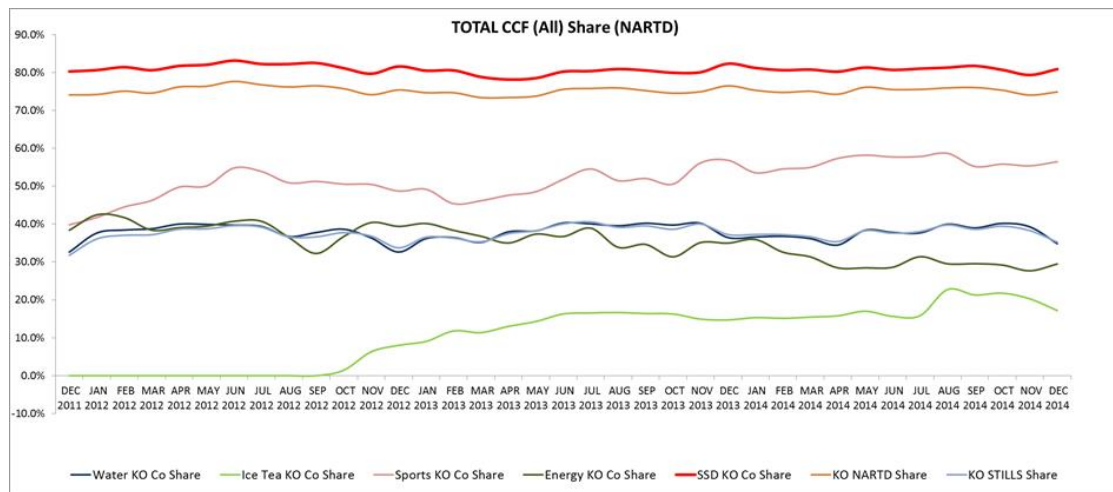
Source: Adapted from BMi Research, 2015

Coca-Cola South Africa (Pty) Ltd (CCSA) remained the market leader in the NARTD market in South Africa in 2014. Largely driven through innovation in the stills category and pack diversification within the CSD category. Despite the company's strong position, smaller competitors are increasingly exerting pressure on their brands through the introduction of new products in categories previously dominated by Coca-Cola and other well-known brands (Euromonitor, 2015).

NARTD sales in South Africa equated to 770 million unit cases in 2014 up from 731 million in 2013. CCSA grew behind the overall market at 3% recording a market share loss of 1.7% (Sabco, 2014). In 2014, the South African NARTD market generated a gross profit of 10.8 billion rand and continued to witness increasing competition as more brands entered various categories. The entry strategy for most new competitors is to offer cheap alternatives in relation to

market leaders. Thus allows market penetration as well as driving volume to benefit from economies of scale and thus gain market share. Success in categories where competition is rigid in terms of both quality and pricing largely depends on packaging characteristics and how the product is promoted (Euromonitor, 2015).

Figure 2.5: CCF market share per category (NARTD) market



Source: Adapted from Nielsen, 2015

Private label products, also known as ‘house brands’, are becoming an increasingly important part of the NARTD market as more retailers invest in their own brands, extend their product ranges, improve product quality and increase shelf space for their own products. Consumer perceptions of ‘house brands’ are improving. This, coupled with the rising cost of living and diminishing disposable income, has created a market segment in which these products can flourish. This segment is known as the ‘value segment’ or ‘b-brand’ segment (Euromonitor, 2015).

The supermarket channel continued to lead volumes sales of soft drinks in South Africa in 2014. Growth in this channel is led by affordability, variety and promotional activity. The aim of most manufacturers is to maximise their returns

and with supermarkets providing an effective platform for soft drinks sales, to a wider market, account for a significant portion of sales (Euromonitor, 2015).

Table 2.3: NARTD sales contribution by channel Q1 2014 to Q1 2015

Total Channel Distribution – NARTD Quarterly Assessment (Percentage)						
Year	Region	Q1	Q2	Q3	Q4	Total
2014	Bottom End Retail	19.0%	18.2%	18.8%	18.3%	18.6%
	Export	1.9%	1.7%	1.9%	1.5%	1.7%
	Garage Forecourts	8.4%	8.1%	7.8%	7.5%	7.9%
	On Consumption	9.3%	9.3%	8.6%	8.0%	8.7%
	Top End Retail	38.4%	40.0%	38.9%	38.9%	39.0%
	Wholesale	23.0%	22.7%	24.1%	25.7%	24.0%
Total		100%	100%	100%	100%	100%
2015	Bottom End Retail	18.7%				
	Export	1.8%				
	Garage Forecourts	7.7%				
	On Consumption	8.3%				
	Top End Retail	38.9%				
	Wholesale	24.5%				
Total		100%				

Source: Adapted from BMi Research, 2015

Table 2.4: Top 15 soft drink consuming nations (240ml servings)

Country	Annual Per Capita Consumption of Soft Drinks in 2014
Mexico	745
Chile	486
Panama	416
USA	401
Argentina	364
Belgium	333
Australia	315
Spain	283
Bolivia	263
South Africa	260
Canada	259
Austria	259
Brazil	241
Peru	219
Great Britain	200

Source: Adapted from Statista, 2015

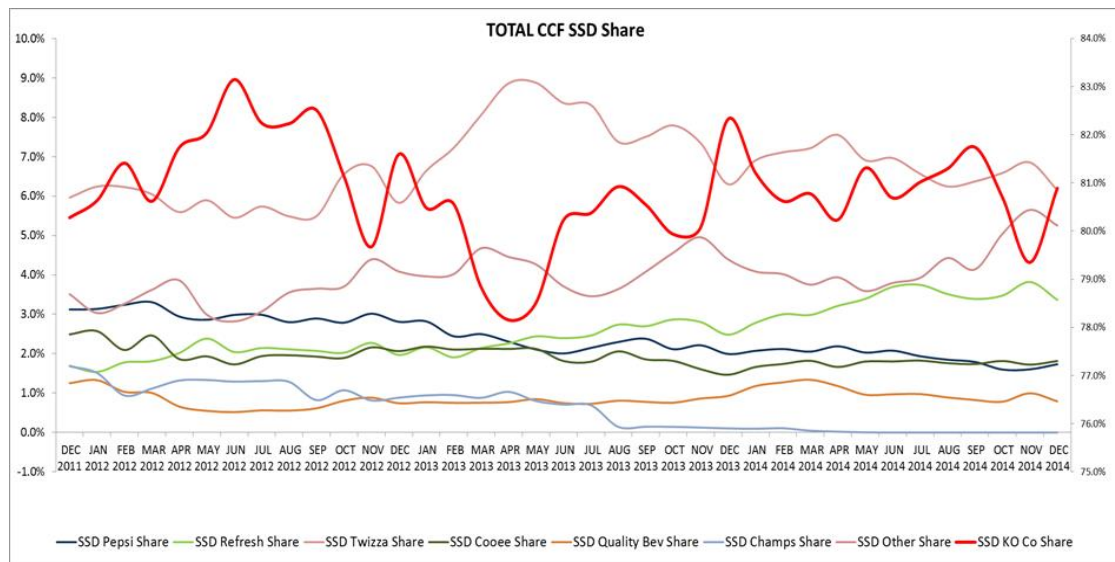
2.5.1 Carbonated soft drinks (CSD's)

This is the largest category within the South African NARTD market contributing 1.3 billion units and valued at 10.7 billion rand from June 2014 – May 2015. The overall CSD market in South Africa grew 7.5% from June 2014 – May 2015 while the category leader CCSA only managed to record a growth of 6.9% for

the same period. Twizza, Refresh and Kingsley all outperformed the market showing growth rates of 39.4%, 16.1% and 30.8% respectively. The South African CSD market, although still showing strong growth, is expected to start shrinking within the next five years. Factors contributing to expected decrease in growth will be the rising middle class becoming more health conscious and the advertising and selling rights legislation proposed by government against marketing of CDS's to school children (Nielsen, 2015).

CCF reported a growth in CSD's of 8.5% outperforming the overall market and CCSA. From a value share perspective CCF grew 10.2% vs. overall category growth of 7.2%. CCF faces extreme pricing pressure from value brands with an overall product mix pricing differential of R3.04, looking at the period June 2014 – May 2015 (Nielsen, 2015).

Figure 2.6: CCF CSD market share vs. competitors



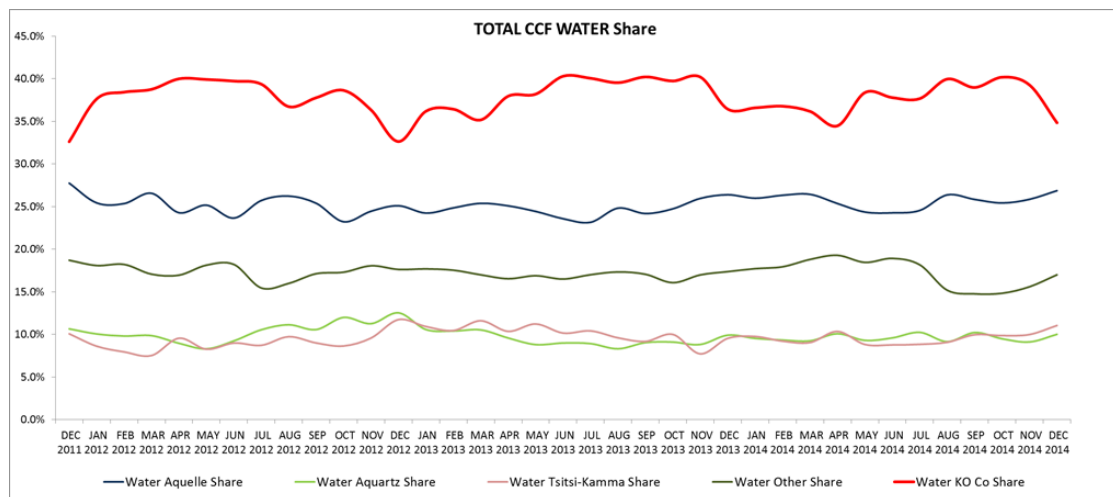
Source: Adapted from Nielsen, 2015

2.5.2 Bottled water

Bottled water is the second largest category within the South African NARTD market contributing 215.7 million units and valued at 1.9 billion rand from June 2014 – May 2015. The overall bottled water market in South Africa grew 12% over the past 12 months while the market leader CCSA only managed to record a growth of 11.6% for the same period. Still flavoured bottled water is down 4.9% while still non-flavoured, sparkling non-flavoured outperformed the overall market as consumers seek out healthier beverage options. The strong growth of the South African bottled water market is largely driven by the lack of sanitized drinking water. The bottled water market is extremely price sensitive shown by the growth within the value brand sector (Nielsen, 2015).

CCF reported a growth in bottled water of 12.9% growing ahead of the overall market and CCSA. CCF managed to capture above category value share of 17% from June 2014 – May 2015 (Nielsen, 2015).

Figure 2.7: CCF bottled water market share vs. competitors



Source: Adapted from Nielsen, 2015

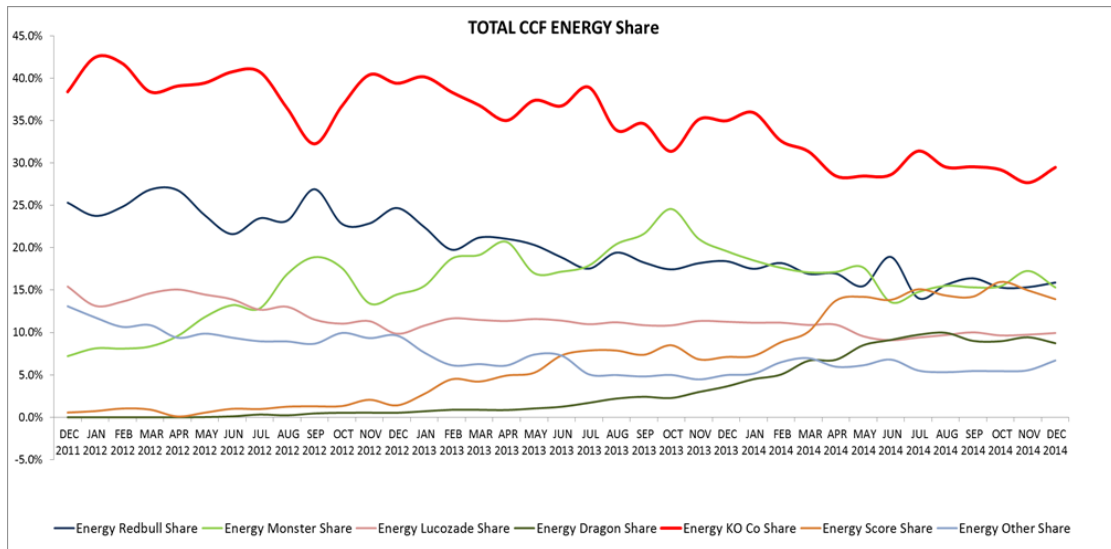
2.5.3 Energy

Energy drinks continued to see the entrance of new players in 2014 as more manufacturers recognised the potential of the category. The energy drinks category is currently seen as a category where profit margins are much higher than in more mature categories such as CSD's and where competition is also rife. Value offerings within this category such as Twizza Elite, Refresh Energy Drink, Score and Dragon have placed immense pressure on the premium brands such as Red Bull, Monster and Power Play. The average unit price of existing brands is expected to decline as the leading players try to fight off price competition from these new entrants (Euromonitor, 2015).

Energy drinks are the second fastest growing category within the South African NARTD market with a recorded growth of 14.4% and contributed 44.9 million units from June 2014 – May 2015. The 2015 overall energy market in South Africa has an expected value of 1.9 billion rand indicating an impressive growth of 13% vs. 2014. Category leader CCSA only managed to record a growth of 7.2% over the past 12 months. Despite multiple health professionals reporting on the negatives of energy drink consumption, the category is showing strong growth driven by brand image, brand affiliation and the increasing pressure to perform in today's working environment (Nielsen, 2015).

CCF reported a growth in energy of 10.7% behind the overall market growth but ahead of CCSA. With a growth in value share of 11% below the 13% category growth from June 2014 – May 2015 (Nielsen, 2015).

Figure 2.8: CCF energy market share vs. competitors



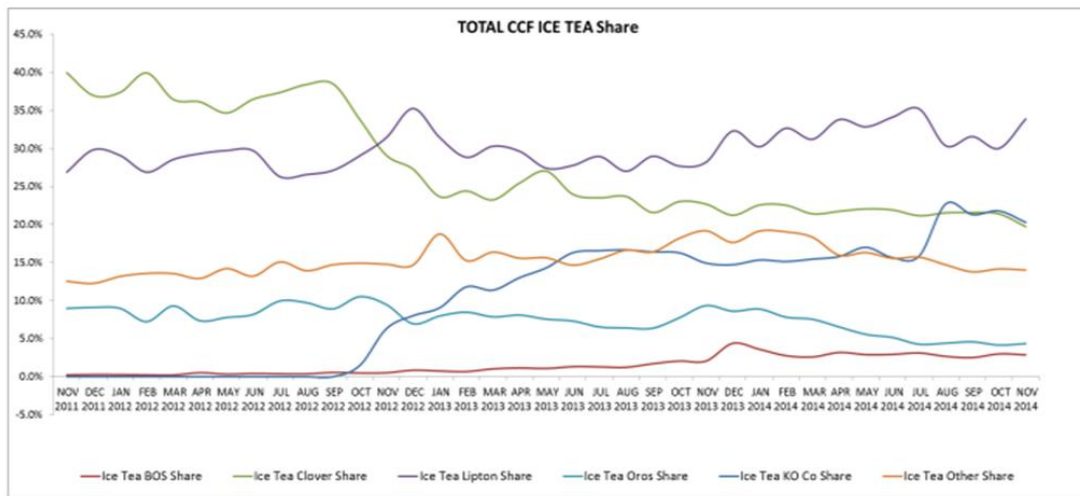
Source: Adapted from Nielsen, 2015

2.5.4 Ice tea

The ice tea category is the fastest growing category within the South African NARTD market contributing 26.4 million units and valued at 486.4 million rand from June 2014 – May 2015. The overall ice tea market in South Africa grew 18.6% over the same period while CCSA grew 26.8%. New entrant Boss Brands Pty Ltd recorded the leading growth rate of 55.3% for the period. The South African ice tea market is expected to continue growing at double digits for the next decade as new players enter the market, existing brands expand their flavour ranges and consumers continue to seek out healthier beverage alternatives (Nielsen, 2015).

CCF reported a growth in ice tea of 45.5% outperforming the market and CCSA. CCF captured huge value in this category from June 2014 – May 2015 with a value share of 47.4% vs. the category at 23.3%. This value was driven by the 500ml and 1.5L Fuze tea packs (Nielsen, 2015).

Figure 2.9: CCF ice tea market share vs. competitors



Source: Adapted from Nielsen, 2015

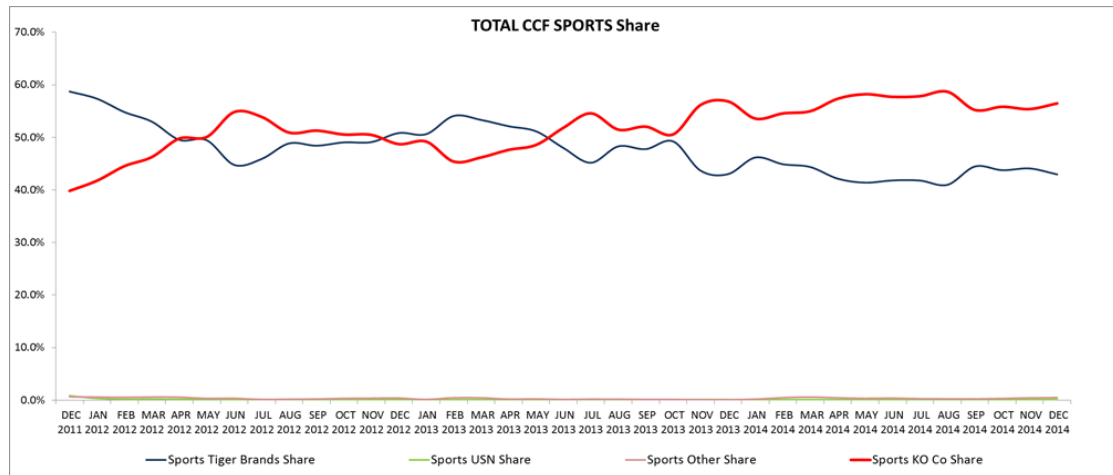
2.5.5 Sports

The sports category within the South African NARTD market contributed 44.9 million units and a total value of 1.7 billion rand from June 2014 – May 2015. The overall sports market in South Africa grew 8.6% in the same period while the category leader CCSA led the market growth at 9.5% and Energade, the second largest player, recorded a growth of 7.9% for the same period. The South African sports market is divided into ready to drink (RTD) and concentrate. The RTD market outperformed the declining concentrate market showing the consumers preference for convenience when selecting the beverage option. In June 2015 Coca Cola South Africa launched their Powerade ION4 multi complex concentrate in the hope to revive the segment by attracting endurance athletes. This category is expected to become increasingly competitive from January 2016 – May 2018 as other manufacturers realise the value and size of the category (Nielsen, 2015).

CCF reported a growth in the sports market of 18.2% outperforming the market and CCSA. CCF captured a growth in value share of 22.1% vs. category

performance of 14.7%. This was mostly due to the 18% increase in price from June 2014 – May 2015 (Nielsen, 2015).

Figure 2.10: CCF sports market share vs. competitors



Source: Adapted from Nielsen, 2015

2.6 PROMOTION MIX AND CONSUMER PURCHASING DECISION-MAKING PROCESS

In a contemporary competitive environment an organisation cannot only have quality products sold at competitive prices. To drive sales and profits, the products’ benefits need to be communicated to consumers. This is commonly referred to as a promotion. Promotion is not done solely for these purposes, but also to build brand equity, to remind and assure consumers, to launch a new product and to defend market share. An organisation’s full marketing communications programme is known as the marketing communication mix and consists of a combination of advertising, personal selling, sales promotion, public relations and direct marketing (Sunday and Bayode, 2011).

Kotler and Keller (2006) define the promotional mix as “a set of components that interact and integrate together to achieve the institution’s promotional objectives in the context of the prevailing marketing philosophy.” The

promotional mix refers to a number of communication tools used by a company to carry out the promotion process. These tools include advertising, direct marketing, ecommerce, sales promotion, event sponsorships, public relations and personal selling. The promotional mix should be comprised of personal selling and non-personal selling tools to effectively and efficiently communicate a message to the relevant target market (Madhavaiah, 2013).

Table 2.5: Advantages and disadvantages of promotional mix tools

	Personal Selling	Advertisement	Sales Promotion	Direct Marketing	Public Relations
Advantages	Permit measurement of effectiveness	Reaches a large group of buyers for a relative low price	Produces an immediate consumer response	Generates an immediate response	Creates a positive attitude a product or company
	Elicit an immediate response	Allows strict control over the final message	Creates product awareness	Covers a wide audience with targeted advertising	Enhances credibility of a product or company
	Tailors the message to fit the customer	Can be adapted to either mass audience or specific audience segment	Allows easy measurement of result and sales increase	Produces measurable results	
Disadvantages	Relies almost exclusively upon the ability of the sales person	Does not permit total accurate measurement of result	Is non-personal in nature	Suffers from image problem	May not permit accurate measurement of effect on sales
	Involves higher cost per contact	Usually can't close sales	Is difficult to differentiate efforts	Involves higher cost per reader and depends on accuracy of mailing lists	Involves much effort towards non-marketing oriented goals

Source: Adapted from Sunday and Bayode, 2011

Promotion, being one of the marketing mix elements, includes all activities that connect with the targeted consumer through initiating a co-operative dialogue between an organization and the consumer. This interaction takes place during the pre-selling, selling, consuming and post-consuming stage in the hope to develop a sense of loyalty to one product or brand over the competitors.

Promotion extends to all personal, and non-personal contact. Personal selling is a promotional demonstration made on a one-on-one basis with a possible customer. Non-personal selling comprises of advertising, sales promotion, and public relations. The main objective of a promotion is to influence the consumer, requiring both understanding and knowledge of the persuasion process and how it is affected by various environmental variables. All information passed onto the consumer must be easy to understand and adjusted taking into account the environmental considerations associated with the targeted consumers' culture before being delivered (Nour, Almahirah and Freihat, 2014).

Many companies are rapidly expanding their markets in the hope of benefiting from international trade. To do so one first needs to understand which promotional activities will be effective in the given market and identify the factors that will lead to success. Similarly FMCG industries need to make use of the correct promotional tools to attract consumers in a competitive market (Madhavaiah, 2013).

The starting point is to determine the most appropriate, effective, and influential promotional mix elements on the consumers' purchasing-decision making, which achieve the manufacturers' objectives (Nour, Almahirah and Freihat, 2014). Promotion has a significant role of creating loyalty and a psychological connection between the consumer and the product. These factors play a leading role in the success of a promotion. They assist in forming the appropriate mental image for the company, define the company's product and improve the company's market share (Mualla, 2006).

Before understanding the consumer and why they make the choices they do key concepts need to be clarified namely; brand equity, brand awareness and perceived value. These factors largely determine consumers' attitudes and

opinions towards a specific brand or product. Keeping in mind the objective of any form of advertising is to attract consumer attention, increased brand awareness and influence buying behaviour (Karunanithy and Sivesan, 2013). These authors continue and state that:

- Brand equity can be defined as a set of assets and liabilities linked to the brand, which enhance value or remove value from a product in the mind of the consumer. It is a strategic aspect of marketing management and can be formed, upheld and strengthened by solidification of one of its dimensions. Any marketing effort has a possible effect on brand equity, since brand equity represents the collective impact of investment in the brand.
- Perceived quality can be defined as an independent judgment made by the consumer regarding the excellence or supremacy of a product. The consumer's opinion about the product's quality and its attributes with regard to its expected performance forms the measurement scale indicator of the brand quality perceived by individuals.
- Brand awareness refers to the level of which the targeted consumer can remember or identify a brand. Brand awareness needs to be in place before one can start building brand equity. Promotion creates brand awareness by continually communicating brand attributes and benefits, reminding consumers of the brand and ensuring it remains top of mind. This promotes repeat purchase and in doing so creates loyalty.

According to Ross (2001) the goal of any organization's promotional strategy is to move existing or potential consumers from a state of relative unawareness of the organization's product to a state of actively adopting them. Table 2.6 illustrates this phenomenon.

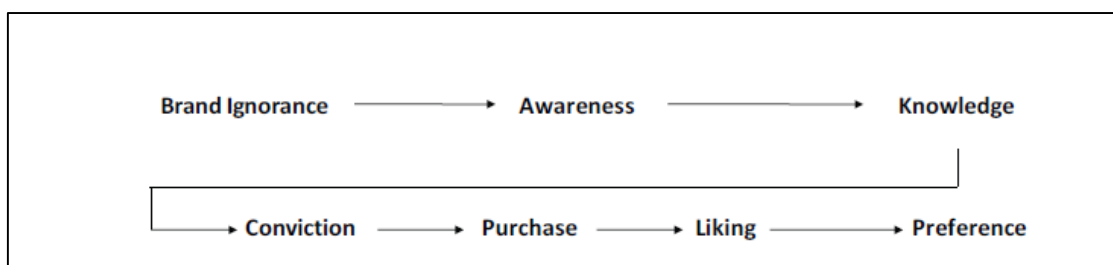
Table 2.6: Six stages of a promotional strategy

Stages	Behaviours
One	Unawareness of product
Two	Awareness of product
Three	Interest in product
Four	Desire for product
Five	Conviction about value of product
Six	Adaption / purchases of product

Source: Adapted from Ross, 2001

The next step in the promotional strategy is to determine how ready a potential customer is to start the purchasing decision process. According to Cole (1996) this process focuses on moving a consumer or potential consumer through the stages as cost effectively and quickly as possible. This process is depicted in figure 2.11 below.

Figure 2.11: The buying readiness stages



Source: Cole, 1996

The purchasing decision-making process describes the process a customer goes through when purchasing a product. The process consists of the following five stages: (Nour, Almahirah and Freihat, 2014).

- Need approval: an unfulfilled psychological need that can be stimulated by the interaction of external stimuli with internal drives.
- Information gathering: searching for the best solution in the internal and external business environments to satisfy the need. Finding and detecting sources of information related to the item or product that satisfies the need. Sources of can include media, friends, family, co-workers and personal experience. The extent of information required is directly related to the quality of item, its characteristics, its price, method of payment and its availability.
- Evaluation of alternatives: after providing the required information, the customer makes an assessment of the options available, a set of criteria in the evaluation process are used, and these standards differ from buyer to buyer depending on their psychological and demographic characteristics, as well their purchasing power.
- Purchasing decision: the final purchasing decision which is the outcome of the evaluation process and the choice among available alternatives to choose the appropriate product that pleases the customers' needs and desires. This decision can be affected by two factors namely negative feedback from other consumers and / or the level of motivation to refuse or accept the feedback.
- Post - purchase evaluation: comparing the item purchased to the previous expectations followed by satisfaction or cognitive dissonance. The level of satisfaction experienced will affect the decision process for a similar purchase from the same company in the future, affecting repeat purchases and brand loyalty.

According to Nour, Almahirah and Freihat (2014) the sales promotion technique that is most effective in the information gathering stage is free samples as it promotes low risk trials. At the alternative evaluation and the purchase decision stage, coupons are most effective as they stimulate demand and repurchase. Finally, at the post purchase stage, the most effective sales promotion

technique is again coupons, as they encourage repeat purchase from first time consumers.

2.7 CHAPTER SUMMARY

This literature review chapter serves as a broad overview of the concept of sales promotions. It began by situating the concept of sales promotions, the growing importance of sales promotions to marketers and manufacturers alike and its role within a promotional strategy.

The review set out to define sales promotion and identify the key types of sales promotion. Sales promotion was stated to be a complex and multi-dimensional construct with no overarching definition accepted by either practitioners or academics. A definition from Koekemoer (1998) was adopted as the most fitting for the purposes of this treatise and is stated as: “A blend of marketing activities and materials designed to intensify the efforts of the marketer’s sales force, induce the intermediaries to stock and sell the marketer’s product offering and / or persuade consumers to buy the product offering within a specified, limited time period.”

The review then explored the influence, effectiveness and role of sales promotion. Based on the literature reviewed Felgate, et al. (2011), Sunday and Bayode (2011), Ziliani (2005) sales promotion effectiveness was defined as an increase in sales and an improvement in the attitude and opinion of consumers towards the brand and / or product being promoted. Positively altering the buying behaviour of the subject towards the brand and / or product being promoted. The role of sales promotion was framed based on the work of Patwa and Patwa (2013).

An analysis of the South African NARTD market, reviewing multiple internal and external data sources followed. The researcher only investigated the categories in which CCF participate and where reliable data could be sourced. The promotional mix was then studied and its influence on consumer decision making within the FMCG environment was evaluated. Understanding the underlying physiological reasons for consumers' choices and how best to influence them was explored.

The following chapter will link the findings of the literature review with the hypothetical model proposed earlier. Associations between the chosen sales promotion techniques as independent variables and consumer off-take and attitude as the dependent variable, will be explored.

CHAPTER 3

THEORETICAL OVERVIEW:

THE RELATIONSHIP MODEL AND VARIABLES EXPLORED

3.1 INTRODUCTION

Chapter one served to introduce the problem of whether the effectiveness of premiums, sampling and coupons on South African consumer off-take, attitude and buying behaviour can be determined. It broached central questions and objectives driving the research towards the construction of a relationship model to measure the influence and effectiveness of the chosen sales promotion techniques on consumer off-take, attitude and buying behaviour. Chapter two went on to discuss the relevant research surrounding sales promotion, promotional mix and consumer decision-making.

This chapter serves as a way of linking the proposed sales promotion model with the literature. It begins with an examination of the influence and effectiveness of sales promotion techniques on the consumer purchasing decision-making process. The chapter then links theoretical evidence around consumer off-take and attitude to consumer brand love solidifying the relationship between the identified sales promotion techniques and brand love. The chapter concludes with the construction of the model to be investigated in the empirical data collection.

3.2 INFLUENCE AND EFFECTIVENESS OF SALES PROMOTION TECHNIQUES ON THE CONSUMER PURCHASING DECISION-MAKING PROCESS

Promotional activity within the retail sector has been on the rise and has become an integral part of the shopper's experience (Felgate, et al., 2011).

Understanding how these decisions are made and how to influence them, is essential in developing an effective marketing strategy. Besides product characteristics, promotional techniques are among the most popular instruments used by marketers to influence this process (Vermeir and Van Kenhove, 2005).

As shown in the previous chapter, there are a wide range of methods that companies can use to communicate marketing messages. Of these sales promotion is most effective within the FMCG sector (Marais, de Klerk and Bevan-Dye, 2014). Sales promotions refer to any additional incentive offered to consumers to change a brand's perceived price or value temporarily (Shimp, 2010). Consumer-oriented sales promotions offer a number of short-term incentives directly to a customer or potential customer. These incentives include coupons, discounts, free samples, bonus packs, rebates, loyalty programs, contests, sweepstakes and premiums, known as sales promotion techniques (Marais, de Klerk and Bevan-Dye, 2014). Marketers need to select the technique that will be most effective for a specific market segment (Kwok and Uncles, 2002).

3.2.1 Consumer off-take and attitude

Consumer off-take can be define as the amount of goods purchased during a given period (Dictionary.com, 2013). Consumer off-take can be measured in a number of ways namely: incremental sales, variation of market share and redemption rate (Ziliani, 2005).

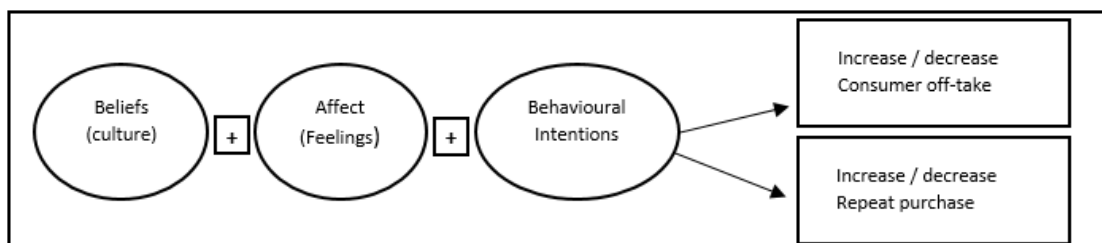
An attitude, in marketing terms, is defined as an overall assessment of a product or service formed over time (Solomon, 2009). According to Perner (2010) consumer attitude can be defined as “a composite of a consumer’s beliefs and feelings about as well as behavioural intentions toward some object.” Within the

context of marketing the object usually takes the form of a brand or product. A consumer's beliefs and feelings, whether positive or negative, affects both shopping and buying behaviour (Dean, 210).

Consumer attitudes are both a hindrance and an advantage to a marketer. Choosing to overlook consumers' attitudes of a particular brand or product when constructing a marketing strategy significantly reduces the possibility of success. In contrast, marketers who understand consumer attitudes can leverage this insight to predict consumer behaviour. By unpacking consumer attitudes one can distinguish the differences between beliefs, feelings and behaviours allowing one to leverage all three in the development of marketing strategies (Dean, 2010).

Although these three terms are independent in their own right they are very much interlinked when it comes to consumer purchasing decisions. Feelings towards a brand or product are often based on beliefs driving behavioural intention and behavioural intention is largely determined by the consumer's belief or feeling with respect to the brand or product. The outcome is a positive or negative attitude towards the brand or product, which, when influenced, can lead to both short-term sales (off-take) and long-term sustainability (repeat purchase) (Perner, 2010). This relationship is depicted in the figure 3.1 below.

Figure 3.1: The effect of consumer attitude on sales



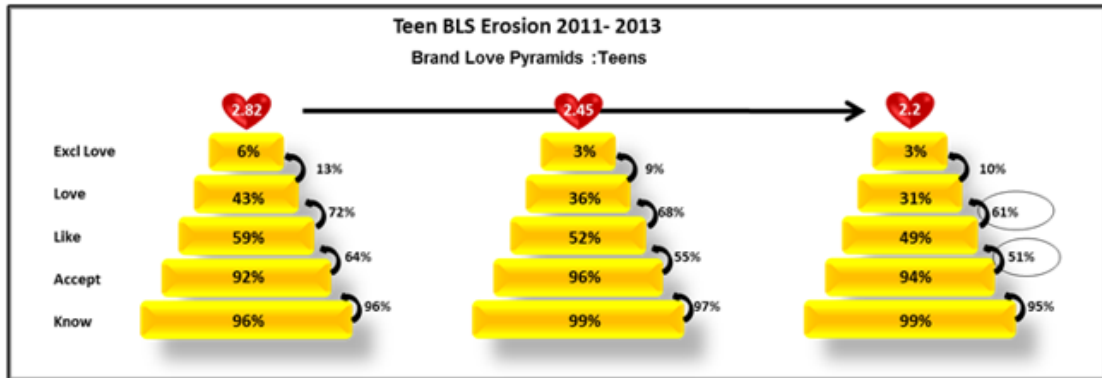
Source: Adapted from Perner, 2010

The measurement and understanding of consumer attitudes is critical within competitive markets such as the NARTD market. If organisations want their brands and products to remain relevant and top of mind they need to ensure they continually consider customers likes and dislikes when introducing new products. This is achieved by understanding customers' attitudes towards their product and how to positively influence them through the use of marketing programs. Consumers can be positively influenced at a store level through the use of effective sales promotion techniques (Desai and Desai, 2013).

Many models such as Fishbein's Expectancy Value Model and Ahtola's Vector Model have been developed over the years in an attempt to measure and better understand consumers' attitudes towards a specific brand or product (Desai and Desai, 2013). Consumer attitudes can also be measured using a number of qualitative and quantitative methods. Such as face to face interviews, psychometric testing and consumer questionnaires (Dean, 2010).

Coca-Cola in conjunction with Millward Brown developed a global metric to measure consumer attitude towards Coca-Cola brands known as Coca-Cola brand love. The focus was on building customer loyalty through developing long-term relationships while improving short-term sales. According to Silke Muenster, Coca-Cola's director of Knowledge and Insights, this metric is now as important as market share to the organisation with the goal of building long-term relationships with their consumers. Coca-Cola uses a proprietary tracking tool to analyse brand love, interviewing a total of 115 000 customers each year across 70 markets worldwide. This data is then transformed into a comparable metric, which can be measured across countries and brands, as well as over time (Warc, 2010). This score is calculated across five key measures ranging from consumers being aware of the brand to consumers' exclusive love for the brand. This relationship is depicted in figure 3.2, known as the Coca-Cola brand love pyramid.

Figure 3.2: The Coca-Cola brand love pyramid



Source: Warc, 2010

Carroll and Ahuvia (2006) define brand love as “an emotional and passionate relationship present between a satisfied consumer and a brand.” According to Lee (1977) love is an attitude. Therefore brand love is also an attitude towards a brand or product. According to Carroll and Ahuvia (2006) brand love is highly effective in nature. Hence, favourable brand experience such as sales promotions can lead to love towards a brand over time. Hence, the following proposition:

- Proposition 1: Favourable brand experience positively influences brand love.

Based on research conducted by Lee (1977) love is an attitude and according to Carroll and Ahuvia (2006) sales promotion is a brand experience so proposition 1 can be rewritten as:

- Proposition 1 reworked: Favourable sales promotions positively influence consumer attitude.

If an individual is emotionally attached to a brand then they will be prepared to pay a premium for the brand or product (Thomson, MacInnis and Park, 2005). Brand love is also a combination of emotion and passion for a brand (Carroll and Ahuvia, 2006). Therefore, if consumers love a brand, then they will be prepared to pay a premium for the brand or product.

- Proposition 2: Brand love positively influences the intention to pay a price premium for the brand or product.

Consumer off-take can be define as the amount of goods purchased during a given period (Dictionary.com, 2013). This refers to the consumers' willingness to purchase a specific brand or product over time (Perner, 2010). From this definition proposition 2 can be rewritten as:

- Proposition 2 reworked: Brand love positively influences consumer off-take for the brand or product.

If consumers start loving a brand or product, then they become emotional about, and passionate for the brand (Carroll and Ahuvia, 2006). Because of this strong emotional connection they are expected to repeatedly purchase the same brand ignoring other competitor brands. Therefore, this brand love will lead to loyal customers (Carroll and Ahuvia, 2006). This leads to the composition of proposition 3 below:

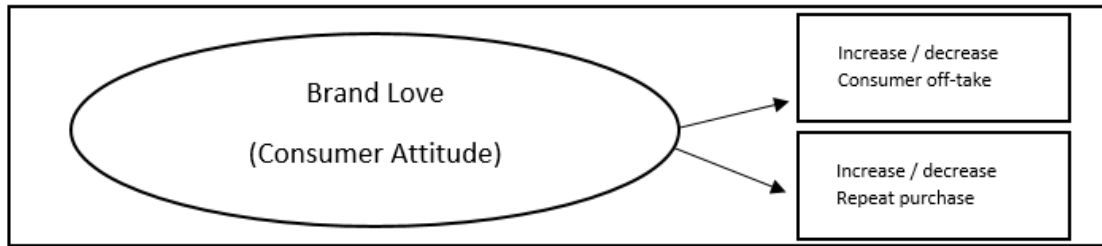
- Proposition 3: Brand love positively influences brand loyalty.

Based on the research conducted by Karunanithy and Sivesan (2013) brand loyalty leads to repeat purchase of the specific brand and its products. Therefore proposition 3 can be rewritten as:

- Proposition 3 reworked: Brand love positively influences repeat purchase.

Premised on the work done by Perner (2010) consumer attitude can be defined as "a composite of a consumer's beliefs about, feelings about, and behavioural intentions toward some object" the view of Lee (1977) love is an attitude. Therefore, linking the three propositions together and working with the two definitions above one can rework Perner's (2010) model on consumer attitude to conclude that brand love is a suitable proxy for attitude. By positively influencing consumers' brand love one can achieve both increases in consumer off-take and repeat purchase. This relationship is depicted in figure 3.3.

Figure 3.3: The effect of brand love on sales



Source: Author's own construction based on literature review

For purposes of this research the Coca-Cola brand love metric will be used to determine the influence and effectiveness of premiums, sampling and coupons on consumer attitude. This score will then be compared to the baseline Coca-Cola brand love score in South Africa to determine if the sales promotion techniques do in fact have an effect on consumer attitude.

3.2.2 Premiums

Premiums are defined as any item, either free or at a minimal cost, offered to encourage a purchase. They tend to work better on FMCG, whose features can be judged at the point of purchase, rather than more complex, expensive items (Kotler and Keller, 2009).

The use of premiums as a sales promotion technique is on the rise due to the high costs associated with alternative techniques. Other techniques such as price cuts and discounts can reduce consumers' reference prices, undermine the perception of quality and hurt brand equity (Palazon and Delgado-Ballester, 2009). Simonson, Carmon and O'Curry (1994) contend that the use of premiums, as a sales promotion technique, can even reduce the probability purchase when consumers perceive the premiums as adding no value. In addition, the promise of a high value premium can seem as "too good to be true" and thus be ignored by consumers, diminishing the perceived value of the overall offer. It is argued that premiums may not always increase the perceived

value of a product. Irrelevant premiums and poor quality premiums can negatively impact the product or brand image. In such cases, the premiums are often never used or simply thrown away. Past experiences with premiums, positive or negative, can also affect the perceived value of the current offering, because consumers have developed a range of expectations based on past experiences (Chang, 2009).

Research conducted by Wegener, Petty and Klein (1994) suggests that the effectiveness of premiums can be influenced by the emotional state of consumers. The study found that the comparative effectiveness of high and low value premiums will differ depending on the emotional state of the consumer in question. When consumers are in a positive emotional state they tend to be more likely to overestimate the possibility of positive events and therefore high value premiums tend to be more effective. On the other hand, customers that are in a depressed emotional state, tend to see high value premiums as “too good to be true” discounting the offer.

Promotional activities can be separated into monetary or nonmonetary, both providing different information and requiring different levels of cognitive resources to process them (Nunes and Park, 2003). Assuming that consumers want to minimize the cognitive effort required when making decisions, this will then also affect how they respond to different types of sales promotions (Bettman, Luce and Payne, 1998).

Based on the Kahneman and Tversky (1979) prospect theory value function (PTVF) for sales promotions, consumers perceive a promotion relative to a personal reference point - usually their reference price of the product. Grounded in this logic, a sales promotion that reduces the monetary price would be seen as a reduction in the “loss” because it decreases the purchase price. A

nonmonetary sales promotion such as a premium would be viewed as a “gain” or additional value in the transaction. People tend to calculate price discounts in relative terms, because both the purchase price and the discount are articulated in monetary terms. However, when consumers are offered a premium, they do not have a precise understanding of its monetary value, which makes it more difficult to discount its value from the product’s purchase price. This often leaves a consumer with the feeling that they have benefited more from a premium than other sales promotion techniques that reduce the purchase price of a product.

The benefit level derived from a sales promotion is another important factor that determines the evaluation of a specific promotion. This concept was first investigated by Grewal, Marmorstein and Sharma’s (1996) by evaluating the size of the promotional benefit and the equivalent effect on the level of consumer processing. The findings suggested an inverted U explanation of consumer information processing regarding consumer reactions to sales promotions. This means when sales promotions offer low levels of benefit, consumers are less likely to process information at length, since the sales promotion offers low perceived value. Similarly, when benefit levels are high, consumers do not process information extensively, since there is less uncertainty about the perceived value of the offer. However, in the case where moderate benefit levels are offered, creating uncertainty regarding the value of the offer, consumers are seen to process information more extensively (Palazon and Delgado-Ballester, 2009).

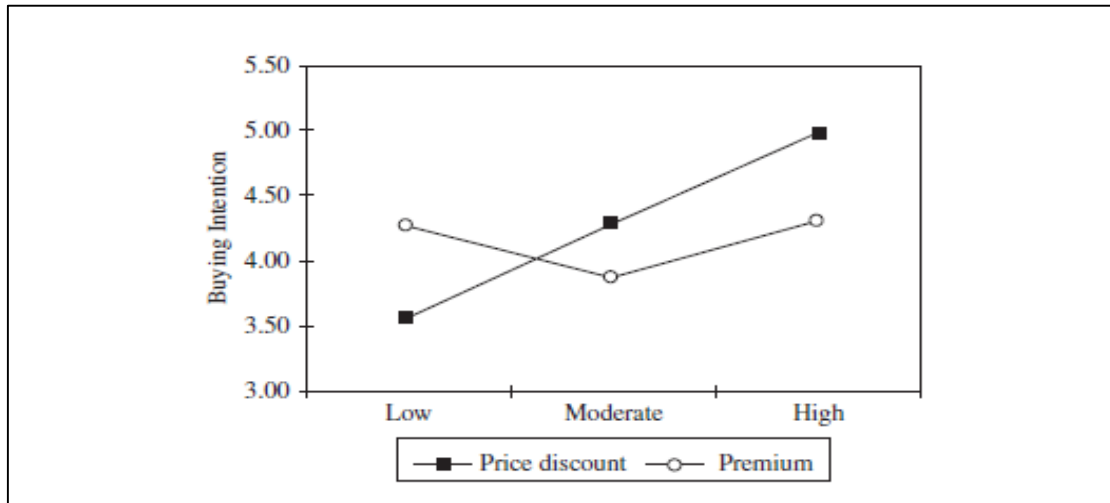
Premiums are considered a nonmonetary stimulus and therefore are more difficult to process than other price related promotion techniques. Specifically, premiums are more difficult and require more effort than price related promotions to understand because of their incommensurate nature (Nunes and Park, 2003). Thaler’s (1985) Silver Lining Principle, holds that when the

promotional benefit is small relative to the product price, there is a high probability that consumers perceive the promotional stimulus to have a low value. In these cases a nonmonetary promotional technique such as premiums has been found to be more effective. This is because premiums are more difficult to integrate or analyse in relation to the loss / products price. Ofir (2004) states that at low promotional benefit levels premium promotions are more effective than monetary promotions, especially if consumers do not exert the cognitive effort necessary to assign a monetary value to the premium.

When promotional benefits are high, consumers are also less likely to process information at length since there is less uncertainty about the value of the offer (Hardesty and Bearden, 2003). Making the value of the sales promotion easy to understand and therefore requires limited or no processing to evaluate the offer (Nunes and Park, 2003). Furthermore, according to the Silver Lining Principle, when the promotional benefit received is high in relation to the cost / product price, the evaluation made by consumers will be more favourable when they integrate the gain and the loss, that is, when the promotion is evaluated relative to the price. Premiums can therefore be found to be less effective for promotions offering high levels of benefit as opposed to other price related techniques (Heilman, Nakamoto and Rao, 2002).

According to Bettman, Luce and Payne (1998) sales promotions that offer moderate levels of benefit increase consumers uncertainty about the deal on offer. Thus this requires a high level of processing to determine if the value derived from the deal outweighs the loss incurred. Hardesty and Bearden (2003) and ; Nunes and Park (2003) proclaim that, for sales promotions offering moderate levels of benefit premiums would be equally effective when compared to other price related techniques.

Figure 3. 4: Promotion type and benefit level for buying intention



Source: Palazon and Delgado-Ballester, 2009

3.2.3 Sampling

Sampling can be defined as a product offer, either of actual or trial size (Shimp, 2010). This sales promotion technique is extremely effective in promoting trial although at a high cost (Belch and Belch, 2012). Sampling offers transparency and confidence in the product from the manufacturer's perspective, allowing the consumer to experience the benefits of the product first hand (Ouwensloot and Duncan, 2008). Sampling is effective at removing risk, allowing consumers to try the product prior to purchase free of charge (Lamb, Hair, McDaniel, Terblanche, Elliott and Klopper, 2010). According to Ouwensloot and Duncan (2008) sampling is particularly effective when the consumer perceives the product to be unlike competitor offerings or to entice brand switching. Furthermore, sampling is effective in the early and later stages of a product's life cycle (Pride and Ferrell, 2010). Sampling tends to remind the consumer of the product and in doing so stimulates impulse buying or stockpiling (Roux, 2014). Samples can be distributed through direct mail, door to door delivery, on the package of another product and in supermarkets or through the media. Sampling is effective in re-establishing a declining product and demonstrating

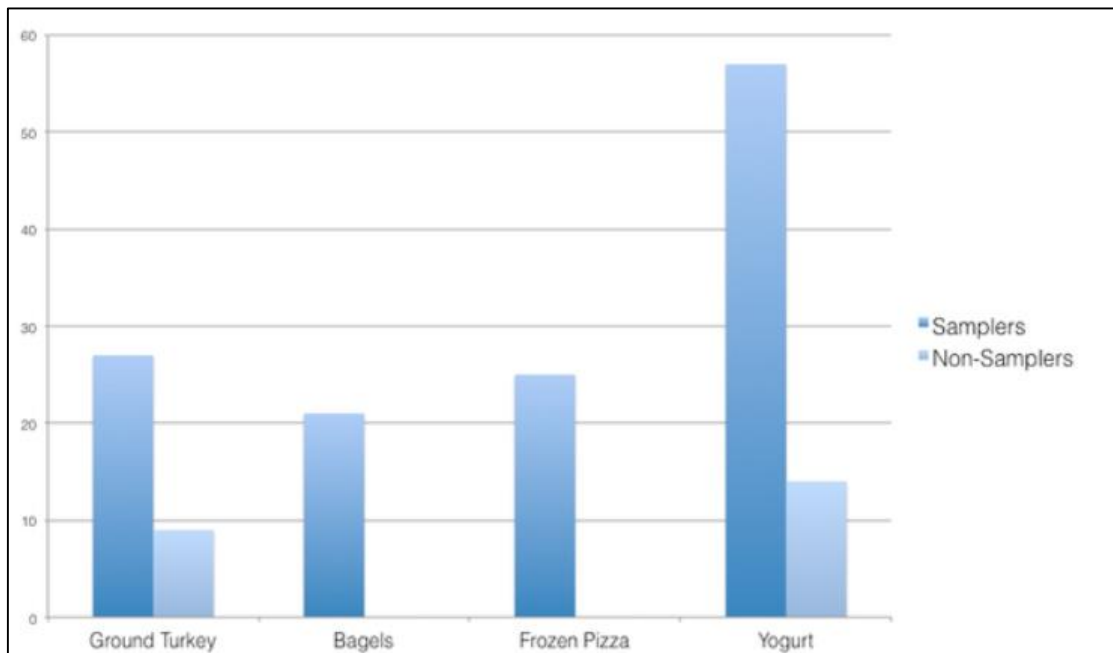
a product that is problematic to describe in words alone. Sampling is particularly effective when the consumer perceives the product to be different from that of competitors or to encourage competitors' customers to switch brands (Marais, de Klerk and Bevan-Dye, 2014).

A study conducted by Heilman, Lakishyk and Radas (2011) on the impact of in-store sample promotions of food products on consumer trials and purchasing behaviour revealed that sampling is most effective in promoting trial and brand switching. The study found that involvement of promoters and other consumers in the sales promotion tends to increase the chance of purchase after potential consumers have tried the product. With in-store sampling improving sales of the sampled product by as much as 300% on the day of the promotion. While a study done by Gilbert and Jackaria (2002) on the relationship between sales promotion techniques and respondents' reported buying behaviour, revealed that consumers found sampling and the promoters to be an annoyance and negatively impacted the possibility of a sale. The promoters' appearance and product knowledge is paramount to the success of the promotion. Promoters that are appealing to the eye and have in depth product knowledge tend to be more successful than those who are not presentable and lack in depth product knowledge. This negatively impacts the brand and / or perceived quality of the product on promotion.

Sampling as a sales promotion technique faces the challenge of limited control over who receives a free sample. This is largely determined by the target consumers' willingness to take the sample. Therefore it is key to understand who exactly is to be targeted and why they accept or reject the free sample. Sampling is an expensive exercise, therefore the more specific the target audience the more cost effective the sampling campaign and the higher the success rate (Heilman, Lakishyk and Radas, 2011).

Research conducted by Alothman and Alhoshan (2013) revealed that young adults under the age of 25 and females were more prone to in-store sampling. A 2011 study in the British Food Journal revealed that 73% of shoppers that were offered a sample took one. Furthermore, shoppers who took a sample were more inclined to make a purchase than shoppers that did not, leading to a conversion rate of 37%. Social pressure and the fact that they felt they owed the promoter something for the free sample caused this response (Heilman, Lakishyk and Radas, 2011). The findings are depicted in the figure below.

Figure 3.5: Purchase rate of samplers vs. non-samplers by product type



Source: Heilman, Lakishyk and Radas, 2011

The researcher noted that there was considerably less information on in-store sampling when compared to the other chosen sales promotion techniques such as premiums and coupons. There was also little to no research on why potential consumers accept or decline free samples and its effect on consumer buying behaviour. The only relevant information ascertained was that potential consumers holding a college education were less likely to accept free samples while potential consumers with larger basket sizes were more inclined to accept free samples. Thus sampling, according to Heilman, Lakishyk and Radas

(2011) is more effective in less educated developing markets and among shoppers that have dedicated considerable time to their shopping trip. Results from this study are shown in the table 3.1 below.

Table 3.1: In-store sampling effects on consumers

Findings	Managerial Implications
73% of the consumers who saw the free sample took it	High “trial given exposure” rate suggests free samples are effective for inducing product trial
Samplers were less likely than non-samplers to have a college degree	Free sample promotions may be more effective for generating trial in markets comprised of less educated consumers
Consumers were most likely to sample products perceived as highly hedonic (e.g. ice cream) and highly utilitarian (e.g. bread). Products that required cooking were the least likely to be sampled	Samples may be most effective for products that are highly hedonic (e.g., cookies, chips) or highly utilitarian (e.g., bread). Free samples should be avoided for products that require cooking at the point of purchase
Those who sampled because the person distributing the sample seemed nice and invited them to sample or because they saw others sampling were most likely to purchase the sampled product	The demeanour of the employee distributing the free sample, his/her ability to encourage the consumers to sample the promoted product, or simply having a critical mass of people sampling at any given time may increase post-sample purchase incidence
The top reasons non-samplers chose not to sample were because they were not hungry and because they were not planning a purchase in the category in which the free sample was offered	Free samples may be more effective for encouraging trial when offered before lunch or dinner and in frequently purchased categories where more consumers are planning to purchase in the category on the day
Consumers look forward to in-store free samples and feel they make the shopping experience more festive. However, free samples don’t seem to influence store choice	Free samples most likely don’t boost store traffic
The percentage of samplers who “switched” to the promoted brand was significantly greater than that of non-samplers	Free samples may induce brand switching among those who actually take the sample
The “actual-to-planned” purchase ratio was 152 percent for samplers versus 100 percent for non-samplers	The 52 percentage-point increase in unplanned category purchases among samplers should encourage retailers to support the free sample promotions as a means of increasing category and store sales

Source: Adapted from Heilman, Lakishyk and Radas, 2011

3.2.4 Coupons

Coupons date back to 1915 and have grown substantially with more than 310 billion in circulation at the beginning of the millennium (Slater, 2001). However, consumers redeem only a small fraction of these, thereby losing the potential cost savings (Clark and Zboja, 2013). Couponing is a promotional technique that provides a monetary saving to consumers upon redemption (Shimp, 2003). Coupons serve as a healthy alternative to advertising, because their success rate is easy to measure and, if redeemed, lead to an immediate purchase while reducing the overall price of the product and reducing the risk of trial (Clark and Zboja, 2013). Traditionally, this sales promotion technique was used to increase sales of well-known products or for the introduction of new products (Ross, 2014).

There have been anomalous results when looking at the effectiveness of coupons on consumer buying behaviour. Kautish (2011) contends that coupons are easily understood by consumers and promote trial. Gilbert and Jackaria (2002) found coupons to be the least effective sales promotion technique with low influence on trial. While the study conducted by Darks (2000) found coupons to be an effective technique. Other studies found coupons with high face values to have positive influences on consumer attitudes and purchase behaviour (Leone and Srinivasan 1996; Chen, Monroe, and Lou 1998). Bawa and Shoemaker (1989) found coupons with higher face values tend to cause larger purchases as the coupons reduce the household's cost of altering its purchasing behaviour. Moulard (2000) found that coupons build brands by creating significant trial and repeat purchases. While Barat and Paswan (2005) found that exceptionally high face value coupons create scepticism around the advertised price and consumers were less inclined to purchase the product.

While coupons have been used since the nineteenth century, limited research into their use appeared until the late 1970's. Early coupon research efforts such

as the study done by Blattberg, Buesing, Peacock and Sen (1978), looked only at what type of customer made use of coupons and had very little theoretical grounding. Two schools of thought have emerged around coupon research. One stream of thought concentrates on the characteristics of the coupons such as face value, expiration date, redemption rate and distribution volume (Neslin, 1990). The second stream focuses on understanding coupon redemption by understanding the consumer; including demographics such as age, income, education, and household size (Teel, Williams and Bearden, 1980).

A study, grounded in utility maximisation and the theory of reasoned action (TRA), conducted by Mittal (1994), looked at couponing by analysing the demographics of coupon consumers and their perceptions of themselves namely; business, perceived financial wellness, and homemaker pride against the value they saw in coupons. Shimp and Kavas (1984) also examined coupon use from a theory of reasoned action (TRA) perspective and both authors found the impacts of personal attitudes and subjective norms on coupon use to be mostly arbitrated to behavioural intentions. Attitudes were found to be more important than behavioural intentions for individuals with an action orientation, while subjective norms were more prevalent for those with a state orientation.

Based on the construct of transaction utility theory, purchasing a product delivers both acquisition utility and transaction utility. Acquisition utility is the value derived from the product benefits relative to the purchase price. Transaction utility focuses on the perceived value of the offer and is measured by comparing the discounted selling price to either an internal or advertised reference price. Therefore, consumers would find a coupon with high face value to be more attractive than an equal price discount promotion because the coupon is viewed as separate from the product purchase and thus allocated to a separate account while the price promotion would be incorporated into the selling price as the units (money) are the same (Thaler, 1985).

Other research approaches include price discrimination theory, Chiang (1995) and cost / benefit / utility approach, Bawa and Shoemaker (1987). All these studies lead to the same conclusion that the benefit (price reduction) must outweigh the cost (effort) of redeeming the coupon for the sales promotion technique to be effective. The distribution of coupons is seen as a cost to any organisation and the wider the distribution the less perceived value of the offering from the potential consumers' perspective.

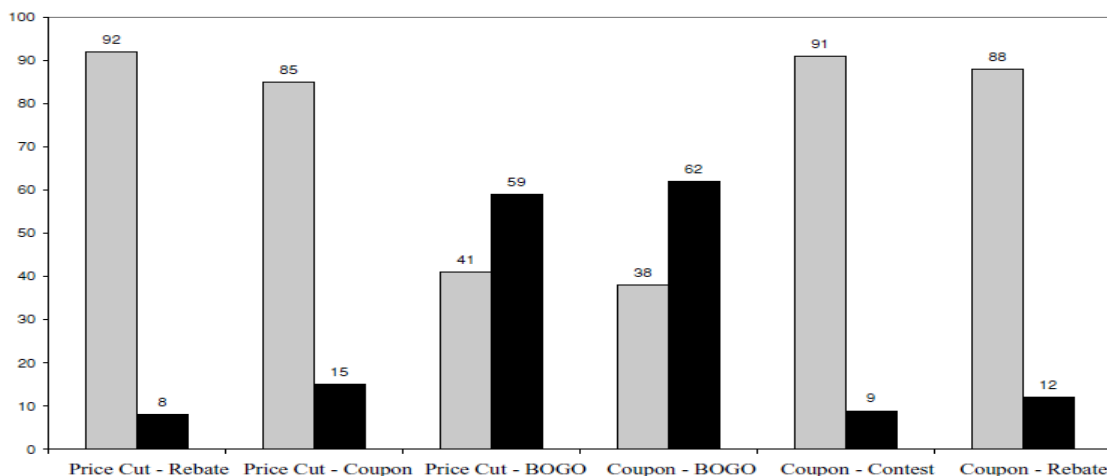
A study, conducted by Ashworth, Darke and Schaller (2005) examined the trade-off between coupons and social disincentives and found that people may limit the use of coupons in the fear of being labelled as "cheap". Therefore, coupons must be limited in their number and targeted at a very specific group of consumers for them to have high perceived value (Clark and Zboja, 2013). Similarly, Brumbaugh and Rosa (2009) found that consumers are often embarrassed to use coupons in store in fear of judgment from store staff. Other everyday issues also limit the use of coupons such as leaving the coupon at home, forgetting to use the coupon once at the checkout, finding a better price in store on another brand (Fogel and Thornton, 2008).

From a pure economic perspective, the type of promotion most preferred by consumers should be a straight price cut. Savings are immediate, completely tangible and hassle free. However, many retailers such as the Spar Group have tried this approach known as everyday low pricing (EDLP) with limited success. Ideally one would reduce marketing spend and transfer this to the consumer in the way of discounts. This has been met by consumer resistance and added competitive pressure as it adjusts the consumers' reference pricing and no longer allows the consumer to feel they have found a "bargain". Many retailers such as PnP Group and Shoprite Group, have reverted back to the traditional high-low pricing model (Fogel and Thornton, 2008).

Many organisations have, in the past, tried to eliminate couponing. One such case, Procter and Gamble’s attempt to eliminate coupons in upstate New York, brought about, not only consumer protests, but an investigation by the state’s attorney general (New York Times, 1996). Even Wal-Mart, which positions itself as “the low-price leader,” augments the effectiveness of price cuts over coupons as price cuts effectively fund current consumers who would have bought the product anyway. New customers may be drawn towards the price cut, but they are likely to be price-sensitive switchers who will not be part of the product’s long-term base (Neslin and Shoemaker, 1989). Therefore, coupons have a very real role to play in today’s retail environment and go a long way in building brand awareness and brand equity.

The results from a study conducted by Fogel and Thornton (2008) shows the consumers preference for different sales promotion techniques vs. another shown as a percentage of respondents. In figure 3.6 below, coupons were, in this study, preferred to contests and rebates.

Figure 3.6: Consumer perceptions of sales promotion techniques



Source: Fogel and Thornton, 1996

Moreau, Krishna, and Harlam (2001) found that consumers know more about sales promotions than what manufacturers and retailers believe. Improved

understanding of consumer perceptions of sales promotions will allow organisations to use promotions more effectively. Therefore, the decision to make use of coupons not only lies in the cost / benefit equation, but consumer perception and how they believe they will be perceived by others. If consumers consider that the benefit received from coupons does not outweigh the time taken or hassle involved in redeeming such, they are most likely not going to be attracted to the promotion offering and marketers will miss an opportunity to influence sales. If marketers are to use coupons effectively to build loyalty and drive sales, they need to understand how consumers will perceive the promotion. This is extremely important when designing a promotion, distribution method, in store set up, brand image, perceived value and overall marketing message. By ignoring these factors the promotion can be a failure before it has even begun (Fogel and Thornton, 2008).

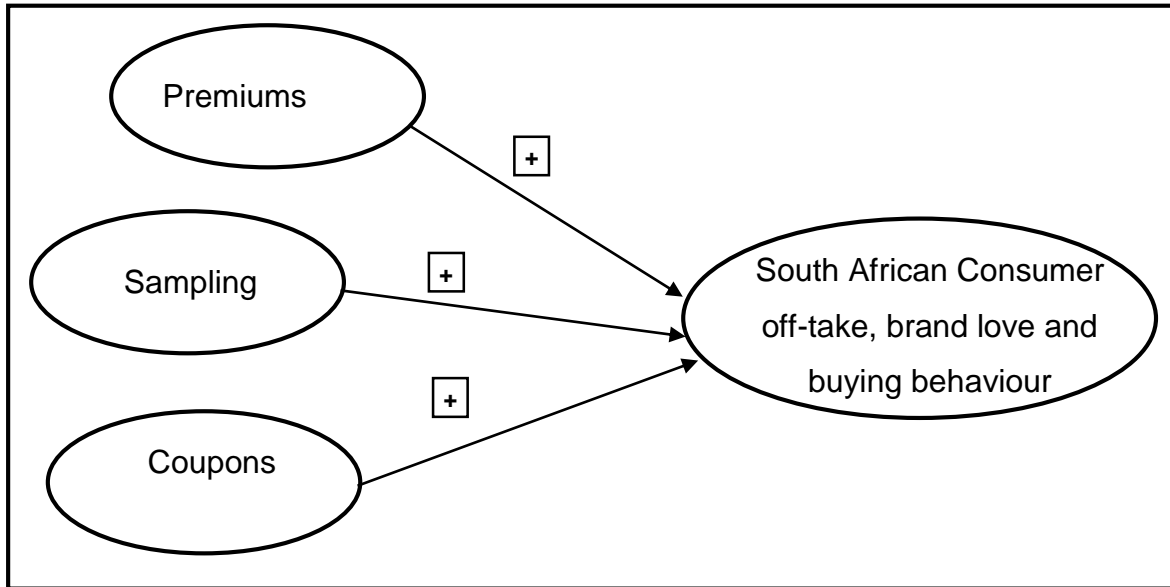
3.3 THE REVISED CONCEPTUAL RELATIONSHIP MODEL

From the above summary of the literature reviewed, three measures were formulated with positive relationships to the construct of consumer off-take, brand love and buying behaviour. It was also concluded that consumer brand love can be used as a proxy for consumer attitude. By reworking the variables and keeping the primary research objective in mind the revised primary research objective is as follows:

- To assess the influence and effectiveness of premiums, sampling and coupons on South African consumer off-take, brand love and buying behaviour within the NARTD market by looking at the relationship among the variables.

Leading to the revised conceptual relationship model that forms the primary objective of the research treatise. This model is depicted in figure 3.7.

Figure 3.7: The revised conceptual relationship model for consumer off-take, brand love and buying behaviour using premiums, sampling and coupons as sales promotion techniques within the NARTD market.



Source: Author's own construction based on literature review

3.4 CHAPTER SUMMARY

Research reveals that effective sales promotion techniques that influence consumer purchasing decision-making is a desirable goal and one that is not only attainable, but highly influencable through the correct administering thereof. Literature supports the notion that consumer off-take, attitude and brand love are intimately linked. The researcher thus concluded that brand love is a suitable proxy for consumer attitude. This leads to a revision of the primary research objective and original conceptual relationship model.

The study then looked at the work of numerous early and contemporary practitioners and academics to form the groundwork for the discussion on the influence and effectiveness of sales promotion techniques on consumer purchase decision-making.

The following chapter will outline the research methodology used to investigate the relationships described in the conceptual relationship model and includes the statistical methods used to ensure validity and reliability.

CHAPTER 4

EMPIRICAL STUDY

4.1 INTRODUCTION

The previous chapters have served to introduce the reader to the concepts of sales promotion, sales promotion techniques, consumer buying behaviour and the overall marketing mix. They also served to associate the findings of the literature review with the conceptual model proposed.

To reiterate, the purpose of this study is to address the paucity in research with regard to consumer sales promotions in the NARTD market, particularly within South Africa. The study's results will provide guidance to customer-focused marketers and their organisations and assist them to devise marketing strategies to enhance their competitive advantage.

- Organisations will retain consumers, grow market share, improve brand equity and achieve higher profitability.
- Marketers will have an improved understanding of the impact of sales promotion techniques and consumer buying behaviour within the South African NARTD market, and
- Consumers will receive more perceived value through targeted promotions.

The revised primary research objective is to assess the influence and effectiveness of premiums, sampling and coupons on South African consumer off-take, brand love and buying behaviour within the NARTD market. While the secondary objectives are as follows:

- To define the impact of consumer sales promotions and identify their effect on consumer buying behaviour.
- To examine consumer buying behaviour and determine key trends pertaining to the NARTD market.
- To establish how the effectiveness of the chosen sales promotion techniques can be measured.
- To develop an improved understanding of the impact of consumer sales promotions within the NARTD market.

This chapter provides an overview of the research methods used in an attempt to collect, analyse and interpret empirical data with the aim of establishing the soundness of the aforementioned model. The applied research methodology will be expounded upon from the generation of the research paradigm to the proposed method for the analysis of the collected data.

4.2 RESEARCH PARADIGM

Research can be defined as a systematic investigative process employed to increase or revise current knowledge by discovering new facts (Dictionary.com, 2013). From an academic perspective, research is defined as an original investigation undertaken to contribute to knowledge and understanding in a particular field (Myers, 2013). It is divided into two general categories namely basic research and applied research. With the former being an inquiry aimed at increasing scientific knowledge and the latter being an effort aimed at using basic research for solving problems or developing new processes, products or techniques (Dictionary.com, 2013). Collis and Hussey (2009) state that from the wide range of definitions of research there has been general consensus that it is:

- A process of enquiry and investigation
- Systematic and methodical
- A process that increases knowledge

Collis and Hussey (2009) also state that research should ideally be careful, precise and address a specific, worthwhile problem. This makes the planning of research methodology crucial for ensuring a meaningful study (Kothari and Garg, 2007). Every effort has been made by the researcher to adhere to the abovementioned tenets of research.

According to Collis and Hussey (2009), a research paradigm is a theoretical framework that guides how scientific research should be conducted. Guba and Lincoln (1994) are of the view that all paradigms can essentially be characterised by how the researcher (arguing for the particular paradigm) is able to respond to a few basic ontological, epistemological and methodological questions.

These questions are:

- Ontological: What is the form and nature of reality and, therefore, what is there that can be known about it?
- Epistemological: What is the relationship between the researcher and the research? What distinguishes true (adequate) knowledge from false (inadequate) knowledge?
- Methodological: How should the researcher collect the knowledge?

In addition to the three questions above, Guba (1990) identifies two more categories that will distinguish between different paradigms. These are:

- Causality: What is the relationship between this event and future events?
- Axiological: What are the roles of values in the research?

After answering the questions above, the paradigm of the researcher has usually been refined into one of two major philosophical dogmas of social and research inquiry. These are the positivist approach and the postpositivist approach. The former is associated with the quantitative, objective, scientific and traditionalist approaches while the latter is associated with the qualitative, subjective and humanist aspects of interpretivism (Collis and Hussey, 2009). The differences between these two approaches are presented in table 4.1 below.

Table 4.1: Positivist vs. Postpositivist

	Positivism	Postpositivism
Terms	Quantitative, objectivist, scientific, experimentalist, traditionalist, empiricist	Phenomenological, collectivist, qualitative, subjectivist, humanistic, interpretivist, antiempiricist
Assumptions		
Ontological	Reality singular and objective Separate from observer	Realities are multiple and subjective Observer integral
Epistemological	Researcher independent from research	Researcher interacts with research
Methodological	Quantitative: deductive, cause and effect, context free, generalisations leading to predictions, explanation and understanding, accurate and reliable through validity and reliability	Qualitative: inductive, multiple simultaneous shaping of factors, context bound, theories, accurate and reliable through verification
Axiological	Value-free and unbiased	Value-bounded and biased
Causality	Real causes precedent or simultaneous to effects, mechanistic	Simultaneous mutual shaping – impossible to distinguish cause and effect, individuals interpretations cause action
Philosophical inquiry	The physical and social reality is independent of those who observe	Social reality is constructed by those who participate in it and

	Observation equates to scientific knowledge	will be different for each individual Individuals build their own understanding of the world through experience and maturation
Research design	Determinations and trends of defined population Variations are considered noise Usually large samples with relatively small exploration to infer to population	Multiple social realities studied Individuals must reveal their social realities (including the researcher) Variations to be valued Usually small samples with in-depth exploration
Data collection and design	Mathematics and hard statistics used to analyse Variables expressed as numerical scales Deductive analysis	Study of individual cases, descriptions observed Analytic induction
Research methods	Surveys: longitudinal, cross-sectional, correlational Experimental and quasi-experimental Ex-post facto research	Biographical Phenomenological Ethnographical Case study

Source: Leeching, 2013

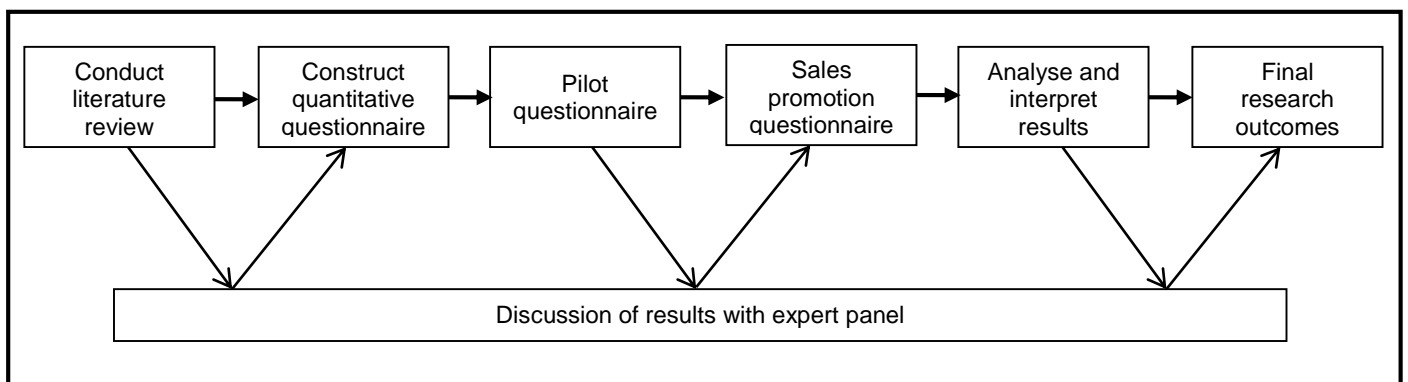
The paradigm that has been adopted to facilitate the research uses the scientific rigour of the positivistic or quantitative approach to establish the linkage between the selected sales promotion techniques and their effect on consumer off-take, brand love and buying behaviour within the SA NARTD market. According to Collis and Hussey (2009), the quantitative paradigm can be used to test relationships between variables and also explore the nature of problems.

Throughout the research process progress has been discussed with, and referred to a board of selected advisors in an attempt to increase the validity and reliability of the data collected. The board consists of:

- Mr. Jason Schmidt: MBA graduate and Regional Director for Sub-Saharan Africa and Middle East, Grappa Campari
- Mrs. Debbie Kapoock: MBA graduate and Franchise Director, CCSA
- Mr. Craig Harwood: Marketing Manager, Coca-Cola Fortune
- Mr. Kevin Abraham: Managing Director, Frontline Market Research

The quantitative method for the study is highlighted in diagrammatic form in figure 4.1 below.

Figure 4.1: Quantitative method adopted for the study

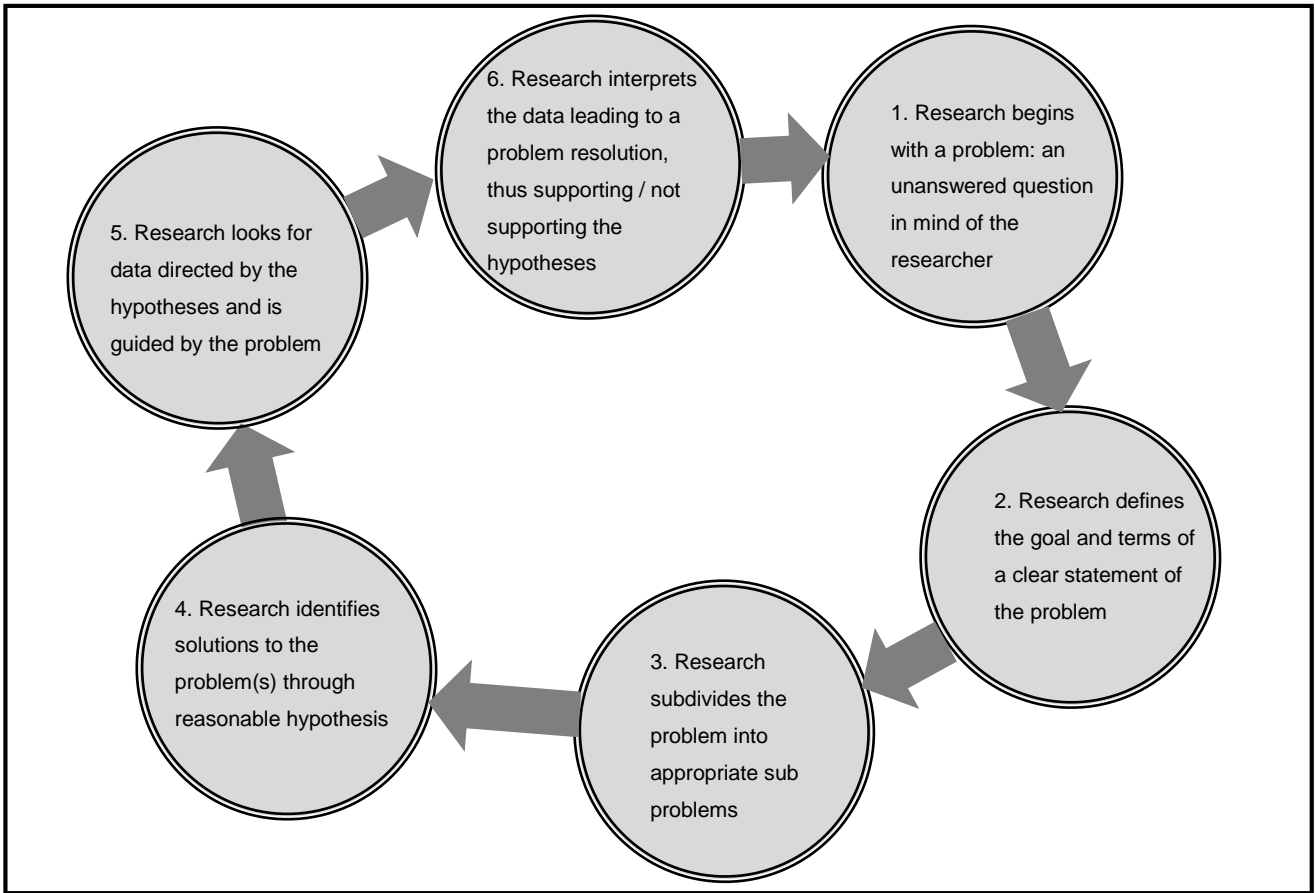


Source: Author's own construction

4.3 RESEARCH DESIGN

Research design constitutes a number of steps linking the empirical data to the research questions raised by the study. Through proper research design and integrated reliability and validity the conclusions drawn by the study can be used to answer the questions that prompted the researcher to embark on the study in the first place (Kothari and Garg, 2007). This process is outlined in figure 4.2.

Figure 4.2: The research design process



Source: Adapted from Leedy and Ormrod, 2010

After the secondary literature review was concluded it became obvious that the preferred method for collecting empirical information pertaining to consumer off-take, attitude and buying behaviour was surveys and questionnaires. Surveys are commonly used to record the perception of respondents about their opinions, attitudes or beliefs and is a way of understanding consumer choices (Fowler, 2002). Surveys are an inexpensive and efficient method for collecting information about the population or a sample of it (Hague, 2002). Lancaster (2005) contends that questionnaires are widely used in positivist studies. According to Collis and Hussey (2009), a questionnaire is a list of carefully structured questions, chosen after considerable testing, with a view to eliciting reliable responses from a chosen sample. The aim of the questionnaire is to determine what a selected group of participants do, think or feel. The use of

questionnaires allows one to collect a relatively large sample across geographical boundaries within a reasonably quick timeframe and at a low cost (Collis and Hussey, 2009). As the study in question focused on the South African NARTD consumer market the use of questionnaires allowed for easier and more effective collection of results across vast geographical boundaries. Thus leading to the collection of primary data for analysis.

A summary of the research planning is given in the consistency matrix to be found in appendix A.

4.4 POPULATION AND SAMPLE

4.4.1 Population

Collis and Hussey (2009) hold that a population is a group of people or collection of items under investigation for statistical purposes. The target population being investigated was the South African consumer aged between 18 and 60 located within the CCF territories. This ensures that all respondents are not seen as 'vulnerable' from a research ethics perspective and assumptions that these individuals have the potential to earn an income and possess the ability to make sound purchasing decisions.

4.4.2 Sample and sampling method

In a positivist study, a sample is chosen to provide an unbiased subset that represents the population (Collis and Hussey, 2009). Sampling may either be done using a probability or non-probability method. Probability methods rely on random selection of participants, while non-probability methods rely on random and subjective selection (Wegner, 2010).

Table 4.2: Probability and non-probability sampling

PROBABILITY		NON-PROBABILITY	
Simple	Sample chosen randomly, equal possibility of being selected	Convenience	Subjects chosen by availability
Systematic	Population is ordered, sample taken at intervals, unequal chance of selection	Purposive	Selection of subjects with specific traits
Stratified	Population grouped by characteristic, random sample taken from each group, avoids unequal representation	Snowballing	Subjects nominate others who fit inclusion criteria
Quota	Stratified with specific numbers per group, groups may be unequally represented	Volunteer	Canvassing or advertising for subjects, inviting people to fill out questionnaire
Cluster	Population divided into sub-populations, randomly select clusters, include all in selected clusters		

Source: Based upon Wegner, 2010

If a population is relatively small, the researcher can select the entire population. If not, a random sample of the population should be selected. A random sample is one where every member of the population has an equal chance of being selected. Therefore, the sample is an unbiased subset of the population, which allows the results obtained from the sample to be true for the entire population (Collis and Hussey, 2009).

Collis and Hussey (2009) provided the following steps in selecting a random sample, which was adopted by the researcher:

- Define the target population: the target population for this study comprised of the South African consumer aged between 18 and 60 located within the CCF territories.
- Obtain or construct a sampling frame in order to determine how many items there are in the population: a sample frame for this study was obtained from the 2015 mid-year population estimate available from Stats SA (see table 4.3 below).
- Determine the minimum sample size: the total population was calculated to be 13 528 524 this as a percentage of the total South African population equates to 25% (see detailed calculations in table 4.3 below). The researcher has selected a sample size of 739 across the various CCF territories. This, at a confidence level of 95% and a standard deviation of 0.5, leads to a confidence interval of 3.6 below the statistical norm of 5% and, therefore, statistically valid.
- Choose a sampling method: for purposes of this study a simple random sampling method was used to ensure every member of the population has an equal chance of being selected. This allowed for an unbiased subset of the population to be selected. The results of the study can then be extrapolated to the entire population at a confidence level of 95%.

Table 4.3: 2015 mid-year population estimate (sampling frame)

Province	Population estimate	Number of people between the ages of 18 and 60	People between the ages of 18 and 60 as a % of total population	CCF Territory	Number of people between the ages of 18 and 60 within CCF territories	People between the ages of 18 and 60 and within CCF territories as a % of total population
Eastern Cape	6 916 200	3 508 228	51%	Yes	3 508 228	51%
Free State	2 817 900	1 608 387	57%	Yes	1 608 387	57%
Gauteng	13 200 300	8 191 091	62%	No		
KZN	10 919 100	5 611 171	51%	No		
Limpopo	5 726 800	2 967 880	52%	Yes	2 967 880	52%
Mpumalanga	4 283 900	2 686 406	63%	Yes	2 686 406	63%
Northern Cape	1 185 600	667 862	56%	Yes	667 862	56%
North West	3 707 000	2 089 761	56%	Yes	2 089 761	56%
Western Cape	6 200 100	3 697 488	60%	No		
Total	54 956 900	31 028 275	56%		13 528 524	25%

Source: Adapted from Stats SA, 2015

4.5 THE RESEARCH INSTRUMENT

A survey is a positivistic method whereby a sample of subjects is drawn from a population and studied to make inferences about the population. The research is both exploratory and descriptive in nature (Collis and Hussey, 2009).

The questionnaire consists of closed ended statements each requiring the respondent to register their degree of agreement or disagreement with the sentiments expressed. A four point forced differential Likert scale ranging from

disagree to agree was used. Likert scales are commonly used when the researcher intends measuring attitudes of the respondents and allows the researcher to perform statistical analysis on the data collected (Zikmund and Babin, 2010). The questionnaire must follow a logical flow allowing the respondents to record facts, feelings and attitudes (Hague, 2002). Moreover, the questionnaire should be organized in such a way that it places similar questions in the same category making it easier for the respondent to follow (Saunders, Lewis and Thornhill, 2007). The design of the questionnaire is of utmost importance in ensuring that the data collected is appropriate, accurate and credible (Wegner, 2010).

The advice from the authors above, was followed and every effort was made to ensure the questionnaire was designed according to standard research practices.

Context for the research is given in a cover letter (see appendix C) with the intent of informing the respondents of the purpose of the study and to request their assistance in completing the questionnaire. The cover letter also assures the respondents that the information will be treated as confidential. Statements are short and simple with no jargon or ambiguity. A concerted effort has been made to uphold high ethical standards in the research and in so doing a professional research house, Frontline Research, was contracted to conduct all field studies. According to Coolican (2009) it is difficult to conduct research without encountering ethical dilemmas which include attaining informed consent; preserving respondent anonymity and confidentiality; protecting vulnerable responder groups; and maintaining participant dignity (Collis and Hussey, 2009). In order to ensure the highest ethical standards are adhered to and none of these dilemmas are violated an ethical clearance form (Form E) has been completed and may be reviewed within appendix B.

The questionnaire is divided into three main sections (see appendix E):

- **Section A: Biographical and consumption profile**
This section is intended to obtain necessary biographical information such as gender, age, marital status, race and whether or not the respondent has any children. This section also served to determine if the respondent consumes Coca-Cola and if so how often. This question served as a qualifying question meaning only respondents that consume Coca-Cola was included in the data analysis.
- **Section B: Drivers of consumer brand love**
This section is used to measure the influence and effectiveness of the selected sales promotion techniques on consumer attitude using brand love as a proxy for attitude.
- **Section C: Drivers of consumer off-take and buying behaviour**
This section is used to measure the influence and effectiveness of the selected sales promotion techniques on sales (consumer off-take) and consumer buying behaviour.

Section A measured information in nominal, interval and ratio variables. Statements from sections B and C were anchored on a four point forced differential Likert scale with responses ranging from disagree (1) to agree (4). This type of ranking scale makes economical use of space, is easy to complete allowing for more in-depth statistical analysis while forcing the respondent to make a conscious choice preventing neutral standings (Collis and Hussey, 2009).

4.5.1 Testing of the research instrument

Collis and Hussey (2009) mention that questions should be presented in a logical order and it is best practice to move from general to specific topics, a process known as funnelling. The researcher must provide detailed instructions, context of the study and coherent flow to ensure respondents fully understand

what they are answering. For example whether to tick one or more boxes, or whether a number or word should be circled to indicate responses. The researcher designed the questions keeping the aforementioned in mind.

Closed-ended questions are questions where the respondent's answers are selected from a number of fixed alternatives. Since the intent of the study was to find factual data that was easy to analyse, the questionnaire was constructed using only closed-ended questions. These type of questions are simple to analyse, since the range of potential answers is limited and can be coded in advance (Collis and Hussey, 2009).

A pilot test is conducted to detect flaws in design and instrumentation and to provide proxy data for selection of a probability sample. It should, therefore, draw subjects from the target population and mimic the procedures and protocols that have been designed for data collection. A pilot study is, therefore, an indispensable element of testing the questionnaire prior to distribution. According to Collis and Hussey (2009), the researcher can have colleagues or friends read through the questionnaire and mimic the role of respondents adding to the face validity of the research instrument, even if they have limited knowledge about the research topic. To this end the pilot questionnaire was distributed to 50 colleagues and friends for answering.

The initial pilot questionnaire (see appendix D) comprised of 45 questions over three sections namely biographical and consumption profile (section A); drivers of consumer brand love (section B); and drivers of consumer off-take and buying behaviour (section C). Making use of the generic five point Likert scale ranging from strongly disagree to strongly agree.

After testing the pilot questionnaire (to identify possible problems or weaknesses such as uncertainty with interpretation of the survey questions in the different sections of the questionnaire) it was evident that a high percentage of respondents had selected a neutral standing detracting from the insightfulness of the data. Respondents further reported that there was ambiguity between questions (22-24) and questions (40-42). Based on this feedback the researcher decided to remove questions 22 through 24 and move to a four point forced differential Likert scale. Besides these two changes most respondents felt that the questionnaire was clear and self-explanatory. The following scale range was applied to the four point forced differential Likert scale used in Sections B and C of the questionnaire.

- Disagree
- Mildly Disagree
- Mildly Agree
- Agree

The questionnaire contained detailed instructions on how to correctly answer the questions, context of the study and coherent flow. Respondents are instructed to place an “x” in the box that indicates their choice of answer relating to the specific question or statement. All questions were posed in a positive context. This was done to discourage leading statements and ensure that if the respondent does select “Disagree” this is in fact his or her actually sentiment.

When conducting a study the main objective is to attempt to solve the research objectives as set out by the researcher. These research objectives are developed by conducting an in depth literature review and / or curiosity of the researcher. To this end the research instrument needs to address these questions at hand and the data collected needs to prove or disprove the original hypothesis. This relationship between the research objectives and the research questions for this study can be seen in table 4.4.

Table 4.4: Relationship between research objectives and questions

Questions	Metric	Sub Research Objectives	Main Research Objective
SECTION A: BIOGRAPHICAL AND CONSUMPTION PROFILE			
Gender	Biographical information	1) To collect biographical information pertaining to the target population	To develop a tool that can be used to measure the impact of sales promotion techniques on consumers' attitude, off-take and buying behaviour
Age			
Marital Status			
Do you have children?			
Race?	Consumption	2) Serving as a qualifying question to ensure only respondents that drink Coca-Cola are considered	
How often do you drink Coca-Cola?			
SECTION B: DRIVERS OF CONSUMER BRAND LOVE (ATTITUDE)			
Sampling of Coca-Cola improves my ability to recognise the brand	Brand Awareness	3) To determine the impact of the selected sales promotion techniques on brand awareness	To determine the impact of the selected sales promotion techniques on South African consumers' attitude within the NARTD market
Couponing improves my ability to recognise the Coca-Cola brand	Brand Awareness		
Premiums improves my ability to recognise the Coca-Cola brand	Brand Awareness		
Sampling of Coca-Cola helps me trust the brand	Brand Acceptance	4) To determine the impact of the selected sales promotion techniques on brand acceptance	
Couponing helps me trust the Coca-Cola brand	Brand Acceptance		
Premiums helps me trust the Coca-Cola brand	Brand Acceptance		
Sampling of Coca-Cola helps me connect to the brand	Brand Preference	5) To determine the impact of the selected sales promotion techniques on brand preference	
Couponing helps me connect to the Coca-Cola brand	Brand Preference		
Premiums helps me connect to the Coca-Cola brand	Brand Preference		
Sampling of Coca-Cola helps make me feel like it's the brand for me	Brand Love	6) To determine the impact of the selected sales promotion techniques on brand love	
Couponing makes me feel like Coca-Cola is a brand for me	Brand Love		
Premiums make me feel like Coca-Cola is a brand for me	Brand Love		
Sampling of Coca-Cola helps make me feel like it's the only brand for me	Excl. Love	7) To determine the impact of the selected sales promotion techniques on exclusive brand love	
Couponing makes me feel like Coca-Cola is the only brand for me	Excl. Love		
Premiums make me feel like Coca-Cola is the only brand for me	Excl. Love		
SECTION C: DRIVERS OF CONSUMER OFF-TAKE AND BUYING PATTERNS			
Sampling of Coca-Cola makes me buy more of the brand	Incremental Sales	8) To determine the impact of the selected sales promotion techniques on consumer off-take (sales)	To determine the impact of the selected sales promotion techniques on South African consumers' off-take and buying behaviour within the NARTD market
Couponing makes me buy more of the Coca-Cola brand	Incremental Sales		
Premiums makes me buy more of the Coca-Cola brand	Incremental Sales		
Sampling of Coca-Cola encourages me to switch from other soft drink brands	Market Share	9) To determine the impact of the selected sales promotion techniques on consumer brand switching (market share)	
Couponing encourages me switch from other soft drink brands to the Coca-Cola brand	Market Share		
Premiums encourages me switch from other soft drink brands to the Coca-Cola brand	Market Share		
Sampling of Coca-Cola makes me buy the product immediately	Redemption Rate	10) To determine the impact of the selected sales promotion techniques on consumer impulse purchase	
Couponing makes me buy a Coca-Cola product on the spot	Redemption Rate		
Premiums makes me buy a Coca-Cola product on the spot	Redemption Rate		
Sampling of Coca-Cola makes me try the product	Trial	11) To determine the impact of the selected sales promotion techniques on consumer trial	
Couponing makes me try the Coca-Cola product	Trial		
Premiums makes me try the Coca-Cola product	Trial		
Sampling of Coca-Cola improves my brand experience	Brand Experience	12) To determine the impact of the selected sales promotion techniques on consumer brand experience	
Couponing improves my brand experience	Brand Experience		
Premiums improves my brand experience	Brand Experience		
Sampling of Coca-Cola makes me feel it is worth what it costs	Brand Equity / Perceived Value	13) To determine the impact of the selected sales promotion techniques on consumer brand equity	
Couponing makes me feel Coca-Cola is worth what it costs	Brand Equity / Perceived Value		
Premiums make me feel Coca-Cola is worth what it costs	Brand Equity / Perceived Value		
Sampling of Coca-Cola makes me buy it again	Brand Loyalty	14) To determine the impact of the selected sales promotion techniques on consumer brand loyalty	
Couponing makes me buy Coca-Cola products again	Brand Loyalty		
Premiums makes me buy Coca-Cola products again	Brand Loyalty		

Source: Author's own construction

4.6 PROCEDURE FOR DATA COLLECTION

Surveys are commonly used to record the perception of respondents about their opinions, attitudes or beliefs and is a way of understanding consumer purchasing decisions (Fowler, 2002). This data can be collected from respondents through telephone calls, sending a questionnaire by registered mail, sending a questionnaire electronically, face to face or using other methods of data collection (Hague, 2002). The data for this study was gathered face to face by making use of a self-developed questionnaire.

A decision was made to distribute physical copies of the questionnaire to all of CCF's territories for completion and returned at the researcher's own cost. This process was administered by a professional research house Frontline Research and, in so doing, the researcher expected a satisfactory response rate.

4.7 RESPONSE RATE

Based on the average response rate of 46% as suggested in Collis and Hussey (2009), the researcher distributed 2 174 questionnaires, across CCF's territories, in the hope of receiving 1 000 fully completed questionnaires for data analysis. In the end 801 fully completed surveys were returned of which 739 were used for statistical analysis.

4.8 DATA ANALYSIS AND INTERPRETATION

Inferential statistics are the statistical tests that take the sample (depending on sampling distribution) and allow conclusions to be made about the target population (Lancaster, 2005). At the core of the study is the need to investigate the relationships between consumer off-take, brand love and buying behaviour and the selected sales promotion techniques. To this end mean analysis was used with the aid of the statistical package, Statistica 11 (StatSoft, 2011). A brief

data correlation aided in shedding some light on the association between the quantitative variables.

Each printed questionnaire was numbered and collated and the raw data captured using a Microsoft excel spread-sheet. Descriptive statistics are used to summarize the data in a more compact form and can be denoted using charts, tables and graphs for easier assimilation and digestion (Collis and Hussey, 2009). This form of analysis was used to aid in the recognition of patterns to the responses that will not immediately seem obvious in the raw data. This allowed for the detection and confirmation of certain parallel hypotheses in the research.

4.9 RELIABILITY AND VALIDITY

In an effort to eliminate mistakes and bias measures of reliability and validity was built into the design. Reliability is concerned with the results of the research. The results can be said to be reliable if the researcher or someone else repeats the research and acquires the same results. Validity is the degree to which the research results correctly reflect the phenomena under investigation (Collis and Hussey, 2009).

4.9.1 Reliability

Reliability is particularly relevant for quantitative data where questionnaires may easily be administered on repeat occasions (Lancaster, 2005).

As stated by Collis and Hussey (2009) there are three methods of validating how reliable responses are within research studies:

- Test-retest: respondents answer the same questions twice. The more their responses remain unchanged the more reliable the test.

- Split halves: the questionnaire is split into two halves and a correlation of the two data sets is made.
- Internal consistency: every item is correlated across the sample to determine the extent to which items within the research instrument present analogous results.

One of the most appropriate and tried measures of internal consistency is Cronbach's coefficient alpha (Cronbach's alpha). It is particularly useful when used on data anchored on a Likert scale (Lancaster, 2005). The closer a Cronbach's alpha is to 1.00 the higher the instrument's internal consistency and, thus, reliability (Collis and Hussey, 2009). Lancaster (2005) states that a Cronbach's alpha of 0.50 may be seen as acceptable in basic research, but for academic acceptance of an instrument a coefficient of above 0.70 is required.

Table 4.5 below shows the validity testing of the research instrument. The variables represent composites made up of the responses given to research instrument statements referring to brand love (section B), off-take and buying behaviour (section C). The full breakdown of contributing results may be found in appendix F. Due to the high degree of internal consistency none of the questions were omitted from the data and Cronbach alpha scores of >0.80 were achieved throughout.

Table 4.5: Cronbach's alpha values for the measuring instrument variables

VARIABLE	CRONBACH'S ALPHA
Sampling (Brand Love)	0.89
Couponing (Brand Love)	0.92
Premiums (Brand Love)	0.91
Sampling (Off-take)	0.84
Couponing (Off-take)	0.86
Premiums (Off-take)	0.88
Sampling (Buying Patterns)	0.86
Couponing (Buying Patterns)	0.90
Premiums (Buying Patterns)	0.89

Source: Author's own construction

4.9.2 Validity

Validity is viewed as an important measure of the integrity and effectiveness of the measuring instrument and the more valid the data the more likely the research describes the variables it was designed to (Lancaster, 2005). This, essentially indicates the extent to which the research findings accurately represent what is happening in the situation, in other words whether the data collected represent a true picture of what is being studied (Collis and Hussey, 2009).

According to Collis and Hussey (2009) there are several different types of validity:

- Face validity: ensuring that the test measures what it was supposed to on a superficial level.
- Construct validity: relates to the problem that many hypothetical constructs cannot be directly observed (e.g. attitude), but are inferred from patterns in behaviour. It is necessary, then, to choose the correct behaviours as measures of the unobservable phenomenon.
- Content validity: ensuring that the content covers a representative sample of the behaviour domain to be measured.

The researcher achieved face, construct and content validity by conducting a thorough literature review, interacting with industry professionals, testing the pilot questionnaire and formulating the research instrument based on previously validated questionnaires and surveys.

4.10 LIMITATIONS OF THE STUDY

Limitations are common with studies striving to draw conclusions about a large portion of the population. Not only is a large sample size required to ensure sample validity, but resources such as time and money are also required (Collis and Hussey, 2009).

The researcher limited the number and type of questions being asked to ensure that the process was simple and relatively quick to administer. Questions around income, living standard measures, education level and life stage were omitted in the interest of time and respondents sensitivity towards these type of probing questions. These indicators lend themselves to further investigation to determine if they to have an impact on consumer off-take, brand love and buying behaviour when confronted with the selected sales promotion techniques. Another limitation was the geographical areas covered, only respondents in provinces where CCF operates were surveyed. This represents 75% of South Africa. Lastly, a conscious decision was made by the researcher

to only survey respondents between the age of 18 and 60 as these individuals are deemed 'non-vulnerable' from an ethical perspective.

4.11 CHAPTER SUMMARY

This chapter dealt with the process carried out to ensure that from conception to interpretation the research methodology is sound. An overview of the research type, the research paradigm, sampling method and data collection was provided. The rationale for selecting the positivistic, quantitative approach was included. Next the measures taken by the researcher to ensure the highest ethical standards when conducting the research was discussed. The research instrument and its design, based on themes identified in literature, were outlined. In addition, the testing of the questionnaire and the findings were discussed, followed by the measures taken to ensure reliability and validity of the measuring instrument. The chapter concluded with the limitations of the study.

The following chapter outlines the empirical results obtained from the research instrument from both a descriptive and inferential statistical perspective.

CHAPTER 5

RESEARCH RESULTS AND ANALYSIS

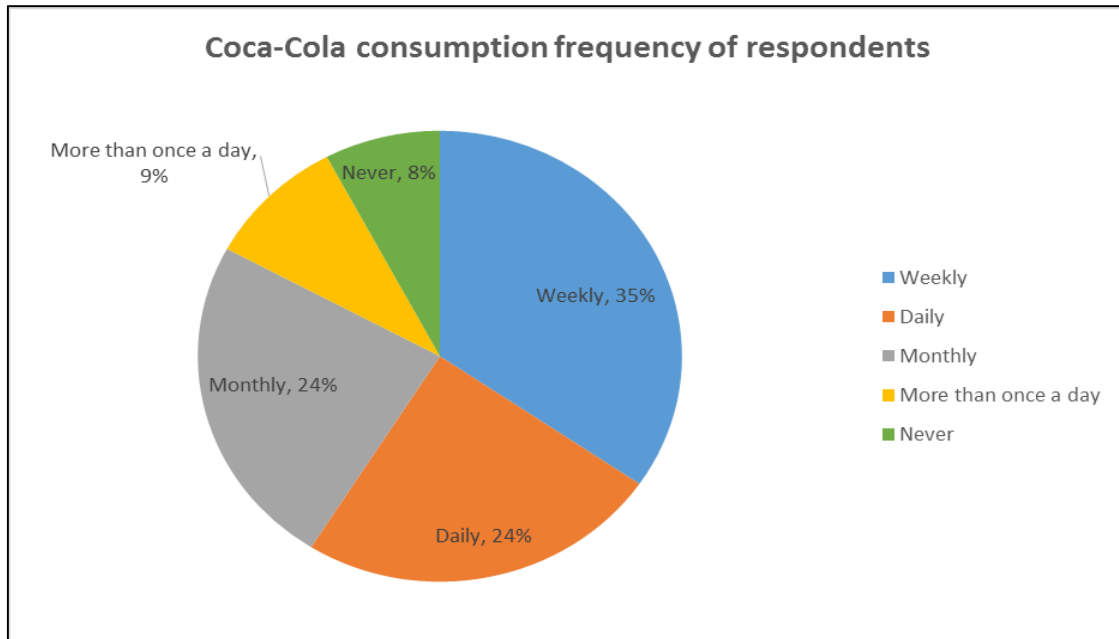
5.1 INTRODUCTION

The previous chapter served as an outline of the research methodology adopted to test the relationship between selected sales promotion techniques and consumer off-take and brand love. The data collected also served as useful insight into South African NARTD consumer buying behaviour and how best to influence them. To this end the presentation of the data has both an inferential and descriptive component.

5.2 PRESENTATION AND ANALYSIS OF BIOGRAPHICAL AND CONSUMPTION PROFILES

Section A of the questionnaire consisted of questions designed to obtain biographical data from the respondents. The questions included gender, age, marital status, whether they had children and race. This section also contained a question relating to the frequency of consumption of Coca-Cola. This served as a qualifying question and all respondents who selected 'never' when asked "how often do you drink Coca-Cola?" will be excluded from the results shown in this chapter. The researcher collected 1008 surveys of which 801 were fully completed. After removing the respondents that had indicated they never consume Coca-Cola, the researcher was left with 739 valid responses. The results of the respondents' consumption patterns can be seen in figure 5.1.

Figure 5.1: Coca-Cola consumption frequency of respondents



Source: Author's own construction from empirical data

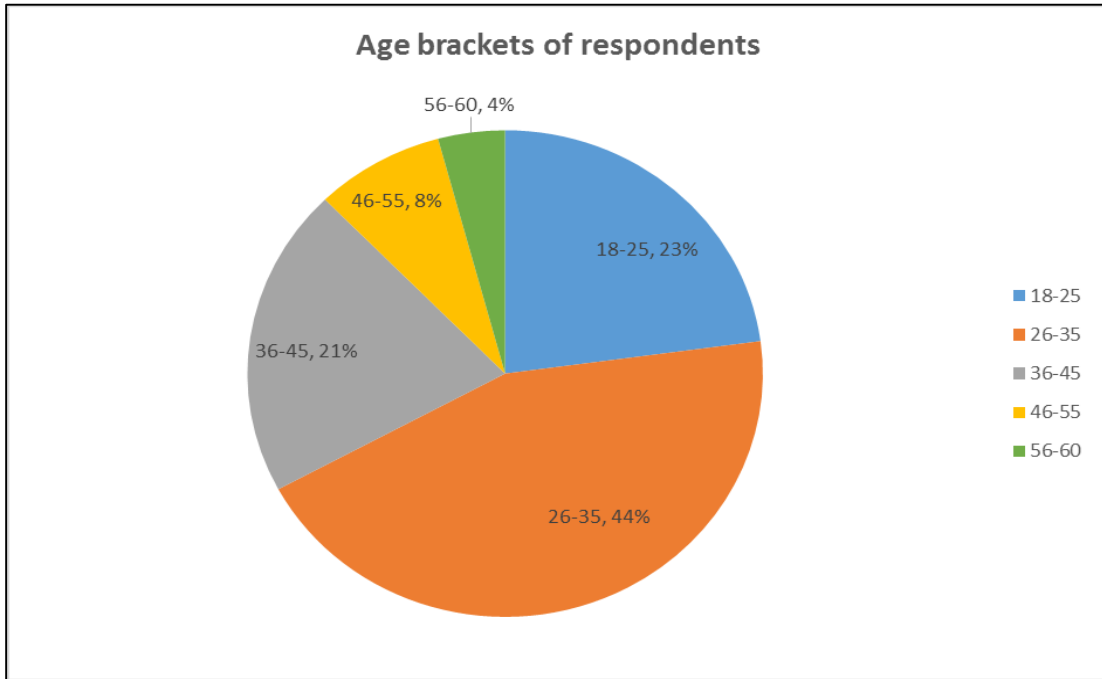
From the above figure it is evident that there is opportunity to increase consumers' consumption frequency. This is especially true of the consumers that never drink Coca-Cola or only drink it monthly. This can be achieved through more aggressive use of the selected sales promotion techniques. The data shows a strong indication that South African consumers are either looking for healthier alternatives or feeling the economic pinch.

5.2.1 Demographic composition of the sample

The figures below summarises the demographic breakdown of the sample. The results show that the majority of respondents fell in the 26-35 year age bracket; are single; white; and show a relatively even number split in both the parent and gender categories. The data revealed that 19% of the sampled consumers where unmarried and 24% under the age of 36 with both groups declaring they had children. Thus placing household disposable income under pressure which could be a leading factor in the rise of economy brands within the South African NARTD market. Further research on this topic would need to be conducted to

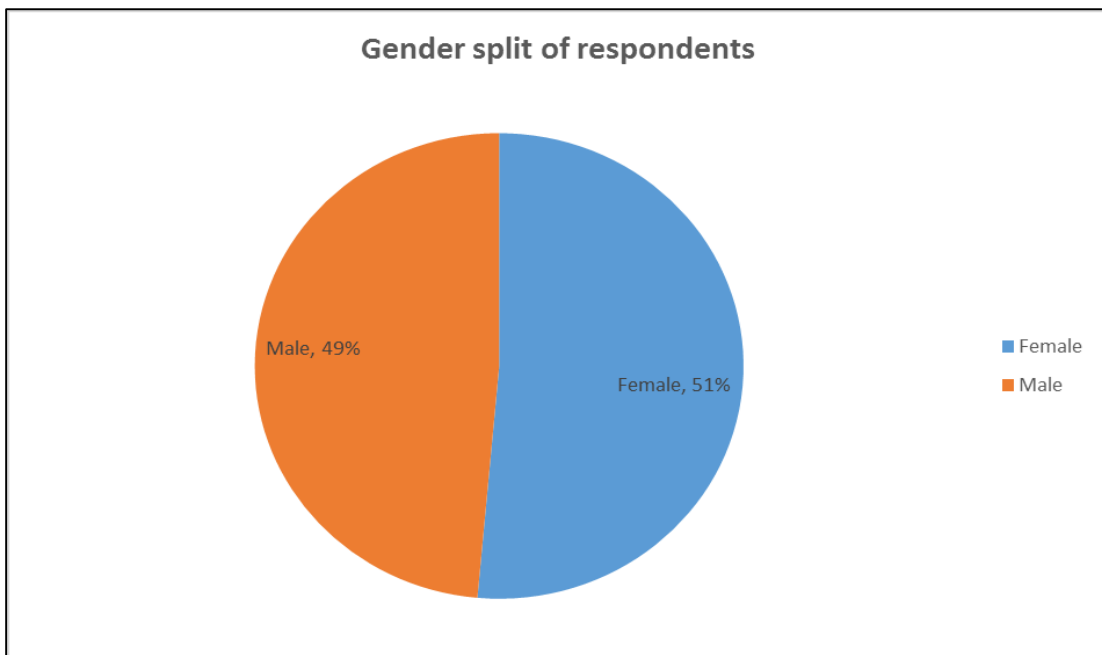
prove / establish this relationship. The figures below depicts the biographical information of the respondents.

Figure 5.2: Age brackets of respondents



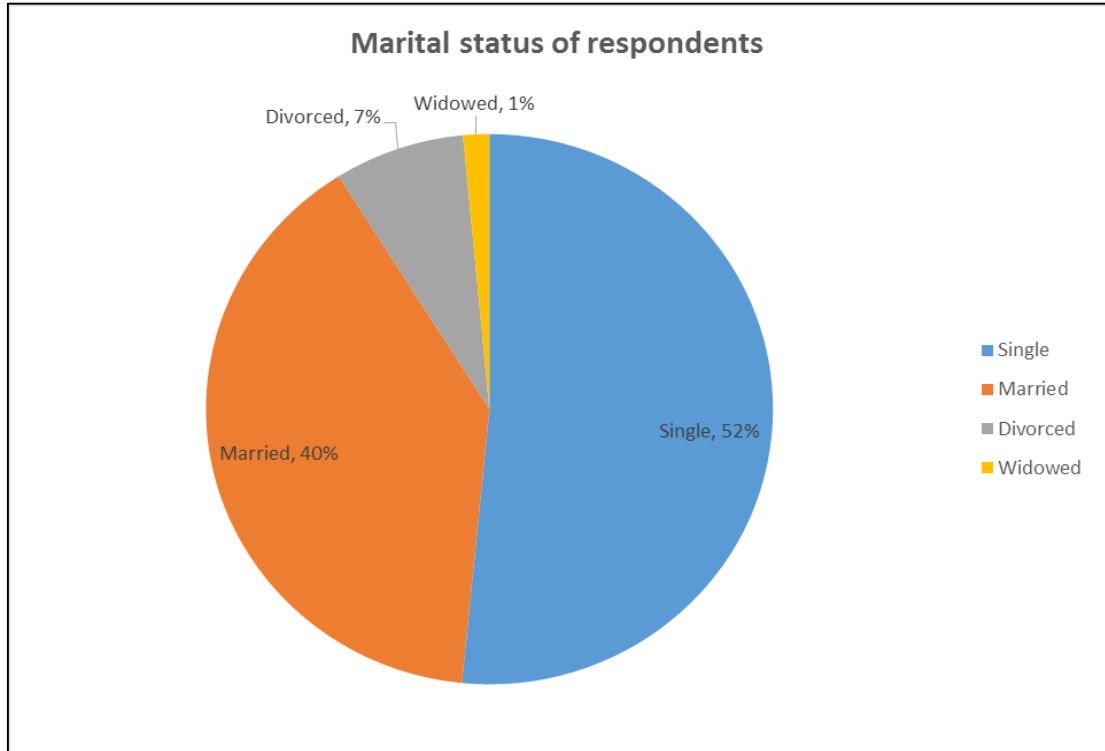
Source: Author's own construction from empirical data

Figure 5.3: Gender split of respondents



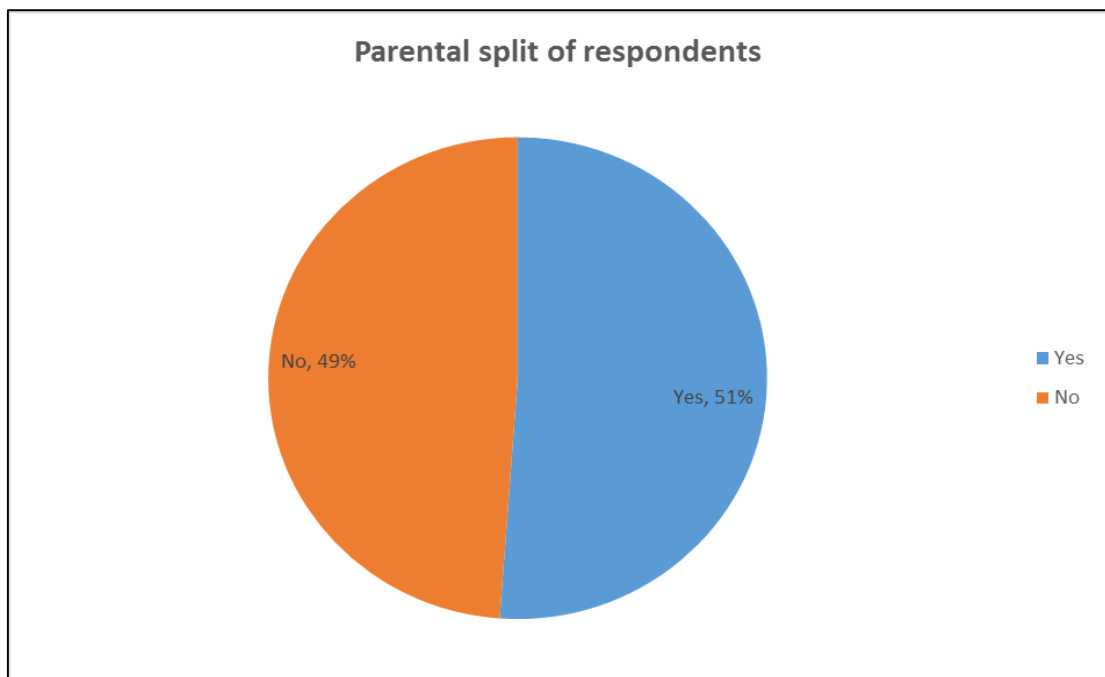
Source: Author's own construction from empirical data

Figure 5.4: Marital status of respondents



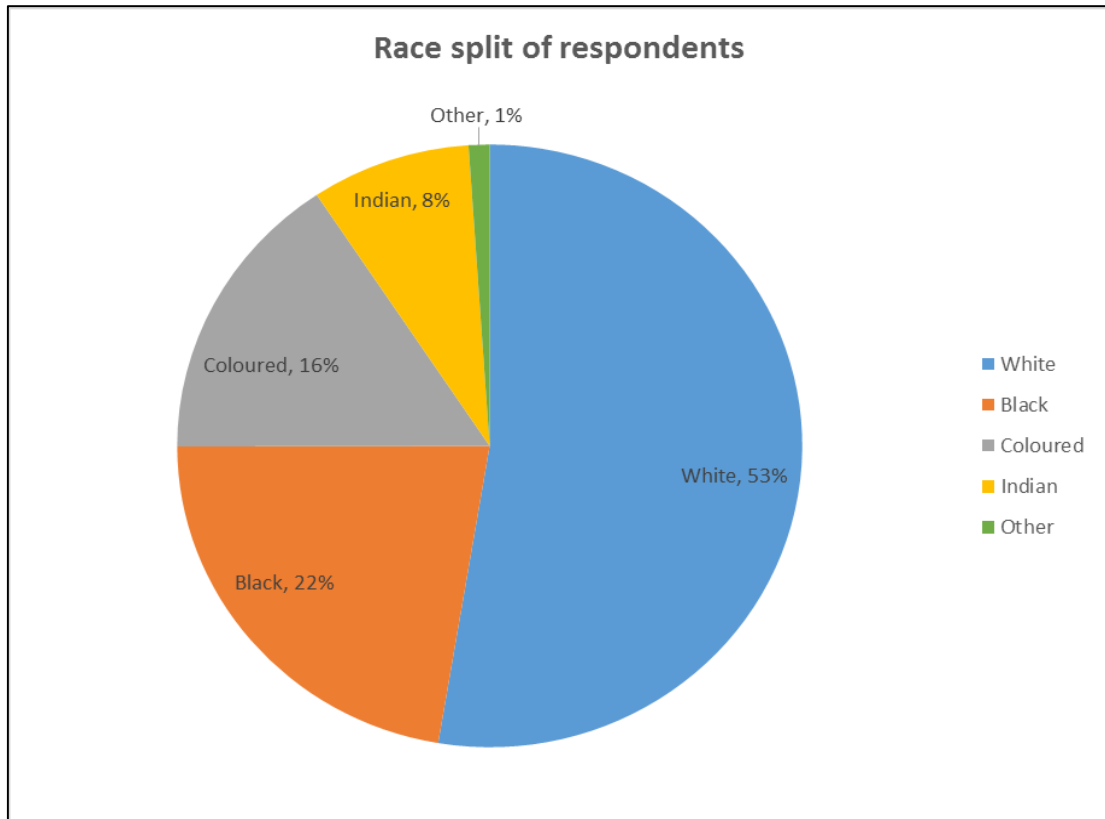
Source: Author's own construction from empirical data

Figure 5.5: Parental split of respondents



Source: Author's own construction from empirical data

Figure 5.6: Race split of respondents



Source: Author's own construction from empirical data

5.3 STATISTICAL RELATIONSHIPS AMONG VARIABLES

Having established a foundation of both reliability and validity the data was then scrutinised using statistical techniques. The statistical package Statistica (Version 11) was used with the aid of the expertise of Dr. Jacques Pietersen, a professional statistician. T-testing and analysis of variables (ANOVA) were used to reveal differences between the mean scores amongst groups as defined by the biographical data. Correlation showed a strong linear association between brand love, off-take and buying behaviour across all three sales promotion techniques.

5.3.1 T-testing

Independent t-testing may be used to determine whether there is a difference between the means of two sample groups and whether that difference is significant (Collis and Hussey, 2009). To aid in the further meta-analysis of the data use is also made of Cohen's d. This measure indicates the practical significance of the results obtained and often indicates the appropriateness of the size of the sample if the p-value is found to be less than the chosen significance level (TalkStats, 2013). A Cohen's d of 0 - 0.49 indicates small significance, a d-value of 0.5 - 0.79 indicates medium significance and d-value of 0.8 and above indicates large significance.

T-testing for some of the important biographical data was performed, comparing the means achieved in brand love, off-take and buying behaviour between groups. The results are given in the tables that follow.

Table 5.1: t-testing of gender group

	Mean	Mean	P value	Valid N	Valid N	Cohen's d
	M	F		M	F	
BrandLove_S	3.12	3.20	0.2119	359	380	
BrandLove_C	2.92	3.05	0.0635	359	380	
BrandLove_P	3.10	3.19	0.1389	359	380	
OffTake_S	3.07	3.17	0.1239	359	380	
OffTake_C	2.99	3.12	0.0473	359	380	0.15 (S)
OffTake_P	3.17	3.28	0.0929	359	380	
BuyBehav_S	3.25	3.33	0.1680	359	380	
BuyBehav_C	3.09	3.20	0.0990	359	380	
BuyBehav_P	3.26	3.35	0.1296	359	380	

Source: Author's own construction from statistical data

Table 5.2: t-testing of groups with and without children

	Mean	Mean	P value	Valid N	Valid N	Cohen's d
	Yes	No		Yes	No	
BrandLove_S	3.17	3.15	0.7506	378	361	
BrandLove_C	3.03	2.94	0.1623	378	361	
BrandLove_P	3.12	3.18	0.3130	378	361	
OffTake_S	3.09	3.15	0.3454	378	361	
OffTake_C	3.09	3.03	0.3895	378	361	
OffTake_P	3.18	3.28	0.0930	378	361	
BuyBehav_S	3.30	3.29	0.8295	378	361	
BuyBehav_C	3.18	3.11	0.3298	378	361	
BuyBehav_P	3.30	3.32	0.1296	359	380	

Source: Author's own construction from statistical data

The t-testing results indicate that there is very little difference with regard to gender across all sales promotion techniques for all three categories (Brand Love, Off-take and Buying Behaviour). With the exception of off-take for couponing which delivered a p-value of 0.0473 showing statistical significance. Therefore, females within this study are more likely to make use of coupons when purchasing Coca-Cola than males. The Cohen's d shows only a small size effect, implying limited practical significance. There was no significant

difference across all sales promotion techniques and categories when comparing respondents that have children and those that do not.

5.3.2 ANOVA method

The analysis of variance (ANOVA) method is used when more than two population means are being compared and a test statistic known as the F-stat is used (Wegner, 2010). This may be seen as an extension of t-testing and also makes use of the p-value.

ANOVA was used to test the difference between age brackets, marital status and race. The full tables are given in appendix G. The results show that there is no statistically significant difference between the responses across the age brackets. Although not statistically significant, the 18-25 year age bracket tended to respond more favourably across all sales promotion techniques and categories when compared to the older 55-60 year age bracket. This is a clear indication that the younger generation is more accustomed to sales promotion techniques as part of the retail environment, than the older generation who could see these techniques as a nuisance. Linking to the research conducted by Alothman and Alhoshan (2013) revealing that young adults under the age of 25 are more prone to in-store sales promotion techniques.

When comparing the marital status of respondents, brand love for premiums, off-take for sampling and off-take for premiums all delivered p-values of below 0.05 showing statistical significance. Although all three proved to have little practical significance delivering Cohen's d's of 0.24, 0.20 and 0.22 respectively. Single respondents consistently responded more favourably than married respondent. This could be due to single respondents having a higher propensity for risk, based on higher disposable income, and the fact that they only have to consider their own needs when making purchasing decisions. It is also evident

that widowed respondents, on average, scored lower across all sales promotion techniques and categories. This can be explained by the research conducted by Wegener, Petty and Klein (1994) suggesting that the effectiveness of sales promotion techniques can be influenced by the emotional state of consumers.

Looking at the race of respondents brand love for sampling, brand love for coupons, off-take for sampling, off-take for coupons and buying behaviour for coupons all delivered p-values of below 0.05 showing statistical significance. All four proved to have little practical significance, however, with Cohen's d of less than 0.5. Indian respondents consistently responded more favourably across the three sales promotion techniques and across all categories. This is possibly related to their strong culture in trading allowing sales promotion techniques to be perceived as a 'bargain'. While white respondents were found to be the least engaged. This can be explained by the research conducted by Chang (2009) on past experiences affecting the perceived value of the current offering, because consumers have developed a range of expectations based on past experiences. The white consumer is more accustomed to shopping within the modern trade sector and has become accustomed to receiving 'freebees' within this retail environment. More research will need to be conducted to prove or disprove these assumptions.

ANOVA testing results across age, marital status and race can be seen in tables 5.3 – 5.5.

Table 5.3: ANOVA-testing of age groups

	Mean	Mean	Mean	Mean	Mean	P value
	18-25	26-35	36-45	46-55	55-60	
BrandLove_S	3.24	3.13	3.16	3.23	3.00	0.4293
BrandLove_C	3.04	2.97	2.93	3.13	2.89	0.5408
BrandLove_P	3.28	3.13	3.09	3.15	2.89	0.1023
OffTake_S	3.24	3.08	3.08	3.18	2.94	0.2114
OffTake_C	3.10	3.05	3.00	3.16	3.01	0.8085
OffTake_P	3.36	3.22	3.11	3.22	3.15	0.1484
BuyBehav_S	3.37	3.26	3.26	3.40	3.11	0.2617
BuyBehav_C	3.20	3.18	3.02	3.18	3.02	0.3030
BuyBehav_P	3.41	3.32	3.20	3.35	3.13	0.1180

Source: Author's own construction from statistical data

Table 5.4: ANOVA-testing of marital status

	Mean	Mean	Mean	Mean	P value	Cohen's d
	Married	Single	Divorced	Widowed		
BrandLove_S	3.11	3.21	3.17	3.00	0.4220	
BrandLove_C	2.92	3.04	3.08	2.51	0.0804	
BrandLove_P	3.04	3.24	3.17	2.67	0.0051	0.24 (S)
OffTake_S	3.03	3.20	3.08	2.82	0.0415	0.20 (S)
OffTake_C	2.99	3.12	3.09	2.64	0.1260	
OffTake_P	3.13	3.32	3.14	3.00	0.0225	0.22 (S)
BuyBehav_S	3.23	3.35	3.25	3.34	0.2577	
BuyBehav_C	3.06	3.22	3.13	2.91	0.0873	
BuyBehav_P	3.22	3.38	3.34	3.11	0.0667	

Source: Author's own construction from statistical data

Table 5.5: ANOVA-testing of race groups

	Mean	Mean	Mean	Mean	P value	Cohen's d
	Black	White	Indian	Coloured		
BrandLove_S	3.26	3.07	3.34	3.22	0.0149	0.23 (S)
BrandLove_C	3.15	2.88	3.22	2.99	0.0018	0.30 (S)
BrandLove_P	3.19	3.09	3.31	3.16	0.2208	
OffTake_S	3.18	3.05	3.38	3.14	0.0281	0.39 (S)
OffTake_C	3.13	3.00	3.34	3.01	0.0272	0.38 (S)
OffTake_P	3.21	3.21	3.43	3.16	0.2602	
BuyBehav_S	3.31	3.25	3.43	3.34	0.3226	
BuyBehav_C	3.26	3.06	3.30	3.17	0.0419	0.23 (S)
BuyBehav_P	3.34	3.28	3.46	3.28	0.3622	

Source: Author's own construction from statistical data

5.3.3 Correlation

Correlation is the degree to which two or more quantities are linearly associated (Lancaster, 2005). This offers additional information about the association between two quantitative variables because “it measures the direction and strength of any linear relationship between them” (Collis and Hussey, 2009). Collis and Hussey (2009) go on to state that in statistics the degree of correlation is given most commonly by the Pearson's product-moment

correlation coefficient, otherwise known as Pearson’s coefficient or the correlation coefficient. Pearson’s coefficient is measured within the range of -1 to 1 with a positive result indicating that the variables increase together and a negative result indicating that they decrease together (Arnolds, 2012). The strength of the correlation is measured by how large the coefficient is and can be graded roughly as (Collis and Hussey, 2009):

- 0.90 to 0.99 Very high positive correlation
- 0.70 to 0.89 High positive correlation
- 0.40 to 0.69 Medium positive correlation
- 0 to 0.39 Low positive correlation
- 0 No linear association

This association is also true with negative numbers representing low to very high negative correlation.

Table 5.6: Correlation of variables

T1	BLS	OTS	BPS	T4	BLS	BLC	BLP
BLS	1			BLS	1		
OTS	0.75	1		BLC	0.79	1	
BBS	0.73	0.77	1	BLP	0.81	0.80	1
T2	BLC	OTC	BPC	T5	OTS	OTC	OTP
BLC	1			OTS	1		
OTC	0.75	1		OTC	0.71	1	
BBC	0.75	0.82	1	OTP	0.72	0.75	1
T3	BLP	OTP	BPP	T6	BPS	BPC	BPP
BLP	1			BBS	1		
OTP	0.75	1		BBC	0.73	1	
BBP	0.73	0.82	1	BBP	0.76	0.79	1

Items in red indicate significant relationships

Source: Author’s own construction from statistical data

From table 5.6 it can be easily seen that there is a high degree of positive correlation between the variables. This has led the researcher to believe there may be significant overlap between these concepts as was proven during the literature review and discussion. The correlations indicate that if a consumer has a strong brand love for the product they will purchase it and this, in turn, affects their buying behaviour. A consumer's beliefs and feelings, whether positive or negative, affects both shopping and buying behaviour (Dean, 2010). This positive relationship is evident across all three sales promotion techniques. A strong positive correlation was found when looking at the three categories (Brand Love, Off-take and Buying Behaviour) for each sales promotion technique. The indication is that consumers' love, sales and behaviour did not vary much between the different sales promotion techniques. Rather, if they loved the brand, they loved it regardless of the sales promotion technique being employed. This is also true for off-take and buying behaviour.

5.4 PRESENTATION AND ANALYSIS OF DESCRIPTIVE STATISTICS

The primary objective of the research is to assess the relationship between the selected sales promotion techniques and South African consumer off-take, brand love and buying behaviour within the NARTD market. To facilitate this understanding respondents were asked to register their level of agreement to multiple statements anchored on a four point forced differential Likert-style scale ranging from disagree to agree. For the purpose of the analysis the responses have been grouped into negative (disagree and mildly disagree) and positive (mildly agree and agree) clusters. With the structuring of the statements high numbers approaching four are hoped for under each statement. Response ratings approaching one imply negative perceptions and areas of concern. The descriptive analysis of these responses not only helps with further understanding of the influence and effectiveness of the selected sales promotion techniques but also gave valuable insight into the perceptions of consumers. According to Perner (2010) consumer attitude can be defined as "a composite of a consumer's beliefs and feelings about as well as behavioural intentions toward some object." These, when influenced, can lead to both short-

term sales (off-take) and long-term sustainability (repeat purchase) (Perner, 2010). As previously shown consumer brand love is a suitable proxy for consumer attitude.

5.4.1 Drivers of consumer brand love

The measurement and understanding of consumer attitudes is critical within competitive markets such as the NARTD market. If organisations want their brands and products to remain relevant and top-of-mind they need to continually consider customer likes and dislikes when introducing new products. This is achieved by understanding customers' attitudes towards their product and how to positively influence these through the use of marketing programs. Consumers can be positively influenced through the use of effective sales promotion techniques (Desai and Desai, 2013).

The respondents' likes and dislikes towards sampling and its ability to influence consumer brand love (attitude) can be seen in table 5.7.

Table 5.7: Descriptive statistics for SBL

Code	Statement	Metric	Disagree to mildly disagree (%)	Mildly agree to agree (%)	Mean
SCBL1	Sampling of Coca-Cola improves my ability to recognise the brand	Brand Awareness	17.9	82.1	3.24
SCBL2	Sampling of Coca-Cola helps me trust the brand	Brand Acceptance	19.3	80.7	3.21
SCBL3	Sampling of Coca-Cola helps me connect to the brand	Brand Preference	15.4	84.6	3.32
SCBL4	Sampling of Coca-Cola helps make me feel like it's the brand for me	Brand Love	21	79	3.14
SCBL5	Sampling of Coca-Cola helps make me feel like it's the only brand for me	Exclusive Brand Love	30.6	69.4	2.91
N = 739; Mean = 3.16; Median = 3.40; Mode = 4					

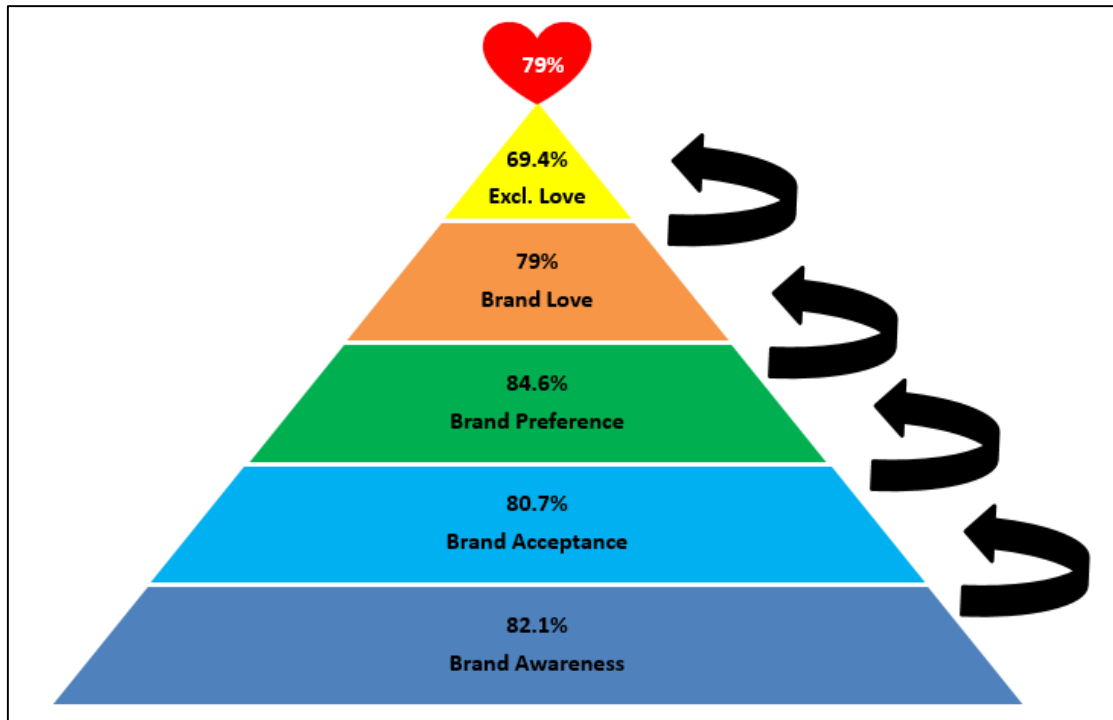
Source: Author's own construction from statistical data

From the results captured in table 5.7 it is evident that sampling as a sales promotion technique, has the ability to build brand love with all the metrics delivering a mean score greater than three with the only exception being exclusive brand love that delivered a mean score of 2.91. The overall mean score for sampling with respect to brand love is 3.16, indicating that the average respondent responded positively towards sampling when asked if it has the ability to influence consumer brand love.

Comparing this to the average South African Coca-Cola brand love score of 76.3% one can again see a slight improvement caused by the influence of

sampling delivering an overall mean score of 79%. The pyramid below depicts the brand love for sampling.

Figure 5.7: Brand love pyramid (Sampling)



Source: Author's own construction based on literature review and statistical data

The respondents' likes and dislikes towards couponing and its ability to influence consumer brand love (attitude) are depicted in table 5.8.

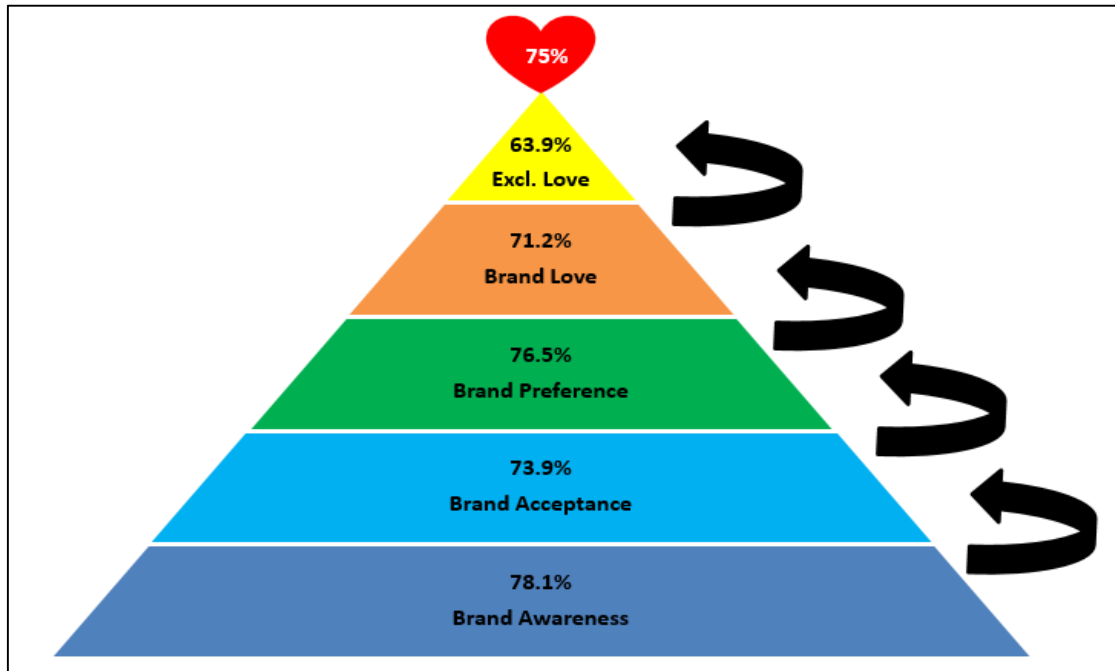
Table 5.8: Descriptive statistics for CBL

Code	Statement	Metric	Disagree to mildly disagree (%)	Mildly agree to agree (%)	Mean
CCBL1	Coupons improve my ability to recognise the Coca-Cola brand	Brand Awareness	21.9	78.1	3.11
CCBL2	Coupons help me trust the Coca-Cola brand	Brand Acceptance	26.1	73.9	3.01
CCBL3	Coupons help me connect to the Coca-Cola brand	Brand Preference	23.5	76.5	3.10
CCBL4	Coupons make me feel like Coca-Cola is a brand for me	Brand Love	28.8	71.2	2.95
CCBL5	Coupons make me feel like Coca-Cola is the only brand for me	Exclusive Brand Love	36.1	63.9	2.77
N = 739; Mean = 2.99; Median = 3.00; Mode = 4					

Source: Author's own construction from statistical data

From the results captured in table 5.8 it is clear that couponing has a moderate impact on brand love. This sales promotion technique only has the ability to build brand love with three of the five measures delivering a mean score of three or higher. Both brand love and exclusive brand love delivered mean scores of below three. The overall mean score for couponing with respect to brand love is 2.99, indicating that the average respondent only mildly agreed with the ability of couponing to influence brand love. When compared to the average South African Coca-Cola brand love score couponing falls short at 75% another indication that couponing does not improve brand love among South African NARTD consumers. This is shown in figure 5.8.

Figure 5.8: Brand love pyramid (Couponing)



Source: Author's own construction based on literature review and statistical data

The respondents' likes and dislikes towards premiums (free gifts) and their ability to influence consumer brand love (attitude) are depicted in table 5.9.

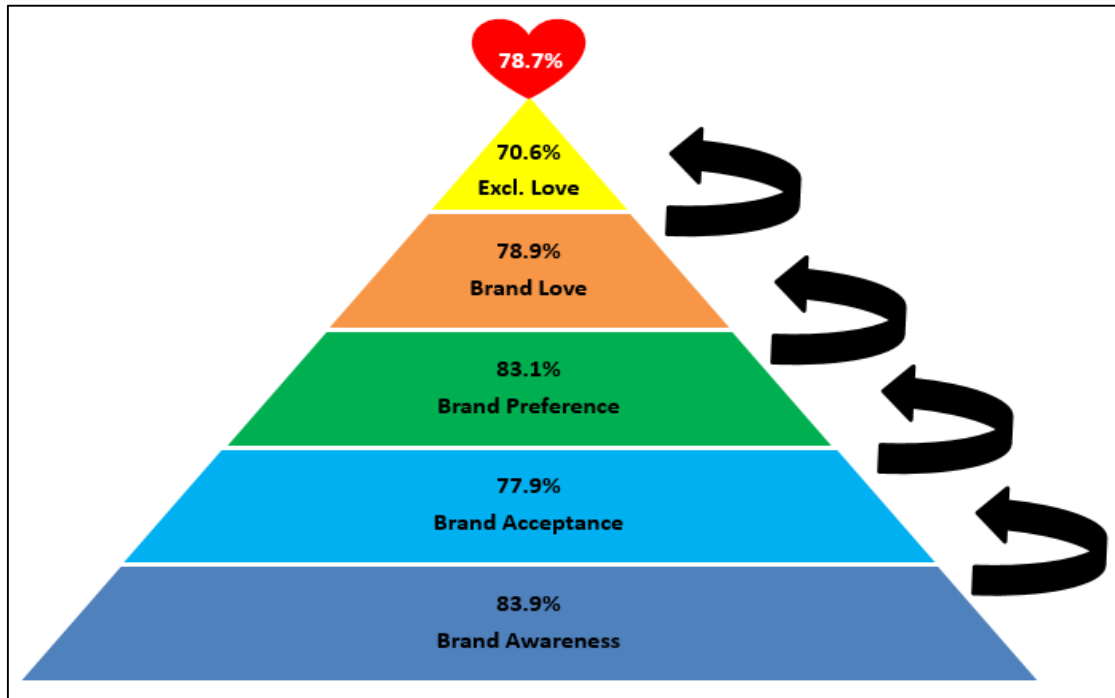
Table 5.9: Descriptive statistics for PBL

Code	Statement	Metric	Disagree to mildly disagree (%)	Mildly agree to agree (%)	Mean
PCBL1	Premiums (free gifts) improves my ability to recognise the Coca-Cola brand	Brand Awareness	16.1	83.9	3.30
PCBL2	Premiums (free gifts) helps me trust the Coca-Cola brand	Brand Acceptance	22.1	77.9	3.13
PCBL3	Premiums (free gifts) helps me connect to the Coca-Cola brand	Brand Preference	16.9	83.1	3.26
PCBL4	Premiums (free gifts) make me feel like Coca-Cola is a brand for me	Brand Love	21.1	78.9	3.14
PCBL5	Premiums (free gifts) make me feel like Coca-Cola is the only brand for me	Exclusive Brand Love	29.4	70.6	2.91
N = 739; Mean = 3.15; Median = 3.40; Mode = 4					

Source: Author's own construction from statistical data

The results captured in table 5.9 above show strong connections between premiums and their ability to influence brand love with four of the five measures delivering means of above three. The overall mean score for premiums with respect to brand love is 3.15, indicating that the average respondent responds positively towards premiums when asked if it has the ability to influence consumer brand love. When compared to the average South African Coca-Cola brand love score of 76.3% one can see the improvement caused by the influence of premiums delivering an overall mean score of 78.7%. This is shown in the brand love for premiums pyramid that follows.

Figure 5.9: Brand love pyramid (Premiums)



Source: Author's own construction based on literature review and statistical data

5.4.2 Drivers of consumer off-take

Consumer off-take can be define as the amount of goods purchased during a given period (Dictionary.com, 2013). Consumer off-take can be measured in a number of ways namely: incremental sales, variation of market share and redemption rate (Ziliani, 2005).

The ability of sampling to influence consumer off-take can be seen through the responses captured in table 5.10.

Table 5.10: Descriptive statistics for SCOT

Code	Statement	Metric	Disagree to mildly disagree (%)	Mildly agree to agree (%)	Mean
SCOT1	Sampling of Coca-Cola makes me buy more of the brand	Incremental Sales	20.4	79.6	3.14
SCOT2	Sampling of Coca-Cola encourages me to switch from other soft drink brands	Market Share	20.7	79.3	3.14
SCOT3	Sampling of Coca-Cola makes me buy the product immediately	Redemption Rate	23.1	76.9	3.08
N = 739; Mean = 3.12; Median = 3.33; Mode = 4					

Source: Author's own construction from statistical data

Sampling as a sales promotion technique, has the ability to drive incremental sales of the brand being promoted across all three measures (incremental sales, market share and redemption rate). This is evident as the mean scores are greater than three across the three measures. Therefore, using sampling as a sales promotion technique will improve sales over the promotional period, steal market share from competitors and induce impulse purchasing. This is confirmed by the overall mean score of 3.12 indicating that the average respondent believes that sampling has a positive effect on consumer off-take.

The ability of couponing to influence consumer off-take is depicted in table 5.11.

Table 5.11: Descriptive statistics for CCOT

Code	Statement	Metric	Disagree to mildly disagree (%)	Mildly agree to agree (%)	Mean
CCOT1	Couponsing makes me buy more of the Coca-Cola brand	Incremental Sales	20.7	79.3	3.12
CCOT2	Couponsing encourages me switch from other soft drink brands to the Coca-Cola brand	Market Share	24.6	75.4	3.04
CCOT3	Couponsing makes me buy a Coca-Cola product on the spot	Redemption Rate	27.1	72.9	3.02
N = 739; Mean = 3.06; Median = 3.33; Mode = 4					

Source: Author’s own construction from statistical data

Couponsing as a sales promotion technique, delivered an overall mean score of 3.06 indicating it has the ability to drive consumer off-take by influencing all three measures (incremental sales, market share and redemption rate).

The ability of premiums (free gifts) to influence consumer off-take is shown in table 5.12.

Table 5.12: Descriptive statistics for PCOT

Code	Statement	Metric	Disagree to mildly disagree (%)	Mildly agree to agree (%)	Mean
PCOT1	Premiums (free gifts) makes me buy more of the Coca-Cola brand	Incremental Sales	16.9	83.1	3.12
PCOT2	Premiums (free gifts) encourages me switch from other soft drink brands to the Coca-Cola brand	Market Share	18.7	81.3	3.04
PCOT3	Premiums (free gifts) makes me buy a Coca-Cola product on the spot	Redemption Rate	18.3	81.7	3.02
N = 739; Mean = 3.23; Median = 3.33; Mode = 4					

Source: Author's own construction from statistical data

When examining the mean scores, across the three measures, one can clearly determine that premiums have a strong positive influence on South African consumer off-take within the NARTD market. More than 80% of the respondents indicated that premiums influence consumer off-take.

5.4.3 Drivers of consumer buying behaviour

Promotion has a significant role of creating loyalty and a psychological connection between the consumer and the product. These factors play a leading role in the success of a promotion. They assist in forming the appropriate mental image for the company, define the company's product and improve the company's market share (Mualla, 2006). Factors such as trial, brand experience, perceived value and brand equity largely determine consumers' attitudes and opinions towards a specific brand or product. It should be borne in mind that the objective of any form of advertising is to attract consumer attention, increased brand awareness and influence buying behaviour (Karunanithy and Sivesan, 2013).

The ability of sampling to influence consumer buying behaviour is shown in table 5.13 below.

Table 5.13: Descriptive statistics for SCBB

Code	Statement	Metric	Disagree to mildly disagree (%)	Mildly agree to agree (%)	Mean
SCBB1	Sampling of Coca-Cola makes me try the product	Trial	13.1	86.9	3.39
SCBB2	Sampling of Coca-Cola improves my brand experience	Brand Experience	13.4	86.6	3.36
SCBB3	Sampling of Coca-Cola makes me feel it is worth what it costs	Brand Equity / Perceived Value	20	80	3.18
SCBB4	Sampling of Coca-Cola makes me buy it again	Brand Loyalty	16.9	83.1	3.25
N = 739; Mean = 3.29; Median = 3.50; Mode = 4					

Source: Author's own construction from statistical data

Sampling as a sales promotion technique, has the ability to positively influence consumer buying behaviour. This is evident based on the mean scores being greater than three across the four measures. Therefore, the use of sampling as a sales promotion technique within the South African NARTD market will promote trial, improve the consumers brand experience, increase perceived value of the brand and improve brand loyalty.

The ability of couponing to influence consumer buying behaviour is depicted in table 5.14.

Table 5.14: Descriptive statistics for CCBB

Code	Statement	Metric	Disagree to mildly disagree (%)	Mildly agree to agree (%)	Mean
CCBB1	Coupons make me try the Coca-Cola product	Trial	20.2	79.8	3.18
CCBB2	Coupons improve my brand experience	Brand Experience	21.4	78.6	3.16
CCBB3	Coupons make me feel Coca-Cola is worth what it costs	Brand Equity / Perceived Value	22.7	77.3	3.11
CCBB4	Coupons make me buy Coca-Cola products again	Brand Loyalty	21.4	78.6	3.14
N = 739; Mean = 3.15; Median = 3.25; Mode = 4					

Source: Author's own construction from statistical data

Coupons as a sales promotion technique has the ability to positively influence consumer buying behaviour and is shown by the overall mean score of 3.15. This is evident based on the mean scores being greater than three across the four measures. Therefore, the use of coupons as a sales promotion technique within the South African NARTD market will promote trial, improve the consumers' brand experience, increase perceived value of the brand and improve brand loyalty.

The ability of coupons to influence consumer buying behaviour can be seen in table 5.15.

Table 5.15: Descriptive statistics for PCBB

Code	Statement	Metric	Disagree to mildly disagree (%)	Mildly agree to agree (%)	Mean
PCBB1	Premiums (free gifts) makes me try the Coca-Cola product	Trial	15	85	3.33
PCBB2	Premiums (free gifts) improves my brand experience	Brand Experience	13.7	86.3	3.39
PCBB3	Premiums (free gifts) make me feel Coca-Cola is worth what it costs	Brand Equity / Perceived Value	18	82	3.21
PCBB4	Premiums (free gifts) makes me buy Coca-Cola products again	Brand Loyalty	15.4	84.6	3.31
N = 739; Mean = 3.31; Median = 3.50; Mode = 4					

Source: Author's own construction from statistical data

Premiums as a sales promotion technique, have the ability to positively influence consumer buying behaviour. This positive influence is shown by the fact that more than 80% of the respondents agree that premiums promote trial, improve the consumers' brand experience, increase perceived value of the brand and improve brand loyalty. With an overall mean score of 3.31.

5.5 COMPARING THE SELCETED SALES PROMOTION TECHNIQUES ACROSS THE THREE CATEGORIES

The previous section presented the respondents results against each sales promotion technique across the three categories namely: consumer brand love, consumer off-take and consumer buying behaviour. The following section will now compare the means of the three sales promotion techniques across these categories. Ranked from the most to the least influential, making use of the following robot system:

- Green: most influential sales promotion technique
- Amber: moderately influential sales promotion technique
- Red: least influential sales promotion technique

For ease of interpretation the researcher has displayed the results in tabular format in table 5.16 below.

Table 5.16: Comparison of selected sales promotion techniques

Metric	Sampling	Couponsing	Premiums
Brand awareness	3.24	3.11	3.30
Brand Acceptance	3.21	3.01	3.13
Brand Preference	3.32	3.10	3.26
Brand Love	3.14	2.95	3.14
Exclusive Brand Love	2.91	2.77	2.91
Overall Consumer Brand Love	3.16	2.99	3.15
Incremental Sales	3.14	3.12	3.25
Market Share	3.14	3.04	3.20
Redemption Rate	3.08	3.02	3.23
Overall Consumer Off-take	3.12	3.06	3.23
Trial	3.39	3.18	3.33
Brand Experience	3.36	3.16	3.39
Brand Equity / Perceived Value	3.18	3.11	3.21
Brand Loyalty	3.25	3.14	3.31
Overall Consumer Buying Behaviour	3.29	3.15	3.31
Overall Score Across All Categories	3.19	3.06	3.23

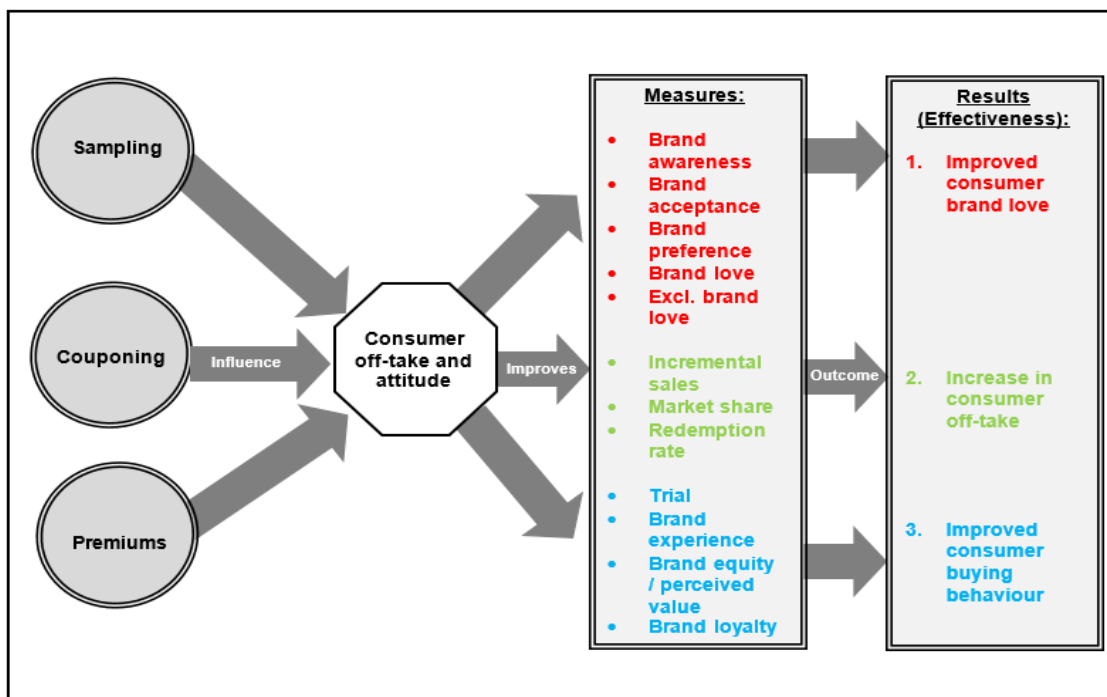
Source: Author's own construction from statistical data

For consumer brand love, sampling is the most influential sales promotion technique while premiums are moderately influential and couponing is the least influential of the three. Looking at consumer off-take and buying behaviour, premiums are the most influential, couponing the least and sampling moderately influential. The same trend holds true for the overall scores across all three categories. Understanding how these decisions are made and how to influence them is essential in developing an effective marketing strategy. Besides product characteristics, promotional techniques are among the most popular instruments used by marketers to influence this process (Vermeir and Van Kenhove, 2005).

5.6 THE ESTABLISHED RELATIONSHIPS AMONG VARIABLES AND THE PROPOSED RELATIONSHIP MODEL

Using the results of the statistical analysis and literature reviewed the researcher has developed a model depicting the relationship between the selected sales promotion techniques and consumer off-take, brand love and buying behaviour.

Figure 5.10: The proposed relationship model

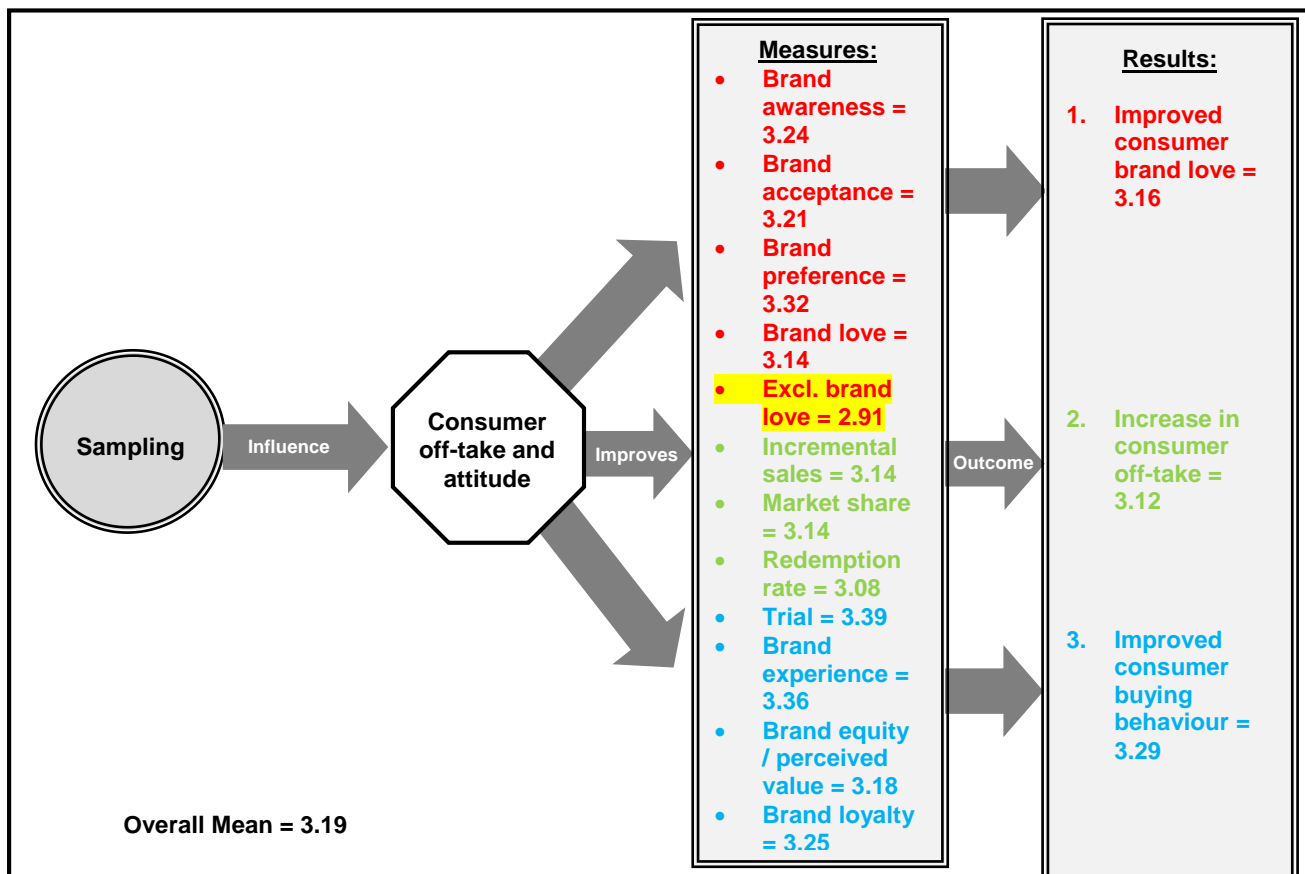


Source: Author's own construction based on literature review and statistical data

5.6.1 Testing the model against the selected sales promotion techniques

Influence is defined as the ability or power of persons or things to be a compelling force on or produce effects on the actions, behaviour and opinions of others. Effectiveness is defined as the ability of producing a desired result. When something is deemed effective, it means it has an intended or expected outcome (Dictionary.com, 2013). The model measures the influence and effectiveness of the chosen sales promotion technique on consumer off-take, brand love and buying behaviour. For the sales promotion technique to be deemed effective, it needs to deliver a mean score of three or higher across all categories and overall. This would illustrate that the average respondent responded positively toward the sales promotion technique for all categories and overall. The selected sales promotion techniques were then tested using the relationship model to determine their influence and effectiveness. The results depicted in figures 5.11 – 5.13 below.

Figure 5.11: The influence and effectiveness of sampling as tested by the relationship model

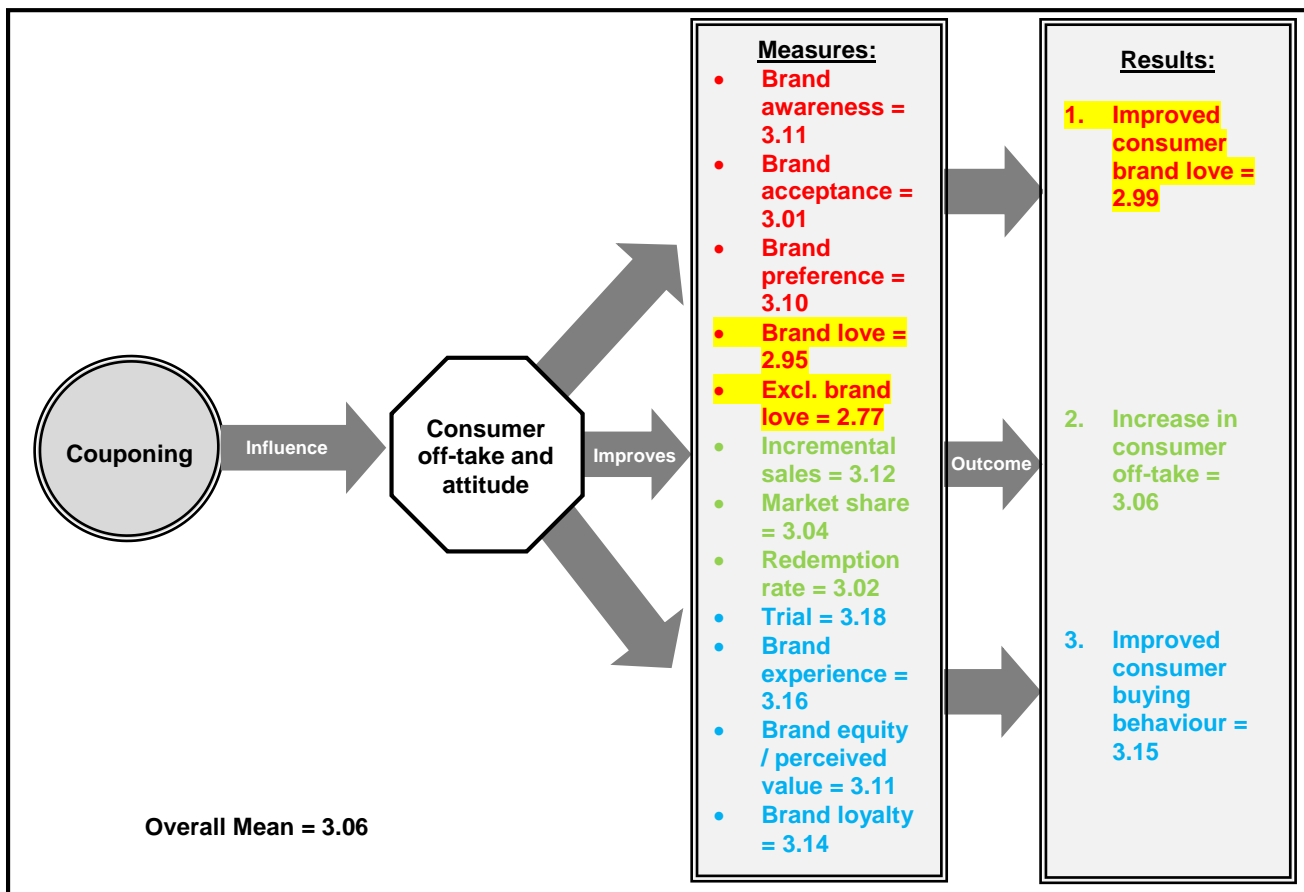


Source: Author's own construction based on literature review and statistical data

Sampling as a sales promotion technique, has the ability to influence all measures except exclusive brand love and leads to an improvement in consumer brand love, consumer off-take and consumer buying behaviour. Overall sampling is deemed as effective within the South African NARTD market.

Below the results of couponing are depicted through the relationship model in figure 5.12 below.

Figure 5.12: The influence and effectiveness of couponing as tested by the relationship model

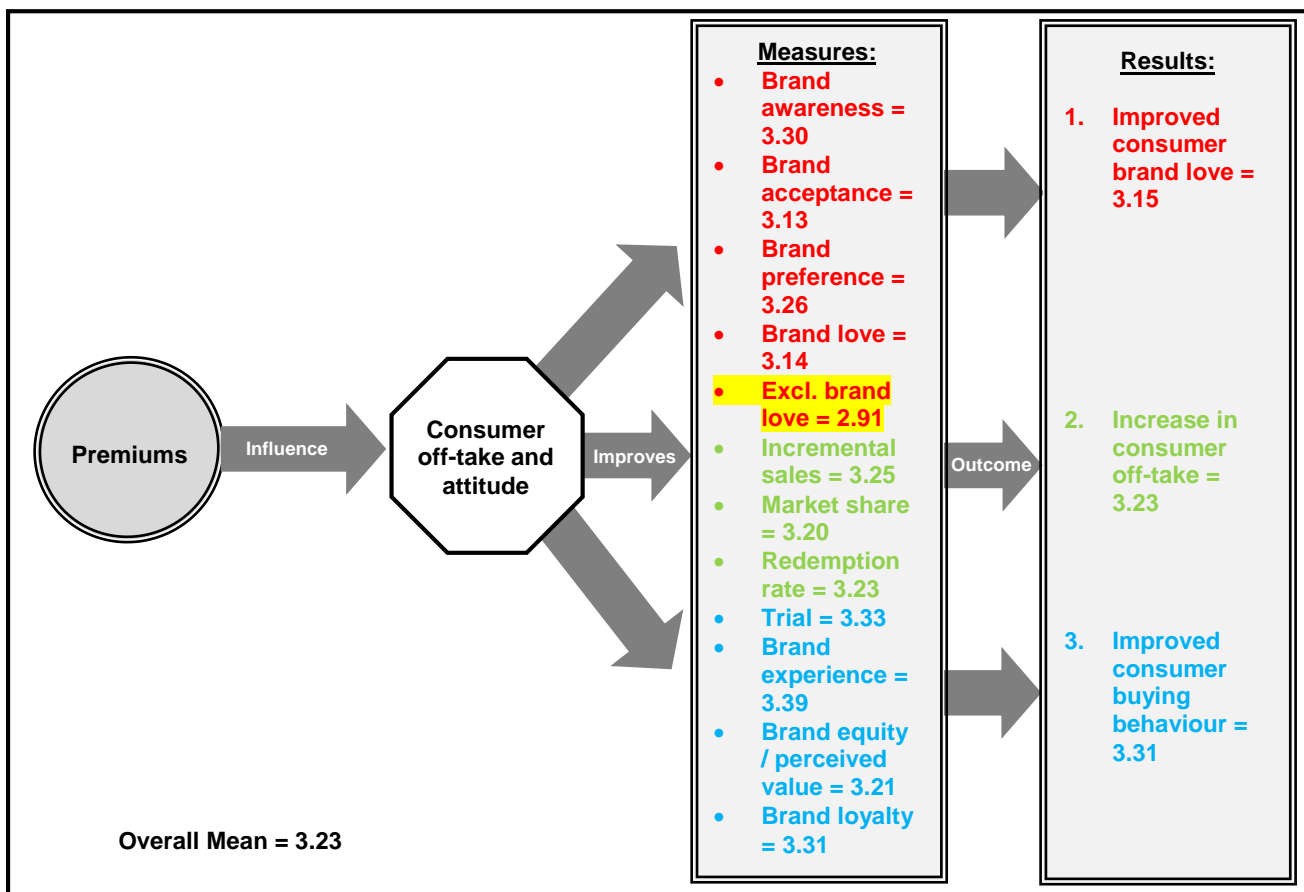


Source: Author's own construction based on literature review and statistical data

Coupons as a sales promotion technique, has the ability to influence all measures except brand love and exclusive brand love, making couponing inefficient with regards to improving consumer brand love. Couponing can, therefore, only be regarded as effective in respect to consumer off-take and consumer buying behaviour. From an overall perspective couponing is deemed inefficient within the South African NARTD market.

Below the results of premiums are depicted through the relationship model in figure 5.13 below.

Figure 5.13: The influence and effectiveness of premiums as tested by the relationship model



Source: Author's own construction based on literature review and statistical data

Premiums (free gifts) as a sales promotion technique, have the ability to influence all measures except exclusive brand love. Overall premiums are deemed to be effective within the South African NARTD market due to the improvement in consumer brand love, consumer off-take and consumer buying behaviour.

5.7 CHAPTER SUMMARY

In this chapter the empirical results of the research were presented. Data, collected from 739 respondent consumers that drink Coca-Cola, was analysed using both inferential and descriptive statistical methods.

The demographic composition of the sample revealed a mostly younger (26-35 year old, 44.3%), predominantly single (51.6%), white (52.6%) with a relatively even number split in both the parent and gender categories.

Statistical measures revealed that there was no practical significance between gender and respondents with and without children. The ANOVA method also showed that younger respondents were more favourable in their responses when compared to the older respondents. However, age, race and marital status were all deemed to have no practical significant differences.

All variables showed high positive correlation across all three categories and sales promotion techniques. Consumer brand love was higher than the average South African consumers brand love when making use of sampling and premiums. Sampling was deemed the most influential sales promotion technique for improving consumer brand love, couponing the least influential across all three categories and premiums the most influential overall.

What followed was a review of the descriptive statistics related to the variables within the research, given as a means of fleshing out the significance behind the research and as a way of highlighting South African consumers' perceptions. Overall mean answers for each sales promotion technique ranged between 3.06 and 3.23 (from 1-4) indicating a moderate to high positive response. However, closer examination of individual statement responses and their associated themes highlighted some areas for future improvement in sales promotion techniques.

These statistical inferences, descriptive statistics and the literature reviewed, led to the development of a relationship model used to determine the influence and effectiveness of the selected sales promotion techniques on consumer off-take, brand love and buying behaviour.

The conclusion reached is that while sampling and premiums are effective within the South African NARTD market, couponing was deemed ineffective. These premises will be discussed in greater detail in chapter 6.

CHAPTER 6

RESEARCH FINDINGS, RECOMMENDATIONS AND CONCLUSION

6.1 INTRODUCTION

In chapter five the results of the empirical study were presented and analysed, looking at the relationship between the selected sales promotion techniques, consumer off-take, brand love and buying behaviour. Through the use of inferential statistics deductions were made about the relationships between selected biographical data, the correlations between the variables and the associations between the selected sales promotion techniques as drivers of consumer brand love, off-take and buying behaviour. This allowed for the development of a model to measure the influence and effectiveness of each of sales promotion techniques on consumer brand love, off-take and buying behaviour. Descriptive statistics analysis allowed a deeper understanding of respondents' perceptions and, also, brought further areas of interest to the surface.

This final chapter begins by addressing the study's stated sub-problems, taking into account the learnings during the completion of this research work. The overarching meanings behind the results are then discussed as recommendations, with special emphasis placed on their managerial implications.

6.2 SUMMARY OF RESEARCH FINDINGS

The main objective of the study was to determine the influence and effectiveness of premiums, sampling and coupons on South African consumer off-take, brand love and buying behaviour with the NARTD market. This was achieved through an in depth literature review and the research results that

were collected. Consequently a relationship model was developed in the preceding chapter. Further to this, use was made of sub-problems to be addressed during the completion of both the literature review and the empirical research itself. An evaluation of the success of the study will depend not only on determining the influence and effectiveness of the sales promotion techniques on consumer brand love, off-take and attitude, but also on the degree to which these research questions have been satisfactorily answered.

6.2.1 What does a literature review reveal about the effect of the chosen sales promotion techniques and how they can be measured?

The concept of sales promotion was explored within chapter two. Section 2.2 positioned the concept and introduced the importance of sales promotions within the FMCG industry and NARTD market. Sales promotions were found to stretch across the entire value chain impacting the dealer, customer and consumer. The complex and multi-dimensional nature of sales promotions was highlighted by its far reaching effect and the host of definitions and approaches that exist to understand and utilise it. Ultimately, in section 2.3, the comprehensive definition of sales promotion from Koekemoer (1998) was adopted for the purpose of the study and is repeated here as: “A blend of marketing activities and materials designed to intensify the efforts of the marketer’s sales force, induce the intermediaries to stock and sell the marketer’s product offering and / or persuade consumers to buy the product offering within a specified, limited time period.”

Section 2.4 postulated that effective sales promotion techniques influence consumer off-take, attitude and buying behaviour. The desired result of such instruments was to gain an increase in sales and an improvement in the attitude and buying behaviour of consumers towards Coca-Cola.

Based on the work of Ziliani (2005) three methods were adopted to measure an increase in sales volume namely: incremental sales, variation of market share and redemption rate. Premised on the work of Perner (2010) and Lee (1977) consumer brand love was found to be a suitable proxy for consumer attitude. Brand love was measured using the Coca-Cola consumer brand love pyramid. Trial, brand experience, brand equity and brand loyalty were all found to be suitable measures of consumer buying behaviour.

Through the study of works by authorities such as Kahneman and Tversky (1979); Shimp and Kavas (1984); Thaler (1985); Wegener, Petty and Klein (1994) and Grewal, Marmorstein and Sharma's (1996); the psychological impact of the selected sales promotion techniques became clearer and better delineated. Through the work of organisations such as the British Food Journal, the American Marketing Association and British Promotional Merchandise Association, the practical applications and outcomes of the selected sales promotion techniques were explained.

Sales promotion techniques assist an organisation in creating loyalty and a psychological connection between the consumer and the product. This assists in forming the appropriate mental image for the company, defining the company's product and improving the company's market share (Mualla, 2006). Consumers that feel connected to a specific brand will remain loyal to the brand and thus continue to purchase it (Carroll and Ahuvia, 2006).

6.2.2 What does a literature review reveal about consumers' attitudes towards the chosen sales promotion techniques?

From section 1.1.4 an attitude in marketing terms is defined as an overall assessment of a product or service formed over time (Solomon, 2009). According to Perner (2010) consumer attitude can be defined as “a composite of a consumer’s beliefs about, feelings about, and behavioural intentions towards some object.” Within the context of marketing, the object usually takes the form of a brand or product. A consumer’s beliefs and feelings, whether positive or negative, affect both shopping and buying behaviour (Dean, 2010).

Consumer attitudes are both a hindrance and an advantage to a marketer. Choosing to overlook consumers’ attitudes of a particular brand or product when constructing a marketing strategy, significantly reduces the possibility of success. In contrast, marketers that understand consumer attitudes can leverage this insight to predict consumer behaviour. By unpacking consumer attitudes one can distinguish the differences between beliefs, feelings and behaviours allowing one to leveraging all three in the development of marketing strategies (Dean, 2010). Although these three terms are independent in their own right they are very much interlinked when it comes to consumer purchasing decisions. Feelings towards a brand or product are often based on beliefs driving behavioural intention. Whether positively or negatively influenced consumer attitudes impact both short-term sales (off-take) and long-term sustainability (repeat purchase) (Perner, 2010). This relationship between consumer attitude and sales was depicted in the model: The effect of consumer attitude on sale, adapted from the work done by Perner (2010).

The measurement and understanding of consumer attitudes is critical within competitive markets such as the NARTD market. If organisations want their brands and products to remain relevant and top of mind they need to ensure they continually consider customers likes and dislikes when introducing new

products. This is achieved by understanding customers' attitudes towards their product and how to positively influence them through the use of marketing programs. Consumers can be positively influenced at a store level through the use of effective sales promotion techniques (Desai and Desai, 2013).

According to Wegener, Petty and Klein (1994); Bettman, Luce and Payne (1998); Nunes and Park (2003); Palazon and Delgado-Ballester (2009) and Chang (2009) attitudes towards premiums as a sales promotion technique were found to be affected by:

- The quality of the premium offered
- The emotional state of the consumer
- Amount of cognitive effort required in decision making
- Past experiences of consumers with respect to premiums
- Perceived value of the premium on offer
- The benefit derived and level of consumer processing required

Based on the work done by Ouwersloot and Duncan (2008); Lamb, Hair, McDaniel, Terblanche, Elliott and Klopper (2010); Pride and Ferrell (2010); Heilman, Lakishyk and Radas (2011); Marais, de Klerk and Bevan-Dye (2014) and Roux (2014) consumers' attitude towards sampling as a sales promotion technique were found to be affected by:

- The reduction in risk
- The ability to experience the product first hand
- The null associated cost
- The uniqueness of the product on offer
- Reminding the consumer of the product
- Creating impulse decision making
- Improved shopping experience

- Social pressure and the feeling of guilt
- The life cycle stage of the product

Research conducted by Teel, Williams and Bearden (1980); Shimp and Kavas (1984); Bawa and Shoemaker (1989); Neslin (1990); Mittal (1994); Leone and Srinivasan (1996); Ashworth, Darke, and Schaller (2005) and Ross (2014) indicated consumers' attitude towards couponing as a sales promotion technique was found to be affected by:

- The life cycle stage of the product
- Face value of the coupon
- Purchase basket size
- Expiration date and numeric distribution
- Education level and household size
- Perceived self-image
- Personal attitudes and subjective norms
- Perception of others

Based on the literature reviewed and empirical data collected, the influence and effectiveness of sales promotion techniques on consumer brand love can be measured by their impact on:

- Brand awareness
- Brand acceptance
- Brand preference
- Brand love
- Exclusive brand love

6.2.3 What is the impact on sales and consumer attitudes for the chosen sales promotion techniques and in what way do these impact consumer purchasing decisions?

As shown in the previous chapter all three sales promotion techniques have the ability to positively influence sales of Coca-Cola. This was evident by the mean scores of above three across all three measures of off-take (incremental sales, market share and redemption rate). Premiums were found to be the most effective in increasing sales and couponing the least.

Sampling and premiums were found to be effective in influencing consumer brand love (attitudes), while couponing with a mean score of 2.99 was found to only moderately influence brand love (attitude).

Understanding how consumer purchasing decisions are made and how to influence them, is essential in developing an effective marketing strategy. Besides product characteristics, promotional techniques are among the most popular instruments used by marketers to influence this process (Vermeir and Van Kenhove, 2005). Marketers who understand consumer attitudes can leverage this insight to predict consumer behaviour. By unpacking consumer attitudes one can distinguish the differences between beliefs, feelings and behaviours, allowing one to leverage all three in the development of marketing strategies (Dean, 2010).

Although (beliefs, feelings and behaviours) are independent in their own right they are very much interlinked when it comes to consumer purchasing decisions. Feelings towards a brand or product are often based on beliefs driving behavioural intention and behavioural intention is largely determined by the consumer's belief or feeling with respect to the brand or product.

The literature reviewed and empirical study revealed that there is a positive correlation between consumer off-take, brand love and buying behaviour. Therefore, by positively influencing consumers' off-take and brand love one can positively influence consumers' buying behaviour. Based on the results in the previous chapter, premiums showed the strongest positive influence on consumer buying behaviour and couponing, the least. The empirical results further revealed that all three sales promotion techniques positively influence trial, brand experience, brand equity, perceived value and brand loyalty.

6.2.4 Can the results from the literature review be used to develop a model for consumer sales promotions within the NARTD market?

Chapter three provided the foundation for the development of the proposed relationship model. It began with an examination of the influence and effectiveness of selected sales promotion techniques on the consumer purchasing decision-making process. The chapter went on in section 3.2.1 to scrutinise consumer off-take and attitude. In so doing, the researcher found a strong association between consumer attitude and consumer brand love, leading to the conclusion that consumer brand love serves as a suitable proxy for consumer attitude. Each link back to a number of related themes found in credible research works on love, beliefs, feelings and behavioural intentions. Through this exercise, the root of each category (brand love, off-take and buying behaviour) was forged and the final relationship model created for testing through empirical means.

6.2.5 Can a detailed research methodology be developed to test the relationship model, to facilitate understanding and to allow repetition of the study?

The methodology of the study was elucidated in chapter four of the treatise. After establishing the appropriateness of a quantitative approach, a research design was implemented in conjunction with research planning that made use of a consistency matrix. Probability sampling was used in a survey of South African NARTD consumers. The research instrument was constructed on a four-point forced differential Likert scale and consisted of statements each pertaining to the variables identified within chapters two and three. Data was then collected and analysed using sound measures of reliability and validity. Each step of the process was documented, verified and validated.

6.3 RECOMMENDATIONS

The research methodology made use of a variety of processes to ensure that the information gathered was both reliable and compelling. Through the application of these methods and the use of statistical tools such as correlation, a sound relationship model measuring the influence and effectiveness of selected sales promotion techniques on consumer off-take, brand love and buying behaviour was developed. This model, along with the empirical data collected from the research, allows the formulation of recommendations for the enhancing of sales promotion techniques within the FMCG industry and more specifically the NARTD market. These recommendations will be provided using the model variables as points of departure.

6.3.1 Sampling

To understand the ability sampling has to influence consumer brand love the study focused on the following measures:

- Brand awareness
- Brand acceptance
- Brand preference
- Brand love
- Exclusive brand love

Of the 739 respondents more than 80% agreed that sampling of Coca-Cola improves their ability to recognise, trust and connect with the brand. While 79% of the respondents felt sampling of Coca-Cola makes them feel it's the brand for them, with 69% indicating it's the only brand for them. These high percentages clearly show that sampling has the ability to positively influence consumer brand love for Coca-Cola.

Sampling scored the highest out of the three sales promotion techniques in this category and, therefore, if Coca-Cola wishes to maintain their strong emotional connection with their consumers, they should continue to invest in sampling and even look at increasing their sampling budget.

The following measures were studied to determine samplings' influence on consumer off-take:

- Incremental sales
- Market share
- Redemption rate

79.6% of the respondents indicated that sampling of Coca-Cola makes them buy more of the product; 79.3% responded that it also makes them switch from another soft drink brand to Coca-Cola and 76.9% indicated that it drives impulse purchase. These results show that sampling has the ability to influence consumer off-take in the immediate to medium term. Therefore, the use of sampling campaigns ensure continued sales for Coca-Cola and growth in market share. This will prove to be a solid strategy for long term sustainability.

For consumer buying behaviour the following measures were investigated:

- Trial
- Brand experience
- Brand equity / perceived value
- Brand loyalty

Sampling scored above 80% for all the above measures which is a strong indication that sampling has a positive influence on consumer buying behaviour. Thus sampling can be used to launch new Coca-Cola products / flavours; improve the shoppers experience; drive value and ensure repeat purchase. Sampling can enhance existing and new product for all stages of the product life cycle, driving sales and profitability in the long term.

Through the use of statistical methods such as t-testing, ANOVA testing and Cohen's d both limited statistical difference and no practically significant differences were found among mean groups. These results indicate that there is no need to segment the market when conducting sampling campaigns mitigating the possibility of wastage.

6.3.2 Couponing

To understand the ability couponing has to influence consumer brand love the study focused on the following measures:

- Brand awareness
- Brand acceptance
- Brand preference
- Brand love
- Exclusive brand love

Of the 739 respondents more than 70% agreed that Coca-Cola price-off coupons improves their ability to recognise, trust, connect with the brand and make them feel it's the brand for them. 63.9% of the respondents felt couponing of Coca-Cola makes them feel it's the only brand for them.

This shows a moderate positive relationship between couponing and its ability to influence brand love. Couponing scored noticeably lower than the other two sales promotion techniques and, therefore, it is recommended that Coca-Cola limit the number and reach of their price-off coupons. The funds should rather be invested in sampling, which has proven to be a more effective method for improving brand love.

The following measures were studied to determine couponing's influence on consumer off-take:

- Incremental sales
- Market share
- Redemption rate

79.3% of the respondents indicated that coupons makes them buy more Coca-Cola; 75.4% responded that it also makes them switch from other soft drink brands to Coca-Cola and 72.9% indicated that it causes them to purchase the product immediately. These results show that couponing has the least positive influence of the three sales promotion techniques on consumer off-take. This, coupled with the lower score for brand love, makes it unadvisable to use coupons to drive volume as the associate cost and low redemption rate would lead to waste.

For consumer buying behaviour the following measures were investigated:

- Trial
- Brand experience
- Brand equity / perceived value
- Brand loyalty

Couponing scored in the upper 70% range for all the above measures which is a strong indication that couponing has a positive influence on consumer buying behaviour. When compared to sampling and premiums, couponing again scored noticeably less for this category. Based on these results it is not advisable to use couponing to drive consumer buying behaviour within the South African NARTD market. Deploying sampling or premiums as a sales promotion technique, will ensure higher ROI, volume lift and increased market share.

Comparison of the various mean groups showed limited statistical difference and no practically significant differences found for couponing. Indications are that segmentation will not improve the success rate of couponing campaigns.

6.3.3 Premiums

The following measures were analysed to understand premiums' ability to influence consumer brand love:

- Brand awareness
- Brand acceptance
- Brand preference
- Brand love
- Exclusive brand love

Premiums have a strong positive influence on brand love as can be seen by the high percentages. Respondents, when asked if premiums help them recognise, trust, connect, love and only love the Coca-Cola brand indicated positively with the percentages of 83.9, 77.9, 83.1, 78.9 and 70.6 respectively.

The following measures were studied to determine premiums influence on consumer off-take:

- Incremental sales
- Market share
- Redemption rate

83.1% of the respondents indicated that premiums make them buy more of the product; 81.3% responded that it make them switch from other soft drink brands to Coca-Cola and 81.7% indicated that it drives impulse purchase. Premiums, therefore, have the ability to influence consumer off-take in the immediate to medium term. During sales promotions, premiums will increase sales and market share. Premiums scored the highest results for this category and,

therefore, should Coca-Cola want to focus on top line growth, premiums would be the most effective sales promotion technique.

For consumer buying behaviour the following measures were investigated:

- Trial
- Brand experience
- Brand equity / perceived value
- Brand loyalty

Premiums scored above 80% for all the above measures. A strong indication that premiums has a positive influence on consumer buying behaviour. Incorporating premiums into the marketing mix can assist new product launches, improve sales of existing products, drive value and sustainability of one's product portfolio.

The study revealed that premiums, when compared to the other two sales promotion techniques, was the most effective overall. Should Coca-Cola want to influence their consumers across all three categories, premiums will deliver the best results.

Once again, the results show there is no need for segmentation when implementing premiums as a sales promotion technique.

6.4 LIMITATIONS OF THE STUDY

A study limitation describes a weakness or deficiency in the research (Collis and Hussey, 2009). The following are a few of the more salient limitations of the study. This serves both as an acknowledgement of potential issues and as a springboard to discuss recommendations for future research:

- Sample reach: although the sample size of 739 proved to be statistically significant, only consumers within CCF territories, representing 75% of South Africa, were surveyed. Johannesburg, Cape Town and Durban were excluded from the study.
- Deficiency of sufficiently reliable academic data: a large percentage of the data drawn upon for the research treatise is based on studies conducted in countries other than South Africa. Most of the comparative studies the researcher was able to find were conducted in first world countries.
- Measurement instrument: the researcher limited the number and type of questions to ensure that the process was simple and relatively quick to administer. Questions around income, living standard measures, education level and life stage were omitted in the interest of time and respondents sensitivity towards these type of probing questions.
- Sampling bias: there was a superior response rate from white South African consumers at 53%. This is not a fair representation of the South African consumer market and may have skewed the results of the study. Although a concerted effort was made to try and collect samples from all races it proved exceedingly difficult to get adequate samples. Secondly, consumers under the age of 18 and over the age of 60 were omitted from the study due to their vulnerability.
- In store experiments: due to the limited time to complete the study this was not possible. The respondents, therefore, had to answer the questions as if they had received a free sample, a price-off coupon or a premium when purchasing Coca-Cola. The limited use of actual store sales data.

- Statistical methods: the study used basic statistical methods such as mean analysis and correlation.
- Limited sales promotion techniques: the study focused on three non-monetary sales promotion techniques due to time and resource constraints.

6.5 SUGGESTIONS FOR FUTURE RESEARCH

Taking the previous section into consideration, the following are suggestions for future research into a similar topic:

- Increased sampling reach: the study will need to be replicated in the excluded areas to distinguish if these consumers react differently to the selected sales promotion techniques.
- Testing reliability of the relationship model in developed economies: the relationship model developed in this study serves as a model for emerging economies and will need to be tested for reliability in developed economies.
- Inclusion of additional variables: to determine if these key variables (income, living standard, education and life stage) have an effect on the way in which respondents react to the selected sales promotion techniques.
- Sampling bias: more research is needed in the teen and retired market segments as well as a fairer representation of the different races within South Africa.
- Conducting in-store live experiments: actual sales promotion campaigns using the three sales promotion techniques need to be conducted to determine if respondents will react differently when actually receiving a free sample, price-off coupon or premium. Secondly, live store sales data can be used to determine the exact increase in sales over the promotional period.

- More sophisticated statistical methods: statistical methods such as regression analysis can be employed to test the relationship between independent and dependant variables.
- Inclusion of additional sales promotion techniques: by including monetary sales promotion techniques such as discounts and rebates the comparison between non-monetary and monetary sales promotion techniques can be determined. Additional non-monetary sales promotion techniques such as sweepstakes can also be studied.

6.6 CONCLUSION

As noted in chapter one, consumer sales promotions, according to Marais, de Klerk and Bevan-Dye (2014) have become an exceedingly topical area of research. Companies seek new ways to improve their competitive advantage, create brand awareness, stimulate demand and secure their growth and long-term sustainability. However, as Roux (2014) discovered, research into this topic from an emerging market and South African perspective is sorely lacking. Limited research has been conducted on the NARTD market.

Through this study it can be concluded that the selected sales promotion techniques do improve competitive advantage, create brand awareness, stimulate demand and secure long-term growth for FMCG companies operating within the South African NARTD market. This study has lent itself to a better understanding of the South African NARTD consumer by proving that sampling has the largest influence on consumer brand love and premiums the most influence on consumer off-take and buying behaviour.

Through this enhanced understanding of consumers' needs:

- Organisations will now be able to retain consumers, grow market share, improve brand equity and achieve higher profitability.
- Marketers have an improved understanding of the impact of the selected sales promotion techniques and consumer buying patterns within the South African NARTD market.
- Consumers will now receive more perceived value through targeted promotions.

The objective of the research treatise was to determine the influence and effectiveness of premiums, sampling and coupons on South African consumer off-take, brand love and buying behaviour by looking at the relationships among the variables. This was done by means of a research instrument and the results were measured and summarised into a relationship model. A literature and empirical study not only allowed the construction of this model, but also allowed for the analysis of the perceptions of consumers within the South African NARTD market.

The research revealed that sales promotion techniques are an important element of a successful marketing strategy and when correctly executed deliver positive business results. FMCG companies operating within the NARTD market need to ensure that they incorporate sampling and premiums into their marketing mix even if this requires them to reduce their spend on above the line marketing activities. When conducting sales promotions for Coca-Cola, there is no need to segment the market as the results proved positive across all ages, races, gender and marital status. This can be attributed to the nature of the product and the strong brand image of Coca-Cola.

Finally, sampling and premiums are effective sales promotion techniques within the South African NARTD market and have the ability to positively influence consumer off-take, brand love and buying behaviour.

REFERENCES

Alothman, B. and Alhoshan, L., 2013. Impact of gender, age and income on consumers' purchasing responsiveness to free-product samples. *Research Journal of International Studies*, 26 (1), pp. 86-90.

Alvarez, B.A. and Casielles, R.V., 2005. Consumer evaluation of sales promotion: The effect on brand choice. *European Journal of Marketing*, 39 (1), pp. 54-70.

Arnolds, C., 2012. Research Methodology: Study Unit 1-8. BNM5TR2 Research Methodology. Nelson Mandela Metropolitan University, unpublished.

Ashworth, L., Darke, P.R. and Schaller, M., 2005. No one wants to look cheap: Trade-offs between social disincentives and the economic and psychological incentives to redeem coupons. *Journal of Consumer Psychology*, 15 (4), pp. 295-306.

Barat, S. and Paswan, A.K., 2005. Do higher face-value coupons cost more than they are worth in increased sales? *Journal of Product and Brand Management*, 14 (6), pp. 379-386.

Bawa, K. and Shoemaker, R.W., 1987. The coupon prone consumer: Some findings based on purchase behaviour across product classes. *Journal of Marketing*, 51 (1), pp. 99-110.

Bawa, K. and Shoemaker, R.W., 1989. Analyzing incremental sales from a direct mail coupon promotion. *Journal of Marketing*, 53 (3), pp. 66-78.

Belch, G. E. and Belch, M. A., 2012. *Advertising and promotion: An integrated marketing communication perspective*. 9th ed. New York: McGraw Hill.

Bettman, J.R., Luce, M.F. and Payne, J.W., 1998. Constructive consumer choice processes. *Journal of Consumer Research*, 25 (1), pp. 187-217.

Blattberg, R., Buesing, T., Peacock, P. and Sen, S., 1978. Identifying the deal prone segment. *Journal of Marketing Research*, 15 (1), pp. 369-372.

BMi Research, 2015. *CCSA quarter 1 - 2015 NARTD beverages: Quarterly report*. SA: BMi Research.

Bodur, H. O. and Grohmann, B., 2005. Consumer responses to gift receipt in business-to-consumer contexts. *Journal of Psychology and Marketing*, 22 (1), pp. 441-456.

Branwell, J., 2012. Marketers spending more on promotional merchandise. *Marketing Week*, 14 Jun. p. 4.

Brumbaugh, A.M. and Rosa, J.A., 2009. Perceived discrimination, cashier misperceptions, embarrassment, and confidence as influencers of coupon use: An ethno racial-socioeconomic analysis. *Journal of Consumer Psychology*, 85 (3), pp. 347-362.

Burman, B. and Biswas, A., 2004. Reference prices in retail advertisements: Moderating effects of market price dispersion and need for cognition on consumer value perception and shopping intention. *Journal of Product and Brand Management*, 13 (1), pp. 379-389.

Carroll, B.A. and Ahuvia, A.C., 2006. Some antecedents and outcomes of brand love. *Marketing Letter*, 17 (1), pp. 79-89.

Chamberlin, N., 2011. *Consumer-oriented and trade-oriented sales promotion*. [Online] Available at: <http://badgerfan2011.blogspot.com/2011/11/consumer-oriented-and-trade-oriented.html> [Accessed: 6 April 2015].

Chand, S., 2015. *Sales promotion tools: Consumer-oriented and trade-oriented sales promotion*. [Online] Available at: <http://www.yourarticlelibrary.com/sales-sales-promotion-tools-consumer-oriented-and-trade-oriented-sales-promotion/32305/> [Accessed: 6 April 2015].

Chang, C., 2009. Effectiveness of promotional premiums: The moderating role of affective state in different contexts. *Journal of Psychology and Marketing*, 26 (2), pp. 175-194.

Chatterjee, S., Heath, T., Milberg, S. and France, K., 2000. The differential processing of price in gains and losses: The effects of frame and need for cognition. *Journal of Behavioural Decision Making*, 13 (1), pp. 61-75.

Chen, S., Monroe, K. and Lou, Y., 1998. The effects of framing price promotions messages on consumers' perceptions and purchase intentions. *Journal of Retailing*, 74 (1), pp. 353-372.

Chiang, J., 1995. Competing coupon promotions and category sales. *Journal of Marketing Science*, 14 (1), pp. 105-122.

Clark, R.A. and Zboja, J., 2013. Antecedents of coupon proneness: A key mediator of coupon redemption. *Journal of Promotion Management*, 19 (1), pp. 188-210.

Cole, G., 1996. *Management theory and practice*. 5th ed. Great Britain: Martins Printers.

Collis, J. and Hussey, R., 2009. *Business research: A practical guide for undergraduate & postgraduate students*. 3rd ed. NY: Palgrave Macmillan.

Coolican, H., 2009. *Research methods and statistics in psychology*. Great Britain: Hodder Education.

Cuellar-Healey, S., 2013. *Marketing modules series*. [Online] Available at: <http://dyson.cornell.edu/outreach/extensionpdf/2013/Cornell-Dyson-eb1309.pdf> [Accessed: 6 April 2015].

d'Astous, A. and Jacob, I., 2002. Understanding consumer reactions to premium-based promotional offers. *European Journal of Marketing*, 36 (1), pp. 1270-1286.

Darks, M. C., 2000. Calling all coupon clippers. *Business News New Jersey*, 3 Sep. p. 16.

De Pelsmacker, P., Geuens, M. and Van den Bergh, J., 2001. *Marketing communications*. Northwestern University: Pearson Prentice Hall.

Dean, G., 2010. *Understanding consumer attitudes*. [Online] Available at: <http://marketography.com/2010/10/17/understanding-consumer-attitudes/> [Accessed: 3 April 2015].

Desai, J. and Desai, U., 2013. Measuring consumer attitude towards brands. *Journal of Marketing and Communication*, 8 (3), pp. 52-55.

Dhar, S.K. and Hoch, S.J., 1996. Price discrimination using in-store merchandising. *Journal of Marketing*, 60 (1), pp. 17-30.

Dictionary.com, 2013. *Dictionary.com*. [Online] Available at: <http://dictionary.reference.com/browse/> [Accessed: 21 June 2015].

Euromonitor, 2015. *Soft Drinks in SA*. [Online] Available at: <http://www.euromonitor.com/soft-drinks-in-south-africa/report> [Accessed 31 May 2015].

Felgate, M., Fearne, A., Difalco, S. and Martinez, M. G., 2011. Using supermarket loyalty card data to analyse the impact of promotions. *Journal of Market Research*, 54 (2), pp. 221-239.

Fogel, S.O. and Thornton, C.G., 2008. Consumer perceptions of costs associated with sales promotions. *Journal of Promotion Management*, 14 (1), pp. 31-44.

Fowler, F.J., 2002. *Survey research methods*. 3rd ed. CA: Sage Publications.

Gilbert, D. C. and Jackaria, N., 2002. The efficacy of sales promotions in UK supermarkets: A consumer view. *Journal of Retail and Distribution Management*, 30 (6), pp. 315-322.

Grewal, D. and Levy, M., 2009. Emerging issues in retailing research. *Journal of Retailing*, 85 (4), pp. 522-526.

Grewal, D., Marmorstein, H. and Sharma, A., 1996. Communicating price information through semantic cues: The moderating effects of situation and discount size. *Journal of Consumer Research*, 23 (1), pp. 148-152.

Guba, E.G. and Lincoln, Y.S., 1994. *Competing paradigms in qualitative research*. 2nd ed. Thousand Oaks, CA: Sage Publications.

Guba, E.G., 1990. *The Paradigm Dialog*. Thousand Oaks, CA: Sage Publications.

Gueguen, N. and Legoherel, P., 2004. Numerical encoding and odd-encoding prices. *Journal of Marketing*, 38 (1), pp. 194-208.

Hague, P., 2002. *Market research: A guide to planning, methodology and evaluation*. 3rd ed. London: Kogan Page.

Hardesty, D.M. and Bearden, W.O., 2003. Consumer evaluations of different promotion types and price presentations: The moderating role of promotional benefit level. *Journal of Retailing*, 79 (1), pp. 17-25.

Heilman, C., Lakishyk, K. and Radas, S., 2011. Empirical investigation of in store sampling promotions. *British Food Journal*, 113 (10), pp. 1252-1260.

Heilman, C.M., Nakamoto, K. and Rao, A.G., 2002. Pleasant surprises: Consumer response to unexpected in-store coupons. *Journal of Marketing Research*, 39 (1), pp. 242-252.

Kahneman, D. and Tversky, A., 1979. Prospect theory: An analysis of decision under risk. *Journal of Econometrica*, 47 (1), pp. 263-291.

Karunanithy, M. and Sivesan, S., 2013. An empirical study on the promotional mix and brand equity. *Journal of Industrial Engineering*, 3 (3), pp. 1-7.

Kautish, P., 2011. An empirical study on sales promotion effectiveness tools with special reference to low involvement category in Rajasthan. *The Indian Journal of Management*, 4 (2), pp. 14-22.

Koekemoer, L., 1998. *Promotional strategy: Marketing communications in practice*. Kenwyn: Juta.

Koekemoer, L., 2005. *Marketing communication*. South Africa: Juta.

Kopalle, P. and Lindsey-Mullikin, J., 2003. The impact of external reference price on consumer price expectations. *Journal of Retailing*, 79 (1), pp. 225-236.

Kothari, C. and Garg, G., 2007. *Research methodologies: Methods and techniques*. 2nd ed. New Delhi: New Age International.

Kotler, P. and Keller, K. L., 2006. *Marketing management*. 12th ed. NY: Pearson Prentice Hall.

Kotler, P. and Keller, K. L., 2009. *Marketing management*. 13th ed. Northwestern University: Pearson Prentice Hall.

Kotler, P., 2003. *Marketing management*. 11th ed. New Jersey: Prentice Hall.

Krishna, A., Briesch, R., Lehmann, D. and Yuan, H., 2002. A meta-analysis of the impact of price presentation on perceived savings. *Journal of Retailing*, 78 (1), pp. 101-118.

Kwok, S. and Uncles, M., 2002. Sales promotion effectiveness: The impact of culture at an ethnic-group level. *Working Paper 02/4*, University of New South Wales, Sydney.

Lamb, C. W., Hair, J. F., McDaniel, C., Terblanche, N., Elliott, R. and Klopper, H. B., 2010. *Marketing*. 4th ed. Cape Town: Oxford.

Lancaster, G., 2005. *Research methods in management: A concise introduction to management and business consultancy*. Oxford: Elsevier.

Lee, J.A., 1977. A typology of the styles of loving. *Personality and Social Psychology Bulletin*, 3 (1), pp. 173-182.

Leeching, J.K., 2013. *A Model for enhancing employee engagement in emergency medicine doctors*. Masters. NMMU.

Leedy, P.D. and Ormrod, J.E., 2010. *Practical research: Planning and design*. 8th ed. New Jersey: Pearson Education.

Leischnig, A., Schwertfeger, M. and Geigeinmueller, A., 2011. Do shopping events promote retail brands? *International Journal of Retail and Distribution Management*, 39 (8), pp. 619-634.

Leone, R.P. and Srinivasan, S.S., 1996. Coupon face value: Its impact on coupon redemptions, brand sales and brand profitability. *Journal of Retailing*, 72 (3), pp. 273-289.

Long, M., 2008. *Promotional Effectiveness: The Changing Dynamics of marketing promotions in FMCG: A collection of white papers*. UK: International Research Institute.

Madhavaiah, C., 2013. An empirical study on the impact of promotional mix elements on brand equity. *Journal of Business and Finance*, 1 (2), pp. 46-48.

Mali, V.J. and Ahir, J.N., 2013. Sales promotion techniques: One solution does not fit all. *Journal of Global Research Analysis*, 2 (8), pp. 132-133.

Marais, H. T., de Klerk, N. and Bevan-Dye, A. L., 2014. Perceived effectiveness of sales promotion techniques amongst South African generation Y students. *Mediterranean Journal of Social Sciences*, 21 (5), pp. 51-60.

Mittal, B., 1994. An integrated framework for relating diverse consumer characteristics to supermarket coupon redemption. *Journal of Marketing Research*, 31 (1), pp. 533-544.

Moreau, P., Krishna, A. and Harlam, B., 2001. The manufacturer-retailer-consumer triad: Differing perceptions regarding price promotions. *Journal of Retailing*, 77 (4), pp. 547-569.

Mouland, W., 2000. Finding and keeping customers: A US study shows that coupons help to build loyalty and generate trial. *Journal of Marketing*, 105 (47), pp. 33-35.

Mualla, N., 2006. *The origins of marketing*. 2nd ed. Jordan: Wael Foundation for Printing.

Myers, M.D., 2013. *Qualitative research in business and management*. 2nd ed. London: Sage Publications.

Ndubisi, N. O. and Moi, C. T., 2005. Customers' behavioural responses to sales promotion: the role of fear of losing face. *Asian Pacific Journal of Marketing and Logistics*, 17 (1), pp. 32-49.

Neslin, S.A. and Shoemaker, R., 1989. An alternative explanation for lower repeat rates after promotional purchases. *Journal of Market Research*, 26 (2), pp. 205-213.

Neslin, S.A., 1990. A market response model for coupon promotions. *Journal of Marketing Science*, 9 (1), pp. 25-30.

New York Times, 1996. Company news: Antitrust investigation of coupon experiment. *New York Times*, [Online] 6 May. Available at: [http://query-nytimes.com/gst/fullpage.html?res=9C05EED91539F933A25756C0A960958260](http://query.nytimes.com/gst/fullpage.html?res=9C05EED91539F933A25756C0A960958260) [Accessed 19 June 2015].

Nielsen, 2015. *Reports*. [Online] Available at: <http://www.nielsen.com/us/en/insights/reports.html> [Accessed 16 June 2015].

Nour, M.I., Almahirah, M.S. and Freihat, S., 2014. The impact of promotional mix elements on consumers purchasing decisions. *Journal of International Business and Management*, 8 (2), pp. 143-150.

Nunes, J.C. and Park, C.W., 2003. Incommensurate resource: Not just more of the same. *Journal of Marketing Research*, 40 (1), pp. 26-38.

Ofir, C., 2004. Re-examining latitude of price acceptability and price thresholds: Predicting basic consumer reaction to price. *Journal of Consumer Research*, 30 (1), pp. 612-621.

Ouwersloot, H. and Ducan, T., 2008. *Integrated marketing communications*. London: McGraw Hill.

Palazon, M. and Delgado-Ballester, E., 2009. Effectiveness of price discounts and premium promotions. *Journal of Psychology and Marketing*, 26 (12), pp. 1108-1129.

Patwa, K.K. and Patwa, L.K., 2013. Evaluation of effectiveness of sales promotional tools on sales volume and channel members' perceptions. *Pacific Business Review International*, 6 (6), pp. 23-32.

Perner, L., 2010. *Attitudes*. [Online] Available at: http://www.consumer-psychologist.com/cb_Attitudes.html [Accessed: 6 April 2015].

Pride, W. M. and Ferrell, O. C., 2010. *Marketing*. 15th ed. Mason: South-Western Cengage Learning.

Putsis, W.P. and Dhar, R., 2001. An empirical analysis of the determinants of category expenditure. *Journal of Business Research*, 52 (1), pp. 277-290.

Ray, L., 2015. *The long-term effects of customer-oriented sales promotions*. [Online] Available at: <http://smallbusiness.chron.com/longterm-effects-customer-oriented-sales-promotions-21921.html> [Accessed: 6 April 2015].

RBG, 2015. *About FMCG*. [Online] Available at: <http://www.about-fmcg.com/What-is-FMCG> [Accessed: 22 February 2015].

Ross, M., 2014. The Business of Coupons: Do coupons lead to repeat purchases? *Journal of Undergraduate Research*, 7 (1), pp. 3-7.

Ross, T., 2001. *Marketing as a concept*. New York: Practice Hall Press.

Roux, A. T., 2014. South African consumers' views and responses to sales promotions. *Journal of Social Science*, 41 (2), pp. 243-251.

Sabco, 2014. *Our company*. [Online] Available at: <http://www.cocacola-sabco.com/> [Accessed: 20 February 2015].

Sands, S., Oppewal, H. and Beverland, M., 2009. The effects of in-store themed events on consumer store decisions. *Journal of Retailing and Consumer Services*, 16 (5), pp. 386-395.

Saunders, M., Lewis, P. and Thornhill, A., 2007. *Research methods for business students*. 4th ed. England: Pearson Education.

Schultz, D. E. and Block, M., 2011. How U.S. consumers view in-store promotions. *Journal of Business Research*, 64 (1), pp. 51-54.

Shimp, T. A., 2003. *Advertising, promotion, and supplemental aspects of integrated marketing communications*. 6th ed. USA: Thomson South-Western.

Shimp, T. A., 2010. *Advertising, promotion, and other aspects of integrated marketing communications*. 8th ed. Mason: South-Western Cengage Learning.

Shimp, T. and Kavas, A., 1984. The theory of reasoned action applied to coupon usage. *Journal of Consumer Research*, 11 (1), pp. 795-809.

Simonson, I., Carmon, Z. and O'Curry, S., 1994. Experimental evidence on the negative effect of product features and sales promotions on brand choice. *Journal of Marketing Science*, 13 (1), pp. 23-40.

Slater, J., 2001. Is couponing an effective promotional strategy? *Journal of Marketing Communications*, 7 (1), pp. 3-9.

Solomon, M., 2009. *Consumer behaviour buying, having and being*. 8th ed. NJ: Pearson Prentice Hall.

Statista, 2015. *Annual per capita consumption of Coca-Cola Company's beverage products from 1991 to 2012, by country*. [Online] Available at: <http://www.statista.com/statistics/271156/per-capita-consumption-of-soft-drinks-of-the-coca-cola-company-by-country/> [Accessed 31 May 2015].

Stats SA, 2015. *Mid-year population estimates 2015*. [Online] Available at: <http://www.statssa.gov.za/publications/P0302/P03022015.pdf> [Accessed 16 August 2015].

Sunday, A. and Bayode, O., 2011. Strategic influence of promotional mix on organisation sale turnover in the face of strong competitors. *Business Intelligence Journal*, 4 (2), pp. 343-348.

TalkStats, 2013. *Cohen's d in a nutshell*. [Online] Available at: <http://www.talkstats.com/showthread.php/13449-Someone-puts-Cohen-s-d-in-a-nutshell-please> [Accessed on 13 October 2015].

Teel, J., Williams, R.H. and Bearden, W.O., 1980. Correlates of consumer susceptibility to coupons in new grocer product introductions. *Journal of Advertising*, 9 (3), pp. 31-35.

Thaler, R.H., 1985. Mental accounting and consumer choice. *Journal of Marketing Science*, 4 (3), pp. 199-214.

Thomson, M., MacInnis, D.J. and Park, C.W., 2005. The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15 (1), pp. 77-91.

Tustin, D. H., 2002. *The relationship between above the line advertising and below the line promotion spending in the marketing of South African products and services*. DBA. University of South Africa.

Vermeir, I. and Van Kenhove, P., 2005. The influence of need for closure and perceived time pressure on search effort for price and promotional information in a grocery shopping context. *Journal of Psychology and Marketing*, 22 (1), pp. 71-95.

Warc, 2010. *Coca-Cola focuses on brand love*. [Online] Available at: http://www.warc.com/LatestNews/News/CocaCola_focuses_on_%22brand_love%22.news?ID=26428 [Accessed: 26 July 2015].

Wegener, D.T., Petty, R.E. and Klein, D.J., 1994. Effects of mood on high elaboration attitude change: The mediating role of likelihood judgments. *European Journal of Social Psychology*, 24 (1), pp. 25-42.

Wegner, T., 2010. *Applied business statistics: Methods and excel-based applications*. South Africa: Juta and Co.

Zhang, J. and Breugelmans, E., 2012. The impact of an item-based loyalty program on consumer purchase behaviour. *Journal of Marketing Research*, 89 (9), pp. 50-65.

Zikmund, G. and Babin, B.J., 2010. *Exploring market research*. 10th ed. South-Western: Cengage Learning.

Ziliani, C., 2005. Target promotions: How to measure and improve promotional effectiveness through individual customer information. *Journal of Targeting, Measurement and Analysis for Marketing*, 14 (3), pp. 249-259.

APPENDIX

APPENDIX A: THE CONSISTENCY MATRIX

Title:				
The relationship between sales promotion techniques and consumer off-take and attitude within the SA non-alcoholic ready to drink market.				
Main Research Problem:				
Research into the influence and effectiveness of non-monetary sales promotion techniques within the SA NARTD market is lacking. Most of the existing research on the topic focuses on monetary sales promotion techniques such as price discounts within first world countries.				
Thesis statement:				
A model for enhancing sales promotion techniques in the FMCG industry and more specifically the NARTD market can be developed. This may be used to retain consumers, grow market share, improve brand equity and achieve higher profitability. Leading to an improved understanding of the impact of sales promotion techniques and consumer buying patterns within the South African NARTD market. Delivering value to consumers through targeted promotions.				
Research objective:				
The primary research objective is to assess the influence and effectiveness of premiums, sampling and coupons on South African consumer off-take, brand love and buying behaviour within the NARTD market.				
Main Research Question (RQ_M):				
Can the influence and effectiveness of premiums, sampling and coupons on South African consumer off-take and attitude be determined by looking at the relationships among the variables?				
Secondary research questions		Research objective	Chapter	Deliverable/Research Objective
RQ ₁	To define the impact of consumer sales promotions and identify their effect on consumer buying behaviour.	To define sales promotion, establish its importance to business and discover its key drivers.	Chapter 2: Literature study	RO ₁ Define sales promotion, why it is important to business and discover its key drivers.
RQ ₂	To examine consumer buying behaviour and determine key trends pertaining to the NARTD market.	To identify the particular key buying patterns within the NARTD market.	Chapter 2: Literature study	RO ₂ Establish how and why buying decisions are made within the NARTD market.
RQ ₃	To establish how the effectiveness of the chosen sales promotion techniques can be measured	To review methods for measuring the influence and effectiveness of sales promotion techniques.	Chapter 3: Theoretical overview	RO ₃ To review methods for measuring the influence and effectiveness of sales promotion techniques.

RQ ₄	Can the literature be used to develop a model for the influence and effectiveness of sales promotion techniques?	To develop a relationship model for the influence and effectiveness of sales promotion techniques.	Chapter 3: The relationship model and variables explored	RO ₄ To develop a relationship model for sales promotion techniques that may be tested in the research model.
RQ ₅	To develop an improved understanding of the impact of consumer sales promotions within the NARTD market.	Explain the research methodology used for this research study in detail.	Chapter 4: Methodology of the Study (Empirical Study)	RO ₄ Research design. A detailed description of the research methodology used to conduct this specific research project.
RQ ₆	What results are obtained from the empirical study and how can they be interpreted?	Conduct an analysis of the results and interpret them.	Chapter 5: Research Results and Analysis	RO ₅ Results and interpretation of empirical results.
RQN	What conclusions and recommendations can be derived from the study and applied to enhance the influence and effectiveness of sales promotions?	Draw conclusions and offer recommendations from the study.	Chapter 6: Findings, Conclusions and Recommendations	RO _N Conclusions and recommendations from the study, including ways to improve the influence and effectiveness of sales promotion techniques.

APPENDIX B: ETHICS CLEARANCE FOR TREATISE (FORM E)



FORM E

ETHICS CLEARANCE FOR TREATISES/DISSERTATIONS/THESES

Please type or complete in black ink

FACULTY: BUSINESS & ECONOMIC SCIENCES

SCHOOL/DEPARTMENT: NMMU Business School

I, (surname and initials of supervisor) DR J. BURGER

the supervisor for (surname and initials of candidate) J.C MATTHEWS (MR)

(student number) 204005477

a candidate for the degree of MBA

with a treatise/dissertation/thesis entitled (full title of treatise/dissertation/thesis):

THE INFLUENCE & EFFECTIVENESS OF SELECTED SALES PROMOTION TECHNIQUES ON CONSUMER OFF-TAKE & ATTITUDE WITHIN THE SA NON-ALCOHOLIC READY TO DRINK MARKET.

considered the following ethics criteria (please tick the appropriate block):

	YES	NO
1. Is there any risk of harm, embarrassment or offence, however slight or temporary, to the participant, third parties or to the communities at large?		✓
2. Is the study based on a research population defined as 'vulnerable' in terms of age, physical characteristics and/or disease status?		✓
2.1 Are subjects/participants/respondents of your study:		✓
(a) Children under the age of 18?		✓
(b) NMMU staff?		✓
(c) NMMU students?		✓
(d) The elderly/persons over the age of 60?		✓
(e) A sample from an institution (e.g. hospital/school)?		✓
(f) Handicapped (e.g. mentally or physically)?		✓

3. Does the data that will be collected require consent of an institutional authority for this study? (An institutional authority refers to an organisation that is established by government to protect vulnerable people)		✓
3.1 Are you intending to access participant data from an existing, stored repository (e.g. school, institutional or university records)?		✓
4. Will the participant's privacy, anonymity or confidentiality be compromised?		✓
4.1 Are you administering a questionnaire/survey that:		✓
(a) Collects sensitive/identifiable data from participants?		✓
(b) Does not guarantee the anonymity of the participant?		✓
(c) Does not guarantee the confidentiality of the participant and the data?		✓
(d) Will offer an incentive to respondents to participate, i.e. a lucky draw or any other prize?		✓
(e) Will create doubt whether sample control measures are in place?		✓
(f) Will be distributed electronically via email (and requesting an email response)?		✓
Note:		
• If your questionnaire DOES NOT request respondents' identification, is distributed electronically and you request respondents to return it <i>manually</i> (print out and deliver/mail); AND respondent anonymity can be guaranteed, your answer will be NO .		✓
• If your questionnaire DOES NOT request respondents' identification, is <i>distributed via an email link and works through a web response system</i> (e.g. the university survey system); AND respondent anonymity can be guaranteed, your answer will be NO .		

Please note that if **ANY** of the questions above have been answered in the affirmative (**YES**) the student will need to complete the full ethics clearance form (REC-H application) and submit it with the relevant documentation to the Faculty RECH (Ethics) representative.

and hereby certify that the student has given his/her research ethical consideration and full ethics approval is not required.



 SUPERVISOR(S)

28/8/2015

 DATE



 HEAD OF DEPARTMENT

10/9/2015

 DATE



 STUDENT(S)

25/08/2015

 DATE

Please ensure that the research methodology section from the proposal is attached to this form.

Please note that by following this Proforma ethics route, the study will **NOT** be allocated an ethics clearance number.

APPENDIX C: RESEARCH COVER LETTER



MASTERS RESEARCH:

THE RELATIONSHIP BETWEEN SALES PROMOTION TECHNIQUES AND CONSUMER OFF-TAKE AND ATTITUDE WITHIN THE SA NON- ALCOHOLIC READY TO DRINK MARKET

Dear Respondent

I am conducting research into the topic described for the purpose of contributing to the knowledge pool of both the business and academic fraternity. This is being done as part of the requirements for the post-graduate Masters in Business Administration (MBA) degree from the Nelson Mandela Metropolitan University Business School.

The study addresses the paucity in research with regard to consumer sales promotions in the NARTD market, particularly within South Africa.

The study results will provide guidance to marketers and their organisations which are customer focused and assist them to devise marketing strategies to enhance their competitive advantage.

- Organisations will retain consumers, grow market share, improve brand equity and achieve higher profitability.
- Marketers will have an improved understanding of the impact of sales promotion techniques and consumer buying patterns within the South African NARTD market, and



- Consumers will receive more perceived value through targeted promotions.

The **primary research objective** is to assess the influence and effectiveness of premiums, sampling and coupons on South African consumer off-take, brand love and buying behaviour within the NARTD market.

The **secondary objectives** are:

- To define the impact of consumer sales promotions and identify their effect on consumer buying patterns.
- To examine consumer buying patterns and determine key trends pertaining to the NARTD market.
- To establish how the effectiveness of the chosen sales promotion techniques can be measured.
- To develop an improved understanding of the impact of consumer sales promotions within the NARTD market.

Key terms:

- Premiums are defined as a sales promotion technique offering items, either free or at a small cost, as an incentive for consumers to purchase a product.
- Sampling can be defined as a product offer, either of actual size or trial size.
- A coupon is a promotional technique that provides a monetary saving to consumers upon redemption



Nelson Mandela
METROPOLITAN UNIVERSITY
Business School

Leaders for tomorrow

As part of the selected sample your participation would provide invaluable insight into the influence and effectiveness of the selected sales promotion techniques on South African consumer off-take, brand love and buying behaviour allowing for more targeted / value driven promotions within the retail arena.

The questions have been designed to protect the autonomy of respondents. In addition, no information that could potentially bring about identification will be released. Individual responses will also be kept strictly confidential. Your participation is completely voluntary and you are under no obligation whatsoever to participate in the questionnaire or interview. All surveys are being conducted by a professional research house, Frontline Research which operates with the highest ethical standards.

We thank you in advance for your highly appreciated contribution towards the research. Should you need any further information or have any concerns with regards to the study please do not hesitate to contact me. You are also free to request the results of the study, should you wish to review them.

Yours sincerely,

Jared Cameron Mattheus

Mobile: 0723768291

Email: jmattheus@ccfortune.co.za

APPENDIX D: PILOT RESEARCH QUESTIONNAIRE

EFFECTIVENESS AND INFLUENCE OF IN-STORE SALES PROMOTION TECHNIQUES

INSTRUCTIONS:

1. Please answer the questions as accurately as possible
2. There are no correct or incorrect answers
3. Mark only one answer for each statement but please answer all questions.
4. When answering the questions please do so in the context of having received a free sample of Coca-Cola, Price off Coupon for a Coca-Cola product or a Premium (free gift) with the purchase of a Coca-Cola product.

#	Questions	Answers				
SECTION A: BIOGRAPHICAL AND CONSUMPTION PROFILE						
1	Gender	<input type="checkbox"/> Male	<input type="checkbox"/> Female			
2	Age	<input type="checkbox"/> 18-25	<input type="checkbox"/> 26-35	<input type="checkbox"/> 36-45	<input type="checkbox"/> 46-55	<input type="checkbox"/> 56-60
3	Marital Status	<input type="checkbox"/> Married	<input type="checkbox"/> Single	<input type="checkbox"/> Divorced	<input type="checkbox"/> Widowed	
4	Do you have children?	<input type="checkbox"/> Yes	<input type="checkbox"/> No			
5	Race?	<input type="checkbox"/> Black	<input type="checkbox"/> White	<input type="checkbox"/> Indian	<input type="checkbox"/> Coloured	<input type="checkbox"/> Other
6	How often do you drink Coca-Cola?	<input type="checkbox"/> Never	<input type="checkbox"/> Monthly	<input type="checkbox"/> Weekly	<input type="checkbox"/> Daily	<input type="checkbox"/> More than once a day
SECTION B: DRIVERS OF CONSUMER BRAND LOVE						
7	Sampling of Coca-Cola improves my ability to recognise the brand	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
8	Couponing improves my ability to recognise the Coca-Cola brand	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
9	Premiums improves my ability to recognise the Coca-Cola brand	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
10	Sampling of Coca-Cola helps me trust the brand	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
11	Couponing helps me trust the Coca-Cola brand	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
12	Premiums helps me trust the Coca-Cola brand	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
13	Sampling of Coca-Cola helps me connect to the brand	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
14	Couponing helps me connect to the Coca-Cola brand	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
15	Premiums helps me connect to the Coca-Cola brand	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
16	Sampling of Coca-Cola helps make me feel like it's the brand for me	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
17	Couponing makes me feel like Coca-Cola is a brand for me	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
18	Premiums make me feel like Coca-Cola is a brand for me	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
19	Sampling of Coca-Cola helps make me feel like it's the only brand for me	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
20	Couponing makes me feel like Coca-Cola is the only brand for me	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
21	Premiums make me feel like Coca-Cola is the only brand for me	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
22	Sampling of Coca-Cola makes me feel it is worth what it costs	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
23	Couponing makes me feel Coca-Cola is worth what it costs	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
24	Premiums make me feel Coca-Cola is worth what it costs	<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree

SECTION C: DRIVERS OF CONSUMER OFF-TAKE AND BUYING PATTERNS

25	Sampling of Coca-Cola makes me buy more of the brand	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
26	Couponing makes me buy more of the Coca-Cola brand	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
27	Premiums makes me buy more of the Coca-Cola brand	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
28	Sampling of Coca-Cola encourages me to switch from other soft drink brands	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
29	Couponing encourages me switch from other soft drink brands to the Coca-Cola brand	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
30	Premiums encourages me switch from other soft drink brands to the Coca-Cola brand	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
31	Sampling of Coca-Cola makes me buy the product immediately	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
32	Couponing makes me buy a Coca-Cola product on the spot	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
33	Premiums makes me buy a Coca-Cola product on the spot	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
34	Sampling of Coca-Cola makes me try the product	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
35	Couponing makes me try the Coca-Cola product	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
36	Premiums makes me try the Coca-Cola product	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
37	Sampling of Coca-Cola improves my brand experience	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
38	Couponing improves my brand experience	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
39	Premiums improves my brand experience	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
40	Sampling of Coca-Cola improves the value of the brand	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
41	Couponing improves the value of the Coca-Cola brand	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
42	Premiums improves the value of the Coca-Cola brand	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
43	Sampling of Coca-Cola makes me buy it again	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
44	Couponing makes me buy Coca-Cola products again	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
45	Premiums makes me buy Coca-Cola products again	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Thank you for taking the time to answer the questionnaire

APPENDIX E: FINAL RESEARCH QUESTIONNAIRE

EFFECTIVENESS AND INFLUENCE OF SALES PROMOTION TECHNIQUES						
INSTRUCTIONS:						
1. Please answer the questions as <u>accurately</u> as possible						
2. There are no correct or incorrect answers						
3. Mark only <u>one</u> answer for each statement but please answer <u>all questions</u> . Please mark your response by making an X in the appropriate block.						
4. When answering the questions please do so in the context of having received a free sample of Coca-Cola, Price off Coupon for a Coca-Cola product or a Premium (free gift) with the purchase of a Coca-Cola product.						
#	Questions	Answers				
SECTION A: BIOGRAPHICAL AND CONSUMPTION PROFILE						
1	Gender	<input type="checkbox"/> Male	<input type="checkbox"/> Female			
2	Age	<input type="checkbox"/> 18-25	<input type="checkbox"/> 26-35	<input type="checkbox"/> 36-45	<input type="checkbox"/> 46-55	<input type="checkbox"/> 56-60
3	Marital Status	<input type="checkbox"/> Married	<input type="checkbox"/> Single	<input type="checkbox"/> Divorced	<input type="checkbox"/> Widowed	
4	Do you have children	<input type="checkbox"/> Yes	<input type="checkbox"/> No			
5	Race	<input type="checkbox"/> Black	<input type="checkbox"/> White	<input type="checkbox"/> Indian	<input type="checkbox"/> Coloured	<input type="checkbox"/> Other
6	How often do you drink Coca-Cola	<input type="checkbox"/> Never	<input type="checkbox"/> Monthly	<input type="checkbox"/> Weekly	<input type="checkbox"/> Daily	<input type="checkbox"/> More than once a day
SECTION B: DRIVERS OF CONSUMER BRAND LOVE						
7	Sampling of Coca-Cola improves my ability to recognise the brand	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	
8	Couponing improves my ability to recognise the Coca-Cola brand	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	
9	Premiums (free gifts) improves my ability to recognise the Coca-Cola brand	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	
10	Sampling of Coca-Cola helps me trust the brand	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	
11	Couponing helps me trust the Coca-Cola brand	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	
12	Premiums (free gifts) helps me trust the Coca-Cola brand	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	
13	Sampling of Coca-Cola helps me connect to the brand	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	
14	Couponing helps me connect to the Coca-Cola brand	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	
15	Premiums (free gifts) helps me connect to the Coca-Cola brand	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	
16	Sampling of Coca-Cola helps make me feel like it's the brand for me	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	
17	Couponing makes me feel like Coca-Cola is a brand for me	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	
18	Premiums (free gifts) make me feel like Coca-Cola is a brand for me	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	
19	Sampling of Coca-Cola helps make me feel like it's the only brand for me	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	
20	Couponing makes me feel like Coca-Cola is the only brand for me	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	
21	Premiums (free gifts) make me feel like Coca-Cola is the only brand for me	<input type="checkbox"/> Disagree	<input type="checkbox"/> Mildly Disagree	<input type="checkbox"/> Mildly Agree	<input type="checkbox"/> Agree	

SECTION C: DRIVERS OF CONSUMER OFF-TAKE AND BUYING BEHAVIOUR

22	Sampling of Coca-Cola makes me buy more of the brand	Disagree	Mildly Disagree	Mildly Agree	Agree
23	Couponing makes me buy more of the Coca-Cola brand	Disagree	Mildly Disagree	Mildly Agree	Agree
24	Premiums (free gifts) makes me buy more of the Coca-Cola brand	Disagree	Mildly Disagree	Mildly Agree	Agree
25	Sampling of Coca-Cola encourages me to switch from other soft drink brands	Disagree	Mildly Disagree	Mildly Agree	Agree
26	Couponing encourages me switch from other soft drink brands to the Coca-Cola brand	Disagree	Mildly Disagree	Mildly Agree	Agree
27	Premiums (free gifts) encourages me switch from other soft drink brands to the Coca-Cola brand	Disagree	Mildly Disagree	Mildly Agree	Agree
28	Sampling of Coca-Cola makes me buy the product immediately	Disagree	Mildly Disagree	Mildly Agree	Agree
29	Couponing makes me buy a Coca-Cola product on the spot	Disagree	Mildly Disagree	Mildly Agree	Agree
30	Premiums (free gifts) makes me buy a Coca-Cola product on the spot	Disagree	Mildly Disagree	Mildly Agree	Agree
31	Sampling of Coca-Cola makes me try the product	Disagree	Mildly Disagree	Mildly Agree	Agree
32	Couponing makes me try the Coca-Cola product	Disagree	Mildly Disagree	Mildly Agree	Agree
33	Premiums (free gifts) makes me try the Coca-Cola product	Disagree	Mildly Disagree	Mildly Agree	Agree
34	Sampling of Coca-Cola improves my brand experience	Disagree	Mildly Disagree	Mildly Agree	Agree
35	Couponing improves my brand experience	Disagree	Mildly Disagree	Mildly Agree	Agree
36	Premiums (free gifts) improves my brand experience	Disagree	Mildly Disagree	Mildly Agree	Agree
37	Sampling of Coca-Cola makes me feel it is worth what it costs	Disagree	Mildly Disagree	Mildly Agree	Agree
38	Couponing makes me feel Coca-Cola is worth what it costs	Disagree	Mildly Disagree	Mildly Agree	Agree
39	Premiums (free gifts) make me feel Coca-Cola is worth what it costs	Disagree	Mildly Disagree	Mildly Agree	Agree
40	Sampling of Coca-Cola makes me buy it again	Disagree	Mildly Disagree	Mildly Agree	Agree
41	Couponing makes me buy Coca-Cola products again	Disagree	Mildly Disagree	Mildly Agree	Agree
42	Premiums (free gifts) makes me buy Coca-Cola products again	Disagree	Mildly Disagree	Mildly Agree	Agree

Thank you for taking the time to answer the questionnaire

APPENDIX F: CRONBACH'S ALPHA VALUES FOR THE MEASURING INSTRUMENT

BRAND LOVE

Cronbach alpha: 0.89

Average inter-item corr.: 0.62

	Itm-Totl Correl.	Alpha if deleted
SBL1	0.66	0.88
SBL2	0.76	0.86
SBL3	0.72	0.87
SBL4	0.80	0.85
SBL5	0.71	0.87

Cronbach alpha: 0.92

Average inter-item corr.: 0.70

	Itm-Totl Correl.	Alpha if deleted
CBL1	0.72	0.91
CBL2	0.81	0.89
CBL3	0.80	0.90
CBL4	0.85	0.89
CBL5	0.77	0.90

Cronbach alpha: 0.91

Average inter-item corr.: 0.66

	Itm-Totl Correl.	Alpha if deleted
PBL1	0.72	0.89
PBL2	0.78	0.88
PBL3	0.77	0.88
PBL4	0.83	0.87
PBL5	0.73	0.89

OFF-TAKE

Cronbach alpha: 0.84

Average inter-item corr.: 0.64

	Itm-Totl Correl.	Alpha if deleted
SCOT1	0.73	0.75
SCOT2	0.69	0.78
SCOT3	0.68	0.79

Cronbach alpha: 0.86

Average inter-item corr.: 0.67

	Itm-Totl Correl.	Alpha if deleted
CCOT1	0.76	0.78
CCOT2	0.73	0.81
CCOT3	0.72	0.82

Cronbach alpha: 0.88

Average inter-item corr.: 0.70

	Itm-Totl Correl.	Alpha if deleted
PCOT1	0.78	0.81
PCOT2	0.75	0.84
PCOT3	0.76	0.83

BUYING BEHAVIOUR

Cronbach alpha: 0.86

Average inter-item corr.: 0.62

	Itm-Totl Correl.	Alpha if deleted
SCBB1	0.64	0.85
SCBB2	0.75	0.81
SCBB3	0.71	0.83
SCBB4	0.75	0.81

Cronbach alpha: 0.90

Average inter-item corr.: 0.70

	Itm-Totl Correl.	Alpha if deleted
CCBB1	0.75	0.89
CCBB2	0.79	0.87
CCBB3	0.78	0.87
CCBB4	0.81	0.86

Cronbach alpha: 0.89

Average inter-item corr.: 0.67

	Itm-Totl Correl.	Alpha if deleted
PCBB1	0.73	0.87
PCBB2	0.72	0.87
PCBB3	0.78	0.85
PCBB4	0.81	0.84

OFF-TAKE and BUYING BEHAVIOUR combined

Cronbach alpha: 0.91

Average inter-item corr.: 0.59

	Itm-Totl Correl.	Alpha if deleted
SCOT1	0.75	0.89
SCOT2	0.71	0.90
SCOT3	0.72	0.89
SCBB1	0.65	0.90
SCBB2	0.74	0.89
SCBB3	0.73	0.89
SCBB4	0.78	0.89

Cronbach alpha: 0.93

Average inter-item corr.: 0.66

	Itm-Totl Correl.	Alpha if deleted
CCOT1	0.78	0.92
CCOT2	0.76	0.92
CCOT3	0.75	0.92
CCBB1	0.77	0.92
CCBB2	0.77	0.92
CCBB3	0.79	0.92
CCBB4	0.83	0.92

Cronbach alpha: 0.93

Average inter-item corr.: 0.66

	Itm-Totl Correl.	Alpha if deleted
PCOT1	0.80	0.92
PCOT2	0.76	0.92
PCOT3	0.78	0.92
PCBB1	0.78	0.92
PCBB2	0.72	0.92
PCBB3	0.77	0.92
PCBB4	0.82	0.92

APPENDIX G: T-TESTS AND ANOVA TABLES

T-test for Dependent Samples

Marked differences (in red) are significant at $p < .05$

	Mean	Std.Dv.	N	Diff.	StdEv diff	t	df	p	Cohen's d	Pract sign
BrandLove_S	3.16	0.81								
BrandLove_C	2.99	0.91	739	0.18	0.56	8.51	738	0.0000	0.31	Small
BrandLove_S	3.16	0.81								
BrandLove_P	3.15	0.85	739	0.02	0.51	0.91	738	0.3638		
BrandLove_C	2.99	0.91								
BrandLove_P	3.15	0.85	739	-0.16	0.55	-7.84	738	0.0000	0.29	Small

T-test for Dependent Samples

Marked differences are significant at $p < .05000$

	Mean	Std.Dv.	N	Diff.	Std.Dv. Diff.	t	df	p	Cohen's d	Pract sign
OffTake_S	3.12	0.87								
OffTake_C	3.06	0.91	739	0.06	0.68	2.42	738	0.0159	0.09	Small
OffTake_S	3.12	0.87								
OffTake_P	3.23	0.87	739	-0.11	0.65	-4.48	738	0.0000	0.16	Small
OffTake_C	3.06	0.91								
OffTake_P	3.23	0.87	739	-0.17	0.63	-7.19	738	0.0000	0.26	Small

T-test for Dependent Samples

Marked differences are significant at $p < .05000$

	Mean	Std.Dv.	N	Diff.	Std.Dv. Diff.	t	df	p	Cohen's d	Pract sign
BuyPatt_S	3.29	0.77								
BuyPatt_C	3.15	0.87	739	0.15	0.61	6.58	738	0.0000	0.24	Small
BuyPatt_S	3.29	0.77								
BuyPatt_P	3.31	0.79	739	-0.02	0.54	-0.83	738	0.4059		
BuyPatt_C	3.15	0.87								
BuyPatt_P	3.31	0.79	739	-0.16	0.55	-8.11	738	0.0000	0.30	Small

T-tests; Grouping: Gender

	Mean	Mean	t-value	df	p	Valid N	Valid N	Std.Dev.	Std.Dev.	Cohen's d	Practical signif.
	Male	Female				Male	Female				
BrandLove_S	3.12	3.20	-1.25	737	0.2119	359	380	0.86	0.76		
BrandLove_C	2.92	3.05	-1.86	737	0.0635	359	380	0.96	0.85		
BrandLove_P	3.10	3.19	-1.48	737	0.1389	359	380	0.90	0.79		
OffTake_S	3.07	3.17	-1.54	737	0.1239	359	380	0.93	0.81		
OffTake_C	2.99	3.12	-1.99	737	0.0473	359	380	0.95	0.87	0.15	Small
OffTake_P	3.17	3.28	-1.68	737	0.0929	359	380	0.92	0.81		
BuyPatt_S	3.25	3.33	-1.38	737	0.1680	359	380	0.80	0.74		
BuyPatt_C	3.09	3.20	-1.65	737	0.0990	359	380	0.91	0.83		
BuyPatt_P	3.26	3.35	-1.52	737	0.1296	359	380	0.82	0.77		

T-tests; Grouping: Children

	Mean	Mean	t-value	df	p	Valid N	Valid N	Std.Dev.	Std.Dev.
	Yes	No				Yes	No		
BrandLove_S	3.17	3.15	0.32	737	0.7506	378	361	0.85	0.77
BrandLove_C	3.03	2.94	1.40	737	0.1623	378	361	0.93	0.88
BrandLove_P	3.12	3.18	-1.01	737	0.3130	378	361	0.90	0.79
OffTake_S	3.09	3.15	-0.94	737	0.3454	378	361	0.91	0.83
OffTake_C	3.09	3.03	0.86	737	0.3895	378	361	0.92	0.90
OffTake_P	3.18	3.28	-1.68	737	0.0930	378	361	0.91	0.82
BuyPatt_S	3.30	3.29	0.22	737	0.8295	378	361	0.81	0.73
BuyPatt_C	3.18	3.11	0.98	737	0.3298	378	361	0.88	0.86
BuyPatt_P	3.30	3.32	-0.44	737	0.6595	378	361	0.84	0.75

APPENDIX H: CORRELATION RESULTS

Among the three factors, separately for S, C and P

Correlations

Marked correlations (in red) are significant at $p < .05$

	BrandLove_S	OffTake_S	BuyPatt_S
BrandLove_S	1.00		
OffTake_S	0.75	1.00	
BuyPatt_S	0.73	0.77	1.00

Correlations

Marked correlations (in red) are significant at $p < .05$

	BrandLove_S	OffTake_S	BuyPatt_S
BrandLove_C	1.00		
OffTake_C	0.75	1.00	
BuyPatt_C	0.75	0.82	1.00

Correlations

Marked correlations (in red) are significant at $p < .05$

	BrandLove_S	OffTake_S	BuyPatt_S
BrandLove_P	1.00		
OffTake_P	0.75	1.00	
BuyPatt_P	0.73	0.82	1.00

Among S, C and P, separately for the three factors

Correlations

Marked correlations (in red) are significant at $p < .05$

	BrandLove_S	BrandLove_C	BrandLove_P
BrandLove_S	1.00		
BrandLove_C	0.79	1.00	
BrandLove_P	0.81	0.80	1.00

Correlations

Marked correlations (in red) are significant at $p < .05$

	OffTake_S	OffTake_C	OffTake_P
OffTake_S	1.00		
OffTake_C	0.71	1.00	
OffTake_P	0.72	0.75	1.00

Correlations

Marked correlations (in red) are significant at $p < .05$

	BuyPatt_S	BuyPatt_C	BuyPatt_P
BuyPatt_S	1.00		
BuyPatt_C	0.73	1.00	
BuyPatt_P	0.76	0.79	1.00