



**PSYCHOGRAPHIC CONSUMER BEHAVIOUR AND ITS IMPACT ON  
PROMOTIONAL STRATEGIES: A STUDY OF THE ROOIBOS TEA MARKET**

by

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**Signed**

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**Date**

## ABSTRACT

Existing research has shown that black tea still dominates the consumer market against the steady market growth and demand for rooibos tea. This tea is known for its abundant blend of antioxidants that can help a consumer to live a longer and healthier life. Also, it is important to consume a sufficient amount of tea to fully gain its attributed health and wellness lifestyle benefits. Psychographic segmentation is widely used in market segmentation and provides marketers with comprehensive understanding of lifestyle patterns, personality traits, product attributes of and product benefits for current and prospective consumers.

The purpose of the study was to describe and understand the theoretical application of the interlinked relationship between opinion variables, interest variables, and activity variables, which form part of consumer decision-making internal and external influencing variables model. An explanatory research design was employed to explain the correlation between the variables. The study was conducted at a rooibos tea company in Gauteng province targeting a purposive sample using an online questionnaire. The respondents were consultants who buy, sell and consume rooibos teas by the company.

The results show that there is a correlation between opinion variables, interest variables and activity variables, and thus, explain a non-linear, interlinked relationship between psychographic variables and consumer decision-making internal (psychological) and external (social and cultural) influencing variables. Also, influencing internal variables affects more strongly the cognitive processes of respondents' consumer decision-making than external variables do. The results have also show that respondents prefer rooibos herbal tea (tisane) than rooibos green tea, and respondents are more influenced by non-product related attributes (interest variables) than product related attributes (opinion variables). The stimulus-response relationship of promotional strategies was captured in four past rooibos tea advertisements. Word clouds identified similar patterns of words that were connected to activity variables (product benefits). Results indicated that consumers preferred through-the-line communication, followed by above-the-line communication, and then below-the-line communication.

The recommended future promotional strategies to improve the communication channel of psychographic consumer behaviour are integrated through-the-line and below-the-line promotions of each rooibos tea segment with follow-up aftersales questionnaire to ensure the continuous improvement of the product.

**Keywords:** Rooibos tea, market segmentation, psychographic segmentation, consumer decision-making, promotional strategies, continuous improvement

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## TERMS AND CONCEPTS

<b>Above-the-line (ABL)</b>	Covers all main commissionable components of widespread brand-building advertising (Wilmshurst, 1993:8; Hackley & Hackley, 2015:78).
<b>Aspalathus</b>	Genus of South African heath-like shrubs (AEDT, 2008).
<b>Aspalathus linearis</b>	South African shrub having flat acuminate leaves and yellow flowers; leaves are aromatic when dried and used to make an herbal tea (AEDT, 2008).
<b>Below-the-line (BBL)</b>	Covers all highly targeted direct marketing that focuses on conversions (Hackley & Hackley, 2015:78).
<b>Camellia Sinensis</b>	The various black teas are made from the leaves of the camellia sinensis shrub. A tropical evergreen shrub or small tree that is extensively cultivated to be as a source of tea leaves (AEDT, 2008).
<b>Consumer decision-making model</b>	The descriptive features of individual and environmental variables influencing a consumer (Rousseau, 2007:260).
<b>Consumer behaviour</b>	The sum total of acts of individuals involved in obtaining and using economic goods and services, which includes the decision processes that precede and determine these acts (Engel et al., 1968:18).
<b>Continuous improvement</b>	This is the ongoing internal improvement of products, services or processes through incremental and breakthrough improvements (American Society for Quality, n.d.).
<b>Explanatory research design</b>	Refer to research that focus on studying a situation or a problem in order to explain the relationships between variables (Blumberg et al., 2011:492).
<b>Fabaceae</b>	A large family of trees, shrubs, vines, and herbs bearing pods, divided for convenience into subfamilies (AEDT, 2008).
<b>Fair trade</b>	Trade that satisfies certain criteria in the supply chain of goods, which involves fair payment of producers, and social and environmental considerations (Bienabe & Troskie, 2007:4; Mogala, 2016:6).
<b>Fynbos</b>	An evergreen, hard leaved Mediterranean type of shrub land that occurs on nutrient-poor soils derived predominately from quartzitic sandstones and limestones (Poulsen, 2014).
<b>Integrated marketing communication (IMC)</b>	The strategic, coordinated use of promotion to create one consistent message across multiple channels to ensure maximum persuasive impact on the company's current and potential consumers, customers, and buyers (Ferrell & Hartline, 2008:282).
<b>Internal Environmental scanning</b>	This scanning includes employee interaction with other employees and employee interaction with management and shareholders, and access to brand awareness and operational potential (Management Guide Study, n.d.).

<b>Legume</b>	See Fabaceae.
<b>Lifestyle</b>	An individual's unique, unconscious (unaware) behaviour of a repetitive nature in responding to or avoiding daily aspects of living such as love, friendship and work (Ellenberger, 1970).
<b>Linearis</b>	Refers to the shape of needle-like leaves (SARC, 2019:5).
<b>Marketing communication Promotion</b>	The two-way process of informing and reporting information about products or services. This process conveys information about the product or service with a view to either persuade or remind a consumer or buyer to adapt a favourable attitude toward the product and service (Koekemoer, 1998:1).
<b>Personality</b>	Refers to the understanding of human beings from within the framework of the science of psychology (Hjelle & Ziegler, 1981:2).
<b>Piloting</b>	A trial collection of data to detect weaknesses in design and instrumentation and provide proxy data for selection of a probability sample (Blumberg et al., 2011:498).
<b>Positivism</b>	A research philosophy that builds on the principles that the social world can be viewed objectively, research is value free and the researcher is independent (Blumberg et al., 2011:499).
<b>Product attributes</b>	Refers to descriptive features that characterise a product or service (Chitty et al., 2005).
<b>Product benefits</b>	Descriptive features on how a consumer perceives a product or service (Chitty et al., 2005:161).
<b>Psychographics</b>	Psychological, sociological and anthropological factors focusing on self-concept and lifestyle to determine how the market is segmented by the propensity of groups within the market and their reasons for making a particular decision about a product, person or ideology. In addition to personality traits and lifestyle, psychographics is also known as AIOs for activities, interests and opinions (Demby, 1994:26; Weinstein, 2014:26).
<b>Pull Strategy</b>	This strategy influences the end-user and attract these customers through marketing communication over the heads of retailers directly to the individual brand (Egan, 2007:118).
<b>Push Strategy</b>	This strategy is designed to influence the re-sellers or trade channel's intermediaries to carry and promote particular brands (Egan, 2007:118).
<b>SARC</b>	See South African Rooibos Council.
<b>South African Rooibos Council</b>	An independent organisation, responsible for promoting rooibos and its attributes to a consumer and protects the interests of the rooibos consumer (SARC, 2020:2).
<b>Through-the-line (TTL)</b>	Refers to integrated ATL and BTL campaigns, which allows a consumer to observe or experience the message across several communication channels (Wilmshurst, 1993:6).

**Tisane**

Herbal tea infused with dried or fresh flowers or leaves (AEDT, 2008).

**Tribe Crotalariaeae**

A large diverse group of papilionoid legumes that occurs mainly in Africa (Beukes et al., 2016).

# **CHAPTER ONE**

## **INTRODUCTION OF THE STUDY**

### **1.1 INTRODUCTION TO THE RESEARCH PROBLEM STATEMENT**

This study seeks to understand how psychographic variables and consumer decision-making individual and environmental influencing variables affect the cognitive processes and purchase decisions of Rooibos Herbal and Green tea consumers. Consequently, to recommend the relevant promotional strategies such as above-the-line, through-the-line or below-the-line that would affect the behaviour of consumers to increase the consumption of rooibos tea so that the consumers can benefit from the attributable health and wellness lifestyle benefits.

It is important to realise that consumers make decisions affected by rational and non-rational (emotional) reasons (Ferrell & Hartline, 2008:150; Manali, 2015; Mahardhika et al., 2017). These reasons are influenced by environmental variables such as reference groups and family, and individual variables, for example, personality and perception about a product or service (Rousseau, 2007:260). A successful marketing strategy depends on the understanding of consumers' or buyers' needs or wants, their preferences, and most of all why they want to buy a product or make use of a service. Market segmentation is critical to the success of any business.

Segmentation allows marketers to define and understand the needs and wants of consumers and creates the ability to advertise and promote the products to fulfil those requirements. Another key point is the understanding of a consumer's motives and values for a specific product or service, and the way is to delve into the thoughts and feelings is through the application of psychographic segmentation. Psychographic segmentation deals with the understanding of the psychological state of a consumer's cognitive processes such as motives, attitudes, opinions, values, lifestyles, interests, and personality (Blythe, 2008; Ferrell & Hartline, 2008:148,158; Weinstein, 2014; Relawati et al., 2020; Suresh, 2020).

Plummer (1974:34) identified two approaches to market segmentation namely people-orientated and product-orientated in psychographic research. People-orientated dimensions measure how consumers relate either to a product or service, and product-orientated dimensions measure product characteristics that connect either directly or indirectly to consumers to understand the market structure.

Psychographic segmentation is useful because it provides penetrating descriptive information about lifestyle patterns, personality traits and product attributes and benefits of the current, and prospective consumer (Ferrell & Hartline, 2008:173; Weinstein, 2014; Alexander & Samuel, 2015; Pitt et al., 2019). In particular, psychographic variables indicate what consumers do (activities), their interests (excitement) and their opinions (internal locus of control). With this in mind, psychographic variables provide extensive information about a consumer beyond demographic segmentation. Plummer (1974:34), demonstrates the key features of psychographic variables namely activities, interests and opinions (AIO).

These variables cover the following categories: i) Activities relate to club membership, community, entertainment, hobbies shopping, social events, sports, work and vacation of a consumer; ii) Interests influence the opinions and activities of a consumer in related aspects for example, community, family, fashion, food, home, job, media and recreation; and iii) Opinions cover the personal knowledge of what a consumer think about business, culture, economy, education, future, politics, and products, self and social issues (Plummer, 1974:34; Kucukemiroglu, 1999:473; Wedel & Kamakura, 2000:260).

If marketers employ psychographic variables according to needs or wants, and implement the relevant promotional strategy, this will segment the right target audience according to lifestyle patterns, personality traits, product attributes and benefits (Weinstein, 2014:257). As noted by Demby (1994) once the above have been taken into consideration it is easier to identify consumers, and to create advertising mix and, media selection. Also, it deals with the problem of persuading potential consumers to develop either behavioural or attitudinal loyalties (Vij, 2012:18). Finally, the scope of psychographic segmentation reaches a wide variety of marketing communication strategies.

Because of the versatility on how to apply psychographic segmentation that can form part of any hybrid market segmentation, previous studies have attempted to, for example, analyse customer complaints behaviour using the variables to understand the theory of exit, voice and loyalty in the Ghanaian banking environment (Alexander & Samuel, 2015: 48). The findings of their study have shown that psychographic variables are very relevant to understand and revealed the customer complaints behaviour in how customers voice their complaints and attitude towards service attributes, assertiveness and loyalty.

Another psychographic study conducted in New Zealand assessed the “think-care-act” paradigms to engage to urban residents to understand how they are effect on large-scale biodiversity conservation gains (MacDonald et al., 2019:12). The overall results from the survey have shown that the one-size fits all approach for engaging will be ineffective and that the development of various campaigns are more beneficial to target the population.

On the contrary, Pitt et al. (2019) found in their study when marketers understand the personality traits of consumers in the art market, the knowledge can provide assistance on how to better serve their target audience. The results have shown on how the personality traits effect the consumer decision-making of the art collectors by using distinct clusters to gain insight of their behaviour.

Rooibos is a unique and versatile herbal tea (Wilson, 2005:193). Little is known about the niche market of rooibos tea consumption. According to SARC (2016; 2017; 2018; 2019; 2020) conduct international and local scholars research on the various health and wellness benefits, and non-explore to understand the consumer’s perception of Rooibos teas. To date, limited research has been conducted to describe and understand how psychographic and consumer decision-making influencing variables can affect a consumer’s perception of Rooibos tea consumers by applying product attributes and product benefit segmentation; or, how the relevant promotional strategies can affect behaviour (activities) to increase the consumption of rooibos herbal (tisane) and green tea consumers to benefit from the attributable health and wellness lifestyle benefits (Davies et al., 2019; Piek, 2019:1). Thus, the research gap addressed the theoretical application between the interlinked relationship between psychographic variables and consumer decision-making variables that affect promotional strategies. This study is therefore significant in seeking to understand the psychographic behaviour of rooibos herbal and green tea consumers.

## **1.2 PROBLEM STATEMENT**

Research conducted by Weinstein, (2011:263) and Brotspies and Weinstein, (2017:1) has identified a gap in the current market segmentation frameworks. The current gap includes inadequate market analyses, market selections, marketing theories to guide business-to-business (B2B) and business-to-consumer (B2C) marketing to maximise customer acquisitions.

Psychographic segmentation can provide marketers with a comprehensive understanding of lifestyle patterns, personality traits, product attributes and benefits of present and future consumers. In addition, psychographic segmentation can guide marketers on how to communicate in future promotional strategies more effectively.

Moreover, rooibos tea market is faced with a challenge to find market share against beverages such as the various black and green teas (*Camellia sinensis*) and coffees, which target heterogeneous consumers. These consumers make purchase decisions based on personal perceptions of stimulus-response emotions that affect feelings and impulses, which includes changes in environment such as advertising, hunger, pain, noise and colours (Rousseau, 2007).

### **1.3 BACKGROUND TO THE ROOIBOS TEA MARKET**

Rooibos, a type of fynbos is a legume within the genus *Aspalathus* Linearis. The genus *Aspalathus* (*Fabaceae*, *Tribe Crotalarieae*) consists of 278 types of fynbos that are widespread in the Cape Floral Region. Rooibos is indigenous to the South African Cederberg mountain range of the Western and Northern Cape Provinces, with some presence in the southern KwaZulu-Natal province. This indigenous fynbos is naturally caffeine-free, comparatively low in tannin levels and has potential health-promoting properties, and minerals such as copper, iron, potassium, calcium, zinc, and magnesium (Hayes, 2000; Oettle et al., 2002). It contains intermediate value-added properties in rooibos conventional, rooibos organic, and rooibos green extracts, which can be used for the beverage, food, nutraceutical and cosmetic markets (Joubert & de Beer, 2011).

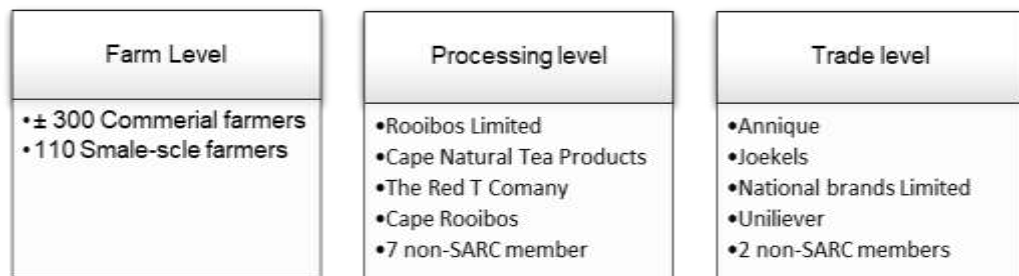
Existing studies have shown that the antioxidants in rooibos can help to combat the damaging effects of free radicals. During normal processing in the body, free radicals are produced; it is important to neutralise them because they are highly reactive molecules that can damage the DNA of cells that is effect that this may later lead to cancer and heart disease (Marnewick et al., 2009; SARC, 2011; SARC, 2019:11; 2020:12). Scientific and social science research findings have shown that rooibos contains a unique and abundant blend of antioxidants that can help consumers to live longer and healthier lives (Piek 2016; Piek et al., 2019).

The South African agricultural sector, which includes hunting, forestry, fishing and agriculture contributes \$67 billion in 2018/2019 to South Africa's gross domestic product.



Agriculture plays an important role in the informal and formal sector that employs an estimated amount of 15 000 workers (Department of Agriculture, Forestry & Fisheries, 2019; 2020; Trading Economics, n.d.). Recent industry statistics have shown that rooibos provides employment for approximately 8 000 employees in the Greater Cederberg biodiversity corridor (SARC, 2019:4; 2020:4).

This employment creates upstream activities such as processing, packaging, and retailing. Bienabe and Troskie (2007:3) and Mogala (2016:3) and SARC (2020:6) report between 300 and 510 farmers contribute to the primary production of rooibos as depicted in Figure 1.1. Moreover, there are eleven large rooibos processors located in the Cederberg production precinct, which contribute to the processing and supply to the packer branders, and then to trade levels as shown in Figure 1.1.



**Figure 1.1:** Rooibos Industry Structure

**Source:** (SARC, 2019:6; 2020:6)

These processors include Rooibos Limited, Cape Natural Tea Products, The Red T Company, Cape Rooibos, and seven non-SARC (South African Rooibos Council) members (SARC, 2020:6). Rooibos Ltd is the main market processor on the domestic market that has market control of 75 percent of the National Brands group (Bienabe & Troskie, 2007:4).

Cape Natural Tea Products owns 50 percent of the market share of Rooibos farmers and supplies the tea directly to the rooibos farming shareholders. The latter agreement enables Cape Natural Tea Products to manage the supply chain in an effective and efficient way. Furthermore, the packer branders are responsible for the selling of teas in different types of retail stores. Rooibos producers have a direct interest in supplying only the best quality to the consumer market (Mogala, 2014:9; 2015:10; 2016:10). A report written by the Swiss Business Hub in South Africa has indicated that rooibos has become the second most preferred tea in the world after black or oriental tea (*Camellia sinensis*) (Swiss Business Hub South Africa, 2007).

In South Africa, the Rooibos tea is consumed by an estimated 10.9 million consumers (SARC, 2011).

## **1.4 AIM AND OBJECTIVES**

The research study aims to describe and understand the theoretical application of the interlinked relationship between psychographic variables and consumer decision-making variables that affect the behaviour of rooibos herbal (tisane) and green tea consumers, and to align the relevant promotional strategies according to consumer preferences.

Given the aim of the study, the research objectives are:

- i. To determine psychographic variables of consumers in each Rooibos tea segment,
- ii. To describe how psychographic variables influence a consumer decision-making process that affects the behaviour of consumers in each Rooibos tea segment,
- iii. To recommend relevant promotional strategies for each rooibos tea segment based on preceded objectives.

## **1.5 RESEARCH QUESTIONS**

In order to achieve the research aim and objectives, the study seeks to answer the following:

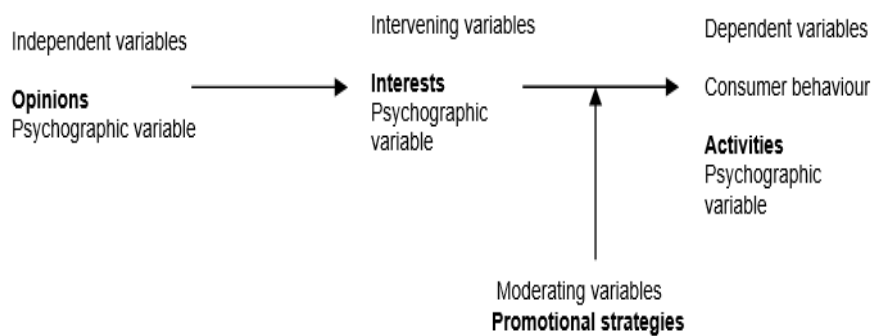
What promotional strategies can improve the communication to consumers in each rooibos tea segment?

### **1.5.1 SUB-RESEARCH QUESTIONS**

- i. What are the differences and correlation between the variables that influence the consumer behaviour of each rooibos tea segments?
- ii. How does psychographic consumer behaviour of each rooibos tea segment differ, if at all?
- iii. What promotional strategies could increase market share to ensure continuous improvement of each rooibos tea segment?

## 1.6 RESEARCH METHODOLOGY

In view of the above, the recommended research design is explanatory research design (Blumberg et al., 2014; Saunders et al., 2019a:188). Moreover, the research design serves as the blueprint for fulfilling the research objectives, and fulfils the purpose of the study to explain the relationships between the variables as depicted in Figure 1.2 (Blumberg et al., 2011:149; 2014). Additionally, the objectives of research designs are to provide a specific direction for procedures in a study (Creswell & Creswell, 2018:11), or serve as strategies of inquiry (Denzin & Lincoln, 2011).



**Figure 1.2:** Correlation between Variables

**Source:** (Blumberg et al., 2011:31; 2014)

Therefore, the purpose of this survey study is to understand the relationship between psychographic and consumer decision-making variables in terms of the (cause) opinions, and (effect) activities, which form part of consumer behaviour. Also, the moderating variables (promotional strategies) serve as a conceptual mechanism through which the independent variables (opinions), and intervening variables (interests) have a direct effect on the dependent variables (activities) as illustrated in Figure 1.4 (Blumberg et al., 2011:31; 2014; Creswell & Creswell, 2018:49).

## 1.7 DELIMITATIONS OF THE STUDY

The research is limited to a rooibos tea company who is the market leader in the industry based in the Gauteng province in South Africa, and with a specific focus on how consumers perceive rooibos herbal and green teas. Hence, only respondents who consume rooibos herbal and rooibos green teas were selected.

## 1.8 SIGNIFICANCE OF THE STUDY

The research is significant because existing and current studies show that psychographic B2C consumer behaviour decisions are missing in the existing body of knowledge. According to (SARC, 2017:12; 2018:12; 2019:13) existing and current studies by international and local scholars focus on the various health and wellness benefits. Limited research has been conducted on the reasons how the consumers perceive Rooibos teas.

Moreover, the first experimental research of rooibos tea was conducted by Theron (as discussed in section 1.11) who introduced a variety of cosmetic skincare and lifestyle products containing rooibos and rooibos green extracts to the domestic and international market (Joubert & de Beer, 2011:872; SARC, 2011). By knowing this and the research problem, a need exist to conduct an internal environmental scanning of the current consumers before targeting potential consumers to enjoy the rooibos teas. Also, the information will also contribute to ensuring the continuous improvement of the product.

Therefore, this study will help marketing practitioners and researchers to understand the function of a non-linear, interlinked relationship between psychographic variables and consumer decision-making internal (psychological) and external (social and cultural) influencing variables that affect the behaviour of rooibos herbal (tisane) and green tea consumers. These variables have a direct effect on the cognitive processes of the respondents to either like or dislike the rooibos through the stimulus-response relationship of product emotions (promotional strategies).

## 1.9 ORGANISATION OF THE THESIS

The rest of the study has been organised into five chapters, as described below:

**CHAPTER TWO – PSYCHOGRAPHIC SEGMENTATION AND CONSUMER DECISION-MAKING PROCESSES:** Chapter two is part of the formalisation process that draws on current and previous studies under 13 thematic areas. Through keyword searches, the key authors and related theoretical findings emerge. The focus of the last part of this chapter is on the conceptual framework that narrows down the focus to the research questions and methodology section of the study.

### **CHAPTER THREE – MARKETING COMMUNICATION AND PROMOTIONAL STRATEGIES:**

The focus of this chapter is on the evolution of marketing communication to integrated marketing communication and a theoretical overview of marketing mixes, and promotional strategies. The last section of chapter three explains the relationship of marketing application between psychographic consumer behaviour and promotional strategies.

### **CHAPTER FOUR – RESEARCH METHODOLOGY:**

Chapter four describes the research approach the researcher followed to understand the reciprocal relationship between psychographic variables and individual and environmental variables that influence consumer decision-making, and the stimulus-response relationship from promotional strategies, which together form the research philosophy and methodological choice of this research accordingly (Blumberg et al., 2014:153; Saunders et al., 2019b:505).

### **CHAPTER FIVE – PRESENTATION AND ANALYSIS OF RESULTS:**

Chapter five presents the crux of the study. The results of the study are presented and analysed, according to i) analysis of quantitative results, and followed with ii) analysis of qualitative findings. The quantitative data is construed in tables and figures, and qualitative data is displayed in a summary of thematic categories and word clouds. The data presents the correlation between psychographic variables and consumer decision-making individual and environmental influencing variables (between the independent, intervening, moderating and dependent variables), and stimulus-response relationship (moderating variables).

### **CHAPTER SIX – DISCUSSION, CONCLUSION AND RECOMMENDATIONS:**

Chapter six comprises the discussion and summary of results, research limitations, discussion and recommendation. The discussion and summary of results are presented according to the three sub-research questions, and concludes with the main research question. This is followed by research limitations of the study, and suggestions both for future research and practice. Finally, conclusion and recommendations are discussed regarding relevant promotional strategies that can improve the communication channel of the psychographic consumer behaviour of each rooibos tea segment.

## **CHAPTER TWO**

### **PSYCHOGRAPHIC SEGMENTATION AND CONSUMER DECISION-MAKING**

#### **2.1 INTRODUCTION**

Chapter Two assesses the relevant theoretical literature of psychographic segmentation with a specific focus on the consumer decision-making model that influences the behaviour of rooibos tea consumers. This chapter is structured into three sections. The first section debates the theoretical overview of market and psychographic segmentation. This is followed by a discussion of the theoretical overview of consumer decision-making and consumer decision-making models. The last section argues the conceptual framework for this study. Finally, it is important to note that Chapter two will focus on theoretical findings on psychographic segmentation and consumer decision-making.

#### **2.2 THEORETICAL OVERVIEW OF MARKET AND PSYCHOGRAPHIC SEGMENTATION**

Segmentation is important in that it can assist marketers to develop marketing strategies according to product-specific psychographic profiles of consumer behaviour (Wells, 1975:199; Wedel & Kamakura, 2000:3; Weinstein & Johnson, 2016:38). Market segmentation is an essential element of marketing because goods can no longer be produced or sold without considering consumers' needs and wants; while recognising the diversity of those needs and wants (Smith, 1956; Pride & Ferrell, 1983; Lin, 2002; Perreault et al., 2013; Weinstein, 2015; Brotspies & Weinstein, 2017). The purpose of market segmentation is three-fold, namely:

- i. To divide a market into a variety of homogeneous or heterogeneous sub-segments,
- ii. To develop an appropriate marketing mix for the sub-segments, and
- iii. To use market segmentation is a beneficial concept for marketing and advertising planning purposes (Kucukemiroglu, 1999:473; Lin, 2002:250).

As a result, market segmentation has become a central concept of both traditional and contemporary marketing theory and practice, since its introduction (Smith, 1956). Smith recognises that market segmentation is derived from the diversity of what customers want.

He also argues that market segments arise from the conceptualisation in how marketers structure and partition the market instead of an empirical partitioning of the market that collects data on consumer behaviour (Wedel & Kamakura, 2000:3; Cody, 2012:284).

This section provided a brief summary of the literature related to how imperative innovative and effective market segmentation has become for emerging businesses and technology markets. Thus, understanding of market segmentation will guide marketers to target and identify specific needs and wants of consumers by developing the right sales offer at the right time (Yankelovich & Meer, 2006:1; Weinstein, 2011:672; Perreault et al., 2013). The section that follows describes a synthesis of the purchase decisions, patterns and choices that consumers make within their buying alternatives of psychographic segmentation.

### **2.2.1 PSYCHOGRAPHIC SEGMENTATION**

Psychographics segmentation relates to the level at which the consumers live their lives, spend their money, and allocate their time (Kucukemiroglu, 1999:473; Sathish & Rajamohan, 2012:155). Early examples of research in psychographic segmentation of marketing scholars include Peterson (n.d.); Evans (1959); Brody & Cunningham; (1968); Bass et al. (1968); Kassarian (1971); Plummer (1971a); Plummer (1971b); Belk (1974); Wells (1975); Demby (1994) and <sup>1</sup>Anderson and Golden (2001). This evidence proposes that psychographic segmentation plays a critical role to determine how the consumer market is segmented by the propensity of groups within their submarkets (Demby, 1994; Weinstein, 2014:258). In recent years', researchers have shown an increased interest to assess the efficacy of psychographic segmentation (Sarli & Tat, 2011; Vij, 2012; Baltas & Saridakis, 2013; Alexander & Samuel, 2015; Brotspies & Wienstein, 2017; Macdonald et al., 2019; Relawati et al., 2020; Suresh, 2020).

The fundamental principle of psychographic segmentation is to assist marketers to identify and understand the consumers' needs and wants (Kucukemiroglu, 1999:473). Similarly, these marketers should know how to communicate with a potential and existing consumer.

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<sup>1</sup> Anderson, W.T. & Golden, L. 2. 2001. Lifestyle and psychographics: a critical review and recommendation, in Kinnear, T. (ed). *Advances in Consumer Research*, XI. Provo: Association for Consumer Research: 405-411

Kucukemiroglu (1999) believes that psychographic segmentation can assist marketers to segment and position the market to target and understand potential and prospective consumers or buyers.

Psychographic segmentation divides buyers and consumers into heterogeneous groups that represent personality traits, lifestyle preferences or interests, social class, values or beliefs, and attitudes or opinions (Lavrakas, 2011:3; Gerber, 2016:194). The notion of social class adds depth to demographics, and needs to be carefully refined to obtain valuable insights into the distinctive target market (Kucukemiroglu, 1999:473). Conversely, Wells (1975:196) argues that demographic profiles are among the standard fixtures marketers use:

- i. To understand the consumer behaviour of a specific target audience, and
- ii. To collect demographic variables because of convenience and as matter of routine.

Homogeneous demographic groups exhibit diverse psychographic consumer behaviour characteristics (Gerber, 2016:194). Likewise, Demby (1994:26) holds the view that demographic and socioeconomic markers were used to constantly check in various ways how to improve the psychographic segmentation and other forms of segmentation. Only once marketers understand their target audience can effective communication take place (Wells, 1975:197). This is because psychographic segmentation provides descriptive detail that could not be inferred from demographic data (Wells, 1975:199). That is why, psychographic segmentation is the fundamental segmentation by which consumers can be segmented together with demographics and geographic information and behavioural segmentation (Wells, 1975:197; Demby, 1994:26; Kucukemiroglu, 1999:473; Pitt et al., 2019).

Thus, the purpose of psychographic segmentation is to divide buyers and consumers into heterogeneous groups according to their various social class, lifestyle or personality characteristics (Kucukemiroglu, 1999:473; Gerber, 2016:194). The heterogeneous groups add to cultural and social backgrounds of consumers that have a direct impact on the decision-making process within their buying behaviour pattern and lifestyle appeals (du Plessis, 2007:3).



Comparing the views of Mitchell (1995) with that of Gerber (2016:194), it is evident that psychographic segmentation can be useful when applied to a variety of marketing-related professionals, for example, product designers, media analysts, product managers, package designers and copywriters. Mitchell (1995) is of opinion that all market-related professionals confront the same basic challenges of identifying what product benefits and attributes will fit the lifestyle or personality of a potential consumer or buyer.

Following that, it is important to ensure that the promotional strategies identify most with the needs and wants of the existing and potential consumer or buyer.

The research drawn upon above has shown that psychographic segmentation explicates the purchase decisions and choices of the consumer. Also, when deciding on alternate buying options that are available because of the versatility of the psychographic variables compared to demographics, make it possible to ascertain consumers' needs and ability to buy those products (Wedel & Kamakura, 2000). Therefore, it is imperative that marketers recognise psychographic segmentation as a contributor to successful market segmentation that adds value to a company's competitive advantage (Yankelovich & Meer, 2006:10; Weinstein, 2014:258).

Having presented the importance of psychographic segmentation, the next subsection will discuss the connotation of the theoretical foundation of psychographic segmentation in the following sequence: lifestyle, personality and product benefits and attributes.

### **2.2.2.1 LIFESTYLE SEGMENTATION**

Lifestyle reflects the individuals' unique, unconscious behaviour by a repetitive nature in responding to or avoiding daily tasks of living such as love, friendship and work (Ellenberger, 1970). He reports that early development of the cognisant starts from an early stage of one's childhood which remains consistent throughout life unless it changes. Another significant aspect of lifestyle is that it provides broad in-depth views of lifestyle patterns or appeals of consumers so that marketers can get a holistic perspective of the needs and wants of the consumer (Kucukemiroglu, 1999:473). Hence, lifestyle provides marketers with an in-depth understanding of consumer behaviour.

Similarly, the viewpoint of Blythe (1997:45) is supported by (Kucukemiroglu, 1999) who argues that psychographics is also known as lifestyle studies, since it is concerned with consumers' values and approaches to life.

By knowing what a consumer's basic lifestyle is, the marketer can make a fair prediction as to their purchasing behaviour, and attraction to products and promotions that will most appeal to that individual. Lesser and Hughes (1986) work on lifestyle research that is complemented by Sandy et al. (2013) who report how psychographic segmentation provide researchers and marketers with a more descriptive insight into consumers and that lifestyle can help predict future purchase behaviour.

The method of lifestyle segmentation often involves very lengthy studies of large samples of the population. For example, such studies include between 200 – 300 activity, interest and opinion (AIO) statements that cover lifestyles and purchasing patterns, and different purchasing patterns can be predicted because of personality traits of the consumer (Plummer, 1971a:36). Personality has different meanings and is observed as the individual's striking or dominant characteristics. Yet, personality is the overall impression that an individual makes in various social settings depending on the situational circumstances (Hjelle & Ziegler, 1987:6).

#### **2.2.2.2 PERSONALITY SEGMENTATION**

Research has shown that notion of personality has a direct connection to an individual's responses to their environmental stimuli (Kassarjian, 1971; Odekerken-Schröder et al., 2003; Sandy et al., 2013). Market researchers have always been interested to know and understand the personality of consumers. This knowledge will guide them to segment consumers with similar personalities into more homogeneous or heterogeneous groups for the purpose of market segmentation, target marketing, and target audience (Pitt et al., 2019). Moreover, the psychographic approach to personality study combines the strengths of motivation research with those of trait and factor theories. Seminal work considered personality traits as a kind of map that represents qualitative data in their interrelationship with the attempt to bring order to the data, and to fit them into a pattern. These are set of principles that explain classes of phenomena in behaviours relating to personality (Schultz & Schultz, 2009:33).

The literature notes that personality traits are used as descriptors for two reasons, firstly to cogitate human's characteristic patterns of thoughts, feelings and behaviours, and secondly the theory provides meaningful information to understand the complexity of human interactions. Hence, the underlying personality theories attempt to encapsulate the structure and development of personality.

These theories are tested to explain, to understand, and to predict factors that can be applied to assist consumers to change their way in thinking, acting, feelings, and emotions from harmful to helpful, and from undesirable to desirable (Raab et al., 2010:149).

Thus far, the sub-section discussed lifestyle and personality segmentation; the final sub-section of this chapter reports on product benefits and attributes of psychographic segmentation.

### **2.2.2.3 PRODUCT BENEFITS AND ATTRIBUTES SEGMENTATION**

This specific segment of psychographic segmentation deals with product benefits and product attributes (Vacek, 1976:14). Schultz and Schultz (2009:348) hold the view that the concept is only applicable into human behaviour, unless the product attributes and product benefits are seen as an attitude towards the product held by the consumer. Also, the attitude that the consumer holds towards the product falls under the sphere of personality as discussed in the previous section. Reyholds and Williams's (1974:73) critique that the most important element is what the buyer or consumer of a particular product have in common is the way a consumer thinks and reacts, and why a consumer purchases a particular product or brand.

However, a study by Kapferer and Laurant (1985) found the link between product benefits and product attributes, and consumer behaviour that influences the decision-making process and information searches about the product. Much of the research of product benefits and product attributes has focused on and analysed how product characteristics influence consumers' attitudes, emotions, feelings, brand preferences, perceptions, personal relevance, product characteristics and sustainable behaviour (Celsi & Olson, 1988; Zaichkowsky, 1988; Park & Young, 1986; Trudel, 2019). Another significant aspect of product benefits and product attributes is the attitude the consumer has towards a product and their interpretation of the construct, as well as the meaning which is attached to it.

As far as product attributes and product benefits segmentation are concerned, this section has shown the importance of attitude (personality) towards a product that is not limited to the cognitive process. Consequently, consumer behaviour can clearly be seen through the purchasing and non-purchasing of a product (Vacek, 1976:14; Quester & Smart, 1996).

The next section will briefly highlight the overview of consumer behaviour, followed by a discussion about decision-making models that influence the process of interest in advertising, brand commitment and frequency of product usage (Bangsa & Schlegelmilch, 2019).

### **2.3 THEORETICAL OVERVIEW OF CONSUMER DECISION-MAKING**

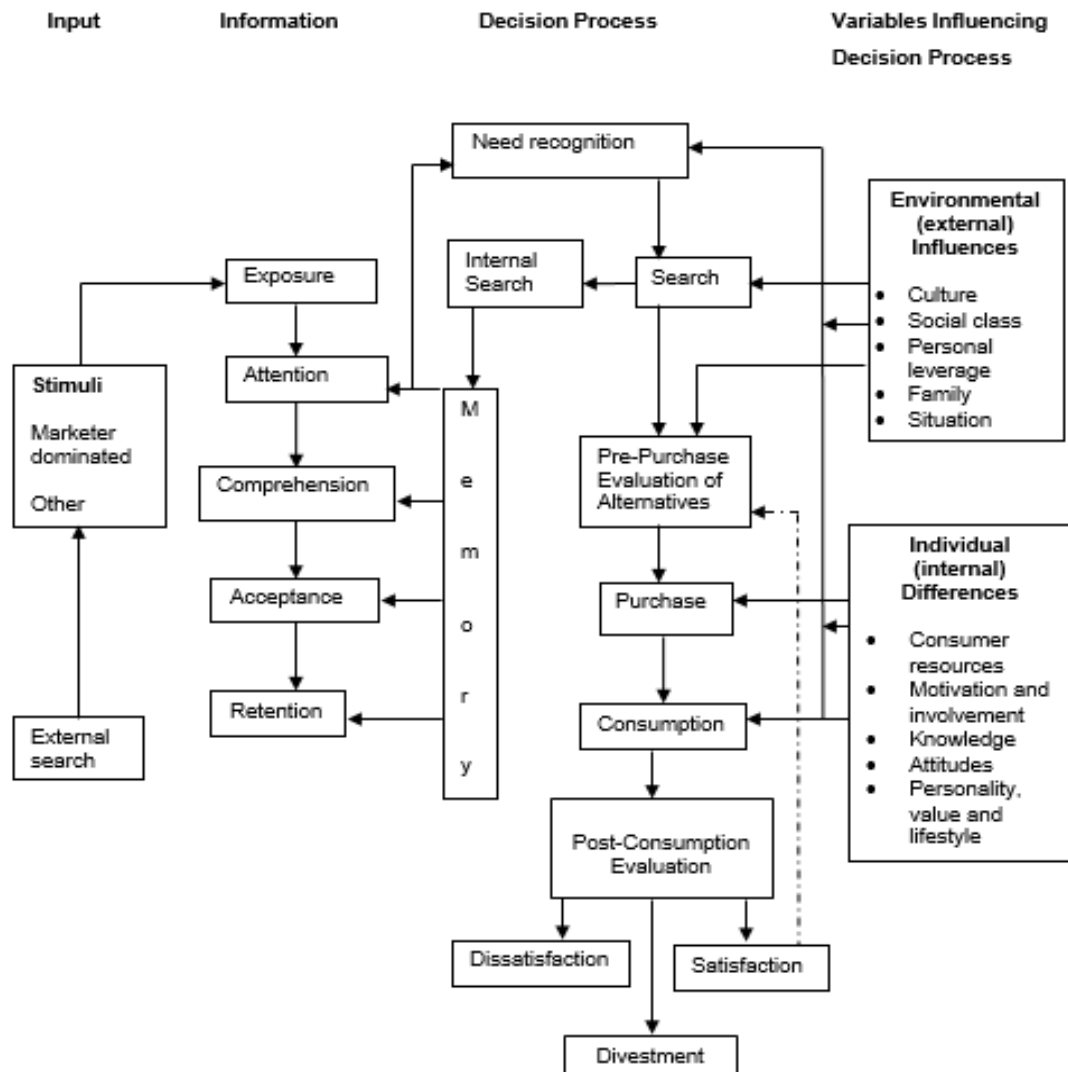
The concept of consumer behaviour, a component part of market segmentation strategies has a marketing orientated focus that aims at satisfying the needs and wants of customers (Erasmus et al., 2001). As some authors point out, the implementation of the marketing strategies leads to the in-depth understanding of the needs and wants of consumers with the intention of satisfying them (Walsh et al., 2001; Cravens & Piercy, 2006:105; Al-Salamin & Al-Hassan, 2016:62).

As consumers make cognitive decisions on a daily basis, it is therefore important that marketers be aware of the reasons why consumers purchase specific products over others. Understanding consumers' preferences and being aware of factors shaping their cognitive decisions, will enable marketers to target the right consumer at the right price (Aaker & Fournier, 1995; Keller, 1998; Noel, 2009:134; Weinstein, 2014:257). With respect to those factors underlying the consumer's decision-making and behaviour in terms of purchasing, many studies revealed that they are of a various nature. For example, a study conducted by Manali (2015) has found that the behaviour of consumers is influenced by the way they choose, utilise, and set out products and services to fulfil their wants and needs. This is obvious since that the consumer decision-making process has to do with individuals' feelings and beliefs and actions that they take before or while making a cognitive decision to purchase a brand or a product (Walsh et al., 2001; Al-Salamin & Al-Hassan, 2016).

As it is evident in Figure 2.1, the consumer' decision-making is a complex and gradual process that can change on a daily basis. So, for example when deciding on a specific purchase, most consumers start with an internal search by recalling of any existing relevant information about the product (Walsh et al., 2001; Al-Salamin & Al-Hassan, 2016:62). In case the consumers do have any pre-existing knowledge about

the product or brand, they may, then, start with an external search (i.e. their memory stores) by referring to any form of promotional strategies (i.e. either through above-the-line, below-the-line or through-the-line, as discussed in sections 2.3.1 and 3.4) to satisfy those needs or wants as seen in Figure 2.1 (Noel, 2009:133).

A study conducted by Al-Salamin et al. (2015) found that the price of well-known brands and products affects the consumer's purchase behaviour either negatively or positively.



**Figure 2.1:** Consumer Decision Model

**Source:** (Engel et al., 1995:154; Blackwell et al., 2001)

Walsh et al. (2001), Ungerer (2014:412) and Mahardhika et al. (2017) noted that when a consumer makes emotional (rational) decisions less emphasis is placed on the search for pre-purchased information (see Figure 2.1) while a great attention is given on the current mood or feelings that are considered as non-rational decisions.

These emotional decisions could result from the consumers' mood that is important during the consumer decision-making process.

Therefore, an advertisement or promotion should evoke positive emotions so that consumers can either like or dislike an advertisement and purchase the product should it be on sales promotion (Du Plessis, 2008; Kim et al., 2012; Lazović, 2012). As du Plessis (2008) argues, emotions control all behaviours and drive the unconscious behaviour so that a consumer remembers an advertisement before making a purchase decision.

Following that, Engel et al. (1995:155), <sup>2</sup>Brijball (2006:199) and Rousseau (2007:271) identify that consumers' make pre-purchase alternative decisions (see Figure 2.1 above) based on three consumer decision-making types and on the level of involvement when making a purchase decision. Those consumer decision-making methods include the following:

- i. Habitual decision-making* which takes place when a consumer satisfied with a purchased product or service becomes loyal to the brand by keeping on repeating purchase.
- ii. Limited decision-making* is known to fill the discrepancy between habitual decision-making and extended decision-making because the restricted alternatives are available for a consumer to decide upon.
- iii. Extended decision-making* happens when consumers have done their internal and external searches about a specific product or service of interest and are followed by a complex evaluation of many alternatives as seen in Figure 2.1.

Brijball (2006:199) expressed the opinion that these three levels of consumer decision-making are due to different levels of the continuum of purchasing decisions ranging from high involvement to low involvement before the purchase stage as depicted in Figure 2.4. Brijball (2006) explains that these three types of consumer decision-making cannot be separated since each level blends into the other. This is due to fact that the purchasing process changes, hence an increase in the purchasing involvement. Therefore, consumers are more likely to be involved in the decision-making process to give more thought to the choice for the first time, since it has great influence on

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<sup>2</sup> Brijball, S. 2006. Consumer Behaviour. In M.C. Cant, A. Brink and S. Brijball (eds). *The consumer decision-making process*. Cape Town: Juta & Co: 235-256.

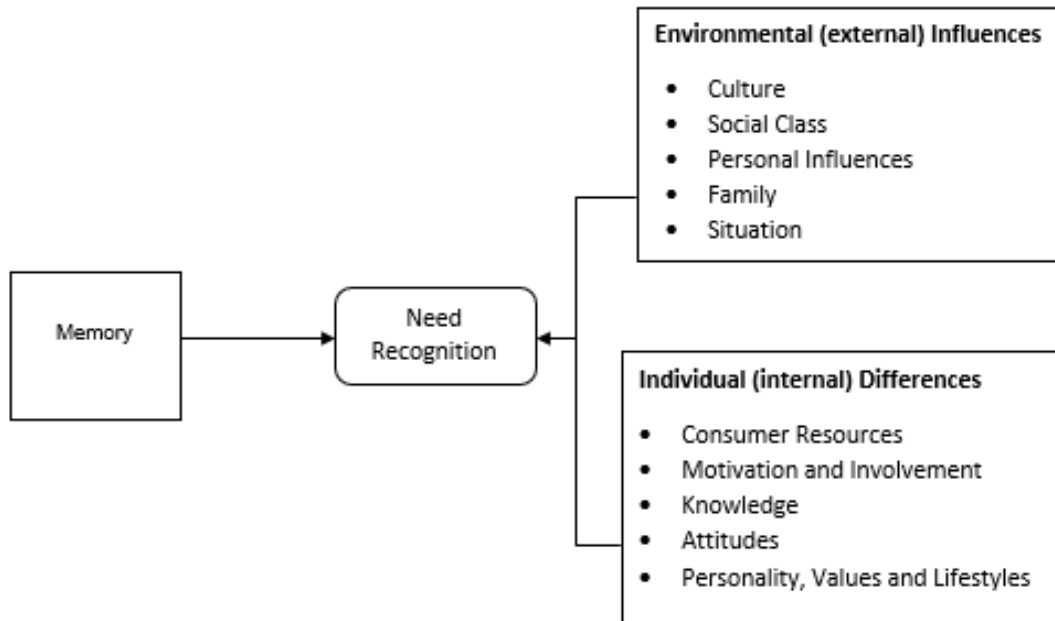
whether a repeat purchase occurs (Erasmus et al., 2001; East et al., 2014:6; Manali, 2015; Mahardhika et al., 2017).

However, Loudon and Della Bitta (1993) have rejected the view held by Brijall (2006:199) that the three types of consumer decision-making cannot be separated. They noted that these three types of consumer decision-making can either be extended problem solving or limited problem solving strategies depending on the extent to which a consumer engages at any of the stages of the consumer behaviour model (see Figure 2.1). According to Blackwell et al. (2001), the various stages of decision-making in the consumer decision model are dependent on the depth of information search by the consumer and the nature of problem-solving levels as seen in Figure 2.1.

The literature on the consumer decision-making identifies different perspectives towards the consumer's behaviour to understand the numerous decisions concerning daily lifestyles (Walsh et al., 2001; Ungerer, 2014:406). The theory draws on basic assumptions that there should be more than one alternative product available for a consumer to decide before purchasing. However, if there are no competitors, then the decision of a consumer would not be, which product to purchase, but rather whether or not to purchase a product at all (Noel, 2009:134). Besides the above, the next subsections describe the theoretical application of need recognition, cognitive learning theory and attitude in decision-making models, and finally individual and environmental influencing variables that reciprocate psychographic variables.

### **2.3.1 NEED RECOGNITION**

Simply put, without the recognition of a need or want, there will be no need to make any decision during the need recognition stage as illustrated in Figures 2.1. This stage, however, is deemed important because the cognitive decision-making process depends on the discrepancy between a current (actual) situation and a desired situation in which a consumer wants to be (Hawkins et al., 2001:508; Bray, 2008:16). Moreover, a need recognition only happens when a discrepancy meets or exceeds a starting point, without the implication of any immediate action. As Engel et al. (1995:176) point out a need must be sufficiently identified while the solution has to be within the consumer's means. As it is illustrated in Figure 2.2 below, the purchase decision-making process is driven by the interaction of the stimulus-response relationship between the memory and the need recognition of environmental and individual influencing variables. See also Figure 2.5 in this regard.



**Figure 2.2:** Need Recognition

**Source:** (Engel et al., 1995:148; Manali, 2015)

Similarly, Hawkins et al. (2001:510) add that the magnitude of the differences between the current (actual) and the desired states will also influence a consumer's willingness to respond to or meet a need. Comparing the views of Hawkins (2001) with that of Bray (2008), it is evident that two different types of need recognition styles can be identified among consumers (Schiffman & Kanuk, 1997:567; Ungerer, 2014: 414). These types include:

- i. Actual or current state types which refer to any need for identification of a current unsatisfactory product or service performance, for example, a dislike of the taste of Rooibos teas.
- ii. The desired state types which denote or provoke a desire to try something new that a consumer may have seen through promotional strategies (Bruner, 1978; Fresno, 2012).

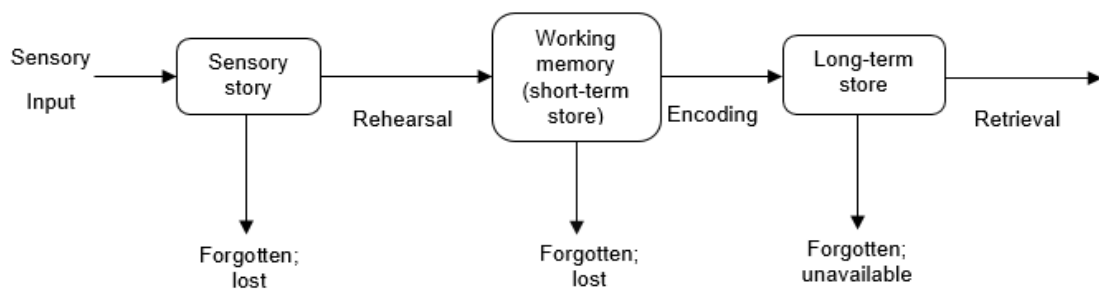
So, in order to satisfy those needs and wants, consumer behaviour theory focuses on lifestyle decisions or on how individuals make decisions regarding the spending of their time, money, and effort on those consumption items.



For this reason, consumers purchase products for several reasons such as their need or want for these products, or the desire to try them in case these products were strongly recommended by other consumers or were given as a gift (Walsh et al., 2001; Al-Salamin and Al-Hassan, 2016:62).

As discussed earlier, Al-Salamin and Al-Hassan (2016:62), identify those influencing reasons as environmental or individual related as it is shown in Figures 2.1, 2.2 and 2.5. These variables shaping the consumer’s decision-making process can therefore be classified into environmental or external (cultural and social) and individual or internal (personal and psychological) variables as Manali (2015) suggests.

The results have shown that these variables have an immense impact on the consumer’s final decision-making’s towards purchasing product’s as this is affected by: i) the recognition of a need; and ii) the stimulus-response relationship from the memory as depicted in Figures 2.2 and 2.5.



**Figure 2.3:** Information processing and memory stores

**Source:** (Schiffman & Kanuk, 2010:226)

In the confirmation of the aforementioned view on the factors underlying the consumer’s decision-making towards purchasing, Engel et al. (1995:146-148) suggest that environmental influences and individual differences have a direct effect when a consumer identifies a need recognition as illustrated in Figure 2.1. Furthermore, Assael (1995:83) and Fresno (2012) point out that these factors can easily influence the need for recognition since they may be provoked by promotional strategies to affect the consumer behaviour to either like or dislike a product through a stimulus on memory, once processed as seen in Figures 2.1 and 2.2. As explained by Batkoska and Koseska (2012:71) the memory component is influenced through cognitive learning theory, which is seen as a complex mental process including all consumer’s activities and initiatives to resolve a problem through for instance, styles and viewpoints when purchasing products.

Additionally, cognitive learning theory involves a variety of learning ideas, personal perceptions, information, impulse attitudes and reasoning abilities that are stored in the consumer's memory as additional information for future use as seen in Figure 2.3.

### 2.3.2 COGNITIVE LEARNING THEORY

Cognitive learning theory is directly connected with decision-making because of the stimulus-response relationship of promotional strategies to specifically provoke the desire to purchase and due to it being acquired through external or environmental and internal or individual influencing variables (see Figure 1.4) shaping the consumer's behaviour towards purchasing a product (Walsh et al., 2001; Du Plessis, 2008; <sup>4</sup>Crous, 2014:176; Weber & Schweiger, 2017; Mork, 2018). (Refer to Figure 1.4). To conclude one can say that, the consumers' reaction is dependent on the external stimuli variables through for instance, promotional strategies aiming at building brand equity as discussed in section 3.3.

Walsh et al. (2001) and Crous (2014:176) explain that consumers process product information through the attributes given to the product and the brand equity by comparing brands through a sensory store of the working memory (or short term store) that eventually retains information for long-term. Note that these two memory forms are responsible for cognitive learning theory by establishing the rehearsal leading to the encoding and the retrieval of either a product or service as depicted in Figure 2.3.

The delivery of information between the short-term store and long-term store depends on the amount of rehearsal the memory receives from sensory store. For example, should the short-term store simultaneously receive a great number of promotional strategies from the sensory store, it will then reduce the recalling capacity to only two or three advertisements (Crous, 2014:178). A study conducted by Pieters and Wedel (2007) found that an advert-memorisation goal is to enhance or grab attention to: i) the body text; ii) pictures; and iii) brand design. Therefore, an objective of a brand-learning goal should be to produce attention to the body text, but also focus on the pictorial design (product emotions and product benefits) of the advertisement (Keller, 1993). Additionally, the picture to be used in an advertisement or promotion should first attracts the consumer's attention as this has

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<sup>4</sup> Crous, F. 2014. Global and Southern African Perspectives. Consumer Behaviour. In L. Schiffman and L. Kanuk (eds). *Consumer Learning*. Cape Town: Pearson Education South Africa (Pty) Ltd: 160-185.

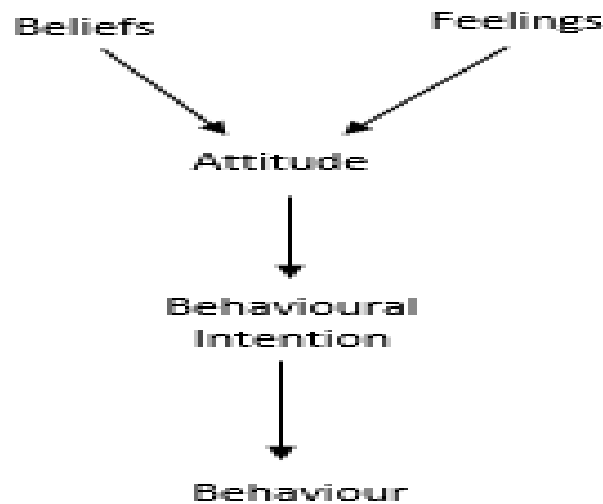
more impact than words because of the stimulus-response relationship provokes causation received from environmental and individual influencing variables that effect the decision-making processes of consumers (Lazović, 2012:44; Kim et al., 2012).

The purpose of the rehearsal is to keep information in the short-term storage long enough for the encoding to happen. Encoding consists of how the consumer makes meaning of or perceives a visual image or object from an advertisement or promotion (Crous, 2014:177). A study conducted by Jin et al. (2008) found that marketing practitioners use above-the-line and below-the-line strategies to advertise a product or service while consumers find it easier to recall an advertised product or service, and retrieve it from long-term storage. However, it was noted that the consumers often find it difficult to recall product attributes and product benefits from advertisements for new brands in heavily advertised categories. This is because heavily advertised strategies ensure that a consumer becomes cognitively overloaded by giving him or her a lot of information in a limited time, which sometimes leads to consumer frustration, confusion, and poor purchase decisions (Kim et al., 2012; Crous, 2014:178). Thus, in order to prevent media saturation and understand the complexity of the cognitive decision-making process of a consumer, an emotional communication is recommended as it is more akin to sophisticated and personalised communication (Zaltman, 2013).

### **2.3.3 ATTITUDE**

As discussed in some of the previous sections the consumer's attitude performs an important role in his or her decision-making since it presents a consumer's likes and dislikes. When compared to cognitive learning theory, attitude is more influencing in the decision-making towards a product purchase, and it was identified as the most favourable alternatives as illustrated in Figure 2.4. (Engel et al., 1995:362). As Assael (1995:267) points out, brand beliefs, evaluations and intentions can be associated with three components of attitudes as in the following:

- i. Brand beliefs that represent the cognitive component of attitudes,
- ii. Brand evaluation that refers to the feeling component, and
- iii. Intention which refers to the purchasing of a product, which implies to the conative (final) component namely behaviour as seen in Figure 2.4 below.



**Figure 2.4:** The relationship between beliefs, feelings, attitudes, behavioural intention and behaviour

**Source:** (Engel et al., 1995:365)

By understanding these components, marketing practitioners will understand more how to influence consumer behaviour, and what affect consumer decision-making by using the appropriate promotional strategies (Demby, 1994; Schiffman & Kanuk, 1997:239; Walsh et al., 2001; Kim et al., 2012; Weinstein, 2014:257). Thus, marketing communication is a key to advertise or promote a product or service since the purpose is to create awareness among consumers (Adu Baker et al., 2015).

## 2.4 CONSUMER DECISION-MAKING MODELS

During the early 1900s, a variety of consumer decision models were designed by theorists to understand the purchase decision process as time progressed (Ehrenberg, 1988). Moreover, the enthusiasm for such models has become known as a challenge to find a satisfactory measurement instrument for all the components (Erasmus et al., 2001; Stankevich, 2017:8). Since then, the focus has shifted to a partial decision model to measure the rationality of the new process as incomplete. Also, it is accepted that a repeat purchase happens automatically as a habit as discussed in section 2.3.

There are various decision-models that explain consumer decision behaviour, which applies to older models of (Nicosia, 1966; Howard & Sheth 1969), as well as the models illustrated in Figure 2.5 (Engel et al., 1995:52; Blackwell et al., 2001; Stankevich, 2017:8).

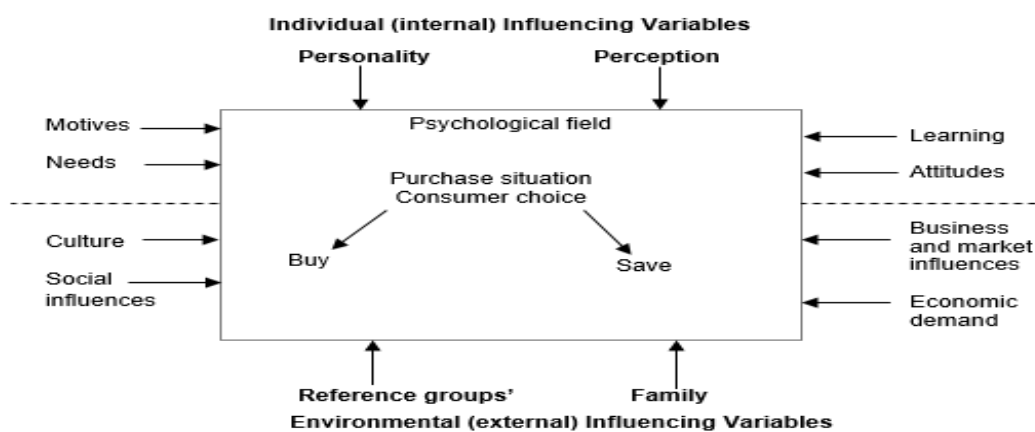
Figure 2.1 illustrates, the complexity of consumer behaviour and how the consumer decision-making model connects the observable rational and non-rational emotions that influence individual and environmental variables which reciprocate with the psychographic variables as depicted in Figure 2.5 (Raab et al., 2010:148; Engel et al., 1995; Blackwell et al., 2001). Both models demonstrate a comprehensive understanding of possible influences on consumer behaviour, and more specifically how it impacts the decision-making process individually and environmentally.

Research has shown that consumer behaviourists are of the opinion that consumer motives cannot be inferred from consumer behaviour because these consumers make their individual decisions for rational and non-rational reasons (Østergaard & Jansen, 2002:15). As noted by Rousseau and Spoelstra (2003:227) and discussed in section 2.3, non-rational purchase motives are impulsive or obsessive purchases, whereas, rational purchase motives assume that consumers respond more rationally by careful consideration of all alternatives to select their choices according to the greatest utility. The latter, consumers are therefore viewed as rational decision-makers concerned with self-interest because of the wide range of influencing variables which impact the broad range of consumption activities post-purchase.

#### **2.4.1 CONSUMER DECISION-MAKING INFLUENCED BY INDIVIDUAL AND ENVIRONMENTAL VARIABLES**

With regards to individual and environmental influencing variables, it is easier to assume that consumers make most of their own decisions. However, many choices of decisions are either made in groups, or at times the consumers make their own choices, which are often influenced by word of mouth from other consumers. At other times, consumers' base their decisions on information received through mass media for example, advertising, newspaper, television and internet comment as discussed in section 3.4.1 – 3.4.3. Nevertheless, the most important element is what the buyer or consumer of a particular product has in common or in the way a consumer thinks or reacts, and the reason why a consumer purchases a particular product or brand (Du Plessis, 2008; East et al., 2014:9).

So the influencing variables affect the decision-making of consumer as illustrated in Figure 2.5, consists of two sets of variables namely, internal or individual influencing variables and external or environmental influencing variables (Rousseau, 2007:260; Schiffman et al., 2010:110,130; Manali, 2015).



**Figure 2.5:** Consumer Decision-Making: Influencing Variables

**Source:** (Rousseau, 2003:110; 2007:260; Manali, 2015:280)

The individual influencing variables as depicted in Figure 2.5 control the internal cognitive processes. These variables are needs, motives, personality, perception, learning, and attitudes. Whereas, the environmental influencing variables namely cultural and social influences, reference groups, the family, economic demand factors, and business and marketing influences, are all related to sociocultural factors (Rousseau, 2003:112; Manali, 2015:281,282). Hence, the interaction between the individual and environmental variables exchanges the knowledge of how the consumer processes the information (Rescorla, 1988:152; Manali, 2015:283).

To conclude, this section discussed the theoretical framework emerging from a deductive integration of previous literature theories and other pertinent information. The literature assisted the researcher to focus in specific areas she needed to probe, and therefore, helped to design the research questions this study is based on. It is evident that there is a relationship between psychographic segmentation and consumer decision-making of influencing individual and environmental variables. In addition, the final subsection of this chapter will argue the conceptual framework that covers the organisation and interpretation of the findings of the study.

## 2.5 CONCEPTUAL FRAMEWORK

The conceptual framework of this study is divided into two parts. The first part details two major issues such as what the psychographic variables are and why they are important. The second part of the conceptual framework provides an overview of how psychographic variables influence the consumer behaviour.

Demby (1994:28) points out the research work conducted by Tigert during 1970s led to the inception of psychographic variables. The purpose of these variables was to provide “special specific profile information” about the consumer to segment psychographic segmentation. Also, to understand the reasons how and why the consumer makes a particular decision about a product, person, ideology or service. Besides personality traits, lifestyle, product attributes and benefits. Plummer (1974:34) outlines the key features of psychographic variables as activities, interests and opinions (AIO). These variables cover the following categories: i) activities report the behaviour (attitude) that relates to interests and opinions variables, ii) interests measure the degree of excitement about and attention to achievement based on opinion and activity variables, and iii) opinions cover personal beliefs about interest and activity variables (Plummer, 1971a:36; Wedel, & Kamakura, 2000:260; Sathish & Rajamohan, 2012:155).

Demby (1994:26) and Weinstein (2014:258) explain that the word psychographic combines psychological (activities), sociological (interest) and anthropological (opinion) factors.

Psychographic segmentation focus specifically to benefit desired self-concept (opinion) and lifestyle or serving style to determine how to segment the market by its propensity of groups within the consumer market.

According Plummer (1971b:35), psychographic variables can be divided into two segments namely people oriented that includes lifestyle and personality, and product or service oriented that measures product characteristics. He notes that people-oriented segmentation includes a wide usage of demographics, social class, stage in life cycle, product usage, and innovative and psychological characteristics as seen in Table 2.1 (Plummer, 1974:34). Product attributes and product benefit covers product and non-product related descriptive features of a product or service.

Kucukemiroglu (1999:473) claims that the most commonly used determinants of satisfaction in psychographic data have been activities, interests, and opinions (AIO) rating statements as captured in Table 2.1.

**Table 2.1:** Lifestyle and Demographic Dimensions

No	Activities	Interests	Opinions	Demographics
1.	Work	Family	Themselves	Age
2.	Hobbies	Home	Social Issues	Education
3.	Social events	Job	Politics	Income
4.	Vacation	Community	Business	Occupation
5.	Entertainment	Recreation	Economics	Family size
6.	Club membership	Fashion	Education	Dwelling
7.	Community	Food	Products	Geography
8.	Shopping	Media	Future	City size
9.	Sports	Achievements	Culture	Stage in life cycle

**Source:** (Plummer, 1974:34)

The various dimensions of lifestyle segmentation questionnaires are always lengthy (MacDonald et al., 2019). According to several studies the most commonly used statements to measure lifestyle segmentation are listed below (Kucukemiroglu, 1999:473; Lin, 2000; Sathish & Rajamohan, 2012:155).

- i. What benefits does the consumer have and how do those benefits play an important role in the consumer's immediate surroundings;
- ii. How does the consumer view him or herself;
- iii. How do their choices reflect the world in which they are made; and
- iv. Which basic demographic characteristics of the consumer allow for cross-referencing?

The above-mentioned statements are applied to lifestyle segmentation, since the quantitative research findings focus on identifying the broad trends that affect how consumers live, work, and play on a daily basis. The latter approach enables a population to be viewed as distinct consumers with feelings and tendencies, addressed in unequal segments to engage in a more efficient manner to make use of mass marketing (Kucukemiroglu, 1999:473; Sathish & Rajamohan, 2012:155).



The main focus of people-oriented segments is on activities (behaviour) of people instead of products hence, the classification into different lifestyle types such as Value and Lifestyles (VALS) or List of Values (LOV), and Rokeach Value Scale (RVS) to explain the relationship between lifestyle and behaviour (Wedel & Kamakura, 2000:260).

On the contrary, personality traits (segmentation) are normally gathered through a mixed methods approach, namely focus groups, in-depth interviews, and cluster factor analysis. The quantitative analysis of qualitative data used IBM Watson artificial intelligence software to analyse the automated textual data of respondents. IBM Watson Personality Insights application has a three-fold function: i) it is used to understand and interpret the cognitive processes of respondents, and ii) to assist in identifying the various personality traits of the respondents (Personality Insights, IBM Watson Developer Cloud, 2017). The purpose of this segmentation is to gain insight into how respondents communicate about their personal possessions, for example art collectors (Pitt et al., 2019).

In addition, product-oriented segmentation measures product characteristics either directly or indirectly by asking product benefit and product attribute questions to gain a deeper understanding of the structure of the market (Plummer, 1974:34; Al-Salamin & Al-Hassan, 2016; Gomathy & Rajan, 2016; Mork, 2018; Wintermeer, 2020). These questions include the following dimensions: i) product benefits, for example advertising appeals, ii) product related attributes, for example, taste and colour, and non-product related attributes, such as, quality, price and value perception of a product (Demby, 1974:19; Plummer, 1974:35).

The findings in de Godoy et al. (2013: 801) have shown that the above-mentioned product characteristics, namely product and non-product related attributes played important role the consumers' decision-making in terms of purchasing the popular Brazil mate beverage. The motivation for the study was because of the mate market requiring an accurate consumer profiling, focusing on tea drinking habits, personal preferences and perceptions. Data collection was conducted via a questionnaire from 100 respondents in order to assess respondents' beliefs, consumption behaviour, taste, preferences and acceptability of the product labelled yerba mate tea. The overall results have shown that 61 percent of the respondents preferred the mate tea with sugar since they can enjoy it at home before bedtime.

The results further indicated that product quality, brand and price by non-product related attributes (interest variable), and taste by product related attributes (opinion variable) had a great influence on the consumer's decision-making towards purchasing the mate beverage (de Godoy et al., 2013:801).

A study conducted by Lee and Liao (2009:80) found out that product benefits and product emotions (for example an attractive advertisement) and product related attributes (for example, taste and capacity), and non-product related attributes (such as, price, quality and reliability) were among the product characteristics that influence the consumer decision-making of Chinese tea consumers. The aim of this study was to understand the consumer preferences and personal perceptions influencing the cognitive consumer decision-making processes when he or she has to choose a specific product in a highly competitive tea market. Furthermore, the findings of 434 completed questionnaires have shown that individual influencing variable (for example, personal perception), and environmental influencing variables (for example cultural impacts) amplify the consumer decision-making process with product benefits and product attributes that influence the decision before making a purchase (Lee & Liao, 2009:94).

On the other side, Gandia et al. (2017:567) conducted a study to understand the product attributes (i.e., design, quality, user or personal image) underlying or shaping the cognitive decision-making of Nescafé Dolce Gusto and Nespresso (coffee) capsule-based consumers in Brazil. The motivation for the study was to gauge how each consumer perceives the different brand capsule and the reasons behind their decision in terms of product purchase or consumption. The results from 27 interviewees have shown that participants acknowledge the importance of quality of flavour (non-product related attributes) for both Nespresso and Nescafé Dolce Gusto. The overall results of this study in terms of perceptions have shown that participants consider Nescafé Dolce Gusto for more functional reasons or benefits, whereas Nespresso is for a more selective niche market due to its quality and reliability in the coffee beverage market. Thus, it is evident from the results that the capsule-based consumers are more provoked by quality in flavour (product-related attributes, interest variable) for them to decide purchasing a product as this makes it easier for brand recall (Gandia et al., 2011:1255, 1259, 1261).

More recently, Mahmoudi et al. (2021:1) conducted a study on organic farming because it conserves an important role in the sustainability development for organic teas. The objective of this study was to understand consumers' preferences are influenced by personal choice experiment in a heterogeneity segment.

The selected sample participants were of various scientific fields as such health economics, transport economics, natural resource economics, and microeconomics. The motive behind this selection was to understand the consumer preference, and consumer decision-making process upon the selection of choice by collecting diverse opinions (Hensher et al., 2007). Another reason for the wide selection of participants were to gauge an estimate willingness to pay for organic products. The study used an "Endogenous Attendance Attributes (EAA)" model (focus groups) to gather data by asking the voluntary participants' product attributes questions (such as, price, flavour and aroma, health, organic certification). The results of the study have concluded that there are positive influences on how both product-related and non-product related attributes affect the consumer's preference. The results have also revealed that 12 percent of the respondents have identified flavour and aroma (product-related attributes, opinion variable) and price (non-product related attributes, interest variable) as factors affecting their preference before making a decision upon purchasing (Mahmoudi et al., 2019:4). Health obtained a percentage of 10, while organic certification scored the highest percentage of 20. To conclude, the results have shown that consumers are more provoked by product related attributes (opinion variable) such as flavour and aroma and organic certification, and then by non-product related attributes (interest variable) such as price (Mahmoudi et al., 2021:4).

Plummer (1974:35) and University of Southern California (2018), advise that the criteria of product-orientated segmentation should focus on theory consistent with the research objectives of a study, and the segmentation should reveal any significant differences between segment usage and purchasing patterns of consumers.

Lastly, these differences should be understood and implemented to improve the market share of any business. A study, therefore, should apply product benefits and product attributes segmentation dimensions to gain a deeper understanding of the consumer's perception of the product.

A product or service will have meaning to the consumer only if there is a certain level of attachment to the product or service (Gomathy & Rajan, 2016; Bangsa & Schlegelmilch, 2019:1).

By understanding the importance and application of psychographic variables has prompted the second part of the conceptual framework, which is to understand how psychographic variables influence consumer behaviour. Vacek (1976:68) contends that consumer behaviour appears to be connected with psychographics because of these two aspects:

- i. Consumer behaviour analysis presents personality, activity and attributes;
- ii. Consumer profile information represents consumer behaviour in the market place.

As mentioned above, the literature reviewed presents a set of distinctive concepts that form part of the personality traits, lifestyle preferences, product attributes, opinions or interests of consumers, and at which level consumers lives their life, spends their money, and allocate their time (Wells & Tigert, 1977; Kaynak & Kara, 1996; Gerber, 2016:194). This identification interface of the consumer profile has become the most prevalent aspect of psychographic segmentation. A review conducted by Yankelovich and Meer (2006:10) explicates three reasons why marketers are distracted:

- i. Marketers failed by identifying consumer profiles and product features to persuade or remind consumers of particular brands,
- ii. Not enough emphasis is placed on consumer behaviour, which reveals the attitude of the consumer and similarly predicts market share, and
- iii. Marketers focus more on technical details of devising segmentation instead of focus on the decision-making process of the consumers.

As discussed earlier on the research has to develop a data collection instrument that draws heavily on the everyday aspect of the consumer's life (Vacek, 1976:76; Calder et al., 1981:198; Morrison, 2004). The literature review also emphasised the value-added benefit from psychographic segmentation data that will clearly identify the variables to measure, which are unaffected by product benefit and product attributes segmentation (activity, interest and opinion variables),

and individual and environmental influencing variables. The variables should be measurable, valid and reliable and above all realistic to collect relevant data. Psychographic segmentation gives an in-depth insight into why certain products are purchased, yet, several problems can be encountered when applying it such as time and money to develop the questionnaires and data collection process, and analysing of data can be significant (Mitchell & Tate, 1998:249).

As discussed previously in sections 1.1, 1.2 and 3.5, little research has been conducted to investigate the reasons behind how consumer perceives rooibos teas. Also, existing research proposes that new marketing segmentation frameworks should be considered to bridge the academic gap in the existing and missing body of knowledge (Barry & Weinstein, 2009:366; Weinstein, 2011:263; Brotspies & Weinstein 2017:1). Recently published literature of psychographic segmentation focuses on the personality by (Pitt et al., 2019) and lifestyle by (McDonald et al., 2019) and none on product attributes and benefits as illustrated in Figure 2.6. The following authors (Wells, 1975:209; Vacek, 1976:68), note that psychographic variables offer marketers many advantages because of the new ways of looking at old problems in new dimensions.

Also, this research application has allowed researchers to access new profile data from the target market and target audience, depending on the aim of the study (Wells, 1975:197). The purpose of the new research approach will assist marketers to gain consumer insight for marketing segmentation, targeting and positioning (Mitchell, 1995:790; Weinstein, 2015:68).

A study conducted by <sup>3</sup>Cramer et al. (2014) indicated that should marketers understand strategically how to advertise a new product and cognitive decision-making consumers, this will be a key empowering to contribute to the continuous improvement of a brand or product.

As discussed earlier on the literature of psychographic segmentation and consumer decision-making models have shown the correlation and of promotional strategies as seen in Figure 2.6 (Vacek, 1976; Walters, 1978:43; Zhou et al., 2018:404).

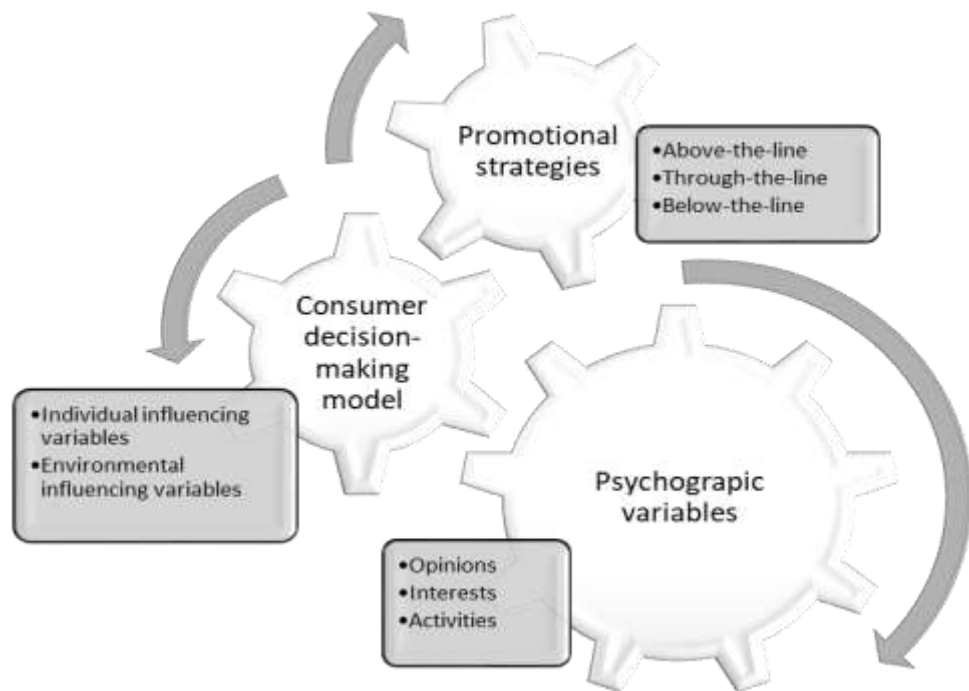
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<sup>3</sup> Cramer, W., Yohe, G. W., Auffhammer, M., Huggel, C., Molau, U., da Silva Dias, M. A. F., Tibig, L. (2014). Detection and attribution of observed impacts. In C. B. Field, V. R. Barros, D. J. Dokken, K. J. Mach, M. D. Mastrandrea, T. E. Bilir, L. L. White (eds.), *Climate Change 2014: Impacts, adaptation, and vulnerability. Part a: Global and sectoral aspects. Contribution of working group ii to the fifth assessment report of the Intergovernmental Panel on climate change*. Cambridge, UK: Cambridge University Press: 979-1037.

As illustrated below, the application of the psychographic variables will be opinion, interest and activities instead of activities, interests and opinion because the focus will be on product-orientated segmentation and not people-orientated segmentation.

The expectancy within this formula refers to the perceived degree of influence that interlink between opinions, interests', behaviour (activities) and individual and environmental influencing variables, which exists between the stimulus-response relationships from promotional strategies (Demby, 1971:196; Nelson, 1971; Demby, 1974:19; Plummer, 1974:34; Al-Salamin & Al-Hassan, 2016).

These constructs of generalised expectancy have been defined as internal locus of control when a consumer makes purchase decisions influenced by personal opinions and, interests either by individual influencing variables, or environmental influencing variables when the effects of the behaviour are attributed to impulses i.e. promotional strategies.



**Figure 2.6:** Conceptual Framework of this Study

The psychographic segmentation literature has emphasised that there is a cause and effect relationship between the psychographic variables (Vacek, 1976:107; Van Zyl et al., 2019).

A survey conducted by the South African Audience Research Foundation for the period 2011 to 2015, indicates that there was a decrease from 58 percent to 52 percent for black tea consumers compared to an increase from 29 percent to 31 percent for rooibos tea consumers (African News Agency, 2016). The black tea still dominates on the consumer market locally and internationally against the steady market growth and demand for rooibos tea (Du Toit, 2016; Sinha, 2017).

As noted by Jage (2011), the fastest growing market segment that enjoys rooibos tea for health and wellness reasons are health conscious millennials between the age groups of 18 to 28, predominately men. This is an example of psychographic segmentation plays an important role in assist marketers to segment the target market according to personality traits such as emotions, feelings, impulses, and perceptions of consumers (Demby, 1994:26; Boshoff, 2017:186).

This, indicates a need to understand how the psychographic variables and consumer decision-making individual and environmental influencing variables affect the behaviour of rooibos herbal and green teas consumers.

## **2.6 SUMMARY OF THE CHAPTER**

This chapter reviewed the relevant theoretical literature of market and psychographic segmentation, and consumer behaviour, and specifically focused on the major importance of consumer decision-making models. Understanding this research led to the development of a conceptual framework, which sufficiently narrows the study so that it becomes the logical point of departure for the research questions and research methodology section. The next chapter presents the last section of the literature review that focuses on marketing communication and promotional strategies.

## **CHAPTER THREE**

### **MARKETING COMMUNICATION AND PROMOTIONAL STRATEGIES**

#### **3.1 INTRODUCTION**

The previous chapter discussed the beneficial concept of psychographic segmentation and consumer decision-making processes. By understanding those concepts marketers can plan their promotional strategies since they represent a set of distinctive concepts that analyse the personality traits, values, lifestyle patterns, product attributes and benefits of the consumer. Communication and persuasion play an important role in influencing the behaviour of the consumer. That is why, marketers develop promotional strategies to communicate information about their products or services to persuade consumers either to like or buy the product or try the service. Furthermore, the persuasion process by which marketers communicate is aimed at changing the affect (feelings and emotions), cognition (beliefs), and behavioural intentions of the consumer (Peter & Olson, 1994:64,182; Hawkins & Mothersbaugh, 2010:392).

This chapter is arranged into three sections. The first section discusses the theoretical evolution of marketing communication and integrated marketing communication, and related methods. The second section covers a theoretical overview of marketing communication channels of distribution that includes the promotional strategies namely above-the-line, through-the-line, and below-the-line. The last section presents an empirical review of the marketing application of psychographic consumer behaviour and promotional strategies.

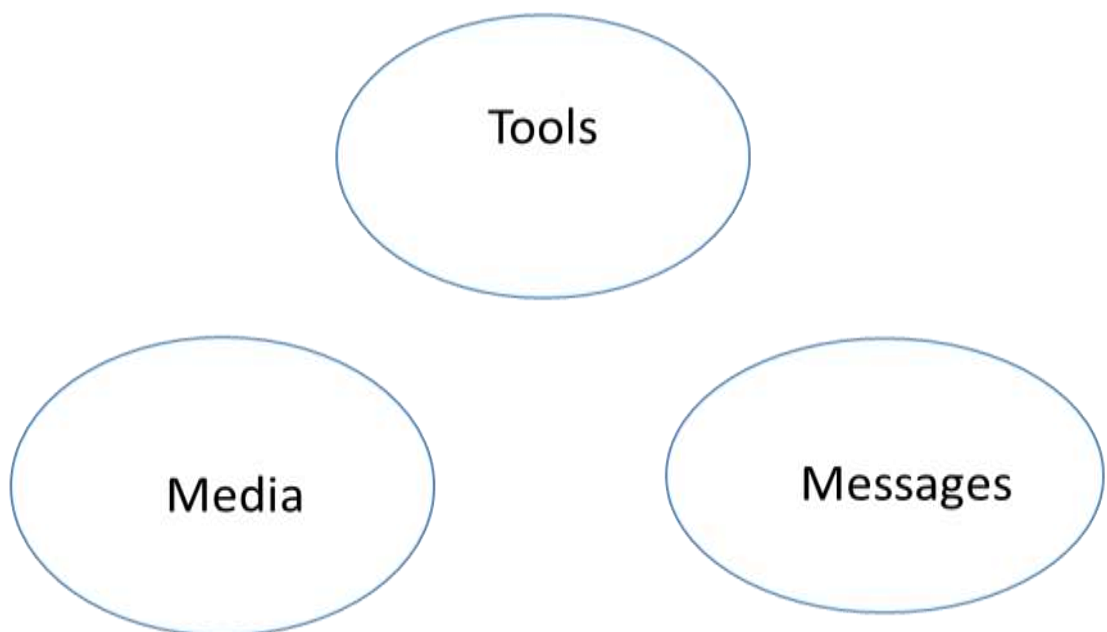
#### **3.2 EVOLUTION OF MARKETING COMMUNICATION AND INTEGRATED MARKETING COMMUNICATION**

A considerable amount of literature has been published on marketing communication (Samu et al., 1999; Jalilvand et al., 2011; Mishra & Devakumar, 2020). Koekemoer (2011:1) points out that if no communication or incorrect ways of communication reach the customer it will result in the market not being aware of the company or even worse, the company will not survive. Egan (2007) suggests that communication channels by means of which businesses communicate in emerging economies have become important. One of the reasons why marketing communication tends to fail is misconstrued communication briefs regarding products or brands or services to the target audiences (Koekemoer, 2011:3).



Koekemoer (2011:3) supports the views of Blythe (2008:40) by adding that one way to overcome the hurdle would be to communicate the message through various channels of the marketing communication mix to prevent creating redundancy in the system and prevent the wrong messages reaching the receiver. According to Fill (2009:5) marketing communication involves a mix of three elements namely: tools, media and messages. When comparing traditional marketing communication with contemporary or integrated marketing communication, it is evident from Figure 3.1 that the triad of the marketing communication mix functioned in isolation. For instance, during the sixties, seventies or even eighties, the various elements of the marketing communication mix were handled in separate functions by professionals in the relevant areas at the same business.

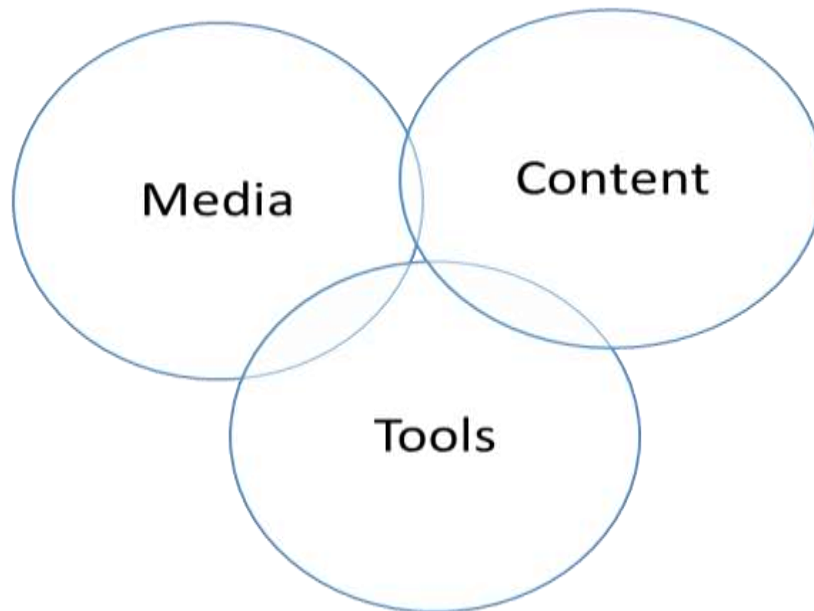
For example, it was not uncommon to communicate different messages to the target audience because of the advertising agency was responsible for designing and managing the campaign, whereas, the sales manager was responsible for the sales force, incentives, specials and other related activities, without any communication with each other (Koekemoer, 2011:3). Because of ineffective communication between the two departments, the broadcast of the message would not reach the target audiences to ensure maximum persuasive impact on current and potential consumers (Ferrell & Hartline, 2008:282).



**Figure: 3.1:** A Traditional Model of Marketing Communications Mix  
**Source:** (Hughes and Fill, 2007:19)

In Figure 3.2, it is evident that all three elements: tools, media and messages cooperate in unity.

Fill (2009) argues that the purpose of these three elements involves captivating the target audience through a marketing communication mix of intellectual and emotional engagement. Marketing communication tools are not a limited extent or interchangeable since it performs according to socio-economic circumstances to target different promotional (communication) mix tools to meet the different promotion objectives of each company.



**Figure: 3.2:** Contemporary Model of the Marketing Communication Mix  
**Source:** (Hughes and Fill, 2007:20)

With respect to Figure 3.2, integrated marketing communication coordinates the use of promotional strategies, and through this ensures that one consistent message across the multiple channels achieves maximum persuasive impact on current and potential consumers (Egan, 2007:14; Ferrell & Hartline, 2008:282). Integrated marketing communication trends away from the traditional transmission of marketing communication because of the means of branded content that works on multiple media platform in perceived content strategy (Schultz et al., 1993; 1996; Hackley & Hackley, 2015:69). The goal of this communication is two-fold (Chitty et al., 2005:6):

- i. To enables brand communication to deliver a consistent message; and
- ii. To directly influence the behaviour of the target audience.

It is the objective of marketers to connect meanings so that the customer receives and interprets meaning (Keller, 1993; Shimp, 1993:38).

Similarly, meaning originates from internal and external stimuli that affect consumer perception. Internal stimuli are related to the various personality traits of the consumer, whereas external stimuli are associated with impulses and marketing communication (Suryawardani et al., 2017:62). This section has reviewed the importance of marketing communication and marketing communication tools to ensure a consistent and uniform message across multiple communication channels to reach current and prospective consumers (Ferrell & Hartline, 2008:282).

In the next section of the study discusses the marketing communication mix, which consists of various elements to ensure that the marketer makes use of extensive signals, signs and symbols to communicate with the target audiences.

### **3.3      MARKETING MIX**

The marketing mix was always the most visible aspect in marketing communication. In this regard, it can be seen as the combination of four elements namely promotion, product, place and brand that create a unique marketing profile for a particular product or brand. For the marketer, the basic challenge was always to combine these four elements into a marketing strategy that would bridge the gap between the company and consumer (Egan, 2007:8).

McCarthy (1960) developed marketing model framework or marketing mix of product, place, price and promotion, or the 4Ps. However, Borden (1964) amended the marketing mix to twelve elements namely product planning, personal selling, display, pricing, advertising, servicing, branding, promotions, physical handling, channels of distribution, packaging, and fact finding analysis. During the 1960s Borden's 12 elements were simplified to the 4Ps marketing mix, namely product, price, place and promotion that were straightforward, easy to remember and intuitively rational to any marketing framework. The marketing mix consists of a variety of different instruments, which influence a consumer's decision to purchase a product or make use of a service, as listed in Table 3.1 (Egan, 2007:9).

**Table 3.1:** Instruments of the Marketing Mix

<b>Product</b>	<b>Price</b>	<b>Place (Distribution)</b>	<b>Promotion (Marketing communication)</b>
Benefits	List price	Channels	Advertising
Features	Discounts	Logistics	Public relations
Opinions	Credit terms	Inventory	Sponsorship
Quality	Payment	Transport	Sales promotion
Design	periods	Assortments	Direct marketing
Branding	Incentives	Locations	Point-of-purchase
Packing			Exhibitions
Services			Trade fairs
Warranties			

**Source:** (De Pelsmacker et al., 2001:3)

Kotler and Keller (2016) caution marketers to opt, for a complete and comprehensive approach to integrated marketing communication strategy since these selections of marketing communication mix are important because each element reinforces and complements the others.

By drawing from the marketing mix framework, Table 3.1 presents a comprehensive marketing mix to ensure an effective promotional mix to communicate with current and prospective consumers. Each instrument of the marketing communication or promotional mix as listed in Table 3.1 has different capacities to create awareness, consideration and purchase decision, which serve as added-value approaches. A significant aspect to persuade and remind the consumer or buyer is through advertising since it create awareness, while personal selling is more effective at promoting action and purchase decisions. The aim of sales promotion is to accelerate sales and gather marketing information. Direct marketing seeks to target individual customers or consumers, and public relations is concerned with establishing and maintaining relationships with stakeholders and with enhancing the brand equity or reputation of the organisation (Fill, 2009:21).

Another way to looked at brand equity is to understand the four fundamental elements of branding as listed below (Aaker, 2007; Ferrell & Hartline, 2008:198):

- i. *Brand awareness* and *brand loyalty* increase awareness of the brand by the consumer

- i. *Brand quality* is the consumer's perception and recognition of product quality, which have an effect on the purchasing behaviour of a consumer.
- ii. *Brand associations* includes brand image, product attributes and benefits as discussed in section 2.5.

Considering all of this evidence, it seems that marketing communication functions such as advertising, publicity public relations, sales promotion, direct marketing, and internet have become more sophisticated because of the difficulty for brands to be seen or heard arising from corporate identity and brand equity (Egan, 2007:10; Fill, 2009:20).

Smith and Taylor (2006) agree with Fill (2009:24) that word of mouth is most effective tool through which companies can promote their services or products, word of mouth targets sponsorships, exhibitions, e-marketing, packaging, merchandising, and direct selling (Smith & Taylor, 2006).

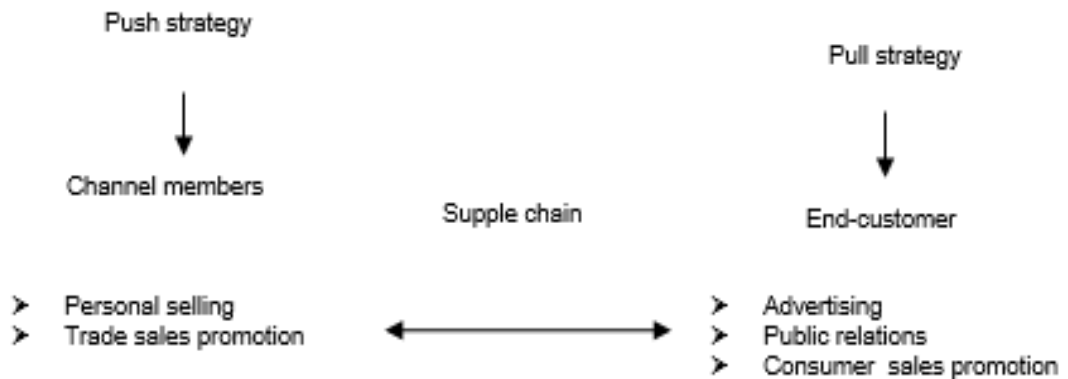
The following section of this chapter moves to promotional strategies, namely above-the-line, through-the-line, and below-the-line communications. These strategies have become more prevalent in integrated marketing communications.

### **3.4 THEORETICAL OVERVIEW OF MARKETING COMMUNICATION CHANNELS OF DISTRIBUTION**

Modern of marketing communication is firmly associated with the Industrial Revolution. The Industrial Revolution saw a major switch from individual artisans to mass production that later on required mass consumption. As a result of the need for mass consumption, manufacturers identified the mass media as the vehicle to stimulate demand and began to make use of advertising in two distinctive ways (Nevett, 1982), later known as push and pull strategies (Egan, 2007:5).

It is important that a company decides to use either the pull or push strategy or both since the promotional goals and objectives steer the decision as outlined in Figure 3.3 (Ferrell & Hartline, 2008:285). As illustrated in Figure 3.3, a pull strategy focuses on promotional efforts toward stimulating demand among the end-customer. Whereas, the push strategy focuses on promotional efforts among members of the supply chain, namely wholesalers and retailers to spend extra time, and effort on selling the product.

Ferrell and Hartline (2008:286) contend that the role and importance of specific promotional strategies vary depending on the nature of the product. For example, industrial products, such as machinery, rely more on personal selling and trade promotion, while consumer products require more advertising, sales promotion and public relations as shown in Figure 3.3.



**Figure 3.3:** Push and Pull Strategies  
**Source:** (Cook, 2003:211)

Ferrell and Hartline's (2008) work on integrated marketing communication is complemented by Kotler's (1997:624-625) view that these strategies offer a communication platform between companies and consumers since they convey specific information such as rewards or incentives; so that consumers view the marketing communication as an invitation to act immediately. In order to carry out a cost-effective promotion the business should have a clear plan of which media channels of distribution will be used to achieve optimum results (Wilmshurst, 1993:5). Similarly, Skinner (1994:580) explains that promotion refers to any communication activity used to inform, persuade, and remind the target audience about the company's products and activities.

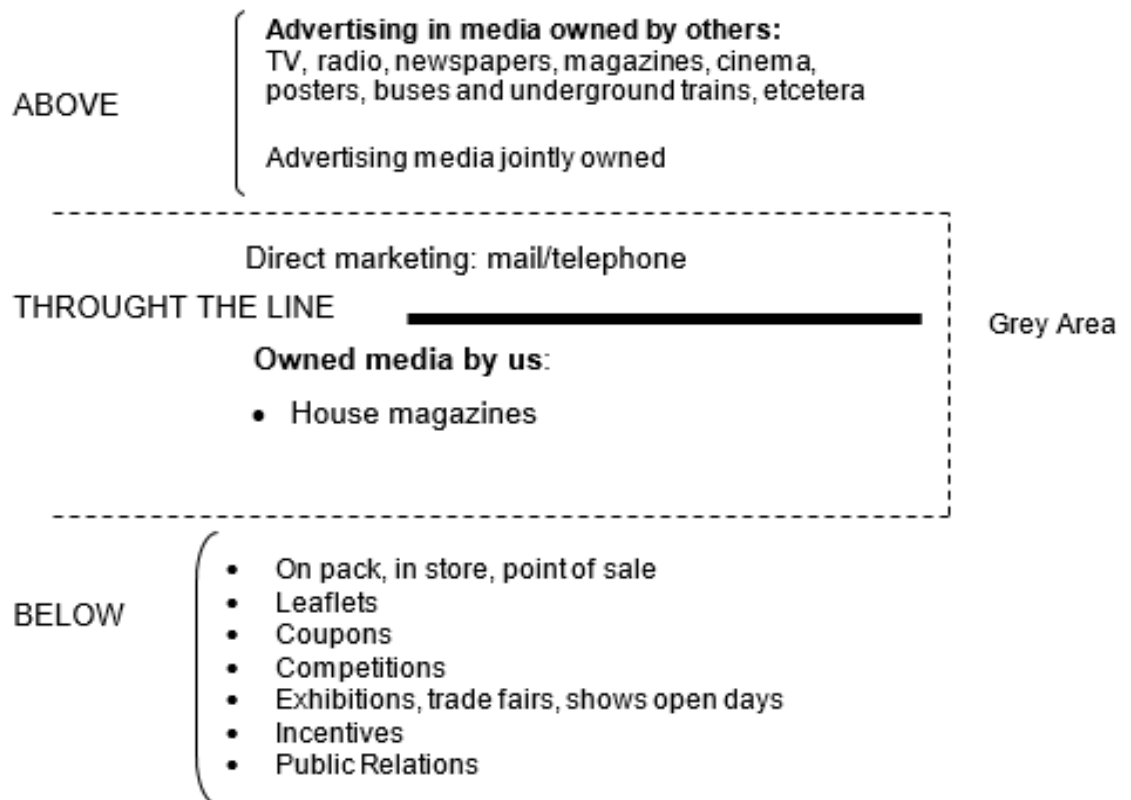
By drawing on the above authors' debates, the subsequent question emerges:

*What are promotional strategies?*

Wilmshurst (1993:5) shared the same view as Tesfamariam (1995) that any business should have cost-effective promotional strategies, for example, above-the-line or through-the-line or below-the-line media tools to channel marketing communication to the target audiences to increase the market share of any company. These promotional strategies refer to any form of marketing communication activity to either

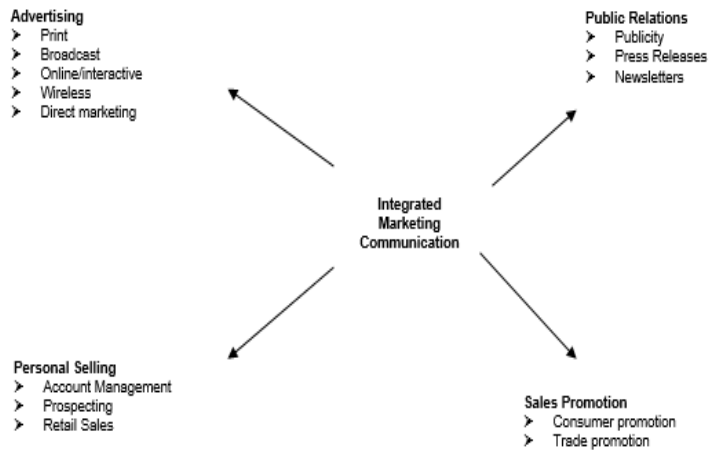
inform or persuade or remind the target audience about the company's products and services as illustrated in Figure 3.4 (Skinner 1994:580).

Figure 3.4 illustrates the traditional way by, which promotional strategies were applied before integrated marketing communication. Brown (1993:16) claims that above-the-line communication was applied to create awareness and imagery, whereas through-the-line communication was applied as a pre-dispositional means of influence that serves as a grey area of communication.



**Figure 3.4:** An Overview of Promotion  
**Source:** (Wilmshurst, 1993:8)

Below-the-line communication was applied to change the perception of the consumer by communicating the product through different communication channels. The traditional promotional strategies caused communication channels to function in isolation (Brown, 1993:16). For this reason, integrated communication form part of any hybrid promotional strategies, so that a consistent message reaches the current and potential consumers across multiple channels to ensure maximum persuasive impact as shown in Figure 3.5 (Ferrell & Hartline, 2008:284).



**Figure 3.5:** Components of Integrated Marketing Communication  
**Source:** (Ferrell & Hartline, 2008:284; Hackley & Hackley, 2015:78)

Hackley and Hackley (2015:78) argue that Figure 3.5 shows the effectiveness and consistency and uniformity of a message that is sent across all components of promotion. He claims that the components of integrated marketing communication influence the emerging socio-economic environment. These influences the attitudes and activities of the current and potential consumers. That is why understanding of the promotional strategies is most effective once the marketer has decided on the relevant combination to inform, persuade and remind the target audiences of the company's products or services (Ferrell & Hartline, 2008:285). In that regard, another question emerges:

*What are the typical results of the promotional strategies?*

The next section is divided in three sub-sections, which discusses the typical results the promotional strategies in the following order:

### 3.4.1 ABOVE-THE-LINE COMMUNICATION TOOLS

Above-the-line (ATL) covers all the main commissionable components of advertising as shown in Figure 3.5 (Brown, 1993:16; Wilmshurst, 1993:5; Smith & Taylor, 2006:23; Egan, 2007:11). The application of ATL communication is convenient since this promotional strategy is particularly widely used and has been understood by consumers for many years (Wilmshurst, 1993:6). As a result, it is evident that advertising is a direct method because of the intentions to either improve or strengthen the attitudes and feelings about the consumers on a long-term basis about the products and services at the company (Fill, 2009:18; Kim et al., 2012; Weber & Schweiger, 2017; Mork, 2018).



### **3.4.2 THROUGH-THE-LINE COMMUNICATION TOOLS**

Through-the-line (TTL) or integrated campaigns allows the consumers to observe or experience the message across several platforms simultaneously, as shown in Figure 3.5. TTL is known as a large grey area around the line because of customer acquisition that is raised if direct marketing is not advertised (Wilmshurst, 1993). Since, direct marketing uses various promotional channels of communication, this medium is also considered in the same context as sales promotion as discussed in 3.4.3. The grey line between the company and consumer is known as the continuum or line of communication. Like most lines of communication, the shortest is the most direct route with the clearest and most relevant message to its target audience (Wilmshurst, 1993:6; Zulkifly, & Firdaus, 2014).

TTL is a direct two-way dialogue between current and potential consumer and company that is achieved by taking the product or service to the target audience (Wilmshurst, 1993:176). Under those circumstances, this form of communication continues to be popular for its accountability and because it transmits the message either through an email or short message service (SMS) or social media. Hackley and Hackley (2015:198) suggest that a company should update its consumer database on a regular basis to prevent that e-mail messages ending up unread or in junk email, or an SMS being misdirected because consumers continuously change their email addresses and cellular phone numbers.

### **3.4.3 BELOW-THE-LINE COMMUNICATION TOOLS**

Below-the-line (BTL) promotion covers non-commissionable or promotion publicity such as point of sales, leaflets, coupons, competitions, exhibitions, incentives and public relations (Wilmshurst, 1993:8; Smith & Taylor, 2006:23; Egan, 2007:23). In that case, BTL assists the company to explore the relationship either of a product or of a service between a manufacturer (supply) and consumer (demand) on a short-term basis (Ferrell & Hartline, 2008; Zulkifly, & Firdaus, 2014; Hackley & Hackley, 2015:199).

The role of promotion is to encourage temporary purchases or to make use of a service, for example, banking to improve the value of a brand. Whereas, advertising cannot close a sale because of its impact is too far from a point of purchase as a sales promotion (Wilmshurst, 1993; Kim et al., 2012; Weber & Schweiger, 2017).

Similarly, Davies (1992:7) argues that sales promotion encompasses a variety of promotion tools that do not formally classify as advertising, personal selling or public relations. In this regard, sales promotion is useful to a company because of its role to inform, persuade and remind the end-customer about the product or service offered by the company (Ferrell & Hartline, 2008:285; Kim et al., 2012; Zulkifly, & Firdaus, 2014; Weber & Schweiger, 2017).

It is therefore important how a company views its target audience, for example, if the company view the target audience as a grey mass, the advertising is likely to be perceived in the same manner. Hence, the line between the organisation and consumer should enable speaking to each other, and that can only be achieved through advertising. Advertising is not only the method of communication available; for instance, if a consumer purchase a product, the package says something about the product, as do the price, and the type of store (Kim et al., 2012; Weber & Schweiger, 2017). The next section turns to marketing application of psychographic consumer behaviour and promotional strategies.

### **3.5 MARKETING APPLICATION OF PSYCHOGRAPHIC CONSUMER BEHAVIOUR AND PROMOTIONAL STRATEGIES**

By drawing on the various studies reviewed, and mentioned above in section 1.1, it is understandable why psychographic segmentation is associated with marketing communication (Yankelovich & Meer, 2006:8). Weinstein (2014:257) suggests that if marketers employ the psychographic variables known as activities, interests and opinions (AIO) according to consumer needs or wants, and implements them the relevant promotional strategy, this will result in segmenting the right target audience according to product attributes and benefits, lifestyle patterns, and their personality traits. The literature reviewed has emphasised the importance of the various communication tools that marketers have at their disposal to achieve their specific promotion objectives, as the relevant marketing communication mix of each element reminds and persuades the consumer of the product or service through consistent and uniform promotional strategies (Ferrell & Hartline, 2008:282; Lazović; 2012; Weber & Schweiger; 2017; Oñate et al., 2019).

Research conducted by Demby (1971:196) proposes different ways of segmenting large consumer markets by applying the following objectives:

- i. To understand the consumer who is willing to buy the product first and why;
- ii. To understand what kind of promotional strategy and packing message is most likely to influence the behaviour of the consumer and why;
- iii. To understand what promotional mix is most relevant to deliver the message to current consumer efficiently and successfully and why;
- iv. To understand the problem and persuade potential consumers into consumers;
- v. To understand what messages are likely to influence the behaviour of potential consumers and why;
- vi. To understand what promotional mix is most relevant to deliver the marketer's message efficiently and successfully to persuade – potential consumers, who can be turned into consumers, and why.

When the above are taken into consideration, it is easier to identify various reasons why the consumer buys a certain product or makes use of a specific service. As discussed in section 2.5, the conceptual framework, psychographics and consumer decision-making influencing variables refer to any form of measurement or analysis of the consumer's cognitive process, which identifies how the consumer thinks, feels and reacts in ways that influence behaviour (Nelson, 1971; Aaker, 1996). The "whys", however, deal with the reasons consumers buy or show interest in a specific product; for these reasons, the promotional mix can either persuade or remind potential rooibos tea consumers' to acquire either attitudinal or behavioural loyalties (Manali, 2015:278). Thus, the scope of psychographic segmentation reaches a wide variety of marketing communication strategies Weber & Schweiger, 2017; Mork, 2018. Given these factors it suffices to say that psychographic segmentation has been a beneficial concept for marketing and advertising planning purposes, representing a set of distinctive concepts that form part of product attributes and benefits for rooibos herbal and green tea consumers.

The main objective of marketing communication or promotion is to inform the target audience that the right product is available at the right place and at the right price to influence the decision-making process of the consumer (Aaker & Fournier, 1995; Keller, 1998; Yankelovich & Meer, 2006).

Marketing strategy plays a crucial role in shaping the perspective of the target markets to be served, persuading on the essential element of customer focus.

Jain (2000:352), is of the opinion that if marketers prudently segment the target markets, any company can effectively compete in any industry even with established competitor organisations. As illustrated above, integrated communication approach has become increasingly more integrated and the process of marketing communication has created at the synergy of all the promotional tools (Semenik, 2002:8).

### **3.6 SUMMARY OF THE CHAPTER**

The purpose of this chapter was to debate the various forms of marketing communication channels that serve continuous improvement of effective communication. It is important to realise that the fourth industrial revolution has acquainted consumers more with social media and the exposure has enabled consumers to conduct their own online research before opting to purchase a product or make use of a service. The next chapter focuses on the research methodology applied in this study.

## **CHAPTER FOUR RESEARCH METHODOLOGY**

### **4.1 INTRODUCTION**

The purpose of this study was to describe and understand the theoretical application of the interlinked relationship between psychographic variables and consumer decision-making variables that affect the behaviour of rooibos herbal (tisane) and green tea consumers, and to align the relevant promotional strategies according to consumer preferences. Specifically, the study was designed to answer the following research question:

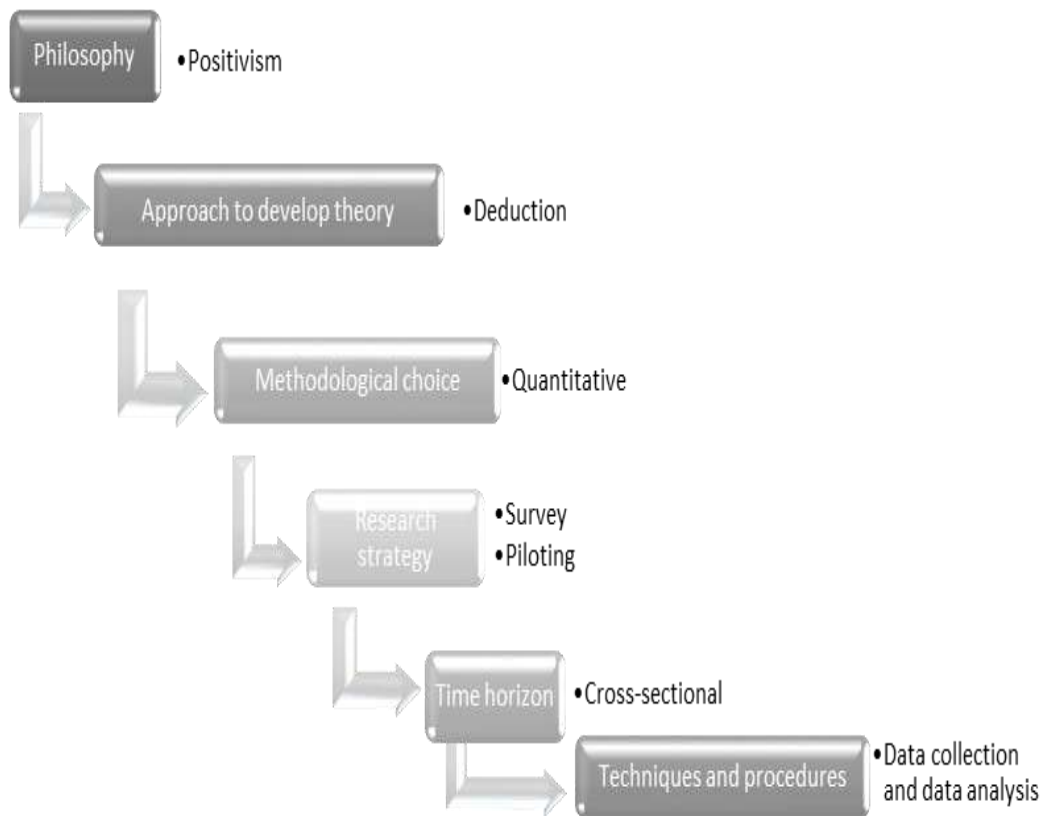
*“What promotional strategies can improve the communication to consumers in each rooibos tea segment?”*

This chapter addresses the research approach, research strategy, data collection techniques, validity and reliability, ethical considerations, and data analysis.

### **4.2 RESEARCH APPROACH**

The research required a quantitative methodological choice as depicted in Figure 4.1, and therefore, a positivist worldview with deductive reasoning and cross-sectional study was employed (Blumberg et al., 2014:153; Saunders et al., 2019b:505). Because of the research problem in section 1.2, an online survey and a cross-sectional study were employed as depicted in Figure 4.1. The benefit of a time horizon according to (Blumberg et al., 2014:153) represents a snapshot and descriptive account of one point in time, and was appropriate for the quantitative study, and therefore, provided a valid representation of the variability in different phenomena (Saunders et al., 2019b: 505).

This approach was selected because the researcher made inferences between the independent (opinion) variables and dependent (activity) variables. In addition, the intervening (interest) variables transmitted the effect and the moderating (promotional strategy) variables predict the strength of the dependent (activity) variables. These inferences benefited the broader population of interest, the rooibos tea market (Blumberg et al., 2014:16).



**Figure 4.1:** The Research Approach

**Source:** (Blumberg et al., 2014:16; Saunders et al., 2019d:130)

As seen in Figure 4.1, the researcher followed a structured plan to view the existing world objectively, and to exhibit the steps from a broad assumption to detailed methods of data collection and data analysis, and to answer the research question as well as the following sub-research questions (Creswell & Creswell, 2014:3; 2018:3):

- i. What are the differences and correlation between the variables that influence the consumer behaviour of each rooibos tea segments?
- ii. How does psychographic consumer behaviour of each rooibos tea segment differ, if at all?
- iii. What promotional strategies could increase market share to ensure continuous improvement of each rooibos tea segment?

Also, the research approach allowed the researcher to view the relationships between theory and observation (Blumberg et al., 2014:16), and to answer the central phenomenon in Section 1.2 (Saunders, et al., 2019d:130).

### **4.3 RESEARCH STRATEGY**

A survey design is widely used for obtaining information about perceptions, attitudes, and opinions, and therefore best served to answer the research questions, aim and objectives of the study (Creswell & Creswell, 2018:147). This design was useful for obtaining information from a large number of respondents. The organisation of the type of questions covered demographic dimensions, psychographic variables, and promotional strategies, and consequently, obtained current views from rooibos tea consumers. Each respondent was asked the same set of questions to provide a more efficient way of collecting responses from the sample population (Saunders et al., 2019b:504).

### **4.4 POPULATION AND SAMPLE**

A sample is taken from a population that represents the full set of cases or elements from targeted respondents to participate in a research study (Saunders et al., 2019c:294; Creswell & Creswell, 2018:150). The sample of this study comprised all rooibos tea consumers at a rooibos tea company in Gauteng, and who reside only in the province because the company has a national (in South Africa), international footprint in Africa. An element of participation bias was observed in the results because of the targeted population who were consultants at a rooibos tea company at the trading level (refer to figure 1.1) (Saunders et al., 2019b:448). Since the purpose of the study clearly indicates to understand and describe the theoretical application of the literature, it does not require to draw from the exact sample upon which generalisation will be made (Calder et al., 1981:198).

Eligibility criteria specified that the target population must have consumed Rooibos Herbal and Green teas to be included in the study (Babbie & Mouton, 2001:91). Moreover, the sample participants had to be 18 or older and willing to participate in the study, and in that regard, non-probability sampling was employed.

The purposive or judgmental sampling technique was used to select the target sample because the researcher relied on the “particular exposure and experience” (Blumberg et al., 2011:194) of consuming rooibos herbal and green teas, and also the ingenuity of the sampling frame (Welman et al., 2006:69). The typical case sampling technique was used to determine the sample size to present illustrative findings (Saunders, 2012; Patton, 2015).

Copper and Schindler (2006) note that a sample size must have a proportional relationship and should be drawn from the correct targeted population to obtain valid data from a population.

## **4.5 DATA COLLECTION TECHNIQUES**

An online or web questionnaire served as the primary and main data collection instrument, hence, piloting was conducted to improve the quality of the questions (Creswell & Creswell, 2018:149; Delport & Roetenburg, 2018:186). The online-questionnaires were administered through Lime Survey. The web-based survey was chosen because i) the researcher receives real-time viewing of data that enabled rapid transmission of results; ii) flexibility of data analysis, and iii) to confirm to the ethical clearance certificate obtained from the university (Grinnell & Unrau, 2008:298; Blumberg et al., 2014:226).

Since the probability was high of drawing from the wrong sample, the researcher selected a rooibos company that manages its own database (Blumberg et al., 2014:226). The respondents accessed the questionnaire either through a desktop computer, tablet or cellular phone. However, the researcher noted that these electronic devices could increase blurring into each other (Kozinets, 2015). To reduce non-response error, preliminary notifications, telephone calls, follow-ups and daily email reminders were sent to the company (Blumberg et al., 2014:222). A cross-sectional study was therefore applied to collect data at one point of time from the target sample over a five week period (Creswell & Creswell, 2018:149).

### **4.5.1 QUESTIONNAIRE**

The questionnaire was designed bearing in mind the three focal areas of the study: – psychographic variables, consumer decision-making model and promotional strategies (Tigert, 1969; Plummer, 1974; Wells & Tigert, 1977). Additionally, other instruments were consulted and adapted since the questionnaire aimed to obtain detailed facts about how the consumer perceive the product attributes and benefits of rooibos herbal and green teas. (Brace, 2008; Robinson & Leonard, 2019).

The questionnaire was divided into four sections including a covering letter (see Appendix B). The covering letter was used to educate the respondents about the purpose of the study, and other ethics related information as listed in section 4.7.



The first section elicited which type of beverage the consumer liked or preferred for enjoyment. The layout of the four questions was as follows: i) a ranking question followed with an open-question, and ii) a category question followed with an open-ended question.

The second section elicited product characteristics for liking rooibos herbal and green teas. These statements probed how the psychographic variables namely opinion, interest and activities influenced the daily lives of the consumers. The four-point Likert scale used consisted of two questions that measured the attitudinal dimensions (Brace, 2008:73), and the probability the consumer had towards rooibos herbal and green teas (Tharenou et al., 2007).

The four-point Likert scale questionnaire comprised 17 forced-choice questions (De Vaus, 2014). The adopted statements of the questionnaire covered a variety of product benefits and product attributes questions to gain a deeper understanding of the consumer's perception about rooibos herbal and green teas (Demby, 1974:19; Plummer, 1974:35; Lee & Liao, 2009; de Godoy et al., 2013; Al-Salamin & Al-Hassan, 2016; Gomathy & Rajan, 2016, Gandia et al., 2017; Mork, 2018; Mahmoudi et al., 2021). These types of statements provided four alternative answers from which the respondent was requested to choose. The respondents had options to either "disagree strongly" or "disagree somewhat" or "agree strongly" and "agree somewhat". The statements covered a range of attitudes of individual responses with a specific focus of interest to determine what attributes influenced the behaviour and choice of the respondent (Albaum et al., 2007). The breakdown of the psychographic variables and consumer decision-making individual and environmental influencing variables statements formed part of broad groupings as follows: opinion variables had six statements which relate to non-product related features, interest had four statements which related to product-related features; and activity variables had seven statements which related to product benefits as analysed in section 5.2.1.

The third section consisted of three parts. The first part consisted of 13 ranking questions that elicited which type of marketing communication was preferred for future advertising and promotions. The second part measured continuous improvement of the marketing communication of rooibos herbal and green teas.

Hence, the list and open-ended questions probed how important after-sales follow-up emails and questionnaires were, and asked respondents to share their shopping experience with the company.

The third part consisted of four open-ended questions that focused on four rooibos tea advertisements from the past that related to the four-point Likert scale questions.

The last section of the questionnaire covered the demographic background of the respondent, namely age category, and gender type. The purpose of this section was to elicit who is the current target audience, hence, an internal environmental scanning of rooibos herbal and green tea consumers.

#### **4.5.2 PILOTING QUESTIONNAIRE**

The objective of piloting was to pre-test the five-point Likert scale questions to improve the content validity of the instrument and estimated amount of time it would take to complete the questionnaire (Delpont & Roestenburg, 2018:195). Before the survey, a review was conducted by four researchers to assess for ambiguity and dichotomy questions, and three amendments were identified (Collis & Hussey, 2009). The following amendments were made: the descriptive research design was changed to explanatory research design; the five-point Likert scale was changed to a four-point Likert scale, and the psychographic variable statements were reduced from 24 to 17.

The hyperlink to the questionnaire was sent to a small sample of 20 active consumers from the company's database using convenience sampling. An online survey was used to collect data for two-weeks, which covered the following regions: Gauteng, Limpopo, Mpumalanga, and North-west provinces in South Africa. The type of questions used in the instrument was very similar to those incorporated by Tigert (1969). The survey consisted of two sections. The first section asked for the demographic background of the consumer, namely i) in which province the respondent resided, and ii) the gender of the respondent.

The last section of the questionnaire used a five-point Likert scale. This section included the lifestyle background: a combination of 24 activity, interest and opinion statements were used to identify the lifestyle patterns of the rooibos tea consumers (Plummer, 1974; Wells & Tigert, 1977).

The respondents had the option to either choose "Strongly disagree", "Disagree", "Neutral", "Agree", or "Strongly agree" from the five-point Likert scale questions (See Appendix A). There were 24 close-ended questions and one open-ended question. During the data analysis, attention was given to how the respondents answered the questionnaire.

Finally, the results of the pilot study revealed that rooibos tea consumers liked the taste of both teas. The study also revealed that the psychographic variables that will influence the behaviour in each rooibos herbal and green tea segments are interest and opinion variables, followed by activity as the most effective variable (Van Zyl et al., 2019).

#### **4.6 VALIDITY AND RELIABILITY**

Content validity assessed the adequate coverage of questions in the questionnaire. Specifically, it assessed the appropriateness of each question whether it was either “essential” or “useful but not essential” or “not necessary” (Creswell & Plano, 2011:210; Saunders et al., 2019:517). The questionnaire was sent to three reviewers’ before the main study fieldwork to ensure adequate coverage.

With regards to reliability, the testing of the internal consistency of the underlying constructs in rooibos herbal and green teas in the Likert scale questions ensured the set items behaved in the same way (Creswell & Creswell, 2018:154). In this regard, Cronbach’s Alpha and composite reliability (CR) were employed to measure the internal consistency.

According to Hardy and Ford (2014), research has shown that between five and nine percent of the sample population do not read instructions or the covering letter because of the familiarity with the task of completing questionnaires. The company emailed the hyperlink to the respondents to prevent any inconsistency caused by instructional miscomprehension (Saunders et al., 2019b:518).

Furthermore, piloting was conducted to estimate reliability to correlate the data from the pilot questionnaire that would be collected under the same conditions from the main field study questionnaire (Saunders et al., 2019b:518). The final approach tested the alternative form of the same groups of questions in particular, the Likert scale questions, since, both segments had the same set of repeat questions besides the difference in one activity statement question. The Likert scale questions were reduced from 24 to 17 to prevent survey fatigue.

## 4.7 ETHICAL CONSIDERATIONS

The ethical issues relate to respondents and the general public, which should be a primary concern for researchers when conducting research (Du Plessis, 2003:31). These relate to issues such as to disguising the purpose of the study, to jeopardising the comfort level of respondents, and misusing of research findings. The purpose of the study was explained in the covering letter to respondents (See Appendices A and B).

Written permission to conduct the research was obtained from the Cape Peninsula University of Technology, Research Ethics Committee (see Appendix C). This research abided by the code of ethics, of the Southern African Marketing Research Association.

**The following ethical principles were observed:**

**The right to choose:** - Respondents were informed about their rights to refuse to answer certain questions if they felt uncomfortable. The respondents were informed of their right to terminate the questionnaire at any time (see appendix A and B).

**Informed consent and voluntary participation** were secured, and no misleading information about the purpose and nature was provided.

The researcher respected **the rights** of the **respondents** as **private** individuals.

**The right to confidentiality:** - The respondents were notified that no personal data collected would be used for any purpose other than to contribute to data analysis in the study (South African Marketing Research Association, 2014; 2016). In addition, the researcher ensured that the questionnaire was designed, reported, and **documented accurately, transparently and objectively**. The research findings were not used for questionable purposes, such as political campaigns (Du Plessis, 2003:32).

## 4.8 DATA ANALYSIS

Statistical Program for Social Science (SPSS) software was used to generate the descriptive statistics, as well as inferential statistics. The descriptive statistics were compiled with the help of frequency tables, mean and standard deviation, while inferential statistics were calculated by using exploratory factor analysis that includes calculations such as principal component analyses, Eigenvalues and pattern matrices.

Exploratory factor analysis was considered as the most suitable inferential technique for the study because of its ability to simplify complex sets of data for each rooibos tea segment.

Blaikie (2003:155) notes that factor analysis technique has the capacity to discover and explore the underlying patterns or relationships in a large number of observed variables and can reduce these variables to a fewer number of factors. Pearson's correlation coefficient analysis was utilised to correlate the significant positive relationship between the observed variables. Further, the study used the Wald Chi square test, through a generalised linear model to determine if there were any significant differences among the observed variables, while Bonferroni pairwise was used to conduct a post hoc test to locate any significant differences between the observed variables.

Word clouds or tag clouds were considered the most suitable qualitative data analysis technique for the study because of their effectiveness in easily produce graphical depictions of text representing knowledge produced by the open-ended questions of the instrument. According to DePaolo and Wikinson (2014:38) word clouds produce visualization for presentations of specific patterns of words and phrased. These specific patterns of narratives and phrased in text data, allowed the researcher to understand the cognitive processes of how rooibos tea consumers connect to the product characteristics of rooibos herbal and green teas (Hair et al., 2017:222-237).

Finally, a statistician produced the results independently of the researcher to avoid subjective collaboration. The quantitative and qualitative data were discussed and analysed by the researcher and were also checked by the supervisor, co-supervisor, and by two internal reviewers for confirmation of credibility.

#### **4.9 SUMMARY OF THE CHAPTER**

This chapter discussed the research methodology of the study undertaken. It presented the data collection technique, as well as the primary data collection instrument, population sampled, and narratives of the undertaken study. The next chapter covers the presentation and analysis of results.

## **CHAPTER FIVE PRESENTATION AND ANALYSIS OF RESULTS**

### **5.1 INTRODUCTION**

Primarily, this study sought to understand the correlation between opinion variables and interest variables which had a significant contributory effect on the activity variables. Consequently, promotional strategies predicted the strength of the relationship between opinion variables, interest variables and activity variables. Also, psychographic variables interlinked in a non-linear relationship with consumer decision-making individual and environmental influencing variables, which affect the cognitive processes for rooibos herbal and green tea consumers. The conceptual framework in section 2.5 was designed to answer the main research question and sub-research questions of the study. The results and findings are therefore organised to clearly picture the correlation between psychographic and consumer decision-making influencing variables, and explain the stimulus-response relationship of promotional strategies. A questionnaire was employed to collect the data from the sample from rooibos tea consumers that ranged between 75 and 105 responses. This chapter is structured into three sections: i) reporting of quantitative results, ii) reporting of findings, and iii) a summary of the chapter.

### **5.2 ANALYSIS OF QUANTITATIVE RESULTS**

The data were taken from a four-point Likert scale questionnaire that comprised 17 forced-choice questions with options to either “disagree strongly”, “disagree somewhat”, “agree strongly” or “agree somewhat” (De Vaus, 2014). These statements covered a specific range of psychographic variables and consumer decision-making individual and environmental influencing variables questions gauging the individual responses with a focus of interest to determine what product attributes and product benefits influenced the behaviour and choice of the respondent (Albaum et al., 2007).

## 5.2.1 ROOIBOS HERBAL (TISANE) AND GREEN TEAS PSYCHOGRAPHIC ATTITUDINAL CONSTRUCTS

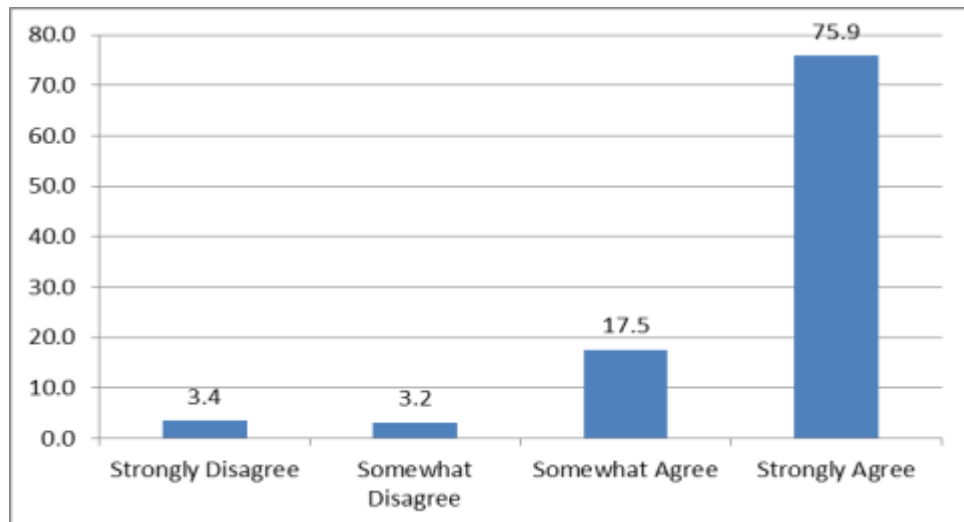
In reporting the results of descriptive statistical tests, the means and standard deviations regarding the psychographic (AIO) variables attitudinal responses towards rooibos herbal and green teas are shown in Table 5.1, while the weighted averages of the constructs are displayed through bar charts (refer to Section 5.2.1.1).

**Table 5.1:** Means and Standard Deviations for Rooibos Herbal (tisane) and Green Teas

Psychographic variables (activity, interest, opinion) variables					
Rooibos Herbal (tisane) tea	M	SD	Rooibos Green tea	M	SD
Liking and behaviour (o,a)	3.66	0.470	Liking and features (o)	3.57	0.503
Quality and value (i)	3.57	0.713	Quality and value (i)	3.69	0.506
Features and behaviour (o, a)	3.21	0.631	Heritage and behaviour (o, a)	2.60	0.541
Sentimental value (i)	2.88	1.029	Sentimental value (i)	2.88	1.029
Religion and spiritual (o)	1.26	0.544	Religion and spiritual (o)	1.26	0.544

### 5.2.1.1 ROOIBOS HERBAL (TISANE) TEA – LIKING AND BEHAVIOUR

Four Likert scale questions namely **liking**, opinion variables and **work** and health and wellness, activity variables (behaviour) were utilised to establish the construct by computing the weighted average.

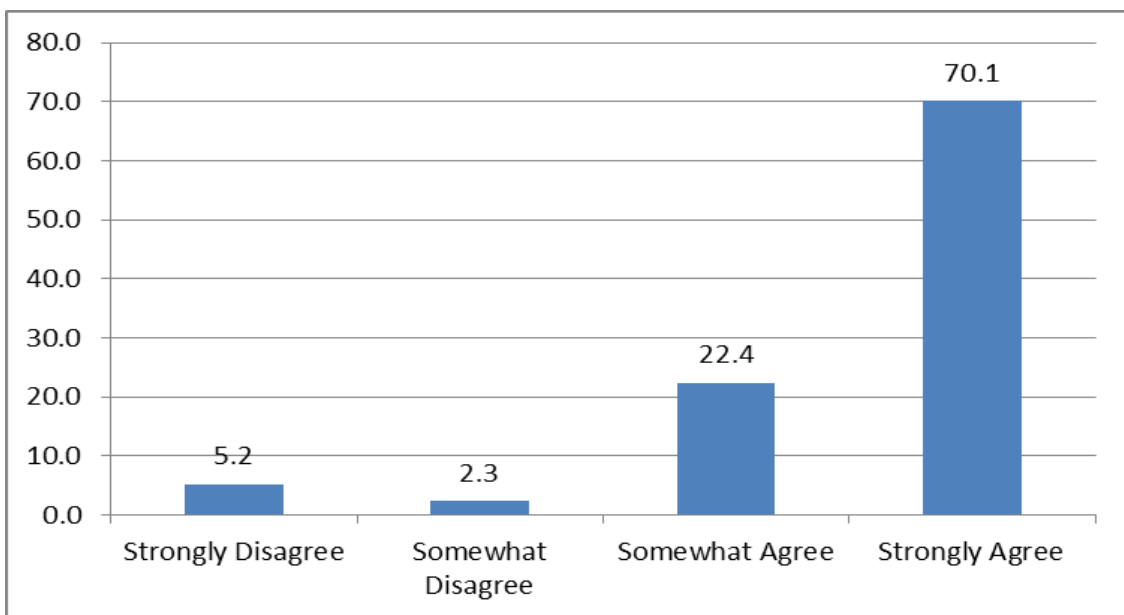


**Figure 5.1:** Rooibos Herbal Tea – Liking and Behaviour Frequency

As seen in Figure 5.1, an overwhelming majority of respondents (93.4 percent) agreed (somewhat and strongly agreed) that Rooibos Herbal tea resulted in a positive liking, which affected individual consumer decision-making processes to either enjoy at work or to apply to their daily health and wellness lifestyles in comparison to 6.6 percent who disagreed (somewhat and strongly disagreed).

### 5.2.1.2 ROOIBOS HERBAL (TISANE) TEA - QUALITY AND VALUE

Two Likert scale questions regarding interest variables brand **quality** and **value** for money were employed to establish the construct by computing the weighted average.



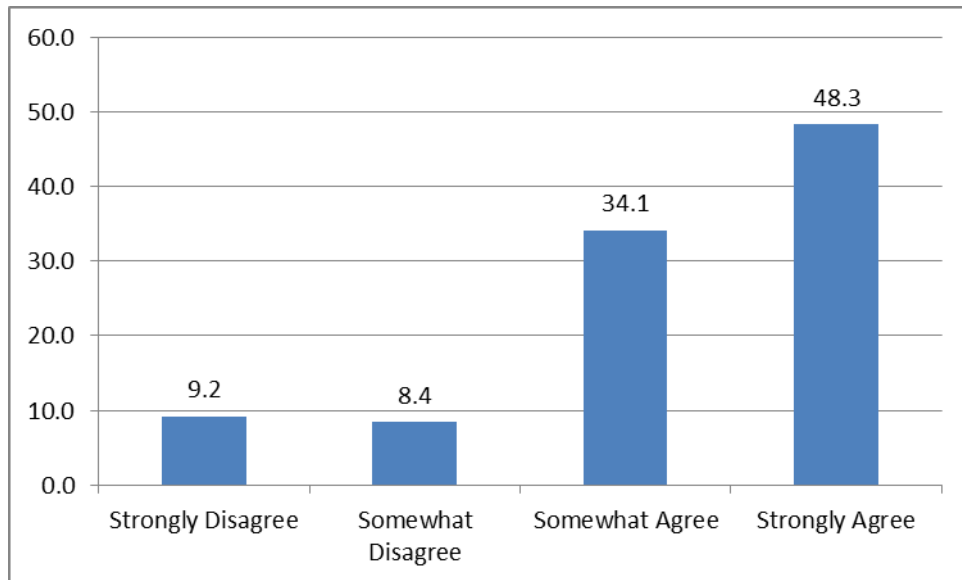
**Figure 5.2:** Rooibos Herbal Tea - Quality and Value Frequency

Closer inspection of Figure 5.2 shows that the majority of respondents (92.5 percent) agreed (somewhat and strongly agreed) that Rooibos Herbal tea provided brand quality and value for their money compared with 7.5 percent who disagreed (somewhat and strongly disagreed).

### 5.2.1.3 ROOIBOS HERBAL (TISANE) TEA - FEATURES AND BEHAVIOUR

Three Likert scale questions, two regarding opinion variables features **richness in colour** and **smoothness in taste**, and one related to activity variables (behaviour) food pairing were used to cipher the constructs by computing the weighted average.



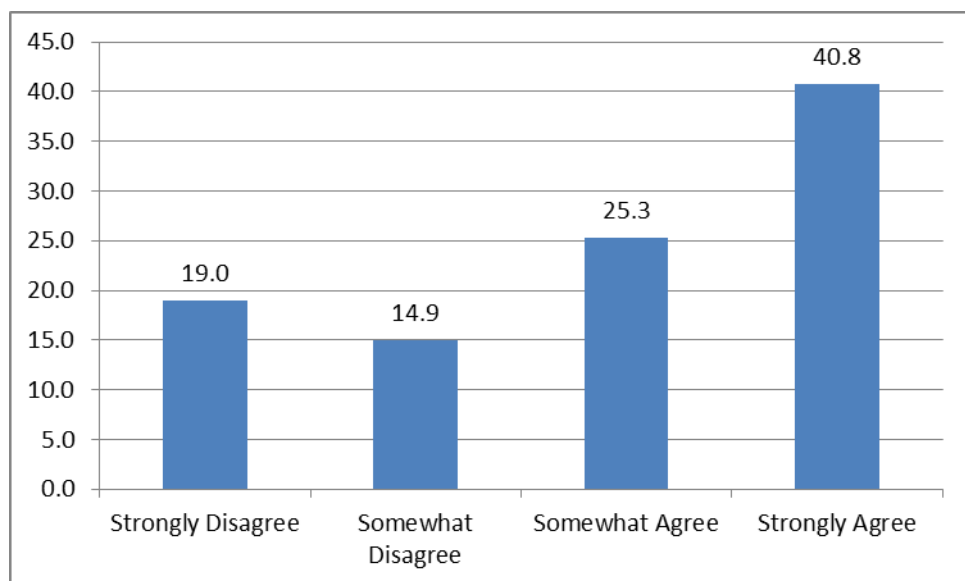


**Figure 5.3:** Roibos Herbal Tea - Features and Behaviour Frequency

The results shown in Figure 5.3, reveal that a significant number of respondents (82.4 percent) agreed (somewhat and strongly agreed) that the richness in colour and smoothness in taste of the rooibos herbal tea affected the individual consumer decision-making process to utilise the tea in food pairing when compared to 17.6 percent who disagreed (somewhat and strongly disagreed).

#### 5.2.1.4 ROOIBOS HERBAL (TISANE) TEA - SENTIMENTAL VALUE

Two Likert scale questions regarding the interest variables sentimental value for **me** and **them** (family) were utilised to establish the construct by computing the weighted average.

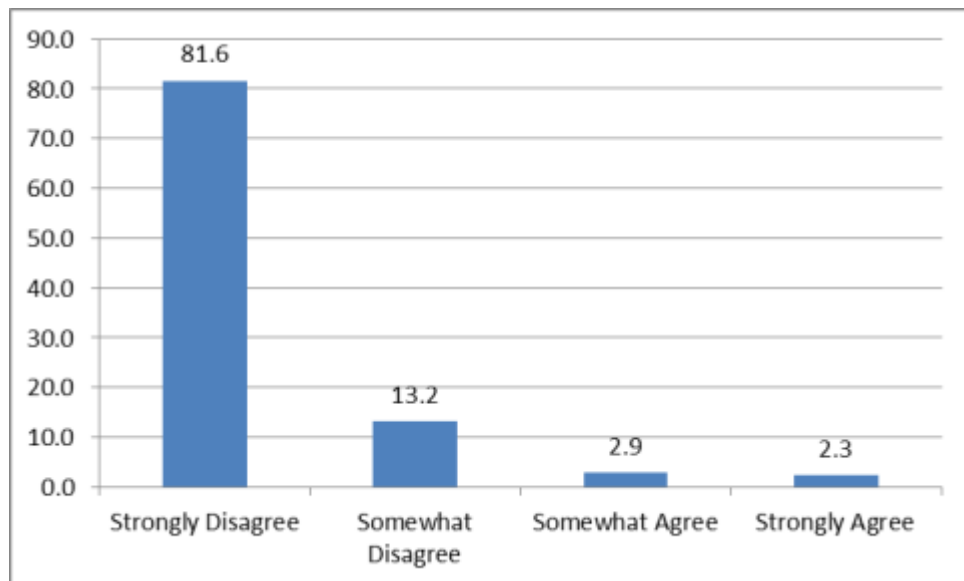


**Figure 5.4:** Roibos Herbal Tea - Sentimental Value Frequency

Figure 5.4 provided the results obtained from the weighted averages of rooibos herbal tea respondents. 66.1 percent agreed (somewhat and strongly agreed) compared to 33.9 percent disagreed (somewhat and strongly disagreed) that rooibos herbal tea has any sentimental value to the respondent and their family.

#### 5.2.1.5 ROOIBOS HERBAL (TISANE) TEA - RELIGION AND SPIRITUAL REASONS

Two Likert scale statements from opinion variables **religion** and **spiritual** reasons were ascertain to calculate the weighted average.

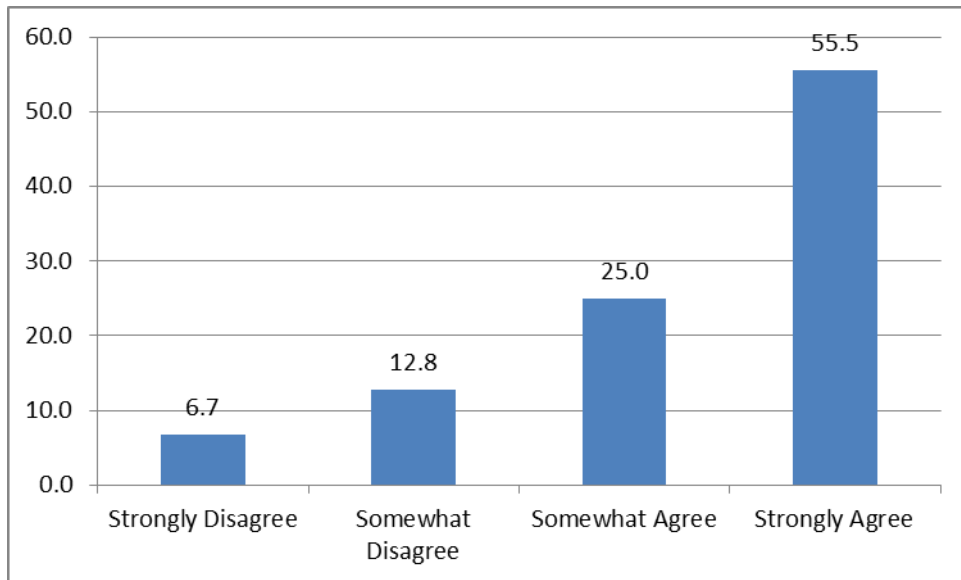


**Figure 5.5:** Rooibos Herbal Tea - Religion and Spiritual Frequency

It is evident from Figure 5.5 that very few of respondents (5.2 percent) agreed (somewhat and strongly agreed) compared with a strong 94.8 percent who disagreed (somewhat and strongly disagreed) that neither religious nor spiritual reasons influenced the environmental consumer decision-making process of rooibos green tea respondents.

#### 5.2.1.6 ROOIBOS GREEN TEA - LIKING AND FEATURES

Four Likert scale questions related to the opinion variables **liking** and **features** were employed to calculate the weighted average.

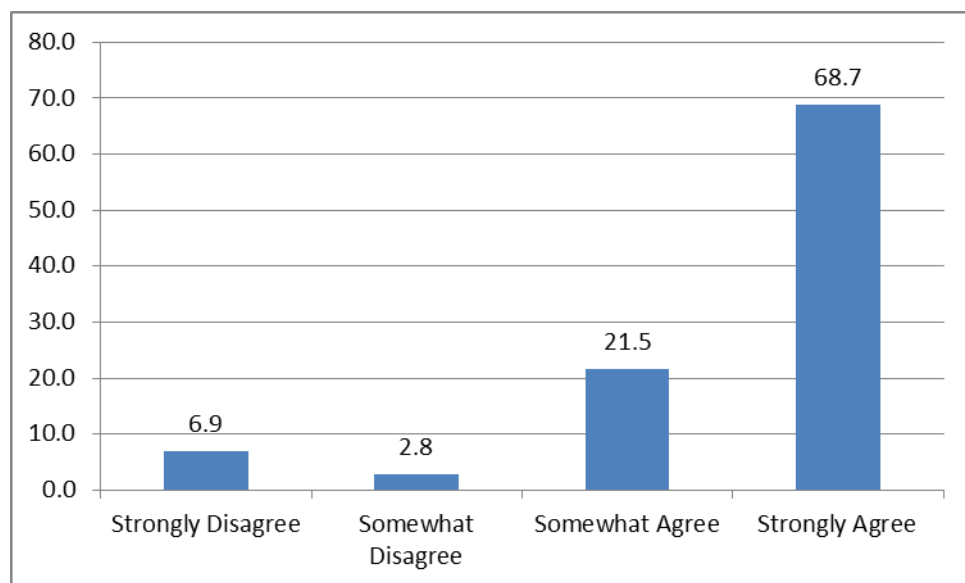


**Figure 5.6:** Rooibos Green Tea - Liking and Features Frequency

The most interesting aspect of Figure 5.6, is 80.5 percent of respondent agreed (somewhat and strongly agreed) that smoothness of taste and richness in colour affected their positive liking of rooibos green tea when matched with 19.5 percent who disagreed (somewhat and strongly disagreed).

#### 5.2.1.7 ROOIBOS GREEN TEA - QUALITY AND VALUE

Two Likert scale questions regarding the interest variables **brand** quality and **value** for money were employed to establish the construct by computing the weighted average.

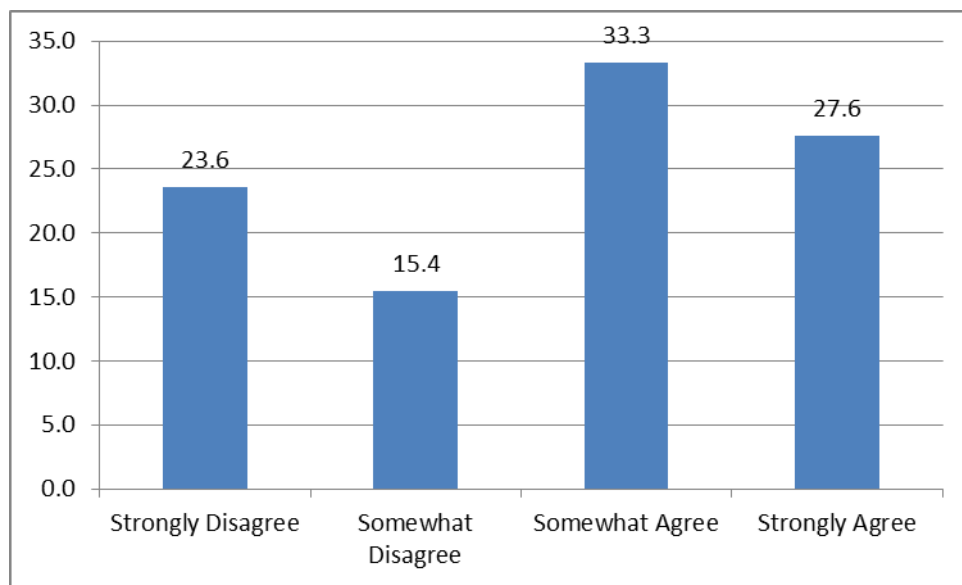


**Figure 5.7:** Rooibos Green Tea – Quality and Value Frequency

From Figure 5.7, it can be seen that by far the greatest response is 90.2 percent who agreed (somewhat and strongly agreed) that rooibos green tea offered brand quality and value for their money compared with 9.7 percent who disagreed (somewhat and strongly disagreed).

### 5.2.1.8 ROOIBOS GREEN TEA - CULTURE AND BEHAVIOUR

Three Likert scale questions, one regarding the opinion variable, strong **heritage** background, and two regarding the activity variables, **behaviour** food pairing and socialising with family at home were used to calculate the constructs by computing the weighted average.

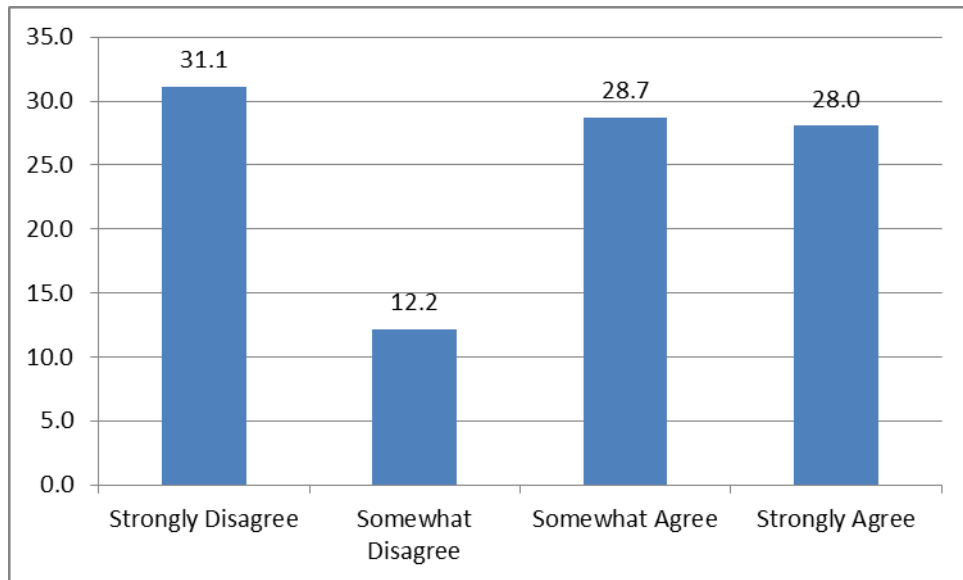


**Figure 5.8:** Rooibos Green Tea - Culture and Behaviour Frequency

From the results, it is evident that in Figure 5.8, 60.9 percent of respondents agreed (somewhat and strongly agreed) that the strong cultural background of Rooibos Green tea contributed to the individual consumer decision-making process to enjoy the tea at home with the family when matched to 39 percent who disagreed (somewhat and strongly disagreed).

### 5.2.1.9 ROOIBOS GREEN TEA - SENTIMENTAL VALUE

Two Likert scale questions regarding the interest variables sentimental value for **me** and **them** (family) were employed to ascertain the construct by computing the weighted average.

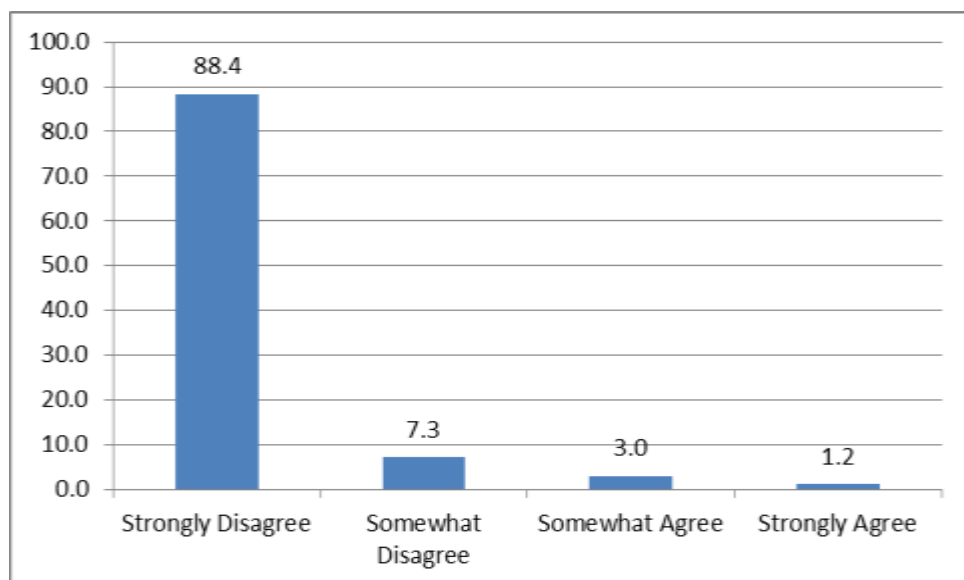


**Figure 5.9:** Rooibos Green Tea - Sentimental Value Frequency

As can be seen in Figure 5.9, 56.7 percent agreed (somewhat and strongly agreed) compared to 43.3 percent who disagreed (somewhat and strongly disagreed) that rooibos green tea had any sentimental value to the respondent and their families.

#### 5.2.1.10 ROOIBOS GREEN TEA - RELIGION AND SPIRITUAL REASONS

Two Likert scale statements regarding the opinion variables **religion** and **spiritual** reasons were used to calculate the weighted average.



**Figure 5.10:** Rooibos Green Tea - Religion and Spiritual Frequency

It is apparent from Figure 5.10 that very few of respondents (4.2 percent) agreed (somewhat and strongly agreed) compared to a strong 95.7 percent who disagreed (somewhat and strongly disagreed) that either religious or spiritual reasons influenced the environmental consumer decision-making process of rooibos green tea respondents.

### **5.3 FACTOR ANALYSIS**

Initially, the factorability of the 17 attitudinal items was examined. A principal component analysis (PCA) was conducted to statistically assess the rooibos herbal tea and rooibos green tea four-point Likert scale items. The sampling adequacy was considered using the Kaiser-Meyer-Olkin measure, which resulted in acceptable value of 0.678 and 0.698 for rooibos herbal and green teas, respectively (Field, 2000:446). The correlation matrix factorability was evaluated by Bartlett's Sphericity Test, which revealed that correlations between the various items were large as the tests were significant at  $p < 0.001$  for both of rooibos herbal tea and rooibos green tea Likert scale items (Field, 2009) (refer to Section 5.3).

#### **5.3.1 EIGENVALUES**

In order to understand the Eigenvalues of matrices for rooibos herbal and green teas, the extraction of principal components or factors was determined via the PCA's total variance explained and Eigenvalues (Rietveld & Van Hout, 1993:259).

**Table 5.2: Total Variance Explained and Eigenvalues**

Rooibos herbal tea					Rooibos green tea				
Factors	Initial Eigenvalues			Rotation Sums of Squared Loadings	Factors	Initial Eigenvalues			Rotation Sums of Squared Loadings
	Total	Percent of Variance	Cumulative percent	Total		Total	percent of Variance	Cumulative percent	Total
1	4.161	24.476	24.476	4.161	1	4.995	29.379	29.379	4.995
2	1.972	11.598	36.074	1.972	2	2.481	14.597	43.976	2.481
3	1.886	11.092	47.166	1.886	3	1.741	10.239	54.215	1.741
4	1.236	7.272	54.438	1.236	4	1.304	7.672	61.887	1.304
5	1.079	6.347	60.785	1.079	5	1.164	6.849	68.736	1.164
6	0.995	6.053	66.838		6	0.989	5.991	74.726	
7	0.840	4.943	71.780		7	0.882	5.188	79.915	
8	0.768	4.516	76.296		8	0.653	3.842	83.757	
9	0.758	4.460	80.756		9	0.619	3.639	87.396	
10	0.666	3.916	84.672		10	0.440	2.588	89.984	
11	0.624	3.669	88.342		11	0.414	2.438	92.422	
12	0.521	3.063	91.404		12	0.321	1.889	94.311	
13	0.411	2.420	93.825		13	0.309	1.815	96.126	
14	0.338	1.987	95.812		14	0.213	1.252	97.379	
15	0.266	1.565	97.377		15	0.175	1.031	98.410	
16	0.234	1.374	98.751		16	0.155	0.909	99.319	
17	0.212	1.249	100.000		17	0.116	0.681	100.000	

The PCA yielded five factors for rooibos herbal (tisane) tea with eigenvalues larger than 1 and explained variances of 4.161 percent, 1.972 percent, 1.886 percent, 1.236 percent, and 1.079 percent respectively. The factors yielded 60.79 percent of explained variance, which exhibits a high factor analysis correlation (refer to Table 5.2). The PCA yielded five factors for rooibos green tea with eigenvalues larger than 1 and explained variances of 4.995 percent, 2.481 percent, 1.741 percent, 1.304 percent and 1.164 percent respectively. The factors yielded 68.74 percent of explained variance, which exhibits a high factor analysis correlation (refer to Table 5.2).

### 5.3.2 PATTERN MATRIX (FACTOR LOADINGS)

The pattern matrix of factor loading results were used to reveal the minimum values for rooibos herbal and rooibos green tea four-point Likert scale items respectively. As can be seen in Tables 5.3 and 5.4, factors resulting in two or more items and values more than 0.5 for rooibos herbal and green teas were retained (Field, 2000; Pallant, 2010). A four-point Likert scale in the rooibos herbal tea and rooibos green tea were included in the respective five factors with eigenvalues of greater than one revealed by the PCA, so these were excluded from further analysis to ensure validity as shown in Tables 5.3 and 5.4 respectively.

**Table 5.3: Pattern Matrix - Rooibos Herbal (Tisane) Tea**

Four point - Likert scale items	Pattern Factor Loadings				
	1	2	3	4	5
I like the taste of the Rooibos Herbal tea	0.814	-0.059	-0.162	0.153	-0.039
I do not *dislike the taste of the Rooibos Herbal tea	0.718	-0.237	0.172	-0.059	-0.022
I drink the Rooibos Herbal tea when I am at work	0.684	0.226	-0.113	-0.138	0.031
I like Rooibos Herbal tea because of health and wellness reasons	0.610	0.051	0.073	0.171	0.086
I like the Rooibos Herbal tea because I believe the tea is value for my money	-0.015	0.834	0.192	-0.119	0.189
I like the Rooibos Herbal tea because of the brand quality	-0.030	0.792	0.047	0.135	0.093
I like the richness of the colour of the Rooibos Herbal tea	-0.251	0.252	0.787	0.053	-0.100
I like the smoothness of the taste of the Rooibos Herbal tea	0.300	-0.080	0.684	0.133	-0.180
I like the Rooibos Herbal tea because of food pairing	-0.033	-0.076	0.605	0.142	0.273
I like the Rooibos Herbal tea because the brand has sentimental value for me o	-0.026	0.020	0.077	0.880	0.094
My family likes the Rooibos Herbal tea because of the brand has sentimental value for them	0.118	0.003	0.023	0.769	0.113
I like the Rooibos Herbal tea because of religious reasons	0.059	0.228	-0.346	0.150	0.813
I like the Rooibos Herbal tea because of spiritual reasons	-0.009	0.128	0.171	0.046	0.784
I like the Rooibos Herbal tea only when I am exercising	-0.077	-0.400	0.202	0.002	0.474
Rooibos Herbal tea is different from the other teas	-0.007	0.215	0.095	0.101	-0.004
I drink the Rooibos Herbal tea when I am socialising with my friends at coffee shops, quick restaurants, etc.	0.272	0.322	0.469	-0.329	0.070
Rooibos Herbal tea has a strong heritage background	-0.004	0.362	0.097	0.303	-0.397

\*This statement was negatively phrased, so the responses were recorded negatively

**Table 5.4: Pattern Matrix – Rooibos Green Tea**

Four point - Likert scale items	Pattern Factor Loadings				
	1	2	3	4	5
I like the taste of the Rooibos Green tea	0.897	0.075	0.141	-0.108	-0.195
I do not *dislike the taste of the Rooibos Green tea	0.878	-0.185	0.003	-0.033	-0.116
I like the smoothness of the taste of the Rooibos Green tea	0.699	0.095	-0.070	0.153	0.331
I like the richness of the colour of the Rooibos Green tea	0.611	0.101	-0.008	0.212	0.209
I like the Rooibos Green tea because of spiritual reasons	-0.062	0.965	-0.039	0.080	-0.200
I like the Rooibos Green tea because of religious reasons	-0.216	0.842	0.144	0.105	-0.023
I like the Rooibos Green tea because I believe the tea is value for my money	0.062	-0.037	0.774	0.152	0.046
I like the Rooibos Green tea because of the brand quality	-0.138	-0.083	0.766	0.335	0.117
I like the Rooibos Green tea because of health and wellness reasons	0.436	-0.062	0.686	-0.075	-0.247
My family likes the Rooibos Green tea because of the brand has sentimental value for them	0.052	0.056	0.049	0.846	0.119
I like the Rooibos Green tea because the brand has sentimental value for me	0.046	0.099	0.266	0.828	-0.159
Rooibos Green tea has a strong heritage background	-0.061	-0.225	-0.144	0.128	0.917
I like the Rooibos Green tea because of food pairing	-0.121	0.242	0.344	-0.293	0.599
I drink the Rooibos Green tea when I am socialising with my family at home	0.311	0.005	0.234	-0.188	0.519
I like the Rooibos Green tea only when I am exercising	0.286	0.417	-0.368	-0.027	0.037
I drink the Rooibos Green tea when I am at work	0.469	-0.077	0.044	0.114	0.063
Rooibos Green tea is different to the other teas	0.031	0.075	0.144	-0.176	-0.016

\*This statement was negatively phrased, so the responses were recorded



### 5.3.3 RELIABILITY AND VALIDITY

The reliability of 17 forced-choice questions assessed the manner in which the respondents answered the rooibos herbal and green tea statements as presented in Tables 5.5 to 5.6 (Gliem & Gliem, 2003).

**Table 5.5:** Rooibos Herbal (Tisane) Tea PCA's Constructs (Means, Standard Deviations, Factor Loadings, Average Value Extracted, Composite Reliability and Cronbach's Alpha)

Rooibos Herbal tea (AIO) constructs	M	SD	Fact. load.	AVE	CR	Cronb. $\alpha$
<b>Liking and behaviour (opinion and activity variables)</b>						
I do not <b>*dislike</b> Rooibos Herbal tea	3.57	0.871	0.718	0.505	0.801	0.624
I <b>like the taste</b> of the Rooibos Herbal tea	3.67	0.604	0.814			
I like Rooibos Herbal tea because of <b>health and wellness reasons</b>	3.93	0.255	0.610			
I drink the Rooibos Herbal tea when I am at <b>work</b>	3.46	0.833	0.684			
<b>Quality and value (interest variables)</b>						
I like the Rooibos Herbal tea because of the <b>brand quality</b>	3.62	0.735	0.792	0.661	0.796	0.810
I like the Rooibos Herbal tea because I believe the tea is <b>value for my money</b>	3.53	0.819	0.834			
<b>Features and behaviour (opinion and activity variables)</b>						
I like the Rooibos Herbal tea because of <b>food pairing</b>	2.60	1.017	0.605	0.484	0.736	0.618
I like the <b>richness of the colour</b> of the Rooibos Herbal tea	3.44	0.831	0.787			
I like the <b>smoothness of the taste</b> of the Rooibos Herbal tea	3.61	0.617	0.684			
<b>Sentimental value (interest variables)</b>						
My family likes the Rooibos Herbal tea because of the <b>brand has sentimental value</b> for them	2.43	1.176	0.769	0.683	0.811	0.782
I like the Rooibos Herbal tea because the brand has <b>sentimental value for me</b>	2.65	1.221	0.880			
<b>Religion and spiritual (opinion variables)</b>						
I like the Rooibos Herbal tea because of religious reasons	1.21	0.561	0.813	0.638	0.779	0.676
I like the Rooibos Herbal tea because of spiritual reasons	1.13	0.491	0.784			

\*This statement was negatively phrased, so the responses were recorded

As construed in Table 5.5 the Cronbach Alpha coefficient internal consistency of rooibos herbal tea measures ranged between ( $\alpha = 0.618$  to  $0.810$ ) and the Composite Reliability (CR) internal consistency measures ranged between ( $0.736 - 0.811$ ) (Nunnally, 1978; Nunnally & Bernstein, 1994).

**Table 5.6:** Rooibos Green Tea PCA's Factors/Constructs (Means, Standard Deviations, Factor Loadings, Average Value Extracted, Composite Reliability and Cronbach's Alpha)

Rooibos Green tea (AIO) constructs	M	SD	Fact. load.	AVE	CR	Cronb. $\alpha$
<b>Liking and features (opinion variables)</b>						
I do not <b>*dislike</b> Rooibos Green tea	3.22	1.019	0.878	0.609	0.859	0.835
I <b>like the taste</b> of the Rooibos Green tea	3.38	0.855	0.897			
I like the <b>richness of the colour</b> of the Rooibos Green tea	3.24	0.963	0.611			
I like the <b>smoothness of the taste</b> of the Rooibos Green tea	3.33	0.890	0.699			
<b>Quality, value and behaviour (interest and activity variables)</b>						
I like the Rooibos Green tea because of the <b>brand quality</b>	3.28	1.034	0.766	0.552	0.787	0.769
I like the Rooibos Green tea because I believe the tea is <b>value for my money</b>	3.48	0.820	0.774			
I like the Rooibos Green tea because of <b>health and wellness</b> reasons	3.80	0.554	0.686			
<b>Heritage and behaviour (opinion and activity variables)</b>						
Rooibos Green tea has a <b>strong heritage background</b>	3.29	0.909	0.917	0.489	0.730	0.626
I like the Rooibos Green tea because of <b>food pairing</b>	2.22	1.089	0.599			
I drink the Rooibos Green tea when I am <b>socialising with my family at home</b>	2.44	1.067	0.519			
<b>Sentimental value (interest variables)</b>						
My family likes the Rooibos Green tea because of the brand has <b>sentimental value for them</b>	2.44	1.167	0.846	0.701	0.824	0.805
I like the Rooibos Green tea because the brand has <b>sentimental value for me</b>	2.67	1.219	0.828			
<b>Religion and spiritual (opinion variables)</b>						
I like the Rooibos Green tea because of <b>religious reasons</b>	1.22	0.559	0.842	0.819	0.900	0.853
I like the Rooibos Green tea because of <b>spiritual reasons</b>	1.14	0.489	0.965			

\*This statement was negatively phrased, to the responses were recorded

When compared with rooibos green teas, the Cronbach Alpha coefficient internal consistency measured ranged between  $\alpha = 0.626 - 0.853$  and Composite Reliability (CR) internal consistency measured ranged between  $0.730 - 0.900$  as seen in Table 5.6 (Henseler et al., 2009; Hair et al., 2014; Dominguez & Mayrhofer, 2018).

The factor loadings for both rooibos herbal tea and rooibos green tea were above 0.5. As seen in Table 5.5 and Table 5.6, most of the values of the average variance extracted (AVE) values were above 0.5, except for rooibos herbal tea features and behaviour were 0.484; while, rooibos green tea heritage and behaviour were 0.489; however both values were close to 0.5, and so the validity measures were retained (Farrel, 2009; Ab Hamid et al., 2017). With respect to validity, content validity was applied to address the degree to which the 17 forced-choice questions of the four point Likert scale questionnaire sufficiently exemplified the content for rooibos herbal and rooibos green teas.

## 5.4 CORRELATION MATRICES

In order to understand the correlations between the psychographic variables, component correlation matrixes for each rooibos tea segment were calculated (Rietveld & Van Hout, 1993).

**Table 5.7:** Component Correlation Matrix - Rooibos Herbal Tea

Liking and behaviour (o, a)	<b>0.710</b>				
Quality and value (i)	0.175	<b>0.813</b>			
Features and behaviour (o, a)	0.336	0.236	<b>0.696</b>		
Sentimental value for me and them (i)	0.132	0.399	0.237	<b>0.827</b>	
Religion and spiritual reasons (o)	0.050	-0.082	0.160	0.030	<b>0.799</b>

As can be seen in Tables 5.7 and 5.8, the discrimination validity was evident in the rooibos herbal tea and rooibos green tea constructs, as the square root AVE measures number for each construct were larger when compared to the other correlations between the constructs (Field, 2000; Berteau & Zait, 2011; Ab Hamid et al., 2017).

**Table 5.8:** Component Correlation Matrix - Rooibos Green Tea

Liking and features (o)	<b>0.781</b>				
Quality and value (i)	0.081	<b>0.905</b>			
Heritage and behaviour (o, a)	0.340	0.085	<b>0.743</b>		
Sentimental value for me and them (i)	0.149	0.108	0.137	<b>0.837</b>	
Religion and spiritual reasons (o)	0.317	0.335	0.281	0.193	<b>0.774</b>

## 5.5 GENERALISED LINEAR MODEL – INTENTION TO PURCHASE ATTITUDE CONSTRUCT

The Wald Chi-Square test, via generalised linear model (GLM), was used to establish if there were any significant differences regarding consumption and demographic factor influences on rooibos herbal tea and rooibos green tea. A post hoc test, viz. Bonferroni correction pairwise, was used to locate the significant differences in the consumption and demographic factors (refer to Tables 5.9 and 5.10).

**Table 5.9:** Consumption and Demographic Factor Influence - Rooibos Herbal Tea

Rooibos Herbal tea	Liking and behaviour (o,a)	Quality and value (i)	Features and benefits (o, a)	Sentimental value (i)	Religion and spiritual (o)
Preferred beverage consumption	0.258	0.507	0.639	0.389	0.398
Gender	0.511	0.484	0.435	0.203	0.582
Age	0.851	0.027*	0.152	0.561	0.879

\* Wald Chi-Square test showed a significant difference at  $p < 0.05$

**Quality and value ( $p < 0.05$ ):** Respondents who were aged 65 or older (M = 4.12, SE = 0.338) showed more positive quality and value attitudinal responses in comparison those aged 25 – 34 years (M = 3.31, SE = 0.297) regarding rooibos herbal tea (refer to Table 5.9).

**Table 5.10:** Consumption and Demographic Factor Influence - Rooibos Green Tea

Rooibos Green tea	Liking and features (o)	Quality and value (i)	Heritage and benefits (o, a)	Sentimental value (i)	Religion and spiritual (i)
Preferred beverage consumption	0.284	0.487	0.099	0.389	0.398
Gender	0.560	0.471	0.208	0.203	0.582
Age	0.284	0.019*	0.104	0.561	0.879

\* Wald Chi-Square test showed a significant difference at  $p < 0.05$

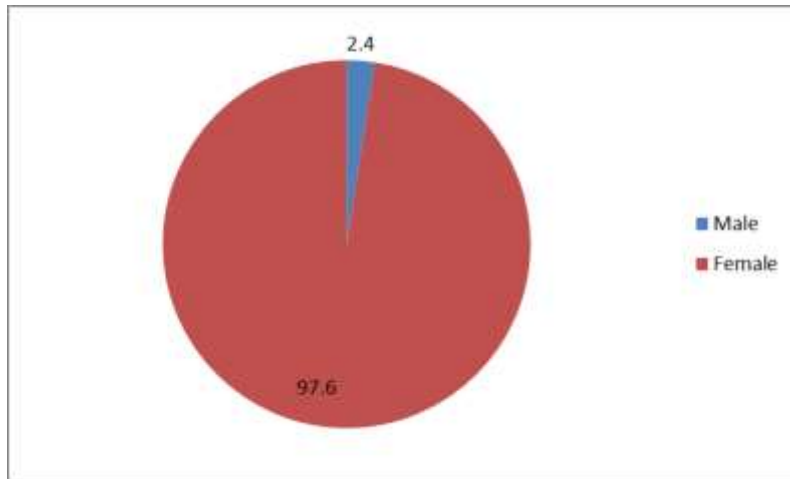
**Quality and value ( $p < 0.05$ ):** Respondents who were aged 65 or older (M = 4.09, SE = 0.239) showed more favourable quality and value attitudinal predispositions compared to those aged 25 – 34 years (M = 3.50, SE = 0.209) regarding Rooibos Green tea (refer to Table 5.10).

## 5.6 DEMOGRAPHIC FACTORS

In order to profile the respondents, their gender type and age category are described, since a cross examination was conducted to determine whether gender had an influence on the different psychographic variables on attitudinal responses towards rooibos herbal and green teas, as shown Figure 5.11 and Figure 5.12.

### 5.6.1 GENDER TYPE

It is important to ascertain the gender rate of respondents' of the various psychographic (AIO) variables on attitudinal responses towards rooibos herbal and green teas.

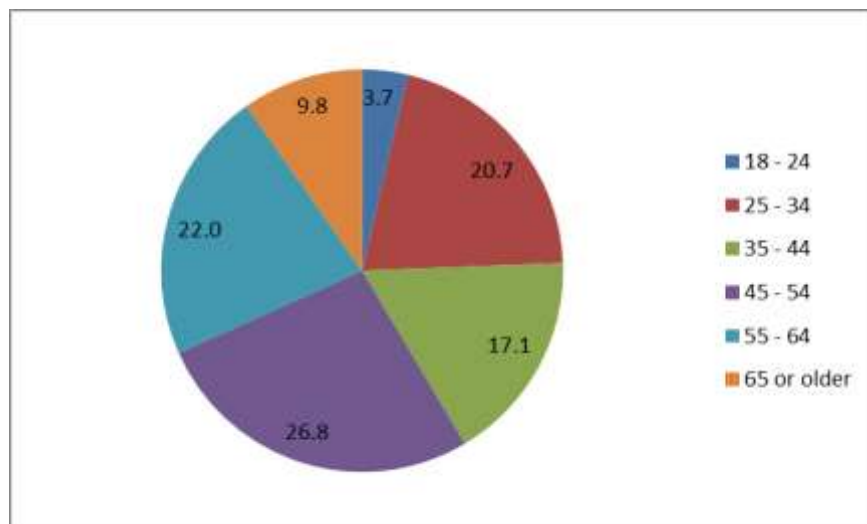


**Figure 5.11:** Gender Category Rate

An overwhelming majority were females (97.6 percent) and 2.4 percent were males as seen in Figure 5.11.

### 5.6.2 AGE CATEGORY

It was necessary to confirm the age of respondents' on the different psychographic (AIO) variables on attitudinal responses towards rooibos herbal and green teas.



**Figure 5.12:** Age Category Rate

In reference to Figure 5.12, some respondents were aged 45 - 54 years (26.8 percent); followed 55 - 64 years (22.0 percent); 25 - 34 years (20.7 percent); 35 - 44 years (17.1 percent); 65+ years (9.8 percent) and 18 - 24 years (3.7 percent).

## 5.7 ANALYSIS OF FINDINGS

This section presents a combination of quantitative data such as category and ranking questions, and qualitative data, for example open-ended questions, which answer the “why” of the preceding questions. The “why” of preceding questions are presented in a graphical representation of word clouds or tag clouds that make the data easy-to-read and to comprehend similar patterns of words (DePaolo & Wilkinson, 2014:38-39). For these reasons the analysis of each question will follow.

### 5.7.1 SUMMARY OF PREFERRED BEVERAGES AND REASONS

This investigation sought to elicit which beverage of rooibos herbal, rooibos green tea, black tea or coffee the consumer drinks and why.

**Table 5.11:** – Summary of Preferred Beverages

No	Personal Preferences	Ranking in percentages
1.	Rooibos Herbal tea	94
2.	Rooibos Green tea	91
3.	Black tea	84
4.	Coffee	81

Table 5.11 presents the ranking of the preferred beverages of the respondents. As can be seen, 94 percent of respondents preferred rooibos herbal, followed by 91 percent for rooibos green tea and 84 percent for black tea. The least preferred beverages for consumption was coffee (81 percent).

#### 5.7.1.1 RESPONDENT ACTIVITY ON CHOSEN BEVERAGES

Following the results in Table 5.11, this section answered the reasons “why” a respondent enjoyed the chosen beverage most. Another reason for this question was to understand which word(s) resonated the most to a consumer, bearing in mind the product-related (opinion variables) and non-product related attributes.

Respondents had mixed replies such as “taste”, “like”, “drink”, “healing”, and “healthy” for liking their chosen beverage. These replies ascertain the cognitive categories from the rooibos tea respondents, and the breakdown of each follows.

**Category 1: Taste****Sample of responses**

Coffee really gives you a boost in the morning. It has a delicious taste and you gain a sense of comfort.

Green Rooibos tea is full of antioxidants, and the Annique Rooibos Herbal Tea is the only Green tea taste that I enjoy.

Herbal Rooibos works for different conditions, Coffee is what I used to have before starting with herbal Rooibos, Green Rooibos definitely helps with inflammation, Red wine is social, Chai tea has a delicious spicy taste.

I like the sweet taste of Rooibos and Honeybush, because I don't need to add any sugar. I also like the pure taste of the Organic Rooibos.

I only drink the Annique Green Herbal Tea as it is full of antioxidants and the taste is better than any other Green tea I have ever tasted.

Love the taste of coffee and rooibos tea. My 2 favourites.

Normal Five rose's tea - the taste is the best.

**Taste:**

What stands out about category one is the emotional connection towards their favourite beverage of rooibos herbal or green tea, black tea or coffee.

**Category 2: Like Sample of responses**

I like the flavour and the certain herbs for specific illness.

I like the sweet taste of Rooibos and Honeybush, because I don't need to add any sugar.

I also like the pure taste of the Organic Rooibos.

I like the taste and aroma, and it wakes me up in the morning.

I like the taste of coffee.

I like the taste of Rooibos and know it is a healthy drink containing a lot of anti-oxidants. I like the variety of herbal rooibos teas that Annique offers.

I like to mix rooibos and tea adding sugar without milk, I love the different taste and the smell.

I like variety plus they have health benefits.

**Like:**

It is apparent from the replies that respondents enjoy their favourite beverage of choice.



<b>Category 3: Drink</b>	<b>Sample of responses</b>
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Daily drink them all & unsweetened. One 1/2 litres of coffee, black & unsweetened. One litre rooibos, black & unsweetened, One lifter water plus. All Heathy, help brain, keep body better & make life better.

Drinking Rooibos Herbal tea is very refreshing and calming on the stomach.

I drink it black & bitter mostly, with ice to cool it. Occasionally with cream. Healthy, pleasant, refreshing. Good for body, mind & asthma.

I drink about lifter of rooibos a day as well also just plain.

I only drink the Annique Green Herbal Tea as it is full of antioxidants and the taste is better than any other Green tea I have ever tasted.

I really like ice cold water. If I drink coffee or tea, I have to add sugar to make it pleasant for me.

Just love different coffee flavours. Drink it on the go, hot or cold.

**Drink:**

Closer inspection of category three is how respondents reported drinking their chosen beverage either sweetened or unsweetened, cold or hot, or with cream.

<b>Category 4: Healthy</b>	<b>Sample of responses</b>
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Because all the healthy benefits.

Healthy option.

Healthy and you can do so much with it, like Ice tea or add in food.

Healthy, naturally sweet and refreshing.

Healthy, taste is good.

Healthy. Tasty. Easy to combine with fruit juices.

Rooibos tea are more healthy. I mix them and add a cinnamon stick.

## Healthy:

It is evident that respondents perceive their favourite beverage as a healthy option to enjoy.

Category	5:-Sample of responses
Healing	

Annique's 16 herbal teas are amazing and each tea has healing properties I put all my tea bags in one pot and drink it all day.

Annique's 16 Herbal teas are amazing and each tea has its own healing properties. I mix one bag of each in a jug and drink the tea all day long.

Rooibos is a natural product that have high healing capabilities.

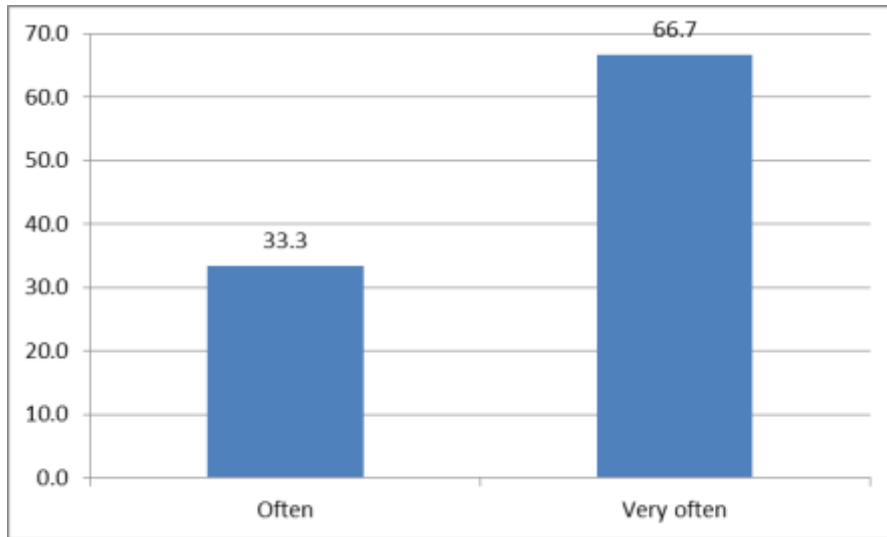


Figure 5.13: Word Cloud Reflecting Chosen Beverages

As seen in Figure 5.13, the word cloud summaries the reasons “why” the respondents preferred their chosen beverage most. Similar patterns of words emerge such as “taste”, “like”, “drink”, “healthy” and “healing”, which explain the various reasons rooibos herbal and green tea respondents enjoy the beverages rooibos herbal and green teas, black tea and coffee.

## 5.7.2 CONSUMPTION OF PREFERRED BEVERAGES AND REASONS

This analysis sought to ascertain how often respondents consumed their preferred beverage as presented in Figure 5.13. The preferred beverage consumption will also be used to cross-analyse the different psychographic variable (AIO) attitudinal responses towards rooibos herbal and green teas.



**Figure 5.14:** Chosen Beverages frequency

As shown in Figure 5.14, a vast majority (66.7 percent) consumed their preferred beverage very often while a third consumed the beverage often.

### 5.7.2.1 RESPONSES ON THE OPTION “NEVER”

Referring to Figure 5.14, the study attempted understand what the respondents enjoy should they choose the option “never” with regard to the tea and coffee beverage options in Table 5.11. The respondents who selected “never” opted to drink either water or wine as seen in the breakdown below.

Category 6: Water	Sample of responses
	Drink daily instead of water.
	I always have my 3 litre is water every day.

**Category 7: Wine    Sample of responses**

Red wine is social.

Red Wine.



**Figure 5.15:** Word Cloud on Non-Consumption of Hot or Cold Beverages

It is evident from the word cloud (refer to Figure 5.15) that respondents who selected “never” preferred either “water” or “red wine” (refer to Figure 5.13), then any of the other beverages rooibos herbal or green teas, black tea and coffee in Table 5.11.

**5.7.3 MARKETING COMMUNICATION**

The objective of this section was to establish what commercial media communication rooibos tea consumers would prefer for any future advertising or promotional purposes of the beverages selected in Table 5.11. Table 5.12 show the ranked summaries of the preferred future promotional communication as selected by respondents.

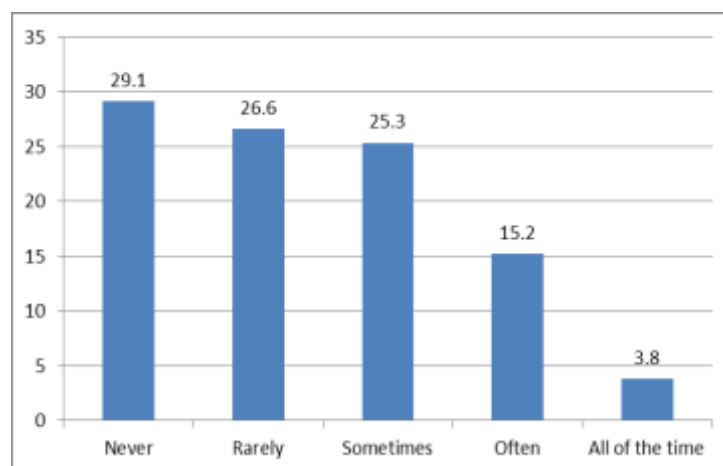
**Table 5.12:** Summary of Preferred Future Promotional Communication

No	Personal preferences	Ranking of percentages
1	Social media	53
2	Television	35
3	Magazines	35
4	Events	29
5	Radio commercials	25
6	News media	18
7	Email marketing	17
8	Short Message Service (SMS)	15
9	Outdoor	14
10	Contextual text advertisements (pop-up message at websites and mobiles)	14
11	Horizontal banners	12
12	Vertical banners	10
13	Telemarketing	8

In Table 5.12, there is a clear trend of increasing preference for social media (53 percent) followed by television and magazines (35 percent) and events (29 percent). Telemarketing (8 percent), vertical banners (10 percent) and contextual test advertisements were the least favoured for future commercial media communication.

### 5.7.3.1 AFTERSALES COMMUNICATION AND REASONS

With reference to Table 5.12, the purpose of this section was to elicit how often rooibos tea consumers completed aftersales questionnaire or received SMSs to share their shopping experience with the company. Also, if the respondents thought that their feedback would add any value to the continuous improvement of the rooibos tea.



**Figure 5.16:** Aftersales follow-up Questionnaire and SMS Frequency

From these results in Figure 5.16, we can see that respondents indicated that they had completed aftersales follow-up questionnaires or SMSs, “never” (obtained the highest value at 29 percent), followed by “rarely” (26.6 percent) and “sometimes” (25.3 percent). Only 3.8 percent indicated that they had completed aftersales questionnaire or received an SMS “all of the time” from the rooibos tea company.

#### 5.7.3.1.1 RESPONSES ON AFTERSALES FOLLOW-UP QUESTIONNAIRES OR SMS'S

This subdivision covers the reasons “why” consumers thought the feedback would add be important for the continuous improvement of the product, bearing in mind the results in Figure 5.16. For this reason the breakdown of each category will follows.

Category 8: Feedback	Sample of responses
	All feedback is valuable to a company even if it has a negative angle as this could be a way to see how to improve problems that occur.
	Any feedback is useful.
	Feedback always brings growth.
	Getting feedback always helps with marketing and how to improve the product.
	I think the feedback is valuable cause the company will get to understand what the consultants has experienced with the product and also to take into consideration that the very same consultants were once clients who decided to join the company because of the satisfaction they got from using the Rooibos tea.
	I think the more people who give feedback the better the product and sales will be.
	Positive feedback always good.
	Working at a tea company I believe my feedback will be helpful.

#### **Feedback:**

The respondents showed unanimous agreement that their feedback whether, constructive or destructive, would add value to the brand.

**Category 9: Value****Sample of responses**

All feedback is valuable to a company even if it has a negative angle as this could be a way to see how to improve problems that occur.

Annique has an amazing Rooibos range. If people knew the true value of the tea, they would be lining up to buy the tea. My customers are experiencing amazing results in their health.

Any feedback is always valuable to a company.

Because each person's feedback is valuable.

I value the opinion of my clients very much. In terms of direct selling - testimonials work best for further sales.

**Value:**

The most interesting aspect is that these replies connect to the previous category eight, in which the respondents agreed that any feedback would be valuable to brand equity and continuous improvement.

**Category 10: Improvement****Sample of responses**

All feedback is valuable to a company even if it has a negative angle as this could be a way to see how to improve problems that occur.

With improvement and change.

**Category 11: Important****Sample of responses**

Any comments are important and useful for Annique Group for improvement on a product. Every product is tested (not on animals).

It is important that the company hear from the customers.

It's always important to know.

The company will understand how important is it to sell this product to us for our health and even for life changing opportunity. How to advertise it for us also.

**Important:**

Referring to the previous categories, this one only attests to what the respondents replied earlier, namely that the feedback would be valuable to the company because comments would allow the respondents to share their shopping experience and ideas.



**Figure 5.17:** Word Cloud on Feedback Value

Following the thematic breakdown above, the word cloud shown in Figure 5.17 recapitulated the pattern of words “feedback”, “value”, “improve”, and “important”. It is evident that these respondents are in agreement that their feedback will contribute to the continuous improvement of the product.

**5.8 ANALYSES OF ROOIBOS TEA ADVERTISEMENTS**

This section of the study elicited the stimulus-response relationship of promotional strategy that affects the product emotions linking the rooibos tea advertisements and the behaviour (activity variables) of a consumer. The four rooibos tea advertisements derived from the past (refer to Figures 5.18; 5.20; 5.22; 5.24), relate to activity variables (product benefits) and connect to the four-point Likert scale questionnaire (refer to Appendix B).

**5.8.1 ROOIBOS TEA ADVERTISEMENT – EXERCISING**

The initial objective of this subsection was to show cognitive responses reflecting how the respondents connect to the rooibos tea advertisement – exercising as seen in Figure 5.18 that relates the exercising question in the four-point Likert scale questionnaire.



For these reasons the thematic breakdown of each category is as follows.



**Figure 5.18:** Rooibos Tea Advertisement Exercising

<b>Category 12:</b>	<b>Sample of responses</b>
Healthy	Feeling energised and healthy.
Feel	Free, fit and healthy.
Relaxed	
Nature	Healthy and free.
Freedom	Healthy and nature makes me feel ALIVE.
Free	Healthy, freedom, calm open spaces.
	Immediately a healthy body and a healthy mind pops in my head when I look at this advertisement. It makes me feel I can do anything I set my mind to, reaching for those goals and set them higher every time I have reached a goal.
	Love this, Outdoor Healthy Free Relaxed Awesome life.
	Very good. You must be healthy to be able to do this. Annique's teas have the quality to make you healthy.
	When you drink Rooibos you will be healthy and be adventurous.
	Feel good to be in the nature.



**Figure 5.19:** Word Cloud Reflecting Rooibos Tea Advertisement Exercising

The word cloud summarised the cognitive connection the respondents had towards the rooibos tea advertisement – related to exercising, and most respondents used the keywords interchangeable as described in the breakdown. Surprisingly, the most commonly used words were “healthy” “feel”, “relaxed”, “nature”, “freedom”, “free” as seen in Figure 5.19. These words connect to functional, experiential, expressive and aesthetic product benefits, and thus, are connected the responses of the four-point Likert scale items “I like rooibos herbal or green teas only when I am exercising” (refer to Tables 5.3 and 5.4).

### 5.8.2 ROOIBOS TEA ADVERTISEMENT – FAMILY AND FRIENDS

The investigation of this section was to understand the how the respondents associate to the visualisation of “look” functional benefit and “feel” experiential product benefit of the rooibos tea advertisement – friends and family, as seen in Figure 5.20. These question was in particular important because it answered two questions namely “I drink Rooibos Herbal tea when I am socialising with “friends at restaurants” in Table 5.3, and “I drink Rooibos Green tea when I am socialising with family at home” in Table 5.4. For these reasons the thematic breakdown of each category is as follows.



**Figure 5.20:** Rooibos Tea Advertisement Friends and Family

Category 13: Yes	Sample of responses
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Yes, I can 'smell' the flavour from this visual.

Yes, relaxed.

Yes, the clearness and lemon slice –associated with health.

Yes, healthy and rich.

Yes, as there is some history and warmth delivery with current calm remembrance.

Yes it does, it really makes me feel at home. Tea is something that gathers people together. This feels like a warm and comforting image.

Yes it makes me feel warm to be proud of such a brand.

**Yes:**

A strong indication of “yes” shows the product emotion connection to the Rooibos tea advertisement.

**Category 14: Sample of responses**

**Healthy benefits**

I would say no as the 7 health benefits are not listed and I would desperately want to know what they are. Just by looking at the advertisement, the Rooibos tea looks healthy and something that I would like to try.

It looks healthy and relaxing.

It looks healthy but doesn't show any health benefits. Makes me feel cosy.

Now benefits obvious to me, could almost be any tea or drink. A reminder to drink more Healthy tea.

Yes it makes me feels excited because in today's life you do not get a lot of healthy things in any shop this easy.

Yes, the answer is always why not drink the tea, healthy living, healthy mind and body.

**Healthy benefits:**

It is evident from the replies that respondents agreed with the question that the advertisement have "healthy benefits" affect upon consumption of Rooibos teas.

**Category 15: Makes**

**Sample or responses**

Makes me want the benefits of the tea.

Make feel like I'm about to cleanse my system.

Make me think.

Makes me feel like drinking a cup of rooibos tea right now.

Makes me want to go make a cup of tea.

Makes you feel healthier.

## Makes:

What is striking about this thematic category is that it clearly pictured how the product benefits (activity variables) affect the behaviour of the respondent.



**Figure 5.21:** Word Cloud Reflecting Roibos Tea Advertisement Friends and Family

The most interesting aspect of Figure 5.21 can be seen in the most frequent words “Yes”, “healthy benefits”, “makes”, “socialising”. These words denote the cognitive connection and visualisation of “look” the functional benefit and “feel” the experiential product benefit (activities variables) towards rooibos herbal and green teas. And thus, answered the socialising questions with “friends at restaurants” for Rooibos Herbal tea, and “family at home” for rooibos green tea (refer to Tables 5.3 and 5.4).

### 5.8.3 ROOIBOS TEA ADVERTISEMENT – HEALTH AND WELLNESS

The purpose for this subsection was to elicit the product emotions of the respondents towards Rooibos teas by asking them to describe the “feel” of the product that relates to two different Rooibos tea advertisements (refer to Figures 5.22 and 5.25) from the past. In, addition, the rooibos tea advertisements recite the connection to the “health and wellness reasons” questions “ I like rooibos herbal or green teas because of health and wellness reasons” (refer to Tables 5.3 and 5.4.). For these reasons the thematic breakdown of Figure 5. 23 of each category is as follows.



**Figure 5.22:** Rooibos Tea Advertisement Health and Wellness

**Category 17: Relaxed**

**Sample of responses**

It makes me feel relaxed.

Relaxed and healthy.

Relaxed – love the product.

Relaxed and comfortable.

Relaxed and soothed.

Relaxed and warm.

**Relaxed:**

What stands out from the reactions are that respondents perceived the rooibos tea advertisement as “relaxed”.

**Category 18: Warm and cosy**

**Sample of responses**

Feels like cooler weather add, reminding you of Health, comfort, warmth.

Keeping warm on a chilly day – comfort!

Warm and comfortable.

Warm and comfy.

Warm and cosy and relaxed.

Warm and cosy. Sentimental.

Warm, cosy and safe. I love Annique!

**Warm and cosy:**

More than 50 percent of the respondents perceived that the rooibos tea advertisement created a warm and cosy atmosphere.

<b>Category</b>	<b>19: Sample of responses</b>
<b>Winter</b>	

A real sense of comfort. There is nothing better than snuggling in winter with a good cup of tea.

As if it is winter and the cup of tea will warm me up with a bit of a sweet taste.

The advertisement makes me feel that it is a beverage that should be consumed in the winter months that will keep you healthy because of the Rooibos benefits as well as the healthy benefits of honey.

It looks like coffee with milk in the cup, not representing the correct way of drinking Herbal Teas really. This pic is furthermore also more suitable for winter.

This lets me think of a cold winter's day. This can work in the winter, but I won't use it in summer times. It feels though that it excludes men.

Warm and cosy, a good winter drink and the honey is also part of many winter remedies to not get sick so well placed.

**Winter:**

It is evident from the responses that the respondents connect to the tranquillity of the season.

<b>Category 20: Makes</b>	<b>Sample of responses</b>
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Good. Makes me want to drink it and makes me think of the health benefits.

Makes me feel good because it's Annique's tea.





**Figure 5.23:** Word Cloud Reflecting Rooibos Tea Advertisements Health and Wellness

With reference to the discussion in 5.9.5 above, this last section attempts to understand the product emotions of the respondents towards rooibos tea to describe the “feel” of the rooibos tea advertisement from the past (refer to Figures 5.23 and 5.25). Also, the rooibos tea advertisement as seen in Figure 5.24, relate to “health and wellness reasons” questions of activity variables “I like rooibos herbal or green teas because of health and wellness reasons” (refer to Tables 5.3 and 5.4.). For these reasons the thematic breakdown of each category is as follows.



**Figure 5.24:** Rooibos Tea Advertisement Health and Wellness

**Category 21: Relaxed****Sample of responses**

More relaxed, mindful and stress-free.

Positive and relaxed.

Relaxed and rested.

Relaxed at home.

Relaxed, resting Waking up in mornings.

Very relaxed.

**Relaxed:**

The responses from the respondents shows the emotional connection to rooibos tea and reasons why they consume the tea.

**Category 22: Warm and cosy****Sample of responses**

Cosy and warm, inviting to have more and to share.

Feeling of warmth, time to go to bed.

It makes me feel that Rooibos tea will keep you warm and cosy in winter, where I can just relax with a cuppa in bed.

It makes me feel warm.

Nice and warm

The tea can warm your body.

Warm and cosy for winter.

Warm, health, winter, special, at home.

**Warm and cosy:**

Surprisingly, both words indicates the reason why the respondent would consume rooibos tea.

**Category 23: Winter****Sample of responses**

Again... An advertisement for winter...

It makes me feel that Rooibos tea will keep you warm and cosy in winter, where I can just relax with a cuppa in bed.

Like I also want to drink the tea in winter.

Looking at the socks you can tell it is winter, so drinking Rooibos tea during winter can also help prevent colds and flu.

Makes me think of a cosy winter's morning. Love it!

Rooibos tea creates a cosy feeling during winter.

**Winter:**

It emerged from the replies that rooibos tea respondents connect to their favourite beverage because of health and wellness reasons.

**Category 24: Feel**

**Sample of responses**

Doesn't feel much.

Feeling like a cup of tea sit back and relax.

Feeling of warmth, time to go to bed.

Healthy drink when you are not feeling well.

It makes me feel calm and comfy.

It makes me feel like I would sleep better at night when you drink.

It makes me feel that Rooibos tea will keep you warm and cosy in winter, where I can just relax with a cuppa in bed.

**Feel:**

The responses clearly depict the emotional connection to the rooibos tea advertisement and again emphasises the reasons why the respondents opt to consume the tea.



The chosen beverages were rooibos herbal (tisane) followed by rooibos green tea, black tea and coffee. In addition, the preferred promotional strategy was through-the-line communication, followed by above-the-line communication and below-the-line communication. The final findings evident in the word clouds were similar patterns of words, which related to product benefits (advertised in functional, experiential, aesthetic and expressive images), to affect the stimulus-response relationship of the behaviour (activity variables) of rooibos tea consumers.

The next chapter concludes the study. Discussion of results and findings, summary and future research and study limitations are presented.

## **CHAPTER SIX**

### **DISCUSSION, CONCLUSION AND RECOMMENDATIONS**

#### **6.1 INTRODUCTION**

The main purpose of this study was to describe and understand the theoretical correlation between opinion variables, interest variables, and activity variables for rooibos herbal and green tea consumers. The study has found psychographic variables interlink in a non-linear relationship with individual (internal) and environmental (external) influencing variables that effect consumer decision-making, and both kinds of variables affect the cognitive processes of rooibos herbal (tisane) and green tea consumers. The results have shown that rooibos herbal tea is more preferred than rooibos green tea, and respondents are more influenced by non-product related attributes (interest variables) then product related attributes (opinion variables). Further, that the stimulus-response relationship of promotional strategies influence the behaviour of current or potential consumers. This chapter is structured as follows: a discussion of results is followed by limitations of the study and suggestions both for future research and practice; thereafter, the conclusion and recommendations of the study are presented.

#### **6.2 DISCUSSION OF RESULTS**

This section is structured into six sections answering the three sub-research questions, and concluding with the main research question. The first section answers sub-research question one that is connected to the research objective one, to determine psychographic variables of each rooibos tea segment as illustrated in the conceptual framework. Sub-research question one aimed at understanding the differences and correlation between opinion variables, interest variables and activity variables (consumer behaviour). The instruments that gave the best information were exploratory factor analysis, which includes calculations of principal component analyses, Eigenvalues and pattern matrices, since all yielded similar results. These instruments supported answering research question one and two, to determine and understand the interlinked relationship (correlation) between psychographic variables and individual and environmental influencing variables that affect consumer decision-making (Raab et al., 2010:148; East et al., 2014:6; Alexander & Samuel, 2015; Al-Salamin & Al-Hassan, 2016; MacDonald et al., 2019; Pitt et al., 2019).

### **6.3 ROOIBOS HERBAL (TISANE) AND GREEN TEAS PSYCHOGRAPHIC ATTITUDINAL CONSTRUCTS**

In order to understand the non-linear interlinked relationship between psychographic variables (AIO) and individual and environmental influencing variables that affect consumer decision-making, and how they affect the cognitive processes of rooibos herbal and green tea consumers', the researcher analysed five constructs of each segment. Bearing mind that i) opinion variables measure belief, which are related to product-related attributes, ii) interest variables measure the degree of excitement, which are connected to non-product related attributes; and lastly, iii) activity variables (that are associated with product benefits and emotions) measure the behaviour a consumer demonstrate about rooibos herbal and green teas (Plummer, 1974:34; Wedel and Kamakura 2000; Weinstein, 2014:257).

It emerged that opinion variables measure belief in the internal consumers' locus of control, which relates to product-related attributes. Whereas, interest variable measure the excitement a consumer has towards a product, which relates to non-product related attributes, while non-product related-attributes contribute to making the purchase decision. Keller (1993) and Wedel and Kamakura (2000) Lee and Liao (2009) and Manali (2015:283) and Al-Salamin and Al-Hassan (2016) and Gandia et al. (2017) and Mahmoudi et al., (2021) note that both product-related attributes (opinion and interest variables) play an important role in the cognitive consumer decision-making process of a consumer.

The activity variable, however, reports the behaviour and engagement a consumer has regarding a product when partaking in any activity. As a result, activity variables relate to product benefits which are functional, symbolic, experiential, aesthetic and expressive – in nature and are publicised in product emotions of promotions and advertisements to pursue the stimulus-response relationship. These product benefits can either be actual or perceived to fulfil the needs or wants or desires of a consumer to purchase (Keller, 1993; Chitty et al., 2005:161; Zhou et al. 2018; Mork, 2018). For these reasons a comparison discussion of each rooibos tea segment will follow.



### 6.3.1 LIKING, FEATURES AND BEHAVIOUR

Results have shown respondents have a stronger like than dislike (opinion variables) towards rooibos herbal tea, and similarly drink the tea at work (activity variables) and incorporate it into their daily lives so that it becomes part of their health and wellness lifestyle (activity variables). It is interesting to note is a different pattern in Rooibos Green tea (opinion variables): respondents like the tea more than dislike it because of the attraction towards the product features because they value its richness of colour and smoothness of taste, which have no effect on the consumer's behaviour. What stands out about the results of each rooibos herbal and green tea segment, is the strong intrapersonal relationship between **individual influencing variables** and **environmental influencing variables** that influence the respondents' cognitive decision-making (Rousseau, 2007). The notable differences in results between these constructs are in line with the findings of Manali (2015) and Al-Salamin and Al-Hassan (2016:62) who note that consumers make cognitive consumer decisions based on influencing factors such individual variables namely and personal and psychological factors, and environmental variables such as cultural and social influences. According to Demby (1974:19); Plummer (1974:35); de Godoy et al. (2013); and Mahmoudi et al. (2021), product attributes (opinion and interest variables) play a very important role before any consumer makes any decision to purchase a product. This is because of the strong stimulus-response relationship between consumer behaviour and promotional strategy, which results in the consumer liking the product and making a purchase decision.

### 6.3.2 QUALITY AND VALUE

It is evident from the results that rooibos tea the respondents were attracted towards the interest variables of rooibos herbal tea because of brand quality and personal belief that the tea offers value for their money (opinion variables). When compared to the results related to rooibos green tea, it evident that respondents shared the same views as they did regarding rooibos herbal tea. Further analysis of these two constructs has shown, that respondents' are more influenced by **individual (psychological) variables** then **environmental (social and cultural) variables**, in cognitive consumer decision-making. These results are in line with those of previous studies (Demby, 1974:19; Plummer, 1974:35; Lee & Liao, 2009; de Godoy et al., 2013; Gomathy & Rajan, 2016:35; Gandia et al., 2017; Bangsa & Schlegelmilch,

2019; Mahmoudi et al., 2021) in that non-product related attributes affect consumers' perception to purchase the product.

Thus, the results have confirmed how influential the role of non-product related attributes are on the cognitive decision-making process of respondents when they to differentiate between products.

### **6.3.3 CULTURE, FEATURES AND BEHAVIOUR**

Results indicated that respondents liked rooibos herbal tea because of its product features. It has for example a rich colour and smooth taste (opinion variables), and they consequently utilised the tea in food pairing (activity variables). When matched with the rooibos green tea segment, it was shown that these respondents' liked the tea because of its strong heritage background (opinion variables), and also utilised the tea in food pairing and therefore enjoyed the tea when socialising with family at home (activity variables). In addition, results presented a strong intrapersonal relationship between **individual influencing variables** such as personal and psychological, and **environmental influencing variables** for example cultural and social that influenced the cognitive consumer decision-making of these respondents. The remarkable differences in results between these constructs are line with findings (Manali, 2015; Al-Salamin & Al-Hassan, 2016:62) that note consumers make cognitive consumer decisions based on influencing factors such as individual variables namely and personal and psychological factors, and environmental variables for cultural and social influences. These results further support the literature by (Demby, 1974:19; Plummer, 1974:35; de Godoy et al., 2013; Wintermeer, 2020), which confirm that product attributes (opinion and interest variables) influence the cognitive processes of a consumer during a decision-making process that contributes to the desired end of the consumption of a product. It is evident from the results that there is a strong stimulus-response relationship between psychographic variables and influencing variables that affect consumer decision-making process to find the product attractive before the consumption of rooibos teas.

### **6.3.4 SENTIMENTAL VALUE**

The results presented found that both segments indicated that respondents and their families developed strong sentimental value (by interest variables) towards rooibos herbal and green teas.

However, the results revealed that the respondents of each segment disagreed that rooibos herbal or green teas are different when compared with black tea and coffee (refer to Appendix B).

It was also observed, that the cognitive consumer decision-making process of rooibos tea respondent's was more influenced by **individual variables** (psychological and personal factors) than by **environmental variables** such as social and cultural factors. Comparison of the findings with those of construct two (quality and value) confirmed that respondents were more persuaded by interest variables (non-product related attributes) since it showed way the respondents understood rooibos tea whether enjoying it alone or with their families. These results corroborate other findings by (Demby, 1974:19; Plummer, 1974:35; Gandia et al., 2017; Bangsa & Schlegelmilch, 2019; Wintermeer, 2020; Mahmoudi et al., 2021) that non-product related attributes contribute to past experience that will influence the cognitive decision-making processes of consumers when differentiating between products according to their liking. In brief, the results clearly picture the construal levels of respondents through their emotional benefits they associate with rooibos teas.

### **6.3.5 RELIGION AND SPIRITUAL FACTORS**

What is most striking about the results in both rooibos tea segments is that, respondents indicated that their reasons for enjoying the tea are not influenced either by religion or spiritual factors but by features, culture and liking (by opinion variables). As a result, **environmental influencing variables** such as cultural and social factors affect the cognitive consumer decision-making process for Rooibos Green and Herbal tea respondents' less than **individual influencing variables** (psychological and personal factors) (Al-Salamin & Al-Hassan, 2016). These findings broadly support the research by Rousseau (2007) and Lee and Liao (2009) that respondents make most of their cognitive decisions based on rational reasons, which include objective thinking about the product related attributes for Rooibos Herbal and Green teas. Generally speaking, results showed that nor rooibos herbal neither green tea respondents were not influenced by any environmental variables that effected their cognitive decision-making processes for non-rational reasons, since product-related attributes influenced purchase decisions (Mahardhika et al., 2017).

## 6.4 MISMATCH BETWEEN ROOIBOS TEA SEGMENTS

The second section relates to the second research objective, to describe how psychographic variables influence a consumer's decision-making process that affects the behaviour of each rooibos tea segment, as demonstrated in the conceptual framework. The motive for sub-research question two was to assess the differences between the two tea segments according to the results. As mentioned earlier on in section 6.2, the instrument that provided the best data was exploratory factor analysis, since it yielded similar results.

The results also guided the researcher to detect the mismatch between each rooibos tea segment, and thus answered sub-research question two. For these reasons a discussion of each rooibos tea segment follows.

Following the discussion of results in Section 6.3, it emerged from the first construct rooibos herbal liking and behaviour have both opinion variables (like and dislike), and activity variables (health and wellness and work), whereas rooibos green tea only has opinion variables (like, dislike, rich colour and smooth taste). However in construct three, the results showed that respondents agreed that it was the features (rich colour and smooth taste) in rooibos herbal tea that contributed to the reasons why they opted to utilise it food pairing (activities).

So, the only differences or mismatching statements are between rooibos herbal tea – **opinion and activity variables**, and rooibos green tea – **activity variables**:

- i. Rooibos Herbal tea has a strong “heritage” background – **opinion variables**,
- ii. I drink the Rooibos Herbal tea when I am “socialising” (behaviour) with my friends at coffee shops, quick restaurants and etcetera – **activity variables**,
- iii. I drink the Rooibos Green tea when I am at “work” (behaviour) – **activity variables**, and
- iv. I like the Rooibos Green tea because of health and wellness reasons (behaviour) – **activity variables**.

The discussion above on construct two (quality and value), construct three (sentimental value), and construct five (religion and spiritual) yields a similar comparison between psychographic variables, and consumer decision-making individual and environmental influencing variables in both rooibos tea segments. The results, therefore, confirmed that the cognitive process is influenced by consumers' perception for of non-rational and rational reasons that effect the purchase decision and product usage, which is consistent with the literature (Plummer, 1974:35; Lee & Liao, 2009; Raab et al., 2010:148; de Godoy et al., 2013; East et al., 2014:6; Ungerer, 2014:408; Gandisa et al., 2017; Mahardhika et al., 2017; Mahmoudi et al., 2021). In addition, the results also revealed that rooibos tea respondents were more influenced by non-product related attributes (interest variables) then by product-related attributes (opinion variables).

## 6.5 PREFERRED BEVERAGES AND REASONS

The results also explain why respondents' prefer rooibos herbal tea, to rooibos green tea, by black tea and coffee. The consumption results of the **word cloud chosen beverages** enabled the researcher to gain insight into their cognitive processes (such as "taste", "like", "drink", "healthy" and "healing") with regards to why the respondents' consume their favourite beverages either hot or cold. More importantly, findings of the word cloud on chosen beverage indicated the non-linear interlinked relationship between psychographic variables, and consumer decision-making individual and environmental influencing variables pertaining to rooibos herbal and rooibos green teas. This therefore, confirms the correlation between product attributes (opinion variables and interest variables), and how it influence the attitude and affect product benefits (activity variables) the behaviour.

According to Lee and Liao, (2009) and Gandisa et al. (2017) and Wintermeer (2020) and Mahmoudi et al. (2021) product attributes serve a very important role in the cognitive decision-making process of consumers because they do not change the brand associations, but only the product benefits because it affects the brand attitude of consumers (Keller, 1993; Aaker, 1996).

Moreover, the results have shown that respondents opted to drink rooibos herbal tea and rooibos green tea very often when rather than often. These findings are consistent with Demby (1971:196) who suggests that it is important to understand the reasons that current consumers are willing to purchase a specific product, in order to guide marketers to persuade potential consumers.

In addition, the **word cloud non-consumption of hot or cold beverages** has shown that those respondents who do not consume any of the preferred beverages opt either for water or wine.

## 6.6 PREFERRED PROMOTIONAL STRATEGIES

The fourth section connects to the third research objective, to recommend relevant promotional strategies for each rooibos tea segment, as seen in the conceptual framework. The intention of sub-research question three was twofold i) it asked which type of marketing communication was preferred for future advertising and promotions and why, and ii) analysed four open-ended questions connected to four Rooibos tea advertisements of the past. The rooibos tea advertisements relate to activity variables in a four-point Likert scale questionnaire.

The findings of the questions enabled the researcher to gain insight into the minds of the respondents, in order to recommend a relevant promotional strategy that might increase market share and ensure continuous improvement of rooibos tea brand. For these reasons a discussion of each question will follow.

Another interesting result of the study was that through-the-line preferred commercial media communication tools, followed by above-the-line, while the least preferred communication tool was below-the-line communication. This finding is in agreement with Demby (1971:196) and Lee and Liao (2009), to understand which promotional mix is most relevant to efficiently and successfully persuading potential and current consumers to purchase the product. Thus, the predicted strength necessary to influence consumers' internal locus of control and level of excitement sufficiently to persuade them to purchase, and consequently to affect their behaviour to consume rooibos tea comes from the stimulus-response relationship in promotional strategies (activity variables and product emotions). These results enabled the researcher to recommend relevant promotional strategies and product benefits to increase the market share of rooibos tea.

The findings of the **word cloud feedback value** ("feedback", "value", "improve", and "important") indicated that rooibos tea respondents would appreciate it if the rooibos tea company would send them follow-up aftersales questionnaire and SMS's, giving consumers the opportunity to share their shopping experiences with the company. The rooibos tea company would then receive real time feedback and gain insight into what consumers think about the brand.

Consequently, feedback provided by aftersales questionnaires will contribute to the continuous improvement of the brand equity, and subsequently inform the company of consumer's behavioural or attitudinal loyalty (Parekh, 2020). This finding broadly supports the work of Demby (1971:196; 1994); de Godoy et al. (2013); Gandia et al. (2017); and Mahmoudi et al. (2021) - this feedback can guide marketers in how to segment the right target audience in future promotional strategies (Aaker & Fournier, 1995; Keller, 1998; Perreault et al., 2013).

## 6.7 ANALYSIS OF ROOIBOS TEA ADVERTISEMENTS

Advertising has always been related to intensity to affect the cognitive behaviour of consumers and to influence the stimulus-response relationship between product attributes and product benefits (Du Plessis, 2008; Kim et al., 2012; Crous, 2014:176; Weber & Schweiger, 2017; Mork, 2018). (Refer to Figure 1.4). According to Keller (1993), product attributes (opinion and interest variables), and product benefits various have levels of abstraction. This is because abstraction is less visible in product attributes than product benefits since consumers connect with meaning of an advertisement. He notes that functional and experiential benefits are more connected to product related attributes (opinion variables) while aesthetic and expressive benefits are connected to non-product attributes (interest variables).

As a result, the four word clouds enabled the researcher to gain access to their cognitive processes of rooibos tea consumers, who identified with product benefits depicted in the past rooibos tea advertisements. The findings of the word clouds on nature, socialising and relaxing depicted similar patterns of keywords.

Each keyword related to and confirmed the connection between product attributes (opinion and interest variables) and product benefits (activity variables), namely functional benefits (for example, outdoors), experiential benefits (for example, relaxed, makes, yes and feel), aesthetic benefits (for example, energy, winter, cosy and warm), and expressive benefits (for example, healthy benefits, free and socialising) (Lee & Liao, 2009; Kim et al., 2012; Zhou, 2018; Wintermeer, 2020).

Surprisingly, the **word cloud on exercising** connected rooibos tea respondents to the four-point Likert scale question, "I like the rooibos green tea only when I am exercising (at the gym, and outdoors activities)" (refer to Appendix B), bearing in mind that rooibos herbal tea respondents agreed while rooibos green tea respondents disagreed.

The respondents were asked, “how the rooibos tea advertisement make you feel”. It was evident from the results that product benefits, namely functional (for example outdoors), experiential (for example relaxed), aesthetic (for example, energy) and expressive (for example healthy benefits) connected the responses to the exercising question (Kim et al., 2012; Zhou, 2018; Wintermeer, 2020).

The most interesting aspect of the **word cloud on family and friends** can be seen in the most frequent words “Yes”, “healthy benefits”, “makes”, “socialising”. These words connect to the replies by rooibos tea respondents to the “look” functional benefit and “feel” experiential benefit (product benefit) to either rooibos herbal or green teas. It emerged from the results that rooibos herbal tea respondents disagreed that they enjoyed the tea when socialising with friends at coffee shops, fast food restaurants etc. (refer to Appendix B). However, rooibos herbal tea respondents agreed that they enjoyed the tea when socialising with family at home, and thus connected the responses to the socialising question (Zhou, 2018; Wintermeer, 2020).

In referring to the **two word clouds on health and wellness**, rooibos tea respondents were asked to express their emotions should any of the old rooibos tea advertisements make them feel anything. The findings from these word clouds shared similar word patterns, despite the differences in the advertisements. The only mismatch between the two word clouds were “makes” and “feel”, which are both publicised as experiential benefits, while the rest of the pattern of words show the aesthetic and expressive benefits, and therefore connected the respondents to the health and wellness question. In addition, the results showed that rooibos herbal tea drinkers agreed that they liked it for health and wellness reasons, whereas, rooibos green tea respondents disagreed (Zhou, 2018; Wintermeer, 2020).

Taken together the findings as portrayed in the four word clouds, it emerged that respondents were affected by large variety of psychological states (cognitive processes) such as emotions, personal perceptions and impulses, which consequently impacted purchase decisions and product usage (Plummer, 1974:35; Desmet & Hekkert, 2002:60; Rousseau, 2007; Lee & Liao, 2009; Zhou, 2018; Wintermeer, 2020). In addition, these psychological states affected the stimulus-response relationship which interlinked with non-rational and rational reasons between opinion variables, and interest variables that influenced activity variables that affected consumer behaviour to purchase and consume a product.



This supports the view in literature that meaning originates from internal and external stimuli with promotional strategies that affect a consumer's perception and cognitive processes that are associated with promotional strategies (marketing communication) (Shimp, 1993:38; Lee & Liao, 2009; Mahardhika et al., 2017; Suryawardani et al., 2017:62; Bangsa & Schlegelmich, 2019).

## **6.8 MARKETING COMMUNICATION AND PROMOTIONAL STRATEGIES**

The last section answers the main research question, which is associated with the preceding results and discussion of the study. The purpose of this question was to recommend promotional strategies based on the results as discussed in preceding sections. The findings suggest that consumers preferred through-the-line communication, followed by above-the-line communication and below-the-line communication.

Literature has shown that through-the-line communication is regarded as the grey line between the company and consumer because it serves as a line of communication to transmit the relevant promotional or advertising message to a target audience (Wilmhurst, 1993:6; Yale. & Gilly, 2013; Adu Baker et al., 2015; Weber & Schweiger 2017; Oñate et al., 2019).

Also, the line of communication integrates either with above-the-line or below-the-line communication depending on whether the company wants to remind a consumer about the brand or persuade a consumer to buy the brand. In order to improve the communication channels for Rooibos Herbal and Rooibos Green teas the following should be deduced:

- i. Above-the-line (ATL) communication targets a wider target audience and is very effective in increasing brand awareness and likewise creating brand recognition that serves as a reminder to consumers.
- ii. Below-the-line (BTL) communication creates a business-to-consumer (B2C) relationship because it segments a specific target audience and is very effective in building positive conversations and similarly, enhancing consumer loyalty.

This supports the literature that ATL is to remind consumers about the brand, whereas BTL is to persuade consumers to build either attitudinal or behavioural loyalties to the brand (Skinner 1994:580; Pieters & Wedel, 2007; Jin et al., 2008; Lee & Liao, 2009; Ferrell & Hartline, 2008:285; Hackley & Hackley, 2015:199; Gandia et al., 2017; Mahmoudi et al., 2021).

Results have shown that more than 50 percent of females of all age categories consume rooibos teas compared with only two percent of males between 25 – 35 years' old. So, in order to increase the market share of rooibos tea; both TTL and BTL communication are recommended since they segment a specific target audiences. This contradicts Jage's (2011) finding that the fastest growing tea segment is males between 18 – 27 years old. However, the results of the current study support the findings that if marketers employ psychographic variables according to needs or wants, and implement the relevant promotional strategy, it will segment the right target audience according to lifestyle patterns, personality traits, product attributes and benefits (Weinstein, 2014:257; Zhou, 2018; Mahmoudi et al., 2021).

Results of this study identified other important factors: 81 percent of respondents "like the taste" of rooibos herbal tea – opinion variables, while 90 percent "like the taste" of rooibos green tea – opinion variables.

When compared to "dislike" of teas, the following emerged, 72 percent of respondents "dislike" rooibos herbal tea – opinion variables, while 88 percent of respondents "dislike" rooibos green tea – opinion variables. As explained above, respondents are more influenced by non-product related attributes (interest variables) than product-related attributes (opinion variables) because both product attributes contribute to persuade the behaviour (activity variables) of a consumer. This supports the literature that says that product attributes and product benefits interlink with individual and environmental variables that influence consumer decision-making influencing, which influences in turn the psychological state of the behaviour of consumers (Celsi & Olson, 1988; Park & Young, 1989; Du Plessis, 2008; Lee & Liao, 2009; Trudel, 2019).

The interpretation of results showed that 94 percent of respondents preferred rooibos herbal tea, while only 91 percent of respondents preferred rooibos green tea. Since the difference between each rooibos tea segment was only three percent, it will suffice to suggest TTL integrated communication with BTL communication.

The focus of TTL and BTL will be to target a specific target audience with an effective marketing mix and pull strategy, thereupon building brand associations for each rooibos tea segment, with a follow-up aftersales questionnaire (Aaker, 1996; Keller, 1993; Yale. & Gilly, 2013; Paresh, 2020). Therefore, the relevant and recommended promotional strategy that can increase the communication channel in each rooibos tea segment will be TTL and BTL. This supports the findings in the literature that new methodological approaches will assist marketers to gain new consumer insights for targeting and future promotion (Wilson, 2000:790; Lee & Liao, 2009; Cramer et al., 2014; Weinstein, 2015:68; Gandia et al., 2017; Trudel, 2019:93; Mahmoudi et al., 2021). In addition, the results of the study support the literature that says psychographic segmentation is advantageous and can form part of any hybrid market segmentation framework (Wedel & Kamakura, 2000).

To conclude, the aim of research was achieved, namely to align future rooibos tea promotional strategies according to the stimulus-response relationship to persuade the attractiveness of product emotions by means of aesthetic and expressive benefits. Moreover, the results as discussed in subsection 6.2.1 showed the interlinked relationship between psychographic variables with consumer decision-making influencing internal and external variables, and thus confirmed the correlation between the variables. Also, the study contributed to the gaps in the existing body of knowledge in the business-to-consumer (B2C) market segmentation framework when applied to product benefit and product segmentation (Weinstein, 2011:263; Brotspies & Weinstein, 2017:1).

## **6.9 RESEARCH LIMITATION AND FUTURE RESEARCH**

The research was limited by a small sample size, which represented a weakness, especially regarding differences between gender (Creswell & Creswell, 2018:199).

These limitations prevented the calculation of exploratory factor analysis path diagrams to identify a significant relationship between psychographic variables and consumer decision-making influencing internal and external variables. The limited responses were due to a technical glitch on the Lime Survey system that denied access for a week. As soon as this problem was attended to, a level five lockdown was implemented in response to the Covid-19 pandemic, and consequently the researcher lost contact with the rooibos tea company.

### **6.9.1 RECOMMENDATION FOR FUTURE RESEARCH**

Further research should be undertaken to understand the behaviour (activity variables) of a consumer. A study on lifestyle and personality segmentation is recommended to understand the lifestyle patterns and personality traits reflected in how consumers spend their time, for example, when socialising either with family or friends.

It is therefore, recommended that future research consider a larger sample size because of the important need to obtain a perfect representative sample in the target population (Saunders et al., 2019c:302). In addition, with a larger sample size structural equation modelling is also recommended because it will allow the researcher to analyse the structural relationship between measured variables and latent constructs.

### **6.9.2 RECOMMENDATIONS FOR FUTURE PRACTICE**

Any industry that would like to increase its market share, increase sales, or enhance customer retention could benefit from the study. Further, the desired outcome can either persuade or remind a consumer of any company's distinctive brand or service in the consumer market, especially during the COVID-19 pandemic. Finally, academia will benefit from the results because the study will add to gaps in the existing body of knowledge.

## **6.10 CONCLUSION AND RECOMMENDATIONS**

The aim of the research study was to describe and understand the theoretical application of the interlinked relationship between psychographic variables and consumer decision-making variables that affect the behaviour of rooibos herbal (tisane) and green tea consumers, and to align the relevant promotional strategies according to consumer preferences.

The research problem sought to understand how non-product related attributes (opinion variables) and product-related attributes (interest variables) together with consumer decision-making influencing internal variables affect the cognitive processes of consumers. The interlinked relationship contributed to rational and non-rational reasons predicted by the strength of a stimulus-response relationship of

product emotions (promotional strategies) whereby consumers either disliked or liked rooibos teas (Mahardhika et al., 2017; Oñate et al., 2019). Consequently, these rational and non-rational reasons affected either an increase or decrease in consumption (activity variables) for rooibos herbal and green teas to benefit from the attributable health and wellness lifestyle benefits (Davies et al., 2019; Piek, 2019:1).

The study was guided by a main research question followed with three sub-research questions and three research objectives, after understanding the research problem.

#### *Research objective one*

The results of exploratory factor analysis answered a nonlinear interlinked relationship between psychographic variables and consumer decision-making influencing individual and environmental variables between rooibos herbal and green tea segments, which was linked to research objective one to determine psychographic variables of each rooibos tea segments. An initial objective of sub-research question one was to know the differences and correlation between psychographic variables such as opinions, interests' and activities influence the behaviour of rooibos herbal and green tea consumers. The application of the product-orientated segmentation placed the focus on product characteristics, and similarly, allowed the researcher to understand the cognitive processes linked to rooibos herbal (tisane) and green tea consumers. Results showed that rooibos herbal (tisane) tea was preferred to rooibos green tea and black tea, while the least preferred beverage was coffee. Those respondents who did not like any of the preferred beverages opted either for water or wine.

It was found that rooibos tea consumers were more influenced by non-product related attributes (interest variables) followed by product related attributes (opinion variables), and then product benefits (activity variables). Even though, interest variables showed a stronger impact, opinion variables had a direct influence on interest variables that affected activity variables in product-orientated segmentation. In addition, results have also showed a non-linear interlinked relationship between psychographic variables and consumer decision-making influencing internal and external variables.

The cognitive consumer decision-making influencing internal variables were more present in opinion variables and interest variables, than in external variables in the rooibos herbal and green tea segments.

However, both influencing internal and external variables were present in activity variables of consumer decision-making processes in rooibos herbal and green tea segments.

#### *Research objective two*

In referring to results it was important to understand if there were any differences between Rooibos Herbal and Green tea segments, and the differences were linked to research objective two, to describe how psychographic variables influence a consumer's decision-making process that affect the behaviour of each rooibos tea segment. The objective of sub-research question two was to compare if there were any mismatches in statements between rooibos herbal and green tea constructs. Only four were detected:

- i. Rooibos Herbal tea has a strong "heritage" background – **opinion variables**,
- ii. I drink the Rooibos Herbal tea when I am "socialising" (behaviour) with my friends at coffee shops, quick restaurants and etcetera – **activity variables**,
- iii. I drink the Rooibos Green tea when I am at "work" (behaviour) – **activity variables**, and
- iv. I like the Rooibos Green tea because of health and wellness reasons (behaviour) – **activity variables**.

The results have shown that construct two (quality and value), construct three (sentimental value), and construct five (religion and spiritual) yield a similar comparison between psychographic variables, and consumer decision-making individual and environmental influencing variables in both rooibos tea segments.

The combined results of sub-research question one and two have confirmed the correlation between psychographic variables and consumer decision-making internal and external influencing variables. These variables influenced the cognitive processes of consumers in a non-linear relationship, which affected consumer perceptions for non-rational and rational reasons that impacted the purchase decision and product usage for rooibos herbal and green teas (Plummer, 1974:35; Raab et al., 2010:148; East et al., 2014:6).

### *Research objective three*

Research objective three was to recommend relevant promotional strategies for each rooibos tea segment, and thus to determine what promotional strategies rooibos tea consumers prefer for future promotion, and to ensure continuous improvement of the product. The objective of sub-research question was twofold and explored:

- i) Which type of marketing communication was preferred for future advertising and promotions and why, and
- ii) Four open-ended questions connected to four rooibos tea advertisements that related to activity variables in the four-point Likert scale questionnaire.

As suggested by Demby (1971:196), it is important to know the reasons why a consumer is willing to purchase a specific beverage. As a result it will assist marketers to employ a relevant promotional mix to persuade or remind a current or potential consumer about a product (Demby, 1994; Lee & Liao, 2009; Manali, 2015; Gandia et al., 2017; Mahmoudi et al., 2021).

Results showed that Rooibos tea consumers preferred through-the-line communication followed by above-the-line communication, and then below-the-line communication. In order to ensure continuous improvement of the brand, a follow-up aftersales questionnaires was recommended so that consumers could share their shopping experience with the rooibos tea company. A conversation between the two parties, will give the rooibos tea company the opportunity to know if a consumer has either an attitudinal or behavioural loyalty.

Results from the stimulus-response relationship associated with promotional strategies were shown in four past rooibos tea advertisements because the connection created meaning that affected consumer perceptions of Rooibos teas (Keller, 1993; Pieters & Wedel, 2007; Yale. & Gilly, 2013; Crous, 2014:178).

The word clouds from the four rooibos tea advertisements extrapolated a connection with product benefits by means of product emotions such as functional, expensive, aesthetic and experiential benefits (activity variables).

The above-mentioned results of sub-research questions one, two and three guided the researcher to recommend relevant promotional strategies to improve the communication channel in each rooibos tea segment.

The results and findings concluded the study with a specific focus on improving the communication channel and on increasing the market share of each rooibos tea segment. Since the liking of rooibos herbal and green teas showed a difference of only three percent, it was sufficient to recommend the same promotional strategies for both segments. A through-the-line communication strategy integrated with below-the-line communication was recommended as the relevant promotional strategy because it should segment a new target audience that is male. Also, a pull-strategy was recommended because of the focus on consumer-driven to build brand associations with current and prospective consumers (Griffiths, 2002).

The recommended marketing mix will influence opinion and interest variables with consumer decision-making external and internal influencing variables, which have a significant contributory effect on activity variables. The recommended stimulus-response relationship of promotional strategies will influence the attractiveness of product emotions by means of aesthetic and expressive benefits in future rooibos tea promotions to affect consumer behaviour (activity variables) (Keller, 1993; Lee & Liao, 2009; Pieters & Wedel, 2007; Yale. & Gilly, 2013; Crous, 2014:178; Gandia et al., 2017; Mahmoudi et al., 2021).

The results of the study have shown a non-linear interlinked relationship between psychographic variables and consumer decision-making external and internal influencing variables that influenced the cognitive processes for rooibos herbal and green tea consumers. Consequently, promotional strategies predict the strength of the stimulus-response relationship by means of product emotions to enhance the attractiveness of product. In order to achieve those results, product-orientated segmentation was applied to understand the attachment a consumer has towards the product (Zhou, 2018) (Refer to Figure 1.4).

The aim of research was achieved to align future rooibos tea promotional strategies according to the stimulus-response relationship to persuade the attractiveness of product emotions by means of aesthetic and expressive benefits in promotions.



Moreover, the results have shown the nonlinear interlinked relationship between psychographic variables with consumer decision-making internal and external influencing variables, and thus confirmed the correlation between the variables. In addition, the study has contributed to the missing and existing body of knowledge in the business-to-consumer (B2C) market segmentation framework when product benefit and product segmentation are applied (Weinstein, 2011:263; Brotspies & Weinstein, 2017:1).

Several questions remain unanswered at present because the study did not focus on people-orientated segmentation to understand the lifestyle patterns and personality traits relevant to rooibos herbal and green tea consumers, and this is recommended in future research.

The new methodological approach will pave way for further understanding of research matters. Product-orientated segmentation enables researchers to gain deeper understanding of the cognitive processes of rooibos herbal and green tea consumers by asking product attributes and benefits questions, which are interlinked with consumer decision-making internal and external influencing variables.

A product or service will only have meaning to a consumer if there is a certain level of attachment to a product or service (Yale. & Gilly, 2013; Bangsa & Schlegelmilch, 2019:1; Oñate et al., 2019; Mahmoudi et al., 2021). Therefore, meaning originates from an internal and external stimulus-response relationship that affects cognitive processes through promotional strategies (Shimp, 1993:38; Suryawardani et al., 2017:62). In addition, this application assisted the researcher to apply new research techniques to answer a research problem in different dimensions (Wells, 1975:209; Vacek, 1976:68; Van Zyl et al., 2019).

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## APPENDIX A: PILOT STUDY QUESTIONNAIRE

I am studying towards a Master in Marketing qualification at the Cape Peninsula University of Technology.

As a consumer, you play an important role on the demand side in the Rooibos industry. In fact, without your interest to purchase the tea, the industry will not grow. Hence, the purpose of the questionnaire is to understand and explore the Psychographic behaviour of Rooibos tea consumers. The questionnaire is divided into two sections namely Section A, Background information about the consumer and Section B, Lifestyle information about the consumer.

### DISCLAIMER

As a Rooibos tea consumer, you are invited to share your views through this questionnaire. Your participation is entirely voluntary and your response will remain confidential. As a participant, you may withdraw from the study at any point

**PLEASE NOTE** that this is strictly an academic exercise. Information obtained from you will only be accessible to the researchers. The questionnaire will take about 10 minutes to complete, and it is carried out in accordance with the ethical clearance obtained from the Cape Peninsula University of Technology Ethics Committee.

#### Section A:- Background information about the consumer

1. Please indicate your gender type and *give one (1) answer only?*

No	Gender	
1.1	Male	
1.2	Female	
1.3	Transgender	

2. Please indicate in which geographical province in South Africa you reside and *give one (1) answer only?*

No	Provinces in South Africa	
2.1	Gauteng	
2.2	Northern-Cape	
2.3	Western-Cape	
2.4	Eastern-Cape	
2.5	Kwa-Zulu Natal	
2.6	Free-State	
2.7	Limpopo	
2.8	Mpumalanga	
2.9	North West	

**Section B: Lifestyle and personality information about the consumer**

**3. How important are the following aspects to you when deciding which Rooibos teas i.e. Herbal (\*Tisane) and Green to purchase according to your liking.**

No	Please respond to the following statements regarding <i>ROOIBOS HERBAL TEA</i>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3.1	Rooibos Herbal tea has strong heritage background					
3.2	Rooibos Herbal tea is traditional					
3.3	Rooibos Herbal tea is old-fashioned					
3.4	I don't like the Rooibos Herbal tea					
3.5	I like the taste of the Rooibos Herbal tea					
3.6	Rooibos Herbal tea is different to the other teas					
3.7	Rooibos Herbal tea is an all-time favourite to my family					
3.8	I like the Rooibos Herbal tea because of religion reasons					
3.9	I like the Rooibos Herbal tea because of the brand quality					
3.10	I like the Rooibos Herbal tea because I believe the tea is value for my money					
3.11	My family likes the Rooibos Herbal tea					
3.12	I like the Rooibos Herbal tea with my family					
3.13	I like the Rooibos Herbal tea because of health and wellness reasons					
3.14	I like the Rooibos Herbal tea because of food pairing (culinary reasons)					
3.15	I like the Rooibos Herbal tea only when I am exercising (at the gym, hiking (outdoors))					
3.16	I only drink the Rooibos Herbal tea when I am socialising with my family at home					
3.17	I only drink the Rooibos Herbal tea when I am at work					
3.18	I only drink the Rooibos Herbal tea when I am socialising with my friends at coffee shops, quick restaurants and etcetera					
3.19	I like the Rooibos Herbal tea because of therapeutic reasons (relaxation)					
3.20	I like the Rooibos Herbal tea because the brand has sentimental value to my family and I					
3.21	I like the Rooibos Herbal tea because of spiritual reasons					
3.22	I like the Rooibos Herbal tea because it is my favourite beverage					
3.23	I like the richness of the colour of the Rooibos Herbal tea					
3.24	I like the smoothness of the taste of the Rooibos Herbal tea					
3.25	Other					

- Tisane Herbal tea infused with dried or fresh flowers or leaves

Other, please specify \_\_\_\_\_



4.

No	Please respond to the following statements regarding <i>ROOIBOS GREEN TEA</i>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4.1	Rooibos Green tea has a strong heritage background					
4.2	Rooibos Green tea is traditional					
4.3	Rooibos Green tea is old-fashioned					
4.4	I don't like the Rooibos Green tea					
4.5	I like the taste of the Rooibos Green tea					
4.6	Rooibos Green tea is different to the other teas					
4.7	Rooibos Green tea is an all-time favourite to my family					
4.8	I like the Rooibos Green tea because of religion reasons					
4.9	I like the Rooibos Green tea because of the brand quality					
4.10	I like the Rooibos Green tea because I believe the tea is value for my money					
4.11	My family likes the Rooibos Green tea					
4.12	I like the Rooibos Green tea because of health and wellness reasons					
4.13	I like the Rooibos Green tea because of food pairing (culinary reasons)					
4.14	I drink the Rooibos Green tea only when I am exercising (at the gym, hiking (outdoors))					
4.15	I only drink the Rooibos Green tea when I am socialising with my family at home					
4.16	I only drink the Rooibos Green tea when I am at work					
4.17	I only drink the Rooibos Green tea when I am socialising with my friends at coffee shops, quick restaurants and etcetera					
4.18	I drink the Rooibos Green tea because of therapeutic reasons (relaxation)					
4.19	I drink the Rooibos Green tea because the brand has sentimental value to my family and I					
4.20	I drink the Rooibos Green tea because of spiritual reasons					
4.21	I always drink the Rooibos Green tea because it is my favourite beverage					
4.23	I like the richness of the colour of the Rooibos Green tea					
4.24	I like the smoothness of the taste of the Rooibos Green tea					
4.25	Other					

Other, please specify \_\_\_\_\_

~THE END~

Thank you for completing the questionnaire

## **APPENDIX B: MAIN STUDY QUESTIONNAIRE**

### **Appendix – B Online Main study survey**

I am studying towards a Master in Marketing qualification at the Cape Peninsula University of Technology.

As a consumer, you play an important role on the demand side in the Rooibos industry. In fact, without your interest to purchase the tea, the industry will not grow. Hence, the purpose of the questionnaire is to understand and explore the Psychographic behaviour of Rooibos tea consumers.

#### **DISCLAIMER**

As a Rooibos tea consumer, you are invited to share your views through this questionnaire. Your participation is entirely voluntary and your response will remain confidential. As a participant, you may withdraw from the study at any point

**PLEASE NOTE** that this is strictly an academic exercise. Information obtained from you will only be accessible to the researchers. The questionnaire will take about 15 minutes to complete, and it is carried out in accordance with the ethical clearance obtained from the Cape Peninsula University of Technology Ethics Committee.

- Rank the following beverages in order of your personal preference by putting the number 1 highest to 4 lowest in preference next to the beverage. You may add a beverage, if within the first 4 of preference.

Beverage	Rank
Rooibos - Green	.....
Rooibos - Herbal	.....
Black Tea	.....
Coffee	.....
Other: Specify .....	.....

- Why do you like the chosen beverage most?

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- How often do drink your chosen beverage?

Never	
Seldom	
Often	
Very often	

- If never, please explain your answer?

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No	<p><b>Below are a number of statements about “ROOIBOS *HERBAL TEA”</b></p> <p><b>Please read each one and indicate whether your either “disagree” or “agree” or “somewhat agree” with it by ticking on the box for each statement</b></p>	Disagree Strongly	Disagree somewhat	Agree somewhat	Agree Strongly
5.1	Rooibos Herbal tea has a strong heritage background				
5.2	I dislike the taste of the Rooibos Herbal tea				
5.3	I like the taste of the Rooibos Herbal tea				
5.4	Rooibos Herbal tea is different to the other teas				
5.5	I like the Rooibos Herbal tea because of religious reasons				
5.6	I like the Rooibos Herbal tea because of the brand quality				
5.7	I like the Rooibos Herbal tea because I believe the tea is value for my money				
5.8	I like the Rooibos Herbal tea because of health and wellness reasons				
5.9	I like the Rooibos Herbal tea because of food pairing (culinary reasons)				
5.10	I like the Rooibos Herbal tea only when I am exercising (at the gym, and outdoors activities)				
5.11	I drink the Rooibos Herbal tea when I am at work				
5.12	I drink the Rooibos Herbal tea when I am socialising with my friends at coffee shops, quick restaurants, etc.				
5.13	My family likes the Rooibos Herbal tea because of the brand has sentimental value for them				
5.14	I like the Rooibos Herbal tea because the brand has sentimental value for me				
5.15	I like the Rooibos Herbal tea because of spiritual reasons				
5.16	I like the richness of the colour of the Rooibos Herbal tea				
5.17	I like the smoothness of the taste of the Rooibos Herbal tea				

- **\*Tisane Herbal tea infused with dried or fresh flowers or leaves**

No	<p><b>Below are a number of statements about “ROOIBOS *GREEN TEA”</b></p> <p><b>Please read each one and indicate whether your either “disagree “or “agree” or “somewhat agree” with it by ticking on box for each statement</b></p>	Disagree Strongly	Disagree somewhat	Agree somewhat	Agree Strongly
6.1	Rooibos Green tea has a strong heritage background				
6.2	I dislike the taste of the Rooibos Green tea				
6.3	I like the taste of the Rooibos Green tea				
6.4	Rooibos Green tea is different to the other teas				
6.5	I like the Rooibos Green tea because of religious reasons				
6.6	I like the Rooibos Green tea because of the brand quality				
6.7	I like the Rooibos Green tea because I believe the tea is value for my money				
6.8	I like the Rooibos Green tea because of health and wellness reasons				
6.9	I like the Rooibos Green tea because of food pairing (culinary reasons)				
6.10	I drink the Rooibos Green tea when I am socialising with my family at home				
6.11	I drink the Rooibos Green tea when I am at work				
6.12	I like the Rooibos Green tea only when I am				
6.13	My family likes the Rooibos Green tea because of the brand has sentimental value for them				
6.14	I like the Rooibos Green tea because the brand has sentimental value for me				
6.15	I like the Rooibos Green tea because of spiritual reasons				
6.16	I like the richness of the colour of the Rooibos Green tea				
6.17	I like the smoothness of the taste of the Rooibos Green tea				

7. What commercial media communication tool(s) would you prefer for any future advertising or promotional purposes of the beverages selected at question 1.  
The participant will be able to select from dropdown menus as indicated in the table.

1<sup>st</sup> preference: \_\_\_\_\_

2<sup>nd</sup> preference: \_\_\_\_\_

3<sup>rd</sup> preference: \_\_\_\_\_

Like least: \_\_\_\_\_

No	Please indicate the best three (3) that you like best in the order of preference, 2 <sup>nd</sup> preference, 3 <sup>rd</sup> preference and like least.
7.1	Radio commercials
7.2	Television
7.3	News media
7.4	Magazines
7.5	Outdoor
7.6	Horizontal banners
7.7	Social media
7.8	Events
7.9	Contextual text advertisements (pop-up message at websites and mobiles)
7.10	Vertical banners
7.11	Email marketing
7.12	Telemarketing
7.13	Short Message Service (SMS)

8. How often do you complete aftersale questionnaires or receive any follow-up emails or short message service (SMS) for any of the beverages at Question 6 to either to comment or to share new ideas or to recommend for the continuous improvement of the product(s) and customer service?

No	Please tick and select from the following options	√
8.1	Never	<input type="checkbox"/>
8.2	Rarely	<input type="checkbox"/>
8.3	Sometimes	<input type="checkbox"/>
8.4	Often	<input type="checkbox"/>
8.5	All the time	<input type="checkbox"/>

9. Do you think that your feedback will be valuable to the company?

If yes or no, please explain your answer?

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10. Below are six (6) advertisements that relate to Rooibos Herbal and Green tea statements in questions five (5) and six (6)?

10.1 What about the advertisement relates to you? How does it make you feel?



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10.2 Does the Rooibos tea advertisement visualise any benefit? If yes or no, does it make you “think” and make you “feel” something?



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10.3 How do any of these Rooibos tea advertisements make you feel?

a)



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---

---

b)



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11 What is your gender type?

Gender	
Male	
Female	
Other Specify	
.....	

12 What is your age?

Age category	
18 to 24	
25 to 34	
35 to 44	
45 to 54	
55 to 64	
65 or older	

**~THE END~**

**Thank you for completing the questionnaire**



**APPENDIX C: RESEARCH ETHICS COMMITTEE CERTIFICATE**



**P.O. Box 1906 • Bellville 7535 South Africa • Tel: +27 21 4603291 •  
Email: fbmsethics@cput.ac.za Symphony Road Bellville 7535**

<b>Office of the Chairperson Research Ethics Committee</b>	<b>Faculty:  BUSINESS AND MANAGEMENT SCIENCES</b>
--	---

At a meeting of the Faculty’s Research Ethics Committee on **19 June 2018**, Ethics **Approval** was granted to **Liesel Carmen Van Zyl (200604589)** for research activities of **Master of Marketing** at Cape Peninsula University of Technology.

<b>Title of dissertation/thesis/project:</b>	<p style="text-align: center;">PSYCHOGRAPHIC BUYER BEHAVIOUR OF ASPALATHUS LINEARIS (ROOIBOS) CONSUMERS AND ITS IMPACT ON THE PROMOTIONAL STRATEGY</p> <p style="text-align: center;">Lead Researcher/Supervisor: Dr N Haydam</p>
--	---

**Comments:**

**Decision: APPROVED**

	<b>20 August 2018</b>
<b>Signed: Chairperson: Research Ethics Committee</b>	<b>Date</b>

## APPENDIX D: CONSENT LETTER FROM COMPANY



Attention: Liezel van Zyl  
Cape Peninsula University of Technology  
Faculty of Business Ethics Committee


30 September 2016

Dear Liezel,

It is my understanding that you will be conducting a research study at Annique on "Psychographic buyer behaviour of Rooibos (*Aspalathus linearis*) tea consumers and its impact on the marketing strategy". Thank you for confirming the design of the study as well as the targeted population and sample.

I support this effort and will provide any assistance necessary for the successful implementation of this research study. If you have any questions, please do not hesitate to call. I can be reached at (012) 345-9804.

Yours sincerely,



**Ernest du Toit**

**CEO**

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Private Bag X2 Elarduspark 0047 South Africa, Tel 012 345 9800 Fax 012 345 9854, Directors: EJ du Toit (CEO), S Rabe, PJ Spinks  
www.annique.com | Lat. 25°51'7812" S - Long. 28°15'3720" E

## APPENDIX E: TURNITIN REPORT

### PSYCHOGRAPHIC CONSUMER BEHAVIOR AND ITS IMPACT ON PROMOTIONAL STRATEGIES: A STUDY OF THE ROOIBOS TEA MARKET

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## APPENDIX F: LANGUAGE EDITOR'S CERTIFICATE

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[ken.barris@gmail.com](mailto:ken.barris@gmail.com)

+27(0)829289038

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18 January 2021

**To whom it may concern**

This is to certify that I have edited the following dissertation by Liezel Carmen van Zyl to professional standards:

Psychographic Consumer Behaviour and its Impact on Promotional Strategies: A Study of the Rooibos Tea Markets

Best regards



KEN BARRIS