Language And Gender Influence On The Consumer's Choice Of Branded Meat Attributes

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ABSTRACT

The feedlot industry is the main beef producer in South Africa and falls in the category of 'Small Businesses.' For these small business enterprises to be successful in an industry subjected to fierce competition, it is necessary to be innovative in a market where high quality beef serves as just another commodity. Previous research has shown that demographic factors can influence brand preferences. The objective of this study was to investigate the relationships between language and gender with brand attribute preference. Another objective was to identify opportunities that will differentiate and position branded meat products that will create consumer equity and build strong brand names. The case study approach was used and included quantitative and qualitative research. The population consisted of consumers buying meat products at the different retailers in Middelburg, Mpumalanga, under the brand names Kanhym Fresh Meat, Farm Inn Meat, and Frank's Meat. A sample of 612 was conveniently selected for the study. A total of 588 questionnaires were completed. This study confirmed the interrelationship of the demographic variables gender and language that may affect consumers' preferences. This means consumers will try different products with specific attributes. The results of this study identify opportunities of implementing strategies to maintain and enhance the competitiveness of branded meat retailers. It is finally recommended that brand retailers determine the demographic and psychographic profile of their target market for a specific product when producing or marketing products.

Keywords: Branding; Brand Retail Owner; Branded Meat; Small Businesses; Language; Gender; Consumer Choice

INTRODUCTION

Branded meat of consistently high quality has earned a reputation worldwide as a means to increase beef consumption. The feedlot industry is the main beef producer in South Africa and falls in the category of 'Small Businesses.' For these small business enterprises to be successful in an industry subjected to fierce competition, it is necessary to be innovative in a market where high quality beef serves as just another commodity (Prinsloo, 2006). In researching the marketing approach to branded meat products, the assumption was made that the elements of the marketing mix; namely, price, product, and distribution, were already established. However, the majority of research on brand attributes has been done on large multinational brands and comparatively little research has been done on small business branding (Wong & Merrilees, 2005).

South Africa is a multi-lingual country with a population of about 40.5 million people. South Africa has more official languages at a national level than any other country in the world. Over and above English and Afrikaans, the eleven official languages include the indigenous languages - Southern Sotho, Northern Sotho, Tswana, Zulu, Xhosa, Swati, Ndebele, Tsonga, and Venda. In addition to this, the latest Global Gender Gap Report from the World Economic Forum (WEF, 2013) indicates that South Africa has the 17th narrowest gender gap in the

world. The annual gender gap index assesses 136 countries, representing more than 93% of the world's population, on how well resources and opportunities are divided among male and female populations (WEF, 2013).

The challenge meat producers face in building a strong meat brand name is to ensure that customers, first and foremost, have a positive experience when the product is purchased and that their marketing programs create the desired knowledge structures for the brand. The importance to establish a link between brand variables and consumers' perception regarding the importance of these variables are thus critical in the success of branded meat products.

LITERATURE REVIEW

There are certain unwritten rules when it comes to making a brand successful and having customers become loyal followers. According to Ries & Ries (2003), there are four rules that must be discussed. First, one needs to get the brand to stand for something when the customer sees or thinks about it. It is all about maintaining a word in the customer's mind. When people start using a brand name generically, it means that that brand owns the category name. To become generic, one needs to be the first to sell something and establish a category. Secondly, after successfully establishing the associations of this word, the brand owner decides whether to expand or contract the scope of its focus so as to make more money. Although it seems logical to expand the scope to increase sales, this is a common mistake. As Ries and Ries (2003) explains: "By far the most successful brands are those that kept a narrow focus and then expanded the category as opposed to those brands that tried to expand their names into other categories." The third and fourth aspects to consider when building a successful brand are quality and credentials. Quality exists in the mind of the customer, but it is only a perception. "There is almost no correlation between success in the marketplace and success in comparative testing of brands," claim Ries and Ries (2003). Credentials are needed to claim authenticity or validity and have people believe almost anything being said by the brand owner about the performance of the brand. Having a high price is also a factor when building a perception of high quality in a brand. To a customer, a high price means good quality, even if this is not true (Ries & Ries, 2003).

For branding strategies to be successful and brand value to be created, consumers must be convinced that there are meaningful differences among brands in the specific product or service category. Brand differences are often related to attributes or benefits of the product itself. Gillette, 3M, and others have been leaders in their product categories for decades due, in part, to continual innovation. Furthermore, brands like Gucci, Chanel, Louis Vuitton, and others have become leaders in their product categories by understanding consumer motivation and desires and creating relevant and appealing images around their products (Kotler & Keller, 2009). Successful brands are those which are the focus of a coherent blending of marketing resources and represent valuable marketing assets. A successful brand delivers sustainable competitive advantage and invariably results in superior profitability and market performance (De Chernatony et al., 2011).

Brand Definition

A product becomes a brand when the physical product is improved by something else – images, symbols, perceptions, feelings – to produce an integral idea greater than the sum of its parts (Batey, 2008). Choosing a brand name for a product is significant from a promotional perspective because brand names communicate attributes and meaning. Marketers search for a brand name that can communicate product concepts or ideas and help position the product in customers' minds (Belch & Belch, 2007). Many of the benefits of a strong corporate image also apply to brands. The primary difference between the two is that of scope. Brands are names generally assigned to individual goods or services or to a group of complementary products. A company's image covers every aspect of the organisation's operations. An effective brand name allows a company to charge more for products which, in turn, increases gross margins. Strong brands provide customers with assurances of quality and reduction of search time in the purchasing process. One primary feature that keeps a brand strong is that it contains something that has salience to customers. Salience occurs when customers are aware of the brand and that the brand has attributes or features they desire. Salience comes from several sources. One is that the product or brand has benefits which consumers consider important or that the brand is good value. Consumers buy the item and use it on a regular basis or consumers recommend salient brands to their families and friends (Clow & Baack, 2010).

A more recent definition from De Chernatony, et al. (2011) states that, "A brand is a cluster of functional and emotional values that enables organisations to make a promise about a unique and welcomed experience." Companies make a promise about their brands and brands succeed because companies meet the promise made to their customers. This definition goes further and adopts a strategic perspective. Unless the values and experiences received by the customer are unique and sustainable against competitive activity, the lifetime of the brand will be short (De Chernatony, et al., 2011).

Brand Attributes

Brand image reflects consumers' perceptions of a brand's characteristics and is evaluated by the associations they hold in their memory. The different types of brand associations can be grouped according to their level of abstraction, the amount of information held, whether they are product related or non-product related, and whether they refer to attributes considered essential by consumers (De Chernatony et al., 2011). Understanding brand meaning involves understanding the symbolism and associations that create brand image - the mental impression consumers construct for a product. The richness of the brand image determines the quality of the relationship and the strength of the associations and emotional connections that link a customer to a brand. Advertising researchers call this connection or association *brand linkage* (Moriarty, Mitchell, & Wells, 2009).

Brand elements are those characteristics that identify and differentiate the brand. Most strong brands employ multiple brand elements. *Nike* has the distinctive 'swoosh' logo, the empowering 'Just Do It' slogan, and the '*Nike'* name based on the winged goddess of victory. Brand elements can play a number of brand-building roles (Wheeler, 2006). Kotler & Keller (2009) expanded on this statement by Wheeler (2006) and stated that there are three 'brand building' criteria and three 'defensive' criteria that deal with how to influence and preserve the equity in a brand element in the face of opportunities and limitations. Marketers should select brand elements to build as much brand equity as possible. The fundamental role of brand elements is to contribute to the formation and development of consumer confidence and trust. Brand elements by themselves do not create trust. If the story conveyed by the brand elements is coherent, consumers would more likely be receptive and then more willing to trust, but trust comes only through positive experience (Ind & Bjerke, 2007).

Language and Gender Influence on the Consumer's Choice

Research concluded by Baltas and Argouslidis (2007) confirms that demographic factors can influence brand preferences. The relationships between language and brand attribute preference had been indicated in literature stating cultural, regional and ethnic group differences (Veloutsou et al., 2004). A recent study (Wyma et al., 2012) that investigated the relationship between selected demographic and psychographic variables and consumers' brand preferences for selected food products in a South African context revealed that consumers' choice of brands is probably associated with the product category. Although the study could not expose significant relationships with psychographics for different grocery products, certain demographic factors seemed noteworthy. Home language and education level seemed to be more significant indicators of brand preference, which suggests that consumers' ability to interpret label information may be influential. This study further concluded that brand preference depends on specific demographics for each product and that psychographic factors were not significant in terms of product choice. Brand preference research therefore seems to be product and region specific and related to specific demographic variables (Wyma et al., 2012).

According to Ye (2008), the relationship between gender and brand has a substantial effect on consumer brand choices. Since gender identities may become blurred over time, consumers often use brands that fit their own gendered image while showing others a gendered self beyond just sex and traditional gender roles (Ye, 2008). In other words, how consumers perceive themselves and their brands under various usage conditions may have substantial influence on their brand attitudes and behaviour (Fischer & Arnold, 1990).

The gender study by Ye & Adrian-Robertson (2012) points to the role of gendered-self in behavioural predictions. Self-expression is increasingly becoming a motivating factor leading to product and brand choices. A product or a brand that can help consumers express their gender identities and sexual orientations may have a more positive impact than those less clearly related to consumers' core gender related traits. Furthermore, the study (Ye &

Adrian-Robertson, 2012) reports it may be important to have different positioning strategies for differing products and brands. Because feminine males and females tend to be more profitable targets for personal care products, managers should consider positioning personal care products as an expressive, emotional, and nurturing experience for the consumer. On the other hand, masculine consumers may emphasis brand images that are closely linked with masculine gender identity - a personal care product targeted at masculine males should likely focus on building a masculine brand image rather than on product features. According to Sahay et al. (2012), it is important for marketers to manage their communications and product development and use based on gender differences in brand relationships. Since building brand relationships is important and there are gender differences in the way consumers make decisions, marketers would need to evolve gender specific messaging and relationship building activities (Ye, 2008).

PROBLEM STATEMENT AND OBJECTIVE

This study explored the marketing efforts of meat producers in Middelburg, Mpumalanga, by drawing tangent planes between effective marketing and the knowledgeable consumer. According to the researchers, there is a difference between the meat retail owners brand building variables and consumer's variables to establish brand equity. It is of importance to establish a link between brand variables and consumers' perception regarding the importance of these variables. The research problem centres on the fact that meat retail brand owners have to implement strategies of branding and positioning to maintain and enhance their competitiveness. Furthermore, meat retail brand owners need to develop a competitive advantage based on a set of unique brand attributes. From this, the analogy can be drawn that meat retail brand owners need to establish how to market the meat brand attributes to achieve brand equity by differentiating the brand from competitors and developing a competitive advantage. Therefore, the objective of this study was to investigate the relationships between language and gender with brand attribute preference; and to identify opportunities that will differentiate and position branded meat products that will create consumer equity and build strong brand names.

RESEARCH METHODOLOGY

This research study sought to gain a better understanding of what role brand attributes play in the consumer's decision-making process when buying branded meat. Most research on brand attributes has been done on large multinational brands and comparatively little research has been done on small business branding (Wong & Merrilees, 2005). The research method used in this research was the case study and included quantitative and qualitative research, which is descriptive (where the objective was restricted to describing current practices) and explanatory (where existing theory was used to understand and explain what was happening) in nature. For the purpose of this study, exploratory research was used to obtain information about the consumer preferences on attributes for branded meat.

The population relevant to this research consisted of consumers buying meat products at the different outlets in Middelburg, Mpumalanga, which include only those retail shops that sell branded meat products within the mentioned region; namely, Kanhym Fresh Meat, Farm Inn Meat, and Frank's Meat. Within this population group, the effort was to obtain a sample size that represents the chosen population. A recommendation that exists to provide researchers with guidance regarding the amount of participants required in a sample size is called 'the sample to variable ratio' (N:p ratio) where N refers to the number of participants and p refers to the number of variables (Williams et al., 2010). The sample size for quantitative Mall survey research is normally determined by the number of variables in the questionnaire, the sample size of similar studies, and resource constraints. The common 'rule of thumb' is to suggest that the researcher has at least 10-15 participants per variable (Field & Miles, 2010). The target was a sample size of approximately 600 questionnaires and more were printed to have questionnaires available in the different languages and to compensate for uncompleted questionnaires. A sample of 612 was conveniently selected for the study. The sample size imitates and exceeds the recommendation by Hair et al. (2010) in that the number of respondents should be a ratio of 14 observations to each variable in order to perform factor analysis. When the 12 variables identified in three categories are multiplied by the suggested 14 observations, a sample of 504 is recommended.

For this research paradigm, the semi-structured interview type was used, that generally starts with a few specific questions and then follows the individual's tangents of thought with interviewer probes. This research

classification is qualitative and the reasoning is inductive. This case study research focused on three meat retailers in Middelburg, Mpumalanga; namely, Kanhym Fresh Meat, Farm Inn Meat, and Frank's Meat. The unit of analysis used in this study is represented by these three small business branded meat retailers and their consumers.

In the initial phase of the research study - semi-structured interviews - were done with the brand owners of the three identified retail outlets - Kanhym Fresh Meat, Farm Inn Meat, and Frank's Meat. According to Cooper & Schindler (2006), the interview serves as a data collection methodology for research methods falling within the context of the phenomenological research paradigm. After establishing, inter alia, the brand variables as portrayed by the brand owners, this was then used as scaled questions in a quantitative questionnaire. Respondents could then rate the indicated variables which were used as feedback during the perceptual positioning stage of the empirical study. The questionnaire was then first pilot-tested and afterwards, modifications were made to this data collection instrument to increase its ease of use. The final questionnaire was issued at the different retail outlets where consumers buy the branded meat products. A total of 588 questionnaires were completed of which 24 were not taken into consideration due to incomplete or inconclusive questionnaires.

Data Reduction Techniques

Cluster analysis on the variables using Ward's method on Euclidean distances yielded two main clusters in each Question (1 and 2) which could be interpreted. In Question 1, the first cluster - competence - consisted of the following variables: competent staff, service, value-added products, consistent quality, healthy wholesome products, quality products, variety of products, and a clean store. This cluster groups the variables that consumers find important when they consider the process of delivering the meat to the consumer. It is important that the staff know exactly how the meat cuts should be done, together with the added value, the wholesomeness, and product variety as they are all important factors in the final quality assessment of the product. The second cluster in Question 1 - valuable - consisted of the following variables: traceability, value for money, price, and convenience. This cluster groups the variables that consumers find important to consider the value of the product. Traceability and convenience are valued as attributes that can have a price tag associated with it. In Question 2, the first cluster - quality - consisted of the following variables: packaging, tasty meat products, quality products, hygienic products, healthy wholesome organic products, good service, price, and convenience. This cluster groups the variables that consumers find important when they consider the quality of a product. From the first impression that the packaging of the product contributes, the hygienic store environment, the in-store service, and, lastly, the good taste of the product, will give an overall perception of quality to the consumer. The second cluster in Question 2 - added product value - consisted of the following variables: traceable origin, marbled meat, unique customized product, and added value. This cluster groups the variables that consumers do not usually find at all retail outlets.

Reliability of Clusters

Cronbach alpha was used to test the reliability of variables in each of the clusters defined for Question 1 and Question 2 (see Table 1). The recommendations of Nunnally (1978) and Field (2007) are used in that an alpha coefficient 0.7 or above is generally accepted as a good indication of reliability.

Table 1: Reliability Analysis of Cluster Data

Construct	Cronbach's Alpha	Mean Item Correlation
Question 1 - 'Competence' cluster	.86	.42
Question 1 - 'Valuable' cluster	.58	.28
Question 2 - 'Quality' cluster	.79	.31
Question 2 - 'Added product value' cluster	.75	.43

ANALYSIS OF RESULTS

The biographical data that has an influence on the response from the respondents were analysed. T-tests were used to measure the difference between the mean of two groups. The following guidelines for the interpretation of the effect size in the current case was used: (a) small effect: $d = 0.2$, (b) medium effect: $d = 0.5$ and (c) large effect: $d = 0.8$, where d-values larger than 0.8 can be considered to be important in practice. For this research, a t-

test was used to measure the differences in gender preferences. The effect sizes, as illustrated in Table 1, indicated a medium effect on the response of gender preferences. As indicated in Table 2, the highest mean values were measured with male respondents for the 'Quality' construct, where the mean and standard deviation was 1,932 ± 0,573. The females also responded very high for the same construct at 1,733 ± 0,519. Another high score was measured for the 'Competence' construct where the score of the female respondents was higher than that of the males and the mean and standard deviation were 4,534 ± 0,488 and 4,311 ± 0,601, respectively. 'Traceability,' which was one of the variables that was reported individually, and the male respondents had the lowest mean score measured at 3,25 ± 1,451.

Table 2: T-test for Gender Preferences

Construct	Gender	N	Mean	Standard Deviation	*p*-value	Effect Sizes With Gender
Competence	Male	191	4,3111	0,60151	< 0.001	0.37
	Female	372	4,5340	0,48847		
Traceability	Male	174	3,25	1,451	0.491	0.06
	Female	370	3,34	1,547		
Value For Money	Male	190	3,99	1,052	0.016	0.20
	Female	372	4,20	0,908		
Price	Male	191	3,76	0,884	0.131	0.13
	Female	368	3,89	0,940		
Convenience	Male	191	3,65	1,155	0.003	0.26
	Female	353	3,95	1,095		
Quality	Male	191	1,9320	0,57344	< 0.001	0.35
	Female	372	1,7339	0,51905		
Added Product Value	Male	191	2,8495	0,83539	0.020	0.19
	Female	372	2,6494	1,02690		

Table 3: Language and the Preferences that Respondents have on Independent Variables

Construct	Language	N	Mean	Standard Deviation	*p*-value	Effect Sizes With African Languages
Competence	Afrikaans	308	4,5721	,43919	< 0.001	0.63
	English	71	4,4824	,61720		0.48
	African languages	151	4,1789	,62827		
Traceability	Afrikaans	307	3,65	1,319	< 0.001	1.10
	English	69	3,88	1,219		1.27
	African languages	142	2,11	1,403		
Value For Money	Afrikaans	307	4,40	,758	< 0.001	0.77
	English	71	4,24	,783		0.62
	African languages	151	3,54	1,118		
Price	Afrikaans	297	1,96	,772	0.001	0.31
	English	65	1,82	,900		0.09
	African languages	150	1,97	1,108		
Convenience	Afrikaans	305	2,20	,969	0.022	0.28
	English	71	1,99	,853		0.17
	African languages	138	1,86	,815		
Quality	Afrikaans	308	1,7389	,50090	< 0.001	0.36
	English	71	1,6715	,52434		0.47
	African languages	151	1,9639	,62850		
Added Product Value	Afrikaans	308	2,3539	,71305	< 0.001	1.15
	English	71	2,3685	,69660		1.13
	African languages	151	3,5442	1,03753		

As shown in Table 3, there are statistically and practical significant associations between language and the preferences that respondents have on independent variables. The data in Table 2 indicated that in the different language groups, the 'Traceability' attribute is most important for the English-speaking respondents. English-speaking respondents vary in their opinion of traceability with a large effect size of 1.27 from Black African language-speaking respondents and also with a large effect size 1.10 from Afrikaans-speaking respondents.

'Traceability,' as a branded meat attribute, is thus more important to English- and Afrikaans-speaking respondents than Black African language-speaking respondents. The attribute 'Value for money' was rated the highest with Afrikaans-speaking respondents, while Black African language-speaking respondents rated the importance of 'Value for money' attribute as the lowest. This was also a practical significant difference (d = 0.77). Furthermore, the 'Added product value' cluster indicated a statistically significant difference interaction between the different language groups. The 'Added product value' attribute is most important for the Afrikaans- and English-speaking respondents. Afrikaans- and English-speaking respondents vary in their opinion of 'Added product value' with a large effect size of 1.15 and 1.13, respectively, in relation to the Black African language-speaking respondents. This means that we can conclude that 'Added product value,' as a branded meat attribute, is more important to English- and Afrikaans-speaking respondents than Black African language-speaking respondents. These large effect sizes clearly indicate that there are differences between the expectations and opinions of different language groups with regard to brand variables and attributes.

To determine whether a relationship exists between the variables used in this study, the Spearman rank order correlation method was used to measure this relationship. As codes were used to classify the information obtained in the survey, the responses were given ordinal numerical values. No Spearman rank order correlations of large magnitude (0.4 or larger) could be determined for age, income or level of education and the clusters individual items. For this reason, these demographic factors were examined further. Furthermore, the association of work status and marital status of respondents on variables will not be tested because most respondents were married and permanently employed.

Statistical significance tests have the tendency to yield small p-values as the size of the data set increases. The effect size, however, is independent of sample size and is a measure of practical significance (Ellis & Steyn, 2003), where Cohen's d-values will be interpreted according to the following guidelines: d ≈ 0.2 small, indicates no practically significant difference, d ≈ 0.5 medium, indicates practically visible difference, d ≈ 0.8 large displays practically significant difference. Although only large effect sizes are of practical significance toward demographics in identifying meat brand attribute preferences, medium effect sizes may indicate tendencies which might be further explored in future studies. A three-way ANOVA was conducted to determine if there is a significant difference in brand preferences when language and gender are also considered. According to the data in Table 4, it is evident that there is a statistically significant effect (p = 0.039) on the interaction of gender, language, and brand. At this point in the research, it will now be determined where the differences lie.

Table 4: Gender, Language Groups, and Brand Preference for 'Competence'

Source	Type III Sum of Squares	df	Mean Square	F	p-value	Partial Eta Squared
Corrected Model	39.262[a]	18	2,181	8,786	,000	,258
Intercept	1250,433	1	1250,433	5036,525	,000	,917
Household income	4,308	1	4,308	17,352	,000	,037
Gender	4,829	1	4,829	19,452	,000	,041
Language	4,934	2	2,467	9,937	,000	,042
Which brand	,629	2	,315	1,268	,283	,006
Gender * Language	2,706	2	1,353	5,449	,005	,023
Gender * Which brand	,438	2	,219	,883	,414	,004
Language * Which brand	2,268	4	,567	2,284	,060	,020
Gender * Language * Which brand	2,519	4	,630	2,537	,039	,022
Error	112,716	454	,248			
Total	9464,983	473				
Corrected Total	151,978	472				

[a] R Squared = .258 (Adjusted R Squared = .229)

Table 5 displays the mean and standard errors of Competency of retail store to provide efficient service, consistent quality, and variety of products for different language, gender and brand preferences of respondents. With regard to the Farm Inn brand, Black African language-speaking men have, overall, the lowest opinion about 'Competency' of retail store to provide efficient service, consistent quality, and variety of products.' All other combinations of gender and language

customers rated the 'Competency' variables higher for Farm Inn, e.g. Black African language-speaking women, Afrikaans-speaking men and women, as well as English-speaking men and women, differ with large effect sizes from the Black African language-speaking men (d = 2.53, 2.06, 2.81, 3.09, and 2.49, respectively).

Table 5: Confidence Intervals for 'Competency'

Gender	Language	Brand	Mean	Std. Error	95% Confidence Interval	
					Lower Bound	Upper Bound
Male	Afrikaans	Farm Inn	4,360	,125	4,113	4,607
		Frank's	4,412	,100	4,215	4,608
		Kanhym	4,282	,083	4,119	4,444
	English	Farm Inn	4,877	,354	4,182	5,572
		Frank's	4,222	,188	3,852	4,593
		Kanhym	4,226	,249	3,736	4,716
	African	Farm Inn	3,336	,191	2,961	3,712
		Frank's	4,241	,104	4,037	4,445
		Kanhym	3,899	,106	3,691	4,108
Female	Afrikaans	Farm Inn	4,736	,080	4,578	4,894
		Frank's	4,612	,057	4,500	4,725
		Kanhym	4,533	,054	4,427	4,639
	English	Farm Inn	4,578	,138	4,307	4,850
		Frank's	4,438	,130	4,183	4,692
		Kanhym	4,447	,106	4,238	4,656
	African	Farm Inn	4,596	,206	4,191	5,001
		Frank's	4,433	,091	4,254	4,611
		Kanhym	4,367	,092	4,186	4,548

With regard to the Frank's Meat brand, Afrikaans-speaking females rated their 'Competency' attributes the highest, while Black African language-speaking men rated the importance of 'Competency' attributes the lowest (see Figure 1). This was the only practical significant difference (d = 0.74). With regard to the Kanhym Fresh Meat brand, the Black African language-speaking men rated 'Competency' lowest. While Black African language-speaking women, Afrikaans-speaking men and women, as well as English-speaking men and women, rated 'Competency' higher with large effect sizes (d = 0.94, 0.77, 1.27, 0.66, and 1.10, respectively).

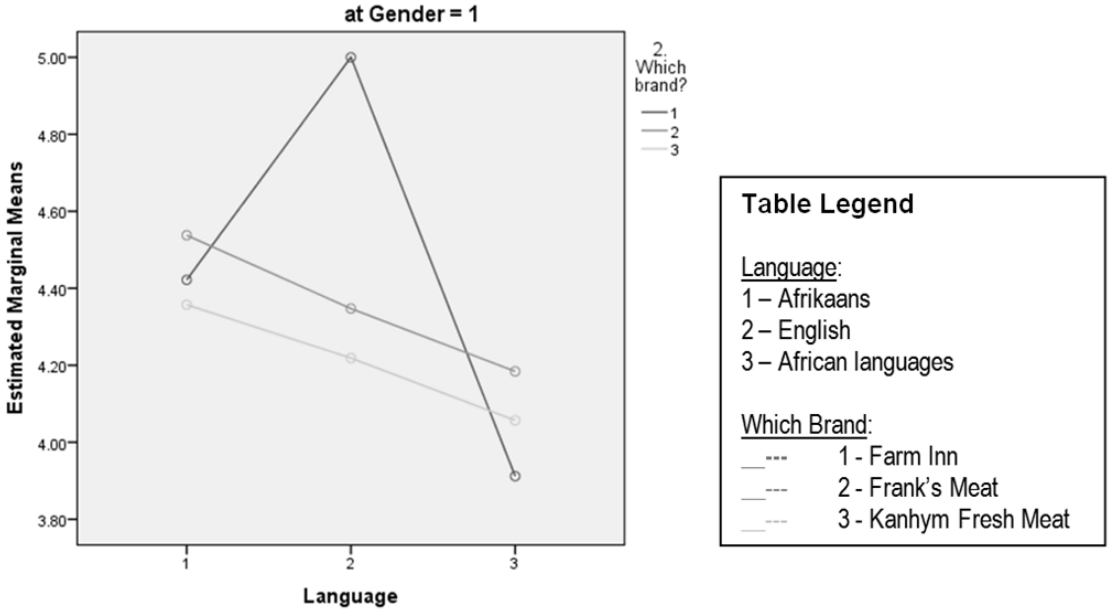

Figure 1: Interaction for Male Respondents between Brand and Language for 'Competence'

In Table 6, a significant interaction (p = 0.011) was noted between language and which brand are preferred by the respondents, with regard to convenience.

Table 6: Gender, Language Groups, and Brand Preference for 'Convenience'

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	37.490[a]	18	2,083	1,898	,015	,072
Intercept	855,866	1	855,866	779,796	,000	,638
Household income	2,191	1	2,191	1,996	,158	,004
Gender	5,808	1	5,808	5,292	,022	,012
Language	6,394	2	3,197	2,913	,055	,013
Which brand	3,897	2	1,949	1,775	,171	,008
Gender * Language	4,352	2	2,176	1,983	,139	,009
Gender * Which brand	3,099	2	1,549	1,412	,245	,006
Language * Which brand	14,426	4	3,606	3,286	,011	,029
Gender * Language * Which brand	5,931	4	1,483	1,351	,250	,012
Error	485,118	442	1,098			
Total	7543,000	461				
Corrected Total	522,607	460				

[a] R Squared = .072 (Adjusted R Squared = .034)

According to the results in Table 7, English-speaking people who prefer Farm Inn as their brand of choice had the lowest score with regard to convenience; they tend to feel neutral toward convenience as a brand attribute. The Afrikaans- and Black African language-speaking people considered Farm Inn as more convenient with a medium effect size (p = 0.51 and 0.41, respectively). For Frank's Meat, there were no significant differences between language groups. Afrikaans- and English-speaking people consider Kanhym Fresh Meat as more convenient, but Black African language-speaking people differ with effect sizes of 0.54 and 0.52, respectively.

Table 7: Confidence Intervals for 'Convenience'

Language	Brand	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Afrikaans	Farm Inn	3,952	,157	3,643	4,262
	Frank's	3,878	,123	3,637	4,120
	Kanhym	4,045	,105	3,840	4,251
English	Farm Inn	2,991	,399	2,206	3,775
	Frank's	3,642	,240	3,170	4,113
	Kanhym	4,021	,285	3,461	4,580
African	Farm Inn	3,422	,426	2,585	4,259
	Frank's	4,069	,154	3,767	4,371
	Kanhym	3,479	,156	3,172	3,785

According to the results in Table 8, there is a significant interaction (p < 0.001) between gender and language when the attribute of 'Traceability' is considered.

Table 8: Gender, Language Groups, and Brand Preference for 'Traceability'

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	307.227[a]	18	17,068	10,463	,000	,295
Intercept	695,587	1	695,587	426,410	,000	,487
Household income	,216	1	,216	,133	,716	,000
Gender	,310	1	,310	,190	,663	,000
Language	106,611	2	53,305	32,677	,000	,127
Which brand	3,079	2	1,540	,944	,390	,004
Gender * Language	40,576	2	20,288	12,437	,000	,052
Gender * Which brand	,862	2	,431	,264	,768	,001
Language * Which brand	4,591	4	1,148	,704	,590	,006

Table 8 cont.

Gender * Language * Which brand	1,800	4	,450	,276	,894	,002
Error	734,069	450	1,631			
Total	6013,000	469				
Corrected Total	1041,296	468				

[a] R Squared = .295 (Adjusted R Squared = .267)

According to Table 9, the effect size of gender and language group on 'Traceability' indicates that in these gender and language groups, 'Traceability' is most important for the English-speaking women. It is evident that Afrikaans-speaking men and women do not vary much in their opinion of traceability of branded meat (d = 0.24), whereas English-speaking men regard it as less of an attribute than English-speaking women, with an effect size of 0.85, and Black African language-speaking men as more of an attribute than Black African-speaking women who vary with a large effect size of 0.90.

Table 9: Confidence Intervals for 'Traceability'

Gender	Language	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Male	Afrikaans	3,417	,159	3,105	3,728
	English	3,09	,403	2,299	3,881
	African	2,57	,216	2,146	2,993
Female	Afrikaans	3,721	,098	3,529	3,913
	English	4,182	,186	3,816	4,548
	African	1,417	,218	,988	1,846

Table 10 indicates a significant interaction (p = 0.001) between gender and which brand are preferred by the respondents with regard to their perception of 'Value for money.'

Table 10: Gender, Language Groups, and Brand Preference for 'Value for Money'

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	146.769[a]	18	8,154	12,697	,000	,335
Intercept	1123,267	1	1123,267	1749,080	,000	,794
Household Income	,093	1	,093	,145	,703	,000
Gender	16,435	1	16,435	25,591	,000	,053
Language	41,111	2	20,556	32,008	,000	,124
Which Brand	2,910	2	1,455	2,266	,105	,010
Gender * Language	2,070	2	1,035	1,612	,201	,007
Gender * Which Brand	9,910	2	4,955	7,716	,001	,033
Language * Which Brand	3,074	4	,769	1,197	,311	,010
Gender * Language * Which Brand	3,153	4	,788	1,227	,298	,011
Error	291,561	454	,642			
Total	8387,000	473				
Corrected Total	438,330	472				

[a] R Squared = .335 (Adjusted R Squared = .308)

According to Table 11, the effect sizes indicate there is a practical significant difference, with regard to 'Value for money' as an attribute, in the opinions between women and men who prefer *Farm Inn* and between men and women who prefer Kanhym Fresh Meat, with effect sizes of 1.39 and 0.81, respectively. Furthermore, 'Value for money' is a more important attribute for women than for men who buy from Farm Inn or Kanhym Fresh Meat. The opinions of women and men who prefer Frank's Meat did not differ in practice, which is visualized in the profile plot (Figure 2).

Table 11: Confidence Intervals for 'Value for Money'

Gender	Brand	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Male	Farm Inn	3,425	,224	2,984	3,866
	Frank's	3,994	,126	3,746	4,242
	Kanhym	3,444	,151	3,147	3,741
Female	Farm Inn	4,535	,139	4,262	4,808
	Frank's	4,011	,088	3,838	4,185
	Kanhym	4,091	,080	3,934	4,247

Figure 2: Interaction between Gender and Brand Preference on 'Value for Money'

Table 12 indicates a significant interaction ($p < 0.001$) between gender and language when the attribute of 'Price' is considered.

Table 12: Gender, Language Groups, and Brand Preference for 'Price'

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	52.643[a]	18	2,925	4,146	,000	,142
Intercept	939,386	1	939,386	1331,549	,000	,747
Household income	,095	1	,095	,135	,714	,000
Gender	10,998	1	10,998	15,590	,000	,033
Language	14,351	2	7,176	10,171	,000	,043
Which brand	,972	2	,486	,689	,503	,003
Gender * Language	4,401	2	2,201	3,119	,045	,014
Gender * Which brand	4,891	2	2,445	3,466	,032	,015
Language * Which brand	1,549	4	,387	,549	,700	,005
Gender * Language * Which brand	5,329	4	1,332	1,889	,111	,017
Error	317,467	450	,705			
Total	7179,000	469				
Corrected Total	370,111	468				

[a] R Squared = .142 (Adjusted R Squared = .108)

In Table 13, men and women and the different language groups are compared with each other and it can be seen that, according to the effect size, there is a large difference between men and women in English-speaking and Black African language-speaking respondents on the issue of 'Price,' d = 0.87 and 0.7, respectively, with women rating 'Price' higher than men. From the data and Figure 3, it appears that 'Price' is a more important factor for women than for men to consider when buying branded meat, and for Afrikaans-speaking women, it was the most important as they had the highest mean score (4.05). The Afrikaans-speaking male and females did not differ significantly with regards to 'Price.'

Table 13: Confidence Intervals for Perception of 'Price'

Gender	Language	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Male	Afrikaans	3,911	,104	3,706	4,116
	English	3,174	,265	2,654	3,695
	African	3,158	,140	2,882	3,433
Female	Afrikaans	4,05	,065	3,922	4,178
	English	3,902	,122	3,661	4,142
	African	3,742	,144	3,460	4,024

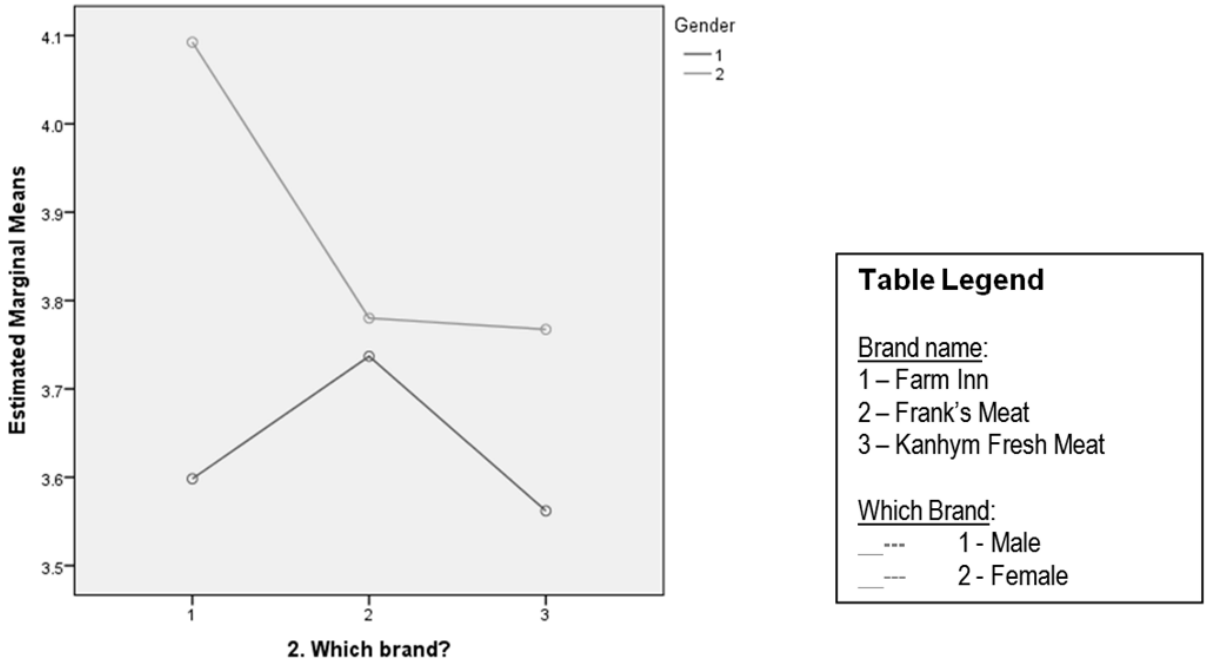

Figure 3: Interaction between Gender and Brand Preference on 'Price'

In Table 14, the men and women using the three brands are compared with each other and it can be seen that according to the effect size, there is a large difference between men and women's perceptions of price who prefer the Farm Inn brand. There is a practical significant difference between the perception of price for men and women who buy from Farm Inn (d = 1.13) and a medium effect (d = 0.46) for men and women who buy from Kanhym Fresh Meat. For the women, price is considered to be more important. There is not a significant difference in the way that men and women think about prices at Frank's Meat.

Table 14: Confidence Intervals for Perception of 'Price' of Branded Meat Products

Gender	Brand	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Male	Farm Inn	3,215	,235	2,753	3,677
	Frank's	3,651	,132	3,391	3,911
	Kanhym	3,377	,158	3,066	3,688
Female	Farm Inn	4,167	,146	3,880	4,453
	Frank's	3,763	,093	3,581	3,945
	Kanhym	3,764	,084	3,599	3,928

Table 15 shows a significant interaction (p = 0.039) between consumer perception of quality and which brands are preferred by the respondents.

Table 15: Gender, Language Groups, and Brand Preference for 'Quality'

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	12.481[a]	18	,693	2,286	,002	,083
Intercept	241,378	1	241,378	795,694	,000	,637
Gender	,527	1	,527	1,737	,188	,004
Language	,139	2	,069	,229	,796	,001
Which brand	1,989	2	,994	3,278	,039	,014
Gender * Language	1,703	2	,852	2,807	,061	,012
Gender * Which brand	,373	2	,187	,616	,541	,003
Language * Which brand	1,733	4	,433	1,428	,223	,012
Gender * Language * Which brand	1,314	4	,329	1,083	,364	,009
Error	137,723	454	,303			
Total	1652,273	473				
Corrected Total	150,204	472				

[a] R Squared = .083 (Adjusted R Squared = .047)

Finally, from Table 16, it can be concluded that "Added product value" was more important for Afrikaans and English-speaking customers than for Black African language-speaking respondents.

Table 16: Gender, Language Groups, and Brand Preference for 'Added Product Value'

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	183.852[a]	18	10,214	16,056	,000	,389
Intercept	607,336	1	607,336	954,735	,000	,678
Gender	4,945	1	4,945	7,773	,006	,017
Language	59,963	2	29,982	47,131	,000	,172
Which brand	,210	2	,105	,165	,848	,001
Gender * Language	3,597	2	1,799	2,827	,060	,012
Gender * Which brand	1,500	2	,750	1,179	,309	,005
Language * Which brand	2,914	4	,729	1,145	,334	,010
Gender * Language * Which brand	2,521	4	,630	,991	,412	,009
Error	288,803	454	,636			
Total	4022,271	473				
Corrected Total	472,655	472				

[a] R Squared = .389 (Adjusted R Squared = .365)

RECOMMENDATIONS

The following recommendations, if implemented, can assist the meat retailers to develop a market brand positioning strategy and enhance their brands in becoming even stronger:

- **Recommendation 1:** It is important that the brand retail owner focus the marketing program on one or two key attributes that affect gender or language directly. The brand retailer can further concentrate on attributes that make its brand different from the competitors. Focus on these key associations and reinforce it across the marketing program over time.
- **Recommendation 2:** Due to the growing aversion to advertising, the increasing importance of channels, such as 'word of mouth,' Facebook and consumer blogs, is opening up an entirely new world of practical marketing possibilities for the successful marketers of the future. The meat retail business must be able to design creative brand building push campaigns toward acknowledging specific demographic variables.
- **Recommendation 3:** Maximise the contribution of each brand attribute preference used to build brand equity. It is important to focus on the areas where respondents rated values indifferent; for example, in this study, attributes like 'added product value' and 'traceablilty' because it is in these areas that improvements can be affected to ensure a better understanding and building of a stronger meat brand.

CONCLUSION

Branding is about being different and for a branded product to be considered superior, it is necessary that brand meat retailers focus on the attributes that can make their product different and better than the competition. The results from the study returned that although the attributes that construct brand equity tested positively, the brand meat retailer should react on the indifferences found of the respondents and which importance they attached to the different brand attributes.

With regard to the brand Kanhym Fresh Meat, the Black African language-speaking men rated 'Competency' lowest and all the other gender and language groups rated 'Competency' higher. The English-speaking customers tend to feel neutral toward convenience as a brand attribute for the Farm Inn brand. The Afrikaans and Black African-language-speaking people considered Farm Inn as more convenient. For the brand Frank's Meat, there were no significant differences between language groups. Afrikaans- and English-speaking people consider the Kanhym Fresh Meat brand as more convenient, but Black African language-speaking people differ significantly. The study indicated that the 'Traceability' attribute is most important for the English-speaking women, whereas English-speaking men regard it as less of an attribute than English-speaking women and Black African language-speaking men as more of an attribute than Black African-speaking women. Afrikaans-speaking men and women do not vary much in their opinion of traceability of branded meat. A practical significant difference occurred in opinions, with regard to 'Value for money' as an attribute, between men and women who prefer Farm Inn and between men and women who prefer Kanhym Fresh Meat. It may be concluded that 'Value for money' is a more important attribute for women than for men who buy from Farm Inn or Kanhym Fresh Meat. When 'Price' as an attribute was measured, men and women in English- and Black African language-speaking respondents differed on the issue of 'Price', with women rating 'Price' more important than men.

The objective of this study was to investigate the relationships between language and gender with brand attribute preference and to identify opportunities that will differentiate and position branded meat products that will create consumer equity and build strong brand names. This study confirmed the interrelationship of demographic variables like gender and language, which may affect consumers' preferences. This means that consumers can try different products with specific attributes. For marketing, in general, it is important to know how the consumer views a brand according to its brand attributes. It is recommended that brand retailers determine the demographic and psychographic profile of their target market for a specific product when producing or marketing products.

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