BRAND EQUITY AS A PREDICTOR OF REPURCHASE INTENTION OF MALE BRANDED COSMETIC PRODUCTS IN SOUTH AFRICA

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Abstract

The cosmetic industry over the years has proven to be one of the fastest growing and most profitable industries globally. In the male cosmetic industry, male grooming, metrosexual and dapper trends have rapidly expanded across global communities and, in recent years, have become a leading trend amongst South African men. These emerging trends subsequently shaped the way businesses and companies expanded product lines and developed marketing strategies. It is imperative that we understand what marketing capabilities companies require to stay abreast of local trends in order to gain a market share and strong brand presence in these expanding categories. Companies invest significant financial resources on marketing in order to have a compelling value proposition against competitors. Understanding the customer and what aspects of brand equity resonate with customers would ensure that companies have a streamlined customer centric marketing plan that meets the customers’ needs and addresses the accurate emotional touch points to capture the customer and encourage resilient repurchase intention. Four hypotheses are posited and in order to empirically test them a sample data set of 208 was collected in South Africa. The results indicate that brand loyalty, brand awareness, perceived quality and brand association positively influences repurchase intention of male branded cosmetic products in South Africa in a significant way. Drawing from the study’s findings, managerial implications are discussed and limitations and future research directions are suggested.

KEYWORDS: Brand awareness, brand association, brand loyalty, perceived value, South Africa.

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RESEARCH BACKGROUND
The increasing globalisation drivers have seen many adaptations into the business world which subsequently changed the company’s main concerns and directives of marketing. According to Solberg (1997, p. 27), globalisation is defined as “as a process whereby large firms seek market shares in international markets by building structural entry barriers and by reducing the effect of international barriers,” whilst the worldwide economic crisis has brought new challenges which require modification of international marketing strategies. Due to focusing on market segments with cumulatively high global sales, increased focus will draw attention to the luxury cosmetic market which has been seen to grow during financial adversity in western economies (Kapferer, 2012) and Berthon, Pitt, Parent, and Berthon (2009) suggested that these luxury segments are the most lucrative and rapidly growing brand segments, although the segment is poorly understood and under examined. According to Perry (2010), the global cosmetic market was fast approaching 170 billion dollars by 2010. Gloria (2008) indicated that global sales of organic cosmetics bordered on 7 billion dollars, with an expectation to exceed 10 billion dollars by the close of the decade.

South Africa is an emerging market, dominated by an increase in the middle-income group of earners, with economic, political, social and technological environments changing at a rapid pace, according to the South African Overview report. As these changes unfold, there is a disproportionate relationship between the roles of males and females in society and men are increasingly consuming products that were formerly reserved for female consumption (McNeill & Douglas, 2011). This phenomenon has led to the cosmetic industry changing to accommodate the demand for male grooming products which could be attributed to the global trend of overall wellness, the appearance of looking after one’s self (Thompson & Hirschman, 1995) and the increase in style magazines targeted at males (Byrnes, 2006).

The highly competitive South African cosmetic men’s grooming segment has seen a tremendous spike in overall sales, largely influenced by new product launches occurring during. In addition, South African men are becoming increasingly metrosexual and conscious of their appearances which have encouraged the development of unique male related products.

Further, the findings show that marketing is utilising social media, celebrities and sportsmen to increase the propensity of product purchasing, thereby stimulating manufacturers to respond vigorously to marketing and producing these segment-specific products to gain their market share in this evolving market. According to A C Nielsen, in the early 1980’s, men’s toiletries had little or no inter-connection by brand or usage. The market has however, become more sophisticated and segmented into definite categories; fragrances and body sprays, shaving preparations, hair care, shower gels and skin care products consumed by men (Sturrock & Pioch, 1998). This segment comprises both low end and high end international brands.

The initial emergence of brands’ principal use was used to indicate the source of a product, producer of the good, as well as over time, a quality indicator (Farquhar, 1989). Now, brands represent more than a mere heritage of the essential offering. Brands are focus tools that add value to the company to which they belong. In the business environment, they are a reflection of the value they offer and marketing has become a tool for transferring these values to consumers. Zayer and Neier (2011) advocate that males form a relationship with brands when consuming fashion and grooming products. Keller (2003a) confirms the aforementioned by indicating the uniqueness of the characteristics associated with a brand influences the chance of it being
repeatedly consumed. The researcher postulates that the management of brands in the cosmetic industry targeting males is a key factor. According to Keller (2001) a brand has a sign, symbol or a combination of these and is unique to the brand used; it is a form of identification of one product against the next.

Aaker (1992) states that brand equity is “a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm/or to that firm’s customers” whereas Keller, Parameswaran, and Jacob (2011) consider brand equity from a consumer perspective and deliver it as the how consumers will respond to brand marketing. Based on the distinction of brand knowledge. This research report adopts Aaker’s model on brand equity that comprises brand awareness, brand association, brand loyalty and perceived quality. According to Aaker (1992), the brand equity model lists three ways of how brand assets create value for the customer. Firstly, brand equity can help a customer understand, process, collect, and retrieve large amounts of information about brands and their benefits.

**Problem statement**
A significant amount of research has been conducted around female’s repurchase intentions within the cosmetic industry (Macdonald & Sharp, 2000; Ulfat, Muzaffar, & Shoaib, 2014). Furthermore, this has always been a key interest in the cosmetic industry, but with particular focus in females (Guthrie & Hye-Shin, 2009; Hanzae & Andervazh, 2012; Khraim, 2011). Limited, if any, studies in South Africa have investigated the relationship between the components of brand equity and the influence it may have on the repurchase intention amongst males. Understanding the influential driving factors of males’ repurchase intentions within the cosmetic industry provides a justification for this study. The intended outcome out of this study is to explore the relationship between brand awareness, brand association, brand loyalty, perceived quality and repurchase intention of males within the cosmetic industry with a view to understanding which of the components drive the decisions more and how these components drive the decision. In his work, Guo (2011) suggests that European men, in particular, Finnish men, reacted slowly towards the global trend of heterosexuality and had low involvement in the purchase decisions for grooming products. It would be valuable for the researcher to identify if South African men have taken to the global trend more aggressively and if the purchase decision is a high involvement decision as this would entice marketers to develop their awareness through employing strong branding and strategic tools.

**Purpose of the study**
The purpose of this research is to investigate the impact of brand awareness, brand association, brand loyalty and perceived quality, on the repurchase intentions of branded cosmetics among males in South Africa.

**LITERATURE REVIEW**

**The History of the Cosmetic industry**
Reynolds (2003) infers that the history of cosmetics is concomitant to the history of civilisation, with the origin of cosmetics dating back thousands of years ago. According to Pons-Guiraud and Vigan (2004), history indicates that both males and females sought methods to improve their appearances and, historically, their consumption of cosmetics has crossed continents and is seen in various cultures. Further, it is shown that beauty, hygiene and body care was a cultural norm for the ancient Egyptians as early as 1300 B.C.E. Remler (2010) indicated that traditionally, nobles of society took daily baths followed by the application of cosmetic products which
indicated a sign of wealth during this time. Initially it was earmarked “to priests and funeral rites, it gradually became generalised and 2000 years before Christ all Egyptian men, women and even children, whatever their social standing used make-up to adorn” for appearance and protection (Pons-Guiraud & Vigan, 2004 p. 6). Make-up included the use of lotions, fragrances, sun screen applications and anti-aging products (Bunson, 2002). Kharim (2011) suggest that cosmetics have appeared mainly in the upper classes of society, from the middle age within the western world and amongst several other cultures, like the Native Americans and African Tribes. Further, the author indicates that the oldest and largest cosmetic firm, founded as the French Harmless Hair Colouring Company by Eugene Schueller in 1909, is L’Oreal. In the 1910’s, the United States cosmetic market was developed by Elizabeth Arden, Max Factor and Helena Rubinstein and was later joined by Revlon and Estee Lauder.

Cosmetics in the modern era, were two distinct segments, being male and female. Cosmetology within the female market segment has been linked to beauty, wellness and pleasure. In recent decades, there has been a shift in attitudes towards acceptance of male grooming and wellness products. Beauty and hygiene products for the male industry had been significantly overlooked by major cosmetic brands. The male beauty segments lags in size compared to the female beauty segment. As cited in Tungate (2008), Data Monitor predicted that sales of men’s grooming industry would grow from $3.61 billion in 2003 to nearly $40 billion in 2010, compared to the female market that had already reached the $100 billion mark; this segment referred was referred to as a niche market.

**Brand awareness**

Brand awareness is the capacity to associate a brand under various conditions with its importance, and is seen as increasing the propensity of the brand being part of, or selected from, a consideration set. This inevitably reinforces brand association and brand image (Hur, Ahn, & Kim, 2011). According to Aaker (1991), brand awareness measures the ability of the prospective customer to recognise or recall a brand when faced with a purchase decision. Researchers, namely Aaker and McLoughlin (2010), postulate that the key role of brand awareness influencing consumer purchase decisions occurs twice: first, brand awareness delivers a sense of acquaintance which motivates purchase decisions, second, brand awareness is a collective set of indictors of prominence, assurance, characteristics and other sub-elements whereas Percy and Rossiter (1992) suggest that the primary determining factor is to differentiate that brand knowledge from brand awareness.

Further, the authors indicate that the brand prominence is associated with the consumer’s capability of distinguishing the brand under diverse settings. This merely illustrates the dominance of a brand’s identity. Keller (1993b) confirms previous studies that suggest that increasing brand prominence encounters directly correlate to brand awareness.

Moreover, brand awareness plays an important role in the consumer decision making process as it emphasises the brand when entering the consideration set (Macdonald & Sharp, 2000). To arrive at the purchase decision stage, the consideration set makes up the brands that will be selected (Mowen & Michael, 2001). Consumers usually reach purchase decisions based on an investigative approach and, for this reason, brand awareness is fundamental as consumers will “purchase the brand they have heard of” or “chose the brands they know” and then make a decision based on the brands they have acquainted themselves with or the well-recognised brands (Keller, 1993b). In addition, Atilgan, Aksoy, and Akinci (2005) claim to increase the standing of brand awareness, brand equity ensues when the consumer retains awareness and understanding with a brand and possesses resilient and exclusive brand associations at a high level.
**Brand association**

Aaker (1991) indicates that the true potential value of a brand is its association and meaning within the customers’ mind, which is associated with the foundation for buying decisions and brand loyalty. In addition, Aaker (1991) suggests that there is a strong interrelation between brand association and brand equity, since brand association seems to positively influence memory of a brand. In a consumer’s mind, these memories predominantly exist as a system of association and by deciphering the brand association’s make-up set in a consumer’s memory. It empowers marketers with a distinct advantage of brand management with regards to brand image and brand equity. Further, the author indicates that the consumers associate brands with numerous characteristics, such as product, price, packaging and features; all of which impact their purchase decision when a variety of products are encountered. Chen (2001) and Farquhar (1989) suggest that the types of brand associations comprises customer benefits, product usage, product category and product attribute. Keller (1998) categorized brand association into three sub groups; attributes, benefits and attitudes. Keller (2003b) suggests that attributes are the descriptive features which distinguish the product or service. They refer to the customer’s judgements on these products and services and influence the consumption or acquiring of the product or service. Keller (2003b) infers that benefits are reflective of the intimate association which a customer ascribes to a product offering or service and its value to them. Benefits are subdivided into; functional benefits, symbolic benefits and experimental benefits, according to Keller (2003a).

Brand attitudes is described as a collective assessment of a brand (Keller, 2003a). The author further suggests that the significance of attitudes is the basis for customer behaviour.

**Brand Loyalty**

Research by Dick and Basu (1994) indicates that brand loyalty is a concept which has been studied several times and yet still yields no clear ability to simplify the results obtained. Further, the authors state that there are two distinct definitions of loyalty; firstly, some academics and practitioners view loyalty driven by behaviour and behavioural loyalty, where loyalty is established from a customer’s purchasing patterns or repurchases. Secondly, other academics postulate that loyalty is driven by attitude and attitude-behaviour loyalty. Jensen and Hansen (2006) indicate that, over the last few decades, where loyalty has been a central focus for academia, considerable attention has been given to the attitudinal aspect, after it become apparent that behavioural brand loyalty did not contribute to the understanding of loyalty on its own. In addition, according to Dick and Basu (1994), clarity between loyalty and repurchase has been challenging to outline with most academics suggesting that it is a combination of repurchase behaviour and loyalty. Brand loyalty, according to Aaker (1991), is part of brand equity and can be defined as a positive mind set associated with a particular brand that influences repetitive purchases over a period. Further, the article suggests that, when determining the value of a brand, it would be critical to acknowledge that loyalty translates to profits since it is an important factor in valuing a brand. Bandyopadhyay and Martell (2007) propose brand loyalty as a customer who repeatedly purchases one brand over a one year period. Lam, Ahearne, Hu, and Schillewaert (2010) propose that brand loyalty is “a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, causing a repetitive same brand or same brand-set purchasing despite situational influences and marketing efforts having the potential to cause switching behaviour. Since brand loyalty is central to a brand’s value, Yoo and Donthu (2001) concluded that brand loyalty has the propensity to influence repeat purchase of the same product or simultaneously inhibit a change to competitor products. Ergin, Özdemir, and Parılt (2011) suggest that the propensity to build and retain customer loyalty can influence
the wealth of the majority of businesses since it is more cost effective to sell to loyal customers than influencing new customers.

Perceived quality

“Perceived quality can affect willingness to buy and the price customers will pay” (Cole & Flynn, 2009, p. 68). Further brand quality perception is the eventual determinant made by single customer. An article by Dodds, Monroe, and Grewal (1991) indicates that there have been several studies conducted, focusing on perception of quality and value from a consumer perspective. In addition, it has been suggested that both quality and value are intimately interrelated and that perception of quality is proportionate to the perceived value of a product. Erenkol and Duygun (2010) argue that perceived quality of a product differs from the value of the product as perceived quality is predisposed by the consumer and does not equate the products true value. H.-M. Lee, Lee, & Wu (2011) suggest that brand quality is a collective assessment of the brand distinction which includes both tangible and intangible aspects. It has been suggested that customers decipher brand quality often differently as compared to the manufacturers (Brucks, Zeithaml, & Naylor, 2000). Further, Zeithaml (1988) concludes that buyers’ decisions are motivated by perceptions of the quality of a product and the overall brilliance or superiority of a product. It is suggested that dominant brands have increased prices where high prices are a direct correlation of high quality. According to Aaker (1991), perceived quality satisfies the customers’ intentions for repurchasing decisions.

Aaker (1996b) further states that perceived quality is intangible, which refers to the overall quality or superiority of a product, thus can be denoted as the overall feelings of the brand. It constitutes an integral element within the Aaker’s brand equity model. Pappu, Quester, and Cooksey (2007) indicated the simplest assumption to determine the quality of a brand or service is to create the quality dimension. Brucks et al. (2000) proposed a few factors to evaluate the quality of robust goods, namely easy to use, serviceability, durability, performance and excellent feature. Before making purchasing decisions, a consumer would first make an assessment or judgement in respect to the product’s or brand’s perceived quality (Iglesias & Guillén, 2004).

Repurchase intention

Feng and Yanru (2013) indicate that, in all business environments, customer satisfaction can positively influence profits. Hellier, Geursen, Carr, and Rickard (2003) suggest that customer satisfaction stems from a customer’s desires, demands and expectations of a product being met, which is an indicator of future customers’ behaviour and repurchase intention. According to Prus and Brandt (1995), customer satisfaction drives brand loyalty and brand loyalty comprises customer attitudes and behaviours, which is reflective of the long term profitability for the company and the brand. Customer attitudes are representative of views, such as repurchase intentions, inclination to recommend the brand or company to others and by doing so, it represents a commitment to resist switching to a competitor. The behavioural component is represented by the above-mentioned, however, it is actionable and may signify repurchase intention. The decision to repurchase denotes the consumer’s choice to repeatedly consumer a product. Seiders, Voss, Grewal, and Godfrey (2005) concluded that there is a synergistic association between customer satisfaction and repurchase intention. Gounaris, Dimitriadis, and Stathakopoulos (2010) define repurchase intention as the customer’s propensity to purchase products from the exact manufacturer over an extended duration of time. Repurchase intention has been defined as a behavioural element by Mittal, Ross, and Baldasare (1998), where there is an eagerness and ongoing interest in purchasing a product or brand. There has been a developing awareness of the need to define repurchase intention since it is pivotal to sustaining growth in companies (Richard, 1997). Further, understanding the elements which influence repeat purchases will provide a sustainable competitive advantage.
According to Kotler (2000), high brand equity is critical for a brand to be favourably perceived and become dominant in the market. This will enhance brand loyalty, brand association, brand awareness, perceived quality. Further, brand equity is an integral part of evaluating the brand and positively influencing the purchase decision.

**Brand awareness and repurchase intention**

As noted in the literature review, brand awareness not only assists customers in identifying a brand amongst other products (Heding, Knudtzen, & Bjerre, 2008), but it also affects their decision making, particularly with regards to repurchasing the brand product (MacDonald & Sharp, 2000). Wang and Hwang (2001) suggest an increased brand awareness has a more favourable quality review, which influences a higher market share (Lin, 2006). A higher market share could be viewed as a strong brand awareness which favourably impacts a customer’s future brand decisions (Kim, Kim, Kim, Kim, & Kang, 2008). Therefore, it can be posited that the stronger the brand awareness by male consumers, the higher the repurchase intention in South Africa. Based on the prior empirical evidence and Aaker’s brand equity model, the following hypothesis is proposed:

\[ H_1 \Rightarrow \text{There is a positive and significant relationship between brand awareness and repurchase intention} \]

**Brand association and repurchase intention**

According to Keller (2003b), brand association can be referred to as the associated information a customer has in their mind with regards to the brand. Research by Keller, 1993b) investigated the significance of brand association networks and concluded that understanding brand equity would involve identifying a network of strong favourable distinct brand associations within a consumer’s mind. Aaker (1996) suggests that association networks make up a brand’s image, the brand identity, its uniqueness and value to the customer. Therefore, marketers that can accurately recognise the networks would draw great benefit by uncovering the mechanisms of leveraging brand equity in the market place.

\[ H_2 \Rightarrow \text{There is a positive and significant relationship between brand association and repurchase intention} \]
Brand loyalty and repurchase intention
Deighton, Henderson, and Neslin (1994) define brand loyalty as the attitude a customer has towards a preferable brand. Yee and Sidek (2008) suggest that customers who are loyal to a brand tend to make informed purchases without evaluation. It is this commitment to a brand which influences customers to remain loyal and potentially refrain from switching brands, even in the environment with increased competition. Customers have a superior product knowledge and a variety to choose from since competition is fierce and with rapid changes and constant new product entries (Ballantyne, Warren, & Nobbs, 2006). Therefore, deducing from this reasoning, greater brand loyalty can transfer to continued purchase of a brand, hence repurchase intention. An empirical study by Khan, Rahmani, Hoe, and Chen (2014) supported the positive association between brand loyalty and repurchase intentions of a consumer. Based on the empirical evidence and Aaker’s brand equity model, this study infers that brand loyalty influences repurchase intention in South Africa. Therefore the following hypothesis is postulated:
\[ H_3: \Rightarrow \text{There is a positive and significant relationship between brand loyalty and repurchase intention} \]

Perceived Quality and repurchase intention
“Perceived quality can affect willingness to buy and the price customers will pay” (Cole & Flynn, 2009, p. 68). Further, brand quality perception is the eventual determinant made by a single customer. In addition, it has been suggested that both quality and value are intimately interrelated and that perception of quality is proportionate to the perceived value of a product. Erenkol and Duygun (2010) argue that perceived quality of a product differs from the value of the product as perceived quality is predisposed by the consumer and does not equate the product’s true value.
\[ H_4: \Rightarrow \text{There is a positive and significant relationship between perceived quality and repurchase intention} \]

RESEARCH METHODOLOGY
Research Methodology and Design
Frankfort-Nachmias and Nachmias (1992) defines research methodology “as a system of explicit rules and procedures upon which research is based and against which claims for knowledge are evaluated”. Creswell (2009) suggests that research methodology is actually a classification of evaluation that dictates a set of reasons. Further, Petty, Thomson, and Stew (2012) accentuate that it signifies a technique adopted for the purpose of accumulating and appraising facts to create comprehension. Yang, Wang, and Su (2006) emphasise that research methodology has a fundamental impact on the authenticity and generality of research whilst playing a pivotal role in creating knowledge. Adopting the appropriate research methodology in the current research is critical as it enables the component of examination to be determined as well as to deduce compatible techniques, which will facilitate the proposed results being uncovered.

Sampling design
Grafström (2010) suggests incorporating and implementing a comfortable sampling that is regimented with great scope to be largely applicable. In addition, it must be precise with the ability to integrate various accompanying evidence regarding the population that must be contemplated since the evidence may have to be used considerably to amend the design to a further applicable design.

Target Population
A population is the universe of units from which a sample will be selected (Bryman, 2012). Burns and Bush (2003) suggest that the target population encompasses the complete group under study. It is important to identify the study population since it is vital for the formation and administration of a theoretical test (Klein & Meyskens, 2001). Hair, Black, Babin, and Anderson (2009) suggest that a census is an accumulation of data of an all-inclusive population, whereas as
sample is a subsection of a population which represents or replicates features of the entire population, from which you can deduce facts to the whole population group with a margin of error. Defining clearly the target population enables the investigator to elaborate the characteristics of the study cohort. The population targeted for this study is all South African males, who potentially use male branded cosmetic products, between ages of 18 and 65, within the Gauteng region. However, for business related research, it is not viable to gather data from an entire population group, therefore the researcher adopted a random sampling method. This study incorporates collecting data from a practical cohort that would be sufficient to make accurate business decisions.

**Sampling frame**
According to Yang et al. (2006), the study frame refers to the complete research setting and the subjects within the study. Santy and Kreale (1998), on the other hand, define the sample frame as “a selection of subjects from an overall population group that has been clearly defined”. The sample frame for this study constituted employees from four business institutions to which the researcher has access. The combined population of these institutions is approximately 9000. Males comprise at least 45% of this total population. These organisations are deemed suitable for the study as the large population size favours attaining at least 400 responses. The age of the male population ranges between 18 to 65 years, since 18 years is the first applicable age for employment and 65 years is age before retirement, according to SA employment law. The researcher attempted to have a sample size of 400 respondents.

**Sampling method**
Bryman (2012) suggests that an appropriate sampling method should be employed which would ensure that a fair and unbiased requirement for scientific research is met. According to Creswell (2009, p. 80), probability refers to a “likelihood that an event would occur.” Further, it is important for the sampling strategy as it enables the researcher to utilise data in the sample cohort to deduce resemblances about the population from which the sample was extracted. Palys (2003) emphasises that research objectives and questions often define the sampling structure regarding the cohort or what to sample, prompting to two dissimilar sampling techniques i.e. probability and non-probability sampling. The significance of all sampling techniques is to extricate a sample from a given population in order to simplify the results in relation to the population (Santy & Kreale, 1998).

Tansey (2007) indicates that with probability sampling, the rules of selection guarantee that the investigator can share outcomes in relation to the population from which the sample was extracted, making the technique valuable for the investigator to generalise conclusions representative of the wider population. On the other hand, non-probability sampling comprises investigators drawing samples from a sizeable population devoid of including random selection (Tansey, 2007). Henry (1990) cited that the limitation of non-probability sampling is undermined by the bias decisions included in the selection of the sample since the investigators determine the divisions of the population involved. Lazerwitz (1968) indicates that random sampling provides an appropriate appraisal of the populace, predominantly limiting sample prejudice and thereby making it additionally more representative than non-probability sampling techniques. This research therefore employed a systematic random probability sample approach as it allowed an equal opportunity of being selected from the population, where the first sample was a simple random probability sample and thereafter a method of $n + 3$ was adopted.

**Sample size**
A sample size pertains to the number of components that are included in the investigation. Singh (1986) indicates that a worthy sample has two properties: representativeness and adequacy. It is important to
consider the optimal point between costs and abundance of the sample size when endeavouring to draw a sample (Yang et al., 2006). The sufficiency of the sample size is dependant by definite characteristics of the research like the approach in which respondents are chosen, the paradigms being investigated, the justification for the investigation and lastly, the envisioned methods of data examination (Randall & Gibson, 1990). Whilst Pedhazur and Schmelkin (2013) indicate sampling size impacts the exactness of appraisal, generally a sizeable sample size decreases testing inaccuracies and improves generalisability of outcomes. According to Kunene (2008), it is important to define the sample size for any pragmatic investigation. In addition, the superiority of research is dependant by not only the appropriateness of the methodology and instrumentation but also by the pertinence of the sampling approach utilized in the study (Morrison, 1993). As a rule of thumb, a minimum of thirty cases per variable should be used, meaning each measurement item should have at least thirty responses; the current research adopted this sampling approach (Morrison, 1993). Cohen et al. (2000) recommend that non-response or meagre collaboration should be taken into account when defining the sample. This study consisted of sample size of 208 males which were collected within the time frame set out for the research proposal. However, to ensure that an acceptable sample response was received, the researcher distributed 500 questionnaires within the targeted organisations. This would deem such a sample appropriate, given that high-level statistics would be employed that increases the chances of reliability (Cohen et al., 2000)

**Questionnaire design**

Fagarasanu and Kumar (2002) suggest that for all investigative studies, the determining criteria for the inclusion of the measurement methodology are the theoretical hypotheses being measured. The self-administered questionnaire adopted for this research was deemed applicable and beneficial whilst remaining a sophisticated measurement instrument since it encourages confidentiality whilst providing a simple method for gathering data A questionnaire is the most popular research instrument in quantitative studies because of its intrinsic advantages (Creswell, 2009).

In this study, a verification of the feasibility of the measurement items was undertaken prior to employment, thus ensuring compatibility with constructs as well as support for the theoretical postulation embodying the study (Fagarasanu & Kumar, 2002). The questionnaire for this study comprised five sections; Section A, B, C, D and E. Section A required the respondents to fill in their background information. Sections B, C, D and E measured brand awareness, brand association, brand loyalty and brand perception, respectively. The research constructs were operationalised in accordance with previous works. Proper modifications were made in order to fit the current research context and purpose (Fagarasanu & Kumar, 2002). There are a number of methods that assist researchers in gathering data of which one would involve the use of a scale. According to Vogt (1999), the Likert scale is commonly used which measures attitudes, knowledge, perceptions, values and behavioural changes. This study utilised a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree, to measure the data. Responses to the questionnaire were subjected to statistical analysis using SPSS and AMOS, which related to the weighting of the Likert scale.

**Data collection technique**

It is critical to obtain honest and accurate information regarding criteria being studied when carrying out an investigation. Equally important is the attentiveness and esteem shown to the data gathering techniques irrespective of its complexities. Lethbridge, Sim, and Singer (2005) elaborate the significance of being meticulous during data collection conducted from questions and observation settings. There are three things to be considered when determining the data selection techniques to be employed, i.e. the degree of access to data collection obtainable by the researcher, quantity of data mandatory and the sort of research question (Lethbridge et al., 2005). According to Tourangeau and Smith (1996) the importance of the aforementioned has an influence on the answers that will be obtained. For the purpose of this study, a questionnaire (survey method) collection technique was employed. 4.5. Data analysis
Structural Equation Modelling
The statistical tool adopted in this study to analyse the data was Structural equation modelling. Schumacker and Lomax (2004) suggest that SEM has become a revered statistical practice to evaluate theories within the various fields of study. SEM is defined as “a multivariate, statistical technique largely employed for studying relationships between latent variables or constructs and observed variables that constitute a model” (Qureshi & Kang, 2015). In addition, accordingly to Stein, Morris, and Nock (2012) SEM can be defined as a statistical technique that enables investigators to form academic models and substantiate fundamental associations through two or more structural comparisons.

Data analysis approach
This section demonstrates the process by which data was collated and analysed. In addition, this section addresses all stages beginning from coding data to scrutinizing the contributing relationships. A description of the comprehensive data analysis is discussed below:-

Data coding using Excel spreadsheet
Data collected for this study was firstly sorted in an Excel formatted spreadsheet before beginning analysis. Sorting or coding involves the allocation of numbers to every answer within the self-administered questionnaire. It was adopted in the current study to facilitate condensing data into an understandable presentation. Further, preceding coding the data, it was quantitatively assessed.

Reliability and Validity tests of measurement scales using SPSS
The Cronbach alpha test was used specifically in the current study to scrutinise construct reliability. It is a tool used for evaluation of the reliability of a pragmatic instrument anticipated to quantify a specific construct. The sample profile was presented above and model fit is presented below.

Sample

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
<th>Brand choice experience</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>208</td>
<td>96.3 %</td>
<td>Less than 1 year</td>
<td>12</td>
<td>5.6 %</td>
</tr>
<tr>
<td>Female</td>
<td>8</td>
<td>3.7 %</td>
<td>1 to 4 years</td>
<td>87</td>
<td>40.3 %</td>
</tr>
<tr>
<td>Total</td>
<td>216</td>
<td>100 %</td>
<td>5 to 8 years</td>
<td>56</td>
<td>25.9 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>9 to 12 years</td>
<td>18</td>
<td>8.3 %</td>
</tr>
<tr>
<td>Race</td>
<td></td>
<td></td>
<td>13 years and above</td>
<td>43</td>
<td>19.9 %</td>
</tr>
<tr>
<td>African</td>
<td>91</td>
<td>42.1 %</td>
<td>Total</td>
<td>216</td>
<td>100 %</td>
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<tr>
<td>White</td>
<td>49</td>
<td>22.7 %</td>
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<td>Asian</td>
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<td>29.6 %</td>
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<td></td>
<td></td>
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<tr>
<td>Coloured</td>
<td>12</td>
<td>5.6 %</td>
<td>Money spent on brand</td>
<td></td>
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<tr>
<td>Total</td>
<td>216</td>
<td>100 %</td>
<td>R50-R100</td>
<td>27</td>
<td>12.5 %</td>
</tr>
<tr>
<td></td>
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<td>R110-1280</td>
<td>64</td>
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<tr>
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<td>R290-R370</td>
<td>45</td>
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<td>R380-R500</td>
<td>31</td>
<td>14.4 %</td>
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<td>Over R500</td>
<td>49</td>
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<tr>
<td>Total</td>
<td>216</td>
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<td>Cosmetics group</td>
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<tr>
<td>Age</td>
<td></td>
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<td>Fragrances &amp; Body sprays</td>
<td>72</td>
<td>33.3 %</td>
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<tr>
<td>18-24</td>
<td>14</td>
<td>6.5 %</td>
<td>Shaving preparations</td>
<td>49</td>
<td>22.7 %</td>
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<tr>
<td>25-34</td>
<td>84</td>
<td>38.9 %</td>
<td>Skin care products</td>
<td>39</td>
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<td>35-39</td>
<td>77</td>
<td>35.6 %</td>
<td>Hair care products</td>
<td>24</td>
<td>11.1 %</td>
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<td>40-44</td>
<td>19</td>
<td>8.8 %</td>
<td>Shower gels</td>
<td>32</td>
<td>14.8 %</td>
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<tr>
<td>45-49</td>
<td>13</td>
<td>6.0 %</td>
<td>Total</td>
<td>216</td>
<td>100 %</td>
</tr>
<tr>
<td>Above 49</td>
<td>9</td>
<td>4.2 %</td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td>216</td>
<td>100 %</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Male brand</td>
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<td>Nivea for Men</td>
<td>75</td>
<td>34.7 %</td>
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<tr>
<td>Vaseline for Men</td>
<td>84</td>
<td>38.9 %</td>
<td>Total</td>
<td>216</td>
<td>100 %</td>
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</tbody>
</table>
Dove for Men 19 8.8 %  
Gillette 23 10.6 %  
Clarins 8 3.7 %  
Kheils 2 0.9 %  
L’Oreal Men 5 2.3 %  
Total 216 100

Accuracy Scale Statistics

<table>
<thead>
<tr>
<th>Research Construct</th>
<th>Mean Value</th>
<th>Standard Deviation</th>
<th>Cronbach’s Test</th>
<th>C.R. Value</th>
<th>AVE Value</th>
<th>Highest Shared Variance</th>
<th>Factor Loading</th>
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<tr>
<td>BAW1</td>
<td>5.301</td>
<td>0.977</td>
<td>0.653</td>
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<tr>
<td>BAW2</td>
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<td>0.651</td>
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<td>BAW3</td>
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<td>BAS1</td>
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<td>BAS5</td>
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<td>0.723</td>
<td>0.504</td>
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<td>PQ1</td>
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</table>
Model Fit

<table>
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<tr>
<th>Model fit criteria</th>
<th>Chi-square (χ²/DF)</th>
<th>NFI</th>
<th>TLI</th>
<th>IFI</th>
<th>CFI</th>
<th>RMSEA</th>
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</thead>
<tbody>
<tr>
<td>Indicator value</td>
<td>1.015</td>
<td>0.91</td>
<td>0.936</td>
<td>0.999</td>
<td>0.998</td>
<td>0.008</td>
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</tbody>
</table>

Note: (χ²/DF)= Chi-square/degrees of freedom; NFI= Normed Fit Index; TLI= Tucker-Lewis Index; IFI= Incremental Fit Index; CFI= Comparative Fit Index; RMSEA= Root Mean Square Error of Approximation

Below are the results of hypothesis testing followed by contribution of the study.

Results of Hypothesis Testing

<table>
<thead>
<tr>
<th>Proposed Hypothetical Relationship</th>
<th>Hypothesis</th>
<th>Factor Loading</th>
<th>P Value</th>
<th>Supported/Rejected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand awareness (BAW) → Repurchase Intention (PI)</td>
<td>H₁</td>
<td>0.20*</td>
<td>***</td>
<td>Supported and significant</td>
</tr>
<tr>
<td>Brand association (BAS) → Repurchase Intention (PI)</td>
<td>H₂</td>
<td>0.89*</td>
<td>***</td>
<td>Supported and significant</td>
</tr>
<tr>
<td>Brand loyalty (BL) → Repurchase Intention (PI)</td>
<td>H₃</td>
<td>0.30*</td>
<td>***</td>
<td>Supported and significant</td>
</tr>
<tr>
<td>Perceived quality (PQ) → Repurchase Intention (PI)</td>
<td>H₄</td>
<td>0.11*</td>
<td>***</td>
<td>Supported and significant</td>
</tr>
</tbody>
</table>
As seen in the hypothesis table the first two hypothesis were at least at a significant level of p < 0.05. Hypotheses one and two (H1 and H2) posited that repurchase intention had a positive and direct influence on consumer brand awareness and associations. Both hypotheses were supported, therefore, indicating that the extent to which a consumer is aware of a brand and its associations has an important and significant influence on whether or not that consumer repurchases that brand. However hypothesis three and four were not significant at p < 0.05. Hypotheses three (H3) posited that brand loyalty and repurchase intention had a positive relationship that was neither supported nor significant. Hypothesis four (H4) posited that perceived quality and repurchase intention had a significant and supported relationship. This implied that consumers are willing to repurchase products if they consider them to be of high quality.

CONTRIBUTIONS AND RECOMMENDATIONS

A core section of research is in understanding how the results of the study can be used to benefit users. The results of the study have implications that need to be taken into consideration, for both academia as well as for Industry. Literature review revealed that there is little known about social media advertising in South African, and for academics this study will make a significant contribution to the body of work Brand Management, Brand Equity and social Media advertising especially in the South African context. The variables studied were all positive and noteworthy. The author has illustrated strong relationships exist amongst brand equity variables and social media advertising. For the Marketing industry, the results will be beneficial for South African Marketers when they are building strategies for brand equity and Social media. The results show in chronological order, the most important elements that should be used when building brand equity for social media.

The results of this study will assist Marketing practitioners to know which element will be more influential when building social media strategies, and thus determine the budget allocation that should be used. Furthermore, the results suggest that to have an effective Social media advertising campaign, marketing practitioners should allocate the most budget, focus and time to “quality perception” because it is the element with the most influence on consumers. Undoubtedly the study will benefit Marketing practitioners by guiding them on how to structure Marketing messages. The study suggests that when crafting Marketing communication messages, greater emphasis should be placed on quality perceptions as it is the variable with the most impact on Brand equity of social media advertising.

REFERENCES


Erenkol, A. D., & Duygun, A. (2010). Customers perceived brand equity and a research on the customers of Bellona which is a Turkish furniture brand. The Journal of American Academy of Business, 16(1).


**APPENDIX: MEASUREMENT INSTRUMENTS**

**Brand Awareness**
1. Brand awareness is important for me when making repurchase decisions
2. Brands are important when purchasing cosmetics
3. Brands give me the confidence to repurchase my usual products
4. I have knowledge of the brands I purchase and other brands
5. I am aware that the brand differentiates the products that I use
6. I am influenced via communications of brands when making a repurchase decision
7. The brand conveys the benefits and value to me when repurchasing
8. My brand gives me added value for the product I am buying

**Brand association**
1. I trust brands that I know off, from other categories other than cosmetics when repurchasing my cosmetics
2. I associate with the brands that my friends or family use when repurchasing cosmetics
3. I associate the brands I use with value for money when making a repurchasing decision
4. I associate my cosmetic brand with being dedicated to making male only products
5. My cosmetic brand is associated with providing results when making a repurchasing decision

**Brand loyalty**
1. I am loyal to my cosmetic brand and when repurchasing my cosmetics I rarely switch
2. If switching brands when repurchasing my cosmetics I will go on a recommendation
3. I am loyal a specific brand when repurchasing my cosmetics because I trust the brand
4. I use various brands of cosmetics and when repurchasing will commonly switch between brands
5. Repurchase decisions are based on my loyalty to the brand

**Perceived quality**
1. The perceived quality impacts my decision when repurchasing cosmetics
2. I base my perceptions around quality of my brands on facts when repurchasing my cosmetics
3. I base my perceptions around quality of my brands on WOM when repurchasing my cosmetics
4. The perceived quality of my brand is more important than loyalty when making a repurchasing decision
5. I have to have good perception of the overall brand to continue to purchase the products

**Purchase intention**
1. I intend to buy my brand of cosmetics frequently.
2. I plan to buy my brand of cosmetics more often.
3. It is likely that I will repurchase my brand of cosmetics in the near future.
4. I anticipate repurchasing my brand of cosmetics in the near future.
5. I regularly repurchase the same brand of cosmetics