Measuring brand loyalty in Agribusinesses

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Mini-dissertation submitted in partial fulfilment of the requirements for the degree *Magister* in *Business Administration* at the Potchefstroom Campus of the North-West University

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May 2014

ABSTRACT

Brand loyalty represents an important asset to any business. While a considerable amount of research focuses on brand loyalty, empirical tests on the brand loyalty influences in the agribusiness environment have not been conducted.

The primary purpose of this study was to measure brand loyalty in the agribusiness environment by applying a validated model that measures brand loyalty for this environment. The brand loyalty influences were empirically validated, their reliability was determined and they were measured. Adaptions to this model were proposed to fit the needs of the agribusiness environment. Based on the findings, conclusions and recommendations were presented.

The measurement of brand loyalty in the agribusiness environment is based on Moolla's brand loyalty framework for the FMCG (fast moving consumer goods) industry. The study aimed to determine whether Moolla's FMCG brand loyalty framework is applicable to the agribusiness environment. The twelve brand loyalty influences identified by Moolla include: customer satisfaction; switching costs; brand trust; repeat purchase; involvement; perceived value; commitment; relationship proneness; brand affect; brand relevance; brand performance and culture.

The empirical study was conducted among 100 farmers in the North West region. The methodology included the sampling procedure, data collection, questionnaire development and statistical techniques used. Results were analysed with regard to the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO), Bartlett's test of sphericity, Factor analysis, Cronbach Alpha coefficients and mean values.

The results of this study concluded that the brand loyalty influences as identified by Moolla are important for measuring agribusiness brand loyalty. The importance of this study is the contribution of a brand loyalty framework to measure agribusiness brand loyalty which will aid agribusinesses in the strategic management thereof.

Keywords: Brand loyalty, agribusinesses, agribusiness environment, brand loyalty influences.

ACKNOWLEDGEMENTS

I would never have been able to finish my dissertation without the guidance, support and prayers of the following important role players:

- God, for giving me the talents and ability to complete the opportunity;
- My husband Stefan, for taking on the challenge with me and supporting me throughout the duration of the studies;
- My parents, who taught me from childhood to recognize opportunities, seize it and overcome challenges;
- Ouma Mattie, for her continuous support, prayers and example of preservation;
- The broader family and friends for their understanding and support;
- The Xtreme Bi-Octo syndicate group for motivation, cooperation and encouragement;
- My advisor and supervisor, Prof. Christo Bisschoff for his guidance and motivation throughout the mini-dissertation; and
- Mrs. Antoinette Bisschoff for the language, technical and typographical editing of the mini-dissertation.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

1.1.1 Background

The South African agriculture sector is an important contributor to the economy, as it accounts for almost 10% of formal employment of the country (Organisation for Economic Co-operation and Development, 2006:10). Traditionally, subsistence agriculture used to be practiced as a way of life rather than being an economic endeavour. However, as agriculture commercialised and societies urbanized the role of agriculture increasingly became more important, growing from a subsistence to become not only a domestic economic activity, but also entering into exporting produce and products. Currently agricultural product exports amount to 6.5% of total South African exports (Van Niekerk, 2012). In addition, the Department of Agriculture, Forestry and Fisheries (2012:10) states that the value of exports increased from 2010/2011 to 2011/2012 by 11.4%. The export value of R69 881 million, together with the annual export increases (as shown in Figure 1.1), highlight the importance of agriculture in South Africa.

Figure 1.1:   Imports and exports of agricultural products
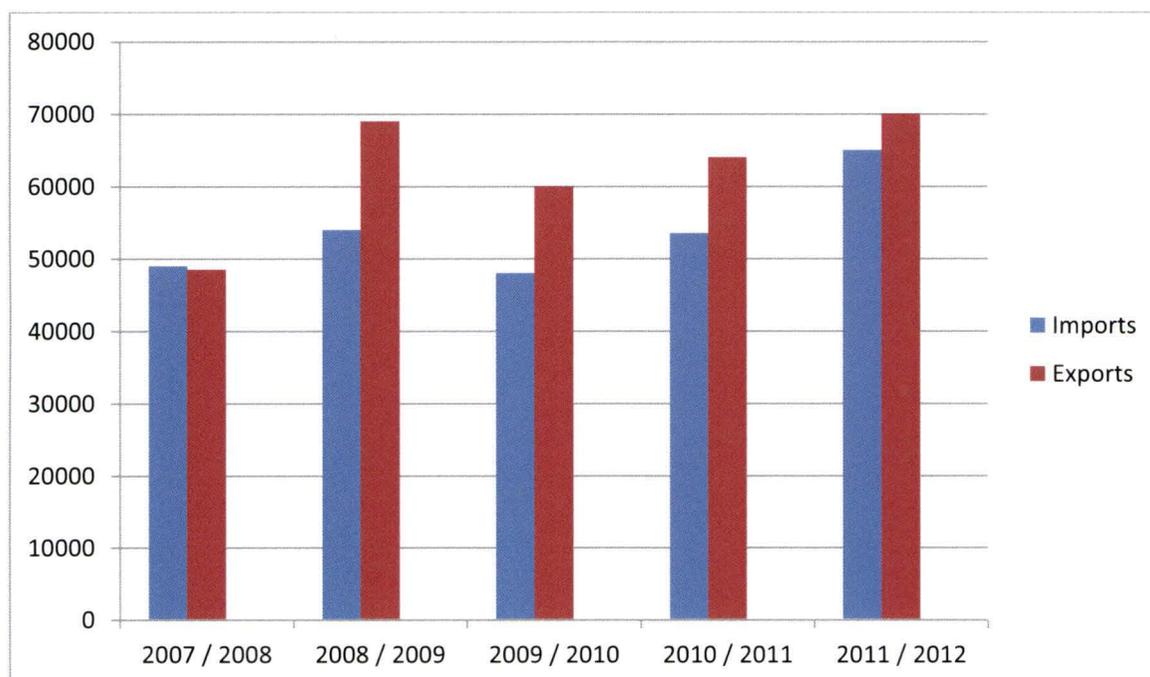
Source: Department of Agriculture, Forestry and Fisheries (2012)

Agricultural production in South Africa mainly consists of field crops, horticulture and livestock. Table 1.1 summarises the most important agricultural products produced in South Africa.

Table 1.1:   Agricultural production in South Africa

Field crops	Maize, wheat, hay, grain sorghum, sugar cane, groundnuts, tobacco, sunflower seed and soya beans
Horticulture	Viticulture, citrus fruit, subtropical fruit, deciduous fruit, vegetables and potatoes
Animal products	Wool, poultry and poultry products, cattle and cattle products, sheep and goats slaughtered, pigs slaughtered and milk

Source: Van Niekerk (2012)

South Africa's largest export products are citrus fruit, wine, maize, sugar and grapes (Department of Agriculture, Forestry and Fisheries, 2012:10).

1.1.2 Agribusinesses

South Africa's agriculture- and agribusiness industry contributes to the attractiveness of the country as both a trading partner as well as a viable investment destination, because of the number of competitive advantages involved (SouthAfrica.info, 2012). Due to the change in customer preferences, -requirements and -purchasing habits, the need for adjusted approaches to stimulate agribusinesses arose. The most important elements for enabling agribusiness environments are good public governance, a fair and transparent regulatory framework, producer organisations and cooperatives, agribusiness institutions and services, public-private cooperation, business linkages, product innovation and differentiation, quality and safety assurance, value chains and producer skills (Tanic, 2006).

Agribusinesses in South Africa can be classified into primary and value-added businesses. Value-added agribusinesses further process the raw agricultural commodities. There are many types of these businesses which include processing soybeans into oil, processing corn into flour, fish-, chicken-, egg- and cattle production. Primary agribusinesses are formed to market the raw agricultural commodities. Usually farmers focus on specific commodities with varieties such as corn with specific generic traits. Specialty crops, fruit and vegetables are also marketed by primary agribusinesses (Hanson, 2000:1).

1.1.3 Brand loyalty in agriculture

Harbor, Martin and Akridge (2006:18-19) are of the opinion that the market environment of agribusinesses is characterised by:

- A growing customer base;
- Technological advancements;
- Continued consolidation within the agribusiness industry; and
- High customer brand loyalty towards agribusinesses.

The above mentioned characteristics emphasize the importance of marketing strategies, as the dynamics present marketing challenges for agribusinesses. Agribusinesses should understand the determinants of brand loyalty and identify strategies to reach clients with strong brand loyalty preferences to compete effectively in the market. Brand loyalty holds certain advantages for businesses and is derived from the value that companies generate from:

- Entry barrier to competitors;
- Ability to respond to threats from competitors;
- Increase in revenue and sales; and
- Less sensitive customer base.

Brand loyalty keeps revenues high and retains market share (Goodson, 2011). Creating and maintaining brand loyal customers is extremely difficult in today's highly competitive environment. Agribusinesses can create brand loyalty by discovering what customers want and figuring out how to connect with customers. Brand loyalty reinforces brand differentiation, which in turn assures that customers do not switch brands, thus leading to a competitive advantage for agribusinesses (Holland & Baker, 2001:42).

1.2 PROBLEM STATEMENT

A competitive environment, technology, economic stance, political aspects, socio cultural activities and geographical influences are described as the six uncontrollable environments that affect businesses. Competitiveness is considered as the most important influential environment (Richardson, 2010).

Competition is the driving force behind markets (Godfrey, 2008:3). The agribusiness market in South Africa is affected by globalization, resulting in challenges in the domestic and foreign markets. In order to survive, agribusinesses should compete aggressively, while constantly developing strategies to attract new customers and maintain the current customer base (Esterhuizen, 2006:1).

Branding is an important concept for agribusinesses. Successful brands assist businesses in acquiring a competitive advantage (Jandaghi et al., 2011:153). For an agribusiness to gain a competitive advantage, one of the objectives should be to reach brand loyal customers and implement strategies that will keep these customers loyal.

Loyalty is not obvious, and therefore should be measured. There is currently not a recognised model to measure brand loyalty in agriculture. In this study, the primary objective is to measure brand loyalty in the agribusiness industry by applying an adapted and validated brand loyalty model from the Fast-moving Consumer Goods industry.

The factors contributing towards customer brand loyalty will be determined and defined, while offering insights to agribusinesses seeking to meet marketing objectives through effective branding. The research will also measure the tendency of a customer to switch from one agribusiness to another, as well as the determinants that will prevent customers from taking this action.

1.3 OBJECTIVES OF THE STUDY

1.3.1 Primary objective

The primary objective of this study is to measure brand loyalty in the agribusiness environment.

1.3.2 Secondary objectives

The secondary objectives of this study are to:

- Apply a validated model that measures brand loyalty to the agribusiness environment;
- Empirically validate these brand loyalty influences in the agribusiness environment;
- Determine the reliability of the brand loyalty influences;

- Measure the brand loyalty influences;
- Propose adaptations to the model to measure brand loyalty for the agribusiness; and to
- Draw conclusions and offer recommendations based on the findings of this study.

1.4 RESEARCH, DESIGN AND METHODOLOGY

The research consists of a literature- and an empirical study.

1.4.1 Literature study

The literature study's main focus is on the theory of brand loyalty with regard to the definition of brand loyalty, the components of the measuring instrument designed by Moolla (Moolla & Bisschoff, 2010:21), the determinants of brand loyalty and how brand loyalty influences agribusinesses. The background of the South African agribusiness is provided, with specific attention to the agricultural activities and agribusinesses in the North West Province in order to contextualise the study to a specific geographic area.

1.4.2 Empirical study

A measuring instrument (Moolla and Bisschoff, 2010:21) was used to determine and define the factors contributing towards customer brand loyalty of agribusiness consumers, while measuring brand loyalty in the specific industry.

Quantitative research collected data by means of a questionnaire that was distributed to farmers in the North West Province. The questionnaire was accomplished by utilising the measuring instrument by Moolla (2010). The measuring instrument utilises a framework focusing on the twelve factors influencing brand loyalty.

Questionnaires were distributed at events where farmers of the North West Province were involved. On 7 August 2013, 45 questionnaires were handed out at the Mooi River Study Group meeting, of which 27 had been completed. On 9 August, the open day of the Farmers Protection Association took place in Potchefstroom, and consent was obtained to hand out the questionnaires. There were about 2,500 people present on the

day, from all over the North West- and other provinces. 50 questionnaires were handed out and 43 were returned completed.

To involve the rest of the North West's farmers, e-mails were sent to farmers in the Dr. Ruth S. Mompati District (Bophirima), Dr. Ngaka Modiri Molema District (Central), the Bojanala Region and Dr. Kenneth Kaunda District (Southern). A total of 60 e-mails were sent of which 30 were completed and returned. A total of 100 questionnaires were completed.

1.5 SCOPE OF THE STUDY

The field of this study is marketing management, with specific attention to brand loyalty. The study measures brand loyalty of the agribusiness costumers in the North West Province. The study develops a useable brand loyalty framework to use in the agribusiness industry.

1.6 LIMITATIONS

A limitation of this study is that it covers only one province in South Africa. Since agricultural productivity and businesses are different in the various South African regions, and the operation of the brand loyalty framework in agribusinesses should be heeded with care, this limitation should be borne in mind.

1.7 LAYOUT OF THE STUDY

The study consists of four chapters:

Chapter one: Introduction

Chapter one consists of the background of the study, a problem statement, the primary and secondary objectives as well as a description of the research, design and methodology used in the study. The chapter is concluded with a layout of the mini-

dissertation.

Chapter two: Literature Study

An in-depth literature study on brand loyalty is done in chapter two. The background of the agribusiness industry in South Africa, and specifically the North West Province, receive attention, while the components of the brand loyalty measuring model are described and mainly focused on.

Chapter three: Empirical Study

The theoretical framework from chapter two will be examined and applied in chapter three. The research methodology and empirical results will determine how agribusiness customers relate to brand loyalty concepts and how the model designed by Moolla (Moolla & Bisschoff, 2010:21) can be adapted for the agribusiness industry.

Chapter four: Conclusions and Recommendations

Chapter four provides a summary of the results with regard to the theoretical framework from chapter two. In this chapter, conclusions and recommendations will be made for agribusinesses. Areas for further research are identified and proposed in chapter four.

1.8 SUMMARY

This chapter serves as an introduction to the study. The South African agribusiness origin, -growth and -challenges are described, as well as the importance of brand loyalty as a proposed marketing strategy to overcome certain challenges. The problem statement, study objectives and research design and methodology are also presented.

Chapter two will deal with the literature foundation that this study aims to disseminate further.

CHAPTER 2

BRAND LOYALTY

2.1 INTRODUCTION

"In an era where everyone is competing for business and market share, brand loyalty isn't a luxury, it is mission critical"

Matt Giordano (2012:1), Disney Vice President Communications

Because of globalisation and evolving competition, building brand loyalty has become more crucial for businesses. The literature study discusses brand loyalty, and the key factors affecting brand loyalty in agribusinesses, to which marketers should pay attention. A brand is the set of expectations, memories, stories and relationships that combined, account for a customer's decision to choose one product or service over another (Godin, 2009). In the modern competitive environment, traditional price, product and placement strategies are no longer sufficient strategies, and augmented concepts such as service levels, e-commerce and loyalty are more important than ever.

According to Lunn (2011) brand loyalty can benefit a business in several ways:

- Increase the lifetime value of customers;
- Increase overall sales per customer;
- Discover powerful market research; and
- Brand loyal customers become marketing agents.

When realizing the benefits of brand loyalty, marketers should focus on strategies to build and maintain brand loyalty, while managing the factors influencing brand loyalty.

According to Beverland (2001:383-384) marketing activities for agricultural products have previously been focused on increasing production efficiency, price competitiveness and product quality in order to develop a competitive advantage. It is no longer sufficient for agribusinesses and therefore it is suggested that agribusinesses

adopt strategic planning models if they are to be successful in the future. These models should focus on a unique selling proposition, the formation of close relationships throughout the supply chain, the development of a market orientation and the development of strong brands.

2.2 THE SOUTH AFRICAN AGRIBUSINESS INDUSTRY

According to Vink, Tregurtha and Kirsten (2002:1), the marketing of most South African agricultural products have been regulated by statute until early in 1998. This has resulted in isolation from global market forces. Commercial farmers have been supported by a wide range of services from the state as well as subsidies - direct and indirect. Pressures for deregulation on the agricultural sector started almost two decades ago, after which the process was completed in two phases during this period of time. During the first phase, the deregulation of state agricultural marketing schemes has been the most influential change.

After the deregulation of the agricultural sector, an advantage for agribusinesses has included an increase in external funds, said Van Antwerpen (2012:50). These funds could be used to expand the products and services provided to customers, which include:

- Crop insurance;
- Ability to hedge input cost;
- Personal finance planning for farmers;
- Precision farming techniques; and
- Access to cutting edge feed, plant and seed technologies.

According to Van Antwerpen (2012:50), the largest impact of the deregulation on agribusinesses is that it must be positioned, by itself, as business driven competitors in a global environment.

Furthermore, Sandrey and Vink (2008:6) confirmed that since the democratisation process in 1994, South Africa has been challenged with political, economic and social challenges. The economy was therefore pushed into integration in world markets.

Harding (2011) mentions that the Mo Ibrahim Foundation published a list of Africa's top twenty agribusinesses and food companies in a report. The ranking is done on the basis of the companies' turnover. Table 2.1 indicates that South Africa has dominated the list with ten firms ranked in the top twenty.

Table 2.1:   Africa's Top 20 agribusiness companies

Rank	Agribusiness	Country	Turnover (US$bn)
1	Tiger Brands	South Africa	2.8
2	Pioneer Foods Group	South Africa	2.2
3	Cévital	Algeria	1.8
4	Tongaat-Hulett	South Africa	1.5
5	Astral Foods	South Africa	1.2
6	AFGRI	South Africa	1.2
7	Flour Mills Nigeria	Nigeria	1.2
8	Illovo Sugar	South Africa	1.1
9	Anglovaal Industries	South Africa	1.0
10	Rainbow Chicken	South Africa	0.9
11	Clover Holdings	South Africa	0.8
12	Egyptian Sugar and Integrated Industries	Egypt	0.8
13	Centrale Laitière	Morocco	0.7
14	Compagnie Sucrière Marocaine de Raffinage	Morocco	0.7
15	Cargill Côte d'Ivoire	Côte d'Ivoire	0.7
16	SIFCA (Groupe)	Côte d'Ivoire	0.6
17	Dangote Sugar Refinery	Nigeria	0.5

18	Lesieur Cristal	Morocco	0.5
19	Nestle Nigeria	Nigeria	0.5
20	Oceana Group	South Africa	0.5

Source: Harding (2011:1)

Although South Africa is ranked as the top agribusiness country in Africa, globalisation has resulted in many challenges which agribusinesses need to face in order to stay competitive. Not only is the domestic market competition escalating, but it is also more challenging to compete in foreign markets. The global competitiveness issues have resulted in crucial considerations for agribusiness managers, policy makers, Government and strategic planners (Esterhuizen, 2006:1).

South Africa's international trade's importance in the agricultural economy is increasing (The Department of Agriculture, Forestry and Fisheries, 2011:1). Due to the increase in international trade, South African agribusiness companies face increasing competition in both domestic and foreign markets, according to the Department of Agriculture, Forestry and Fisheries (2012:1).

Despite the fact that global countries' regulatory environments differ, as well as access to finance, knowledge and technology, South African agribusinesses have no choice but to compete within this environment (Esterhuizen, 2006:2).

2.3 BRAND LOYALTY

According to Touzani and Temessek (2009:228) one of the first brand loyalty definitions has been developed by Jacoby and Kyner, (1973). This definition describes brand loyalty as "The biased behavioural response expressed over time by some decision making unit with respect with one or more alternative brands out of a set of such brands, and is a function of psychological (decision-making, evaluative) processes."

Mao (2010:1) defines brand loyalty as "keeping preferable to a specific product or service".

Brand loyalty has an important position in a company, and more specifically within the marketing aspects of a company. Brand loyalty can benefit a company in a sense that it is an essential feature of brand value, it leads to cut down costs, customers are less sensitive to price changes due to brand loyalty, it attracts more loyal customers, and it benefits the company in the global marketplace (Mao, 2010:213-214).

Harbor *et al.* (2006:5-6) discovered that an increase in a farmer's income does not usually correspond with brand loyalty, since more brands can be explored with a higher income. The authors also mention that more experienced and older farmers exhibit fewer preferences towards brands. Printed material, radio and television tend to increase a farmer's awareness of brands, and therefore the loyalty towards the brands.

2.3.1 Brand loyal customers

The benefit that a brand loyal customer adds to a company is the attraction of more potential customers to the company (Mao, 2010:214).

Garrett (2006:35) highlights good reasons for businesses to pursue loyalty as a strategic objective. By keeping customers loyal allows a business to amortize the cost of acquiring new customers. Loyal customers are a valuable marketing tool since the business's products will be marketed by word of mouth. Given these benefits, it is obvious that businesses should turn to a strategic plan to develop customer loyalty, says the author.

According to Mao (2010:213), there are four types of customer brand loyalty:

- Captive customers who prefer to buy the same product- or service brand due to a lack of substitutes or alternatives;

- Convenience seekers do not necessarily respect the brand itself, but are attracted by the convenience provided by that specific brand;

- Contented customers will not consider any extra consumption, although they have a positive attitude towards the brand; and

- Committed customers have a positive attitude towards a brand, which complement their positive buying behaviour.

For customers to be more loyal, Garrett (2006:35) suggests that businesses should develop a brand that resonates with the target market. The author adds that businesses should improve customer service, spend more money on customer service, strengthen the quality control process, and invest in customer relationship management software. These initiatives are not enough to build loyal customers, and therefore the author focuses on the importance of the experiences customers have as a result of the mentioned initiatives.

With regards to customer brand loyalty, the author mentioned that it is important to pay attention to customer care and stay honest with customers, while in turn, retaining customer trust (Mao, 2010:215). Loyal customers are the outcome of a company providing certain advantages for customers so that they continuously purchase from that same company. Real loyalty is when a customer repeats purchases without any encouragement.

The cost to acquire a new customer is fifteen times more than the cost to retain an existing customer. The importance of customer brand loyalty is highlighted by the fact that it might lead to a profit increase of between 25% and 85% (Jandaghi et al., 2011:154).

According to Mao (2010:213-214), the measurement of customer loyalty is a topic that needs attention. Moolla (2010:21) has conducted research on the measurement of brand loyalty as well as the influences of brand loyalty. These influences are illustrated in Figure 2.1.

Figure 2.1:   Conceptual Brand Loyalty framework
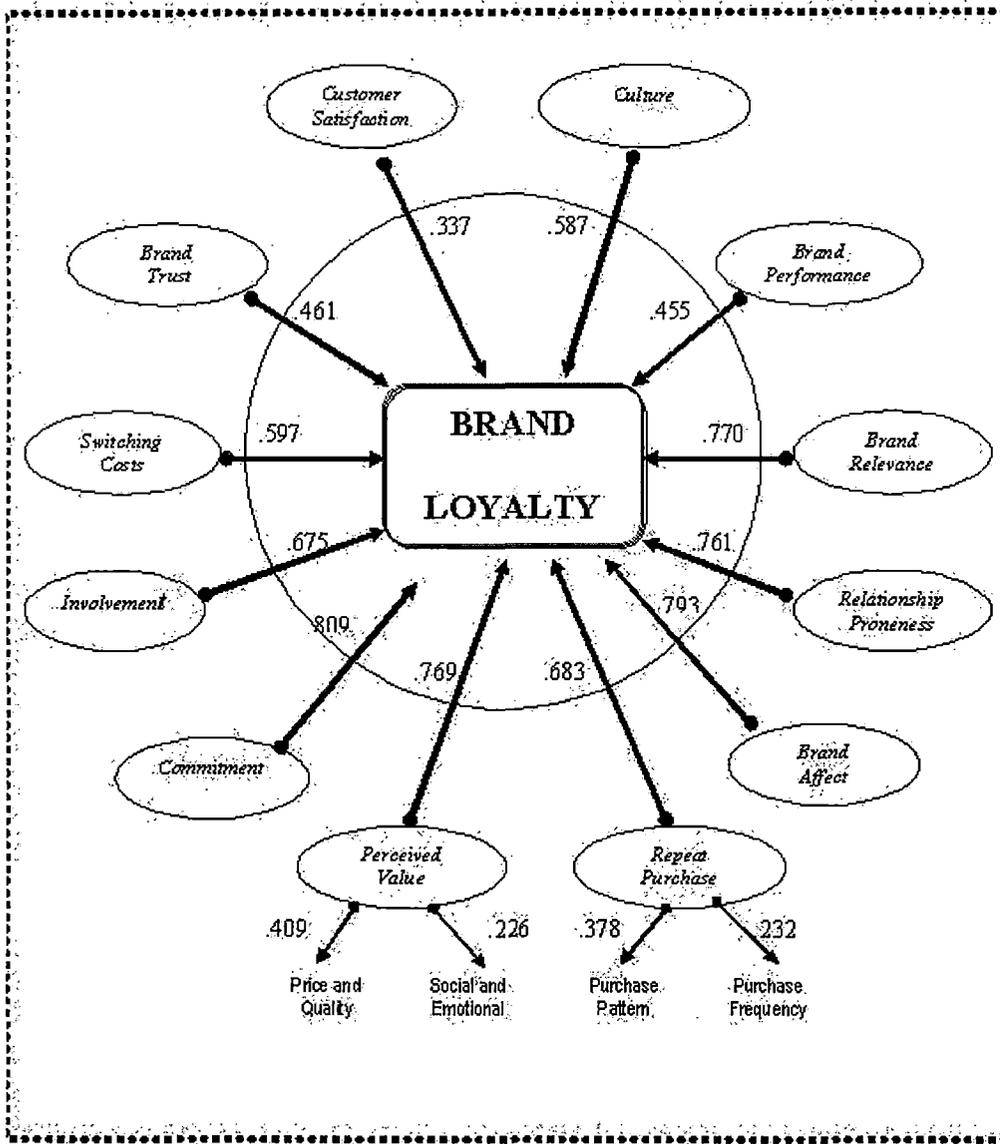
Source: Moolla (2010:111)

Moolla and Bisschoff (2010:21) have identified twelve influences of brand loyalty (as shown in Figure 2.1). A questionnaire has been developed to measure the effect that each of these influences have on brand loyalty. These influences are:

- Brand trust;
- Brand affect;

- Commitment;
- Switching cost;
- Customer satisfaction;
- Culture;
- Perceived value;
- Brand performance;
- Relationship proneness;
- Brand relevance;
- Repeat purchase; and
- Involvement.

The above mentioned influences and their relevance to the agribusiness environment are discussed in the following section:

2.3.2 Brand loyalty influences

2.3.2.1 Brand trust

According to Yannopoulou *et al.* (2011:531), the ultimate marketing goal for a company should be to generate a bond between the customer and the brand. The main ingredient of this bond is trust.

In this regard, Sung and Kim (2010:643) highlight the following aspects regarding the importance of trust in the marketing context:
- Trust is a relationship quality feature;
- Trust is a key factor in the network between a company and its customers, as it encourages the company to invest in a long-term relationship with customers; and
- Trust has been viewed as a determinant of loyalty.

Li *et al.* (2007:818) define brand trust as a customer's willingness to rely on the ability of the brand to perform its stated function. Brand trust can be viewed as a global measure

of a customer's overall feeling or tendency towards the specific brand (Li *et al.*, 2007:818). If previous research is taken into consideration, Li *et al.* (2007:821) argue that brand trust exists when a customer places confidence in a brand with respect to performance competence and benevolent intentions.

Li *et al.* (2007:817) continue and reason that due to the critical role in enhancing relationships with customers and building loyalty, brand trust has drawn attention from researchers in previous years. Studies in this field show that a customer's trust in a brand may exist at various levels, including trust in a specific aspect of that brand and trust in the overall brand.

Although there is little emphasis in literature on the relationship between brand trust and brand loyalty, Laroche *et al.* (2012:1760) state that brand trust can be seen as an important antecedent of brand loyalty. The relationship is emphasized in studies where it indicates that familiar and well-known brands are more trusted (Lowry *et al.*, 2008:221), and that brand loyalty derives from consumer trust in the brand's reliability (Sung & Kim, 2010:642).

According to Alam and Yasin (2010:79), trust is crucial because with a lack of trust, development of a customer's commitment towards a brand may not be possible. It is shown that a customer who trusts in a certain brand is more willing to pay a premium price and be loyal towards the brand (Alam & Yasin, 2010:80).

Lowry *et al.* (2008:200-220) state that management could focus on the following in order to improve brand trust:
- Apply multiple interactions and superior service over a period of time;
- Co-branding alliances with well-known third party companies can improve brand trust;
- Increased brand awareness by means of advertising and repetition of logos; and
- Focus on a professional and high-quality initial impression by customers.

Sung and Kim (2010:644) further state that companies must be sincere and fulfil promises, since personality traits such as sincerity, honesty and being down-to-earth are likely to be trusted and in turn generate brand loyalty.

Known and trustworthy brands can help gain a competitive advantage for agribusiness. In an agribusiness context, loyalty that is built through trust will result in continued demand and profitability (De Oliveirai & Spersii, 2012:5 & 6).

2.3.2.2 Brand affect

In a study on the role of brand affect on brand loyalty, Özcan (2007:27) defined brand affect as a customer's favourable or unfavourable overall evaluation of a brand.

Chaudhuri and Holbrook (2001:82) are of the opinion that brand affect can best be described as "a brand's potential to elicit a positive emotional response in the average consumer as a result of its use".

In other words, brand affect is the power that a brand has to extract a positive emotional response after being used by a customer (Anwar et al., 2011:74).

According to Özcan (2007:27) brand affect is considered as an important antecedent of brand loyalty in the context of building and maintaining loyalty. Anwar *et al.* (2011:74-75) are of the opinion that brand loyalty is built due to brand affect. If the level of brand affect increases, it will result in an increase in brand loyalty (Özcan, 2007:56).

Song *et al.* (2012:332) believe that a purchase discovered positively by a customer tends to elicit in a positive effect, which enhances the perception of the reliability of the brand. Brand-satisfied customers develop emotional ties with the brand, and this brand affect leads to commitment in the form of brand loyalty.

Research has shown that brand affect increases brand trust, while brand trust increases brand loyalty in turn, with a decrease in brand risk as a result (Song et al., 2012:337).

Anwar *et al.* (2011:74) state that the importance of brand affect for a company lies in the fact that the combination of brand trust, brand affect and brand loyalty can increase a company's market share as it creates a willingness amongst customers to pay.

However, Hutton (2013) follows the more psychological route and reasons that branding is all about emotion. Since most agribusiness customers consist of farmers, farmers will respond positively when branding involves qualities reminding the customer of his life on the farm. Farmers have a positive emotional response when an agribusiness' commercial depicts farmers as hard working and tough people.

2.3.2.3 Commitment

Brand commitment is defined as a customer's readiness and degree of attachment towards a preferred service or brand used, re-bought or re-patronized by the customer (Shuv-Ami, 2010:3).

The author further elaborates on the definition by adding that brand commitment has four underlying behavioural and emotional constructs, which include:

- Brand loyalty (a customer's behavioural and emotional attachment to repurchase or re-patronize a preferred brand);
- Satisfaction (a customer's need to reinforce a pleasurable experience at the end of consumption);
- Involvement (the strength of the attachment towards the preferred brand, including the relevance and importance of the brand category); and
- Performance (attachment towards the preferred brand due to a lack of other brand alternatives).

(Shuv-Ami, 2010:1).

According to Fullerton (2005:98), customer commitment plays a central role in developing and maintaining marketing relationships, as it is a key force that links the customer to the selling company.

In a previous study by Kim *et al.* (2008:421) it has been found that customers with a strong commitment towards preferred brands are more likely to spread positive information regarding the brand, repurchase the brand, participate in activities sponsored by the company, help the company's brand owner to develop a better marketing strategy, and buy related products.

According to Kim *et al.* (2008:413), commitment therefore refers to an exchange process in which a customer develops brand loyalty towards a company.

Harbor *et al.*, (2006:1) believe that the commitment of a customer to choose and purchase a preferred agribusiness brand, will lead to brand loyalty.

2.3.2.4 Switching cost

Aydin and Özer (2005:142-144) quote the following definitions in a study regarding switching costs' effect on brand loyalty:

- "Switching cost is the sum of economic, psychological and physical costs" (Jackson, 1985); and
- Switching cost is a once-of cost that a customer needs to pay when facing a switch from one brand to another (Porter, 1998).

The modern explanation of switching cost is described by Lam (2013:1) as people's own preferences over brands and the intention to stick to products previously chosen, as switching to other brands has certain cost involved.

Switching costs, according to Wang (2010:254), can further be described as the costs involved for a customer in changing from one supplier to another supplier. Switching costs include both monetary expenses as well as non-monetary costs. The latter includes psychological effort and time, and energy spent. The loss of loyalty benefits can also be included in switching costs, as a result of ending a relationship between the customer and the company.

Wang (2010:251) proposes that if the level of switching costs is high, the likelihood is greater that customers' perceived value and –satisfaction will lead to greater customer loyalty. Aydin and Özer (2005:142) realize the relation between switching costs and price sensitivity, by adding that switching cost is the factor which directly influences a customer's sensitivity to price level and therefore influences customer loyalty.

A series of purchases by a customer over time results in increasingly higher switching costs to a new supplier, and therefore customers consider commitment to a specific supplier as relatively permanent. Tsai, Tsai and Chang (2010:733) thus consider that switching costs as well as customer satisfaction have an effect on customer loyalty.

Wang (2010:254) believes that switching costs have a positive effect on loyalty, and therefore in support Aydin and Özer (2005:142) believe that switching costs have the potential to create loyalty towards a brand.

As stated by Aydin and Özer (2005:144) there are three types of switching costs which include:

- Transaction cost includes the cost rejecting an existing product or service brand, and finding a substitute;
- Learning cost is the cost involved after switching to a new brand and after learning to use the new brand; and
- Artificial or contractual cost penalises brand switchers by rewarding customers for repeated purchase of the same brand.

Switching cost gives a company advantages such as reducing customers' sensitivity to price and satisfaction level, and customers perceive functionally homogeneous brands as differentiated heterogeneous brands. Therefore, in a market with switching costs, where a number of functionally identical brands exist, customers display brand loyalty and continue to buy the same brand (Aydin & Özer, 2005:142).

Goldsmith (2011:16) advises agribusinesses to defend themselves from new entrants in the market, by:

- Making use of new and different resources or inputs;
- Lowering the cost of production and distribution; and
- Introducing superior performing or lower cost products that offset the switching costs for current customers and attract new customers.

2.3.2.5 Customer satisfaction

In order to understand the importance of customer satisfaction, Mostaghel (2006:15) suggests a few facts to consider: only 4% of customers complain after experiencing a problem at a company; a person experiencing a problem tells nine other people about the problem, while a satisfied customer only shares the good experiences with 5 other people and keeping a current customer costs 1/7 of the cost involved in acquiring a new customer. These facts highlight the importance of satisfying customers, which result in employee satisfaction and profit maximization for a company.

Customer satisfaction is defined by Hollebeek (2011:793) as a customer's overall positive evaluation of the performance of a product or service offering up to date.

According to Kwak, McDaniel and Kim (2012:82), many researchers support the notion that a customer's satisfaction towards products or services leads to brand loyalty. Based on a research study by Tu, Wang and Chang (2012:30), customer satisfaction has a strong impact on customer loyalty. The authors suggest that companies should focus on customer satisfaction and brand loyalty in order to build long-term relationships with customers and create competitive advantages in the market. Since satisfied customers tend to tell others about their positive experience from purchasing a product or service, satisfaction can create and strengthen loyalty (Khristianto, Kertahadi & Suyadi, 2012:31).

Many companies realize that the cost to attract a new customer exceeds the cost of keeping a current customer, says Bloemer and Lemmink (1992:351). Companies must follow a profitable approach in order to develop strategies for achieving customer

loyalty, by satisfying existing customers and in new markets. One of the main ingredients for a company's success is customer satisfaction and therefore Mostaghel (2006:17) suggests that companies should measure the satisfaction of their customers in order to strengthen their strengths while improving on their weaknesses.

Voss, Godfrey and Seiders (2010:111) argue that customers' satisfaction should be the primary goal for many companies since it is a necessary step in the formation of loyalty. Mostaghel (2006:17) has listed a few important results of customer satisfaction for a company as increased long term profitability, positive word-of-mouth, repeat purchase and loyalty.

Low-price strategies are not suitable for agribusinesses with high costs, says Lülfs-Baden *et al.* (2008:50). According to these authors it is more important to act customer-orientated in such circumstances. Therefore, customer satisfaction is an important and necessary condition for agribusiness success. Agribusinesses usually sell to a small group of customers of which most are more often regular customers. Satisfying the customers with personal contact provides an opportunity to build up sustainable loyalty.

2.3.2.6 Culture

It has become more important for companies to understand the influence of various cultures, since companies tend to head towards global markets that deal with a variety of different backgrounds and cultures (Jung & Kau, 2004:366). Globalization is the force that lead companies into dealing with customers across many countries and various cultures, says Haqparwar (2012:2).

According to Haqparwar (2012:8), many international companies realises the importance of analysing the values of a country's culture and adapt the marketing strategies according to that. This will help these companies to gain a competitive advantage over companies that do not concern themselves with cultural integration, states Haqparwar (2012:8).

Leo, Bennett and Hartel (2005:4) refer to culture as a dynamic process in a given society group, which creates the cognitive map of beliefs, attitudes, meaning and values, which in turn drive interaction, reasoning, responses, perception, actions and thoughts. Eisingerich and Rubera (2010:66) have a more definitive approach and mention five culture dimensions, namely:

- Power distance;
- Individualism versus collectivism;
- Masculinity versus femininity;
- Uncertainty avoidance; and
- Long-term orientation.

More recently, Haqparwar (2012:11) defines culture as a collective mind programming that distinguishes people of one group from members of another group. Numerous studies on culture have been conducted in the past and researchers have found that consumers with different cultural backgrounds differ in their consumer behaviour aspects (including brand loyalty) (Jung & Kau, 2004:366).

From a managerial point of view, managers should focus on different brand management decisions for different culture groups to enhance commitment towards the brand. A company stands a chance of wasting resources when a brand invests in characteristics with no influence on a specific cultural group. More effort needs to be placed on emphasising the trustworthiness and the quality of the brand in marketing activities for each cultural group (Eisingerich & Rubera, 2010:75).

Mabaya, Christy and Bandama (2010:10) are of view that agribusiness education should aim to emphasize the importance of diversity and the exposure to diversity, which include race, gender and culture. Finally, Haqparwar (2012:3) states that consumers in collectivistic cultures are usually not brand loyal because of regular brand switching. In this regard farmers as consumers pose little risk due to their strong individualistic nature and buying behaviour.

2.3.2.7 Perceived value

Companies are forced to maintain or even increase market share, due to the highly competitive markets today. Consumers have more access to products, purchase alternatives and opportunities that leads them to be less brand-loyal, because of technological innovations and globalization. Therefore customer perceived value is an important factor for companies to stay competitive in the marketplace (Li & Green, 2012:8).

Bell (2009:1) identified four meanings that customers associate with value. Value is:

- Low price;
- What the consumer wants in a product;
- What the consumer gets for what he/she gives; and
- A trade-off between benefits and cost.

The author proposed perceived value to be described as a consumer's overall assessment of a product or service, based on perceptions of what is given and what is received in turn.

According to Chang, Wang and Yang (2009:424) customer perceived value involves two components, a give- and a get component. The give component includes the consumer's monetary and non-monetary costs in acquiring the product or service, while the get component includes benefits that the consumer gets from a company's offering.

Li and Green (2012:10) state that customer perceived value is critical for a company to drive market share and increase loyalty. Therefore, it is important for agribusinesses to maximize customers' perceived value by focusing on quality, price, time and effort to make a purchase (Li & Green, 2012:4).

2.3.2.8 Brand performance

According to Chirani, Talleghani and Marnani (2012:1035), brand performance is the economic result that producers of companies with strong brands wish to achieve.

Brand performance points out the success of a brand in the market while aiming to evaluate the strategic brand success, according to Chirani *et al.* (2012:1034). Researchers consider brand performance in two parts, which include market- and brand profitability performance. In order to evaluate brand performance, researchers suggest using market share, relative price, price elasticity, price premium, cost structure and profitability as the main indices.

Anisimova (2009:491) is of view that companies are challenged to manage a broader set of measures beyond financial performance, as markets become increasingly competitive and demanding.

Dawes (2007:199) believes that marketing strategies are more likely to be successful if they are based on an accurate understanding of buyer behaviour and brand performance. Harris and De Chernatony (2001:453) are of meaning that companies must put an increased emphasis on internal brand resources to present a comprehensible brand identity to stakeholders. For instance, employees play a crucial role in the brand building process. By building on this, the leverage of brand resources will be affected, while brand performance will be enhanced.

In the case of agribusinesses, it has been found that quality, service and brand performance have an impact on loyalty of the farmer as customer (Harbor, 2006:10).

2.3.2.9 Relationship proneness

Palmatier (2008:102) defines relationship proneness as the tendency of a consumer to engage in relationships.

It is a consumer's own choice to have a relationship with a company (Bouguerra & Mzoughi, 2011:211). Relationship proneness is a concept that is used when referring to a relational interaction with a company, and is important when deciding if a company must choose a transactional or relational strategy. As a result the chosen brand loyalty strategy, specifically to enhance relationships with customers, is important as it

ultimately influences a consumer's loyal behaviour towards a product, brand and even a business.

According to Bouguerra and Mzoughi (2011:211) there are three types of relationship proneness, namely:

1. Contextual (the factors influencing relationship proneness are of a contextual nature);

2. Psychological (the relational or transactional orientation of the customer depends on his personality); and

3. Psycho-contextual (the factors influencing relationship proneness are of personal and contextual nature).

There are several personal factors which influence a customer's relationship proneness (Bouguerra & Mzoughi, 2011:211). Some of these personal factors include the need of social recognition, the pleasure to shop, sociability and the devotion towards a certain product category. In addition, contextual variables influence relationship proneness and include the content and the frequency of the exchanges, the necessity of a regular repair of the product, transfer costs, the purchase frequency and the possibility of personalizing the offer.

In this regard Martens and Akridge (2006:24) mention that agribusinesses must create proactive, deep and tangible relationships with its customers, so that customers do not intend to switch to other agribusiness brands.

2.3.2.10 Brand relevance

According to Aaker (2011:9), brand relevance is a powerful notion. The author is of opinion that an understanding and management of the concept can create a winning strategy by becoming isolated from competitors. Aaker (2011:16) states that brand relevance occurs when two conditions are met:

- The target category or subcategory is selected and a customer need exists for the targeted category or subcategory; and

- The brand is in the consideration set and the customer considers the brand when he or she is making a decision to buy or use that target category or subcategory.

Buchanan and Webb (2012:2) state that sustaining brand relevance requires an increased focus on the customer, enhancing and enabling customer experience. It further involves delivering a consistent experience and message across media and purchase channels to ensure that brand messages are reinforced rather than diluted.

Brand relevance strategy includes creating new categories and subcategories with innovative offerings. The idea is to reduce, weaken, or make the competition non-existent, by creating the new categories and subcategories (Aaker, 2011:17 & 39).

Building brand relevance requires managerial focus and effort, but can be achieved with a futuristic mind-set which is sensitive to market signals and understands the value of innovation (Aaker, 2011:9). Creating a new category or subcategory product or service requires emergence of a new, different value proposition. The value proposition should be capable of generating energy, visibility and a group of loyal customers (Aaker, 2011:39).

Aaker (2011:5-6) states that new categories or subcategories can come into existence and disappear with startling speed, due to rapid growth in global technology, cash flows and communication streams.

According to Aaker (2011:39), brand relevance does not get the deserved role in strategy and way too little funding. The author is of opinion that a business's marketing- and brand strategies could benefit from uplifting brand relevance in their business plans. Roy (2013) suggests that, in order to achieve brand relevance, a business must be culturally relevant. The author mentions strong brands like Nike, Apple and Starbucks as attaining cultural relevance by aligning with world class athletes, transforming the user experience of consuming music and mobile computing and creating consumption

experiences around coffee. The focus must not only be on serving customer needs, but also on having meaning in customers' daily lives.

2.3.2.11 Repeat purchase

According to Riley (2009), repeat purchase occurs when customers are encouraged to buy a product or service for the first time, and then repeat the transaction.

Companies invest money to encourage a customer to buy for the first time by means of advertisements and other marketing activities. The success of a product can be determined by measuring the time between the first purchase and the repeat purchase. The business can measure the success in the quantity bought, the frequency of transactions and how quickly the repeat purchase was done (Riley, 2009). A company should rather encourage customers to become loyal and then repeat the purchase, than spend money on expensive marketing activities.

Han (2000:37) further explains the relationship between loyalty and repeat purchases by stating that customers will tend to remain loyal to a product or service when making repeat purchases or intending to make repeat purchases of the product or service.

To attain repeat purchases by encouraging loyal customers, agribusinesses should focus on providing high quality products and services, and building relationships with customers. Relationships can be built by regular communication, incentives for loyalty and research into customer needs and wants (Riley, 2009).

2.3.2.12 Involvement

According to Dahlgren (2011:33), involvement is a motivational state used to understand the attitudes of consumers towards product or service brands.

Choubtarash, Mahdieh and Marnani (2013:278) quote the definitions of various researchers explaining what involvement in a marketing context means. It is interesting to note that the concept and definition of involvement have evolved since the

conceptualisation thereof in the 1960s. Summaries of these definitions are listed in Table 2.2 which also indicates the evolvement of the concept.

Table 2.2:   Definitions of involvement

Definition	Author
An interest, concern or commitment toward a subject in a special situation	Freedman (1964)
Adherence to previous behaviour	Greenwald (1965)
A psychological interaction in terms of a specific object	Festinger (1975)
The understanding and recognition of a special product by the consumer	Traylor (1981)
The personal relationship level of the consumer with the product or service and it includes importance, value and risk	Antonides & Raaij (1998)
A general level of interest or a distress about a subject without considering a specific condition	Lin & Chen (2006)
A motivational capacity based on personal goals which is under the influence of cognitive and affective stimulus and it indicates the cost benefit aspects, financial performance of the product, event or service, while affective aspects are related to symbolic advantages like self-esteem and self-image	Gyulavari *et al.* (2011)
Involvement is a motivational variable which has numerous impacts on a customer's purchases and their relationships.	Choubtarash, Mahdieh & Marnani (2013:277)

Sources as cited by Coutaresh *et al.* (2013)

Since people perceive the same product differently Dahlgren (2011:34), proposes that the levels of involvement for the same product differs. The degree of customer involvement is either low or high, and is influenced by goals, personal needs, characteristics, and situational and decisional factors.

Russell-Bennett, McColl-Kennedy and Coote (2007:6) believe that the degree of customer involvement determines the level of purchasing importance, and customers are more likely to display loyalty to high involvement purchases. Therefore, the author suggests that the more involved a customer is in a purchase, the more likely it will lead to loyalty towards that brand. Dahlgren (2011:43) confirms the relationship between high involvement and brand loyalty by stating that highly involved consumers are more committed and hence more loyal to the specific brand.

For agribusinesses, high involvement leads to extensive problem solving, which in turn leads to (Verbeke & Vackier, 2004:159):
- An active search and use of information;
- Careful processing of information; and
- Weighing and evaluating many product attributes before forming beliefs.

2.4 SUMMARY

Understanding how various factors related to customer loyalty, and the boundary conditions of those relationships, can help managers increase loyalty effectively (Wang, 2011:253).

The first part of the chapter reviewed literature of the South African agribusiness industry including the deregulation of agribusinesses, the agribusiness ranking in Africa, and international competitiveness.

The chapter also includes a literature review on brand loyalty, the influencers of brand loyalty and the managerial effect of these influences. The brand loyalty framework compiled by Moolla (2010), served as a guideline for the purpose of this chapter.

The next chapter will discuss the research methodology, results and statistical analysis of the research data collected.

CHAPTER 3

EMPIRICAL STUDY

3.1 INTRODUCTION

This chapter presents research methodology and the empirical results of the study performed in the agribusiness environment of South Africa. The chapter also reports on the findings of the literature research where a number of brand loyalty influences have been identified.

More specifically, this chapter reports on the following aspects:

- Research methodology;
- Results;
- Validity of the research instrument;
- Reliability of the data; and the
- Importance of the research variables.

The aim of this chapter is to present the results of the empirical study regarding the following:

- Whether Moolla's brand loyalty model can be applied to measure brand loyalty in the agribusiness environment; and
- Which factors have an influence on brand loyalty in the customer choice of agribusiness brands.

3.2 RESEARCH METHODOLOGY

3.2.1 Sampling procedure

The population consists of agribusiness customers in the North West Province. From this population, a randomly selected sample of 150 individuals has been selected, and a total number of 100 responded.

The sample includes participants from regions in North West which included Dr Ruth S. Mompati District (Bophirima), Dr Ngaka Modiri Molema District (Central), the Bojanala Region and Dr Kenneth Kaunda District (Southern).

Sample adequacy has statistically been determined by using the Kaiser-Meyer-Olkin measure of sampling adequacy.

3.2.2 Data collection

The data was collected by using a validated brand loyalty questionnaire that was developed by Moolla (2010:262). The questionnaire was distributed via email to farmers in the North West Province. The questionnaire was accompanied by a cover letter that explained the purpose of the study and included instructions on how the questionnaire should be completed.

3.2.3 Questionnaire development

Moolla (2010:150) developed a questionnaire to indicate the relevance of 12 factors that influence brand loyalty in the fast-moving consumer goods industry. For this study, the questionnaire was slightly customised to provide a better fit to agricultural brands. Care was taken not change the core meaning of any of the questions. Each respondent had to evaluate the importance of each of these questions by indicating on a 7-point Likert scale, ranging from *Strongly agree* to *Strongly disagree*, to what extent they deem the question to be important or not in brand loyalty (Moolla, 2010:150). The customised questionnaire is attached as Appendix A. The number of questions per

influence ranged from a minimum of three, to a maximum of five questions (Moolla, 2010:146).

3.2.4 Data analysis and statistical techniques

The data was analysed by means of descriptive statistics. In addition, the following statistical techniques were employed in the study:

- The KMO measure of sampling adequacy;
- Bartlett's test of sphericity;
- Exploratory factor analysis; and
- Cronbach Alpha's reliability coefficient.

The data was analysed by using the statistical program, *Statistical Package for Social Sciences (V21)*.

3.3 RESULTS

3.3.1 Demographic profile

The demographic profile of the respondents is shown in Table 3.1.

Table 3.1:   Demographic profile of respondents

AGE GROUP	
20-30	22%
31-40	30%
41-50	25%
51-60	15%
61+	8%
Other	0%
GENDER	
Male	69%
Female	30%
ETHNICITY	
Black	4%
White	95%
Coloured	1%
Asian	0%
Other	0%
REGION	
Dr Ruth S. Mompati District (Bophirima)	9%
Dr Ngaka Modiri Molema District (Central)	20%
The Bojanala Region	8%
Dr Kenneth Kaunda District (Southern)	60%
Other	3%

n = 100

Table 3.1 shows that the majority of the respondents are in the age groups 20-30 years, 31-40 years and 41-50 years. However, it seems that farming is a lifelong occupation as there are also farmers actively farming in the age group 61+ years. The majority of the respondents were, as expected, white males, residing mostly in the Kenneth Kaunda District. This district includes towns such as Klerksdorp, Potchefstroom, Ventersdorp,

Hartbeesfontein, Leeudoringstad, Orkney, Stilfontein and Wolmaransstad. The reason for the majority of respondents residing in the Kenneth Kaunda District might be due to the fact that the majority (43) questionnaires were completed at a farmer event in Potchefstroom, attended by farmers of the nearby environment.

3.4 STATISTICAL TECHNIQUES EMPLOYED

The validity of the research questionnaire was statistically determined with the aid of exploratory factory analysis (Du Plessis, 2010; Moolla, 2010; Salim 2011). However, before the factor analysis can be applied as a validation tool, it is important to statistically ensure that the sample is adequate. This has been done by applying the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO). In addition, the factor analysis is only a suitable technique to apply if the variables do not show evidence of multicollinearity or strong inter-correlations between them. To ensure that the data was suitable for factor analysis, Barlett's Test of Sphericity was applied. Cronbach Alpha was also applied as statistical measure of reliability of the data.

These statistical measures were interpreted and applied in this study as follows:

- **The KMO measure of sample adequacy**

  KMO varies between 0 and 1. A value of 0 indicates that the sum of partial correlations is large relative to the sum of correlations, indicating diffusion in the pattern of correlations. A value close to 1 indicates that patterns of correlations are relatively compact and thus factor analysis should yield distinct and reliable factors (Field, 2007:639). Values greater than 0.5, are considered as acceptable. Values between 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great and values above 0.9 are superb (Field, 2007:648).

- **Bartlett's test of sphericity**

Bartlett's measure tests the null hypothesis that the original correlation matrix is an identity matrix. The test needs to be significant and therefore have a significance value less than 0.05 (Field, 2005:5-6).

- **Cronbach Alpha (α)**

The Cronbach Alpha coefficient provides a measure of the reliability and internal consistency of a test or scale, and is expressed as a number between 0 and 1 The closer Cronbach's Alpha coefficient is to 1, the greater the internal consistency of the items in the scale. Internal consistency describes the extent to which all the items in a test measure the same concept or construct and hence it is connected to the inter-relatedness of the items within the test. Internal consistency should be determined before a test can be employed for research or examination purposes to ensure validity (Tavakol, 2011:53).

Common interpretation of the Cronbach's Alpha coefficient is: <0.5 (unacceptable), $0.5<\alpha<0.6$ (poor), $0.6<\alpha<0.7$ (questionable), $0.7<\alpha<0.8$ (acceptable), $0.8<\alpha<0.9$ (good) and >0.9 (excellent) (Gliem & Gliem, 2003:87). In this study, the desired coefficient of reliability was set at 0.70 (Field, 2007:666). However, Cortina (1993) in Field (2007:667) states that when ratio or interval scales are used (such as a Likert scale), a secondary reliability coefficient of 0.58 could be employed as a lower satisfactory indicator of reliability.

- **Exploratory factor analysis**

Exploratory factor analysis was employed to ensure that the questions load onto the brand loyalty influences. In addition, strong dual loadings or factor loadings below 0.40 are indicators of questions that should be eliminated from the questionnaire when it is applied to the agricultural industry as brand loyalty measurement. Only factors with Eigenvalues of 1 and bigger are extracted while the variance explained of 60% is regarded to be "good fit of the data" (Field, 2007:639).

3.5 VALIDITY OF RESEARCH INSTRUMENT

The validity of the questionnaire is determined by performing an exploratory factor analysis pertaining to each specific influence and the questions that measure that specific influence.

3.5.1 Brand trust

The *Brand Trust* KMO and Bartlett scores are summarized in Table 3.2

Table 3.2: KMO and Bartlett Test of Brand Trust

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.711
Bartlett's Test of Sphericity	Approx. Chi-Square	68.001
	Df	6
	Sig.	.000

The KMO score is larger than the 0.700 requirement with 0.711 and the Bartlett's score is equally satisfactory at 0.000. This means that the sample is adequate and that the data is suitable to be subjected to factor analysis. The results of the factor analysis appear in Table 3.3.

Table 3.3 follows on next page

Table 3.3: **Factor analysis of Brand trust**

	Question	Component
		1
B12	I have confidence in the agribusiness that I am loyal to	.779
B11	I trust the agribusiness brands I am loyal towards	.665
B13	The agribusiness brands I do business with have consistent high quality	.528
B14	The reputation of an agribusiness brand is a key factor in me maintaining brand loyalty	.451

All the questions loaded onto one factor, meaning that all four these questions do measure the influence Brand trust. The total variance explained is 38.27%.

3.5.2 Brand affect

The sample measurement and multicollinearity pertaining to *Brand affect* are summarized in Table 3.4.

Table 3.4: **KMO and Bartlett Test of Brand affect**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.590
Bartlett's Test of Sphericity	Approx. Chi-Square	60.208
	Df	3
	Sig.	.000

The KMO score is lower than the 0.700 requirement but still falls within the "acceptable" category (KMO>0.50) at 0.590. The Bartlett's test portrays a satisfactory 0.000 value.

This means that although the sample pertaining to *Brand affect* is only acceptable, the data is suitable for factor analysis. The results thereof appear in the Table below.

Table 3.5:   Factor analysis of Brand affect

		Component
	Question	1
B37	I attain a positive emotional response through the usage of my agribusiness brand	.981
B38	Agribusiness brands that I am loyal to make a difference in my life	.542
B39	I am distressed when I am unable to purchase at a particular agribusiness brand	.504

The factor analysis indicates that the entire set of questions has factor loadings that exceed the required 0.4, and therefore, no questions should be excluded. In addition, all these questions loaded onto one factor which means that *Brand affect* is effectively measured by the three questions. The total variance explained is 50.33%.

3.5.3 Commitment

The sample measurement and multicollinearity pertaining to *Commitment* are calculated and summarized in Table 3.6.

Table 3.6:   KMO and Bartlett Test of Commitment

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.828
Bartlett's Test of Sphericity	Approx. Chi-Square	156.224
	Df	10
	Sig.	.000

The KMO score is exceptional with a score of 0.828 which is higher than the required 0.700 while the Bartlett's score is equally satisfactory at 0.000. This means that the sample is adequate and the data is suitable for factor analysis.

Table 3.7:   Factor analysis of Commitment

		Component
	Question	1
B27	I have pledged my loyalty to particular agribusiness brands	.838
B29	I identify with the agribusiness brands that I use and feel is part of the brand-community	.703
B28	I do not purchase from other agribusiness brands if my brand is unavailable	.671
B30	The more I become committed to an agribusiness brand, the more loyal I become	.639
B31	I remain committed to an agribusiness brand even through price increases and declining popularity	.586

The factor analysis of *Commitment* indicates that the entire set of questions has a factor loading exceeding 0.4, and can be used, and therefore none of the questions should be

42

excluded. All these questions loaded onto one factor, thus measuring one influence. The total variance explained is 47.96%.

3.5.4 Switching cost

The KMO and Bartlett scores pertaining to the influence *Switching cost* are summarized in Table 3.8.

Table 3.8: **KMO and Bartlett Test of Switching cost**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.760
Bartlett's Test of Sphericity	Approx. Chi-Square	84.392
	Df	10
	Sig.	.000

The sample is adequate; the KMO score is higher than the 0.700 requirement at 0.760, and the Bartlett's test reveals that there are insignificant levels of multicollinearity. Resultantly the data is suitable to be subjected to factor analysis. The results of the factor analysis appear in the table below.

Table 3.9 follows on next page

Table 3.9:   Factor analysis of Switching cost

	Question	Component 1
B8	I avoid switching agribusiness brands due to the risks involved	.720
B6	I do not switch agribusiness brands because of the high cost implications	.676
B10	I prefer not to switch agribusiness brands as I stand to lose out on the benefits from loyalty programmes	.570
B7	I do not switch agribusiness brands because of the effort required to reach a level of comfort	.543
B9	**I switch agribusiness brands according to the prevailing economic conditions**	**.354**

The factor analysis indicates that all the questions measure one factor, namely the influence *Switching cost*. However, question B9 should be omitted from the analysis because of its low factor loading (lower than the required minimum of 0.40). This means that switching cost is adequately measured by questions B8, B6, B10 and B7. The total variance explained is 34.39%.

3.5.5 Customer satisfaction

The sample adequacy and multicollinearity measurements pertaining to *Customer satisfaction* are summarized in Table 3.10.

Table 3.10:   KMO and Bartlett Test of Customer satisfaction

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.716
Bartlett's Test of Sphericity	Approx. Chi-Square	94.546
	Df	10
	Sig.	.000

Both the KMO score and Bartlett's test returned satisfactory values at 0.716 and 0.000, respectively. This means that the sample is adequate and that the data is suitable for factor analysis. Table 3.11 shows the results of the factor analysis.

Table 3.11:   Factor analysis of Customer satisfaction

		Component
	Question	1
B2	Distinctive product attributes in my agribusiness keep me brand loyal	.769
B5	I attain pleasure from the agribusiness brands I am loyal towards	.689
B3	My loyalty towards a particular agribusiness brand increases when I am satisfied with that brand	.555
B1	I am very satisfied with the listed agribusiness brands I am doing business with	.443
B4	I do not repeat a purchase if I am dissatisfied with a particular agribusiness brand	.443

The factor analysis of *Customer satisfaction* indicates that all the questions have factor loadings that exceed 0.4, while all these questions loaded onto one factor, signifying

that these questions measure the influence effectively. The total variance is measured at 35.35%.

3.5.6 Culture

The KMO and Bartlett scores pertaining to the influence *Culture* are summarized in Table 3.12.

Table 3.12:   KMO and Bartlett Test of Culture

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.816
Bartlett's Test of Sphericity	Approx. Chi-Square	189.704
	Df	6
	Sig.	.000

The KMO score is higher than the 0.700 requirement with 0.816 and the Bartlett's score equally satisfactory at 0.000. This means that the sample is adequate and that the data is suitable for factor analysis.

Table 3.13 follows on next page

Table 3.13:   Factor analysis of Culture

		Component
	Question	1
B48	My loyalty towards an agribusiness brand is based on the choice of bank brand used by my family	.849
B50	Family used agribusiness brands indirectly assure brand security and trust	.824
B49	Religion plays a role in my choice and loyalty to agribusiness brands	.800
B47	My choice of agribusiness brands is in keeping with the choices made by other members in my race group	.680

The factor analysis identified one factor. All the questions have high factor loadings that exceed 0.65, signifying strong correlations with the specific influence. The total variance explained (62.58%), is also very satisfactory and exceeds the point where the data is regarded to be a good fit (60%) (Moolla, 2010).

3.5.7 Perceived value

The sample measurement and multicollinearity pertaining to *Perceived Value* are summarized in Table 3.14.

Table 3.14:   KMO and Bartlett Test of Perceived value

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.504
Bartlett's Test of Sphericity	Approx. Chi-Square	70.803
	Df	6
	Sig.	.000

The KMO score is lower than the 0.700 requirement with 0.504 and the Bartlett's score equally sufficient at 0.000. Although below the desired 0.700 value, a KMO value of 0.504 does not disqualify the data from being used in factor analysis. It does, however, signal caution to the adequacy of the sample (Field, 2007:735).

Table 3.15:   Factor analysis of Perceived value

		Component	
	Question	1	2
B26	The agribusiness brands that I am loyal to enhance my social self-concept	.952	
B24	I have an emotional attachment to the agribusiness brands I am loyal to	.679	
B23	My agribusiness brand loyalty is based on product quality and expected performance		.584
B25	Price worthiness is a key influence in my loyalty towards agribusiness brands		.528

The factor analysis identified two sub-factors in the perceived value influence. Sub-factor 1 consists of the questions B26 and B24, while sub-factor 2 consists of the questions B23 and B25. The two factors explain a cumulative variance 51.56% with the two sub-factors explaining 36.03% and 15.53% of the variance respectively.

3.5.8 Brand performance

The sample measurement and multicollinearity pertaining to *Brand Performance* are calculated and summarized in Table 3.16.

Table 3.16:   KMO and Bartlett Test of Brand performance

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.599
Bartlett's Test of Sphericity	Approx. Chi-Square	15.429
	Df	3
	Sig.	.001

The KMO score is once again lower than the 0.700 requirement with 0.599. This does not warrant disqualification as stated above (Field, 2007:735). It does, however, signal caution to the adequacy of the sample with regard to this specific factor. The Bartlett's score is satisfactory at 0.001. This means that the data is suitable for factor analysis.

Table 3.17:   Factor analysis of Brand performance

		Component
	Question	1
B45	I will switch agribusiness brand loyalty should a better performing bank brand be available	.558
B46	I am loyal only towards the top performing agribusiness brand	.499
B44	I evaluate an agribusiness brand based on perceived performance	.412

The factor analysis of the *Brand performance* influence identified one factor. In addition, all three the questions have factor loadings that exceed 0.4 and can be used. Therefore, all of the questions are used. The total variance explained by the sole factor is 24.37%.

3.5.9 Relationship proneness

The *Relationship proneness* KMO and Bartlett scores are summarized in Table 3.18.

Table 3.18:   KMO and Bartlett Test of Relationship proneness

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.692
Bartlett's Test of Sphericity	Approx. Chi-Square	99.950
	Df	10
	Sig.	.000

The KMO score is lower than the 0.700 requirement with 0.692 and the Bartlett's score is satisfactory at 0.000. Although the KMO is below the desired 0.700 value, a KMO value of 0.692 (which is marginally lower than the required 0.700) does not disqualify the data from being used in factor analysis (Field, 2007:735).

Table 3.19 follows on next page

Table 3.19:   Factor analysis of Relationship proneness

	Question	Component	
		1	2
B36	Loyalty programmes are the reason why I repeat agribusiness brand purchases	.766	
B34	I always sample new agribusiness brands as soon as they are available	.737	
B35	I establish an agribusiness brand purchasing pattern and seldom deviate from it	.527	
B32	My loyalty towards agribusiness brands is purely habitual		.652
B33	I do not necessarily purchase the same agribusiness brands all the time		.596

The factor analysis identified two sub-factors in the *Relationship proneness* influence. Sub-factor 1 consists of questions B36, B34 and B35, while sub-factor 2 consists of questions B32 and B33. The total variance is explained as 45.65%, with factor 1 explaining 36.72% while factor 2 explains 8.92% of the variance.

3.5.10 Brand relevance

The KMO and Bartlett scores pertaining to the influence *Brand relevance* are summarized in Table 3.20.

Table 3.20:   KMO and Bartlett Test of Brand relevance

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.781
Bartlett's Test of Sphericity	Approx. Chi-Square	177.835
	Df	6
	Sig.	.000

The KMO score is larger than the 0.700 requirement with 0.781 and the Bartlett's score is satisfactory at 0.000. This means that the sample is adequate and that the data is suitable for factor analysis. The results of the factor analysis appear in Table 3.21.

Table 3.21:   Factor analysis of Brand relevance

		Component
	Question	1
B41	The agribusiness brands that I am loyal to have freshness about them and portray positive significance	.846
B43	The agribusiness brands that I am loyal to are constantly updating and improving so as to stay relevant	.769
B40	The agribusiness brands that I am loyal to stand for issues that actually matters	.760
B42	I know that an agribusiness brand is relevant through the brand messages communicated.	.716

All the questions loaded onto one factor meaning that all four questions do measure the *Brand relevance* influence. All the questions have high factor loadings. The total variance explained is at 59.93%.

3.5.11 Repeat purchase

The sample adequacy and multicollinearity measurements pertaining to *Repeat purchase* are summarized in Table 3.22.

Table 3.22:   KMO and Bartlett Test of Repeat purchase

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.629
Bartlett's Test of Sphericity	Approx. Chi-Square	54.784
	Df	6
	Sig.	.000

The KMO score is lower than the 0.700 requirement but still falls within the "acceptable" category (KMO>0.50) at 0.629. This means that although the sample pertaining to *Repeat purchase* is only acceptable, the data is suitable for factor analysis. The Bartlett's test portrays a satisfactory 0.000 value. The results thereof appear in the Table below.

Table 3.23 follows on next page

Table 3.23:   Factor analysis of Repeat purchase

		Component
	Question	1
B18	I have a passionate and emotional relationship with the agribusiness brands I am loyal to	.719
B17	I maintain a relationship with an agribusiness brand that focuses and communicates with me	.525
B16	I maintain a relationship with an agribusiness brand in keeping with my personality	.505
B15	I prefer to maintain a long term relationship with an agribusiness brand	.504

The factor analysis of the *Repeat purchase* influence indicates that the entire set of questions has factor loadings that exceed the required 0.4, and therefore no questions should be excluded. In addition, all these questions loaded onto one factor which means that *Repeat purchase* is pure. The total variance explained is 32.53%.

3.5.12 Involvement

The KMO and Bartlett scores pertaining to the influence *Involvement* are summarized in Table 3.24.

Table 3.24: KMO and Bartlett Test of Involvement

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.739
Bartlett's Test of Sphericity	Approx. Chi-Square	77.659
	Df	6
	Sig.	.000

The KMO score is higher than the 0.700 requirement with 0.739 and the Bartlett's score is equally sufficient at 0.000. This means that the sample is adequate and that the data is therefore satisfactory to use in factor analysis.

Table 3.25: Factor analysis of Involvement

		Component
	Question	1
B20	Involvement with an agribusiness brand intensifies my arousal and interest towards that brand	.739
B19	Loyalty towards an agribusiness brand increases the more I am involved with it	.720
B22	My choice of an agribusiness brand is influenced by the involvement others have with their agribusiness brands	.557
B21	I consider other agribusiness brands when my involvement with my agribusiness brand diminishes	.516

The factor analysis identified one factor, which indicates that the influence is pure. The factor analysis of the *Involvement* influence indicates that the entire set of questions has factor loadings that exceed the required 0.4 and therefore no questions should be excluded. All the questions have high factor loaded onto one factor. All the questions have medium to high factor loadings. The total variance explained is 41.01%.

3.6 RELIABILITY OF RESULTS

The reliability of the brand loyalty influences is measured and summarised in Table 3.26. The table shows the code of the influence, description, Cronbach Alpha coefficients, and the number of items.

Table 3.26:   Reliability of the influences and their factors

Code	Description	Questions	Cronbach's Alpha	Number of items
CUS	Customer satisfaction	All	0.71	5
SCR	Switching costs	All	0.70	5
BTS	Brand trust	All	0.69	4
RPR	Repeat purchase	All	0.65	4
INV	Involvement	All	0.73	4
PVL	Perceived value	All	**0.45**	4
COM	Commitment	All	0.82	5
RPS	Relationship proneness	All	0.71	5
BAF	Brand affect	All	0.70	3
BRV	Brand relevance	All	0.86	4
BPF	Brand performance	All	**0.48**	3
CUL	Culture	All	0.87	4

From this table it is clear that the majority of the factors return satisfactory reliability coefficients (above the lower 0.70 level of reliability). However, the two brand loyalty influences *Brand trust* and *Repeat purchase* are deemed to be of lower order reliability because they have lower order reliability coefficients ($0.58 < \alpha < 0.70$).

The unreliable influences (with reliability coefficients below 0.58) are *Brand performance* and *Perceived value* (with coefficients (α< 0.58).

3.7 IMPORTANCE OF RESEARCH VARIABLES

The questionnaire is designed on a 7-point Likert scale to measure the influences of brand loyalty in the agribusiness environment, and is based on the following options: strongly agree, agree, somewhat agree, neither agree nor disagree, somewhat disagree, disagree and strongly disagree.

The Likert scales mean values have been adapted into a percentage value to enhance the interpretation of the results, i.e. 70% high level of agreement to a question and ultimately the influence on brand loyalty. The percentages are interpreted as follows (Bisschoff & Hough, 1995 as applied successfully by Salim, 2011 and Bisschoff & Lortiet 2008):

< 60%:   Lower importance; Dissatisfaction; Immediate action required

60%-75%: Important; Satisfaction; Develop to become excellent

>75%:   Very important; Very satisfied/Excellent; Maintain to stay on top

The standard deviation serves as secondary measure and indicates to what extent the respondents have agreed in their perceptions regarding each question.

3.7.1 Brand trust

The mean scores of the *Brand trust* influence's question set are summarized below in Table 3.27, and indicate the importance of the questions pertaining to *Brand trust* as influence on the brand loyalty of agribusiness customers.

Table 3.27:   Mean and Standard deviation scores of Brand trust

	Question	Mean	Standard Deviation
B11	I trust the agribusiness brands I am loyal to	71.0%	.784
B12	I have confidence in the agribusiness that I am loyal to	71.6%	.810
B13	The agribusiness brands I do business with have consistent high quality	66.7%	1.104
B14	The reputation of an agribusiness brand is a key factor in me maintaining brand loyalty	66.0%	1.080

All the Questions fall in the *Important* category (bigger than 60%, but below the 75% margin of *Very important*). This means that all the questions are regarded to be important in brand loyalty of agricultural products. The mean importance value for *Brand trust* is 68.8% indicating that farmers do consider *Brand trust* as an important influence for Brand loyalty.

The high mean scores of questions B11 and B12 indicate that farmers trust and have confidence in the agribusiness brand they are loyal to.

3.7.2 Brand affect

The mean scores of the *Brand affect* influence's question set are summarized below in Table 3.28 and indicate the importance of a question pertaining to *Brand affect* as an influence on the Brand loyalty of agribusiness customers.

Table 3.28:   Mean and Standard deviation scores of Brand affect

	Question	Mean	Standard deviation
B37	I attain a positive emotional response through the usage of my agribusiness brand	59.1%	1.239
B38	Agribusiness brands that I am loyal to make a difference in my life	63.1%	1.208
B39	I am distressed when I am unable to purchase from a particular agribusiness brand	54.9%	1.808

Questions B37 and B39 fall marginally below the important level that starts at 60% and the low means indicate that farmers do not consider these questions as important influences on the Brand loyalty of agribusiness customers. The mean for *Brand affect* is at 59.0% indicating that farmers do consider *Brand affect* as an influence of lower importance for Brand loyalty.

3.7.3 Commitment

The mean scores indicate the importance of a question pertaining to *Commitment* as an influence on the Brand loyalty of agribusiness customers. The mean scores of the *Commitment* influence's question set are summarized below in Table 3.29.

Table 3.29:   Mean and Standard deviation scores of Commitment

	Question	Mean	Standard deviation
B27	I have pledged my loyalty to particular agribusiness brands	57.3%	1.514
B28	I do not purchase at other agribusiness brands if my brand is unavailable	40.4%	1.975
B29	I identify with the agribusiness brands that I use and feel as part of the brand-community	58.9%	1.416
B30	The more I become committed to an agribusiness brand, the more loyal I become	65.6%	1.129
B31	I remain committed to an agribusiness brand even through price increases and declining popularity	51.1%	1.683

Questions B27, B28, B29 and B31 are of lower importance to farmers, falling below the level of 60%. Question B30 indicates that farmers consider the question as an important influence on the Brand loyalty of agribusiness customers. The mean for *Commitment* is at 54.7%, which indicates that farmers are not committed and do not regard it as influential towards Brand loyalty.

Question 28 indicates that farmers do not agree with the statement specifying that they will not buy another agribusiness brand when the preferred brand is unavailable. The results for question 30 show that farmers become more loyal when they are committed to an agribusiness brand.

3.7.4 Switching cost

The mean scores of the *Switching cost* influence's question set are summarized below in Table 3.30 and indicate the importance of a question pertaining to *Switching cost* as an influence on the Brand loyalty of agribusiness customers.

Table 3.30: Mean and Standard deviation scores of Switching cost

	Question	Mean	Standard deviation
B6	I do not switch agribusiness brands because of the high cost implications	55.7%	1.749
B7	I do not switch agribusiness brands because of the effort required to reach a level of comfort	57.4%	1.504
B8	I avoid switching agribusiness brands due to the risks involved	55.3%	1.643
B9	I switch agribusiness brands according to the prevailing economic conditions	58.4%	1.538
B10	I prefer not to switch agribusiness brands as I stand to lose out on the benefits from loyalty programmes	53.6%	1.772

All the questions fall marginally below the important level that starts at 60% and the low means indicate that farmers do not consider these questions as important influences for the Brand loyalty of agribusiness customers. The mean for *Switching cost* is at 59.0%, indicating that the importance of these questions are slightly under the important level for farmers.

Loyalty programmes are not important to farmers. Question B10 indicates that farmers tend to switch agribusiness brands regardless of the benefits from loyalty programmes they might miss out on.

3.7.5 Customer satisfaction

The mean scores of the *Customer satisfaction* influence's question set are summarized below in Table 3.31 and indicate the importance of a question pertaining to *Customer satisfaction*, as influence on the Brand loyalty of agribusiness customers.

Table 3.31:   Mean and Standard deviation scores of Customer satisfaction

	Question	Mean	Standard deviation
B1	I am very satisfied with the listed agribusiness brands I am doing business with	70.7	1.029
B2	Distinctive product attributes in my agribusiness keep me brand loyal	67.1%	.927
B3	My loyalty towards a particular agribusiness brand increases when I am satisfied with that brand	75.3%	.709
B4	I do not repeat a purchase if I am dissatisfied witha particular agribusiness brand	68.9%	1.258
B5	I attain pleasure from the agribusiness brands I am loyal to	69.0%	.900

Question B1, B2, B4 and B5 fall in the important level ranging from 60%-75%. Question B3 is considered by farmers as very important, exceeding the 75% level. The mean for *Customer satisfaction* is 70.2%, which means that farmers consider *Customer satisfaction* as an important influence on brand loyalty.

The results of question B3 clearly show that farmers will be more loyal towards a specific agribusiness brand when they are satisfied with that brand.

3.7.6 Culture

The mean scores of the *Culture* influence's question set are summarized below in Table 3.32, and indicate the importance of a question pertaining to *Culture* as an influence on the Brand loyalty of agribusiness customers.

Table 3.32: **Mean and Standard deviation scores of Culture**

	Question	Mean	Standard deviation
B47	My choice of agribusiness brands is in keeping with the choice made by other members in my race group	45.9%	1.914
B48	My loyalty towards an agribusiness brand is based on the choice of the bank brand used by my family	53.7%	1.753
B49	Religion plays a role in my choice and loyalty to agribusiness brands	43.4%	2.040
B50	Family used agribusiness brands indirectly assure brand security and trust	56.3%	1.663

All the questions fall below the important level that starts at 60%. The low means indicate that farmers do not consider these questions as important influences for the Brand loyalty of agribusiness customers. The mean for *Culture* is at 49.8.0%, indicating that the importance of these questions is under the important level for farmers, and farmers do not consider *Culture* as an important influence.

Religion and race are not important for farmers in their choice of agribusiness brands, as seen in the results of question B47 and B49.

3.7.7 Perceived value

The mean scores of the *Perceived value* influence's question set are summarized below in Table 3.33 and indicate the importance of a question on the Brand loyalty of agribusiness customers.

Table 3.33:   Mean and Standard deviation scores of Perceived value

	Question	Mean	Standard deviation
B23	My agribusiness brand loyalty is based on product quality and expected performance	70.9%	1.063
B24	I have an emotional attachment with the agribusiness brands I am loyal to	53.0%	1.534
B25	Price worthiness is a key influence in my loyalty towards agribusiness brands	68.3%	1.079
B26	The agribusiness brands that I am loyal to enhances my social self-concept	54.7%	1.570

Question B24 and B26 fall below the important level of 60%, indicating that farmers do not consider these questions as important for agribusiness brands. The mean for *Perceived value* is 61.7%, indicating an overall importance of Perceived value for agribusiness brands.

3.7.8 Brand performance

The mean scores of the *Brand performance* influence's question set are summarized below in Table 3.34 and indicate the importance of a question pertaining to *Brand performance* as an influence on the Brand loyalty of agribusiness customers.

Table 3.34: Mean and Standard deviation scores of Brand performance

	Question	Mean	Standard deviation
B44	I evaluate an agribusiness brand based on perceived performance	66.3%	1.030
B45	I will switch agribusiness brand loyalty should a better performing agribusiness brand be available	72.1%	.964
B46	I am loyal only towards the top performing agribusiness brand	60.6%	1.372

Questions B44, B45 and B46 are above the important level of 60%, with question B45 only slightly under the very important level of 75%. This means that the questions are important for farmers when considering loyalty towards agribusiness brands. The mean is 66.3%, indicating that *Brand performance* is an important influence for brand loyalty in the agribusiness environment.

It is clear that farmers will switch agribusiness brand loyalty should a better performing agribusiness brand be available, as seen in the results of question B45.

3.7.9 Relationship proneness

The mean scores of the *Relationship proneness* influence's question set are summarized below in Table 3.35, and indicate the importance of a question pertaining to *Relationship proneness* as an influence on the Brand loyalty of agribusiness customers.

Table 3.35:   Mean and Standard deviation scores of Relationship proneness

	Question	Mean	Standard deviation
B32	My loyalty towards agribusiness brands is purely habitual	56.7%	1.507
B33	I do not necessarily purchase the same agribusiness brands all the time	61.9%	1.386
B34	I always sample new agribusiness brands as soon as they are available	59.4%	1.502
B35	I establish an agribusiness brand purchasing pattern and seldom deviate from it	55.3%	1.515
B36	Loyalty programmes are the reason I repeat agribusiness brand purchases	55.0%	1.708

Except for question B33, all the questions fall below the important level of 60%. These questions are at a lower importance level to farmers. Overall, *Relationship proneness* is a low important influence for farmers, as seen in the mean of 57.7%.

B33 indicates that farmers consider it important not to purchase the same agribusiness brand all the time.

3.7.10 Brand relevance

The mean scores of the *Brand relevance* influence's question set are summarized below in Table 3.36 and indicate the importance of a question pertaining to *Brand relevance* as an influence on the Brand loyalty of agribusiness customers.

Table 3.36:   Mean and Standard deviation scores of Brand relevance

	Question	Mean	Standard deviation
B40	The agribusiness brands that I am loyal to stand for issues that actually matters	62.1%	1.201
B41	The agribusiness brands that I am loyal to have freshness about them and portray positive significance	63.1%	1.208
B42	I know that an agribusiness brand is relevant through the brand messages communicated.	65.1%	1.183
B43	The agribusiness brands that I am loyal to are constantly updating and improving as to stay relevant	65.7%	1.015

The questions are above the important level of 60%, meaning that all the questions are regarded to be important in brand loyalty of agricultural products. The mean for *Brand relevance* is 64.0%, indicating that it is important for farmers.

Farmers believe that it is important that the agribusiness brands they are loyal to stand for issues that really matter and have a freshness about them, as seen in the results of question B40 and B41. It is also important that agribusiness brands constantly update and improve as to stay relevant (question B43).

3.7.11 Repeat purchase

The mean scores of the *Repeat purchase* influence's question set are summarized below in Table 3.37 and indicate the importance of a question pertaining to *Repeat purchase* as an influence on the Brand loyalty of agribusiness customers.

Table 3.37:   Mean and Standard deviation scores of Repeat purchase

	Question	Mean	Standard deviation
B15	I prefer to maintain a long term relationship with an agribusiness brand	72.0%	.803
B16	I maintain a relationship with an agribusiness brand in keeping with my personality	61.3%	1.365
B17	I maintain a relationship with an agribusiness brand that focuses and communicates with me	68.6%	1.128
B18	I have a passionate and emotional relationship with the agribusiness brands I am loyal to	57.1%	1.497

The mean for *Repeat purchase* is 64.7%, indicating that farmers consider it as important for brand loyalty in the agribusiness environment. Except for question B18, all the questions are above the important level of 60%, and this means that these questions are important to farmers.

Questions B15 shows that farmers almost consider it as very important to maintain a long term relationship with an agribusiness brand.

3.7.12 Involvement

The mean scores of the *Involvement* influence's question set are summarized below in Table 3.38, and indicate the importance of a question pertaining to *Involvement* as an influence on the Brand loyalty of agribusiness customers.

Table 3.38:   Mean and Standard deviation scores of Involvement

	Question	Mean	Standard deviation
B19	Loyalty towards an agribusiness brand increases the more I am involved with it	69.4%	.817
B20	Involvement with an agribusiness brand intensifies my arousal and interest towards that brand	62.6%	1.170
B21	I consider other agribusiness brands when my involvement with my agribusiness brand diminishes	64.3%	1.219
B22	My choice of an agribusiness brand is influenced by the involvement others have with their agribusiness brands	55.0%	1.493

All the questions are above the important level of 60%, except for question B22. The mean for *Involvement* indicates that farmers consider it as important, since it is 62.8%.

The involvement that others have with their agribusiness brands is not important to farmers for agribusiness brand loyalty, as seen in the results of questions B22.

3.8 SUMMARY MEAN VALUES

The mean value of the brand loyalty influences is summarized in Table 3.40 below in Figure 3.39.

Table 3.39:   Mean scores – Brand Loyalty Influences

DESCRIPTION	Influence %
Customer satisfaction	70.2%
Switching costs	56.1%
Brand trust	68.8%
Repeat purchase	64.7%
Involvement	62.8%
Perceived value	61.7%
Commitment	54.7%
Relationship proneness	57.7%
Brand affect	59.0%
Brand relevance	64.0%
Brand performance	66.3%
Culture	49.8%

Influences *Customer satisfaction, Brand trust, Repeat purchase, Involvement, Perceived value, Brand relevance* and *Brand performance* are above the satisfactory level of 60% and are seen as important factors that influence Brand loyalty of agribusiness customers. *Customer satisfaction* is the most important influence for brand loyalty in the agribusiness environment.

Influences *Switching Costs, Commitment, Relationship Proneness, Brand Affect* and *Culture* are all below the unsatisfactory level of 60 and this means that all the questions need to be improved and further developed. *Culture* is the least important influence for brand loyalty in the agribusiness environment.

Figure 3.1:   Brand loyalty influence
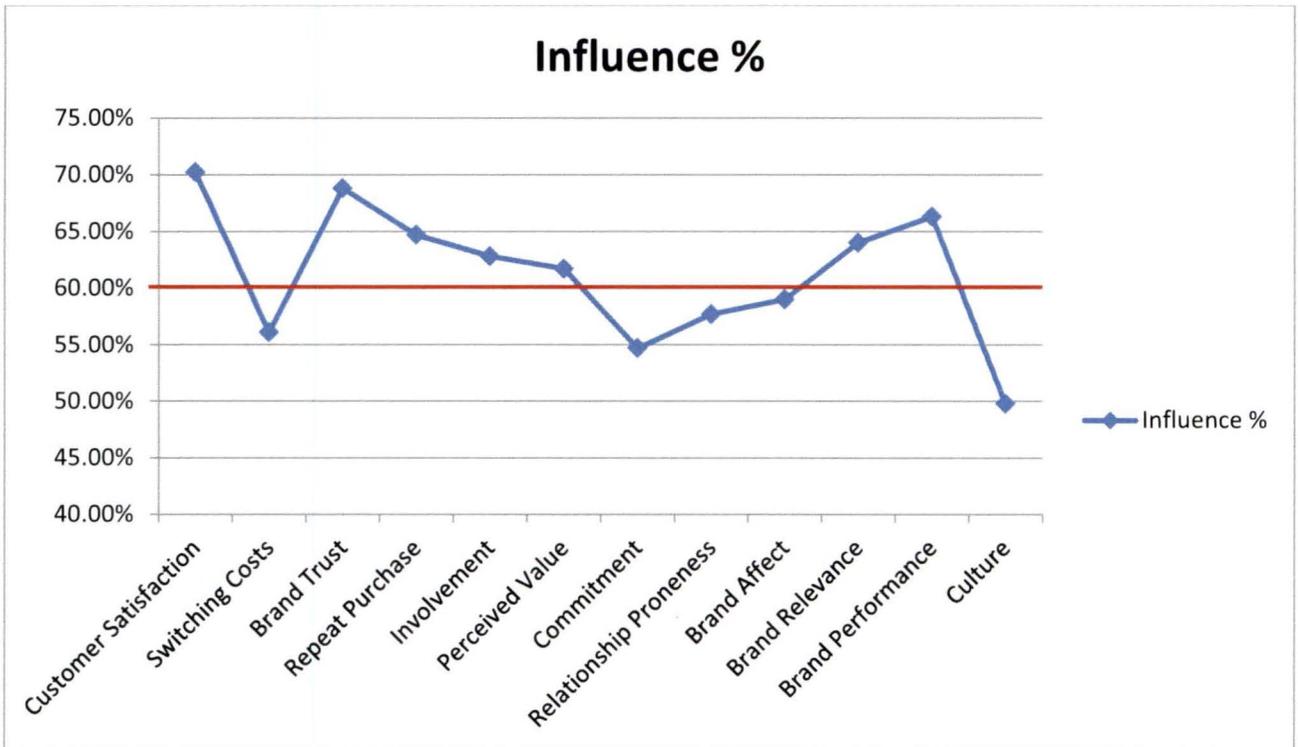
Figure 3.3 illustrates the means of the influences with a marker line on the satisfactory level of 60% of the level of agreement of respondents on the questions that influence Brand loyalty.

It is illustrated that influences Switching cost, Commitment, Relationship proneness, Brand affect and Culture are marginally lower than the 60% importance level, with the means averaging between 49%-59%. With special managerial effort and attention, these influences can be managed into an important level of 60%.

3.9 SUMMARY

Chapter 3 includes the descriptive and informative section of the study regarding influences that affect brand loyalty in the agribusiness environment. The information is based on the conceptual framework developed by Moolla.

The results also address the validity, calculates the reliability coefficients, and reports on the importance of the selected criteria and its measuring items. The majority of the factors return satisfactory reliability coefficients (above the lower 0.70 level of reliability). However, the two brand loyalty influences *Brand trust* and *Repeat purchase* are deemed to be of lower order reliability because they have lower order reliability coefficients ($0.58 < \alpha < 0.70$). The unreliable influences (with reliability coefficients below 0.58) are *Brand performance* and *Perceived value* (with coefficients ($\alpha < 0.58$).

Chapter four is the final chapter of this report, and it consists mainly of conclusions and recommendations. Chapter four concludes the research project.

CHAPTER 4

CONCLUSIONS AND RECOMMENDATIONS

4.1 INTRODUCTION

This chapter outlines the findings of this study and the relationship to the relevant theory in Chapter 2. The chapter will be based on conclusions and recommendations relating to the findings of Chapter 3.

The chapter will focus on conclusions and recommendations with regard to the following aspects:

- Data validity & reliability;
- Brand loyalty influences;
- Future research.

Each section will be dealt with separately and conclusions and recommendations will be made in each section.

The chapter will conclude with a final overview of the research with recommendations for further use of the questionnaire developed for the measurements of key influences of brand loyalty for the agribusiness environment.

4.2 CONCLUSIONS AND RECOMMENDATIONS

4.2.1 Data validity and reliability

Regarding the validity of the questionnaire and the reliability of the data it can be concluded that:

Conclusion 1

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) yielded values ranging from 0.504 to 0.828 for agribusinesses. The average KMO measure for agribusinesses yielded 0.702 for the twelve influences measured.

The Barlett's test of sphericity was used to determine the sampling adequacy and determined the strength of the relationship between the variables.

The KMO and Barlett test of sphericity indicated that the data was suitable for factor analysis.

Conclusion 2

Factor analysis was used to analyse the data, and it was an appropriate statistical tool to use in this study. The factors that were extracted explained satisfactory variance in all twelve influences. The factor analysis identified that within two influences, *Perceived value* and *Relationship proneness*, two sub-influences existed.

Conclusion 3

From the tables it is clear that the majority of the factors return satisfactory reliability coefficients (above the lower 0.70 level of reliability). However, the two brand loyalty influences *Brand trust* and *Repeat purchase* are deemed to be of lower order reliability because they have lower order reliability coefficients ($0.58 < \alpha < 0.70$). The unreliable influences (with reliability coefficients below 0.58), are *Brand performance* and *Perceived value* (with coefficients ($\alpha < 0.58$). The data for this study are reliable as confirmed by the Cronbach Alpha coefficients.

Recommendation 1

With regard to Conclusion 1, Conclusion 2 and Conclusion 3 it is recommended that the questionnaire developed by Moola (Moola & Bisschoff, 2010) to measure brand loyalty of FMCG products, can be used to measure brand loyalty of agribusiness products. The statistics used in this study provided reliable data that could be analysed and interpreted competently. The Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's test of sphericity are recommended to determine whether the data was suitable for factor analysis. Factor analysis is recommended to determine the validity of the research questionnaire. The Cronbach Alpha coefficient is recommended to be used to measure the reliability of the data when conducting a study.

4.2.2 Brand loyalty influences

Regarding the brand loyalty influences for the agribusiness environment it can be concluded that:

Conclusion 1

The study identified that two of the brand loyalty influences have sub-influences within itself. The influences are *Perceived value* and *Relationship proneness*. This leads to the conclusion that all the influences are represented by a single influence, except for *Perceived value* and *Relationship proneness* which can be seen as dualistic.

Conclusion 2

The statistical analysis confirmed that all the brand loyalty influences are valid to measure brand loyalty in the agribusiness environment. Question B9 has been eliminated but all the other questions proved to be valid.

Conclusion 3

It can be concluded that the influences *Customer satisfaction*, *Brand trust*, *Repeat purchase*, *Involvement*, *Perceived value*, *Brand Relevance* and *Brand performance* are the most important influences of brand loyalty for agribusinesses, since the means exceed the value of 60%. All the brand loyalty influences are important and have grand mean values above 49.8%. *Customer satisfaction* is the most important influence for brand loyalty in the agribusiness environment.

Influences *Switching Costs, Commitment, Relationship Proneness, Brand Affect* and *Culture* are all below the unsatisfactory level of 60 and this means that all the questions need to be improved and further developed. *Culture* is the least important influence for brand loyalty in the agribusiness environment.

Conclusion 4

The demographic profile in the study was not representative of the South African population. The age of the respondents was well distributed with the majority aged between 31 to 40 years. The gender profile included 69% male respondents with 30% female respondents. With regard to the ethnicity of the participants, the majority of participants were white and therefore the ethnicity of the participants is not a true reflection of the South African population. The reason for this uneven distribution is because most farmers in the North West Province are white males. The geographic distribution of participants included all of the regions in the North West Province; however, 60% of the respondents represented the Dr Kenneth Kaunda District (Southern) region. The reason for this uneven distribution is that most questionnaires were given to farmers in the mentioned region. It can be concluded that the demographic profile did not represent the population of South Africa satisfactorily in some of the components of the demographic profile. It is thus concluded that although this study is a valuable step forward to measure brand loyalty in the agribusiness environment, it can further be utilised.

Recommendation 1

The results should be interpreted in such a way that it consider the dualistic nature of some of the influences, and that they represent two sub-influences. Each sub-influence should be interpreted individually to determine its importance and influence on agribusiness brand loyalty.

Recommendation 2

The questionnaire adapted from the FMCG questionnaire should be used when measuring agribusiness brand loyalty, as determined by this study.

Recommendation 3

With regard to the importance of the brand loyalty influences, it is recommended that management should focus their managerial actions on the more important brand loyalty influences first, as identified in this study.

Recommendation 4

It is recommended that provinces and ethnic groups in South Africa that were excluded by this study should be included to measure agribusiness brand loyalty. The study should therefore be repeated on a larger scale so that the results obtained from this study represent the South African population.

4.2.3 Future research

Regarding the limitations of this study, can be concluded that:

Conclusion 1

This study is not representative of the whole South African population. It can be concluded that this study adds value to the research based on agribusiness brand loyalty and that future research could confirm the findings in other industries and also in different research populations.

Recommendation 1

It is recommended that a larger sample should be used to measure agribusiness brand loyalty. Since the model was only tested in the North West Province, further studies should be conducted to get a national and international perspective.

4.3 BRAND LOYALTY MODEL FOR THE AGRIBUSINESS ENVIRONMENT

The adapted framework to measure brand loyalty in the agribusiness environment is illustrated in Figure 4.1.

Figure 4.1:   Conceptual agribusiness brand loyalty framework
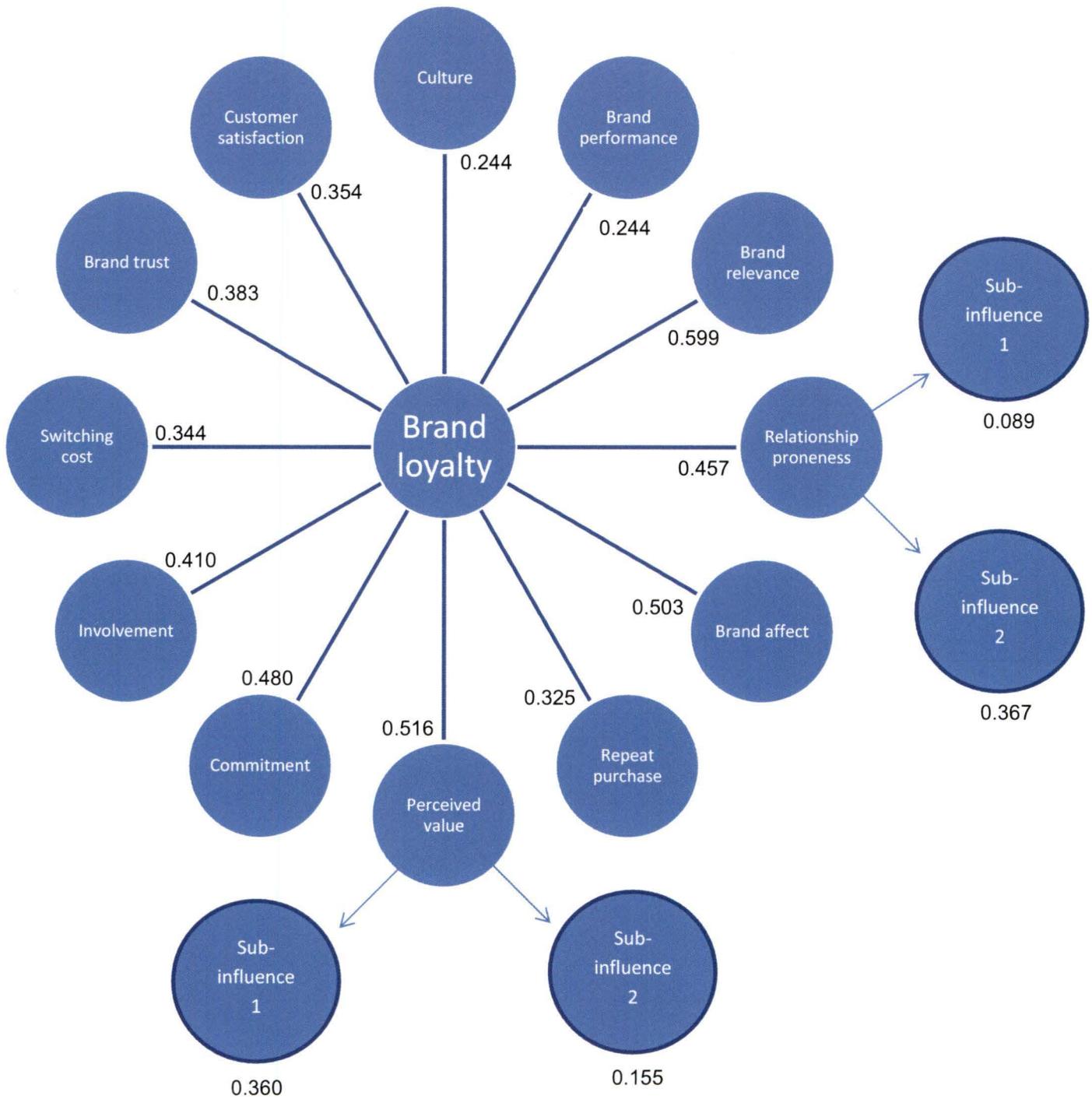
4.4 AREAS FOR FUTURE RESEARCH

Regarding future research, the following areas have been identified:

- Further research in the agribusiness environment on a larger scale, nationally and internationally;

- Similar research into other industries, using the original questionnaire and model developed by Moolla; and

- A comparative analysis between this study and Moolla's original brand loyalty model for the FMCG industry, to determine which questions are more important and which are of less importance.

4.5 SUMMARY

In this study, the aim was to determine if the FMCG brand loyalty model can be employed in the agribusiness environment. The model required modifications to better fit the agribusiness environment. In order to achieve the primary objectives, several secondary objectives were set and reached throughout the four chapters of this study.

Chapter one elaborated on the purpose of the study and identified the need to measure brand loyalty in the agribusiness environment. This chapter also provided the structure, primary and secondary objectives of this study.

Chapter two reviewed the literature of the South African agribusiness environment including the deregulation of agribusinesses, the agribusiness ranking in Africa, and the international competitiveness. The chapter also included a literature review on brand loyalty, the influences of brand loyalty and the managerial effect of these influences.

Chapter three presented the research methodology which included the analysis and the empirical results of this study. It also included the descriptive and informative section of the study regarding influences that affect brand loyalty in the agribusiness environment. The information was based on the conceptual framework developed by Moolla. The results also addressed the validity, calculated the reliability coefficients, and reported on the importance of the selected criteria and its measuring items.

Chapter four drew conclusions and offered recommendations based on the findings in chapter three. The chapter also identified some areas for future research and presented the final adapted model for measuring brand loyalty in the agribusiness environment.

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APPENDIX ONE: QUESTIONNAIRE

Measuring Brand Loyalty in Agribusinesses
Questionnaire

SECTION A: DEMOGRAPHIC INFORMATION

1. AGE GROUP

Which age group are you in?

20-30 .	☐
31-40	☐
41-50	☐
51-60	☐
61+	☐
Other (please mention)	☐

2. SEX

Indicate your sex

Male	☐
Female	☐

3. ETHNICITY

Indicate your ethnic group

Black	☐
White	☐
Coloured	☐
Asian	☐
Other (please mention)	☐

4. REGION

In which North West Region are you situated?

Dr Ruth S Mompati (Bophirima)	☐
Dr Ngaka Modiri Molema (Central)	☐
Bojanala	☐
Dr Kennith Kaunda (Southern)	☐
Other (please mention	☐

5. AGRIBUSINESS

Which agribusiness brand do you prefer doing business at?

Landmark	☐
Senwes	☐
Obaro	☐
Suidwes	☐
Other (please mention)	☐

SECTION B: BRAND LOYALTY

1) I am very satisfied with the listed agribusiness brands I'm doing business at

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

2) Distinctive product attributes in my agribusiness keep me brand loyal

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

3) My loyalty towards a particular agribusiness brand increases when I'm satisfied with that brand

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

4) I do not repeat a purchase if I am dissatisfied about a particular agribusiness brand

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

5) I attain pleasure from the agribusiness brands I am loyal towards

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

6) I do not switch agribusiness brands because of the high cost implications

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

7) I do not switch agribusiness brands because of the effort required to reach a level of comfort

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

8) I avoid switching agribusiness brands due to the risks involved

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

9) I switch agribusiness brands according to prevailing economic conditions

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

10) I prefer not to switch agribusiness brands as I stand to lose out on the benefits from loyalty programmes

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

11) I trust the agribusiness brands I am loyal to

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

12) I have confidence in the agribusiness that I am loyal to

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

13) The agribusiness brands I do business at have consistently high quality

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

14) The reputation of an agribusiness brand is a key factor in me maintaining brand loyalty

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

15) I prefer to maintain a long term relationship with an agribusiness brand

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

16) I maintain a relationship with an agribusiness brand in keeping with my personality

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

17) I maintain a relationship with an agribusiness brand that focuses and communicates with me

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

18) I have a passionate and emotional relationship with the agribusiness brands I am loyal to

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

19) Loyalty towards an agribusiness brand increases the more I am involved with it

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

20) Involved with an agribusiness brand intensifies my arousal and interest towards that brand

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

21) I consider other agribusiness brands when my involvement with my agribusiness brand diminishes

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

22) My choice of an agribusiness brand is influenced by the involvement others have with their agribusiness brands

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

23) My agribusiness brand loyalty is based on product quality and expected performance

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

24) I have an emotional attachment with the agribusiness brands I am loyal to

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

25) Price worthiness is a key influence in my loyalty towards agribusiness brands

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

26) The agribusiness brands that I am loyal to enhances my social self-concept

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

27) I have pledged my loyalty to particular agribusiness brands

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

28) I do not purchase at other agribusiness brands if my agribusiness brand is unavailable

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

29) I identify with the agribusiness brands that I use and feel as part of the brand-community

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

30) The more I become committed to an agribusiness brand, the more loyal I become

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

31) I remain committed to an agribusiness brand even though price increases and declining popularity

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

32) My loyalty towards agribusiness brands is purely habitual

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

33) I do not necessarily purchase at the same agribusiness brands all the time

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

34) I always sample new agribusiness brands as soon as they are available

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

35) I establish an agribusiness brand purchasing pattern and seldom deviate from it

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

36) Loyalty programmes are the reason that I repeat agribusiness brand purchases

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

37) I attain a positive emotional response through the usage of my agribusiness brand

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

38) Agribusiness brands that I am loyal to make a difference in my life

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

39) I am distressed when I am unable to purchase at particular agribusiness brand

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

40) The agribusiness brands that I am loyal to stands for issues that actually matters

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

41) The agribusiness brands that I am loyal to have freshness about them and portray positive significance

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

42) I know that an agribusiness brand is relevant through the brand messages communicated

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

43) The agribusiness brands that I am loyal to are constantly updating and improving so as to stay relevant

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

44) I evaluate an agribusiness brand based on perceived performance

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

45) I will switch agribusiness brand loyalty should a better performing agribusiness brand be available

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

46) I am loyal only to the top performing agribusiness brands

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

47) My choice of agribusiness brands is in keeping with the choice made by other members in my race group

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

48) My loyalty towards an agribusiness brand is based on the choice of agribusiness brand used by my family

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

49) Religion plays a role in my choice and loyalty of agribusiness brands

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

50) Family used agribusiness brands indirectly assure brand security and trust

Strongly agree	☐
Agree	☐
Somewhat agree	☐
Neither agree, nor disagree	☐
Somewhat disagree	☐
Disagree	☐
Strongly disagree	☐

THANK YOU SO MUCH FOR YOUR TIME

APPENDIX TWO: LETTER FROM LANGUAGE EDITOR

Esselen str 71

Potchefstroom

2531

Tel: (018) 293-3046

CK 95.17794\73

November 2, 2013

To whom it may concern

Re: Letter of confirmation of language editing

The dissertation "**Measuring brand loyalty in Agribusinesses**" by CM Wiese (12761494) was language, technically and typographically edited. The sources and referencing technique applied was checked to comply with the Harvard reference technique as applied by the North-West University.

Antoinette Bisschoff
Officially approved language editor of the NWU
Member of SA Translators Institute (SATI) Member no. 1001891