

**EVALUATING THE LEVEL OF BRAND LOYALTY TO CAPRIVI
VISION NEWSPAPER AMONG THE ZAMBEZI REGION AUDIENCE**

**A research report submitted in partial fulfilment of the requirements for the
degree of Bachelor of Arts in Media Studies (Honors) to the University of
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ABSTRACT

The study evaluated the level of brand loyalty to Caprivi Vision newspaper among the Zambezi region audience. It was guided by three objectives which included: to assess the knowledge of Zambezi region members regarding the Caprivi Vision newspaper; To assess the attitude of Zambezi region members regarding the Caprivi Vision newspaper; and to come up with the research recommendations about the branding strategies that Caprivi Vision newspaper can use to make people remain loyal to their brand.

The researcher used a questionnaire and 120 participants participated in the questionnaire that was given. The main findings of the study were that majority of the Zambezi region read newspapers that they access news on the internet and social media. Results indicates that audiences prefer reading the Namibian Newspaper and New era newspaper. The study concluded that Zambezi region audience are aware of the Caprivi vision newspaper, however this newspaper should publish daily instead of twice a month because people will tend to forget that it does exist

DEDICATION

Before I dedicate this research to my parents, I would like to thank the Almighty Lord and savior Jesus Christ for guiding me and being my strength throughout my studies. I would like to dedicate this research to the following: My mother, Ms Dorothy Mushaukwa and my sister Carol Mulela Maendabi, thank you for your unconditional support with my studies and I would like to thank my son Roman Maiba for motivating me

I appreciated each and every encouragement and motivations from families and friends. I appreciate everyone who participated in this research.

Lastly, I would like to thank the father of my son Keith Mutwa Maiba for helping me throughout this research and for always encouraging me not to give up.

ACKNOLEGMENTS

First and foremost, praises and thanks to the Almighty God, for the strengths, showers of blessings and guidance throughout my research and I successfully completed my research through his mercies and wisdom.

I would like to express my deep and sincere gratitude to my research supervisor Ms Antonette Kakujaha-Murangi for providing me with immerse knowledge I needed to carry out my research, her guidance which helped me all the time of research and writing of this thesis and for always availing herself to me in times of need. A special thanks to Ms Martha Mosha the research coordinator for her guidance, encouraging words, knowledge, and support. Special thanks to Professor Eno Akpabio for wisdom, guidance and support. I offer my sincere appreciation for the learning opportunities provided.

I appreciate all the Zambezi audience who served as participates in my study, for their cooperation and support. My completion of this project could have not been not been accomplished without my fellow colleagues. Lastly, I would like to thank the University of Namibia, for the permission granted to carry out this research.

DECLARATION

I Pricilla Nakwezi Mukokobi hereby declare that the study entitled “**EVALUATING THE LEVEL OF BRAND LOYALTY TO CAPRIVI VISION NEWSPAPER AMONG THE ZAMBEZI AUDIENCE**”; submitted towards partial fulfilment of requirements for the award toward of Bachelor of Arts in Media Studies (HONORS) is my own work and the study has not formed the basis for award of any degree, associate ship, communion or any similar title to the best of my knowledge.

I Pricilla Nakwezi Mukokobi confirm that, the report is only set for my academic purpose. Therefore, I grant the University of Namibia the right to replicate this study in whole or part in any manner or format which the University consider proper for any person or institution for study and research purposes, provided that the University shall not renounce this right when the entire study has been or being published in a manner that is not approved by the University.

Student’s signature

Date

Supervisor’s signature

Date

LIST OF ABBREVIATIONS

NAMPA Namibia Press Agency

NMH Namibia Media Holdings

NMT Namibia Media Trust

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Chapter 1: Introduction

1. Topic: Evaluating the level of brand loyalty to Caprivi vision newspaper among Zambezi region audience member

1.1. Introduction

A brand is the personality of a business. It's the first thing you think of, or how you feel, when you see a logo or hear its name. In fact, you can use the word “personality” as a direct substitute for “brand” to instantly clarify its meaning (Dib, 2019). Brand loyalty is a state where a customer becomes habituated to using one product (Paper, 2020). This study intended to evaluate the level of brand loyalty to Caprivi vision newspaper among Zambezi region audience members. The study’s finding will assist Caprivi Vision newspaper to come up with content that people may be interested in reading. It aimed to assist Caprivi vision newspaper to identify their weaknesses, and strength in order to produce a better content help to find the gap between Caprivi vision newspaper and other newspapers like The Namibian, New Era to mention a few.

According to Bhasin (2018) brand loyalty is an extent to which people are loyal to the brand. He posits that brand loyalty is produced by consumer’s loyalty based on given motivational reason to purchase the products. Hence, it is the brand’s responsibility to improve consumer’s satisfaction and the faithfulness of consumers to a particular brand. Competing brands may not affect the customer’s loyalty as the customers are faithful and continuously committing to the brand. He notes that strong competition and loyalty to specific brand, are significant for the success of the organizations. In particular, loyalty to a brand produces some practical advantages through saving marketing cost by means of spreading word-of-mouth (Keller, 1993).

1.2. Orientation of the proposed study

Brand loyalty is a situation where a customer becomes accustomed to using one product. A customer that is loyal to a brand, purchases the same brand over and over again. The customer chooses to use one product out of many other choices from similar brands. Companies try their best to achieve brand loyalty among their clients. Brand loyalty helps a company to grow since a company is assured that it will make sales to its loyal customers. A company can achieve

brand loyalty by producing high-quality products that meet the needs of the customers in the market (Paper, 2020).

A study tried to explain the relationship between brand experience, brand identification, brand love and their impact on brand loyalty. University students between the age group of 20 and 28 years were considered. The direct relationships between brand experience, brand identification and brand loyalty were analysed. The mediating role of brand love on brand loyalty was also analysed using Structural Equation Modelling. It was found that brand experience and brand identification showed a positive and significant relationship with brand love and brand loyalty. A positive influence of brand love on brand loyalty was also found. It was seen that brand experience and brand identification showed insignificant result when mediator variable brand love was considered as the independent variable. However, it was concluded that brand love has full mediating effects on both brand experience and brand identification and in turn on brand loyalty (Babu, 2021).

A key finding from new research on media consumption habits indicates that young people spend almost double the amount of time printed newspaper compared to their online newspapers. The research examined the total time spent (print and online) with eight newspaper brands in the UK using ComScore and NRS (National Readership Survey) data between 2000 and 2016 for various age groups. The report, released on December 8, found that Millennial (age 18-34) spend 30 per cent more time with their printed newspapers than the equivalent online brands. The researchers were interested in examining audiences beyond the traditional readership measures (Canada, 2017).

There is a consensus among scholars that brand attributes plays an important role in a consumer's decision as regard brand choice and there are several factors which may influence customer's decisions of being loyal to a specific. The reason can be determined by customer's perception of value offered by the marketer (Anderson & Sullivan, 1993). According to Kumar and Advani (2005) there are four factors affecting brand loyalty namely, product quality, service quality, service quality, price and advertising.

A brand plays a role in the company's success by developing competitive advantages with brand performance and through non-brand related means. Perceived differences among products via branding deliver a number of benefits to the business companies which include

building consistent quality and income for a long time, resisting attack, getting higher fair share, plus

Different customers choose different brands for different reasons, some customers choose a brand regardless of the product. For example a customer may like Samsung this is the brand they will go for in whatever print media they may want, example being (television, radio, microwave, stove, phones, stove, and computers). This type of loyalty makes a customer stick to one and only brand and in case of Samsung electronics (Fomel et al 1996).

1.3. Statement of the Problem

The Caprivi Vision is bi-monthly published community newspaper in Namibia with content in English and Silozi. It is sold in the Caprivi Strip, Northern Regions of Namibia in the capital Windhoek and other countries of the Southern Africa such as Botswana and Zambia. The Caprivi Vision was founded by Risco Lumamezi on 21 August 2000 as a student of the Polytechnic of Namibia; and its first edition hit the streets on 30 April 2002, its current editor-in-chief is Risco Lumamezi (Epaperslist, 2003). Caprivi Vision is a community newspaper covering local news ranging from municipal news to crime, schools, social and sports news in the Zambezi region, advertising and news in the city and surrounding suburbs, this community newspaper that is geared for a very target audience: aspiring community and business owners, stating as the only newspaper reaching these specialized readers (Newspaper Advertising, 2022). The present study intended to evaluate the level of brand loyalty to Caprivi vision newspaper among Zambezi region audience members. The researcher wants to find out the percentage of people in the Zambezi region who read this newspaper and their loyalty to this brand.

The loyalty of Zambezi audiences regarding the Caprivi vision newspaper has a greater impact on the level of the brand towards the founder of the newspaper and journalists. It is against this background that the researcher was interested in evaluating the brand loyalty of Zambezi region audience regarding the Caprivi vision newspaper. This prompted the researcher to conduct this study on the evaluating the level of brand loyalty among the Zambezi region audience members.

1.4. Research questions

Three research questions were answered. These are;

- Are you aware of Caprivi vision newspaper?
- How do you access the Caprivi vision newspaper?
- Which newspaper do you read?

1.5. Purpose of the study

The purpose of the study was to evaluate the level of brand loyalty to Caprivi vision newspaper among Zambezi region audience member

1. 6. Objectives of the study

- a) To assess the knowledge of Zambezi region members regarding the Caprivi Vision newspaper
- b) To assess the attitude of Zambezi region members regarding the Caprivi Vision newspaper.
- c) To come up with research recommendations about the branding strategies that Caprivi Vision newspaper can use to make people remain loyal to their brand.

1.7. Significance of the Study

Significance of the study is basically the importance of your research (Editage, 2019).The study's findings will assist Caprivi Vision newspaper to come up with content that people may be interested in reading. It assisted Caprivi vision newspaper to identify their weaknesses, and strength in order to produce a better content and help to find the gap between Caprivi vision newspaper and other newspapers like The Namibian, New Era to mention a few.

1.8. Limitations of the Study

The limitations of the study are those characteristics of design or methodology that impacted or influenced the application or interpretation of the results of your study. They are the constraints on generalizability and utility of findings that are the result of the ways in which you chose to design the study and/or the method used to establish internal and external validity (Brutus, 2013). Due to time, funds and transportation the study was conducted among the Zambezi region audience in Katima Mulilo town. Hence, the findings may not be generalized to other regions nor to villages close by. Another limitation to the research was that the research study was in the progression of the Covid-19 pandemic, which hindered the study from finding willing participants.

1.9. Definition of key terms

Evaluating- Is estimating or assess the value of something.

Brand- is the personality of a business. It's the first thing you think of, or how you feel, when you see a logo or hear its name. In fact, you can use the word “personality” as a direct substitute for “brand” to instantly clarify its meaning (Dib, 2019).

Brandy loyalty- is a state where a customer becomes habituated to using one product (Paper, 2020)

Audience- People who have gathered to hear or watch something.

1.10. Summary

In this chapter the orientation of the proposed study was discussed, stating the introduction which encompasses definition and description of the topic of interest. Orientation of the proposed study, and objectives, along with the significance of the study which is the backbone of the study are all presented in this chapter, as well as the terminologies of the study. The next chapter will focus on the review of the literature with regards to the evaluation of brandy loyalty to Caprivi newspaper among Zambezi region audience.

1.11 Literature Review and Theoretical Framework

This chapter present the orientation of the study and highlights the research gap. This chapter aims to provide further information on past studies that have been done on the research topic. This chapter will look into the concept of brand loyalty and the relevance of brand loyalty.

Brand loyalty is a concept that has been delved into by researchers as it is a very important dimensions in marketing. Brand loyalty is a biased behavioural response expresses over a period of time. It implies a consistent repurchase pattern of the brand as a result of positive affection towards the brand (Mellens, DeKimpeand Steenkamp, 1996).

Brand loyalty theories suggested that loyalty to brands is the outcome of several factors comprising effective, behavioural and attitudinal dimensions. Brand loyalty in marketing has been associated with a positive perception by consumers towards the brand. Research in both brand loyalty uses the same multi-dimensional constructs of affective and behavioural approach.

Brand loyalty is a consumer's preference to buy a particular brand in a product category. It occurs when consumers perceive that the brand offers the right product features, images or level of the quality at the right price. This perception may translate into repeat purchase resulting in loyalty. Brand loyalty is therefore related to customer's preference and attachment to a brand. It may occur due to a long history of using a product and trust that has developed as a consequences of the long usage (Ishak, 2006).

Building and maintaining brand loyalty has been a central theme of marketing theory and practice in establishing sustainable competitive advantage. In traditional consumer marketing, the advantages enjoyed by a brand with strong customer loyalty include ability to maintain premium pricing, greater bargaining power with channels of distribution, reduced selling costs, a strong barrier to potential new entries into the product/service category, and synergistic advantages of brand extensions to related product/service categories (Reichfeld, 1996).

Based on the literature review, the conceptual framework for brand loyalty building in a competitive market, known as FSTA framework, namely familiarity of the brand, satisfaction

of customer of the brand, trust on the brand and the attitudinal loyalty of the brand are discussed below.

The concept of brand loyalty has been extensively discussed in traditional marketing literature with the main emphasis on two different dimensions of the concept: behavioral and attitudinal loyalty. Oliver (1997) has presented conceptual framework of brand loyalty that includes the full range of brand loyalty based on a hierarchy of effects model with cognitive, affective, conative (behavioral intent), and action (repeat purchase behavior) dimensions. A definition integrating this multidimensional construct has been given (Oliver, 1999) as: "a deeply held commitment to rebuy or patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to causes switching behavior."

The concept of e-loyalty extends the traditional brand loyalty concept to online consumer behavior. Although the underlying theoretical foundations of traditional brand loyalty and the newly defined phenomena of e-loyalty are generally similar, there are unique aspects of it in the area of Internet based marketing and buyer behavior. Schultz (2000) describes customer/brand loyalty in cyberspace as an evolution from the traditional product driven, marketer controlled concept towards a distribution driven, consumer controlled, and technology-facilitated concept. In addition, e-loyalty also has several parallels to the "store loyalty" concept (Corstjens & Lal, 2000) such as building repeat store visiting behavior as well as the purchase of established brand name items in the store. As extensively discussed in Schefter and Reichheld (2000), e-loyalty is all about quality customer support, on-time delivery, compelling product presentations, convenient and reasonably priced shipping and handling, and clear and trustworthy privacy policies. The sections that follow illustrate the similarities and differences between traditional brand loyalty and e-loyalty.

Loyalty implies satisfaction, but satisfaction does not necessarily lead to loyalty. Consequently, there is an asymmetric relationship between loyalty and satisfaction (Waddell, 1995 and Oliver, 1999). This phenomenon is particularly important in e-marketplaces, since (dissatisfied) customers face a greater variety of choices. Through extensive research, Baldinger and Rubinson (1996) have validated that highly loyal buyers tend to stay loyal if their attitude towards a brand is positive. In addition, the ability to convert a switching buyer into a loyal buyer is much higher if the buyer has a favorable attitude toward the brand.

Theoretical framework

Although brand loyalty has become a hot topic for scholars, its concept mainly comes from marketing practice, so it has not yet formed a unified definition. The research on brand loyalty mainly includes two points: early behaviour theory and attitude theory. Brand loyalty refers to that consumers have a special interest in a particular brand, so when they continue to purchase such products, they only recognize the brand, thus giving up the attempt of other brands. Brands can exceed the product life cycle and are an intangible asset. Therefore, once a brand has a large number of loyal customers, its leadership position can remain unchanged even if its products have been improved and replaced. Behavioural viewpoints measure the brand loyalty from the behaviour of consumers' repeated purchases, neglecting the negative factors that affect brand loyalty and failing to clearly express the inherent nature of the behaviour. This means that the enterprise is unable to find the essence reasons for the formation of brand loyalty. It will be difficult to take appropriate marketing strategies and methods to gain the brand loyalty of consumers.

1.12 Methodology

This research shares the methods, population and sample that the researcher has used in the study. The chapter furthermore provides a comprehensive explanation of the research instruments, procedures and research ethics which have put into consideration during the conducive of this study.

Research methods are the strategies, processes or techniques utilized in the collection of data or evidence for analysis in order to uncover new information or create better understanding of a topic (University of Newcastle Library, 2020).

The researcher used qualitative research because it took field notes with observations and reflected on the researcher's own experiences and qualitative research involves collecting and analyzing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research (Bhandari, 2020). The researcher conducted in-depth interviews with teachers to learn about their experiences and perspectives in greater details.

The researcher used a case study that are believed to have originated in 1829 by Frederic Le Play. Case studies are rooted in several disciplines, including science, education, medicine, and law. Case studies are used when the researcher wants to focus on how and why, the behavior is to be observed, not manipulated, to further understand a given phenomenon, and if the boundaries between the context and phenomena are not clear. Multiple methods can be used to gather data, including interviews, observation, and historical documentation (Statistics Solutions, 2021).

In his definition, Vonk et al (2017) states that the target population can be defined as the larger group from which the representative is drawn or further defined as individuals that meet the behavior of characteristics of a target population. The target population of the study were 400 audience member that are based in Zambezi region, Katima Mulilo town.

A sample is a subset of a population that is used to represent the entire group as a whole (Cherry, 2020). This study will have few workers of Caprivi Vision Newspaper. The study will use Simple random sampling which is the randomized selection of a small segment of individuals or members from a population of 400 audiences. It provides each individual or member of a population with an equal and fair probability of being chosen. The simple random sampling method is one of the most convenient and simple sample selection techniques (CFI, 2021). Moreover, random sampling will be used in selecting pattern units from the entire population of workers of Caprivi Vision Newspaper.

According to Neela (2010), sampling is a technique used to study from a few selected items, instead of the entire big number of units. Basically, from a large population, the researcher select certain number of people as representative of the entire population.

A sample of 150 were taken from a population of 400 audiences. The sample was used to complete questionnaires. Random sampling was used so the researcher would not be bias.

Jawale (2012) says that random sampling is reflected to be the least biased method of sampling and therefore it generates estimates of the population parameters because, by the intrinsic nature of random choice process, random samples are likely to contain elements which replicate the variations found in the total population. The method allows casual relationships established by the use of random assignment to be generalized beyond the sample of the target population.

The researcher used primary information will be collected via interviews while secondary data will be through documentary analysis. The study will employ semi-structured interviews. Semi structured interview is qualitative data collection strategy in which the researcher asks informants a series of predetermined but open-ended questions (SagePub, 2012). The semi structured interviews are collected with a fairly open framework which allows focused, conversational, two-way communication. The interviewer follows a guideline but is able to follow topical trajectories in the conversation that may stray from the guide when it seems appropriate (SSWM, 2019). The interviews will be conducted on the owner and workers of Caprivi vision newspaper.

The most significant criteria for evaluating any research are reliability and validity. Reliability is important because it tells you if the measure actually measures what you want it to measure. Questionnaires were used and distributed to audiences. It is supposed to measure reliability and validity, not anything else (Goodwin, 2009). A pre-test was used in this study to ensure reliability and validity. The researcher distributed questionnaire with detailed questions for audience to complete. There was a platform left out for audiences had to make recommendations on more appropriate questions. The researcher also considered how long it would take the students to complete the questionnaire.

The data collected through questionnaires will be consist of direct quotations from the targeted audience about their feelings, perspectives, and knowledge which is needed to be analyzed anyway. In this case, the data composed through interviews will subjected to analysis of the content. As a researcher, I gathered data together in accordance with predetermined themes. Data will be organized and transcribed by listening to an audio recording and then typed as a written transcript to make a brief summary.

1.13 Research ethics

Ethical consideration

Ethical consideration is a collection of principles and values that should be followed while doing human affairs the ethical considerations make sure that no one acts in such a way that is harmful to society or and individual (Marketing91, 2020). Meeting of the owner and

workers of Caprivi Vision Newspaper, who will be participating in the study to explain my research, the following most important ethical requirements of research will be used.

a) **Informed consent:** In this study, respondents will be informed of the reason and importance of the study. The participants will be requested to sign a consent form and assured the respondents that the research information was simple to be used for the said functions of the studies.

(b) **Voluntary participation:** The respondents would be informed of their right to take part voluntarily. Contributors will be free to terminate their participation at any stage without any results.

(c) **Confidentiality:** Participants will be guaranteed their anonymity and in this regard, will be able to guarantee individuals that their names or identities will not be revealed. Confidentiality was made certain by protecting all records collected and by not making the information to be given to outsiders. All of the complex data will be stored in a locked cupboard and the information will be destroyed after the wholeness of the analysis. All electronic information will be saved on a computer requiring a password to get admission to.

Summary

In this chapter the researcher discussed the research designed which was quantitative, it helped the researcher gain more information on the research topic. As data collection method the researcher used questionnaire. This helped to gather information that was necessary to conduct the research. Lastly the researcher used Google forms to analyze data

Chapter 2: Literature review and the Theoretical Framework

2.1 Introduction

In this chapter brand loyalty will be discussed in full, the significance thereof, the role of the brand, factors affecting brand loyalty, satisfaction-loyalty to a brand, brand awareness, research gap and the theoretical framework will be discussed and lastly the chapter summary.

2.2 Brand Loyalty

Brand loyalty is a concept that has been delved into by researchers as it is a very important dimension in marketing. Brand loyalty is a biased behavioural response expressed over a period of time. It implies a consistent repurchase pattern of the brand as a result of positive affection towards the brand (Mellens, DeKimpeand Steenkamp, 1996).

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and faithfulness of consumers to a particular brand. Competing brands may affect the customer's loyalty as the customers are faithful and continuously committing to the brand. He states that strong competition and loyalty to specific brand, are significant for the success of the organizations. In particular, loyalty to a brand produces some practical advantages through saving marketing cost by means of spreading word-of-mouth (Keller, 1993).

In a situation where customers choose to purchase from their trusted brands rather than any other brands they express their loyalty and commitment (Jacoby and Kayner 1973). Brand loyalty can be a positive association. Customers attach to particular products and that is demonstrated by their repeat purchase behaviour and their experience, even when there are choices of competing alternatives (Kopp, 2019). According to Oliver (1999) getting and maintaining brand loyalty for a product are biggest achievements for marketing professionals since it is a commitment towards the brand that encourages the customers' behaviours in spite of the potential marketing and competitors or brands. It is considered to provide greater leverage to trade.

Brand loyalty occurs when clients have significant relations towards the brand expressed by repeat purchase. Such loyalty will be beneficial for the firm because ultimately clients will be agreed to purchase at premium and may also be involved in introducing new clients to the firm (Reichheld, 1990). The customers who are brand loyal do not evaluate the brand, they just make a purchase confidently on the basis of their experiences (Sidek, Yee, & yahyah, 2008).

There are two types of loyal customers. The behavioural and the emotional. The behavioural customers will become loyal with the brand but not emotional, however, the emotional customers will also be emotional with the particular brand in which they interested (Jones et al, 1995-90). Some organizations make the customers loyal forcefully due to their monopoly, even they do not want to become loyal. Some organization make customers loyal by having low prices. The other brand conscious organizations make a lot of effort for customers' satisfaction to establish the brand, they do not have high loyalty (Grönholdt et al, 2000).

The concept of e-loyalty extends the traditional brand loyalty concept to online consumer behaviour. Although the underlying theoretical foundations of traditional brand loyalty and the newly defined phenomena of e-loyalty are generally similar, there are unique aspects of it in the area of Internet based marketing and buyer behaviour. Schultz (2000) describes

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2.3 The importance of brand loyalty

Brands play an important role in everyday life and the focus most on marketing strategies Keller, (2003), Kapferer, (2004). Brands have an important role in today’s trade and business. Brand loyalty is different from other major dimension of brand equity because it is related more closely to the experience. It cannot exist without a previous purchase and use experience while awareness, associations and supposed quality are characteristics of many brands that are person has never used. However, brand loyalty is influenced in part by other major sizes of brand equity, brand awareness, brand association and perceived quality. The strategy repurchase the same brand refers to brand use satisfaction, perceived superior value, and preference or loyalty for their brand (Prasad and Dev, 2002).

By creating the customer’s brand loyalty, the organization must give importance to brand image. (Momen et al., 2015, & Rahi (2015) stated that brand image is an important key for brand loyalty in banking sector. In that paper, the study covered brand image as a moderator

between customer loyalty and internet banking. Fatema, et al. (2013) show that there is relation between brand loyalty and brand image. In their paper of Seric et al. (2014), it is demonstrated.

According to Theng Lu & Ha Lee (1999) brands are significant in the consumer market. They are the border between consumers and the company, and consumers may advance loyalty to brands. This study advises that trust in a brand is significant and is a key factor in the development of brand loyalty. Factors offered to influence trust in a brand include a number of brand characteristics, company characteristics and consumer-brand characteristics. Respondents representing a broad spectrum of Singapore consumers were surveyed. The results reveal that brand characteristics are relatively more significant in their effects on a consumer's trust in a brand. The results also show that trust in a brand is positively related to brand loyalty. Marketers should, therefore, take careful consideration of brand factors in the development of trust in a brand.

The customers can become loyal to the brand due to its uniqueness, its taste, feel easy by using that precise brand and they also have enough knowledge about that brand and feel confident while make a purchase or may be due to price factor etc. brand loyalty is very important for the organization to meet its objective so the organization try to make its customers happy and also resolve the problems if they feel related to their precise product and service. The brand loyalty can be defined as the degree of closeness of client to a specific brand, expressed by their replicate purchase irrespective of marketing stress creates by the rival brands.

2.4 Brand awareness

If an organization has a successful brand awareness, it means that its products and services have a good market standing and are simply acceptable (Gustafson & Chabot, 2007). The brand's awareness plays a significant role when purchasing a product or service and may have control over consumers' perceived risk evaluation and level of assurance about the purchasing decision due to brand awareness and uniqueness. When deciding to buy a product or service, brand must be considered; if there is nothing to consider, the likelihood is that there is nothing to choose (Baker W, J, & Nedungadi, 1986). Brand awareness creates a strong mental association with a specific brand (Stokes, 1985). Creating a strong brand image in the consumer's mind depends on create an optimistic brand assessment, reachable brand approach, and a reliable brand representation (Farquhar, 1989). The importance of brand awareness in the mind of the customers can be evaluate at various stages e.g. recognition, recall, top of mind, brand dominance (they only call that particular brand), brand knowledge (what brand means to

you) (Aaker D., 1996). Brand awareness is very important because if there will be no brand awareness no communication and no deal will be occur (Percy, 1987). Some of the consumers can make rule to purchase only those brand which are famous in the market (Keller, 1993).

2.5 Role of brand

Brand plays a variety of critical roles in improving consumers' lives and increasing firms' financial value. They are critical for marketers in making their offerings desirable and necessary for consumers by developing and communicating brand stories. Brands are involved in the creation of distinctions between products or services. Marketers are responsible for teaching customers 'who' the product is, what it does, and why they should care. They accomplish this by giving it a name and other identifying brand elements. Keller and Kotler (2012). The brand's power lies in its ability to help consumers organize their knowledge about products and services in a way that clarifies their decision making and adds value to the firm (Kotler and Keller, (2012). For branding strategies to be successful and brand value to be created, consumers must be convinced there are meaningful differences among brands in the product or services category. Brand differences often relate to attributes or benefits of the products itself.

2.6 Factors Affecting Brand loyalty

There is a consensus among scholars that brand attributes plays an important role in a consumer's decision as regards brand choice and there are several factors which may influence customer's decisions of being loyal to a specific brand. The reason can be determined by customer's perceptions of value offered by the marketer (Anderson & Sullivan, 1993). According to Kumar and Advani (2005) there are four main factors affecting brand loyalty namely, products, quality, service quality, price, and advertising.

Kumar and Advani (2005) offer definition of these factors:

Product quality- is when a product is satisfies the customer. Customers repeat purchase of single product or switch from brand to brand is based on tangible qualities, the features and characteristics as well as the performance of the product.

Service quality involves direct interaction between the seller and the buyer and more to do with customer experience during the service or purchase, mainly because of the quality of service

provided by the brand. The relationship between the sales person and consumer's impacts consumer's loyalty towards a brand.

Price for the average consumer is the most important consideration. Consumers that are loyal to a brand tend to pay a high price for their favorite brands, and so they are not affected by the price factor in their purchasing. Such customer are willing to pay even if the price has increased.

Advertising is a form of communication with consumers and increases the image of the brand for the customer and change beliefs attitudes towards the brand. They argued that customer would remain loyal as long as the perceived value of product or services is relatively greater than that of competitors' offerings.

2.7 Brand Performance

Brand performance refers to the relative measurement of a brand's success in the market place. For example, it has been argued that market share actually a measure of brand overall performance, as brand achievement is created with significant market share. Brand performance includes when a product or service attempts to meet customer's needs (Kopp, 2019). The product is at heart of brand equity because it is primary influence on what consumers experience with a brand. The performance can be found in the brand loyalty and achieving the companies established objectives for it inside the marketplace. Brand performance delivers topline growth while seeking costs to improve the bottom line, and this is influenced what the customers think of the product and their experience so as the brand loyalty towards the brand. Designing and delivering of the product or service that satisfies consumer needs and wants is a good way to a successful marketing, brand performance is as well-known as a result of desirability and profitability of a brand (Miller, 2017).

A brand plays a role in the company's success by developing competitive advantages with brand performance and through non-brand related means. Perceived differences among products via branding deliver a number of benefits to the business companies which include building constituent quantity and income for a long time, resisting attack, getting higher fair share, plus more importantly much better cash flow and earnings and earnings (Brown, 1952). A lot more earnings can be attributed to the brand of which can be more than 60% of the company profit. Customers enhances value for the firm and it is argued that companies overall performance and brand performance are entwined. Importantly the idea of brand performance resides in the marketplace, while the strength of companies brand as evidence by its current

market share, sales growth profitability. Certainly, successful brands like Coca-Cola, IBM, and Sony are witnessed as brand leaders that attain substantial market share within their segments. Therefore, market share has been commonly used in the marketing research as a reliable sign of brand success (Keller & Lehmann, 2006). Equally, sales volume is also a measure of brand performance as it shows the level of direct earnings from views.

2.8 Satisfaction –Loyalty to a brand alone

Different customers choose different reasons, so as customers choose a brand regardless of the product. For example a customer may like iPhone and this is the brand they go for whatever electronic they may want, example being (television, radio, computer, stove, phones, etc. This type of loyalty makes a customer stick to one and only one brand in the case Samsung electronics (Fornel et al 1996). Customer may demonstrate brand loyalty by purchasing the brand without regard to other brands. Some customers identify themselves with a brand or adopt a brand because it reflects their personality (Aaker, 2003). Studies have focused on brand alone emphasizing its intangible attributes or associations in various forms such as company advertising, public relations, and word of mouth communications (Kopp, 2019). Media reports on consumption customer's direct experience with the product. Some studies have also emphasized the combination of tangible and intangible attribute in the product portrayals or market equilibrium (Keller, 1993).

2.9 Customer Satisfaction and Brand loyalty

This concept used to quality the degree to where customer is happy with the product, service and experience, and reaching the customer expectations, this is developed by developing a customer satisfaction survey (Bernazzani, 2019). It is a strategy for customer success professionals to understand and live by that has built a great deal of consideration during the past decades when it comes to customer experience and satisfaction. Therefore, customer satisfaction is in reality the most unassailable concepts of the modern management. It is seen as a key performance indicator within businesses. Which indicates the fulfillment that customers derive from doing business with firm (Awaan & Rehman, 2014). Not simply does the idea of satisfying customers have a good, common-sense appeal, it can be believed that customer satisfaction would lead towards loyalty, resulting in to increase higher profit gain.

Brown, (1952) argued that satisfaction ratings have been in actual fact a means for attaining strategic purposes, such as customer retention which is considered to affect companies' profits

directly, and now the companies are focusing to increase satisfaction strategy because satisfied customers have higher chances to repurchase the same product. Reichheld, 1996).

According to Sharma and Patterson, (2000) customer satisfaction is a post purchase evaluation of a service following a consumption experience of the product or service. For many firms, customer satisfaction is becoming the guiding principle for establishing marketing tactics as well as developing marketing activities. Customer satisfaction must not be described as a goal in its place, it should be considered as means for improving the company's performance (Bernazzani, 2019)

2.10 Research gap

All the literature reviewed above was literature that other scholars found in other parts of the world and they do not specify which country or region they were conducted, however, this study specifies that it will be conducted in Zambezi region on Caprivi vision brand. So the literature that was provided in this chapter is not the findings of this study, but things that are related to this research study.

2.11 Theoretical framework

Although brand loyalty has become a hot topic for scholars, its concept mainly comes from marketing practice, so it has not yet formed a unified definition. The research on brand loyalty mainly includes two points: early behavior theory and attitude theory. Brand loyalty refers to that consumers have a special interest in a particular brand, so when they continue to purchase such products, they only recognize the brand, thus giving up the attempt of other brands. Brands can exceed the product life cycle and are an intangible asset. Therefore, once a brand has a large number of loyal customers, its leadership position can remain unchanged even if its products have been improved and replaced. Behavioral viewpoints measure the brand loyalty from the behavior of consumers' repeated purchases, neglecting the negative factors that affect brand loyalty and failing to clearly express the inherent nature of the behavior. This means that the enterprise is unable to find the essence reasons for the formation of brand loyalty. It will be difficult to take appropriate marketing strategies and methods to gain the brand loyalty of consumers.

Attitude theory

This view holds that brand loyalty refers to consumers' attitude towards specific brand preference and psychological commitment. Wilkie (1994) studied from the perspective of consumer attitudes and defined brand loyalty as: Showing preference for a particular brand and continuing to purchase, and stating 3 that brand loyalty should be: (1) Having a tendentious (non-random); (2) Having behavioral responses (such as purchase); (3) Continuing to display for a long period of time; (4) Through certain decision-making processes; (5) aiming at one or more specific brands in a brand collection; (6) it is a function of psychological processes such as decision making and evaluation. However, this view is a bit too simple in the context of complex consumption behavior, and it is believed that consumers are loyal to the brand only when their attitudes and behaviors are expressed as affection.

2.12 Summary

To sum up, this chapter set the foundation of the study as it defines the theoretical concepts related to the level of brand loyalty to Caprivi vision.

Chapter 3: Methodology

3.1 Introduction

This chapter gives an outline of research methods that were followed in the study. It provides information on the participants, that is, the criteria for inclusion in the study, who the participants were and how they were sampled. The researcher describes the research design that was chosen for the purpose of this study and the reasons for this choice. The instrument that was used for data collection is also described and the procedures that were followed to carry out this study are included. The researcher also discusses the methods used to analyse the data. Lastly, the ethical issues that were followed in the process are also discussed.

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques. A methodology does not set out to provide solutions - it is, therefore, not the same thing as a method. Instead, it offers the theoretical underpinning for understanding which method, set of methods or best practices which can be applied to specific case, for example, to calculate a specific result (Igwenagu, 2016).

Methodology refers to the overarching strategy and rationale of your research project. It involves studying the methods used in your field and the theories or principles behind them, in order to develop an approach that matches your objectives (McCombes, 2019). According to Libguides (2022), explains research methodology as the specific procedures or techniques used to identify, select, process and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions: how was data collected or generated? How was it analysed? (Libguides, 2022).

According to Indeed (2021), research methodology is a way of explaining how the researcher intends to carry out their research. It is a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives. It encompasses what data they are going to collect and where from, as well as how it is being collected and analysed. When designing a research methodology, a researcher has several decisions to make. One of the most important is which

data methodology to use, qualitative, quantitative or mixed (Indeed, 2021). Research approach, research design, target population, sample and sampling procedure, research instruments, data collection procedures, data analysis and research ethics were outlined below.

3.2 Research approach

A research approach is a procedure selected by the researcher to collect, analyse and interpret data. There are three type approaches to research: quantitative, qualitative and mixed methods. Quantitative research is the collection and analysis of numerical data to describe, explain, predict or control phenomena of interest. The analysis of numerical data is complex and must be addressed systemically. Quantitative research uses deductive reasoning. Qualitative research is the collection, analysis and interpretation of comprehensive narrative and visual data to gain insights into a particular phenomenon of interest. Qualitative research can be characterized as the simultaneous study of many aspects of a phenomenon and attempt to study things as they exist naturally, this approach uses inductive reasoning. Mixed methods research combines quantitative and qualitative approaches by including both kinds of data in a single study (Budert-Waltz, 2021). This study used qualitative research approach.

The researcher decided to use this approach for the study because it crafts truthfulness and encourages the participants to be free and courageous enough to give relevant and detailed answers.

3.3 Research design

Research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way (Libguides, 2022). Research design is the overall plan for connecting the conceptual research problems to the pertinent and achievable empirical research. It is an inquiry which provides specific direction for procedures in a research (Creswell, 2014).

Research design always determines the kinds of analysis that are to be done so as to get the desire results. It articulates what data is required, what methods are going to be used to collect and analyse the data and how it is going to answer the research questions. In line with this, Jongbo (2014) pinpoints that if a researcher collects data before thinking through the research design matters and what information is required to answer the research questions; the conclusions drawn will most likely be weak and unconvincing hence in the end fail to obtain the research objective. The research design must contain a strategy for interpreting the analysed

data so as to provide adequate findings and conclusions from the research which will allow the researcher make recommendations or implications based on the study. Research design is divided into three groups: quantitative; qualitative and mixed method research design. The researcher has to decide the most appropriate design which befits the type of research work (Asenahabi, 2019).

There are six common qualitative research designs and they are as follows; phenomenological, ethnographic, grounded theory, historical, case study and action research (Statistic solutions, 2022).

Phenomenological research is a qualitative research approach that seeks to understand and describe the universal essence of a phenomenon. This approach investigates the everyday experiences of human being while suspending the researchers' preconceived assumptions about the phenomenon (Delve, 2022). Ethnographic research is a qualitative research approach that involves observing variables in their natural environments or habitats in order to arrive at objective research outcomes (Formplus, 2020). Grounded theory is one of the data collection approach in qualitative research methods which is totally based on data rather than try to emerge theory from data (Khan, 2014).

Historical research design is a method which involves the systematic and objective location, evaluations and synthesis of evidence to establish facts and draw conclusions about past events. Historical research aims to show the importance of past events in the present situation. This research can provide a perspective for decision-making about current problems and some issues are often better understood if historical perspectives are understood. The research depends on secondary data (Mistry, 2021).

Case study can be defined as an intensive, systematic investigation of a single individual, group, community or some other unit in which the researcher examines in-depth data relating to several variables (Heale, 2017). Action research is simply a form of self-reflective enquiry undertaken by participants in social situations in order to improve the rationality and justice of their own practices, their own understanding of these practices and the situations in which the practices are carried out (Michelle, 2013).

This study used a case study. Case study was used because it is an appropriate research design when you want to gain concrete, contextual, in-depth knowledge about a specific real world

subject. This research design allows the researcher to explore the key characteristics, meaning and implication of the case (McCombes, 2019).

3.4 Target population

The target population is the specific, conceptually bounded group of potential participants to whom the researcher may have access that represents the nature of the population of interest. To be successful in defining the target population, one must examine all the boundary considerations in an iterative manner to ensure that the end description of the target population is inclusive enough to provide sufficient data to the study. The target population must also be exclusive enough to avoid having participants who do not represent the study's needs, which will misrepresent the population of interest. Much like the population of interest, the boundaries of the target population must be defined such that the researcher and other stakeholders understand the nature and extent of the group to be studied. Such considerations are important not only for ensuring the efficacy of the research, but also assist in budgeting resources for investigating the research problem. A well-defined target population describes inclusion and/or exclusion criteria for whom or for which entities may participate in the study. The target population must be a complete subset of the population of interest – members of the target population must also be described by the boundaries of the population of interest (Casteel, 2021).

The researcher is targeting everyone in Zambezi region except kids.

3.5 Sample and sampling procedures

A sample is a subset of a population that is used to represent the entire group as a whole (Cherry, 2020). A sample is the specific group of that you will collect data from (Bhandari, 2020). Sampling is a process of choosing a sub-group from a population to participate in the study (Kenpro, 2012). Sampling is concerned with the selection of a subset of individuals from within a defined population to estimate characteristics of the entire population. Each individual variable measures one or more properties (such as weight, location, color) of observable bodies distinguished as independent objects or individuals. In survey sampling, weights can be applied to the data to adjust for the sample design; this is particularly seen in stratified sampling. Results from probability theory and statistical theory are employed to guide practice. In all fields of research, sampling is widely used for gathering information about a population (Igwenagu, 2016).

According to Casteel, (2021)'s study of describing population and samples in doctoral student research defined sampling procedure as an approach one uses to obtain the members of the sample is the sampling method. The sample is recruited from the sampling frame in one of two general ways: probability sampling and nonprobability sampling. This study looking at probability sampling procedure and under this procedure there are about 5 types of sampling and they are as follows:

Simple random sampling

Simple random sampling it is a reliable method of obtaining information where every single member of a population is chosen randomly, merely by chance (Questionpro, 2020).

Systematic sampling

Systematic sampling is where every nth case after a random start is selected. For example, if surveying a sample of consumers, every fifth consumer may be selected from your sample. The advantage of this sampling technique is its simplicity (Taherdoost, 2016)

Stratified random sampling

Stratified sampling is where the population is divided into strata (or subgroups) and a random sample is taken from each subgroup. A subgroup is a natural set of items. Subgroups might be based on company size, gender or occupation (to name but a few). Stratified sampling is often used where there is a great deal of variation within a population. Its purpose is to ensure that every stratum is adequately represented (Taherdoost, 2016).

Cluster sampling

Cluster sampling is where the whole population is divided into clusters or groups. Subsequently, a random sample is taken from these clusters, all of which are used in the final sample (Wilson, 2010). Cluster sampling is advantageous for those researchers whose subjects are fragmented over large geographical areas as it saves time and money (Davis, 2005).

Multi-stage sampling

Multi-stage sampling is a process of moving from a broad to a narrow sample, using a step by step process. If, for example, a Malaysian publisher of an automobile magazine were to conduct a survey, it could simply take a random sample of automobile owners within the entire Malaysian population. Obviously, this is both expensive and time consuming. A cheaper

alternative would be to use multi-stage sampling. In essence, this would involve dividing Malaysia into a number of geographical regions. Subsequently, some of these regions are chosen at random, and then subdivisions are made, perhaps based on local authority areas. Next, some of these are again chosen at random and then divided into smaller areas, such as towns or cities. The main purpose of multi-stage sampling is to select samples which are concentrated in a few geographical regions. Once again, this saves time and money (Taherdoost, 2016).

This study used Simple random sampling it is a reliable method of obtaining information where every single member of a population is chosen randomly, merely by chance (Questionpro, 2020). The sample of this study was 8 employees of Caprivi vision newspaper in Zambezi region.

3.6 Data collection methods

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. Regardless of the kinds of data involved, data collection in a qualitative study takes a great deal of time. The researcher needs to record any potentially useful data thoroughly, accurately, and systematically, using field notes, sketches, audiotapes, photographs and other suitable means. The data collection methods must observe the ethical principles of research. The qualitative methods most commonly used in evaluation can be classified in three broad categories: In-depth interview, observation methods and document review (Kabir, 2016). Interviews and observations were used in this study.

3.7 Research instruments

A questionnaire is a research instrument made up of number of questions with the aim to collect information from research's participants. This tool can also be regarded to as a type of written interviews. Questionnaire is one of the most important techniques to collect data (Kazi & Khalid, 2012).

A closed ended question was used, closed-ended questions are frequently good for surveys because they result in higher response rates uses do not have a type as much also, answers to closed-ended questions can be easily statistically analysed. (Kazi & Khalid, 2012).

In this study, the researcher formulated a questionnaire on Google forms, a research study questionnaire was distributed among students via online communication, specifically using WhatsApp, Email, Instagram and Facebook.

A questionnaire is a good research tool because it is recommended that questionnaires are believed to be anonymous, which is argued to increase the rate of response (Fetter et al, 2013).

Yin (2012) states that case studies apprehend a variety of point of views compared to the apprehension of individuals. It gives researcher a huge chance of more understanding of the topic under study.

In this study a questionnaire was used because it is the easiest technique of gathering information within a short period of time.

3.8 Data analysis

The researcher used Google Forms to analyze the data.

3.9 Ethical consideration

Ethics are the moral principles that govern a person's behaviour. Research ethics may be referred to as doing what is morally and legally right in research. They are actually norms for conduct that distinguish between right and wrong, and acceptable and unacceptable behaviour (Showkat, 2017).

Ethics are central to the research process. Researchers need to take care of various ethical issues at different levels of this process. The reality is there can be ethical concerns at every step of the research process (Bickman& Rog, 2009). Even though few aspects of research ethics have been set out in legislation, moral values mostly govern the conduct of research (Showkat, 2017).

Ethical considerations have been gaining paramount importance across the research community. With an increase in the public concern about the limits of the inquiry and legislative changes in human rights and data protection, the ethical considerations have come to the forefront in social research. With the advent of technology, more and more ethical issues have been arising in the field of communication research. Despite dealing mostly with human and animal participants, different branches of social sciences deal with different techniques and ethical issues. Besides decisions to be informed by shared values and experiences, ethical

guidelines may enable the researcher's individual ethical judgments in addition to the professional ethics (Showkat, 2017).

Ethical consideration is a collection of principles and values that should be followed while doing human affairs the ethical considerations make sure that no one acts in such a way that is harmful to society or and individual (Marketing91, 2020). Meeting of the owner and workers of Caprivi Vision Newspaper, who participated in the study to explain research, the following most important ethical requirements of research were used.

a) Informed consent: In this study, respondents were informed approximately the reason and importance of the study. The participants were requested to sign a consent shape. I assured the respondents that the research information was simple to be used for the said functions of the studies.

(b) Voluntary participation: The respondents were informed of their right to take part voluntarily. Contributors were free to terminate their participation at any stage without any results.

(c) Confidentiality: contributors were assured in their anonymity and in this regard, I was able to assure individuals that their names or identities and the name of the college will no longer be disclosed. Confidentiality was ensured by shielding all records collected and by not making the information to be had to outsiders. All of the difficult data was stored in a locked cupboard and the information will be destroyed after of entirety of the analysis. All electronic information was saved on a computer requiring a password to get admission to.

3.10 Summary

This chapter focused on the methodology that was used in this study. An explanation of qualitative research as a method for data collection and analysis was given. Measures followed during the data collection were discussed in this chapter and the information about the sample was provided.

Chapter 4: Data presentation

4.1 Introduction

This chapter presents findings that the researcher gathered while conducting the research. In this chapter, the research data is presented along with figures. The data analysis and findings from 120 questionnaires completed by the Zambezi region residents is discussed in this chapter. The goal of this study was to evaluate the brand loyalty to Caprivi vision newspaper among the Zambezi region audience. Data is presented in the form of graphs, pie charts, and tables,

4.2. Questionnaire

All participants who were given the questionnaire answered questions accordingly and they were very good at following the instructions given. Participants who read newspapers answered all the questions, while those who do not read newspapers did not answer any questions.

4.3 Demographic information

This section consists of the responses from the participants and the findings from the questionnaire.

Figure 1: The age group of the respondents

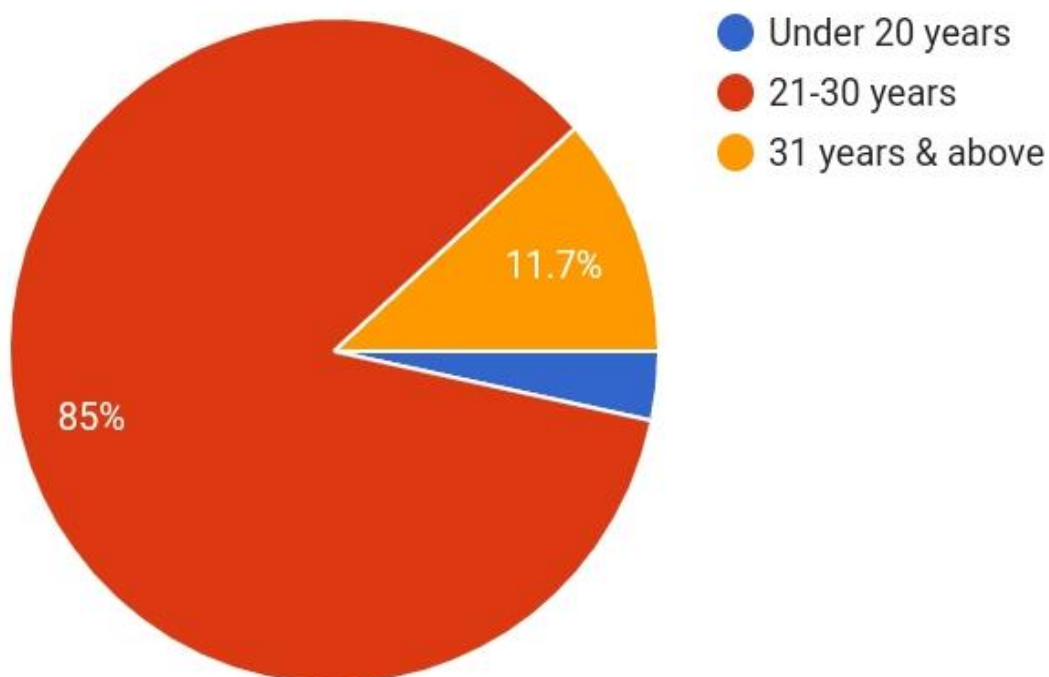
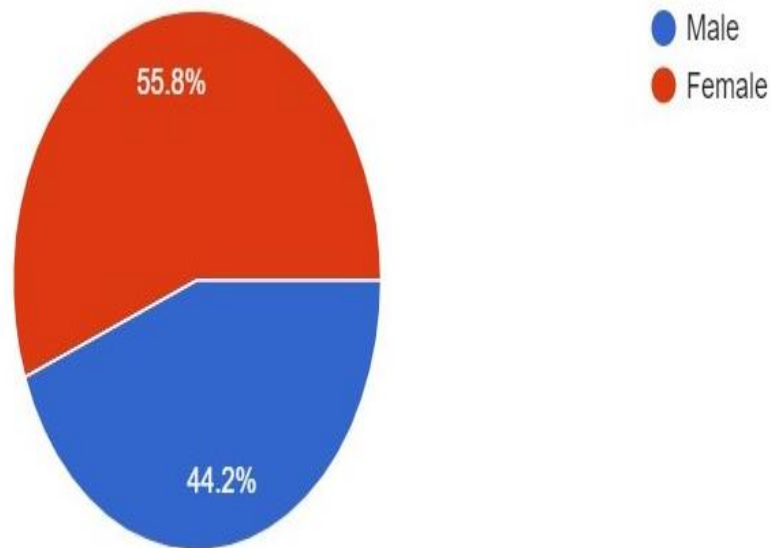


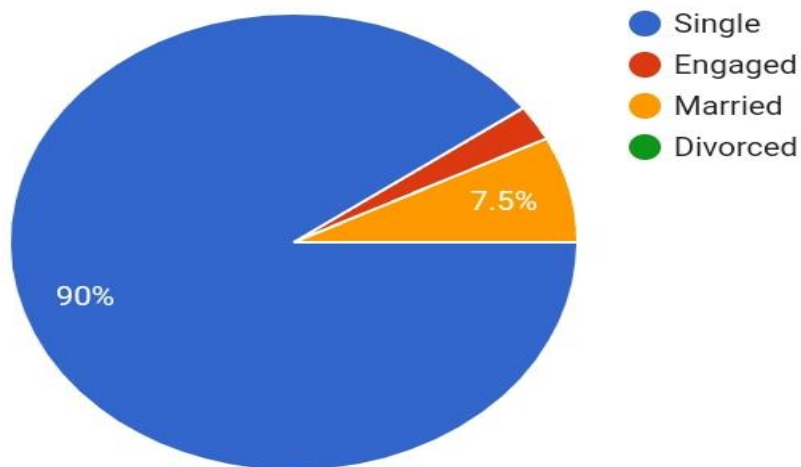
Figure 1 represents the participants' age groups. These are the categories under which the respondent's ages fall. Looking at the pie chart, most of the participants were from the age group of 21-30 years, making up to 85% of the respondents. The second highest group of participants were aged between 31 years and above and they made up 11.7% of the respondents, lastly followed by the age group under 20 years with 3.3% of the respondents.

Figure 2: Participant's Gender



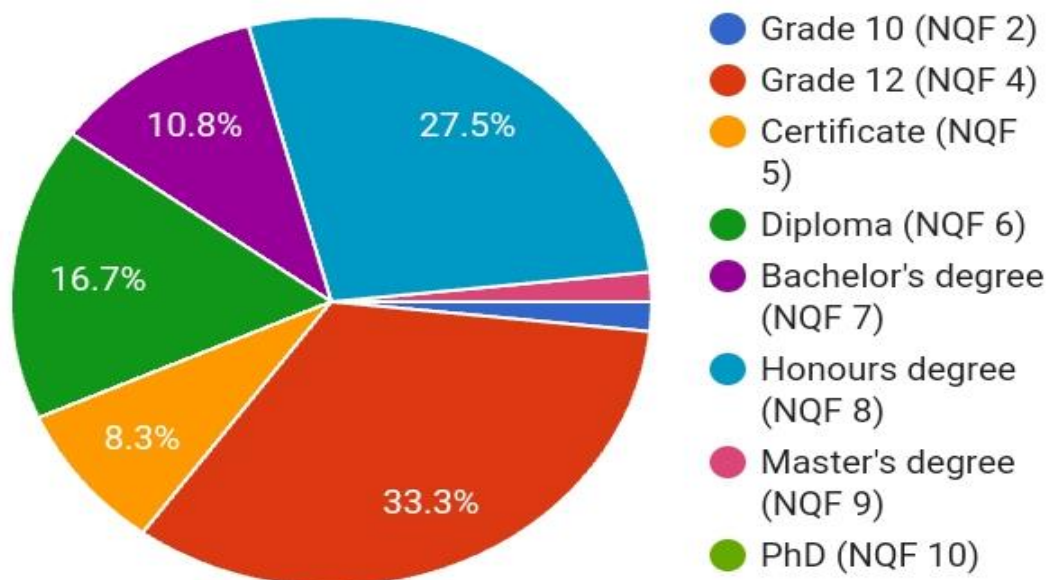
In figure 2 the pie chart represents the percentage of the respondent's gender. According to the data given in figure 2, 55.8% of the who took part in the study were females while male respondents made up a percentage of 44.2.

Figure 3: Participant marital status



Participants were asked to state their marital status. 90% of the respondents indicated they were single, while 7.5% married. 2.5% were engaged while none of the respondents were divorced.

Figure 4: Participant level of education



Participants were asked to state their highest level of education. Looking at the pie chart above, most of the participants highest level of education was grade 12 certificates with 33.3%, followed by Honours degree with 27.5%, then Diploma holders with 16.7%, bachelor’s degree with 10.8%, certificates with 8.3%, master’s degree holders and grade 10 certificate share the same remaining percentage equally.

Figure 5: Respondents who read the newspaper

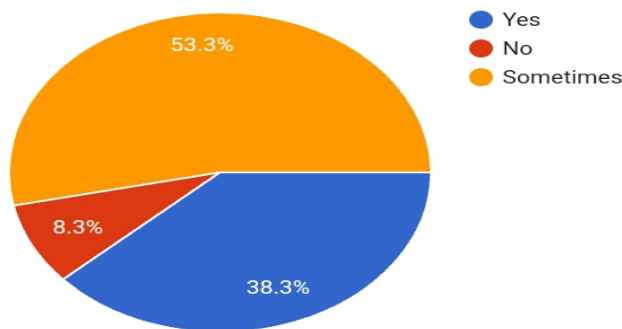
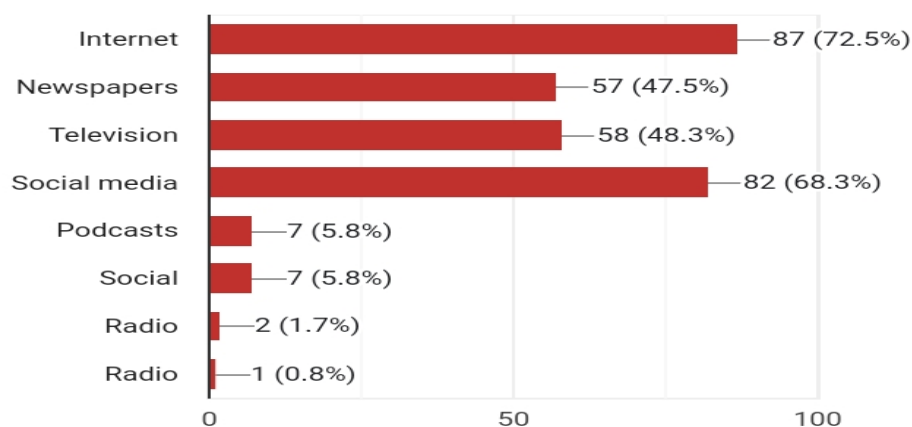


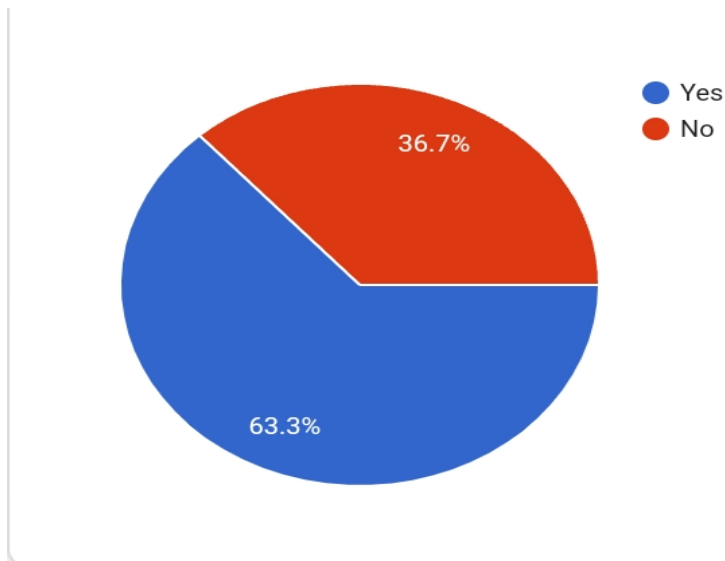
Figure 5 represents the number of participants who read newspaper. As demonstrated, 38.3% of the participants read newspapers, while 8.3% of the respondents do not. 53.3% of the respondents only read newspapers sometimes.

Figure 6: How respondents access news



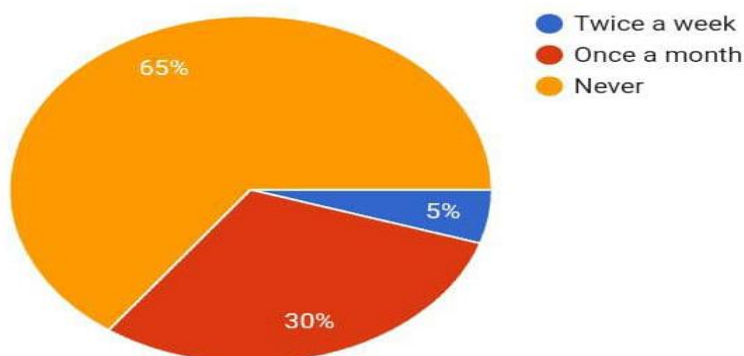
The graph in figure 6 above shows how the respondents access news. Out of 100, the highest number of 87 respondents access news on the internet, the second highest of 82 respondents access news through social media, the third highest with 58 respondents access news by watching television, followed by 57 who read newspapers. 14 respondents access news through podcast. Lastly 3 respondents listen to radio.

Figure 7: Respondents were asked if they are aware of Caprivi Vision Newspaper



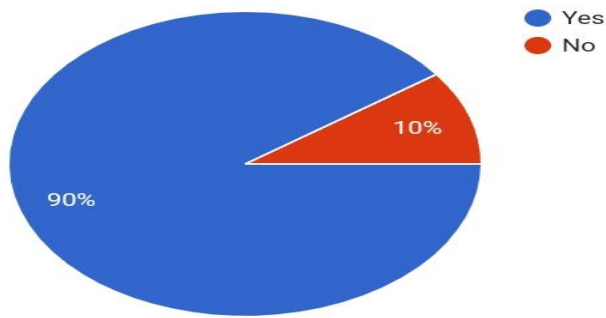
In **figure 7** participants were asked if they are aware of Caprivi Vision Newspaper. The majority of the respondents are aware of Caprivi Vision Newspaper, making a total of 63.3%. The remaining 36.7% of the participants are not aware of Caprivi Vision Newspaper.

Figure 8: How often participants read news papers



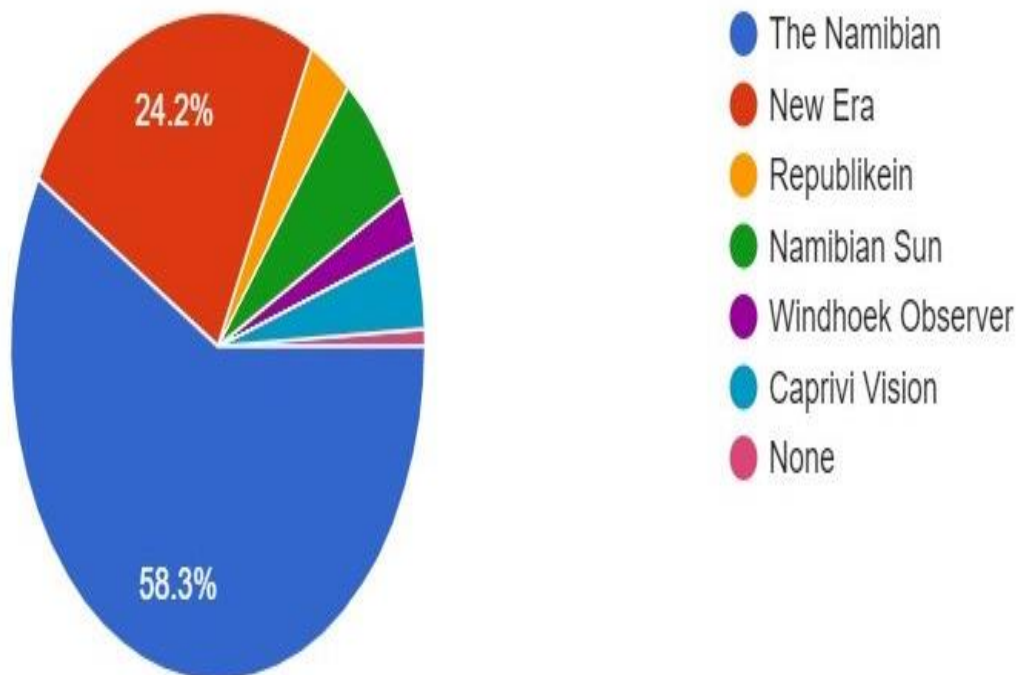
In figure 8 represents the percentage of participants stating how often they read newspapers. As demonstrated, 65% of the participants do not read newspaper at all. 30% of the participants read newspapers once a month, and 5% of the participants read newspapers twice a week.

Figure 9: Respondents were asked if Caprivi Vision should publish everyday



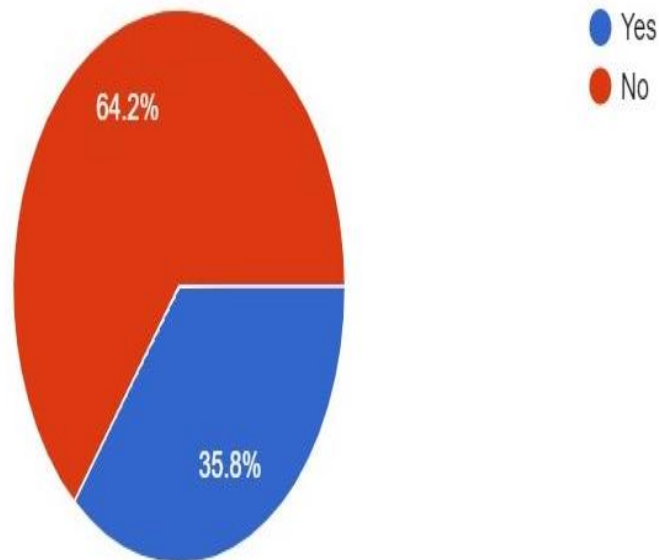
In figure 9 above, 90% of the participants agreed that Caprivi Vision should publish every day, while the remaining 10% disagreed.

Figure 10: Newspapers participants prefer reading



The pie chart in figure 10 shows the newspaper that the participants prefer reading. The majority of 58.3% prefer reading the Namibian newspaper, the second highest of 24.2% respondents read New era newspaper. 2.5% of the participants read the Namibian Sun, while 2.5% of the participants read Republikein, and only 1.7% read Windhoek Observer. Lastly 0.8% of the participants read Caprivi Vision Newspaper.

Figure 11: Participants satisfactory



The pie chart in figure 11 shows the percentage of respondents who are satisfied with Caprivi vision newspaper. According to the data 64.2% are satisfied while 35.8% are not satisfied.

Figure 12: Recommend friends to read Caprivi vision newspaper

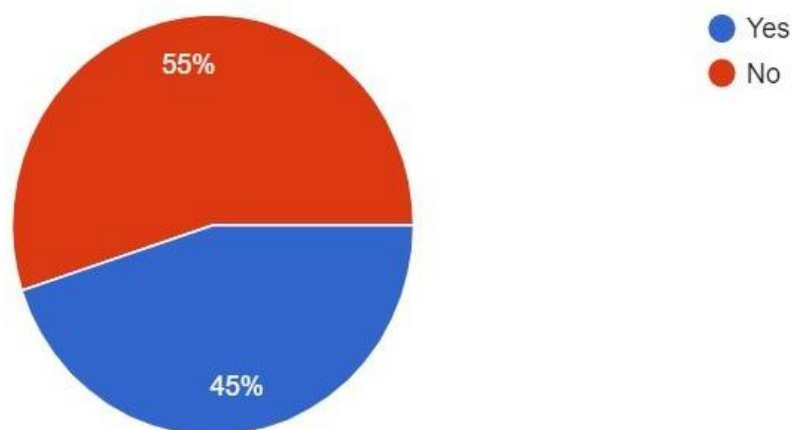
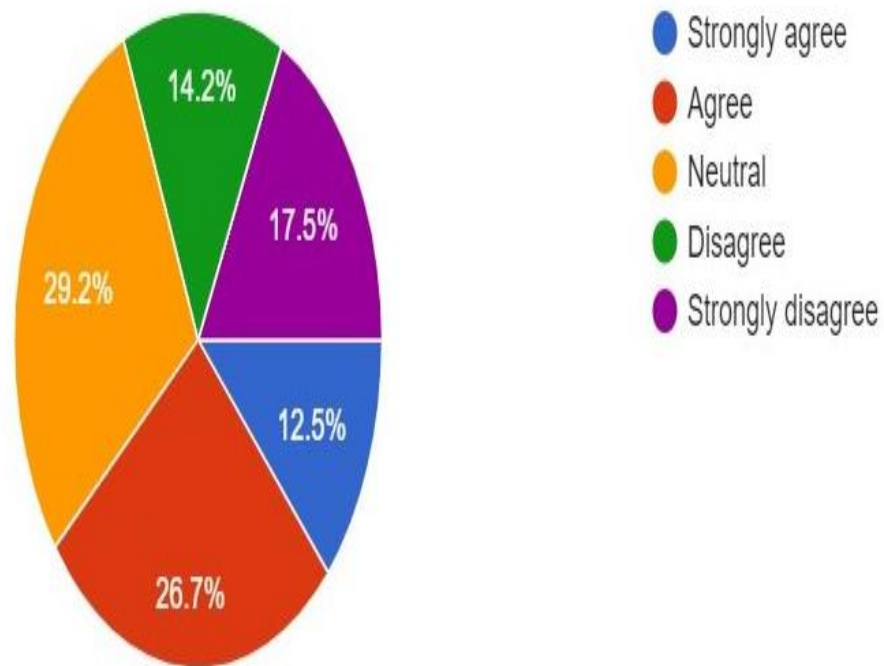


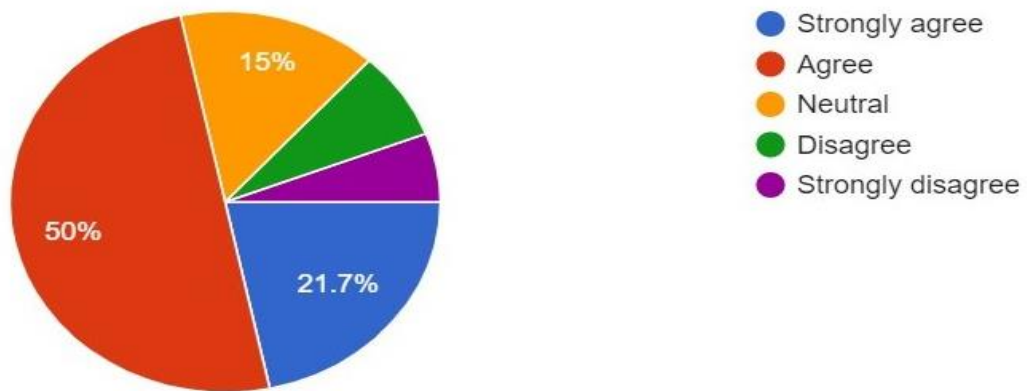
Figure 12 shows the percentage of participants willing to recommend Caprivi Vision Newspaper to their friends. 45% of the respondents would recommend it, while 55% would not.

Figure 13: Caprivi vision newspaper keeps Zambezi audience up date with what is happening



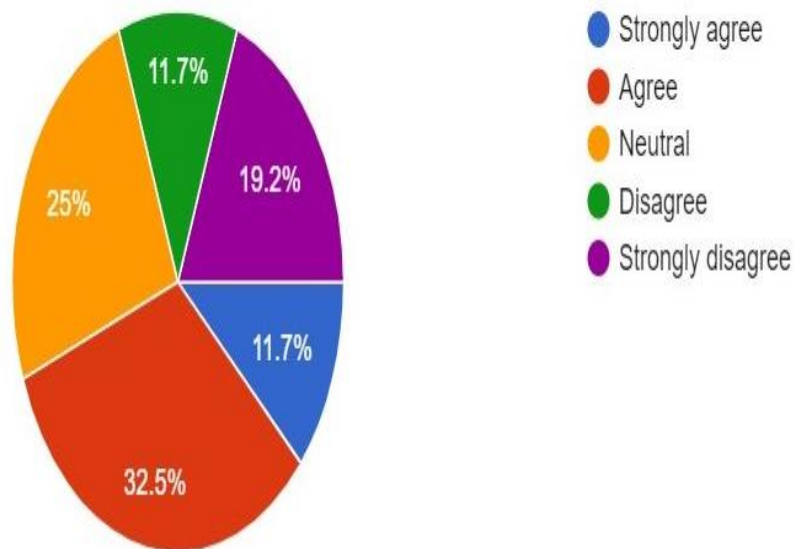
Respondents have shown their level of engagement with the statement that Caprivi vision newspaper keeps the audience up to date twice a month. Most of the participants are neutral, making up 29.2%. 26.7% agreed, 17.5% strongly disagree, 14.2% disagree and 12.5% strongly agree. Proving that majority of the respondents don't know whether Caprivi Vision is keeping their audience up to date.

Figure 14: Participants read local newspapers online and printed



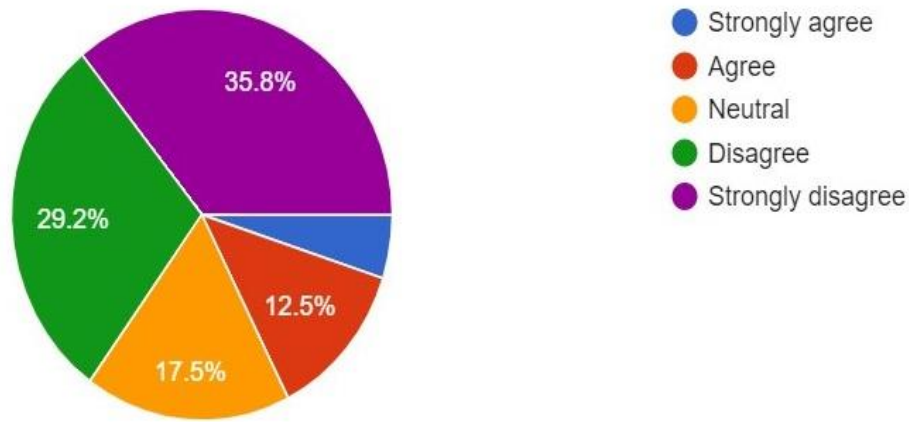
Participants were asked if they read newspapers both online and printed. As demonstrated above, 50% of the respondents agree, 21.7% strongly agree, 15% are neutral, while 13.3% strongly disagree and disagree. Proving that most of the respondents utilize both online and printed sources to access news.

Figure 15: Participants who reads newspapers a lot



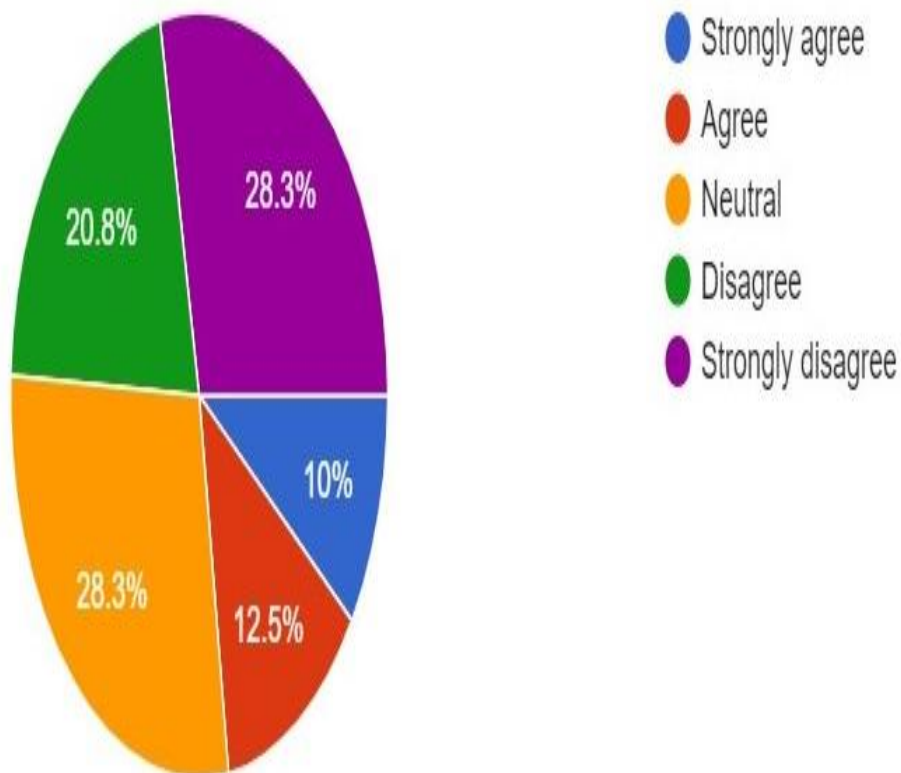
Participants were asked the level of which they read newspapers. According to the chart in figure 15, 32.5% of the participants agree, 25% of the respondent are neutral, 19.2% strongly disagree, 11.7% strongly agree, and 11.7% disagree. Proving that most of the respondents indeed do read newspapers a lot.

Figure 16 Participants who are loyal to Caprivi newspaper only



The chart above shows the percentage of respondents who are loyal to Caprivi Vision Newspaper. 35.8% of the respondents strongly disagree, 29.2% disagree, 17.5% are neutral, 12.5% agree, and 5% have strongly agree. This shows that most people prefer a variety of newspapers and they don't stick to one only.

Figure 17: Caprivi vision newspaper has the best brand



In figure 17 participants were asked whether Caprivi vision newspaper has the best brand. As demonstrated by the chart in **figure 17**, 28.3% of the respondents are neutral and strongly disagree respectively, 20.8% disagree, 12.5% agree, and 10% strongly agree. This shows that people do not think Caprivi Vision is the best, proving that it needs a lot of improvement.

Figure 18: Participant’s suggestions, recommendations and questions

Any suggestions, recommendations or questions? (Optional)

16 responses

1. Caprivi vision newspaper should publish daily not twice a month we want to see what's trending in Zambezi region
2. Caprivi daily Newspaper should publish more than twice a month so that it increases its visibility. Not everyone is aware of this newspaper. Caprivi daily Newspaper should follow convergence with the internet so as to increase its readership.
3. No
4. We love to see local content
5. No
6. Caprivi vision newspaper has the best brand as it's the only local newspaper in Zambezi. Though I still stand it should start publishing daily.
7. The Caprivi vision newspaper should try and market their paper more. It is not well known.
8. Caprivi vision newspaper should start publishing daily to avoid
9. None
10. Caprivi vision newspaper should be updated every day.
11. The marketing team of the Caprivi Vision newspaper has to do a better job because I had no idea it even exists. I would suggest they use a platform that appeals to their target audience and generate the most readership.
12. Why does this newspaper not publish content daily?
13. My suggestion is the chief editor of Caprivi vision newspaper should sit down with the marketing department so they can see how they can market this newspaper plus this newspaper should start publishing daily, we can't be reading old news.
14. Caprivi Vision should start distributing their newspapers country wide and not only in Zambezi region
15. Caprivi vision should open social media pages to engage more people and to expand their brand
16. Caprivi vision should advertise themselves on other platforms to gain more readers

In **figure 18** the respondents were asked to give suggestions, recommendations or ask questions of their choice. Only 16 participants responded, as the question was optional. Above are the suggestions, recommendations and questions asked by the participants.

4.4 Summary

The respondents who participated in this study are from Zambezi region. Participants filled in the questionnaires online using Google forms. The study evaluated the level of brand loyalty to Caprivi Vision Newspaper among the Zambezi region audience.

Chapter 5

This chapter entails the discussion of findings, the summary, the conclusion and recommendations of the study.

5.1 Introduction

This chapter presents the discussion of findings that the researcher obtained during the data collection process in chapter 4. The discussion of findings gives details of what the researcher found in comparison to literature review in chapter 2.

Furthermore, the conclusion focused on how research questions were set and whether the answers provided were fully satisfactory as well as the recommendations made by the researcher based on the results of the research project.

5.2 Discussion of findings

The study shows that participants are aware of Caprivi vision newspaper, but majority prefer to read the Namibian Newspaper and New Era Newspaper because the two newspapers are the biggest newspaper in the country and they have a wider audience reach. Other than that. The two newspapers are the most readable newspaper leading with 58.3% is the Namibian newspaper and New Era with 24.2%. This proves the researchers point that newspapers are still considered as one of the most used platforms that allows dissemination of information valuable to the audience. Even though newspapers are traditional media people still read newspapers even in the digital era we are living in.

The study also show that newspapers are still dominant amongst the Zambezi Region audience despite the newly digital media platforms.

In chapter 4 respondents indicated that the Caprivi Vision Newspaper should publish daily to gain more readership. This is seen in the 90% of respondents who have agreed on this. However 10% were not in agreement due to the fact young adults are fully focused on new media and social media platforms. They encouraged that Caprivi Daily Newspaper should join convergence with social media platforms instead.

5.3 Loyalty to Caprivi vision newspaper

According to the results presented in chapter 4, it shows that the majority (35.8%) are not loyal to Caprivi vision newspaper as their responses reflect negativity to loyalty. In addition, 29.2% of the audience disagreed with the fact that they are not loyal to Caprivi Vision newspaper. If the target audiences are not happy with the brand, then there's no way they are going to be loyal to that brand. Brand loyalty occurs when clients have significant relations towards the brand expressed by repeated purchase. Such loyalty will be beneficial for the firm because ultimately clients will be agreed to purchase at premium and may also be involved in introducing new clients to the firm (Reichheld, 1990). The customers who are brand loyal do not evaluate the brand, they just make a purchase confidently based on their experiences (Sidek, Yee, & yahyah, 2008). Furthermore, only few respondents indicated that there are loyal to Caprivi vision newspaper with only 17.5% being neutral, 12.5% in agreement and 5% in strong agreement. Jacoby and Kayner (1973) highlighted that in a situation where customers choose to purchase from their trusted brands rather than any other brands, they express their loyalty and commitment. The customers can become loyal to the brand due to its uniqueness, its taste, feel easy by using that precise brand and they also have enough knowledge about that brand and feel confident while make a purchase or may be due to price factor etc. brand loyalty is very important for the organization to meet its objective so the organization try to make its customers happy and also resolve the problems if they feel related to their precise product and service.

5.4 Participants Satisfactory

According to the results presented in chapter 4, it shows that 64.2% are satisfied with the content and the Caprivi Vision Newspaper itself. This reflects positive impact this newspaper has in the region. Sharma and Patterson, (2000) highlighted that customer satisfaction is a post purchase evaluation of a service following a consumption experience of the product or service. For many firms, customer satisfaction is becoming the guiding principle for establishing marketing tactics as well as developing marketing activities. Customer satisfaction must not be described as a goal in its place, it should be considered as means for improving the company's performance (Bernazzani, 2019). About 35.8% are not satisfied with Caprivi Vision Newspaper which means the Editor of Caprivi Vision Newspaper should write content that will satisfy the audience. Furthermore, Brown, (1952) argued that satisfaction ratings have been in fact a means for attaining strategic purposes, such as customer retention which is considered to affect companies 'profits directly, and now the companies are focusing to increase satisfaction

strategy because satisfied customers have higher chances to repurchase the same product. (Reichheld, 1996).

5.5 Conclusions

The study revealed that audiences from the Zambezi Region do read newspapers and majority read the Caprivi Vision Newspaper more than once a month. In summary, there's no doubt newspapers play an important role in human life by keeping the audience informed. The newspaper increases general knowledge of the people and knowledge about their surroundings pertaining to their daily lives. The study showed that the respondents are aware of the Caprivi Vision Newspaper amongst other big newspapers like the Namibian and New Era.

The aim of the study was to evaluate the level of brand loyalty to Caprivi vision newspaper among the Zambezi region audience. This study has showed that the Zambia region audience are loyal to Caprivi Vision Newspaper. Compared to literature review in chapter 2, Caprivi Vision Newspaper does indeed foster a sort of commitment from the general public.

Participants read newspapers a lot

According to the results in chapter 4, it shows that the participants agreed to reading newspapers with 32.5%. So. If Caprivi vision newspaper continue publishing daily the readership will increase. 25% of the respondent are neutral, 19.2% have strongly disagreed, 11.7% have strongly agreed and 11.7% are not in agreement.

Respondents' access news

According to the results presented in chapter 4, it shows that the highest number of 87 respondents access news on the internet. This shows that people are moving from traditional media to new media. The second highest of 82 respondents access news through social media. Social media is one of the biggest information disseminator tools, with its wide reach everyone can easily read newspaper online and newspapers can easily be accessed via ePaper, newspapers can easily be shared online. In addition, the third highest with 58 respondents

access news by watching television, followed by 57 who read newspapers. 14 respondents access news through podcast. Lastly 3 respondents listen to radio.

Newspapers respondents prefer reading too

Namibia has variety of newspapers, this means that the audiences have a choice which newspaper they prefer reading.

The newspaper with the highest number is the Namibian and New Era Newspapers. This are the most read newspapers in Zambezi Region. The other newspapers are Windhoek observer, Namibian Sun, Republikein, and Caprivi vision newspaper.

5.6 Recommendations

The study evaluated the level of brand loyalty to Caprivi vision newspaper among the Zambezi region audience and recommends the following.

The researcher recommends that Caprivi Vision Newspaper should publish daily not twice a month to increase its visibility. According to the study not everyone is aware of the Caprivi vision newspaper. Caprivi Vision Newspapers should follow convergence with the internet so that it can increase its readership and attract more traffic on the website.

Caprivi vision newspaper should create social media platforms so that they engage more with people and their brand as it's unique.

With Caprivi vision newspaper publishing twice a month news becomes old and they miss out on the juicy or trending news. Some audiences love local content so publishing everyday will be an advantage and more people will be educated, informed, and entertained in the region.

Moreover, its high time Caprivi vision newspaper start distributing its newspaper countrywide and do proper marketing.

Recommendations to other researchers to carry out the same study with other newspapers. As the study was only focused on the Zambezi region audience. As the researcher's questionnaire was composed of 97% of close-ended questions, I therefore recommend further research to consist more of open-ended questions.

5.7 Summary

Newspapers are very relevant source of information, there is no doubt that newspapers play an important role in human life. Newspapers should continue informing, educating and entertaining its audience. Furthermore, journalists and editors are regarded as credible sources as newspapers publish first-hand information which goes through a variety of verification processes.

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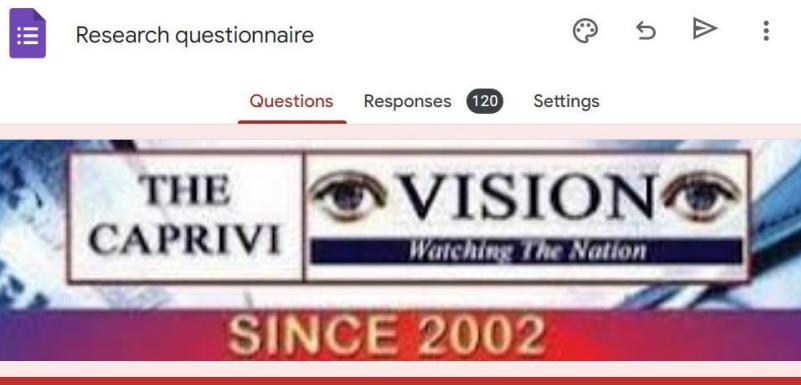
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Copy of appendix



Research questionnaire

Hi. My name is Priscilla Nakwezi Mukokobi and I am a researcher for a study titled "*EVALUATING THE LEVEL OF BRAND LOYALTY TO CAPRIVI VISION NEWSPAPER AMONG THE ZAMBEZI AUDIENCE MEMBERS*" at the University of Namibia. Kindly select the options that best correspond to your views below / fill in as appropriate. Your response will be treated with utmost confidence. Hence, you do not need to supply your name or any other means of identification. Thank you for agreeing to participate in this study.

Indicate your age group *

- Under 20 years
- 21-30 years
- 31 years & above

Indicate your gender *

- Male
- Female

Relationship/Marital status *

- Single
- Engaged
- Married
- Divorced
- In a relationship

Highest qualification *

- Grade 10 (NQF 2)
- Grade 12 (NQF 4)
- Certificate (NQF 5)
- Diploma (NQF 6)
- Bachelor's degree (NQF 7)
- Honours degree (NQF 8)
- Master's degree (NQF 9)
- PhD (NQF 10)

Do you read newspapers? *

- Yes
- No
- Sometimes

How do you access local news, information and entertainment [TICK ALL THAT APPLY] *

- Internet
- Newspapers
- Television
- Social media
- Podcasts
- GOTV
- Twitch

Are you aware of Caprivi Vision Newspaper? *

Yes

No

If yes, How often do you read Caprivi Vision Newspaper? *

Never

Daily

Once a week

Twice a week

Once a month

More than once a month

Are you satisfied with Caprivi Vision Newspaper? *

Yes

No

In your opinion, should Caprivi Vision Newspaper publish daily? *

Yes

No

Would you recommend Caprivi Vision Newspaper to a friend? *

- Yes
 - No
-

Caprivi vision keeps Zambezi Audience up to date twice a month *

- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
-

I read local newspapers a lot *

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

I read local newspapers both online and printed *

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

I am loyal to Caprivi vision newspaper only *

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Caprivi vision newspaper has the best brand *

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Which newspaper do you read mostly? *

- The Namibian
- New Era
- Republikein
- Namibian Sun
- Windhoek Observer
- Caprivi Vision
- Other...

Any suggestions, recommendations or questions? (Optional)

Long answer text
