



**THE IMPACT OF BRANDING ON SUPPORT INTENTIONS TOWARDS SUPPORTED
SOCIAL ENTERPRISES: THE CASE OF THE BIG ISSUE SOUTH AFRICA**

by

AAQIB SIMONS

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Supervisor:

Mr. S. Dlamini

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All praises and thanks be to Allah

ABSTRACT

A rising problem for social enterprises within South Africa is that consumers tend to display mixed interests towards their marketing campaigns. The technological revolution has allowed consumers to become more adept and ethically sensitised at identifying deceptive marketing ploys. In light of the growing competition among many SSEs in attaining donations, managers of these organisations have realised the value in managing their organisations as brands. However, SSEs should remain aware of distinguishing their marketing from corporate brands. Past literature revealed that organisations which behave socially responsibly elicit more positive attitudes from consumers. Thus, SSEs adopting socially responsible marketing could allow them to be perceived as devoted towards their social missions, which could attract more volunteering and monetary donations.

The study investigated the impact of branding on support intentions towards supported social enterprises: the case of The Big Issue South Africa. A descriptive research design was adopted. This included an online survey method that was used to acquire quantitative data from 200 participants in Cape Town, which was required to interpret conclusive findings to this investigation. The findings of the study were that consumer-brand relational authenticity (CBRA), brand trust, and customer-brand identification (CBI) had a direct positive influence on support intentions. Attitude toward helping others (ATHO) was determined as a negative moderator between the relationship of CBI and support intentions. Alternatively, altruistic values were determined to not possess any moderating influence on the relationship between brand trust and support intentions. The findings therefore fill theoretical gaps on CBRA, brand trust and altruistic values that remained unexplored in the past.

The study produced a conceptual framework explaining the branding factors that have the most significant impact in driving support intentions. This framework can be beneficial to managers of SSEs with regard to leveraging support from a local and international standpoint. However, marketers in the corporate field who are designated to attracting corporate social investment (CSI) can also draw on insights from the study in order to attract support for these CSI initiatives. The study is thus beneficial to corporate organisations as well.

Keywords: social enterprise, supported social enterprise, socially responsible marketing, The Big Issue South Africa, support intentions, descriptive research design

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CHAPTER 1: INTRODUCTION

1.1 Introduction

Socially responsible marketing (SRM) is the practice that an organisation applies to make the environmental or social impacts of their products and services more transparent to the public (Jones, 2015). With the global awareness around environmental, social and ethical issues, there is a need for social enterprises to align their objectives with the values of their target market (Ferdousi, 2017). Therefore, in order to enhance support, social enterprises need to adopt SRM approaches which are aligned to their social missions (Michel & Rieunier, 2012). A strong and reliable level of brand management can aid an organisation in facing the challenges of a dynamic competitive environment (Kotler & Pfoertsch, 2010). Furthermore, in light of the growing competition among social enterprises in attaining donations, managers have realised the value of managing their organisations as brands (Wymer, Boenigk & Möhlmann, 2015).

Social enterprise is a rising phenomenon and the growth of SA's social economy has encouraged many South African entrepreneurs to apply market practices in a way that will drive social impacts (Littlewood & Holt, 2015a). Social economy refers to the rich diversity of organisations such as cooperatives, foundations, and social enterprises that share common values aimed at addressing the social needs of society overlooked by the private sector (Restakis, 2006). Abu-Saifan (2012) defines a social enterprise as either a "for-profit with socially-driven missions and objectives" or a "non-profit that adopts income earning approaches", whereas Dees, Emerson and Economy (2001) suggest that the nature of a social enterprise ranges between being purely commercial and purely philanthropic. However, the type of organisation that identifies as a social enterprise remains unclear on a global level (Littlewood & Holt, 2015a). For example, in South Africa company legislation has a grey area regarding what constitutes a social enterprise. There is no available option to register an organisation as a social enterprise under SA's Companies and Intellectual Properties Commission (CIPC, 2018); there are only "for-profit" or "non-profit" legal forms available under SA company legislation (CIPC, 2018).

Given the lack of consensus around the definition of social enterprise and the nature of the research which investigated support intentions, the study chose to associate the organisation,

The Big Issue South Africa, a Cape Town based NPO, with a more relevant term, i.e. supported social enterprise. The social mission of Big Issue South Africa is to empower vulnerable and marginalised individuals to become financially independent and self-sustainable through a developmental employment initiative (The Big Issue, 2018). A supported social enterprise (SSE) is an organisation with a social or environmental mission that applies commercial practices to generate additional funds even though it relies on fundraising efforts (Chan, Ryan & Quarter, 2016). For the current study, The Big Issue South Africa is defined as a SSE due to the nature of its operations and funding model, which closely aligns to the definition of a SSE proposed by Chan *et al.* (2016). A SSE operates by marketing and selling goods and services while being reliant on donation support; The Big Issue sells its magazines to generate revenue but also receives donations in order to operate (Chan *et al.*, 2016). Given a SSE's reliance on external support, such as fundraising, its context provides a better fit to investigate support intentions.

1.2 Problem statement

A UK-based study by Hibbert, Hogg and Quinn (2005) on The Big Issue, which explored the aspects of consumer motivation behind purchasing the magazine, declared that there were numerous limitations to their study, for instance, that the conceptual framework representing the study was limited to consumer motives for buying The Big Issue magazine, as well as responses to beneficiary (vendor) portrayal. Hibbert *et al.* (2005) noted that an unexplored array of psychological and social factors exist which could impact consumer buying and supportive behaviour towards social enterprises and that researchers need an understanding of how to optimise the success and resourcefulness of social enterprises. Therefore, by investigating CBRA, brand trust, CBI, ATHO and altruistic values in relation to support intentions within a SSE context, the study aimed to address this research gap (Hibbert *et al.*, 2005).

Littlewood and Holt (2015b), who conducted a study based on the influence of environment within a South African social enterprise context, revealed that the social enterprise industry is growing in Africa, particularly in SA. However, according to Moorthy and Annamalah (2014), a rising problem for many new and established social enterprises in SA is that consumers have displayed mixed interests towards their marketing strategies. The Big Issue's consumers can be identified as people who support the brand through purchasing its

magazines or donating towards the cause, by means of monetary or voluntary support. Moreover, the problem of consumer scepticism could be attributed to the rise of the technological revolution, where consumers are more digitally inclined and informed on the latest trends and discussions happening on online platforms (Kaplan, 2015). This means that these consumers have become ethically sensitised to identifying deceptive marketing ploys and more critical and sceptical of the marketing efforts conducted by social enterprises (Nicholls, 2007; Ferdousi, 2017). The same can be suggested for other organisations operating within SA's social economy such as SSEs, non-profit organisations (NPOs), and non-government organisations (NGOs). This presents significant challenges in delivering the social missions of these types of organisations. Therefore, there is a clear linkage between the problem of consumer scepticism and the need for SRM to be incorporated into the brand management of any SSE in order to successfully gain support.

The proposed conceptual model of this study was adapted from a previous model developed by Akbar (2016) which aimed to reconceptualise brand authenticity in order to analyse the factors that influence the support intentions within a non-profit context.

Ilicic and Webster (2014) developed the CBRA construct as a variable to predict brand attitudes and purchase intentions. However, besides this study that outlined the scale-development of CBRA, the researcher did not find many studies which investigated this construct, including within a SSE environment. Most studies looked at brand authenticity as a whole, but not CBRA per se. Examples of these studies of brand authenticity within different contexts include: Napoli, Dickenson, Beverland and Farrelly (2014) exploring brand authenticity within the marketing spectrum and focused on product brand features such as heritage, quality, commitment and sincerity; Schallehn, Burmann and Riley (2014) who found a positive causal relationship between brand consistency, brand individuality and brand continuity, and brand authenticity; as well as Eggers, O'Dywer, Kraus, Vallaster and Guldenberg (2013) who proved that dimensions of brand congruency and brand consistency were significant drivers of brand authenticity, which affected brand trust and small and medium enterprise (SME) growth. The study identified this research gap and chose to investigate CBRA within a SSE context. Given CBRA's success in predicting purchase intentions (Ilicic & Webster, 2014), its effect on support intentions was examined with the aim of providing marketing research that can be applied within a SSE context.

The current study proposes the inclusion of brand trust and altruistic values as additional

constructs to the model developed by Akbar (2016). Brand trust is a key influencing factor in relation to consumer purchase intention, while being positively associated with brand loyalty and customer-brand relationships (Liu, Guo & Lee, 2011; Wu, Chan & Lao, 2008). Schallehn *et al.* (2014) found that a significant positive relationship exists between brand authenticity and brand trust. Altruistic values have also been suggested to positively drive philanthropic behaviour (Zappala & Lyons, 2006). Therefore, this study suggests that investigating brand trust and altruistic values in relation to support intentions and CBRA would contribute to the knowledge and understanding of support intentions. Brand trust and customer-brand identification (CBI) were tested in relation to support intentions. The Attitude toward helping others (ATHO) was tested as a moderator between CBI and support intentions. Finally, altruistic values were tested as a moderator between brand trust and support intentions.

1.3 Purpose of the study

The purpose of this study was to determine the impact of branding on the support intentions towards SSEs. The research questions and objectives pertaining to the study and its set out purpose are now outlined.

1.4 Research questions

This study investigated the following primary research question:

What factors positively influence the support intentions towards supported social enterprises (SSEs)?

The following secondary research questions were also investigated:

Does consumer-brand relational authenticity (CBRA) positively influence the support intentions towards SSEs?

- Does CBRA positively influence the brand trust towards SSEs?
- Does CBRA positively influence the consumer-brand identification (CBI) of SSEs?
- Does brand trust positively influence the support intentions towards SSEs?
- Does CBI positively influence the support intentions towards SSEs?
- Does attitude toward helping others (ATHO) moderate the relationship between CBI

and support intentions?

- Do altruistic values moderate the relationship between brand trust and support intentions?

1.5 Research objectives

The primary objective in relation to the primary research question of the study is therefore: To determine the factors that positively influence the support intentions towards SSEs

The secondary objectives that were investigated to determine the primary objective of the study were to investigate whether:

- CBRA positively influences the support intentions towards SSEs;
- CBRA positively influences the brand trust towards SSEs;
- CBRA positively influences the CBI of SSEs;
- brand trust positively influences the support intentions towards SSEs;
- CBI positively influences the support intentions towards SSEs;
- ATHO moderates the relationship between CBI and support intentions; and
- altruistic values moderates the relationship between brand trust and support intentions.

1.6 Conceptual model and hypotheses development

Akbar (2016) defined brand authenticity as a multidimensional construct containing four dimensions: originality, honesty, perceived quality and admirability. This study intended to measure brand authenticity on a unidimensional level rather than as a multidimensional construct. This is due to the various dimensions associated with brand authenticity in past studies, which have made it challenging to conceptualise, measure and apply the construct more generically (Wymer & Akbar, 2017). SSEs tend to focus on consumer-brand engagement and relationship building in order to attract support from donors (Chan *et al.*, 2016). Therefore, the unidimensional construct of consumer-brand relational authenticity (CBRA) was used to measure the level of authenticity consumers perceive in their

relationship with a SSE brand, The Big Issue (Ilicic & Webster, 2014). Based on this discussion, the study considered CBRA as the most appropriate construct to accurately measure brand authenticity within a SSE context.

The study by Akbar (2016) was limited to testing for only two variables that directly influenced support intentions, brand authenticity and CBI, and for only one variable as a potential moderator in the study (ATHO). The aim of including brand trust in the study was to provide a better conceptual interpretation of whether individuals' levels of brand trust have an effect on their support intentions. The influence of brand trust on support intentions was not considered in the study by Akbar (2016). One final adaptation to Akbar's (2016) study was to include altruistic values in this study to determine whether they moderate the relationship between brand trust and support intentions because this was also not considered by Akbar (2016). This study suggests that investigating brand trust and altruistic values in relation to support intentions could contribute to the knowledge and understanding of support intentions.

As illustrated in Figure 1.1, the proposed model for this study consists of the predictor variable consumer-brand relational authenticity (CBRA); the outcome variable support intentions; brand trust and customer-brand identification (CBI) were tested in relation to support intentions; attitudes toward helping others (ATHO) that was tested as a moderator between CBI and support intentions; and altruistic values that was tested as a moderator between brand trust and support intentions.

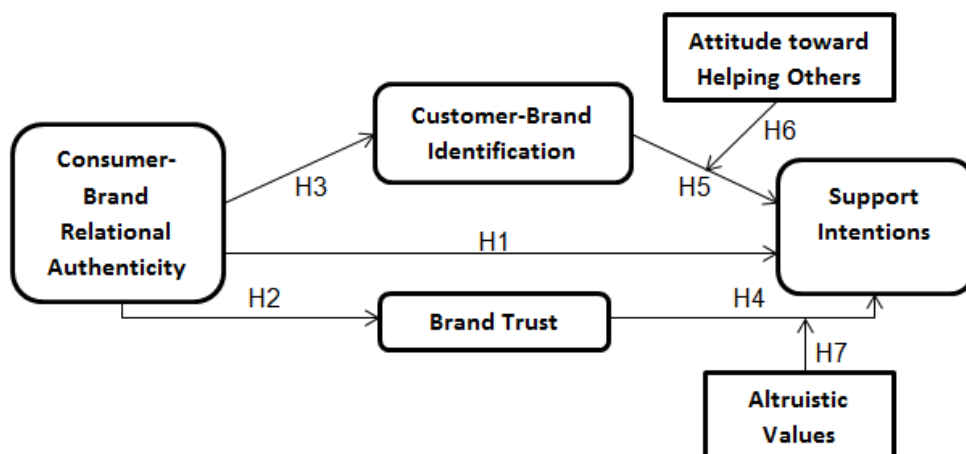


Figure 1.1: Adapted Conceptual Model

Source: Adapted from Akbar (2016)

This led to the formation of the following research hypotheses:

- H1: CBRA has a positive influence on the support intentions towards SSEs.
- H2: CBRA has a positive influence on the brand trust towards SSEs.
- H3: CBRA has a positive influence on the CBI of SSEs.
- H4: Brand trust has a positive influence on the support intentions towards SSEs.
- H5: CBI has a positive influence on the support intentions towards SSEs.
- H6: ATHO moderates the relationship between CBI and support intentions.
- H7: Altruistic values moderate the relationship between brand trust and support intentions.

1.7 Contribution of the study

The constructs added to the new proposed model adapted from Akbar (2016) are: CBRA, brand trust and altruistic values. The study intended to uncover novel literature around the fairly new construct, CBRA, developed by Ilicic and Webster (2014). Besides the study involving its scale development by Ilicic and Webster (2014), CBRA remains unexplored in existing literature within any given context, including a SSE context. This indicates the need to explore CBRA in order to contribute new and valuable marketing theory around this construct.

Moreover, Littlewood and Holt (2015b) suggested that researching social entrepreneurship from a South African context would assist in the study of social entrepreneurship as a global phenomenon, given that past studies on the research topic were primarily Western-based. Littlewood and Holt (2015b) also reveal that there is a need for quantitative research in examining social entrepreneurship in South Africa that could contribute to more extensive understanding of the field from a South African perspective. The study addresses this research gap by contributing to marketing literature as well as on a managerial level for SSEs.

The study provides an important policy contribution around brand management and SRM of organisations operating within SA's social economy. Hence, the outcome of the study determined whether brand management and SRM should form the basis of policies pertaining to donation campaigns and fundraising strategies related to these organisations. The study

also contributes to SA's National Development Plan (NDP) government policy that serves as a long-term socio-economic policy blueprint to reduce poverty and inequality in SA by 2030 (NPC, 2018). The objectives of the NDP are also to reduce unemployment to 6% by 2030, as well as to create employment through entrepreneurship and public works programmes (NPC, 2018). The study contributes to these NDP objectives as it provides a framework for marketing managers of SSEs and other organisations operating within SA's social economy that explains the factors that drive support intentions to enhance support from their customers, stakeholders and the general public. This framework will assist SSEs, such as The Big Issue, to become more competitive and operationally sustainable within SA's social economy and to address key socio-economic issues in SA, such as homeless unproductivity, unemployment and the skills gap.

1.8 Conclusion

The study chose to investigate the factors influencing support intentions towards SSEs, using The Big Issue South Africa as an industry example. The aim of the study was to provide a framework to marketing managers of SSEs in order for them to become more competitive, sustainable and capable of addressing key socio-economic issues such as homeless unproductivity, unemployment and the skills gap. The dissertation is structured in the following way: Chapter 2 provides a discussion of the literature and key concepts of the study; Chapter 3 provides the research methodology utilised by the study in testing the various hypotheses; Chapter 4 reports the results produced from the data gathered via the methods discussed in Chapter 3; Chapter 5 discusses and interprets these results; and finally, Chapter 6 concludes the study.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The following section outlines the concepts of socially responsible marketing (SRM) and supported social enterprise (SSE), followed by The Big Issue South Africa within a SSE context. The key constructs that were used in this study are also discussed.

2.2 Socially responsible marketing

Socially responsible marketing (SRM) is the practice that an organisation uses to make the environmental or social impacts of their products and services more transparent to the public (Jones, 2015). Social enterprises are often presented with the challenge of dealing with scrutiny from the general public (Edwards & Hulme, 1996). Hence, developing SRM tactics is essential for social enterprises to attain the support of the public. For a corporate business, applying SRM in its CSR practices means acting in the best interests of its consumers with regards to social and environmental factors (Jones, 2015).

Social enterprises operate within an environment where consumers support brands that are aligned to their own personal values (Aula, 2010). Moorthy and Annamalah (2014) mentioned that social enterprises are based on the foundations of morality and the upholding of values. SRM allows social enterprises to align their social missions and values to the values of their consumers. This includes volunteering and donation support, among others. The following section discusses the development of SA's social economy.

2.3 South Africa's social economy

In SA, a social enterprise is a rising phenomenon that has encouraged many South African entrepreneurs to apply market practices in a way that has social impacts (Littlewood & Holt, 2015a). The social economy refers to the rich diversity of organisations, such as cooperatives, foundations and social enterprises that share common values aimed at addressing the social needs of society that may be overlooked by the private sector (Restakis, 2006). The social economy delivers services, such as housing, welfare and environmental improvements, and is also responsible for combating social exclusion through the provision of training programmes, job creation, entrepreneurial experience and skills development of the socially

disadvantaged and vulnerable (Amin, Cameron & Hudson, 2002).

The establishment of social enterprises in SA started in 1892, with the founding of the Pietermaritzburg Consumers Cooperative (Littlewood & Holt, 2015a). During the apartheid regime, SA developed a resilient civil society, with the founding of various organisations joined in opposition to apartheid (Littlewood & Holt, 2015a). This led to SA developing a strong social economy which explains the growing emergence of social enterprises in SA. The African Social Entrepreneurs Network (ASEN) defines social enterprises as: “small community enterprises, co-operatives, NGOs using income generating strategies to become more sustainable, or social businesses driven by their desire to bring social or environmental change” (ASEN, 2014). The International Labour Organisation further describes a social enterprise as “an organisation that has a market orientation but exists to address a social or environmental issue” (ILO, 2011). The Social Enterprise Academy Africa (SEAA) mentions that “social enterprises believe there are other things as important as making a profit, which may include working with homeless people, or young people who have social problems, or helping the world’s poorest people get out of poverty” (SEAA, 2014). Abu-Saifan (2012) defines a social enterprise as either a “for-profit with socially-driven missions and objectives” or a “non-profit that adopts income earning approaches”, whereas Dees *et al.* (2001) suggest that the nature of social enterprises ranges between being purely commercial and purely philanthropic.

In SA, as in the rest of the world, the types of organisations that qualify to be labelled as a social enterprise remain unclear (Littlewood & Holt, 2015a). SA’s company legislation also has a grey area around what constitutes a social enterprise, as there is no current option available to register an organisation as a social enterprise in SA under the Companies and Intellectual Properties Commission (CIPC, 2018). This is evident as there are only “for-profit” or “non-profit” legal registration forms available under SA company legislation (CIPC, 2018).

Littlewood and Holt (2015b) suggest that researching social entrepreneurship in a South African context will make the study of social entrepreneurship a global phenomenon, given that past studies on the topic were primarily Western-based. Littlewood and Holt (2015b) also reveal that there is a need for quantitative research to examine social entrepreneurship in SA that could contribute to more understanding of the field from a South African perspective. The following section defines the term social enterprise in more detail.

2.4 Social enterprise

A social enterprise is a relatively broad business concept, with various definitions associated to its domain, and multiple types of organisations to distinguish from (Abu-Saifan, 2012; Master & Lubowicka, 2016; Moorthy & Annamalah, 2014; Sepulveda, 2019). Moorthy & Annamalah (2014) defined a social enterprise as an organization or business that creates wealth with the intention of benefitting society or addressing a particular societal issue. Sepulveda (2009) described a social enterprise as an entity that utilizes the efficiency of the market in order to address the social problems that other non-profit organisations or the government cannot address, thereby differentiating a social enterprise from a traditional non-profit organisation. Abu-Saifan (2012) further denoted that there was a lack of accord based around the definition of a social enterprise and that it is essential to differentiate social enterprises based on their respective purposes and operations. The study conducted by Abu-Saifan (2012) expanded on this concept and identified two types of social enterprises: “for-profits with socially-driven missions and objectives” and “non-profits that adopt income earning approaches”.

Master and Lubowicka (2016) who conducted a study based on hybrid social enterprises and brand management went onto interpret what was proposed by Abu-Saifan (2012) regarding the nature of social enterprises. Master and Lubowicka (2016) classified a “for-profit with socially-driven missions and objectives” as a social enterprise that combines commercial and social strategies for sustainable means. These social enterprises are financially independent and owners can profit from financial gain. Alternatively, Master and Lubowicka (2016) classified a “non-profit that adopts income earning approaches” as a social enterprise that combines commercial and social strategies in order to become self-sufficient (Master & Lubowicka, 2016). These social enterprises use their excess revenues to further develop and support their social missions. Hence, the distinguishing aspect between these two types of social enterprises is the way they make use of their profits. This closely relates to findings proposed by Chan *et al.* (2016) which suggests social enterprises to exist between: a division of commercial firms with socially-aligned missions and socially-driven organisations practicing some form of commercial activity.

In conclusion, Chan *et al.* (2016) went on to define a social enterprise as an organisation that does apply commercial practices by marketing goods and services to acquire funds through selling, but is also motivated by a primary business mission that could take the form of an

environmental or social goal, i.e. a double bottom line. For the purpose of the study at hand, the definition of a social enterprise proposed by Chan *et al.* (2016) was adapted to fit the organisational context of The Big Issue South Africa. The following section introduces the new concept of supported social enterprise, which forms the basis to the study at hand.

2.5 Supported social enterprise

Chan *et al.* (2016) introduced a concept, which combined the principles of social entrepreneurship and pure non-profit fundraising, as “a supported social enterprise”. A supported social enterprise (SSE) is an organisation with a social or environmental mission that applies commercial practices in order to generate additional funds but also relies on fundraising efforts, such as government social grants, other social funding, public donation campaigns, as well as provisions from founding organisations that support and play a parent-company role (Chan *et al.*, 2016). Herranz, Council and McKay (2011) propose the terminology of a “tri-value social enterprise” for organisations such as SSEs that drive revenue through a combination of charitable donations, sales income, and government support (funding and procurement). Chan *et al.* (2016) suggest that a SSE should be identified, instead of being associated with the universal term social enterprise. This is because a SSE operates by marketing and selling goods and services, and is reliant on donation support to drive its social missions, such as The Big Issue (Chan *et al.*, 2016).

2.5.1 Supported Social Enterprise and Socially Responsible Marketing

Social enterprises need to align their organisational missions and objectives with the values of their target markets given the nature of the socially or environmentally-driven missions they serve and the strong social, environmental and ethical values associated with their target audiences. Although SSEs possess intrinsic ethical values due to the social purposes they drive, target audiences may be sceptical if marketing campaigns are not presented in a socially responsible manner (Bae, 2018). Bae (2018) found that consumer scepticism lowers perceived corporate credibility affecting their intention to join and support an organisation. Therefore, SSEs should primarily focus on integrating their social or environmental objectives when developing their marketing strategies (Beverland, Lindgreen & Vink, 2008).

Michel and Rieunier (2012) claim that it is vital for NPOs to remain closely aligned to their

social or environmental causes when implementing their marketing campaigns. Nicholls (2017) also notes that consumers have become more adept and ethically sensitised at identifying deceptive marketing ploys. This could be a result of the technological revolution as more consumers access online social platforms (Kaplan, 2015). The transition to an information based society allows consumers to be exposed to cases of dishonest or exploitative marketing techniques used by organisations. Ferdousi (2017) also notes that consumers have become more critical and sceptical of marketing efforts conducted by social enterprises and are more environmentally aware due to the rise of green consumption (Punyatoya, 2014). Ferdousi (2017) notes that social enterprises are suitable for SSEs, given their similarities therefore, this consumer scepticism is also shown towards SSE marketing campaigns.

According to Michel and Rieunier (2012), SSEs adopt SRM approaches that are aligned to their social missions in order to attract volunteers and donations. As commercial marketing approaches could negatively impact on the consumer perceptions of the brand, SSEs distinguish their marketing campaigns from profit-orientated brands by emphasising their social or environmental causes (Michel & Rieunier, 2012). Finding a balance between marketing their cause and managing their brand in a socially responsible way positively reflects on consumer and stakeholder sentiments and gains support for their organisations. The following section discusses brand management within a SSE context.

2.5.2 Supported Social Enterprise and Brand Management

Brand management can be defined as the marketing function that utilises brand management techniques to augment the perceived value attached to a product or brand over time (Hanna & Rowley, 2012). The importance of brand management in the non-profit and social enterprise environment has been acknowledged (Ewing & Napoli, 2005; Master & Lubowicka, 2016; Michel & Rieunier, 2012; Wymer *et al.*, 2015). Master and Lubowicka (2016) view brand management of social development or environmental protection as an essential component to add value to any organisation, including SSEs. Having a strong level of brand management can aid an organisation to face the challenges of a competitive environment (Kotler & Pfoertsch, 2010) in terms of attracting potential supporters and donors.

Ewing and Napoli (2005) suggest that NPOs should manage their brand on the following three principles: interaction (communicable engagement with stakeholders), affect (thorough

insight into stakeholders' feelings towards the brand) and orchestration (delivering a consistent brand image to all stakeholders). Michel and Rieunier (2012) also stress the importance of organisational transparency of NPOs by making their records and accounts public, mailing these accounts to donors and driving donation incentivised marketing campaigns in a socially responsible way in order to be perceived as authentic by their donors and consumers.

Managers of these organisations should therefore develop SRM techniques and focus efforts towards creating authentic and favourable brand reputations to increase volunteering or donation support (Wymer & Rundle-Thiele, 2016). The following section discusses ways that social entrepreneurship can respond to the needs of homeless individuals with regards to employment initiatives and their reintegration back into mainstream society.

2.6 SOCIAL ENTREPRENEURSHIP IN PRACTICE

Social entrepreneurship serves an important role in creating positive growth in a country's economy. A social entrepreneur is a term used for a person who is the founder or who leads a social enterprise. Social entrepreneurship is most often brought forth in modern literature as the instrument to resolving the world's most prolonging social dilemmas (Olinsson, 2017). As such, the specific role of social entrepreneurs within society is fundamental in any social entrepreneurial endeavour. In practice, social entrepreneurs are the members of society who combine purpose-driven and business innovation in combating ethical, social and environmental crises by creating sustainable initiatives aligned in meeting these challenges (Olinsson, 2017). Thus, it is important to distinguish that social entrepreneurship is not just charity, but involves implementing innovative market tactics in producing solutions to societal problems. In recent times, the trend of social entrepreneurship has experienced significant growth and has risen to the challenges of many economic and social issues (Pless, 2012). Social entrepreneurship in practice encompasses driven and innovative entrepreneurs looking to create solutions to overlooked social needs and who are primarily focussed towards helping others. These social entrepreneurs have come to the forefront and inspired a renewed hope in markets where capitalist approaches are failing to address social issues at large (Pless, 2012). However, in order to solve social issues through business solutions, social enterprises need to invest in and constantly challenge innovation (Chell, Nicolopoulou & Özkan-Karataş, 2010).

Social entrepreneurs can be described as opportunistic individuals who combine innovation and leadership to address social issues (Mair & Marti, 2006). Social entrepreneurs are especially innovative in management, financing, and the marketing practices of their organisations (Ney, Beckmann, Graebnitz & Mirkovic, 2014). But apart from being industry, business structure, and solution-driven innovators, social entrepreneurs can also be referred to as re-inventers of the social wheel who are bent on changing the way the world solves problems, services are delivered, and how things universally function (Ney *et al.*, 2014). Therefore, from what was discussed it can be argued that the innovation inspired by social entrepreneurs can aid the economy in many ways, such as: creating more business partnerships within industry, providing easier access to funds which drive social initiatives, creating an increased knowledge of global affairs from a local business perspective and more business opportunities through international networking.

In support of this, Goldblatt (2011) who conducted a study on South Africa social entrepreneurship revealed that networking is an essential strategy in ensuring the success of a social enterprise. This highlights the importance of strong networking between social entrepreneurs and other industry and political players. Therefore, as social entrepreneurship has been acknowledged in past studies as an innovative and refreshing way in addressing South Africa's socio-economic shortfalls, it remains the duty of local governments, politicians, and business leaders to act by supporting established and especially start-up social entrepreneurs who are geared towards creating sustainable solutions to these problems (Watters, Willington, Shutte & Kruh, 2012). This could potentially be done if these entities focus on establishing social funding programmes, as well as developing socially-aligned institutional processes which are bound by law that support social enterprises in carrying out their respective missions.

As social entrepreneurs are well placed at addressing socio-economic issues related to poor communities as well as the growing need of job creation in the unemployment sector, a growing social dependency is arising for these individuals to play their part to society (Ngatse-Ipangui & Dassah, 2019). However, social entrepreneurship's contribution to poverty alleviation is still emerging, but it is evident that its impact leads to employment and growth opportunities in developing communities with regards to improving their social conditions (Watters *et al.*, 2012). The impact of social entrepreneurship is thus becoming ever more imperative to tackling social dilemmas and ensuring community development through sustainable and innovative business solutions (Ngatse-Ipangui & Dassah, 2019). Social

entrepreneurs are thus acknowledged as influential agents for change in especially the developing communities (Ngatse-Ipangui & Dassah, 2019). Moreover, Mosher-Williams (2006) argued that social entrepreneurs play a unique role in inspiring world change and they are differentiated from other industry leaders. Social entrepreneurs are thus the pioneers of civil society that are able to see the broader picture when setting goals, which are often focussed on delivering large-scale and impactful systematic changes (Mosher-Williams, 2006). Due to the success social entrepreneurship has achieved within the socio-economic landscape, many pundits within society including policy-makers, politicians and founders of non-government organisations have viewed social entrepreneurship as a complimentary resource to aiding social welfare (Ney *et al.*, 2014).

Social entrepreneurship spans across a wide range of different industries, such as: health, community development, environment, and education; and is seen as a worldwide phenomenon with impacts felt differently across borders, different societies and political structures across the globe (Ney *et al.*, 2014). Therefore, the impact on society as a result of social entrepreneurship is seemingly difficult to measure due to the systematic social change within a society over a certain period of time (Olinsson, 2017). The impact social enterprises make is thus difficult to gauge the outcomes reached. As a result, one should rather view social entrepreneurs as the pioneers of society which support local and international governments and institutions in addressing social issues and not the sole solution to the problem. Operating mainly in the developing economy, social entrepreneurs primarily exist to address inadequacies in social provision often the result of poor institutional process (Mair & Marti, 2009). This remains the problem at large for many economies around the world. A way in which governments could aid the work done by social entrepreneurs is by implementing policies that could serve as legal vehicles for social enterprises. As a result, this could increase support towards social enterprises, as well as generating more awareness and encouragement for more entrepreneurs to pursuit socially-driven ventures (Watters *et al.*, 2012).

While social entrepreneurs continually pursuit sustainable development, certain barriers to progress does exist. These barriers usually come in the form of financial constraints, such as the lack of funding. Thus, to achieve sustained growth, social entrepreneurs continually have to improve their access to resources. Leveraging support from consumers and stakeholders thus becomes vital in obtaining such resources. However, although innovative donor-financing is viewed as a viable and compatible solution for social entrepreneurs to attain

resources, social entrepreneurs should also focus on earning profitable returns to the extent where the profit related part of the organisation does not hamper the overall direction of its social mission (Bornstein, 2004; Mawson, 2008). Therefore, balancing donor schemes in attaining external support with profitable business intent is the key to success for any social entrepreneur operating a social enterprise.

The following sections will begin by discussing the different social enterprise business models in practice which address the issue of homeless unemployment. The Big Issue UK will then be introduced and the concept behind the organisation will be briefly explained. This will be followed by a discussion of previous research based on consumer motivations behind supporting The Big Issue. Finally, the Big Issue South Africa will be discussed and defined within the context of a SSE to comply with the research study at hand.

2.6.1 Social Enterprises Responding to the Needs of the Homeless

Teasdale (2010) investigated social enterprise models within the homeless environment and identified two types of social enterprise models geared towards helping the homeless, a “training” social enterprise model and an “employment opportunity” social enterprise model. A “training” social enterprise model involves training homeless individuals to have the necessary skills to enter the labour market (Teasdale, 2010) to transition them into potential workers who are productive at entry-level occupations such as construction, maintenance/cleaning, gardening, painting, the fast food industry, etc. The “employment opportunity” social enterprise model involves providing homeless individuals with opportunities to earn valid incomes (Teasdale, 2010). This model places homeless individuals directly into jobs and offers support throughout this process until their job is properly secured (Bretherton & Pleace, 2019).

The “employment opportunity” social enterprise model can thus be described as an individual placement and support service provider that is focused on delivering this service to social groups faced with severe barriers to employment, predominantly the homeless (Bretherton & Pleace, 2019). These barriers to employment could result from an economic decline, negative and stereotyped attitudes towards the homeless and a lack of support services to treat the needs of the homeless, such as illness and disability (Poremski, Woodhall-Melnik, Lemieux & Stergiopoulos, 2016). The employment opportunities provided to those in need allow them to gain work experience so that they can enter the labour market.

The type of work experience provided to the homeless by social enterprises may not always be transferred to the labour market in the formal economy (Bretherton & Pleace, 2019). Although social enterprise placement and support services for the homeless are positive in many aspects, the scale and reach of their impact is dependent on labour market conditions and the willingness of formal employers to join homeless employment initiatives (Poremski *et al.*, 2016). Therefore, increasing the number “work ready” homeless individuals may not increase employment levels within a declining economy or overcome negative and stereotypical attitudes of employers within the labour market (Ferguson, Bender, Thompson, Maccio & Pollio, 2012).

Teasdale (2010) suggests that organisations, which intend to aid the homeless in attaining jobs, should not directly provide paid employment to them but should operate in a way that encourages homeless individuals to become self-employed contractors (Teasdale, 2010). This approach will also transfer risk from the organisation to the individual, thereby preventing labour-related issues that could negatively impact on the organisation (Teasdale, 2010). It was also revealed that support services, such as motivational coaching, could have a positive impact on homeless individuals securing their jobs (Hoven, Ford, Willmot, Hagan & Siegrist, 2016). Teasdale (2010) recognises that, despite some social and financial challenges, a few social enterprises around the world are able to successfully provide homeless individuals with job opportunities and training while still operating above surplus. Teasdale (2010) identified The Big Issue as one of the most well-established, innovative and globally recognised of these organisations. The following section introduces The Big Issue, which forms the organisational context of the study.

2.6.2 The Big Issue on an international level

The Big Issue was initially established as a street newspaper in the United Kingdom in 1991. The concept of the Big Issue was inspired by Street News, which was a newspaper sold by homeless people in New York at the time. Created by Gordon Roddick and John Bird, The Big Issue was a response to the growing population of homeless people within London (The Big Issue UK, 2019). The newspaper was later published across four continents and has thus become the world's most widely circulated street newspaper. The Big Issue is a pioneering social enterprise of the UK with a core purpose of providing homeless individuals, or those on the brink of homelessness with an opportunity of earning an income as vendors; thereby

supporting their reintegration back into mainstream society (The Big Issue UK, 2019). In order to qualify as a Big Issue vendor, an individual must either be homeless or almost homeless, marginalised, vulnerably housed, or impoverished in some way.

2.7 The Big Issue South Africa

The Big Issue South Africa is a Cape Town based NPO that delivers their social mission through a developmental employment initiative that empowers unemployed, homeless and vulnerable or marginalised individuals to take responsibility for their own lives by becoming self-sustainable (The Big Issue SA, 2019). The Big Issue is registered as a tax-exempt Public Benefit Organisation, which allows it to issue tax deduction certificates to their donors under Section 18(A) that provides an incentive for their corporate donors to engage. The Big Issue's directors also ensure that the organisation operates in line with the principles of good governance, as well as the Independent Code of Governance for non-profit organisations in SA (The Big Issue SA, 2019). Hence, social responsibility and ethical practice is closely aligned to their mission.

The Big Issue initiative has become life-changing for the individuals it helps. It provides them with the opportunity to make a positive difference in their lives, thereby empowering them to take control of their own futures (The Big Issue SA, 2019). Individuals in need can approach the organisation where they are initially given The Big Issue magazine to sell in order to earn money as vendors. The amount they initially receive for selling these magazines is dependent on how much buyers are willing to donate to them. The vendors then return to the organisation and use the money that they earned through selling the initial magazines to purchase magazines for themselves from The Big Issue. They then sell these magazines for double the amount they purchased them for and the profit earned becomes their income. As a result, vendors gain first-hand management skills, work experience and self-marketing expertise in becoming micro-entrepreneurs and self-sufficient contributors to society. Moreover, not only does the Big Issue provide jobs for the unemployed and destitute citizens of Cape Town, but also offers social support and skills training that aims to open up further opportunities for them in the formal job sector (The Big Issue SA, 2019). Figure 2.1 to follow provides an illustration of a vendor operating as a salesperson for The Big Issue.



Figure 2.1: A Big Issue vendor operating in Cape Town CBD

Source: The Big Issue SA (2019)

There are currently 150 active Big Issue vendors operating around Cape Town, with roughly 140 000 copies sold per year (The Big Issue SA, 2019). Numerous workshops are also provided to vendors in order to aid them in progressing their skills development and future careers. Workshop topics are aimed at teaching life skills such as entrepreneurial coaching and parenting advice. Initially, Big Issue SA magazine released new editions every three months. These magazines are written by professional journalists and include topics of pop-culture, sport, media, music, environmental sustainability and global events, among others (The Big Issue SA, 2019).



Figure 2.2: Big Issue SA #269

Source: The Big Issue SA (2019)

2.7.1 Past research on The Big Issue

The only significant study based on The Big Issue was conducted by Hibbert *et al.* (2005) in the UK. The study explored the aspects of consumer motivation by comparing the utilitarian value of The Big Issue's product to the actual desire to support the homeless as the main purchase motivation. This study proved that, despite the utilitarian value of the product being a partial motivator, the majority of consumers named the support or upliftment of the homeless as their main purchase motivation (Hibbert *et al.*, 2005). It was revealed that consumers found significant reward in contributing to the empowerment process of The Big Issue and valued the experience of supporting the initiative. Consumers were particularly motivated by The Big Issue's approach in empowering the homeless through an employment initiative instead of providing handouts. The study found that consumer sentiments and attitudes towards the initiative were influenced by the mannerisms and appearances of vendors. This suggested that, in order for The Big Issue to maintain consumers' positive perceptions, the organisation should manage the portrayal and marketability of its vendors (Hibbert *et al.*, 2005).

According to Hibbert *et al.* (2005), this finding implied that consumers are more prone to support an urgent charitable case than to lend a helping hand to someone who is at a more advanced stage of their personal empowerment. It was further noted that verbal and non-verbal aggressive pressured selling behaviour displayed by vendors restricted a buyer's freedom of choice, played on their guilt and was not well received (Hibbert *et al.*, 2005). This was supported by Gabbott and Hogg (2000) who revealed that non-verbal cues are an important determinant of how a service is perceived by a consumer. This finding is also consistent with Hibbert and Horne (1997) who argue that the nature in which a charitable donation request is made determines the final outcome of the donor's decision.

This study on The Big Issue by Hibbert *et al.* (2005) focussed on the consumer motivation behind purchasing the magazine but declared there were numerous limitations to their study. The conceptual framework representing the study was limited to consumer motives for buying The Big Issue magazine, as well as responses to beneficiary (vendor) portrayal. Hibbert *et al.* (2005) revealed that there were unexplored psychological and social factors which could likewise impact consumer buying behaviour and support towards social enterprises. The study at hand thereby chose to address this research gap by investigating CBRA, brand trust, CBI, ATHO and altruistic values in relation to support intentions towards The Big Issue within a SSE context.

2.8 Factors influencing support intentions

The following section will discuss the factors the study investigated that influence support intentions within a SSE context. The conceptual model and hypotheses of the study are then introduced. Theoretically the study was grounded on an existing theoretical framework by Akbar (2016), which has been adapted to include the CBRA scale from Ilicic and Webster (2014); brand trust from Sheinin, Varki & Ashley (2011); and altruistic values from Hartmann, Eisend, Apaolaza & D'Souza (2017).

2.8.1 Consumer-Brand Relational Authenticity

Brand authenticity is defined as a consumer's subjective evaluation of the genuineness of a particular brand (Napoli *et al.*, 2014). It denotes the level to which a brand is perceived to be original (Peterson, 2005). Brand authenticity ties into relationship marketing theory by Payne

and Ballantyne (1991) in that marketers should primarily focus on building a relationship based on quality and customer service between the organisation and its customers. Past studies on brand authenticity within the marketing spectrum primarily focused on product brands' features such as heritage, quality, commitment and sincerity (Napoli *et al.*, 2014). Napoli *et al.* (2014) developed a scale for consumer-based brand authenticity based on these findings. In another study, Schallehn *et al.* (2014) confirm a positive causal relationship between the dimensions of brand consistency, brand individuality and brand continuity, and brand authenticity. A significantly positive relationship was found between brand authenticity and brand trust, which strengthens the argument that brand authenticity is a vital component of successful branding (Schallehn *et al.*, 2014). A study on brand authenticity was also conducted by Eggers *et al.* (2013) which proved that dimensions of brand congruency and brand consistency were significant drivers of brand authenticity, which affected brand trust and small and medium enterprise (SME) growth.

Moreover, in a study by Jian, Zhou & Zhou (2019) it was found that individuals who possess higher levels of brand authenticity are motivated by internal reasoning. Meaning they are less prone to altering their behaviors as a result of external influences. These findings tie in with the authenticity theory of psychology ascertaining brand authenticity to be reliant on a consumer's actual experiences with a brand (Peirce, 1998). This brand experience is influenced by brand behaviour, i.e. whether the brand stays true to its promise over the long-term, remaining true to its initial purpose and most importantly, not exploiting loyal consumers by capitalising on market trends (Peirce, 1998). Jian *et al.* (2019) also revealed that brand authenticity complies with a consumer's cognitive expectations. An emotional impression, connective imagery or cue could thus trigger certain feelings within a consumer responsible for influencing their perceived level of authenticity for a brand (Fritz & Schoenmueller, 2017). This strengthens the argument made by Schallehn *et al.* (2014) that the overall level of brand authenticity is dependent on a combination of both the perception of brand imagery as well as brand behaviour experienced by consumers.

Wymer and Akbar (2017) identified 40 different dimensions of brand authenticity in a study that aimed to conceptualise brand authenticity and its relevance to non-profit marketing. Wymer and Akbar (2017) further explain that, due to the multi-dimensional nature of brand authenticity, it has been challenging to conceptualise, measure and unilaterally define the construct in past research. However, when considering authenticity from a

consumer and brand relationship perspective, a unidimensional construct is introduced by Ilicic and Webster (2014) known as consumer-brand relational authenticity (CBRA). CBRA denotes the characteristic of a brand being genuine and true with regards to the relationship it shares with its consumers (Ilicic & Webster, 2014). Applying CBRA to an SSE context could be a result of managers of SSEs building credibility in a way that their stakeholders view as authentic. The construct of CBRA was originally developed by Ilicic and Webster (2014) who adapted psychology literature on authentic inventory by Kernis and Goldman (2006) in order to explore the authenticity of consumer-brand relationships. Ilicic and Webster (2014) suggest that CBRA predicts brand attitudes and purchase intentions. However, besides the scale-development of CBRA carried out by Ilicic and Webster (2014), no other studies have investigated this construct within any context, including a SSE context. Therefore, this indicates the need to explore this construct further. CBRA was the predictor variable of this study that investigated the influence of CBRA on support intentions, brand trust and customer-brand identification (CBI).

2.8.2 Brand Trust

Brand trust has been the subject of several studies (Chaudhuri & Holbrook, 2001; Delgado-Ballester, 2004; Sung & Kim, 2010). Brand trust is defined as “the confident expectations of the brand's reliability and intentions in situations entailing risk to the consumer” (Delgado-Ballester, 2004:574). Brand trust's relation to risk has been examined in literature, for instance, Deutsch (1958) was the first to associated trust with risk. Lau and Lee (1999) elaborated on this study, revealing that trust involves the willingness of someone to rely on and believe in the perceived honesty of an external party, given the externality of risk associated with that belief. The willingness originates from the understanding of the past experience related to the external party (Lau & Lee, 1999). From a SSE perspective, this risk could be attributed to socially irresponsible marketing or greenwashing that manipulates consumers who are keen on social and environmental causes into donating money. Thus, for a SSE, designing a SRM to build brand trust could encourage consumers to display increased confidence in the reliability and intentions behind their marketing campaigns (Delgado-Ballester, 2004).

Additionally, Lin and Lee (2012) describe the nature of brand trust pertaining to the confidence and positive expectations a consumer has for a brand. Chaudhuri and Holbrook

(2001) further deduce that brand trust is responsible for the establishment of relationships between consumers and brands. Hence, brands focus on building trust in order to establish sustainable and profitable long-term relationships with their consumer bases.

Previous studies incorporating brand trust have suggested a positive relationship with brand loyalty (Chinomona, 2016; Delgado-Ballester & Munuera-Alemán, 2005; Kabadayi & Kocak Alan, 2012; Sahin, Zehir & Kitapçı, 2011; Morgan & Hunt, 1994). Brand trust also proved to be a key factor of consumer purchase intention, while being positively associated with brand loyalty and brand relationship building (Liu *et al.*, 2011). Based on previous studies pertaining to brand trust, this study investigated the relationship between brand trust and support intentions.

2.8.3 Customer-Brand Identification

Customer-brand identification (CBI) is the feeling, perception, and value a consumer associates with a particular brand (Lam, Ahearne & Schillewaert, 2010). Escalas and Bettman (2003), who conducted a study on consumer self-concepts and brand meaning, describe CBI as a “self-brand connection”. Escalas and Bettman (2003) explain CBI as the degree to which customers incorporate a specific brand into their self-conception of personal identity due to the symbolic value attached to the brand. It was also suggested that a consumer connects to a particular brand’s identity by conceptually associating the brand with a group that identifies with the brand (Escalas & Bettman, 2003). Stokburger-Sauer, Ratneshwar and Sen (2012) who conducted a study on the drivers of consumer-brand identification, further defined CBI as the perceived state of “oneness” that a consumer has with a brand. Drivers of brand distinctiveness, brand-self similarity, brand warmth, memorable brand experiences and brand social benefits were further ways that brands help consumers express their identities (Stokburger-Sauer *et al.*, 2012).

Customers will rely more on the level of CBI when they believe that the brand’s product category is superior (Stokburger-Sauer *et al.*, 2012). In another study based on understanding consumer relationships with companies, Bhattacharya and Sen (2003) conceptualised the nature of the CBI as the cognitive associations individuals make when defining their self-identity. Thus, CBI represents the similarity between the identity of a consumer and a company or brand (Bhattacharya & Sen, 2003). CBI also represents the sense of belonging to a particular organisation (Bhattacharya & Sen, 2003). According to Bhattacharya and Sen

(2003), having a well-established sense of CBI does not require a consumer to have any prior experience or relationship with a particular brand.

Based on this discussion, the meaning that the customer gives a brand can establish CBI between the customer and brand. This could be compared to the social or environmental purpose behind a SSE brand. CBI is therefore defined within the study as the way a SSE's brand purpose forms a psychological connection with a potential donor or supporter who identifies with it. The study investigated the relationship between CBI and support intentions.

2.8.4 Attitude toward Helping Others

Attitude toward helping others (ATHO) is defined by Webb, Green and Brashear (2000:300) as “global and relatively enduring evaluations with regard to helping or assisting other people”. ATHO applies to an individual's attitude toward assisting or helping those in need (Webb *et al.*, 2000). Ranganathan and Henley (2008) suggest that ATHO does not directly influence intentions to donate to charitable organisations, but the relationship is mediated by the potential donor's attitude toward charitable organisations and their advertisements. Nickell (1998) developed a multidimensional attitudinal scale defined as the Helping Attitude Scale (HAS) which aims to measure feelings, beliefs and behaviours that individuals connect with helping. The study proved that the HAS was a valid and reliable scale in measuring individuals' attitudes towards helping and that women possess a significantly higher positive attitude toward helping (Nickell, 1998). From a non-profit perspective, Akbar (2016) suggests that as individuals normally tend to differ in their ATHO, it might affect their support behaviours and donation patterns as well.

Akbar (2016) feels that the ATHO of individuals could moderate the relationship between their identification with a non-profit brand and their individual support intentions. However, Akbar (2016) discovered that ATHO was not a moderator between customer-brand identification (CBI) and support intentions. Akbar (2016) notes that this finding is inconsistent with evidence from previous literature that shows that ATHO may moderate the relationship between CBI and support intentions. Hence, past studies based on charity and non-profit contexts have suggested that ATHO possesses a relationship with support/behavioural intentions (Ranganathan & Henley, 2008; Akbar, 2016).

2.8.5 Altruistic Values

Altruistic values refer to the personal value structures or holistic guiding principles that encourage individuals to contribute to the wellbeing of others or society (Hartmann *et al.*, 2017). In a study by Bendapudi, Singh and Bendapudi (1996), based on enhancing helping behaviour, motives related to altruism were described as moderators of helping behaviour. Zappala and Lyons (2006) suggest that philanthropic behaviour is primarily driven by a supporter's cognitive motives, beliefs, attitudes and innate altruistic values. Bekkers (2007) measured altruistic behaviours and giving intentions, and found that generosity tends to increase with age, income, education, pro-social value orientation and trust in an organisation. This indicates a potential connection between altruistic values and brand trust. Rim, Yang and Lee (2016) who investigated the strategic partnerships of profit companies with non-profits, determined that, for a company to establish a strong level of identification with customers, corporate reputation must be mediated by the altruistic motives behind the company's CSR practices.

2.9 Support intentions

For this study, volunteering intentions, donation intentions, willingness to recommend and bequest intentions are the four types of support intentions investigated. Attaining support in order to raise money through donations and other sources of funding is essential in achieving the social mission of any NPO (Webb *et al.*, 2000). Ranganathan and Henley (2008) suggests that charity organisations need to rely more on individual donors than on government funding and that they should understand individual donor preferences and support motivations towards charities. The same could thus be suggested for SSEs, given their dependency on fundraising. Although, according to Bendapudi *et al.* (1996), attaining donation support is a complex procedure due to the heterogeneous nature of the potential population available for SSEs need to understand a consumer's supportive behaviour and devise ways to elicit it.

Pelozo and Hassay (2007) developed a conceptual framework to explore consumer support behaviour towards charitable organisations to allow non-profits and charities to increase support from current supporters as well as to attract additional supporters through cause-related marketing. Similarly, Bendapudi *et al.* (1996) proposed a conceptual framework based on enhancing helping behaviour shown towards charitable organisations. They conclude that relationship marketing, which intends to create and nurture long-term relationships with

donors, could enable more charities to maintain a sustainable and reliable donor base (Bendapudi *et al.*, 1996). They suggest that a charitable organisation's brand image, the social cause behind the need to donate and the authentic representation of a charity are key determinants of potential donors and volunteers (Bendapudi *et al.*, 1996).

A study conducted by Wymer and Rundle-Thiele (2016) involving survey-based research that measured supporter loyalty within a non-profit context, identified four types of support behaviours: volunteering intentions, donation intentions, bequest intentions and organisational citizen behavioural intentions. Wymer and Rundle-Thiele (2016) examined the influence of supporter loyalty on the four support behaviours within the non-profit context. Other authors have identified different support behaviours towards NPOs, charities and SSEs, such as monetary donations, volunteering, the spreading of positive word of mouth, recommendations to others and bequest intentions (Fisher & Ackerman, 1998; Harrison-Walker, 2001; Kim, Eggebeen, Zarit, Birditt & Fingerman, 2013; Sargeant, Ford & West, 2006; Verhoef, 2003).

Smith and McSweeney (2007) suggest that it is essential for managers of non-profits to be able to comprehend the factors that are responsible for influencing support behaviours. The same could be suggested for managers of SSEs, given their reliance on donor support and engagement. For this study, volunteering intentions, donation intentions, bequest intentions, and willingness to recommend were adapted from the four types of support intentions which Akbar (2016) utilised in a previous study. Each type of support intention will now be discussed:

2.9.1 Volunteering Intentions

Volunteering intentions can be defined as the self-willing intention to partake or involve oneself in a non-profit, charity or SSE's activities (Park & Rhee, 2010). Volunteerism could be considered a form of planned helping, in which a volunteer dedicates a high level of involvement and commitment to support an SSE (Peloza & Hassay, 2007). Wymer and Starnes (2001) suggest that the majority of non-profits would be unable to operate without volunteers as they are a vital component to the sustainability of a SSE. Donation intentions will now be discussed.

2.9.2 Donation Intentions

Donation intention can be defined as an individual's intentions to donate money to a non-profit, charity or SSE (Smith & McSweeney, 2007). Donation intentions are defined by Ranganathan and Henley (2008) as charitable giving intentions. Kashif, Sarifuddin and Hassan (2015) conducted a study on charity donations and reveal that injunctive norms, past behaviour and intentions to donate contribute towards an individual's act of donating money. Walker (2013) reveals that attitude toward environmental initiatives as well as personal disposition towards the environment influence donation intentions. Hence, within the context of the study, donation intentions serve as a strong determinant of a potential supporter's propensity to give something back to a SSE in monetary terms. Bequest intentions will now be discussed.

2.9.3 Bequest Intentions

A bequest is defined as the money or property, normally stipulated in a will, that you intend to give to a particular person or organisation once you have passed on (Madden & Scaife, 2008). Akbar (2016) notes that bequests include donations to charities, non-profits and SSEs and are regarded as potential lucrative sources of income (Brown, 2004) to address the short-term financial challenges of any SSE. Willingness to recommend will now be discussed.

2.9.4 Willingness to Recommend

Willingness to recommend has been described in previous literature as a metric related to customer satisfaction as a customer who is satisfied with a product could recommend the product to others (Salazar, 2013). Willingness to recommend has been linked to positive word-of-mouth in past studies (Jorina, 2013; Wu, 2013). Haywood (1998) defines word-of-mouth (WOM) as "the verbal exchange of positive and negative information about a firm's products and services".

According to Wu (2013), the conventional form of WOM spread via personal interactions between people has slowly been replaced by electronic word-of-mouth (eWOM) that is defined as the combined responses made by prospective, existing, previous, loyal, dissatisfied and satisfied customers about a brand, product, service, or organisation, that is made public to a wide audience of individuals and other organisations through internet online platforms

(Henning-Thurau, Gwinner, Walsh & Gremler, 2014).

In the social enterprise or SSE sector, there is an emphasis on revealing economic activity, cause-alignment and proof of value of operations to the public (Jacobs, 2014). Conventional reports and eWOM thus play an important role in getting customers to recommend others to support a SSE. The most effective use of WOM and eWOM for SSEs is through engaging audiences to commit to action or support and to spread awareness for their social or environmental causes (Jacobs, 2014). eWOM spreads fast through constant engagements with the community. It provides a free platform for the spread of SSEs' messages and can create positive associations with the enterprise (Jacobs, 2014).

The following section will introduce the theoretical framework conceptual model to the study based on the factors influencing support intentions.

2.10 Conceptual model

As discussed in Chapter 1, the conceptual framework of this study is as follows:

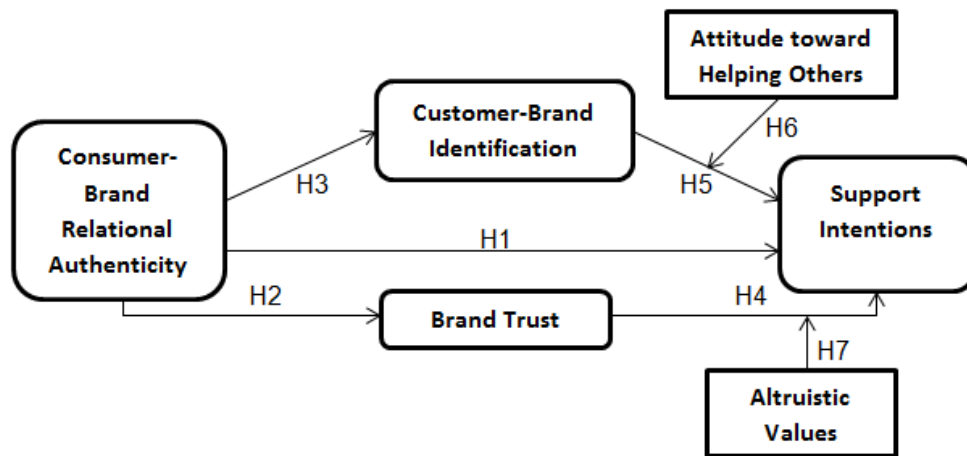


Figure 2.3: Adapted Conceptual Model

Source: Adapted from Akbar (2016)

2.11 Hypotheses development

The following section will discuss the related theory and empirical literature involved in developing the hypotheses to be tested for this study.

2.11.1 Consumer-Brand Relational Authenticity and Support Intentions

A previous study based on stakeholder's donation intentions to a non-profit's brand image revealed that supporters of charities and NPOs tend to support organisations that they are familiar with, trust and that have a superior brand image (Michel & Rieunier, 2012). This includes the reputations and past records of non-profits and social enterprises (Kottasz, 2004). Previous studies have suggested that the higher the brand attractiveness of a non-profit or social enterprise, the more likely it will positively influence an individual's support intention (Hou, Du & Tian, 2009). Daw and Cone (2010) also suggest that an authentic brand is fundamental to remaining relevant to potential supporters as well as to establishing a strong base of support towards a non-profit or social enterprise's cause. Lastly, Akbar (2016) suggests that marketing strategies for non-profits and social enterprises, such as STP (segmentation, targeting and position) and the four P's (product, price, place and promotion) provide short to medium-term solutions to acquiring human and financial resources (support), whereas focusing on creating an authentic, strong and honest brand is a more sustainable and permanent solution. Akbar (2016) concludes that brand authenticity positively influences support intentions.

Literature reveals that factors, such as brand image, brand familiarity, brand attractiveness, brand reputation and brand authenticity, have a positive impact on support intentions which include volunteering and donations (Akbar, 2016; Daw & Cone, 2010; Hou *et al.*, 2009; Michel & Rieunier, 2012; Kottasz, 2004). As these factors have already been proven to possess a positive relationship with support intentions, the study chose to investigate consumer-brand relational authenticity (CBRA) and its relationship with support intentions. Also, the study investigated potential consumers' relationship with and perceived authenticity of a particular brand when evaluating their support for that brand and whether CBRA could be positively linked to support intentions.

This led to the formation of the following hypothesis:

H₁: CBRA has a positive influence on the support intentions towards SSEs.

2.11.2 Consumer-Brand Relational Authenticity and Brand Trust

Schallehn *et al.*'s (2014) model to test brand authenticity showed a positive relationship

between brand authenticity and brand trust which means that brand authenticity is considered a vital component of successful branding (Schallehn *et al.*, 2014). Eggers *et al.* (2013), who investigated the impacts of brand authenticity and brand trust on small and medium size enterprises (SMEs), found that brand trust was influenced by the brand authenticity dimensions (brand congruency and consistency) and that it influences SME brand growth. Sung and Kim (2010) investigated the effect of brand personality on brand trust and affect based on Aaker's five-dimensions of brand personality and found that brands perceived as having sincere and competent brand personality traits were more likely to affect brand trust. This supports findings by Doney and Cannon (1997) who found that companies that achieve the highest levels of brand trust communicate beliefs of honesty, safety and reliability in an authenticate way to their consumers. This, in turn, adds depth to the interpretation of brand trust provided by Kabadayi and Kocak Alan (2012), that it is a product of the direct experience of a consumer with a brand. Based on the aforementioned discussion, this direct experience could be referred to as an authentic and genuinely perceived previous interaction with a brand.

Prior studies have revealed brand authenticity to be positively related to brand trust (Schallehn *et al.*, 2014; Eggers *et al.*, 2013). Brands with personality traits displaying sincerity were also proven to be more likely to affect brand trust (Sung & Kim, 2010). Sincerity could be a brand personality trait elicited after an authentic brand experience is given the definition of brand authenticity, i.e., a consumer's subjective evaluation of the genuineness of a particular brand (Napoli *et al.*, 2014). Despite brand authenticity being positively related to brand trust in previous studies, different multidimensional models of brand authenticity were used in those studies. Schallehn *et al.* (2014) used dimensions of brand individuality, brand consistency and brand continuity to measure brand authenticity's effect on brand trust; whereas Eggers *et al.* (2013) used dimensions of brand consistency, brand customer orientation and brand congruency to measure brand authenticity's effect on SME brand trust. Despite the two studies measuring the effect of brand authenticity on different types of brand trust, no consistent measurement of brand authenticity with a common set of dimensions has been previously related to brand trust.

Therefore, based on the aforementioned discussion, the effect of CBRA on brand trust was investigated for the purpose of the study. This led to the formation of the following hypothesis:

H2: CBRA has a positive influence on the brand trust towards SSEs.

2.11.3 Consumer-Brand Relational Authenticity and Customer-Brand Identification

Considering the impact that brand authenticity has on customer-brand identity (CBI), Morhart, Malär, Guèvremont, Girardin and Grohmann (2014) suggest that brands perceived to be authentic all have a symbolic value attached to them that allows customers to define who they are. Considering authenticity as a key component to establishing a brand identity, brand authenticity could thus create a desired aura around a brand (Alexander, 2009). If a brand is deemed authentic, it will most likely be perceived as unique, which will positively affect the customer's response to and identification with a brand (Akbar, 2016). A brand perceived to have a high level of authenticity could ultimately enhance a customer's connection with a brand (Coary, 2013). Within a social enterprise context, a non-profit brand perceived to be strong and authentic has the ability to effectively communicate the values and beliefs of its organisation to its stakeholders (Roberts-Wray, 1994).

When individuals view the values and beliefs of a NPO or SSE to be authentic and in line with their own, they relate to these non-profit or socially-driven brands which could lead to positive donation support behaviour. Based on the aforementioned discussion, the effect of CBRA on CBI was investigated for the purpose of the study. This led to the formation of the following hypothesis:

H3: CBRA has a positive influence on the CBI of SSEs.

2.11.4 Brand Trust and Support Intentions

With regards to brand trust and support intentions, there is a lack of past literature on the relationship between these two variables which presented a research gap to investigate. However, there is an abundance of literature which deals with brand trust and purchase intention. Previous studies incorporating brand trust have suggested that the construct possesses a positive relationship with brand loyalty (Chinomona, 2016; Delgado-Ballester & Munuera-Alemán, 2005; Kabadayi & Kocak Alan, 2012; Sahin *et al.*, 2011; Morgan & Hunt, 1994). Brand trust has also proven to be a key influencing factor in relation to consumer purchase intention, while being positively associated with brand loyalty and long-term consumer-brand relationship building (Liu *et al.*, 2011). A study conducted by Wu *et al.*

(2008) produced findings that proved their prediction that personal reciprocity, commonly referred to as altruistic values, acts as a mediating variable between brand trust and brand loyalty to future purchase intentions. Additionally, a study by Punyatoya (2014) based on brand trust in relation to purchase intentions revealed that higher brand trust leads to an increase in purchase intentions towards eco-friendly brands. Brand trust was observed to play a key part in purchasing eco-friendly brands and environmental awareness was recorded to positively influence brand trust towards an eco-friendly brand (Punyatoya, 2014). It was therefore established that marketing communication that is effective in deploying a sense of brand trust can lead to an increase in the purchase intentions towards eco-friendly brands (Punyatoya, 2014).

Similarly, previous studies on brand trust also revealed that, when consumers possess a higher level of brand trust for a particular brand, their intention to purchase that brand is stronger (Chen & Chang, 2012; Limbu, Wolf & Lunsford, 2012). Whereas findings by Zboja and Voorhees (2006) indicate customer trust in and satisfaction with a retailer has a mediating influence on the relationship between brand trust and satisfaction on customer repurchase intentions. Zboja and Voorhees (2006) also suggest that brand trust is related to repeat purchase intentions as well as customer satisfaction. In literature linking brand trust to purchase intentions, Yasin and Shamin (2013) revealed that brand trust, affective commitment and brand experience have a strong positive influence on purchase intentions. Finally, Becerra and Badrinarayanan (2013) deduced that brand trust had a positive effect on purchase intentions and positive brand referrals.

From the literature discussed, in particular the success of the research conducted by Punyatoya (2014) with regards to brand trust and purchase intentions towards eco-friendly brands, the current study probed whether proactive marketing, which focuses on creating brand trust, can similarly result in an increase in support intention behaviour for socially-driven brands. Therefore, based on the aforementioned discussion, the effect of brand trust on support intentions was investigated for the purpose of the study. This led to the formation of the following hypothesis:

H4: Brand trust has a positive influence on the support intentions towards SSEs.

2.11.5 Customer-Brand Identification and Support Intentions

According to Dukerich, Dutton and Harquail (1994), when an individual associates him/herself with an organisation, the likelihood of supporting that specific organisation is much greater. Similarly, Pelozo and Hassay (2007) found that, when an individual associates him/herself with a non-profit or social enterprise, that individual tends to develop feelings of sympathy towards that particular cause that will drive their support. Akbar (2016) suggests that, if a potential supporter is able to identify a cognitive fit with a brand, it would enhance their support intentions. Past studies based on CBI have investigated for potential relationships with brand loyalty (Nikhashemia, Paim, Osman & Sidin, 2015), brand advocacy and resilience to negative information (So, King, Sparks & Wang, 2013).

Lichtenstein, Drumwright and Braig (2004), who conducted a study based on the effect of corporate social responsibility on customer donations to corporate-supported non-profits, found that customer-company identity (customer-brand identity) had a positive influence on non-profit donations, store loyalty (brand loyalty), emotional attachment to the store (brand attachment), as well as store interest (brand interest). Albert, Merunka and Valette-Florence (2013) suggest that customer-brand identification (CBI) has a positive influence on a customer's enthusiasm for a brand. Tuškej, Golob and Podnar (2013) conducted a study to investigate the role of CBI in building brand relationships. They found that a customer's brand congruity and brand values are likely to positively affect his/her identification with a brand (Tuškej *et al.*, 2013). Customers with a high level of brand identification and stronger brand commitments have an increased willingness to recommend and support the brand via positive WOM (Tuškej *et al.*, 2013).

Bhattacharya, Du and Sen (2007) further suggest that CBI positively affects brand relationships which, in turn, drive support behaviours towards a brand. In a different study, Bhattacharya, Rao and Glynn (1995) also conclude that individuals' intentions to donate are positively influenced by how well they can identify with an organisation. Similarly, Bennett (2011) reveals that an enhanced perception of brand affinity and a strong sense of brand identification increase the donation support intentions of an organisation's potential target market. Breitsohl, Rodell, Schröder and Keating (2015) conducted a study based on employee volunteering and found that volunteering intentions were related to company identification. With regards to volunteering intentions related to social enterprises, a study conducted by Smith (1980), based on the commitment to charitable organisations, revealed

that the more identifiable and personally relevant a non-profit or socially driven cause is to a potential volunteer, the higher the possibility of positively influencing his/her volunteering intentions.

With regards to bequests, a higher sense of CBI implies a strong level of interest in an organisation that could establish a strong and committed long-term customer-brand relationship as well as a potential bequest donation in the future (Bhattacharya & Sen, 2003). Ahearne, Bhattacharya and Gruen (2005) revealed that CBI has a positive influence on an individual's willingness to recommend a certain brand. Lastly, a study conducted by Akbar (2016) which identified donation intentions, volunteering intentions, bequest intentions and willingness to recommend as types of support intentions deduced that CBI has a positive effect on all these types of support intentions thereby positively affecting support intentions.

Previous research therefore proved CBI to be related to factors, such as brand loyalty, brand advocacy, emotional attachment and brand commitment, as well as being a predictor of helping behaviours and support intentions. In a study conducted by Akbar (2016), the same relationship was investigated within the context of the current study.

Therefore, based on the aforementioned discussion, the effect of CBI on support intentions was investigated for the purpose of the study. This led to the formation of the following hypothesis:

H5: CBI has a positive influence on the support intentions towards SSEs.

2.11.6 Attitude toward Helping Others and Support Intentions

In past studies, attitude toward helping others (ATHO) has been found to be influenced by factors, such as internalised empathy, motives, innate altruistic values and personalised norms (Bendapudi *et al.*, 1996; Bennet, 2003; Krueger, Hicks & McGue, 2001; Kottasz, 2004; Zappala & Lyons, 2006). On the contrary, during a study that aimed to reconceptualise brand authenticity, Akbar (2016) reveals that ATHO is not a moderating variable on the relationship between customer-brand identification (CBI) and support intentions even though he believes that individuals differ in their attitudes towards helping others. The rationale applied by Akbar (2016) behind utilising a moderator, such as ATHO, was to gain more knowledge about individuals' support intentions. Moreover, in discovering ATHO was not a moderator

between customer-brand identification (CBI) and support intentions, Akbar (2016) argues that this finding is inconsistent with evidence from previous literature, considering how conceptually aligned ATHO and support intentions were to one another. Akbar (2016) concludes that ATHO may moderate the relationship between CBI and support intentions. Hence, investigating this potential relationship should not be ruled out, as replicating studies in testing these three variables could prove otherwise in different contexts (Akbar, 2016).

In a study conducted by D'Antonio (2014), it was observed that participants who displayed higher scores of ATHO, responsibility and attitude toward charitable organisations possessed a higher willingness to donate to a world hunger-related charity. In this case, ATHO positively influenced a consumer's willingness to donate to a world hunger-related charity (D'Antonio, 2014). Moreover, Ranganathan and Henley (2008) suggest that ATHO does not significantly influence behavioural intention to support on its own, but that people who display a strong sense of ATHO need to be targeted with suitable advertisement messages in order to elicit this behavioural change. This is because Ranganathan and Henley (2008) discovered that ATHO did not directly influence behavioural intentions to donate to charitable organisations, but the relationship was mediated by attitude toward charitable organisations as well as attitude toward advertisements. Religiosity also proved to be a strong causative variable for ATHO (Ranganathan & Henley, 2008). This means that segmenting and targeting consumers who tend to be religious could significantly drive behavioural intention to support (Ranganathan & Henley, 2008). Therefore, findings by Jaiswal and Kant (2018) and Yadav and Pathak (2016) are relevant to the current study investigating whether ATHO has a moderating influence on the relationship between CBI and support intentions.

Upon examining the literature previously discussed on ATHO, in particular, the research conducted by Jaiswal and Kant (2018) and Yadav and Pathak (2016) with regards to attitudes toward green products being the best predictor of purchase intention for green products, the current study investigated whether ATHO can similarly result in an increase in support intentions for socially-driven brands. Other studies based on charities and non-profit contexts, have also suggested that ATHO possesses a mediating relationship with support/behavioural intentions and have encouraged researchers to probe further in investigating for moderating relationships with support intentions (Ranganathan & Henley, 2008; Akbar, 2016). Therefore, based on the aforementioned discussion, the effect of ATHO was investigated as a potential moderator on the relationship between CBI and support intentions for the purpose of the

study. This led to the formation of the following hypothesis:

H6: ATHO moderates the relationship between CBI and support intentions.

2.11.7 Altruistic Values and Support Intentions

In a study conducted by Bendapudi *et al.* (1996) based on enhancing helping behaviour through establishing a framework for promotion planning, it was revealed that motives, such as altruism, were found to have moderating effects on support intentions such as donating. Altruism refers to an unselfish regard for or devotion to the welfare of others (Merriam-Webster, 2018). Within the context of the study, altruism could be attributed to charitable acts motivated by such behaviour described above. Rim *et al.* (2016) conducted a study to generate a deeper understanding into the synergy behind profit companies and their strategic partnerships with non-profits. Rim *et al.* (2016) found that non-profit brand familiarity, corporate reputation, and company and non-profit fit had a significant effect on supportive CSR outcomes. They also found that altruism and customer-company identifications (CCI) proved to be significant mediators of the relationship between CSR partnership and supportive CSR outcomes. Rim *et al.* (2016) noted that the effect of corporate reputation on CCI was not significant; hence they suggested that, in order for a company to establish a strong level of identification for their customers, corporate reputation must be mediated by the altruistic values behind the company's CSR practices. This highlights the importance of altruism in the non-profit and profit environment. Hence, the need to investigate the effect of altruism in a SSE context is identified.

Zappala and Lyons (2006) further suggest that "philanthropic" behaviour is primarily driven by a supporter's cognitive motives, beliefs, attitudes or innate altruistic values. Kottasz (2004) found that personal norms and values attached to donors are partly influenced by spiritual values, religion and moral beliefs in respect to social upliftment and stability. Bennet (2003) suggests that potential supporters who possess personal values and inclinations that are congruent to organisational values that they admired improved their tendency to support through donations. Krueger *et al.* (2001) suggest that true altruistic behaviour generally stems from positive emotional personality traits in both familiar and unfamiliar environments. Egoistic and altruistic values were found to be key factors for demonstrating ethical behaviour (Yadav, 2016). Moreover, Hibbert *et al.* (2005) reveal that links to emotions which motivate the sense of giving, specifically guilt and sympathy, were associated with consumer

supportive behaviour. According to the researchers, this implies that altruistic and egoistic values play a significant part in the behavioural motivation of charitable giving. This is consistent with research conducted Yadav (2016) that found egoistic values and altruistic values to be factors responsible for demonstrating ethical behaviour. This supports the hypothesis in the current study that altruistic values have a moderating influence on the relationship between brand trust and support intentions.

Therefore, based on the aforementioned discussion, the effect of altruistic values was investigated as a potential moderator on the relationship between brand trust and support intentions for the purpose of the study. This led to the formation of the following hypothesis:

H7: Altruistic values moderate the relationship between brand trust and support intentions.

2.12 CONCLUSION

This chapter aimed to define the key literature that was reviewed in this study. Terms, such as SRM and SSE, which formed the foundation to the study, were defined and discussed within a marketing context. SRM allows SSEs to align their social missions and values to the values of their consumers. Developing SRM tactics for marketing strategies can thus be an effective solution to attain additional support for SSEs.

Upon examining literature based on organisational responses to the needs of the homeless, The Big Issue was considered one of the most successful of these organisations. As one of the underlying themes of the study is addressing key socio-economic issues of homeless unproductivity and unemployment in SA through organisational and marketing practice, the study thus set out to further investigate this particular organisation.

The constructs that were investigated in the study were defined and discussed within the context of SRM and SSEs. These constructs included consumer-brand relational authenticity (CBRA), brand trust, customer-brand identification (CBI), attitudes toward helping others (ATHO), altruistic values and support intentions. The conceptual model framework to the study was then presented and the adaptations and relevance to the research were explained. Finally, this chapter concluded with related theory and an empirical literature review on the development of the hypotheses that were tested. Chapter 3 will provide the detailed methodology that was applied in order to investigate the objectives set out by the study.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the following: a breakdown of the different types of research philosophies as well as the most appropriate research philosophy for the study; the different types of research designs in practice and the justification behind the study applying a descriptive research design; the chosen research method used in attaining the data for the study; the advantages and disadvantages of the chosen research method as well as the researcher's attempts to mitigate any potential biases; the target population and sampling design; measurement instrument; data collection and analysis; and lastly the ethical considerations to the study.

3.2 Research philosophy

A research philosophy is the system of beliefs and assumptions about the development of knowledge in a particular field of research (Saunders, Lewis & Thornhill, 2016:124). There are five research philosophies in business and management: positivism, critical realism, interpretivism, postmodernism and pragmatism (Saunders *et al.*, 2016).

Critical realism focuses on explaining what people view and experience with regards to underlying structures of reality that is responsible for shaping the observable events (Saunders *et al.*, 2016). Unlike direct realism which depicts the universe through subjective human senses and described by Saunders *et al.* (2016) as “what you see is what you get”; critical realism maintains that people do experience the sensations, images and ambiances of the ‘real world’ as we know it (Novikov & Novikov, 2013). According to the beliefs of critical realism, these ‘real world’ sensations can be misleading and do not properly depict what is truly real to the world (Novikov & Novikov, 2013). Therefore, critical realism maintains that there are two steps to understanding the world as we know it. Firstly, sensations and events which people experience; and secondly, the mental processing which develops post-experience (Reed, 2005). The mental processing involves reasoning backwards in hindsight from an experience to the underlying reality that may have caused it (Reed, 2005).

Interpretivism research philosophy underlines that human beings are differentiated from

physical phenomena as they create interpretations and meanings of their own (Saunders *et al.*, 2016). With interpretivism approaches, researchers desire to conceive a deeper understanding into the complexities of a phenomenon instead of attempting to generalise the understanding for an entire population (Creswell, 2007). Interpretivism assumes that access to reality can only be achieved through social constructions such as language, shared meanings, cultures and instruments (Myers, 2008). Interpretivist research does not believe in defining universal 'laws' that applies to everyone in general, but rather stresses that valuable insights into understanding humanity will thus be lost if a complex variables into human complexity is merely reduced to law-like generalisations (Saunders *et al.*, 2016). Postmodernism research philosophy focuses on questioning the usual ways and accepted manner of thinking and aims to reignite the plausibility of the alternative and often marginalised viewpoints (Saunders *et al.*, 2016). A postmodernist researcher conducts in-depth studies into anomalies, myths, missing facts, gaps, and potential research themes that are repressed at the expense of others, in order to uncover the "hidden" truths.

Pragmatism claims that theories and concepts only become relevant in cases where they are supported by action (Kelemen & Rumens, 2008). Thus, what is practical and 'true' in theory and knowledge can only be labelled as such if it can be successfully applied in a practical manner. Pragmatist research initially deals with a problem on the basis of the researcher's doubts and beliefs and then implements methodical problem solving with an end goal of contributing practical solutions (Saunders *et al.*, 2016). In pragmatism, researcher values initiate a 'reflexive' process of investigation; this process involves an initial sense that there is something which exists out of place and is wrong, and ends by re-establishing belief and vanquishing the initial doubt when the problem is eventually resolved (Elkjaer & Simpson, 2011). Because pragmatic research is more focussed on practical outcomes than abstract inferences, research problems and questions have to be clearly defined in order to maintain the direction of the research study.

Positivism focuses on facts and searching for causality in establishing fundamental laws through findings (Wahyuni, 2012). In the case of the study at hand, this involves establishing ground-based findings which present the relationships between factors which influence support intentions towards SSEs. Positivism encompasses the philosophy adopted by natural scientists which involves studying an observable social reality in order to draw law-like generalisations (Saunders *et al.*, 2016). Positivist research produces unambiguous results and

accurate knowledge, often using existing theory to develop new hypotheses to be tested. These hypotheses are tested in order to refute or confirm newly proposed claims, which will then lead to developments of theory which might then be tested by further research (Saunders *et al.*, 2016). Hence, a positivist research approach often provides the foundation for subsequent hypothesis testing to be carried out. In adherence to this, findings produced by the study at hand does subsequently allow for the potential of future testing. Positivist researchers are prone to applying a highly structured methodology to enable efficient replication in gathering quantifiable amounts of data (Gill & Johnson, 2010). A positivism research philosophy is once again evident in the study applying a quantitative research approach.

A positivist researcher would make a disciplined effort in remaining as neutral and completely detached from his/her research as possible in order not to influence any of his/her potential findings (Crotty, 1998). Positivist researchers are thus external to the data collection procedures of their studies, as they are independent of the responses from their research participants (Saunders *et al.*, 2016). Thus, interference of the data is minimal for a positivist, for example, in an online survey. Positivism entails a researcher's independence from test participants while implementing deductive reasoning, conclusive research approaches and utilising structured and quantitative data developed through statistical analysis (Wahyuni, 2012). Researchers applying positivism will formulate various hypotheses to be tested as well as accurately define concepts or constructs to be measured (Malhotra, 2010).

The study at hand adhered to these requirements of positivism research in that online surveys were distributed to participants whose responses were entirely independent to the researcher. Clearly defined hypotheses were also formed and the researcher maintained independence from participants during data collection and analysis.

3.3 Research design

A research design is the framework for conducting a marketing research study (Malhotra, 2010). It explains the necessary processes involved in attaining the information required to solve the research problem. A research design is responsible for developing the overall blueprint for investigating the research problem and the relevant empirical research (Van Wyk, 2012). It specifies the broader approach to the research problem, in other words, it sets the foundation for conducting a research study (Malhotra, 2010). Thus, a research design incorporates the type of data required, what research methods will be utilised in gaining and

interpreting this data, and how the findings will answer the research question of the study (Van Wyk, 2012). A research design incorporates the following steps: defining the information required; deciding on the research design (exploratory, descriptive, or causal); stipulating measurements and scaling methods; creating pre-testing and data collection instruments; stipulating the sample size and sample process; and designing the data analysis procedure (Malhotra, 2010).

Research designs can be classified into two groups: exploratory and conclusive. The research design and method needs to be most appropriate for a research study in order to produce answers to the research questions (Van Wyk, 2012). Therefore, it is the responsibility of the researcher to choose the research method which will best suit his/her study. The different types of research designs and the distinctions between them are now discussed. Furthermore, clarity on selecting the correct research design will also be provided.

There are two types of conclusive research designs: descriptive research designs and causal research designs. Descriptive research designs describe specific elements, market characteristics, or phenomena within a field of research (Malhotra, 2010). Causal research designs are implemented to examine cause-and-effect relationships, primarily through experimental data collection techniques (Zikmund, Babin, Carr & Griffin, 2012). Causal research is conducted to interpret which variables cause the effect (independent variables) and which variables are the ones affected (dependent variables) in a particular situation or research problem (Malhotra, 2010). Hence, causal research focuses on investigating the patterns of phenomena by determining relationships between the variables. The study applied a descriptive research design, which is now discussed in more detail, as well as why it was chosen as the research design of the study.

3.3.1 Descriptive Research Design

The study adopted a descriptive research design incorporating a survey method to acquire quantitative data. Descriptive research requires a clear description of who, what, where, how, when and, most importantly, why the particular research should be performed (Mohan & Elangovan, 2007). This research design must maintain a formal structure to ensure that a clear description of the research is maintained throughout all phases of the study (Mohan & Elangovan, 2007). Descriptive research involves highlighting existing problems by using data collection processes to reveal quantitative findings that allow a researcher to draw conclusive

evidence to describe the extent of the existing problems in greater detail (Fox & Bayat, 2007). A descriptive research design focuses on producing conclusive findings with the objective of describing market or consumer characteristics through quantitative data (Malhotra, 2010). Quantitative research is structured in nature, involves large sample sizes, and aims to quantify data and generalise findings from a given sample to a population of interest (Malhotra, 2010). Descriptive research studies mainly incorporate data collection methods such as online survey methods, telephone interviews, personal surveys or interviews, as well as mall intercepts (Malhotra, 2010). Descriptive research can then further be classified into cross-sectional and longitudinal research designs. A cross-sectional research design involves collecting data from a given sample of a population of interest only once (Malhotra, 2010). This can be a single cross-sectional design, where a single sample of participants is taken and data from the single sample are obtained only once; or a multiple cross-sectional design, where more than one sample of participants is taken and data from each respective sample are obtained only once (Malhotra, 2010). For the current study, a single cross-sectional data collection method was carried out as a single sample's measurement was taken from the study's target population at only one point in time throughout the duration of the study.

3.3.2 Research Method

A research method can be described as the strategy a researcher uses to construct an approach to solving a research problem (Jamshed, 2014). There are three types of research methods: quantitative, qualitative and mixed method. A quantitative method aims to quantify data and usually involves a statistical analysis, whereas a qualitative method is more unstructured and attempts to gain insights into the understanding of a complex reality (Malhotra, 2010). Qualitative research is viewed as complementary to quantitative research, as often quantitative studies further investigate qualitative insights to establish generalisable and quantifiable findings (Malhotra, 2010). Mixed method applies both quantitative and qualitative methods in the exploration and analysis of a research phenomenon (Queirós, Faria & Almeida, 2017).

A quantitative research method was applied which included survey data. Given the budget and time constraints of the research study, an online survey method was utilised in order to obtain the required research insights from the study's chosen target population. In a similar

study, Akbar (2016) used an online survey method in determining that brand authenticity and customer-brand identification (CBI) positively influences an individual's intentions to support an NPO. In another SSE study conducted by Hibbert *et al.* (2005) which explored consumer motivation towards purchasing The Big Issue magazine, a mixed method approach was applied. The qualitative part of this study, which was based on focus groups, involved only a small number of participants, whereas the quantitative part of this study involved physical questionnaires. Hence, these past examples provide further justification for the study using an online survey method to investigate support intentions within a SSE context.

The online survey method used in the study was designed to measure a participant's response to the various constructs investigated (CBRA, brand trust, CBI, ATHO, altruistic values and support intentions) in relation to The Big Issue South Africa. Therefore, the online survey method used in the study took the form of online structured questionnaires that were designed to elicit information from participants in order to quantitatively analyse and interpret the findings related to the research questions and objectives of the study (Malhotra, 2010). The online structured questionnaires were also direct, as the purpose of the research study was explained to participants prior to them answering the questionnaires. The study implemented a structured data collection method thus questions were predetermined and arranged throughout the online structured questionnaires administered by the researcher (Malhotra, 2010). Finally, the online structured questionnaires included fixed-alternative questions that required participants to select from a set of predetermined answers. Thus, these online structured questionnaires were easy to administer and the data collected were reliable due to participant responses being limited to the fixed-alternative options provided, when compared to the variability in responses which arise through personal interview methods (Malhotra, 2010).

3.3.3 Mitigating Research Design Biases

Online survey methods eliminate the field force effect, which is bias created when both the interviewer and the supervisor of the research study are involved in the data collection process (Malhotra, 2010). This research bias is thus eliminated, since online survey methods require no fieldworkers to facilitate data collection, as the method relies entirely on an automated data collection process via online platforms (Malhotra, 2010). For these reasons, online survey methods are advantageous in light of what has been discussed. The section to

follow will discuss the study's target population and the sampling design used in selecting this defined target population.

3.4 Target population

Target population can be defined within marketing research as a specific group of objects or individuals from who questions are asked or observations taken in order to acquire the desired information for a study (Hair, Bush & Ortinau, 2009:52). This study's chosen target population was young, working professionals (aged 26-34) residing in Cape Town. Statistics South Africa identified the youth age group as persons aged 25 to 34 years (Stats SA, 2018). Numerous past studies have used a target population within this age group (Liu *et al.*, 2011; Napoli *et al.*, 2014). Moreover, Ferri-Read (2014) suggests that, in contrast to older generations, youth tend to place greater emphasis on an organisation's social values and charitable contributions rather than its profitability and share values. Hence, youth tend to be more attracted to organisations and products that are aligned to philanthropy (Ferri-Reed, 2014). Powell (2014) suggested that youth are keen on discovering new and authentic brands. Additionally, Gailawicz (2014) identified the growing need for organisations to develop a foundation of authenticity and a sense of morality around their brands in order to effectively engage the youth.

In a similar study conducted by Akbar (2016) which involved reconceptualising brand authenticity in order to analyse the factors that influence the support intentions of NPOs, the respondents' ages ranged from 19-72 with an average age of 33 years. Hence, no clear target population was identified and investigated in Akbar's (2016) study. This limited the study's findings to a distinct target market, from a marketing perspective. Therefore, this study investigated a very distinct sample of young working professionals between the ages of 26 and 34. This could allow SSEs to target a particular market segment to greater effect and harness more support through their marketing strategies. Lastly, young working professionals were selected on the basis that this target population had access to the internet or a Wi-Fi connection, as online surveys were used in the data collection process of the study.

3.5 Sample size

A sample size is defined as the number of elements that are included in a study (Malhotra,

2010). Similar to the study conducted by Akbar (2016), the main sample size was chosen based on the research by Mundfrom, Shaw and Ke (2005) that provides a guideline to sample size selection. This involved selecting five participants for each questionnaire item. As the study used 31 questionnaire items, 155 participants are therefore a recommended minimum sample size according to Mundfrom *et al.* (2005). Hence, 200 participants were selected to be a representative sample for the main study. This is consistent with Kenny (2011) who suggested that a sample size of 200 is a minimum requirement of a research study. In addition, the sample size of 200 was justifiable given that SPSS 25 was used to interperate the data. The sample size was thus within the capacity for the statistical software to be utilised (Mundfrom *et al.*, 2005).

3.6 Sampling technique

A sampling technique is the method used in selecting the individuals required to take part in a research study (Singh & Masuku, 2014). Sampling techniques can be categorised as probability and non-probability sampling. Probability sampling provides each individual within a target population with an equal probability of being chosen to represent the sample (Malhotra, 2010). Non-probability sampling depends on a researcher's personal judgement instead of chance in the selection of test participants. The researcher is allowed to subjectively or intentionally decide which elements to include in a given sample (Malhotra, 2010). The current study chose to utilise non-probability sampling.

Non-probability sampling produces estimations of the characteristics of a sample, although it may lack precision in making choices that are representative of a population from which the sample will be taken (Malhotra, 2010). The lack of population representativeness under non-probability sampling is because the selection of participants is not performed at random. Non-probability sampling techniques include judgemental sampling, convenience sampling, snowball sampling and quota sampling (Malhotra, 2010). The study chose to use the non-probability sampling technique known as convenience sampling.

Convenience sampling involves selecting participants due to convenience and ease of accessibility (Sedgwick, 2013). The selection of test participants is made to suit the researcher's resources and availability. Participants who are chosen through convenience sampling often happen to be at the right place at the right time which includes the use of students, mall-intercepts and street interviews, among others (Malhotra, 2010). Convenience

sampling allows the collection of large amounts of quantitative data over a short space of time. Distributing an online survey is a particularly effective technique with convenience sampling. The researcher sends a link to the study's online survey to people on a cellular contact list, on social network platforms, such as Gmail, Facebook and LinkedIn, and to people he/she knows personally (Sedgwick, 2013).

In most cases, convenience sampling is the simplest and easiest way of collection data for a research study. It can initiate pilot studies, generate hypotheses and allows for a speedy data collection process (Sedgwick, 2013). Convenience sampling is also the most cost-efficient and least time-consuming sampling technique to implement when compared to other techniques. It gives fast access to test participants, it is easy to measure and very cooperative (Malhotra, 2010).

Despite the many benefits of using convenience sampling, it does come with some limitations. Convenience sampling is vulnerable to selection bias and influences beyond the control of the researcher (Malhotra, 2010). It also has high levels of sampling errors, is not representative and cannot be generalised across any population (Malhotra, 2010). In convenience sampling, participants are not selected at random from the target population (Sedgwick, 2013) therefore, not all members of the population have an equal probability of selection.

Saunders *et al.* (2016) established that convenience sampling may be used when the research investigates a certain organisation as a case study because the researcher can negotiate access to certain contacts and potential test participants within or associated to the organisation, e.g. its customer base. As convenience sampling was used in the study, individuals who fit the sampling criteria were directly contacted via the researcher's social networks such as WhatsApp, Facebook, Gmail and LinkedIn. These individuals were then encouraged to share the Qualtrics survey link with their respective social networks. This developed into a snowball non-probability sampling technique. Snowball sampling involves a few participants being initially chosen at random; thereafter, new participants are chosen based on recommendations given by the initial group of participants (Malhotra, 2010). This process is then continued until sample size requirements are met.

3.7 Measurement instrument

The questionnaire design considerations are now summarised, followed by the questionnaire layout. Lastly, the scales used in measuring the constructs to the study are discussed.

3.7.1 Questionnaire Design Considerations

The questionnaire design was structured, consisting of questions developed in a prearranged order designed to extract only specified information from participants (Malhotra, 2010). The questionnaire included fixed-alternative questions that required participants to select from a set of predetermined answers (Malhotra, 2010). Hence, Likert scale structured items were used in order to record structured survey data that can be quantified through statistical analysis. The full questionnaire was designed to take approximately 5 minutes to complete in order to maintain good response quality. The questionnaire also assumed anonymity to mitigate potential systematic errors. Questions based on demographics, such as gender and race, were placed last, given their sensitivity.

3.7.2 Questionnaire Layout

The University of Cape Town emblem appeared on the front of the questionnaire. The purpose of the study was outlined, followed by a clause confirming approval by the UCT Commerce Faculty Ethics in Research Committee. This was followed by a clause assuring voluntary participation and response confidentiality in order to meet the requirements for the implicit consent of participants. A brief introduction to The Big Issue South Africa was then included. The full questionnaire contained 31 questions. Firstly, questionnaire items 1-3 screened potential candidates to fit the target population of the study. The filter questions were designed to make sure participants were between the ages of 23 and 37, reside in Cape Town, and are familiar with the Big Issue South Africa. If a participant failed to answer “YES” to any filter question, they were automatically excluded from the study. Questionnaire items 4 to 27 were allocated a fixed-alternative set of responses using a seven point Likert scale, i.e., 1 = “Strongly Agree” to 7 = “Strongly Disagree”. Questionnaire items 4-7 measured CBRA. Questionnaire items 8-10 measured brand trust. Questionnaire items 11-15 measured CBI. Questionnaire items 16-19 measured ATHO. Questionnaire items 20-23 measured altruistic values. Questionnaire items 24-27 measured support intentions. Finally,

questionnaire items 28-31 gathered demographic information from participants, i.e. age, gender, race, and whether or not they had previously donated to a vendor employed by The Big Issue.

3.7.3 Measurement of Constructs

Four measurement scales were used to measure CBRA. The scale was adapted from Ilicic and Webster (2014), who originally developed the CBRA scale. A Cronbach alpha of 0.90 was established (Ilicic & Webster, 2014). Three measurement scales were used to measure brand trust. The scale was adapted from the “Trust in the Brand” scale applied by Sheinin *et al.* (2011) in two previous studies that had respective Cronbach alphas of 0.88 and 0.89. Five measurement scales were used to measure CBI. Similar to the study conducted by Akbar (2016), the scale was adapted from the “self-brand connection” scale applied by Escalas and Bettman (2003) and Stokburger-Sauer *et al.* (2012) in two previous different studies that had respective Cronbach alphas of 0.90 and 0.92. Four measurement scales were used to measure ATHO. Similar to the study conducted by Akbar (2016), the scale was adapted from the “attitude toward helping others” (AHO) scale previously used by Webb *et al.* (2000) that had a Cronbach alpha of 0.79. Four measurement scales were used to measure altruistic values adapted from the “self-transcendence altruistic values” scale used by Hartmann *et al.* (2017) in two previous studies. The scale had respective Cronbach alphas of 0.94 and 0.95 in the two studies by Hartmann *et al.* (2017). To measure support intentions, four measurement scales were designed to measure four different types of support intentions: donation intentions, volunteering intentions, bequest intentions and willingness to recommend. Similar to the study conducted by Akbar (2016), the scales used to measure support intentions were adapted from scales applied by Madden and Scaife (2008), Wisner, Stringfellow, Youngdahl and Parker (2005) and Samu and Wymer (2015) in three previous studies. In the study by Akbar (2016), the support intentions scale (made up of these mentioned scales) had a Cronbach alpha of 0.79.

3.8 Data collection and analysis

The data collection and analysis method which was implemented throughout the study is now discussed. The initial pilot study used for pre-testing is described followed by the description of the final study’s data collection process.

3.8.1 The Pilot Study

A pilot study is a small-scale version of the final (full-scale) study. It is also referred to as a feasibility study or a trial-run performed in preparation of the final study (Calitz, 2009). It involves the pre-testing of research instruments, including questionnaires or interview lists (Calitz, 2009). The pilot study takes place after a researcher has a clear vision of the overall direction of the study; has defined the research topic, research questions and objectives; and has chosen the research philosophy, methods and techniques that will apply to the study (Calitz, 2009). The pilot study which was conducted by the researcher involved 20 participants who were each given the research questionnaire related to the study to ensure it was of an appropriate standard and elicited the desired data from participants. Pilot studies aid a researcher in identifying potential errors, which could occur in the data collection process, and allow the researcher the opportunity of making adjustments if errors are identified (Turner, 2010). The pilot study was also performed to determine how comprehensible the questions pertaining to the research questionnaire were, whether questions were discriminatory or unfavourable, and whether any adjustments to the questionnaire were necessary. The questionnaires used in the pilot study were printed out and physically distributed by the researcher to pilot study participants. Sampling without replacement was applied, allowing participants to be included in the study only once. Hence, no participants belonging to the initial pilot study were included in the final sample of the study. In conclusion, no errors were found during the pilot testing phase which meant no changes to the final questionnaire were deemed necessary.

3.8.2 The Final Study

The timeframe of data collection took place between 01 July 2019 and 01 September 2019. Qualtrics was used to administer the online surveys. During the study, data were stored on the researcher's laptop which was password protected, as well as on Qualtrics, which required a login detail to access the data. Due to the Research Data Management Policy, after the research results were established, the researcher was required to make the data available to other students and the general public.

Facebook targeted advertisements with links to the Qualtrics survey forum were also created and distributed by the researcher. The advertisements were targeted at young working professionals between the ages of 26 and 34, who shared a common interest in social causes,

social enterprises, philanthropy and volunteering, etc. The use of Facebook was a convenient and accessible survey distribution mechanism for the researcher. In addition to Facebook, Whatsapp, Gmail and LinkedIn were also used to distribute the online survey.

3.8.3 Statistical Analysis: SPSS 25

SPSS is a data analysis package used to address various complex statistical techniques and procedures (Pallant, 2013). The study utilised the latest SPSS version 25 to analyse and interpret the data collected in order to carry out the various hypotheses tests. SPSS 25 was first used to run a factor analysis to test for reliability and validity of the variables used in the study. The normality of each variable was then tested, which was followed by bivariate correlation tests to investigate potential relationships between variables. Finally, SPSS was used to run a regression analysis to test for potential moderating variables pertaining to the conceptual model of the study.

3.9 Ethical considerations

Some ethical considerations were necessary to ensure the research did not offend participants in any way. Therefore, no discriminatory terminology or insensitive questions were included in the measurement instrument of the study. The potentially sensitive nature of questions related to demographics was also considered. Therefore, for the question pertaining to gender, response options of “Other” and “Prefer not to answer” were made available. “Prefer not to answer” was also an available response option for the question pertaining to race. The UCT Commerce Faculty Ethics in Research Committee also verified the acceptability of the measurement instrument of the study. Participant confidentiality, research anonymity and voluntary participation were also considered. As the measurement instrument was administered online and did not require participants to reveal their names or any personal information, this ensured the identities of participants remained confidential. To ensure voluntary participation, a clause indicating that the research was completely voluntary and that participants could choose to withdraw from the study at any point was included.

3.10 Conclusion

The study adopted a positivist research approach and a descriptive research design, which

included online surveys that were used to collect the quantitative data required to interpret conclusive findings for this investigation. The target population was young working professionals aged 26-34 residing in Cape Town, South Africa in 2019. The study utilised convenience sampling. As no sampling frame was used in the study, this sampling design was regarded as most suitable. The data collection process included a pilot study and a final study. The pilot study involved 20 participants; each was given the research questionnaire to ensure it was of an appropriate standard and elicited the desired effect from participants. The final study intended to obtain responses from a sample size of 200 participants contacted via WhatsApp, Facebook, Gmail and LinkedIn. The measurement instrument used in the study was designed to limit potential biases such as systematic errors. The scales which were adapted to measure the constructs within the study were also discussed. The study applied a single cross-sectional data collection and sampling without replacement. The Qualtrics software tool was used to administer the series of online surveys related to the study. Finally, SPSS 25 was used to analyse and interpret the data collected in order to test the hypotheses pertaining to the study. Chapter 4 deal with the actual results and statistical output produced from the testing phase of the study. The interpretation and analysis of resultant data is also summarised.

CHAPTER 4: RESULTS

4.1 Introduction

This chapter reports the statistical results of the data collected for this research study. It explains the analysis and interpretation of the data gathered via the methods mentioned in Chapter 3. The characteristics and demographics of research participants are also described. All of the required statistical tests pertaining to the study are demonstrated and results are interpreted. Potential inferences are drawn from inferential statistical analysis. Context and references to relevant literature, discussed in previous chapters in relation to the results, is provided. The chapter concludes with a summary of the main findings drawn from these results.

4.2 Descriptive statistics

The following section discusses the descriptive statistics recorded. Descriptive statistics are used to describe the basic features of data in a research study, which often include graphic summaries of the overall sample (Malhotra, 2010). Used in conjunction with graphics analysis, they form the foundation of a quantitative data analysis. With inferential statistics, a researcher attempts to establish conclusions which extend beyond the available data, perhaps inferring or predicting what a population might think (Pallant, 2013). The descriptive statistics were generated from the sample of 200 participants who took part in the study.

In a study based on understanding data analysis, Pallant (2013) mentions that the statistic software SPSS is an appropriate application when interpreting descriptive data. Hence, the study examined its descriptive results through the aid of statistical software SPSS 25, as well as Microsoft Excel. The demographic characteristics of participants involved in the study are now discussed.

4.2.1 Demographics

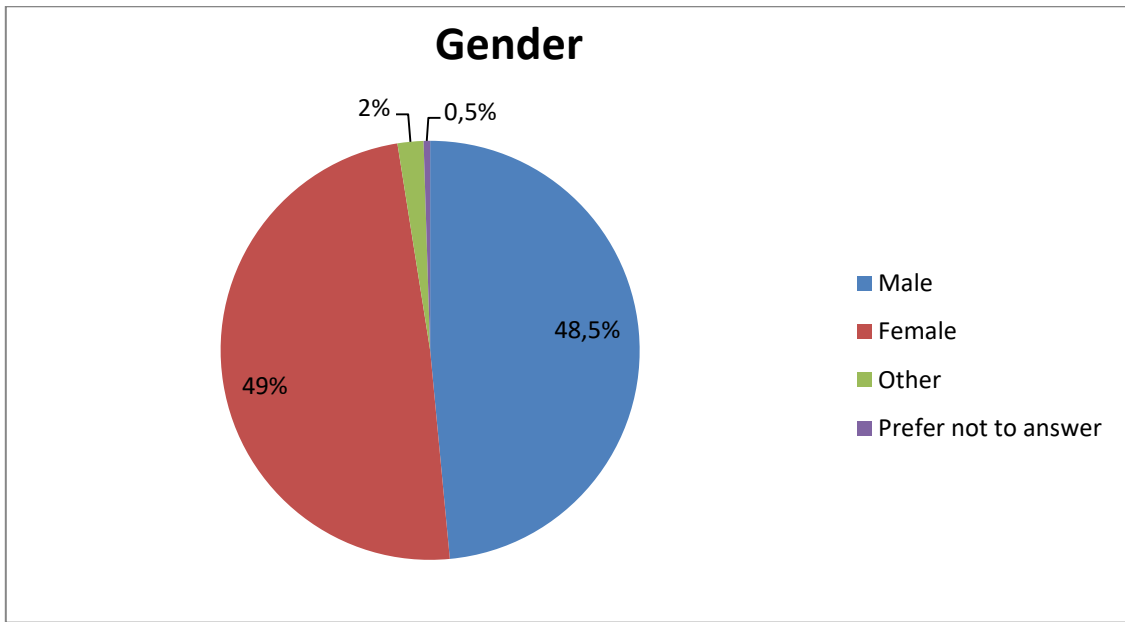


Figure 4.1: Demographic sampling results (Gender)

Source: Calculated from SPSS results SPSS (2019)

The dispersion between genders was almost even, with 49% female participants and 48.5% males participants. Two percent selected “Other” as a gender classification, with only a single participant (0.5%) opting not to disclose his/her gender.

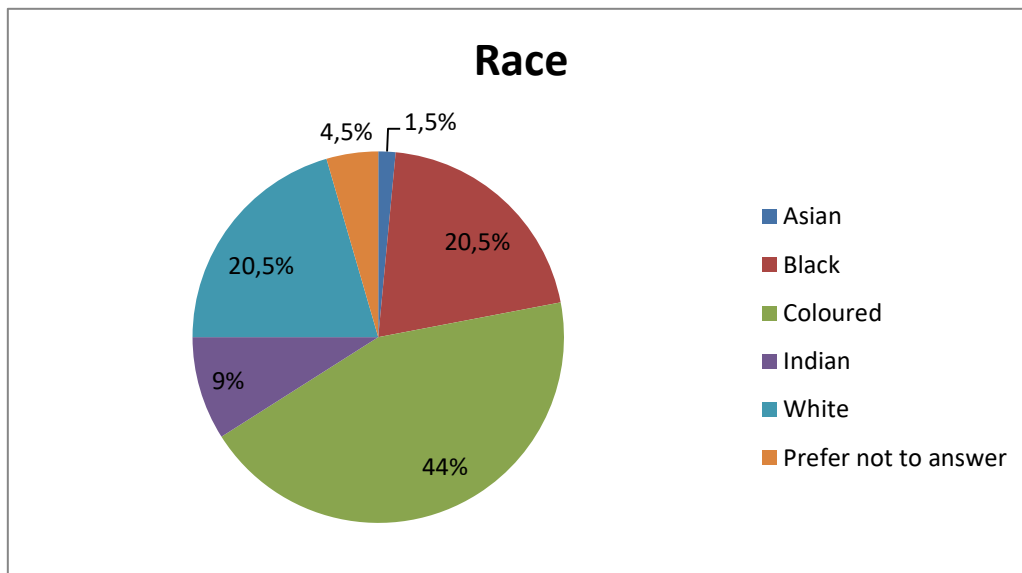


Figure 4.2: Demographic sampling results (Race)

Source: Calculated from SPSS results (2019)

With regards to race, the majority of participants identified themselves as “Coloured” with

44%. The percentage of participants who identified themselves as “Black” was 20.5%; “White” participants amounted to 20.5%; “Indian” participants amounted 9%; and the lowest percentage of participants identified as “Asian” which amounted to 1.5%. Additionally, 4.5% of participants decided not to disclose their race. As convenience sampling was implemented, the majority of participants were chosen at the researcher’s discretion based on ease of accessibility. This could most likely have affected the outcome of the majority of participants identifying as coloured.

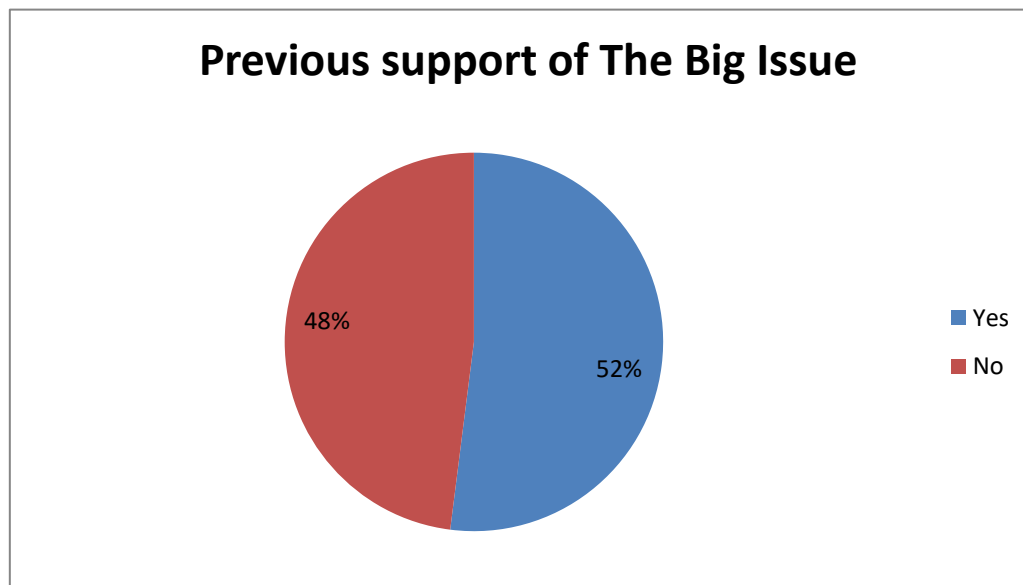


Figure 4.3: Demographic sampling results (previous support of The Big Issue)

Source: Calculated from SPSS results (2019)

Finally, the percentage of participants who previously donated to or bought a magazine from a vendor employed by The Big Issue amounted to 52%; hence 48% did not make a previous donation or buy from a Big Issue vendor hence, the study is roughly split between this characteristic. The Big Issue can still be considered a growing SSE in South Africa and the rather evenly split statistic on previous interactions with the brand is indicative of this. This figure should naturally rise with increased brand awareness and support over time. It should be noted that there was a screening question pertaining to familiarity with The Big Issue brand, i.e. “Are you familiar with The Big Issue South Africa?” So even though the other sample group (consisting of 48% of participants) had not previously donated or bought a magazine, they were aware of The Big Issue brand. It was therefore necessary to include these participants and they formed part of the final study.

4.2.2 Mean and Standard Deviation

This section records the means and standard deviations of the interval scale variables in the study. Heumann, Schomaker and Shalabh (2016) reveal that the mean and standard deviations are essential statistical components involving the descriptive analysis of interval scales. The mean in a normally distributed dataset signifies the central inclination of values belonging to the data or, in other words, the average point (Lee, In & Lee, 2015). The standard deviation represents the spread of data in a normal distribution, or how accurately the mean represents the data (Lee *et al.*, 2015). A seven point Likert scale was used to measure mean and standard deviation.

Table 4.1: Descriptive statistics of summated scales

Descriptive Statistics			
	N	Mean	Std. Deviation
CBRA_summated	200	2.88	.865
BT_summated	200	2.80	1.151
CBI_summated	200	3.17	1.040
ATHO_summated	200	1.51	.638
AV_summated	200	1.41	.596
SI_summated	200	2.77	1.175
Valid N (listwise)	200		

Source: SPSS (2019)

4.2.3 Scale measurement item results

This section provides a summary on how participants answered each individual scale item of the measurement scales used in the study. Percentages which represent participant responses are provided for each Likert scale item. Participants were given the option of strongly agreeing (Strongly Agree) with the statement, coded as 1, or strongly disagreeing (Strongly Disagree) with the statement, coded as 7.

The scale measuring consumer-brand relational authenticity (CBRA) displayed towards The Big Issue South Africa comprised four items. These items consisted of statements that, in summary, asked for a consumer's perception of The Big Issue brand being genuine and true with regards to the relationship it shares with its consumers (Ilicic & Webster, 2014). As seen from the above Table 4.1, CBRA recorded a mean score of 2.88 which was located within the

“Agree” and “Moderately Agree” points along the seven point Likert scale used. Hence, this fell within the “positive” region of the scale. Additionally, a standard deviation of 0.87 indicated that there was a very small dispersion around the mean. This means that participant responses did not vary that much when questioned about their levels of CBRA displayed towards The Big Issue South Africa. Therefore, on average, participants showed positive levels of CBRA towards The Big Issue South Africa. Table 4.2 below provides a summary of the four CBRA items to show how participants answered each respective question related to the CBRA scale. The data are presented in percentages.

Table 4.2: Measurement of items (CBRA)

Seven point Likert scale response options	Percentage of responses per CBRA scale item			
	CBRA1: The Big Issue cares about openness and honesty in close relationships with consumers.	CBRA2: In general, The Big Issue places a good deal of importance on consumers understanding who they truly are.	CBRA3: The Big Issue wants consumers to understand the real them rather than just their “public image”.	CBRA4: Consumers can count on The Big Issue being who they are regardless of the situation.
Strongly Agree (1)	10%	6.5%	7.5%	7%
Agree (2)	37%	32.5%	37.5%	34.5%
Moderately Agree (3)	20.5%	24.5%	22%	27%
Neutral (4)	31%	33%	29.5%	28%
Moderately Disagree (5)	0%	1.5%	2.5%	1.5%
Disagree (6)	1%	1.5%	1%	0.5%
Strongly Disagree (7)	0.5%	0.5%	0.5%	1.5%

Source: Calculated from survey results (2019)

The scale measuring brand trust towards The Big Issue South Africa comprised three items. These items consisted of statements that, in summary, asked for a consumer’s expectations of The Big Issues’ brand reliability and intentions in situations entailing risk to the consumer (Delgado-Ballester, 2004). As previously seen from Table 4.1, brand trust recorded a mean score of 2.80 which was located within the “Moderately Agree” and “Neutral” points along the seven point Likert scales used. However, this fell closer to the “Moderately Agree” point of the scale than the “Neutral” point. Hence, brand trust was located along the “positive”

region of the scale. Additionally, a standard deviation of 1.15 indicates that there was a very small dispersion around the mean. This means that participant responses did not vary much when questioned about their levels of brand trust shown towards The Big Issue South Africa. Therefore, on average, participants did trust The Big Issue South Africa. Table 4.3 below provides a summary of the three brand trust items, to show how participants answered each respective question related to the brand trust scale. The data are presented in percentage form.

Table 4.3: Measurement of items (brand trust)

Seven point Likert scale response options	Percentage of responses per brand trust scale item		
	BT1: I trust The Big Issue.	BT2: I can rely on The Big Issue.	BT3: I feel secure when I support The Big Issue because I know that it will never let me down.
Strongly Agree (1)	21.5%	14.5%	14.5%
Agree (2)	30%	29.5%	27.5%
Moderately Agree (3)	17%	19%	23%
Neutral (4)	28%	33%	30%
Moderately Disagree (5)	1%	0.5%	2.5%
Disagree (6)	2%	2.5%	1%
Strongly Disagree (7)	0.5%	1%	1.5%

Source: Calculated from survey results (2019)

The scale measuring customer-brand identification (CBI) towards The Big Issue South Africa comprised five items. These items consisted of statements that, in summary, asked for consumers' feelings, perceptions and the values which they associate their state of belonging to the Big Issue South Africa (Lam *et al.*, 2010). As previously seen from Table 4.1, CBI recorded a mean score of 3.17 which was located within the "Moderately Agree" and "Neutral" points along the seven point Likert scales used. However, as in the case of brand trust, this fell closer to the "Moderately Agree" point of the scale than the "Neutral" point. Hence, CBI was located along the "positive" region of the scale. Additionally, a standard deviation of 1.04 indicates that there was a very small dispersion around the mean. This means that participant responses did not tend to vary that much when questioned about their levels of CBI shown towards The Big Issue South Africa. Therefore, on average, The Big

Issue South Africa’s brand purpose formed a positive psychological connection and sense of belonging to a participant’s cognitive self-identity. Table 4.4 below provides a summary of the five CBI items, to show how participants answered each respective question related to the CBI scale. The data are presented in percentage form.

Table 4.4: Measurement of items (CBI)

Seven point Likert scale response options	Percentage of responses per CBI scale item				
	CBI1: The Big Issue reflects who I am.	CBI2: I can identify myself with The Big Issue.	CBI3: I feel a strong sense of belonging to The Big Issue.	CBI4: I think The Big Issue (could) help(s) me to become the type of person I want to be.	CBI5: The Big Issue embodies what I believe in.
Strongly Agree (1)	4.5%	6.5%	3%	4%	22.5%
Agree (2)	22.5%	23.5%	24%	20.5%	30.5%
Moderately Agree (3)	29.5%	28%	28%	29.5%	13.5%
Neutral (4)	33.5%	33.5%	36%	38.5%	28.5%
Moderately Disagree (5)	3.5%	4%	4%	2.5%	0.5%
Disagree (6)	4.5%	3.5%	2%	2.5%	2%
Strongly Disagree (7)	2%	1%	3%	2.5%	2.5%

Source: Calculated from survey results (2019)

The scale measuring attitude toward helping others (ATHO) comprised four items. These items consisted of statements that, in summary, asked for a consumer’s attitude toward assisting or helping those in need (Webb *et al.*, 2000). As previously seen from Table 4.1, ATHO recorded a mean score of 1.51 which was located within the “Strongly Agree” and “Agree” points along the seven point Likert scales used. This was the second best result of the research questionnaire. The mean of 1.51 fell at almost the exact mid-point between “Strongly Agree” and “Agree”. Hence, ATHO was located along the upper end of the

“positive” region of the scale. Additionally, a standard deviation of 0.64 indicates that there was a marginal dispersion around the mean. This means that participant responses did not tend to vary that much when generally questioned about their ATHO. Therefore, on average, participants displayed a strongly positive ATHO. Table 4.5 below provides a summary of the four ATHO items, to show how participants answered each respective question related to the ATHO scale. The data are presented in percentage form.

Table 4.5: Measurement of items (ATHO)

Seven point Likert scale response options	Percentage of responses per ATHO scale item			
	ATHO1: People should be willing to help others who are less fortunate.	ATHO2: Helping people in need with their problems is very important to me.	ATHO3: People should be more charitable toward others in society.	ATHO4: People in need should receive support from others.
Strongly Agree (1)	68%	63%	60.5%	62.5%
Agree (2)	23%	27.5%	30.5%	28.5%
Moderately Agree (3)	2%	4%	5.5%	6%
Neutral (4)	6.5%	5%	3%	3%
Moderately Disagree (5)	0.5%	0.5%	0.5%	0%
Disagree (6)	0%	0%	0%	0%
Strongly Disagree (7)	0%	0%	0%	0%

Source: Calculated from survey results (2019)

The scale measuring altruistic values comprised four items. These items consisted of statements that, in summary, asked for a consumer’s personal value structures or holistic guiding principles that encourage individuals to contribute to the wellbeing of others or society (Hartmann *et al.*, 2017). As previously seen from Table 4.1, altruistic values recorded a mean score of 1.41 which was located within the “Strongly Agree” and “Agree” points along the seven point Likert scales used. This was the highest positive recording and best result of the research questionnaire. The mean of 1.41 fell closer to the “Strongly Agree” point of the scale than the “Agree” point. Hence, the altruistic values construct was located

along the upper end of the “positive” region of the scale. This indicated a very positive reaction from participants when questioned about their altruistic values. Additionally, a standard deviation of 0.6 indicates that there was minimal dispersion around the mean. This means that participant responses did not vary when questioned about their altruistic values. Thus, on average, participants tended to display a very strong positive level of altruistic values. Table 4.6 below provides a summary of the four altruistic values items, to show how participants answered each question related to the altruistic values scale. The data are presented in percentage form.

Table 4.6: Measurement of items (altruistic values)

Seven point Likert scale response options	Percentage of responses per altruistic values scale item			
	AV1: I believe in equality and that there should be equal human rights and opportunities for everyone.	AV2: I believe in a world of peace, free of war and conflict.	AV3: I believe in social justice and to care for and nurture the weak, vulnerable and homeless.	AV4: I believe in helping my community by contributing towards the welfare of others.
Strongly Agree (1)	69.5%	72%	68.5%	65.5%
Agree (2)	26.5%	21.5%	27.5%	27%
Moderately Agree (3)	1.5%	3.5%	2.5%	6%
Neutral (4)	2%	1.5%	1%	1%
Moderately Disagree (5)	0%	0.5%	0%	0%
Disagree (6)	0%	0.5%	0%	0%
Strongly Disagree (7)	0.5%	0.5%	0.5%	0.5%

Source: Calculated from survey results (2019)

The scale measuring support intentions comprised four items that consisted of statements which asked for a consumer’s intentions to support The Big Issue South Africa. As previously seen from Table 4.1, support intentions recorded a mean score of 2.77 which was

located within the “Agree” and “Moderately Agree” points along the seven point Likert scales used. The mean of 2.77 fell closer to the “Moderately Agree” point of the scale than the “Agree” point. Hence, the support intentions construct was located along the “positive” region of the scale. Additionally, a standard deviation of 1.18 indicates that there was very small dispersion around the mean. This means that participant responses did not tend to vary much when generally questioned about their support intentions shown towards The Big Issue South Africa. Therefore, on average, participants displayed a positive intention to support The Big Issue South Africa. Table 4.7 below provides a summary of the four support intentions items, to show how participants answered each respective question related to the support intentions scale. The data are presented in percentage form.

Table 4.7: Measurement of items (support intentions)

Seven point Likert scale response options	Percentage of responses per support intentions scale item			
	SI1: I intend to donate to The Big Issue in the future.	SI2: I intend to volunteer my time in helping The Big Issue in the future.	SI3: I intend to leave a bequest (money) for The Big Issue in my future will.	SI4: I intend to recommend others to support The Big Issue.
Strongly Agree (1)	28%	22.5%	2.5%	33.5%
Agree (2)	40%	31.5%	12.5%	36%
Moderately Agree (3)	10%	16%	28%	12%
Neutral (4)	18.5%	24%	35%	16%
Moderately Disagree (5)	0.5%	1%	5.5%	0%
Disagree (6)	1.5%	2%	9.5%	1%
Strongly Disagree (7)	1.5%	3%	7%	1.5%

Source: Calculated from survey results (2019)

As the four items used in the support intentions scale measured donation intentions, volunteering intentions, bequest intentions and willingness to recommend, the mean scores of each individual item were analysed in order to interpret additional inferences into the support intentions of participants. This can be viewed in Table 4.8 below.

Table 4.8: Descriptive statistics of support intentions scale items

Descriptive Statistics			
	N	Mean	Std. Deviation
I intend to donate to The Big Issue in the future.	200	2.34	1.293
I intend to volunteer my time in helping The Big Issue in the future.	200	2.67	1.435
I intend to leave a bequest (money) for The Big Issue in my will.	200	3.85	1.434
I intend to recommend others to support The Big Issue.	200	2.22	1.261
Valid N (listwise)	200		

Source: SPSS (2019)

As seen from Table 4.8 above, the following can be established: the mean score of the “donation intentions” item was 2.34 with a standard deviation of 1.29; the mean score of the “volunteering intentions” item was 2.67 with a standard deviation of 1.44; the mean score of the “bequest intentions” item was 3.85 with a standard deviation of 1.43; and the mean score of the “willingness to recommend” item was 2.22 with a standard deviation of 1.29. In summary, the mean scores of “donation intentions”, “volunteering intentions”, and “willingness to recommend” were recorded between the “Agree” and “Moderately Agree” points along the seven point Likert scales used. Moreover, apart from “volunteering intentions”, which tended towards the “Moderately Agree” region of the scale (numerical point 3); “donation intentions” and “willingness to recommend” tended more towards the “Agree” region of the scale (numerical point 2). Therefore, on average, these were positive readings recorded from these particular items of support intentions. On average, the fairly low standard deviations associated with these scale items also indicated a low deviation around their respective means.

However, the mean score of the item “bequest intentions” is higher than the mean scores of items “donation intentions”, “volunteering intentions” and “willingness to recommend”. The item, “bequest intentions”, recorded a mean of 3.85, which was the highest mean recorded among the four scale items. The standard deviation of 1.43 indicated low deviation around

the mean. This mean score of 3.85 was located within the “Moderately Agree” and “Neutral” points along the seven point Likert scales used, although it tended more towards the “Neutral” point of the scale (numerical point 4). The “bequest intentions” mean of 3.85 was also 1.18 higher than the next highest mean of 2.67, which was associated with the item “volunteering intentions”. This is a reasonable difference considering that the lowest mean recorded between the four scale items of 2.22, associated with “willingness to recommend”, was only 0.44 lower than the second highest mean recorded between the four scale items of 2.67 associated to the item “volunteering intentions”.

From this evaluation, it can be deduced that the mean of 3.85 associated with “bequest intentions” definitely stands out among the other scale items. Therefore, of the four types of support intentions questioned, participants of the study responded least favourably to “bequest intentions” in comparison to the rest. This is evident as the mean for “bequest intentions” tended towards 4 (Neutral), whereas the mean for “donation intentions”, “volunteering intentions”, and “willingness to recommend” tended towards 2 (Agree) on average. It can therefore be established that participants were positively driven to donate towards, volunteer and recommend others to support Big Issue South Africa, but were uncertain whether they would leave bequests in their wills for the organisation. The following section discusses the scale evaluation process in determining the reliability and validity of the scales that were used in this study.

4.3 Scale evaluation

The following section deals with the evaluation of the scales used within this research study. Reliability tests were performed on each summated scale that was used within the study. The Cronbach's Alpha statistics of these scales were then assessed to determine the internal consistency reliability of these summated scales. Factor analysis was also performed to describe the variability amongst variables, thereby assessing the validity of the scales used.

4.3.1 Scale Reliability

According to Malhotra (2010), a scale can be recorded as reliable if it is able to produce consistent results when repeated measurements are taken. The study determined the reliability of the summated scales CBRA, brand trust, CBI, ATHO, altruistic values and support

intentions by investigating their levels of internal consistency reliability that can be defined as “an approach for assessing the internal consistency of the set of items when several items are summated in order to form a total score for the scale” (Malhotra, 2010:319). Malhotra (2010) also claims that Cronbach’s alpha and composite reliability are appropriate statistical measures in determining internal consistency reliability. These measures exist between the values 0 and 1. The threshold for adequate internal consistency reliability is 0.6, whereas the threshold for composite reliability is 0.7 (Malhotra, 2010).

Table 4.9: Cronbach’s Alpha test

Scale	Cronbach’s Alpha statistic	Composite reliability
CBRA	0.79	0.77
Brand trust	0.9	0.76
CBI	0.89	0.85
ATHO	0.8	0.82
Altruistic values	0.79	0.73
Support intentions	0.89	0.83

Source: SPSS (2019)

As seen in Table 4.9 above, all of the Cronbach Alpha values of the scales greatly exceeded the internal consistency benchmark of 0.6 suggested by Malhotra (2010). The measure of Cronbach Alpha is commonly applied in determining the internal consistency and reliability of scales (Vaske, Beaman & Sporanski, 2016). Moreover, Taber (2018) suggests that a higher Cronbach Alpha statistic is associated with an increased level of reliability for a scale of measure. All of the composite reliability values exceeded the threshold of 0.7 as suggested by Malhotra (2010). These values were calculated using the formula: (CR): $CR_{\eta} = (\sum \lambda_{yi})^2 / [(\sum \lambda_{yi})^2 + (\sum \epsilon_i)]$. The values ranged from 0.73 to 0.85.

4.3.2 Scale Validity

Factor analysis is the statistical procedure used to describe the variability among variables and involves data reduction or summarisation of variables within a model (Malhotra, 2010). Factor analysis is performed in cases of marketing research involving a large number of correlated variables in an attempt to reduce them to a manageable level (Malhotra, 2010). The factor analysis output performed on the constructs in the study can be found in Appendix 4.

The factor analysis which was performed on the CBRA scale resulted in all four items loading onto one factor. The factor loaded with an Eigenvalue of 2.46, which explained 61.44% of the variance in the data. The Eigenvalue, being greater than 1, was in accordance with Kaiser's Criterion (Malhotra, 2010). The factor analysis, which was performed on the brand trust scale, resulted in all three items loading onto one factor. The factor loaded with an Eigenvalue of 2.48, which explained 82.7% of the variance in the data. The Eigenvalue being greater than 1 was in accordance with Kaiser's Criterion. The factor analysis, which was performed on the CBI scale, resulted in all five items loading onto one factor. The factor loaded with an Eigenvalue of 3.5, which explained 69.9% of the variance in the data. The Eigenvalue being greater than 1 was in accordance with Kaiser's Criterion (Malhotra, 2010).

The factor analysis, which was performed on the ATHO scale, resulted in all four items loading onto one factor. The factor loaded with an Eigenvalue of 2.57, which explained 64.26% of the variance in the data. The Eigenvalue, being greater than 1, was in accordance with Kaiser's Criterion (Malhotra, 2010). The factor analysis, which was performed on the altruistic values scale, resulted in all four items loading onto one factor. The factor loaded with an Eigenvalue of 2.48, which explained 61.96% of the variance in the data. The Eigenvalue, being greater than 1, was in accordance with Kaiser's Criterion. The factor analysis, which was performed on the support intentions scale, resulted in all four items loading onto one factor. The factor loaded with an Eigenvalue of 3.01, which explained 75.26% of the variance in the data. The Eigenvalue, being greater than 1, was in accordance with Kaiser's Criterion (Malhotra, 2010).

From the results of the factor analysis, it can be concluded that all factors loaded as expected, i.e., all items belonging to a particular scale loaded onto a single factor. Therefore, as all scales used in the study were proven reliable and valid following the reliability and factor analysis tests, the scales were then summated in order to test the various hypotheses pertaining to the study. The normality test results of the summated scales are now recorded, followed by the inferential statistics produced by the hypothesis tests to the study.

4.4 Normality of summated scales

In order to carry out the correlation hypothesis tests pertaining to the study, each construct was tested for normality, which meant performing normality tests on each summated scale. The normality of these scales was obtained in order to deduce whether a Pearson or

Spearman correlation test had to be conducted when investigating the various hypotheses pertaining to the constructs within the study. The normality readings of the summated scales were determined using the Kolmogorov-Smirnov test, as well as observing for skewness and Kurtosis results. The Kolmogorov-Smirnov test was suitable in this case as the sample size to the study exceeded 50 participants, i.e., 200 participants were sampled. The Skewness and Kurtosis statistics were also evaluated to determine overall normality. Table 4.10 below shows the normality test output.

Table 4.10: Normality test statistics

Scale	Kolmogorov-Smirnov statistic	Significance value	Skewness	Kurtosis
CBRA	0.1	0.00	0.61	1.41
Brand trust	0.11	0.00	0.58	0.57
CBI	0.12	0.00	0.9	1.57
ATHO	0.21	0.00	1.89	4.28
Altruistic values	0.25	0.00	3.87	24.08
Support intentions	0.16	0.00	1.09	1.31

Source: Calculated from SPSS results (2019)

4.4.1 Normality Test: Consumer Consumer-Brand Relational Authenticity

H₀: Data are normally distributed

H₁: Data are not normally distributed

Regarding the normality test for consumer-brand relational authenticity (CBRA), a Kolmogorov-Smirnov statistic of 0.1 with a significance p-value of 0.00 was established. Therefore, the null hypothesis for CBRA was rejected as the significance value of 0.00 was below the 5% level. CBRA thus proved to be not normally distributed according to the Kolmogorov-Smirnov normality test. However, when assessing the value for the Skewness and Kurtosis tests, the skewness value of 0.61 fell within the normal range stipulated by Malhotra (2010) of between 1 and -1 and, likewise, the Kurtosis value of 1.41 fell within the normal range stipulated by Malhotra (2010) of between 1.5 and -1.5. Therefore, as the

Skewness and Kurtosis tests override the previous tests for normality, according to Malhotra (2010), it was concluded that the null hypothesis for CBRA was, in fact, not rejected, and the scale of CBRA was recorded as normal.

4.4.2 Normality Test: Brand Trust

H₀: Data are normally distributed

H₁: Data are not normally distributed

Regarding the normality test for brand trust, a Kolmogorov-Smirnov statistic of 0.11 with a significance value of 0.00 was established. Therefore, the null hypothesis for brand trust was rejected as the significance p-value of 0.00 was below the 5% level. Brand trust thus proved to be not normally distributed according to the Kolmogorov-Smirnov normality test. However, when assessing the value for the Skewness and Kurtosis tests, the skewness value of 0.58 fell within the normal range stipulated by Malhotra (2010) of between 1 and -1 and, likewise, the Kurtosis value of 0.57 fell within the normal range stipulated by Malhotra (2010) of between 1.5 and -1.5. Therefore, as the Skewness and Kurtosis tests override the previous tests for normality, according to Malhotra (2010), it was concluded that the null hypothesis for brand trust was, in fact, not rejected, and the scale of brand trust was recorded as normal.

4.4.3 Normality Test: Customer-Brand Identification

H₀: Data are normally distributed

H₁: Data are not normally distributed

Regarding the normality test for customer-brand identification (CBI), a Kolmogorov-Smirnov statistic of 0.12 with a significance p-value of 0.00 was established. Therefore, the null hypothesis for CBI was rejected as the significance value of 0.00 was below the 5% level. CBI thus proved to be not normally distributed according to the Kolmogorov-Smirnov normality test. Additionally, when assessing the value for the Skewness and Kurtosis tests, the null is further rejected as the skewness value of 0.9 fell within the normal range stipulated by Malhotra (2010) of between 1 and -1 but the Kurtosis value of 1.57 fell out of the normal range stipulated by Malhotra (2010) of between 1.5 and -1.5. Therefore, it was concluded that the null hypothesis for CBI was rejected and the scale of CBI was recorded as not normal.

This means that the data were skewed to the right, i.e. positively skewed. The reasoning behind this positive skewing of data is that the majority of participants recorded more positive responses to questions pertaining to CBI in a way that was able to offset the overall data. In general, CBI gathered more positive feedback than negative. This resulted in the CBI scale being deduced as not normal.

4.4.4 Normality Test: Attitude Toward Helping Others

H_0 : Data are normally distributed

H_1 : Data are not normally distributed

Regarding the normality test for attitude toward helping others (ATHO), a Kolmogorov-Smirnov statistic of 0.21 with a significance p-value of 0.00 was established. Therefore, the null hypothesis for ATHO was rejected as the significance value of 0.00 was below the 5% level. ATHO thus proved to be not normally distributed according to the Kolmogorov-Smirnov normality test. Additionally, when assessing the value for the Skewness and Kurtosis tests, the null is further rejected as the skewness value of 1.89 fell out of the normal range stipulated by Malhotra (2010) of between 1 and -1 and, likewise, the Kurtosis value of 4.28 also fell out of the normal range stipulated by Malhotra (2010) of between 1.5 and -1.5. Therefore, it was concluded that the null hypothesis for ATHO was rejected, and the scale of ATHO was recorded as not normal. This means that the data were significantly skewed to the right. Given the high Kurtosis value of 4.28, the data are clearly positively skewed. The logic behind this positive skewing of data is that the majority of participants recorded more positive responses to questions pertaining to ATHO in a way that was able to offset the overall data. In general, ATHO gathered a significantly greater amount of positive feedback than negative. This resulted in the ATHO scale being deduced as not normal.

4.4.5 Normality Test: Altruistic Values

H_0 : Data are normally distributed

H_1 : Data are not normally distributed

Regarding the normality test for altruistic values, a Kolmogorov-Smirnov statistic of 0.25 with a significance p-value of 0.00 was established. Therefore, the null hypothesis for

altruistic values was rejected as the significance value of 0.00 was below the 5% level. Altruistic values thus proved to be not normally distributed according to the Kolmogorov-Smirnov normality test. Additionally, when assessing the value for the Skewness and Kurtosis tests, the null is further rejected as the skewness value of 3.87 fell out of the normal range stipulated by Malhotra (2010) of between 1 and -1 and the Kurtosis value of 24.08 significantly fell out of the normal range stipulated by Malhotra (2010) of between 1.5 and -1.5. Therefore, it was concluded that the null hypothesis for altruistic values was rejected, and the scale of altruistic values was recorded as not normal. This suggests that the data were significantly skewed to the right. Given the significantly high Kurtosis value of 24.08, which was the highest Kurtosis value recorded between all summated scales, the data are clearly positively skewed. Similarly to the ATHO scale, the logic behind this positive skewing of data is that most participants recorded positive responses to questions pertaining to ATHO in a way that was able to offset the overall data. Therefore, on average, ATHO gathered a significantly greater amount of positive feedback than negative. This resulted in the altruistic values scale being deduced as not normal.

4.4.6 Normality Test: Support Intentions

H₀: Data are normally distributed

H₁: Data are not normally distributed

Regarding the normality test for support intentions, a Kolmogorov-Smirnov statistic of 0.16 with a significance p-value of 0.00 was established. Therefore, the null hypothesis for support intentions was rejected as the significance value of 0.00 was below the 5% level. Support intentions thus proved to be not normally distributed according to the Kolmogorov-Smirnov normality test. Additionally, when assessing the value for the Skewness and Kurtosis tests, the skewness value of 1.09 fell out of the normal range stipulated by Malhotra (2010) of between 1 and -1 even though the Kurtosis value of 1.31 fell within the normal range stipulated by Malhotra (2010) of between 1.5 and -1.5. Therefore, it was concluded that the null hypothesis for support intentions was rejected and the scale of support intentions was recorded as not normal. This means that the data were slightly skewed to the right, i.e., positively skewed. The reasoning behind this positive skewing of data is that the majority of participants recorded more positive responses to questions pertaining to support intentions in a way that was able to offset the overall data. Therefore, even though the support intentions

scale nearly fell within the normal range for skewness, the scale as a whole still gathered enough majority positive feedback in proportion to negative feedback in a way that was able to positively skew the data. Even though this difference was marginal, it resulted in the support intentions scale being deduced as not normal.

The following section will deal with the hypothesis tests pertaining to the study. The various objectives and hypotheses will once again be stated, the necessary hypotheses tests will be mentioned and the steps involving each hypothesis test will be thoroughly explained. Finally, the summary for each hypothesis test will be discussed.

4.5 Hypothesis tests

The hypothesis tests aimed to establish whether there was a relationship between two variables. Therefore, as a potential relationship between two variables was being investigated, this meant that a bivariate correlation test was necessary. Furthermore, as the direction of the relationship (positive) was stipulated in the hypothesis, a one-tailed bivariate correlation test was required. Lastly, as only the summated scale of CBRA followed a normal distribution, while support intentions did not follow a normal distribution, the Spearman correlation test was deemed appropriate in this case. The testing phase is discussed below.

4.5.1 Objective One

- To examine whether CBRA positively influences the support intentions towards SSEs

The scale for CBRA was recorded as normally distributed, while the scale for support intentions was not normality distributed. As all scales involved were not normally distributed, a Spearman correlation test was thus performed to investigate the following hypothesis:

H1: CBRA has a positive influence on the support intentions towards SSEs.

The necessary steps involved in the Spearman correlation test as well as the analysis and interpretation of the result outcomes are now explained.

Table 4.11: Spearman Correlation (CBRA and support intentions)

Correlations				
			CBRA_summated	SI_summated
Spearman's rho	CBRA_summated	Correlation Coefficient	1.000	.414**
		Sig. (1-tailed)	.	.000
		N	200	200
	SI_summated	Correlation Coefficient	.414**	1.000
		Sig. (1-tailed)	.000	.
		N	200	200
**. Correlation is significant at the 0.01 level (1-tailed).				

Source: SPSS (2019)

With a significance p-value of 0.00, the correlation was significant at the 1% level. CBRA had a positive influence on the support intentions towards SSEs. With a Spearman's rho correlation coefficient of 0.41, it can be interpreted that there was, in fact, a positive relationship between CBRA and support intentions towards SSEs. This positive relationship was deemed moderate with a Spearman's rho correlation coefficient of 0.41 (Malhotra, 2010). According to Malhotra (2010), a correlation coefficient value of 0 to 0.19 is considered very weak, 0.2 to 0.39 is weak, 0.4 to 0.59 is moderate, 0.6 to 0.79 is strong, and 0.8 to 1 is considered very strong. Therefore, it was concluded that CBRA had a moderate positive influence on the support intentions towards SSEs. Objective one aimed to examine whether CBRA positively influences the support intentions towards SSEs. In conclusion, objective one was met as it was determined that CBRA positively influences the support intentions towards SSEs. Objective two is now discussed.

4.5.2 Objective Two

- To scrutinise whether CBRA positively influences the brand trust towards SSEs

Due to the both scales of CBRA and brand trust being normality distributed, a Pearson correlation test was performed to investigate the following hypothesis:

H₂: CBRA has a positive influence on the brand trust towards SSEs.

The necessary steps involved in the Pearson correlation test as well as the analysis and interpretation of the result outcomes are now explained.

Table 4.12: Pearson Correlation (CBRA and brand trust)

Correlations			
		CBRA_summated	BT_summated
CBRA_summated	Pearson Correlation	1	.608**
	Sig. (1-tailed)		.000
	N	200	200
BT_summated	Pearson Correlation	.608**	1
	Sig. (1-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (1-tailed).

Source: SPSS (2019)

With a significance p-value of 0.00, the correlation was significant at the 1% level. CBRA had a positive influence on the brand trust towards SSEs. With a Pearson correlation coefficient of 0.708, it can be interpreted that there was, in fact, a positive relationship between CBRA and brand trust towards SSEs. This positive relationship was deemed strong with a Pearson correlation coefficient of 0.61 (Malhotra, 2010). Therefore, it was concluded that CBRA had a strong positive influence on the brand trust towards SSEs. Objective two aimed to scrutinise whether CBRA positively influences the brand trust of SSEs. In conclusion, objective two was met as it was determined that CBRA positively influences brand trust towards SSEs. Objective three is now discussed.

4.5.3 Objective Three

- To explore whether CBRA positively influences the CBI of SSEs

The scale for CBRA was recorded as normally distributed, while the scale for CBI was not normality distributed. As all scales involved were not normally distributed, a Spearman correlation test was thus performed to investigate the following hypothesis:

H₃: CBRA has a positive influence on the CBI of SSEs.

The necessary steps involved in the Spearman correlation test as well as the analysis and interpretation of the result outcomes are now explained

Table 4.13: Spearman Correlation (CBRA and CBI)

Correlations				
			CBRA_summated	CBI_summated
Spearman's rho	CBRA_summated	Correlation Coefficient	1.000	.591**
		Sig. (1-tailed)	.	.000
		N	200	200
	CBI_summated	Correlation Coefficient	.591**	1.000
		Sig. (1-tailed)	.000	.
		N	200	200
**. Correlation is significant at the 0.01 level (1-tailed).				

Source: SPSS (2019)

With a significance p-value of 0.00, the correlation was significant at the 1% level. CBRA had a positive influence on the CBI of SSEs. With a Spearman's rho correlation coefficient of 0.59, it can be interpreted that there was, in fact, a positive relationship between CBRA and CBI of SSEs. This positive relationship was deemed moderate with a Spearman's rho correlation coefficient of 0.59. Therefore, it was concluded that CBRA had a moderate positive influence on the CBI of SSEs. Objective three aimed to explore whether CBRA positively influences the CBI of SSEs. In conclusion, objective three was met as it was determined that CBRA positively influences the CBI of SSEs. Objective four is now discussed.

4.5.4 Objective Four

- To probe whether brand trust positively influences the support intentions towards SSEs

The scale for brand trust was recorded as normally distributed, while the scale for support intentions was not normality distributed. As all scales involved were not normally distributed, a Spearman correlation test was thus performed to investigate the following hypothesis:

H₄: Brand trust has a positive influence on the support intentions towards SSEs.

The necessary steps involved in the Spearman correlation test as well as the analysis and interpretation of the result outcomes are now explained.

Table 4.14: Spearman Correlation (Brand trust and support intentions)

Correlations				
			BT_summated	SI_summated
Spearman's rho	BT_summated	Correlation Coefficient	1.000	.633
		Sig. (1-tailed)	.	.000
		N	200	200
	SI_summated	Correlation Coefficient	.633**	1.000
		Sig. (1-tailed)	.000	.
		N	200	200
**. Correlation is significant at the 0.01 level (1-tailed).				

Source: SPSS (2019)

With a significance p-value of 0.00, the correlation was significant at the 1% level. Brand trust had a positive influence on the support intentions towards SSEs. With a Spearman rho correlation coefficient of 0.63, it can be interpreted that there was, in fact, a positive relationship between brand trust and support intentions towards SSEs. This positive relationship was deemed strong with a Spearman rho correlation coefficient of 0.63. Therefore, it was concluded that brand trust had a strong positive influence on the support intentions towards SSEs. Objective four aimed to probe whether brand trust positively influences the support intentions towards SSEs. In conclusion, objective four was met as it was determined that brand trust positively influences support intentions towards SSEs. Objective five will now be discussed.

4.5.5 Objective Five

- To determine whether CBI positively influences the support intentions towards SSEs

Due to both scales of CBI and support intentions being not normality distributed, a Spearman correlation test was performed to investigate the following hypothesis:

H₅: CBI has a positive influence on the support intentions towards SSEs.

The necessary steps involved in the Spearman correlation test as well as the analysis and interpretation of the result outcomes are now explained.

Table 4.15: Spearman Correlation (CBI and support intentions)

Correlations				
			CBI_summated	SI_summated
Spearman's rho	CBI_summated	Correlation Coefficient	1.000	.652**
		Sig. (1-tailed)	.	.000
		N	200	200
	SI_summated	Correlation Coefficient	.652**	1.000
		Sig. (1-tailed)	.000	.
		N	200	200
**. Correlation is significant at the 0.01 level (1-tailed).				

Source: SPSS (2019)

With a significance p-value of 0.00, the correlation was significant at the 1% level. CBI had a positive influence on the support intentions towards SSEs. With a Spearman’s rho correlation coefficient of 0.65, it can be interpreted that there was, in fact, a positive relationship between CBI and support intentions towards SSEs. This positive relationship was deemed strong with a Spearman’s rho correlation coefficient being 0.65. Therefore, it was concluded that CBI had a strong positive influence on the support intentions towards SSEs. Objective five aimed to determine whether CBI positively influences the support intentions towards SSEs. In conclusion, objective five was met as it was determined that CBI positively influences support intentions towards SSEs. Objective six is now discussed.

4.5.6 Objective Six

- To investigate whether ATHO moderates the relationship between CBI and support intentions

In order to investigate this hypothesis, a linear regression was performed. An interaction variable was created which consisted of both the moderator ATHO and CBI. Support intentions served as the dependent variable and ATHO, CBI and the interaction variable served as the three independent variables. Research by Field (2013) reveals that the p-value of the interaction variable is the main indicator for significant moderation within a linear model. This is because the p-value of the interaction variable determines whether there is a moderation effect on the relationship between the dependent and independent variables. Significant moderation occurs when the p-value of the interaction variable is within the threshold of 0.05 (Hayes, 2013).

The coefficient of determination or R^2 value determines the percentage in which the independent/predictor variable explains the variance of the moderator within the model (Field, 2013). In the case of this study, the predictor is CBI and the moderator is ATHO. The unstandardised beta coefficient reports the strength and direction of the relationship between the moderator and predictor variable. Hence, a negative value for a beta coefficient signifies a negative relationship, meaning that an increase in the beta coefficient of the predictor variable would result in a decrease in the moderator strength (Field, 2013). Alternatively, a positive beta coefficient signifies a positive relationship between the moderator and predictor, meaning that an increase in the beta coefficient of the predictor variable would result in an increase in the moderator strength (Field, 2013).

A linear regression was performed with support intentions as the dependent variable and ATHO, CBI and the interaction variable as the independent variables in order to investigate the following hypothesis:

H₆: ATHO moderates the relationship between CBI and support intentions.

Hypothesis 6 can be summarised by the following equation:

$$Y = B_0 + B_1CBI + B_2Mod + B_3CBI*Mod$$

Customer-brand identification	CBI
Attitude toward helping others/ ATHO	Mod
Interaction variable	CBI*Mod

$H_0: B_3=0$

$H_6: B_3 \neq 0$

Table 4.16: Model Summary (Hypothesis 6)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656 ^a	.430	.421	.894
a. Predictors: (Constant), ATHOCBI_interaction, CBI_summated, ATHO_summated				

Source: SPSS (2019)

The model summary for the linear regression involving the independent variables CBI, ATHO, ATHOCBI_interaction and the dependent variable support intentions produced an R^2 value of 0.43. This meant that the variables CBI, ATHO and ATHOCBI_interaction explained 43% of the variation in the dependent variable support intentions. According to Malhotra (2010), the R^2 value of 0.43 fell between 0.4 and 0.59, which meant that the model moderately explained the variation in support intentions. The ANOVA output from the linear regression involving hypothesis six is now discussed.

Table 4.17: ANOVA output (Hypothesis 6)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	118.145	3	39.382	49.258	.000 ^b
	Residual	156.702	196	.800		
	Total	274.847	199			
a. Dependent Variable: SI_summated						
b. Predictors: (Constant), ATHOCBI_interaction, CBI_summated, ATHO_summated						

Source: SPSS (2019)

Upon observing the ANOVA output for the linear regression involving the independent variables CBI, ATHO, ATHOCBI_interaction and the dependent variable support intentions, a significance p-value of 0.00 concluded that there was, in fact, a linear relationship between the variables. It was then necessary to check the Table of Coefficients (Table 4.18) to observe if the Interaction Beta value was significant.

Table 4.18: Table of Coefficients (Hypothesis 6)

Coefficients ^a						
Model		Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.647	.674		2.443	.015
	ATHO_summated	-.726	.492	-.394	-1.476	.142
	CBI_summated	.231	.186	.204	1.240	.217
	ATHOCBI_interaction	.301	.131	.780	2.302	.022
a. Dependent Variable: SI_summated						

Source: SPSS (2019)

Hypothesis 6 investigated three variables: (1) ATHO; (2) CBI; and (3) support intentions. The hypothesis aimed to establish whether ATHO moderates the relationship between CBI and support intentions. In order to carry out this test, an interaction variable was created. The interaction variable consisted of the independent variable (CBI) and the moderating variable (ATHO), which became ATHOCBI_interaction. A linear regression was then run which included independent variables CBI, ATHO and ATHOCBI_interaction, with the dependent variable being support intentions. The process in determining whether or not ATHO was a moderator in the relationship between CBI and support intentions is now explained.

H₆: ATHO moderates the relationship between CBI and support intentions.

In order to test this hypothesis, it was observed whether the Interaction Beta value was significant or not:

H₀: B₃=0

H₆: B₃≠0

With a significance p-value of 0.022, the interaction variable was significant at the 5% level. We therefore rejected the null hypothesis at the 5% level and concluded that ATHO was a moderator in the relationship between CBI and support intentions.

The complete moderation model can be represented as follows:

$$Y = 1.647 + 0.231CBI - 0.726Mod + 0.301CBI*Mod$$

Customer-brand identification	CBI
Attitude toward helping others/ATHO	Mod
Interaction variable	CBI*Mod

As a moderator of ATHO was discovered in the model due to the hypothesis test proving significant, it was then necessary to observe how the relationship between variables in the model changes once the interaction variable is removed. A linear regression was then run on the independent (CBI) and the dependent variable (support intentions) alone. The moderating variable (ATHO) and the interaction variable (ATHOCBI_interaction) were removed from the model this time.

Table 4.19: Table of Coefficients (Moderation effect – Hypothesis 6)

Coefficients ^a						
Model		Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.581	.212		2.744	.007
	CBI_summated	.691	.064	.612	10.879	.000

a. Dependent Variable: SI_summated

Source: SPSS (2019)

Once the linear regression involving independent (CBI) and the dependent variable (support intentions) was run, with a significance p-value of 0.00, CBI now became significant at the 5% level in the new model. Most importantly, the standardised Beta coefficient of CBI increased from 0.204 in the previous model, to 0.612 in the new model. Table 4.19 above illustrates this phenomenon. This meant that the removal of the interaction variable and moderator had a positive effect on CBI, i.e., CBI became stronger in relation to support intentions without the interaction variable. Moreover, the interaction variable (ATHOCBI_interaction) decreased the Beta coefficient of CBI. This indicated that the moderator (ATHO) had a decreasing effect on support intentions.

Objective six aimed to investigate whether ATHO moderates the relationship between CBI and support intentions. In conclusion, objective six was met as it was determined that ATHO moderated the relationship between CBI and support intentions. ATHO was revealed as a (decreasing) moderator between CBI and support intentions. Objective seven is now discussed.

4.5.7 Objective Seven

- To study whether altruistic values moderate the relationship between brand trust and support intentions

A linear regression was performed with support intentions as the dependent variable and altruistic values, brand trust and the interaction variable as the independent variables in order to investigate the following hypothesis:

H₇: Altruistic values moderate the relationship between brand trust and support intentions.

Hypothesis 7 can be summarised with the following equation:

$$Y = B_0 + B_1BT + B_2Mod + B_3BT*Mod$$

Brand Trust	BT
Altruistic Values	Mod
Interaction variable	BT*Mod

H₀: B₃=0

H₇: B₃≠0

Table 4.20: Model Summary (Hypothesis 7)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654 ^a	.428	.419	.896
a. Predictors: (Constant), AVBT_interaction, BT_summated, AV_summated				

Source: SPSS (2019)

The model summary for the linear regression involving the independent variables brand trust, altruistic values, AVBT_interaction and the dependent variable support intentions produced an R² value of 0.428. This meant that the variables CBI, ATHO and AVBT_interaction explained 42.8% of the variation in the dependent variable support intentions. According to Malhotra (2010), the R² value of 0.428 fell between 0.4 and 0.59, which meant that the model moderately explained the variation in support intentions. The ANOVA output from the linear regression involving hypothesis 7 is now discussed.

Table 4.21: ANOVA output (Hypothesis 7)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	117.549	3	39.183	48.824	.000 ^b
	Residual	157.298	196	.803		
	Total	274.847	199			
a. Dependent Variable: SI_summated						
b. Predictors: (Constant), AVBT_interaction, BT_summated, AV_summated						

Source: SPSS (2019)

Upon observing the ANOVA output for the linear regression involving the independent variables brand trust, altruistic values and AVBT_interaction, and the dependent variable support intentions, a significance p-value of 0.00 concluded that there was, in fact, a linear relationship between the variables. It was then necessary to check the Table of Coefficients (Table 4.22) to observe if the Interaction Beta value was significant.

Table 4.22: Table of Coefficients (Hypothesis 7)

Coefficients ^a						
Model		Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.253	.567		2.209	.028
	AV_summated	-.126	.420	-.064	-.300	.765
	BT_summated	.403	.156	.394	2.587	.010
	AVBT_interaction	.139	.109	.358	1.272	.205

a. Dependent Variable: SI_summated

Source: SPSS (2019)

Hypothesis 7 investigated three variables: (1) altruistic values; (2) brand trust; and (3) support intentions. The hypothesis aimed to establish whether the altruistic values moderate the relationship between brand trust and support intentions. In order to carry out this test, an interaction variable was created. The interaction variable consisted of the independent variable (brand trust) and the moderating variable (altruistic values), which became AVBT_interaction. A linear regression was then run which included independent variables brand trust, altruistic values and AVBT_interaction with the dependent variable being support intentions. The process in determining whether or not altruistic values was a moderator in the relationship between brand trust and support intentions is now explained.

H₇: Altruistic values moderate the relationship between brand trust and support intentions.

In order to test this hypothesis, it had to be observed whether the Interaction Beta value was significant or not:

H₀: B₃=0

H₇: B₃≠0

With a significance p-value of 0.205, the interaction variable was not significant at the 5% level. We therefore failed to reject the null hypothesis at the 5% level and concluded that altruistic values were not a moderator in the relationship between brand trust and support intentions. The complete moderation model can be represented as follows:

$$Y = 1.253 + 0.403BT - 0.126Mod + 0.139BT*Mod$$

Brand Trust	BT
Altruistic Values	Mod
Interaction variable	BT*Mod

Objective seven aimed to study whether altruistic values moderate the relationship between brand trust and support intentions. In conclusion, Objective seven was met as it was determined that altruistic values did not moderate the relationship between brand trust and support intentions. A brief summary of the overall findings is now made.

4.6 Overall summary of findings

Table 4.23 to follow provides a summary of the findings produced by each hypothesis that was investigated in accordance with the study.

Table 4.23: Summary of Findings

Hypothesis	Summary of Findings
H ₁	CBRA had a moderate positive influence on support intentions towards SSEs.
H ²	CBRA had a strong positive influence on brand trust towards SSEs.
H ₃	CBRA had a moderate positive influence on CBI of SSEs.
H ₄	Brand trust had a strong positive influence on support intentions towards SSEs.
H ₅	CBI had a strong positive influence on support intentions towards SSEs.
H ₆	ATHO was a moderator between the relationship of CBI and support intentions. ATHO had a decreasing moderating effect on support intentions.
H ₇	Altruistic values were just another independent variable within the model and not a moderator between the relationship of brand trust and support intentions.

Source: Determined from SPSS results (2019)

4.7 Conclusion

Chapter 4 reported the results from the statistical data analysis pertaining to the various hypotheses tests performed in relation to the study. Through the use of online surveys, the data were captured from participants in the study in order to determine the factors which influenced support intentions towards The Big Issue South Africa. The sample size, characteristics and demographics of research participants were described. Descriptive analysis further revealed that there were no potential outliers which could have skewed the data. The majority of the test results were also spread along the positive range of the research questionnaire. The statistical tests pertaining to the study were all demonstrated and relevant output was interpreted. The objectives, hypotheses and required statistical testing methods were clearly stated and the reporting of testing procedures remained consistent in order to maintain a logical structure in reporting results.

The chapter further explained the relationships which the investigated factors of CBRA, brand trust, CBI, ATHO and altruistic values shared with support intentions. All of these

scales met the requirements for internal consistency, reliability and validity, which justified them being used within the study. Potential inferences were established from inferential statistical analysis which followed the hypothesis testing of constructs in the study. These inferential statistics verified the model framework of the study. The chapter concluded with a summary of the main findings drawn from these results. The following chapter, Chapter 5, presents a more in-depth discussion of the results of the study. Supporting literature which supports or contradicts findings is also discussed. Finally, the main contributions to the study are provided.

CHAPTER 5: DISCUSSION OF RESULTS

5.1 Introduction

The following chapter presents the seven hypotheses that were tested, namely, (1) Consumer-brand relational authenticity and support intentions; (2) consumer-brand relational authenticity and brand trust; (3) consumer-brand relational authenticity and customer-brand identification; (4) brand trust and support intentions; (5) customer-brand identification and support intentions; (6) attitude toward helping others and support intentions; and (7) altruistic values and support intentions. Past literature which supports or contradicts these findings is also integrated and discussed in further detail.

5.2 Hypotheses discussion

A summary of the hypotheses tests is provided below. The sections to follow will also discuss the hypotheses with the support of empirical findings from past literature. Table 5.1 will now summarise the hypotheses tests that were investigated in accordance with the study:

Table 5.1: Hypotheses Test Summaries

Hypothesis	Path	P-value (1% level)	Result	Correlation Coefficient	Nature of Relationship
H ₁	Consumer-brand relational authenticity (CBRA) → Support intentions (SI)	0.00	Supported and significant	0.41	Positive (Moderate)
H ₂	Consumer-brand relational authenticity (CBRA) → Brand trust (BT)	0.00	Supported and significant	0.61	Positive (Strong)
H ₃	Consumer-brand relational authenticity (CBRA) → Customer-brand identification (CBI)	0.00	Supported and significant	0.59	Positive (Moderate)

H ₄	Brand trust (BT) → Support intentions (SI)	0.00	Supported and significant	0.63	Positive (Strong)	
H ₅	Customer-brand identification (CBI) → Support intentions (SI)	0.00	Supported and significant	0.65	Positive (Strong)	
Hypothesis	Path	P-value Interaction (5% level)	Result	Std. Beta of CBI (Before)	Std. Beta of CBI (After)	Nature of Moderating Relationship
H ₆	Customer-brand identification (CBI) → Attitude toward helping others (ATHO) [Moderator] → Support intentions (SI)	0.022	Supported and significant	0.204	0.612	The moderator (ATHO) had a decreasing effect on support intentions (SI).
H ₇	Brand trust (BT) → Altruistic values (AV) [Moderator] → Support intentions (SI)	0.205	Not supported and not significant	N/A	N/A	No moderating effect

Source: Calculated from SPSS results (2019)

5.2.1 Consumer-Brand Relational Authenticity and Support Intentions

Hypothesis 1 suggested a positive relationship between consumer-brand relational authenticity (CBRA) and support intentions. The test proved a moderate positive relationship between CBRA and support intentions with a Spearman's rho correlation coefficient of 0.41. It can therefore be concluded that the CBRA of consumers has a moderate positive influence on the support intentions of consumers towards SSEs. A higher level of CBRA is thus

associated with a moderately higher level of support towards SSEs. These findings support Kottasz (2004) who established that the reputations and past records of social enterprises are crucial factors in influencing an individual's intention to support them. Daw and Cone (2010) also argue that an authentic brand is fundamental in remaining relevant to potential supporters as well as establishing a strong base of support towards a social enterprise's cause. Akbar (2016) also suggested that focusing on creating an authentic brand in the eyes of its customers is the sustainable solution for acquiring human and financial resources (support). Akbar (2016) concludes that brand authenticity positively influences support intentions.

Based upon the literature discussed, brand authenticity has a direct impact on support intentions (Akbar, 2016; Daw & Cone, 2010; Kottasz, 2004). However, besides the scale-development of CBRA carried out by Ilicic and Webster (2014) which suggests that CBRA significantly predicts brand attitudes and purchase intentions, no other studies have investigated CBRA in any given context. This indicated the need to explore this construct further. The study therefore addressed this gap in literature by investigating CBRA. The findings produced by the study in relation to CBRA and support intentions will thus be considered novel literature on the topic.

In conclusion, based on previous literature discussed as well as on the findings produced by the study, the relationship between CBRA and support intentions is apparent. This means that a higher level of CBRA that a consumer has for a brand is associated with a higher level of his/her support for that particular brand. CBRA thus plays a significant role in support intentions.

5.2.2 Consumer-Brand Relational Authenticity and Brand Trust

Hypothesis 2 suggested a positive relationship between consumer-brand relational authenticity (CBRA) and brand trust. The test proved a strong positive relationship between CBRA and brand trust with a Pearson correlation coefficient of 0.61. It can therefore be concluded that the CBRA of consumers has a strong positive influence on the brand trust of consumers towards SSEs. A higher level of CBRA is thus associated with a significantly higher level of brand trust towards SSEs. This is supported by a previous study conducted by Schallehn *et al.* (2014) that found a significantly positive relationship between brand authenticity and brand trust. Eggers *et al.* (2013) also found that brand trust was influenced by brand authenticity. Sung and Kim (2010) established that brands perceived as having

sincere and competent brand personality traits were more likely to affect brand trust.

In conclusion, based on previous literature discussed as well as on the findings produced by the study, the relationship between CBRA and brand trust is apparent. This means that a higher level of CBRA a consumer has for a brand is associated with a higher level of brand trust for that particular brand. CBRA thus plays a significant role on brand trust.

5.2.3 Consumer-Brand Relational Authenticity and Customer-Brand Identification

Hypothesis 3 suggested a positive relationship between consumer-brand relational authenticity (CBRA) and customer-brand identification (CBI). The test proved a moderate positive relationship between CBRA and CBI with a Spearman's rho correlation coefficient of 0.59. It can therefore be concluded that the CBRA of consumers has a moderate positive influence on the CBI of SSEs. A higher level of CBRA is thus associated with a moderately higher level of CBI of SSEs. A prior study by Coary (2013) also suggests that a high level of brand authenticity has the ability to remind a customer of a positive identity trait within themselves that could ultimately enhance a customer's connection with a brand. Similarly, Morhart *et al.* (2014) suggest that authentic brands carry a symbolic value that can resonate with a customer in identifying their personal likeness with a brand. Similarly, Alexander (2009) suggests that good brand authenticity could create a desired aura around a brand which could identify with certain customers.

In conclusion, based on previous literature discussed as well as on the findings produced by the study, the relationship between CBRA and CBI is apparent. This means that a higher level of CBRA a consumer has for a brand is associated with a higher level of CBI for that particular brand. CBRA thus plays a significant role on CBI.

5.2.4 Brand Trust and Support Intentions

Hypothesis 4 suggested a positive relationship between brand trust and support intentions. The test proved a strong positive relationship between brand trust and support intentions with a Spearman's rho correlation coefficient of 0.63. It can therefore be concluded that the brand trust of consumers has a strong positive influence on the support intentions of consumers towards SSEs. A higher level of CBRA is thus associated with a significantly higher level of brand trust towards SSEs.

Given the lack of past literature around brand trust in relation to support intentions, the current study addressed this research gap by investigating this phenomenon. As no other studies have investigated this phenomenon within any context, the findings produced on brand trust's relationship with support intentions were novel and a valuable contribution to the research field around factors impacting support intentions. In conclusion, the findings of the study revealed that the relationship between brand trust and support intentions is apparent. This means that a higher level of brand trust a consumer has for a brand is associated with a higher level of his/her support for that particular brand. Brand trust thus plays a significant role on support intentions.

5.2.5 Customer-Brand Identification and Support Intentions

Hypothesis 5 suggested a positive relationship between customer-brand identification (CBI) and support intentions. The test proved a strong positive relationship between CBI and support intentions with a Spearman's rho correlation coefficient of 0.65. It can therefore be concluded that the level of CBI a consumer possesses towards a SSE has a strong positive influence on the support intentions of consumers towards that SSE. A higher level of CBI is thus associated with a significantly higher level of support of SSEs.

This is consistent with a study conducted by Akbar (2016) who suggested that if a potential supporter is able to identify a cognitive fit with what a brand represents, it would likely enhance their support intentions. The study conducted by Akbar (2016) which identified donation intentions, volunteering intentions, bequest intentions and willingness to recommend as types of support intentions deduces that CBI has a positive effect on all these types of support intentions. Similarly, Peloza and Hassay (2007) propose that, when individuals associate themselves with a social enterprise's cause, they tend to develop feelings of sympathy towards that particular cause that will potentially drive support for the cause. A study conducted by Dukerich, Dutton and Harquail (1994), it reveals that when an individual associates him/herself with an organisation, the likelihood of supporting that specific organisation is much greater. Lichtenstein *et al.* (2004) also found that customer-company identity (customer-brand identity) had a positive influence on non-profit donations (support intentions). Tuškej *et al.* (2013) revealed that customers with a high level of brand identification have an increased willingness to recommend and support via positive WOM.

Additionally, Bhattacharya *et al.* (2007) suggested that CBI positively affects brand

relationships which, in turn, drive support behaviours towards a brand. In a different study, Bhattacharya *et al.* (1995) also concluded that an individual's intention to donate is positively influenced by how well he/she can identify with an organisation. Similarly, Bennett (2011) revealed that an enhanced perception of brand affinity and a strong sense of brand identification increase the donation support intentions of an organisation's potential target market. Breitsohl, Rodell, Schröder and Keating (2015) found that volunteering intentions were positively related to company identification. Bhattacharya and Sen (2003) also suggested that a high level of CBI can positively influence bequest intentions for a firm as a result of CBI creating strong long-term customer-brand relationships. Ahearne *et al.* (2005) reveal that CBI has a positive influence on an individual's willingness to recommend a certain brand.

In conclusion, based on previous literature discussed as well as on the findings produced by the study, the relationship between CBI and support intentions is apparent. This means that a higher level of CBI a consumer has for a brand is associated with a higher level of their support for that particular brand. CBI thus plays a significant role in support intentions.

5.2.6 Attitude Toward Helping Others and Support Intentions

Hypothesis 6 suggested attitude towards others (ATHO) moderated the relationship between CBI and support intentions. This moderating relationship was supported and proven significant. The test proved that ATHO was a moderator in the relationship between CBI and support intentions. Upon further analysis, the removal of the interaction variable resulted in the standardised Beta coefficient of CBI increasing from 0.204 in the previous model (including the interaction variable), to 0.612 in the new model (without the interaction variable). This meant that the removal of the interaction variable and moderator had a positive effect on CBI, i.e., CBI became stronger in relation to support intentions without the interaction variable. Moreover, the interaction variable decreased the Beta coefficient of CBI. This indicated that the moderator (ATHO) had a decreasing effect on support intentions.

This is inconsistent with a previous study by Akbar (2016) that revealed that ATHO was not a moderating variable on the relationship between customer-brand identification (CBI) and support intentions. However, the study is supported by a study conducted by D'Antonio (2014) that found that ATHO significantly and positively influenced a consumer's willingness to donate to a world hunger-related charity. Research in support of this view

seems more likely given how conceptually aligned ATHO and support intentions are to one another. Unlike the study by D'Antonio (2014) where ATHO had a positive influence on a type of support intention, the current study revealed ATHO to have a negative influence on support intentions. However, as Akbar (2016) also mentioned, this finding seems inconsistent with evidence from previous literature. A negative influence therefore exists between ATHO and support intentions making this a good contribution given that the two variables were positively related in past literature. Based on this discussion, a theoretical plausibility may exist where ATHO and support intentions are positively related, or where ATHO has a positive increasing moderating effect on the relationship between CBI and support intentions. As a result, further investigation into the relationship between these three variables is deemed necessary.

5.2.7 Altruistic Values and Support Intentions

Hypothesis 7 suggested that altruistic values moderate the relationship between brand trust and support intentions. The interaction variable's significance p-value of 0.205 produced by the linear regression test involving hypothesis 7 led to the null hypothesis failing to be rejected at the 5% level. Thus, this moderating relationship was not supported and proved to be not significant. The test proved that altruistic values was not a moderator in the relationship between brand trust and support intentions, but just another independent variable within the model. In comparing the test results to past literature, a study conducted by Bendapudi *et al.* (1996) revealed that motives, such as altruism, were found to have moderating effects on support intentions such as donating. Similarly, a study conducted by Wu *et al.* (2008) produced findings which proved that personal reciprocity, commonly referred to as altruistic values, acts as a mediating variable between brand trust and brand loyalty to future purchase intentions. The statement from hypothesis 7 is in partial agreement with this past literature, although test results in relation to the study have proven otherwise. In conclusion, within the study, altruistic values were proven not to be a moderator in the relationship between brand trust and support intentions.

5.3 Conclusion

Chapter 5 provided a discussion of the results provided from the hypothesis testing. The results were also compared to previous literature in terms of supporting or contradicting the

findings of the study. Chapter 6 concludes the study. The managerial and theoretical implications are discussed, followed by the contribution and limitations of the study. Lastly, the recommendations for future research will be outlined, followed by the final conclusion to the study.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

In light of the results produced by the study, which were discussed in Chapters 4 and 5, the intention of this chapter is to interpret the results within a managerial context, apply the inferences to practical marketing research and reach a final conclusion concerning the impact of branding on SSEs. Chapter 6 begins with a summary of the outcome of each hypothesis test, as well as overall conclusions to theoretical questions relevant to the outcome of the study. These questions pertain to the factors which influence support intentions, SSEs and marketing applications. The managerial and theoretical implications are then explored, followed by the contribution of the study. Thereafter, the limitations which challenged this research study are discussed, followed by the recommendations for future research. In closing, the final conclusion to the study is made.

6.2 Summary of findings

The purpose of this study was to determine the impact of branding on the support intentions towards SSEs. Based on the research foundation established in the literature review as well as empirically tested marketing theory, the research questions of the study were constructed.

Primary research question:

- What factors positively influence the support intentions towards supported social enterprises (SSEs)?

The following secondary research questions were also investigated:

- Does consumer-brand relational authenticity (CBRA) positively influence the support intentions towards SSEs?
- Does CBRA positively influence the brand trust towards SSEs?
- Does CBRA positively influence the consumer-brand identification (CBI) of SSEs?
- Does brand trust positively influence the support intentions towards SSEs?
- Does CBI positively influence the support intentions towards SSEs?

- Does attitude toward helping others (ATHO) moderate the relationship between CBI and support intentions?
- Do altruistic values moderate the relationship between brand trust and support intentions?

These research questions supported the development of the conceptual model to the study, which is depicted below in Figure 6.1:

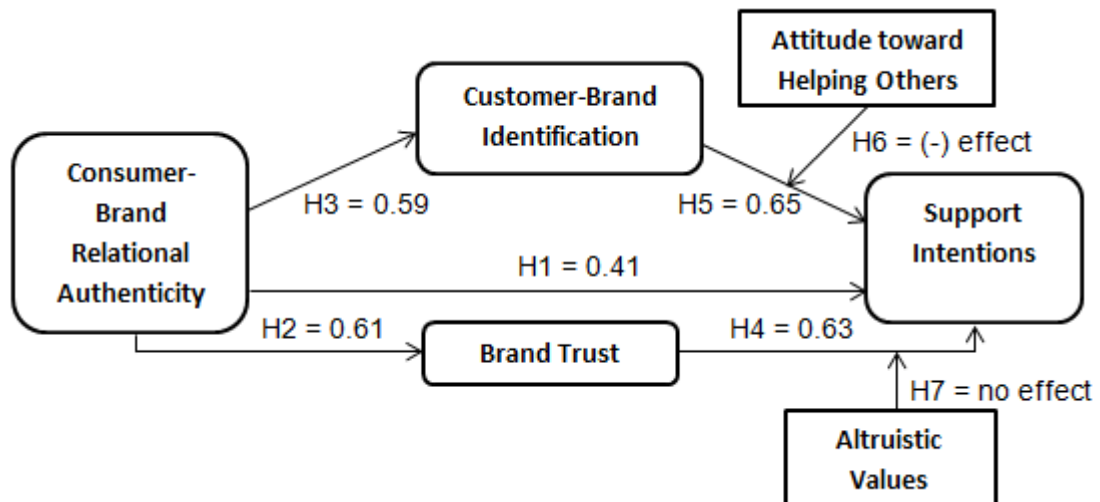


Figure 6.1: Factors Influencing Support Intentions Conceptual Model

Source: Adapted from Akbar (2016)

The final conclusions made for the seven hypothesis tests performed in order to substantiate the conceptual model of the study are summarised as follows:

Table 6.1: Summary of Findings

	Relationship	Significance	Strength
H ₁	CBRA has a positive influence on the support intentions towards SSEs	Supported and significant	Moderate positive relationship (0.41)
H ₂	CBRA has a positive influence on the brand trust towards SSEs	Supported and significant	Strong positive relationship (0.61)
H ₃	CBRA has a positive influence on the CBI of SSEs	Supported and significant	Moderate positive relationship (0.59)
H ₄	Brand trust has a positive influence on the support intentions towards SSEs	Supported and significant	Strong positive relationship (0.63)
H ₅	CBI has a positive influence on the support intentions towards SSEs	Supported and significant	Strong positive relationship (0.65)
H ₆	ATHO moderates the relationship between CBI and support intentions	Supported and significant	Negative moderating relationship displayed
H ₇	Altruistic values moderate the relationship between brand trust and support intentions	Not supported and not significant	No relationship displayed

Source: Determined from SPSS results (2019)

The overall conclusions deduced by the study are now discussed and interpreted. The following section will provide recommendations to how the inferences that were drawn from the study can be applied to practical marketing and management within a SSE industry.

6.3 Recommendations

The primary objective of the study was to determine the factors that positively influence the support intentions towards SSEs. The research question was: *What factors positively influence the support intentions towards supported social enterprises (SSEs)?* The Big Issue South Africa was chosen as the case unit to represent a SSE within the context of study. The research question and primary objective was addressed throughout the study by identifying the factors which positively influence support intentions. The following section mentions these factors and provides recommendations on how these factors can apply to the marketing practices of SSEs.

6.3.1 What Factors positively influence Support Intentions?

It was proven in the testing phase of the study that all three variables, consumer-brand relational authenticity (CBRA), brand trust and customer-brand identification (CBI), hypothesised to have a direct positive influence on support intentions did, in fact, support this phenomenon. However, only one of the variables hypothesised to possess a moderating influence on support intentions supported this phenomenon. The variable attitude toward helping others (ATHO) was determined as a moderator between the relationship of CBI and support intentions: this moderating relationship was described as negative in nature, meaning ATHO had a decreasing effect on support intentions. While this finding was not determined as a positive influence on support intentions as predicted, a moderating relationship was established between these variables which supported this phenomenon.

Alternatively, the variable, altruistic values, was determined not to possess any moderating influence on the relationship between brand trust and support intentions. This finding not only failed to support the phenomenon which was hypothesised, but was also contrary to previous literature (Bendapudi *et al.*, 1996; Wu *et al.*, 2008). Therefore, the outcome of the study revealed that the factors CBRA, brand trust and CBI had a direct positive impact on support intentions. It is thus deduced that, by SSEs focusing on incorporating these factors into their marketing communication and branding strategies, this can be an effective way of gaining support for their organisations.

6.3.2 How can Supported Social Enterprises leverage these Factors?

SSEs need to create awareness among their stakeholders (consumers, customers, donors and supporters) with regards to the missions they carry out, as well as on ways in which their stakeholders can contribute to their missions. In order to create awareness, managers of SSEs can focus on showing their impact through creative storytelling that is able to communicate the core and heart of their organisations. Managers can also focus on creating landing pages that are committed to their SSE goals and causes, and which show the tangible impacts of their organisations.

However, creating awareness among stakeholders will not necessarily lead to an increased level of support without creating the behavioural motivation within a stakeholder's mind to take supportive action. Creating this behavioural motivation can be based on certain

marketing functions a SSE performs, for example, aligning the cause with the stakeholder, building brand trust and credibility by showing true accounts of social/environmental impacts, practicing organisational transparency and personally connecting with stakeholders by getting them involved. Hence, marketing the ideal communication becomes crucial when trying to achieve this desired outcome.

From what was established in the study, such a motivation can be developed in scenarios where a SSE brand focuses on being genuine and true with regards to the relationship it shares with its stakeholders; a SSE brand focuses on forming a psychological connection to a potential stakeholders' cognitive self-identity; and a SSE brand forms a strong level of trust with their stakeholders. These scenarios suggest that incorporating CBRA, brand trust and CBI into a SSE's marketing strategy can enhance levels of support towards the organisation. Practical solutions in applying this to marketing strategy are now suggested.

In practice, managers of SSEs should build credibility in a way that their stakeholders view as authentic (CBRA). With regards to content creation, SSE marketers should focus on sharing pictures, narratives and in-depth discussions of all the positive impacts their organisation yields. There should be a strong link between the SSE's mission and the promise it makes to various stakeholders. Building a long-term relationship with stakeholders is fundamental to a SSE's success. Having stakeholders who will advocate the brand over the long-term is essential to achieving this. SSEs can grow their numbers of potential brand ambassadors by aligning the positive impacts and values of their brand with the values of their stakeholders. Therefore, managers of SSEs should consider devoting time to understanding the social or environmental concerns which their target audience's value.

Engaging with stakeholders and motivating them to contribute to a SSE's cause can be a solution to forming the personal brand connection, known as CBI, responsible for enhancing support intentions. Marketing managers of SSEs can invite stakeholders to join social movements related to their SSE. This can be done via online engagements or cause-related public gatherings and by personalising the stakeholders' experiences by getting them involved and by encouraging them to share personal stories of their own social philanthropy or experiences, or asking for their feedback on what social issues they feel need to be urgently addressed. By involving customers on a personal level, a SSE could develop a deeper connection with its customers.

Marketing managers of SSEs should also focus on sending the right messages to stakeholders. Messages should be concise, simply worded, meaningful, and truthful and should always be focused on what is important and relevant to stakeholders. Managers should remain aware of and adapt to any significant changes in their stakeholders' interests and concerns. For example, if there is a new global environmental crisis that stakeholders are aware and concerned about, a SSE could similarly show its awareness of the situation by communicating marketing messages in support of the crisis. In such a case, a stakeholder would regard this as a genuine and credible gesture from a SSE for a matter of their personal concern. As a result, stakeholders could experience an increased level of brand trust towards that SSE.

However, a foundation of brand trust with stakeholders can be very easy to lose through bad publicity or negative press that can damage a SSE's reputation. In order to maintain brand trust when faced with these challenges, SSE marketing managers should firstly focus on telling the truth in a transparent manner. Communicating the facts to the public should be done immediately, while being open to questioning to reinforce transparency.

Therefore, by structuring marketing strategy and communication along the lines of the practical solutions suggested above, SSEs can build a positive image of their brand within consumers' minds that could potentially lead to them taking supportive action. In effect, this can positively influence their support intentions towards a SSE.

6.3.3 What Role does SRM play in driving Support Intentions towards SSEs?

For SSEs, transparency in reporting social or environmental impacts and being socially responsible in marketing communications (SRM) can build trust and credibility among the general public, consumers and stakeholders, as well as encourage transparency and accountability in operational conduct. Transparent reporting can therefore support and even strengthen the mission statement of a SSE. Focusing on CBRA and brand trust when developing marketing communication and brand management strategy can create this transparency. From what was found in the study, it can be deduced that CBRA and brand trust should therefore form the basis of SRM implemented by SSEs.

As consumers are more likely to support SSEs that are contributing to the world in a positive way and that demonstrate SRM, it is essential for SSEs to boost the digital awareness of their

positive activities in a socially responsible and transparent way, as well as to generate associations between their brand and their target audience of supporters. From what was established in the study, focusing on creating marketing communication which ties in CBI to a SSE brand can be a solution to forming this association between a brand and its supporters. CBI should therefore form a key part of brand management strategy and SRM of SSEs.

However, from what was revealed in the study, emphasising ATHO when forming marketing communication will negatively impact the link between CBI and the support intentions of a consumer. Therefore, SSEs should try to avoid excessive association with the theme of ATHO in their SRM strategy but should rather focus on positioning their brands and SRM strategy to appeal to CBI in order to enhance support. In other words, SSE managers should instruct their marketing divisions to focus on building personal brand connections and engagements which encourage involvement with stakeholders instead of appealing to sympathy in an attempt to change a stakeholder's attitude towards helping those in need.

6.3.4 Overall Conclusion to the Research Problem

The purpose of the study was to investigate the impact of branding on the support intentions towards SSEs. In order to achieve this, the factors influencing support intentions towards SSEs were investigated, using The Big Issue South Africa as an industry example. The factors investigated in relation to support intentions were consumer-brand relational authenticity (CBRA), brand trust, customer-brand identification (CBI), attitude toward helping others (ATHO) and altruistic values.

The aim of the study was to explain these factors and provide a framework to managers of SSEs in order for them to become more brand competitive in attaining support, market appealing, sustainable in the long-run, and thus more capable of addressing key socio-economic issues such as homeless unproductivity, unemployment, and the skills gap. From what was revealed in the study, it can be established that incorporating themes of CBRA, brand trust, and CBI into marketing communication and brand management can lead to an increased level of support for a SSE.

Examples of incorporating such themes into SSE marketing communication are as follows:

Building a strong link between the SSE's mission and the promises made to various

stakeholders; aligning the cause and organisational values with the stakeholders; engaging with stakeholders and motivating them to contribute to the SSE's cause; personalising the stakeholders' experience by getting them involved; making marketing messages concise, simply worded, meaningful, truthful, and focused on what is important to stakeholders; adapting marketing messages to changes in stakeholders' interests and concerns; building brand trust and credibility by showing true accounts of social/environmental impacts and practicing organisational transparency.

SRM is a key component to creating a sense of transparency, sincerity and truthfulness around a SSE brand. The study established that it is essential for SSEs to implement their SRM strategies based on the fundamentals (CBRA, brand trust, and CBI) in order to be more acceptable to supporters. Moreover, brand trust and CBI possessed the strongest relationship with support intentions. It can thus be suggested that focusing on brand trust and CBI themed messages when developing branding or marketing strategies is recommended to leverage support for SSEs. These themes can be applied by communicating the true accounts of a SSE's social/environmental impacts; delivering organisational transparency in marketing messages; as well as personally connecting with stakeholders by engaging them to become involved and contribute.

Lastly, it was revealed that focusing on ATHO when forming marketing communication will negatively impact on the link between CBI and the support intentions of a consumer. SSEs should thus try to avoid emphasising ATHO in their SRM strategies. SSEs should rather focus on positioning their brand management and SRM strategies around brand trust and CBI when looking for additional support.

6.4 Implications

The following section deals with the implications of the research study. Theoretical and managerial implications were established for the benefit of managers, marketers, scholars, and future researchers.

6.4.1 Theoretical Implications

The study adapted its conceptual model based on a model previously proposed by Akbar (2016). The predictor variable in the current study is CBRA. The outcome variable is support

intentions. The influences of CBRA, brand trust and CBI on support intentions were investigated. ATHO was tested as a potential moderator between CBI and support intentions. Finally, altruistic values were tested as a potential moderator between brand trust and support intentions. Therefore, the proposed conceptual model of the study intended to contribute to marketing literature by explaining which of these factors positively influences support intentions within a SSE context. It was established that CBRA, brand trust and CBI positively influence support intentions and that ATHO was a negative moderator on the relationship between CBI and support intentions. Future researchers investigating this topic can therefore reference or expand upon the literature that was established through this study.

The constructs added to the new proposed model adapted from Akbar (2016) are: CBRA, brand trust and altruistic values. The study aimed to uncover novel literature around the construct CBRA which was developed by Ilicic and Webster (2014). Besides the scale development by Ilicic and Webster (2014), CBRA remained unexplored upon examining past literature. No other previous studies investigated this construct within any given context, including a SSE context. This indicated the need to explore CBRA further in order to contribute new and valuable marketing theory around this construct.

Given the lack of past literature around brand trust in relation to support intentions, the current study sought to address this research gap by probing into this phenomenon. As no other studies have investigated this phenomenon, this presented the opportunity to yield valuable insights into a new research field. Investigating brand trust and altruistic values in relation to support intentions contributes to the knowledge and understanding of support intentions. Therefore, by establishing well-grounded theory and literature based on the influence of CBRA, brand trust and altruistic values on support intentions within a SSE context, future researchers investigating support intentions or other donating behaviours within SA's social economy or from an international context, could benefit from this study.

The findings of this study therefore fill theoretical gaps that remained unexplored in the past. The study's theory provided on CBRA, brand trust and altruistic values in relation to support intentions can allow for replication or further exploration. For instance, CBRA and brand trust's positive relationship with support intentions can be strengthened or contradicted if future researchers wish to explore this phenomenon further. Likewise, as altruistic values were determined by the study not to have a moderating influence between brand trust and support intentions and as this was contradicted by previous literature, future researchers can

explore this phenomenon. The theory which the study provides around altruistic values, brand trust and support intentions can thus provide an initial foundation from which to base a future study of this kind.

6.4.2 Managerial Implications

The study intended to provide an important policy contribution around brand management and SRM of organisations operating within SA's social economy. The outcome of the study determined whether brand management and SRM should form the basis of policies pertaining to donation campaigns and fundraising strategies related to these organisations. The study established that focusing on aligning themed messages of CBRA, brand trust and CBI into SRM and brand management strategy can enhance support for a SSE. The importance of channelling support through brand management and SRM is thus apparent. The key focus areas on which to base these strategies are also identified in the study, i.e., CBRA, brand trust and CBI. Therefore, tapping into these factors by integrating them with brand management and SRM strategy could elicit support intention behaviour.

The study also aimed to contribute to SA's National Development Plan (NDP) government policy. The NPD serves as SA's long-term socio-economic policy blueprint in reducing poverty and inequality in SA by 2030 (NPC, 2018). Some objectives of the NDP are aimed at reducing unemployment to 6% by 2030, as well as to create employment through entrepreneurship and public works programmes (NPC, 2018). The study aimed to contribute to these NDP objectives and to some of the United Nations' Sustainable Goals. In particular, Goal 1: End poverty in all its forms everywhere; Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all; and Goal 10: Reduce inequality within and among countries (United Nations Sustainable Development, 2020).

The findings of the study contribute to these humanitarian goals and objectives by providing a marketing guide for SSEs to address socio-economic issues in SA and around the world. The marketing guide proposed by the study is intended to serve as a practical guide to managers of SSEs on ways to improve their market competitiveness and gain support for their organisations. The guide ultimately aims for SSE's operating within SA's social economy to achieve a higher level of operational success and sustainability in the long-run. SSEs operating internationally can also benefit by applying the marketing guide proposed by the study.

By providing ways of channelling their marketing to gain maximum support, SSEs will be able to run their operations more efficiently to allow them to achieve their goals faster. The findings of the study could thus support the processes of SSEs when addressing key socio-economic issues in SA and around the world such as poverty, inequality, poor economic growth, poor health care and education, homeless unproductivity, unemployment, and the skills gap, among others. Consequently, this could contribute to addressing the aforementioned policy objectives set out in SA's NDP, as well as the United Nations' Sustainable Goals.

In order to contribute to the policy objectives, the managerial contribution of the study provides a conceptual framework for marketing managers of SSEs, which explains the factors that have the most significant impact in driving support intentions and allows marketing managers of other organisations operating within SA's social economy to focus on the key areas identified and apply them to their marketing strategies in order to gain enhanced support from their customers, stakeholders and the general public. The study revealed that shaping marketing communication messages towards CBRA, brand trust and CBI could increase levels of support towards a SSE.

However, it was revealed that focusing on ATHO will negatively impact on the link between CBI and the support intentions. Managers should therefore avoid appeals to ATHO when developing marketing efforts to gain support and should rather focus on instilling messages of CBRA, brand trust and CBI into their marketing strategies. This means that, instead of appealing to sympathy to gain support by attempting to change a stakeholder's attitude towards helping others in need, marketing managers of SSEs should focus on aligning their cause with the stakeholders, develop content which communicates the true reflection of impacts, practice organisational transparency and connect personally with stakeholders by encouraging them to contribute to the cause.

The findings will inform managers on ways to rework their marketing plans and direct their strategies towards keeping CBRA, brand trust and CBI in the minds of their consumers. Moreover, the findings suggest that brand trust and CBI have the strongest positive influences on support intentions. Focusing on tailoring marketing communication to deliver messages of brand trust and CBI to consumers and supporters thus becomes key in driving support behaviour. The findings suggest that managers of SSEs should focus on creating a trustworthy brand to gain the trust of their consumers and retain supporter bases in order to

drive support intention behaviour.

With regards to marketing a CBI connection to elicit positive support behaviour, the findings suggest that managers of SSE's should focus on delivering a brand purpose that forms a psychological connection to a consumer, potential donor or supporter's cognitive self-identity that makes him/her feel a sense of belonging to the brand and its purpose. Hence, a marketing approach infusing these elements and applying them to managerial practice could be a successful strategy in leveraging support for SSEs.

Managers who operate within SA's social economy, as well as the rest of the world can find this study insightful and valuable. The outcome of the study produced a conceptual framework explaining the factors that have the most significant impact on driving support intentions. This framework can be beneficial for managers and marketers of SSEs with regard to leveraging local and international support for their organisations. However, the insights drawn from the study are not limited to the SSE or non-profit sector, but can be applied in the corporate business sector as well. For instance, marketers in the corporate field who are designated to attracting corporate social investment (CSI) can draw on insights from the study in order to attract support for these CSI initiatives.

6.5 Limitations of the study

A possible limitation of the study is that the research method was purely quantitative. The measurement instrument's seven point Likert scale design therefore confined participants to only seven fixed-alternative responses to choose from in measuring the constructs related to the study. Additional qualitative research, such as in-depth interviews, could provide valuable insights and understanding into the underlying motivations, beliefs and feelings behind individuals' behavioural patterns connected to their support intentions. Additional qualitative insight could prove useful in supporting the quantitative findings.

Budget and time constraints also limited the amount of data that could be collected for the study. Hence, without these constraints, a larger sample size could have been investigated for a better representation of the given population. Geographically, the sample of the study was limited to Cape Town.

The study also experienced a difficult data collection process as the target population's age

bracket of 26 to 34 years proved challenging to sample. The three initial filter questions in the questionnaire contributed to this difficulty, as many participants failed to be included in the study at the starting point of the questionnaire. Many participants failed to recognise the Big Issue South Africa organisation and were thus eliminated at the starting point of the questionnaire. This, along with the narrow age bracket, made data collection a lengthy and difficult process overall.

The recommendations for future research are now discussed.

6.6 Future research

The study was limited in the amount of past research available on South African social enterprises, as most of this research is outdated. There is also a lack of current studies based on support intentions or donation behaviours within a social enterprise context, which limited the amount of relevant past literature available for the study. The need to produce current and novel literature in this field of research is thus identified. The study was limited to only investigating CBRA, brand trust, CBI, ATHO and altruistic values in relation to support intentions. This provides an opportunity to explore other factors which could potentially impact support intentions. Based on past research, these factors could include: brand equity, brand loyalty, brand sentiment, biospheric values, egoistic values, emotional attachment and religiosity (Bennett, 2011; De Groot & Steg, 2009; Liu *et al.*, 2011; Prakasha, Choudhary, Kumarc, Garza-Reyesd, Khane & Pandaf, 2019; Ranganathan & Henley, 2008; Wu *et al.*, 2008).

Comparative studies can be conducted for future research purposes, where different SSEs operating within SA can be compared on the basis of factors influencing support intentions. This could provide a detailed reflection of the strengths and limitations of the South African social economy. A future study such as this could allow different social enterprise to learn from each other with regards to enhancing support. Additionally, a future comparative study could be conducted on the various social enterprise business models in operation throughout SA. Research in this field could thus contribute in developing a viable blueprint for social enterprises that could help in attaining and maintaining support from various stakeholders.

The study chose to apply a quantitative research approach. Future researchers could potentially use qualitative research or incorporate a mixed method approach to gain more

personal insights into the motivational beliefs behind the support intentions of respondents. For instance, a qualitative approach could investigate the motivation and rationale behind ATHO being revealed as a decreasing moderator between CBI and support intentions within the study. Additionally, mediation testing of CBI and brand trust on CBRA and support intentions could be included for future research purposes.

Future researchers could also investigate support intentions of respondents over a prolonged period of time. Therefore, probability sampling techniques, such as cluster or stratified sampling that is non-random, could be used to select respondents. The use of probability sampling for future research could also increase the accuracy and relevancy of findings to provide a more representative estimation of the full population of interest. The sample size for the quantitative study could also be considerably larger to allow for generalisation.

The study's target population consisted of young working professionals aged 26 to 34 residing in Cape Town. This geography was relevant, given that The Big Issue South Africa is a Cape Town based organisation. However, for future research, a larger target population with a wider age span could increase the generalisability of the findings over a broader population. This could also address the limitation the study experienced in having a lengthy and difficult data collection process. A wider age span could thus allow for a greater number of participants which could significantly increase response rates and the scale of responses. Additionally, as the study was limited to Cape Town, for future research purposes, the study could extend across other major cities of SA such as Johannesburg.

As SA is such a diverse country, future research could focus on the impact that demographic factors, such as race, culture, social class and income level, has on support intentions. Gender could also be factored into potential future studies to determine whether there are differences between male and female levels of support intentions towards social enterprises or non-profits.

Finally, further investigating the descriptive statistic that measured previous support of The Big Issue could be a worthwhile probe. This statistical test, which determined whether participants who were aware of The Big Issue had previously donated to the cause/ bought a magazine or whether they had done neither, was roughly split down the middle. Both these groups formed part of the final study on the basis that they were aware of The Big Issue brand. However, finding out the true motivations behind each group's distinctive behaviour

could yield interesting results. For example, comparing the two groups on the basis of what drove the group who donated's support intention and what could drive the other group to take similar action.

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APPENDIX 1: The measurement instrument



UNIVERSITY OF CAPE TOWN
FACULTY OF COMMERCE
Igniting Knowledge and Opportunity



Questionnaire
Number:

Dear respondent:

This research questionnaire is conducted by a Master of Business Science (Marketing) student at the University of Cape Town. The purpose of the research is to investigate factors that influence support intentions of supported social enterprises: the case of The Big Issue South Africa. This research has been approved by the Commerce Faculty Ethics in Research Committee.

Note that your **participation in this research is completely voluntary**. You may choose to withdraw from the research at any time. The study will require you to provide some identifiable information, however **all responses will be confidential**. Therefore, participation in this research will remain completely anonymous. Note that your responses will be used for the purpose of this research only.

The research questionnaire will take approximately **5-10 minutes** to complete.

Should you feel the need for any further questioning regarding the research, you may contact the following persons:

Researcher: Mr Aaqib Simons (simonsaaqib@gmail.com)

Supervisor: Mr Sipiwe Dlamini (sipiwe.dlamini@uct.ac.za)



A vendor employed by The Big Issue

Please answer the following questions:

1.	Are you between the ages of 26 and 34?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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2.	Do you currently reside in Cape Town?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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3.	Are you familiar with the Big Issue South Africa?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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If “Yes” in all of the above questions, please continue with the rest of the questionnaire. If “No” in one of the above questions, you do not need to complete the rest of the questionnaire. Thank you for your time.

Please indicate how much you agree or disagree with the following statements by selecting a number. Note that (1) represents ‘Strongly Disagree’ and (7) represents ‘Strongly Disagree’

		Strongly Agree (1)	2	3	Neutral (4)	5	6	Strongly Disagree (7)
4.	The Big Issue cares about openness and honesty in close relationships with consumers.	1	2	3	4	5	6	7
5.	In general, The Big Issue places a good deal of importance on consumers understanding who they truly are.	1	2	3	4	5	6	7
6.	The Big Issue wants consumers to understand the real them rather than just their “public image”.	1	2	3	4	5	6	7
7.	Consumers can count on The Big Issue being who they are regardless of the situation.	1	2	3	4	5	6	7

Please indicate how much you agree or disagree with the following statements by selecting a number. Note that (1) represents ‘Strongly Disagree’ and (7)

represents 'Strongly Disagree'

		Strongly Agree (1)	2	3	Neutral (4)	5	6	Strongly Disagree (7)
8.	I trust The Big Issue.	1	2	3	4	5	6	7
9.	I can rely on The Big Issue.	1	2	3	4	5	6	7
10.	I feel secure when I support The Big Issue because I know that it will never let me down.	1	2	3	4	5	6	7

Please indicate how much you agree or disagree with the following statements by selecting a number. Note that (1) represents 'Strongly Disagree' and (7) represents 'Strongly Disagree'

		Strongly Agree (1)	2	3	Neutral (4)	5	6	Strongly Disagree (7)
11.	The Big Issue reflects who I am.	1	2	3	4	5	6	7
12.	I can identify myself with The Big Issue.	1	2	3	4	5	6	7
13.	I feel a strong sense of belonging to The	1	2	3	4	5	6	7

	Big Issue.							
14.	I think The Big Issue (could) help(s) me to become the type of person I want to be.	1	2	3	4	5	6	7
15.	The Big Issue embodies what I believe in.	1	2	3	4	5	6	7

Please indicate how much you agree or disagree with the following statements by selecting a number. Note that (1) represents 'Strongly Disagree' and (7) represents 'Strongly Disagree'

		Strongly Agree (1)	2	3	Neutral (4)	5	6	Strongly Disagree (7)
16.	People should be willing to help others who are less fortunate.	1	2	3	4	5	6	7
17.	Helping people in need with their problems is very important to me.	1	2	3	4	5	6	7
18.	People should be more charitable toward others in society.	1	2	3	4	5	6	7

19.	People in need should receive support from others.	1	2	3	4	5	6	7
------------	--	---	---	---	---	---	---	---

Please indicate how much you agree or disagree with the following statements by selecting a number. Note that (1) represents 'Strongly Disagree' and (7) represents 'Strongly Disagree'

		Strongly Agree (1)	2	3	Neutral (4)	5	6	Strongly Disagree (7)
20.	I believe in equality and that there should be equal human rights and opportunities for everyone.	1	2	3	4	5	6	7
21.	I believe in a world of peace, free of war and conflict.	1	2	3	4	5	6	7
22.	I believe in social justice and to care for and nurture the weak, vulnerable and homeless.	1	2	3	4	5	6	7
23.	I believe in helping my community by	1	2	3	4	5	6	7

	contributing towards the welfare of others.							
--	---	--	--	--	--	--	--	--

Please indicate how much you agree or disagree with the following statements by selecting a number. Note that (1) represents ‘Strongly Disagree’ and (7) represents ‘Strongly Disagree’

		Strongly Agree (1)	2	3	Neutral (4)	5	6	Strongly Disagree (7)
24.	I intend to donate to The Big Issue in the future.	1	2	3	4	5	6	7
25.	I intend to volunteer my time in helping The Big Issue in the future.	1	2	3	4	5	6	7
26.	I intend to leave a bequest (money) for The Big Issue in my future will.	1	2	3	4	5	6	7
27.	I intend to recommend others to support The Big Issue.	1	2	3	4	5	6	7

Thank you for making it this for in the questionnaire. Note that responses will remain completely anonymous. Please answer the following:

28.	Please indicate your age.	
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29.	Please indicate the gender you identify with.							
	Male		Female		Other		Prefer not to answer	

30.	Please indicate the race you identify with.					
	Asian	Black	Coloured	Indian	White	Prefer not to answer

31.	Have you previously donated to or bought a magazine from a vendor employed by The Big Issue?	Yes		No	
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Thank you for your cooperation and time. Your input is greatly appreciated.

--END--

APPENDIX 2: University of Cape Town Commerce Faculty Research Ethics Approval



Faculty of Commerce

Private Bag X3, Rondebosch, 7701
2.26 Leslie Commerce Building, Upper Campus
Tel: +27 (0) 21 650 4375/ 5748 Fax: +27 (0) 21 650 4369
E-mail: com-faculty@uct.ac.za
Internet: www.uct.ac.za

 @Commerce UCT  UCT Commerce Faculty Office

29 November 2018

Mr Aaqib Simons
School of Management
Studies
University of Cape Town

Dear Aaqib Simons,

REF: REC 2018/011/149

The impact of branding on support intentions towards The Big Issue South Africa.

We are pleased to inform you that your ethics application has been approved. Unless otherwise specified this ethical clearance is valid for 1 year and may be renewed upon application.

Please be aware that you need to notify the Ethics Committee immediately should any aspect of your study regarding the engagement with participants as approved in this application, change. This may include aspects such as changes to the research design, questionnaires, or choice of participants.

The ongoing ethical conduct throughout the duration of the study remains the responsibility of the principal investigator.

We wish you well for your research.

Modie Sempu
Administrative Assistant
University of Cape Town
Commerce Faculty Office
Room 2.26 | Leslie Commerce Building

Office Telephone: +27 (0)21 650 4375
Office Fax: +27 (0)21 650 4369
E-mail: modie.sempu@uct.ac.za
Website: www.commerce.uct.ac.za <<http://www.commerce.uct.ac.za/>>

APPENDIX TABLE 3.1: Factor analysis output for CBRA

Communalities

	Initial	Extraction
The Big Issue cares about openness and honesty in close relationships with consumers.	1.000	.545
In general, The Big Issue places a good deal of importance on consumers understanding who they truly are.	1.000	.648
The Big Issue wants consumers to understand the real them rather than just their "public image".	1.000	.691
Consumers can count on The Big Issue being who they are regardless of the situation.	1.000	.574

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.457	61.437	61.437	2.457	61.437	61.437
2	.651	16.287	77.725			
3	.484	12.104	89.829			
4	.407	10.171	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
The Big Issue cares about openness and honesty in close relationships with consumers.	.738
In general, The Big Issue places a good deal of importance on consumers understanding who they truly are.	.805
The Big Issue wants consumers to understand the real them rather than just their "public image".	.831
Consumers can count on The Big Issue being who they are regardless of the situation.	.758

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

APPENDIX TABLE 3.2: Factor analysis output for brand trust

Communalities

	Initial	Extraction
I trust The Big Issue.	1.000	.842
I can rely on The Big Issue.	1.000	.838
I feel secure when I support The Big Issue because I know that it will never let me down.	1.000	.801

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.481	82.702	82.702	2.481	82.702	82.702
2	.294	9.812	92.514			
3	.225	7.486	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
I trust The Big Issue.	.918
I can rely on The Big Issue.	.916
I feel secure when I support The Big Issue because I know that it will never let me down.	.895

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

APPENDIX TABLE 3.3: Factor analysis output for CBI

Communalities

	Initial	Extraction
The Big Issue reflects who I am.	1.000	.717
I can identify myself with The Big Issue.	1.000	.712
I feel a strong sense of belonging to The Big Issue.	1.000	.738
I think The Big Issue (could) help(s) me to become the type of person I want to be.	1.000	.663
The Big Issue embodies what I believe in.	1.000	.666

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.495	69.902	69.902	3.495	69.902	69.902
2	.483	9.659	79.561			
3	.392	7.843	87.404			
4	.337	6.749	94.153			
5	.292	5.847	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
The Big Issue reflects who I am.	.846
I can identify myself with The Big Issue.	.844
I feel a strong sense of belonging to The Big Issue.	.859

I think The Big Issue (could) help(s) me to become the type of person I want to be.	.814
The Big Issue embodies what I believe in.	.816

Extraction Method: Principal Component

Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

APPENDIX TABLE 3.4: Factor analysis output for ATHO

Communalities

	Initial	Extraction
People should be willing to help others who are less fortunate.	1.000	.367
Helping people in need with their problems is very important to me.	1.000	.769
People should be more charitable toward others in society.	1.000	.733
People in need should receive support from others.	1.000	.702

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.570	64.259	64.259	2.570	64.259	64.259
2	.781	19.521	83.781			
3	.370	9.239	93.020			
4	.279	6.980	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
People should be willing to help others who are less fortunate.	.606
Helping people in need with their problems is very important to me.	.877
People should be more charitable toward others in society.	.856
People in need should receive support from others.	.838

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

APPENDIX TABLE 3.5: Factor analysis output for altruistic values

Communalities

	Initial	Extraction
I believe in equality and that there should be equal human rights and opportunities for everyone.	1.000	.340
I believe in a world of peace, free of war and conflict.	1.000	.693
I believe in social justice and to care for and nurture the weak, vulnerable and homeless.	1.000	.756
I believe in helping my community by contributing towards the welfare of others.	1.000	.690

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.478	61.957	61.957	2.478	61.957	61.957
2	.768	19.211	81.168			
3	.448	11.195	92.364			
4	.305	7.636	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
I believe in equality and that there should be equal human rights and opportunities for everyone.	.583
I believe in a world of peace, free of war and conflict.	.832
I believe in social justice and to care for and nurture the weak, vulnerable and homeless.	.869
I believe in helping my community by contributing towards the welfare of others.	.830

Extraction Method: Principal Component

Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

APPENDIX TABLE 3.6: Factor analysis output for support intentions

Communalities

	Initial	Extraction
I intend to donate to The Big Issue in the future.	1.000	.759
I intend to volunteer my time in helping The Big Issue in the future.	1.000	.830
I intend to leave a bequest (money) for The Big Issue in my future will.	1.000	.654
I intend to recommend others to support The Big Issue.	1.000	.766

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.010	75.256	75.256	3.010	75.256	75.256
2	.455	11.372	86.627			
3	.306	7.653	94.280			
4	.229	5.720	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
I intend to donate to The Big Issue in the future.	.871
I intend to volunteer my time in helping The Big Issue in the future.	.911
I intend to leave a bequest (money) for The Big Issue in my future will.	.809
I intend to recommend others to support The Big Issue.	.875

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.