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FACULTY OF COMMERCE

DISSERTATION RESEARCH PROJECT

IMPACT OF ADVERTISEMENT EVALUATION ON BRAND VALUE AND BRAND AUTHENTICITY ON CONSUMER WORD OF MOUTH: CASE OF PANYATSIME CENTRE

BY

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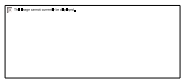
Ms S Nyengerai  28/08/2026

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DEDICATION

I dedicate this thesis to my family for their unmatched support and the Almighty God.

ABSTRACT

The purpose of the study was to examine the effect of advertisement evaluation on brand authenticity and brand value and how these factors influence consumer word of mouth. In today competitive environment market place, organisations had invested rapidly in advertising to create a favourable consumer perception so as to enhance brand value and establish authentic

brand identities. Understanding the relationship between advertisement evaluation, brand authenticity brand value and consumer word of mouth is crucial for marketers in seeking brand performance and customer engagement. A quantitative research approach was adopted, employing a structural questionnaire to collect data. A sample size of 300 visitors of Panyatsime centre was used. The researcher used a questionnaire with measurement data adapted from Jiang & Yaeyoung, Kim (2022) for advertisement evaluation, Erkan Yildiz, (2017) for brand authenticity, Yoo & Donthy, N, (2001) for brand value and for Isabelle Goyette, (2010) consumer word of mouth. The data was then analyzed by SPSS AMOS26. Descriptive statistics reliability analysis, correlation analysis was conducted to assess the relationship among variables. The findings revealed that advertisement evaluation has a significant positive influence on both brand authenticity and brand value. Consumers who find advertisements as informative and credible tend to view the brands as authentic and more valuable. The results add on to indicate that authenticity and value have a positive significant impact on consumer word of mouth. Consumers are more willing to recommend brand to others as they perceive them as genuine and trustworthy. The study concludes that advertising plays a crucial role in shaping consumers perceptions hence companies and organizations should focus solely on developing authentic and credible advertising campaigns to improve brand value so as to foster consumer advocacy.

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CHAPTER I

INTRODUCTION

1.0 INTRODUCTION

Effective advertisement strategies had implied a significant impact on consumer perceptions in driving the consumer word of mouth recommendations. This study will explore the connection between brand advertisement evaluation and its interplays with the three pivotal factors: brand authenticity, and brand value and consumer word of mouth. In today's competitive heritage landscape, culture centres like Panyatsime must navigate the effectiveness of advertisement on the elements so as to gain a better understanding how heritage centres can leverage branding to foster positive word of mouth and drive cultural engagement.

1.1 BACKGROUND OF THE STUDY

In the competitive and digital market place, the role of advertising has evolved from temporarily informing consumers about products, but to create meaningful connections between brands and customers. Advertising employs a crucial role on shaping how consumers perceive and engage with the brand not only making it visible, but also creating and building an emotional connection. According to (Keller, 2020), advertisement evaluation refers to how consumers interpret and form judgements about brand imagery and messages, which influences word of mouth and loyalty. (Bruhn et al, 2019) similarly concluded that consumers who evaluate ads positively are more effectively to perceive the brand as authentic and being trustworthy especially when the advertising reflects real stories, cultural context and community involvement. Effective brand management is an important aspect in addressing this issue. The advertisement strategies have been shown to influence consumer perceptions, attitudes and behaviour (Keller,2013). The concept from brand authenticity has gained significant attraction as customers will actively seek genuine and transparent interactions with the company (Bruhn et al 2012). When consumers evaluate an advertisement as authentic, customers tend to improve

their trust and creates bond with the brand. Advertisements that tend to be perceived as manipulative can undermine brand value, making it hard to differentiate its self in a red ocean market. Moreso the perceived brand value by consumers often tied to the consistency and quality of the marketing communications. Despite of importance of the contracts mentioned above a significant gap remains in regarding how they collectively influence the consumer word of mouth particularly when weighted through varied advertisement evaluation criteria. The Heritage centres play a crucial role in preserving culture and promote cross-cultural understanding. Panyatsime Heritage and Culture Centre is a Zimbabwean cultural institution that is dedicated in showcasing local traditions customs to the society at large through artisanal crafts, traditional knowledge and heritage experience. In a marketing effort to attract and promote retention, Panyatsime heritage centre has used various forms of brand advertising which include storytelling, visuals on its social media platforms so as to position itself in the cultural product market.in the Zimbabwean context many firms are struggling to maintain brand relevance due to economic fluctuations and changes in the consumer preferences. For organizations like Panyatsime Heritage and Culture centre the challenge is more pronounced. The effectiveness of the current advertisements strategies generally in terms of communicating how they influence brand authenticity, and brand value remains largely un explored. There is currently a deficiency in empirical evidence regarding how potential visitors evaluate the advertisement to the extent to which such evaluations translate into enhanced brand value and a positive word of mouth. However, the centre faces challenges in attracting and retaining visitors particularly the younger demographics (Brinda, Jigme al,2012). While existing literature address the relationship between advertisement evaluation and various dimensions. This research will bridge the gap by evaluating how advertisement perception affects key brand authenticity, brand distinctiveness, brand value and how they promote and recommend word of mouth. As the centre grows it becomes more important in evaluating the effectiveness of the impact of brand advertisement on brand authenticity, distinctiveness and value, this study will aim to provide valuable insights into optimization of Panyatsime Heritage culture centre's branding efforts and enhance the cultural appeal overall.

1.2 STATEMENT OF THE PROBLEM

Panyatsime heritage and culture centre relies heavily on social media advertisement as a communication tool on the organization's offerings through visuals and storytelling, however reports do not show whether customers find the ads authentic and value building and if the perceptions influence word of mouth leading in not telling if their advertisement is actually

helping attract and retain visitors. Despite the growing importance of brand communication in cultural and heritage organizations limited research has focused on how advertisement evaluation influences consumers' perceptions of brands advertisements, brand authenticity and brand value specifically on heritage brands based within Zimbabwe. If advertisements are neither credible nor authentic they may fail to generate positive word of mouth and long-term trust on its brand. At Panyatsime heritage and culture centre advertising promotion efforts have increased in recent years, yet there is limited empirical understanding of how visitors evaluate the advertisements in shaping their perceptions of the brand and the subsequent word of mouth behaviour. The research seeks to bridge the gap by investigating the relationship between brand advertisement evaluation impacts on brand authenticity, brand value, and how they influence consumer word of mouth.

1.3 PURPOSE OF THE STUDY

This research examines how Panyatsime heritage centres visitors assess the centres advertising and how it shapes perceptions of brand authenticity and brand value and subsequently influences their word of mouth.

1.4 OBJECTIVE OF THE STUDY

- To examine the relationship between advertisement evaluation and brand authenticity at Panyatsime centre
- To analyse how advertising evaluation affects visitors perceptions of brand value at Panyatsime
- To investigate how brand authenticity, affects consumer word of mouth
- To explore the mediating effect between brand value and consumer word of mouth

1.5HYPOTHESIS STATEMENTS

H1: There is a significant positive relationship between brand advertisement evaluation and brand authenticity

H2: There is a positive significant of brand advertisement on brand value

H3: Brand authenticity has a positive influence on consumer word of mouth

H4: Brand value mediate the relationship between advertisement evaluation and consumer word of mouth

1.6 ASSUNPTIONS OF THE STUDY

- Respondents will provide honest and accurate answers on survey questions
- It is assumed that the chosen research instruments the survey questionnaire is capable to measure reliably
- The sample is obtained from representatives of Panyatsime customers

1.7SIGNIFICANTS OF THE STUDY

1.7.1 To the University

The study will contribute to the academic literature body of knowledge in marketing branding cultural entrepreneurship while extending literature. It will also support the university's research goals through application inquiry and offering new data for marketing related curriculum development.

1.7.2 To Panyatsime heritage centre

The findings will help the organization to evaluate and improve its advertising efforts. By understanding what consumer's value and the overall perceptions on the brand, Panyatsime will refine strategies to enhance trust, uniqueness and a lead on word of mouth referrals and customer engagement. From the evidence-based insights.

1.7.3 To the Student

Reach will serve to offer the student an opportunity to gain practical research experience, enhance critical thinking skills and mostly to contribute original insights to both the academics and professional marketing discussions.

1.8 DELIMINATIONS OF THE STUDY

The study will focus only at Panyatsime heritage and culture centre, through examining potential prospects exposed to the centre's advertisement. It will add on to focus mainly the four variables which include: brand advertisement evaluation, brand authenticity, brand value and consumer word of mouth. Data will be collected from visitors, local residents and social media followers of the centre.

1.9 LIMITATIONS OF THE STUDY

The research will only focus solely on Panyatsime centre hence generalizability of the findings to other heritage sites will be limited. The data collection will be based on selfreported measures which might include biases such as social desirability and recall bias. More so the time frame for data collection may restrict the ability to assess long-term impacts.

1.**10Definition of key terms**

Brand advertisement evaluation defined as the process by which consumers interpret, assess the effectiveness, appeal, credibility and clarity and form judgements on brand message and imagery of brands advertisements. (keller,2020). It is the subjective process through consumers evaluate the credibility emotional appeal and informational relevance of communications in marketing released by an organization.

Brand authenticity refers to what extent is a brand perceived as genuine and sincere. The perception of a brand genuine, original and true to its cultural roots (Morhat, et, al,2020). The customers perceptions of the brand or organization on being genuine, original and true to its stated objectives.

Brand value:" The perceived worth of a brand and vast benefits provided to the consumers, influenced by factors such as quality, reputation and customer experience". (Ladhari et al, 2022). Brand value is obtained after an assessment and comparisons on benefits versus the costs incurred.

Consumer word of mouth refers to the process whereby consumers share their informal communication among consumers regarding their experience, opinions and recommendations about a brand or product. (Napoli et al, 2021). It identifies also the informal communications between private individuals regarding the evaluations shared in physical scape or via digital platforms.

1.11 Chapter summery

This chapter provided the background of the study, highlighting overly relationships between brand advertisement evaluations, brand authenticity, brand distinctive; brand value and consumer word of mouth. It also adds on to define the hypothesis, objectives of the research. The next chapter will review the theoretical and empirical literature of the variables and a conceptual framework guiding on the research.

CHAPTER II

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter highlights and present detailed review on literature related to brand advertisement evaluation on brand authenticity, and brand value on how they influence consumer word of mouth. The chapter will also provide theoretical perspectives that support the conceptual framework, conceptual review and the empirical evidence and on the research gap perspectives of the study.

2.1 THEORETICAL REVIEW

2.1.1Brand advertisement evaluation

Brand advertisement evaluation refers to how consumers accept and interpret advertising messages based on credibility. (Keller, K.L,2020) emphasizes how marketing communications like advertising shapes brand knowledge from initial awareness, image and associations. Advertisement evaluation determines whether the advertisement had successfully communicated the brand messages and caused any impact on consumers' attitudes. According to Mackenzie and Lutz (2021) advertisement evaluation involves both the cognitive and affective assessments on how believable and persuasive the message appears to the audience. Consumers when they find the ads appealing and trustworthy they create more favourable impressions that enhances brand perceptions. A positive advertisement evaluation is considered to enhance perceptions of brand value and authenticity which in turn might stimulate consumer word of mouth. Jiangmen al, (2022) add on to examine how ad authenticity link to the consumer engagement by showing that genuine and believable ads always foster strong emotional connection, behavioural responses and drives brand loyalty.

2.1.2Brand authenticity

Brand authenticity refers to how genuine, sincere and consistency is the brand with its claimed values [Napoli et al, 2014]. An authentic brand reflects how realistic and transparent a brand appears to its customers. Consumers tends to likely support as well as advocate for brands that they perceive as authentic, leading to emotional connection and trust. Culture centres like Panyatsime can often promote authenticity through of consistent messaging in advertisement that aligns with the centre's identity, this alone helps build emotional trust and encourage positive word of mouth. Groves, R, et al, (2023) recently studied that cross-cultural perceptions of authenticity in global brands varies from influenced trust and loyalty. When consumers

perceived brands as authentic, they tend to ascribe higher value to it and recommend the brand to others Authenticity can be managed strategically to strengthen the identity of brands.

2.1.3Brand value

Brand value represents the overall worth the consumers assign for a brand beyond its functional attributes. Keller ,2013 defines brand value as the overall worth of the brand in the consumers mind, often derived by brand image, loyalty and trust. Aaker (1996) "identifies brand awareness, perceived quality, brand associations and brand loyalty as key drivers to brand value". Advertisements which are more credible and have an impact on emotional resonance enhance brand value because consumers will adapt the brand that is more trustworthy and more desirable. Ismail, A. & Spinelli, G.2021 linked advertisements effectiveness to brand value and word of mouth, they identified that effective ads including credibility, emotional appeal and message clarity can enhance brand value and encourage word of mouth. Brand value is positioned as both an output of advertisement evaluation and driver of word of mouth. Strong advertising campaigns that are perceived positively improve brand value because they reinforce consumer satisfaction and emotional attachment to the brand.

2.1.4 Consumer word of mouth

Arndt (1967) refers word of mouth as informal communication between individuals about brand and product. When consumers become satisfied they voluntarily recommend a brand to others that's when a positive word of mouth is created. Today context of the digital era word of mouth extends to social media online reviews and personal networks. Word of mouth is considered as a credible source than traditional marketing tool as it enhances brand credibility and influences purchasing decisions more than the traditional advertising. Thadani, D.R.2021 identifies key factors such as social influence emotional contagion and online community engagement as key drivers that promotes word of mouth. Consumer word of mouth becomes the ultimate behavioural outcome driven by evaluations of advertisements being positive and strengthened perceptions of the brand authenticity and value. Yildirim, M & Aydogan emphasized that brand authenticity and brand love drive positive word of mouth and emphasized the importance of genuine brand connections with consumers and increase consumer loyalty.

2.2 THEORETICAL LITERATURE

2.2.1: Hierarchy of effects theory, [Lavidge & Steiner,1961]

The theory of hierarchy of effects model explains the way consumers divert the series of stages when responding to marketing communications especially advertising. Lavidge and Steiner (1961) suggested that advertising had influenced consumer behaviour through certain stages which include: knowledge, awareness, liking, preference, conviction, and purchase. The first stage implies that the customers become aware of the product through various forms of advertisement. After the consumer became aware of the product they gain information and understanding about the product. The consumer adds on to create positive feelings or attitudes; this can either be positive or negative. When positive feelings are created consumer tends to prefer one brand over the other potential competitors. A firm belief or intention is then made with an intention to purchase is fully developed. The consumer ends up acting by buying the product. Barry & Howard, 2020 revised the relevance of hierarchy of effects in digital advertisement, they examined how online users moves from the awareness stage to action through the use of ads and they confirmed that the model's stage still apply in brand engagement and purchase intention. In this study advertisement evaluation influences brand authenticity and value through the stages. Consumers are exposed to the ads of Panyatsime centre; they become fully obtain and gain full information of the cultural offerings. If the advertisement is evaluated positive consumers move to the affective stages which they form emotions and brand authenticity, and value are formed. In the final stage consumers act based on attitudes. Consumers who now belief in the brand's authenticity, uniqueness and value are more likely to recommend Panyatsime to others. This model helps organisation to evaluate the effectiveness of adds by seeing where consumers are in their decision-making journey and also assess the ability of adds to generally move consumers from awareness to action.

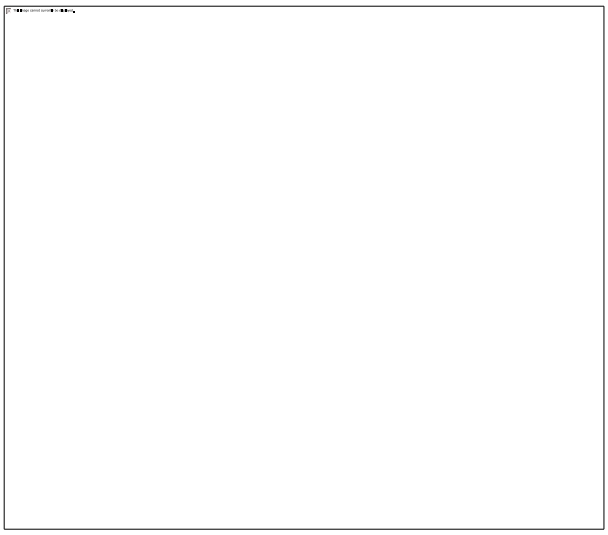

Figure 1 ***Hierarchy of effects model. source: Lavidge, R, J. & Steiner, G.A 1961***

2.2.2Source credibility theory (Hovland & Weiss, 1951)

The source credibility theory suggests the persuasiveness of the message depends largely on the credibility of the source, that's how trustworthy and expert the communicator appears to the audience. Hovland & Weiss ,1951 states that "the persuasiveness of a message depends highly on the credibility of the source which had expertise and trustworthy". Consumers are likely to develop trust in the brand if they perceive the source as credible and authentic. The theory has three dimensions namely expertise, trustworthiness and attractiveness. The sources of perceived knowledge or skill should be from an expertise individual or channel, it then creates honesty and integrity from the source. Chu & Kamal,2021 applied the theory to social media influencers, showing that credible content creators increase brand value and word of mouth. Their study amplified that consumers trust brands that are promoted by influencers as they find it authentic. The effectiveness of Panyatsime ads depends on how credible to consumers whether the message comes from trusted sources such as leaders, elders. If the consumers trust the sources of the ad hence tend to view the brand as authentic while also increasing the emotional connection. The theory supports the link between advertisement and brand authenticity as consumers are more likely to respond positively to ads endorsed by credible sources.

2.2.3Brand equity theory [Keller,1991]

Brand equity theory explains the value a brand adds to the product far beyond its functional attributes as the value rise from consumer perceptions, experiences and associations with the brand name. (Keller's ,1991) emphasizes that brand value is mostly derived from the awareness, associations, quality and loyalty. The equity theory states that brand is categorised into 4 dimensions which are brand identity, brand meaning, perceived brand response and brand resonance. Brand identity refers to the extent to which consumers recognize or recall the brand very well there are able to identify who are you as an organization. It adds on that brand amplify the meanings, feelings and images linked to a brand performance and imagery. The consumers judgement of a brands overall excellence fells on the perceived brand response, it assesses the overall judgments and feelings of consumers to the brand. Lastly brand resonance referred to as the degree of consumer attachment and the repeated purchase behaviour at this stage loyalty is promoted between the brand and consumers. (Christodoulide & Chernatony L 2010) applied the theory of brand equity to digital branding and they concluded that online advertisement credibility and engagement influenced the dimensions of the brans overall. Brand equity theory is useful for Panyatsime in the cultural settings where identity, trust, and emotional meanings are strong and it will stimulate word of mouth in local communities. The brand equity theory will underpin both advertisement evaluation and brand authenticity, as effective, credible, and authentic ads enhance consumer-based brand equity.

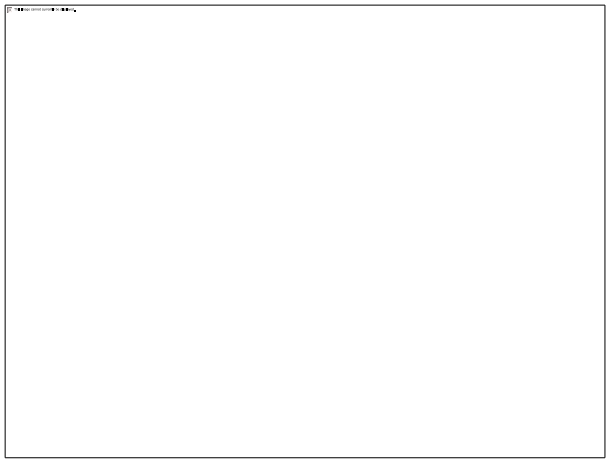

Figure 2

2.2.4 Theory of Sharing Emotions

Theory of sharing emotions was developed by Bernard Rime (2009) explaining why individuals feel motivated to communicate their emotional experience to others. The theory explained that, natural seek social interaction after experiencing emotional events whether positive or negative.

Through discussing their feelings and experiences with others so as to obtain emotional relief, social support and a better understanding of an event. According to Bernard Rime (2009), consumers rarely keep private about their emotional experience, but tends to share with their colleagues and increasing through digital marketing platforms. The process of emotional sharing helps individuals regulate emotions while also influencing attitudes and perceptions of those receiving information. The theory is relevant to the centre of Panyatsime as consumers who evaluate advertisements positively may experience emotions such as trust and satisfaction. The centre should engage in proper advertisements so as to create a positive evaluation from consumers so as to strengthen their overall perceptions of brand authenticity and brand value so as to generate favourable emotions that lead to positive word of mouth.

2.3 Conceptual framework

The conceptual frame work for this study is based on the inter-relation between brand advertisement evaluation, brand authenticity, brand value and consumer word of mouth. The effectiveness of the advertising strategy shapes the interaction of the consumer in terms of authenticity, distinctiveness and overall brand value and how these perceptions lead to a positive consumer word of mouth

The conceptual framework therefore indicates

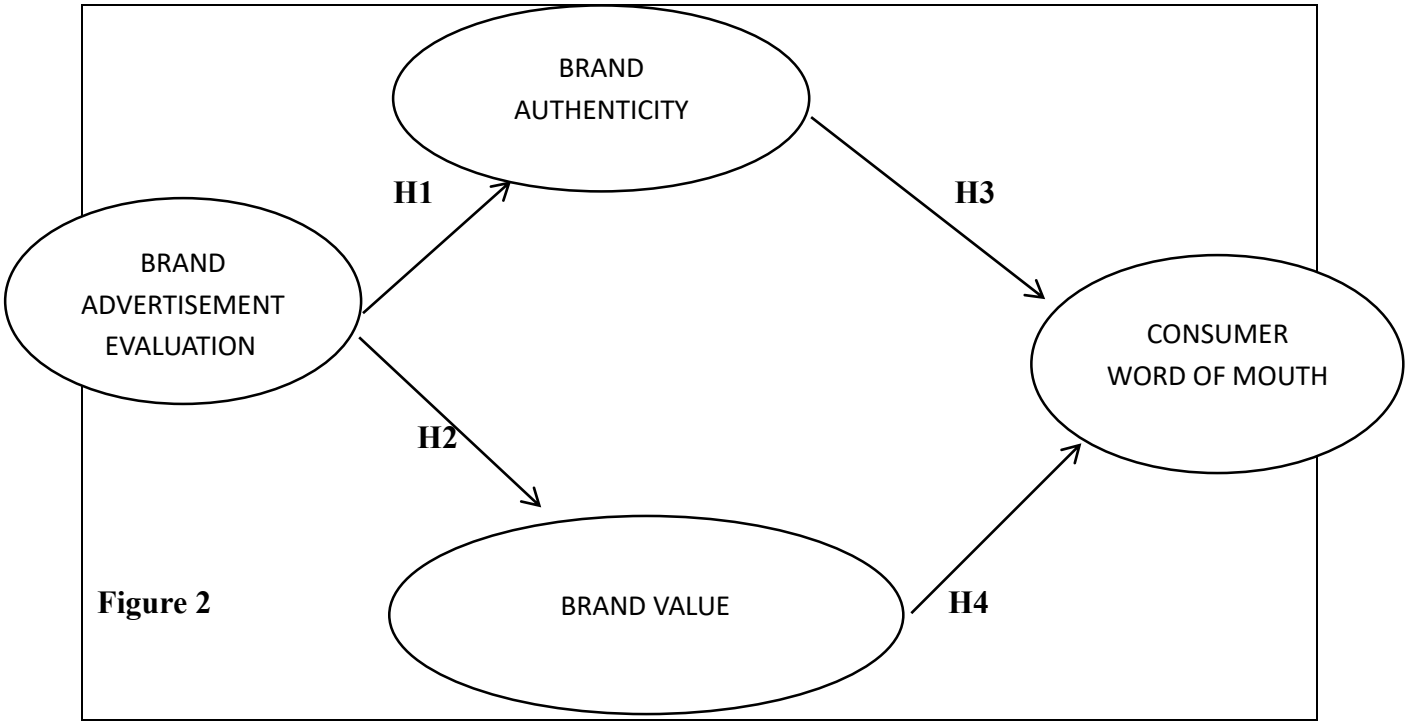

Figure 2

The above conceptual framework in figure 2.3 clearly illustrates the hypothesis relationship interlinks within the four variables in relation to the study. The framework indicates that brand advertisement evaluation directly influences brand value and brand authenticity. In turn brand authenticity and brand value serve as mediating variables through which advertisement evaluation indirectly affects word of mouth.

2.4 Empirical evidence

The relationship between advertisement evaluation on brand authenticity, brand distinctiveness and brand value on consumer word of mouth

2.4.1 Advertisement evaluation and brand authenticity

A well evaluated advertisements enhance consumers perceptions on brand authenticity. Grewal & Roggeven, (2020). A research conducted by John Wiley (2021) highlighted that brand authenticity is important in influencing consumers, yet advertisements must also be authentic

to be effective. The researcher focused mainly on food brands and examined how brand authenticity and advertisement images together affect consumers intention to purchase. The result of the research concluded that authentic branding and realistic advertising images work together to increase positive consumer responses mostly to customers who relate closely to situations shown in the ads.

Dehghani, M, M, & Tumer, M. (2015) presented a study aimed to examine the effectiveness of advertisement in enhancing the purchase intention on facebook. Using surveys and questionnaire to analyse the effectiveness, the researcher concluded that facebook advertisement affect brand if it is unauthentic it affects brand equity and contribute a significant change in the purchasing intention.

H1 There is a significant positive relationship between brand advertisement evaluation and brand authenticity

2.4.2 Advertisement evaluation and brand value

Empirical studies have consistently demonstrated that advertisement evaluation plays a crucial role in molding brand value, particularly through lens on consumer perception and brand equity. This study accessed how consumers assess or judge the advertisements on the brand and how real, genuine the brand its self to the perceived by the consumers. A research conducted by Karamchandani and Jaiswal (2025) on a survey of 356 respondents was tested across demographics on how an advertising value perception affects higher-order brand outcomes. The researcher concluded that adverting value perceptions through informativeness, entertainment and credibility showed strong positive relationships with attitude towards the ad authenticity increases value perception

H2 There is a positive significant of brand advertisement on brand value

2.4.3 Brand authenticity and Consumer word of mouth

Consumer tends to spread the brands offerings through word of mouth. If the brand tends to be authentic then they spread a positive word of mouth while unpleasing negative information is passed out. Brand authenticity is increasingly recognised as a crucial driver of brand love and enhancing purchase intention. A research conducted by Umit Dogrul, & Alaiddin Koasar (2025) examined the impact of brand authenticity on brand love. From 312-participant data collected

concluded that authenticity significantly impact brand love and brand love enhances purchase intention.

H3: Brand authenticity has a positive influence on consumer word of mouth

2.4.4 Brand value and consumer word of mouth

Huang & Chen 2022 discovered that brand value mediates the effects of marketing efforts on consumer word of mouth. The study implies that by creating and communicating brand value positive word of mouth is obtained. Marketers should focus on developing and highlighting their brand value to promote word of mouth. Kumar and Pansari 2020 also suggested that brand value plays a significant role in promoting word of mouth. Creating positive brand experience enhances brand value in leading consumer word of mouth. This highlights the importance of focusing on brand experiences and value to drive conversations about the brand.

Valarie, A, Zeithaml and A, Parasuraman 2012 highlighted that if service relates to retention of customers, then customers behavioural responses tends to be detectable. The researchers examined the impact of service quality on particular behaviours that signal whether the customer remain or defect. Results from the research indicated a strong evidence of various behaviours on service quality.

H4: Brand value mediate the relationship between advertisement evaluation and consumer word of mouth

2.5. Research gap

Various studies on previous researched have explored advertisement effectiveness and brand perceptions independently, there is limited research examining how brand advertisements evaluation impacts of authenticity, distinctiveness, value and how they construct to promote consumer word of mouth.Most existing research from , Keller, 2020; Buil et al., 2022 has focused mostly in sectors such as retail and hospitality, with limited attention to culture centers such as Panyatsime Heritage and Culture Centre. Furthermore, while studies have assessed the effectiveness of direct advertising on brand value or loyalty, there is a lack of research investigating the role of brand value, authenticity and distinctiveness to contribute word of

mouth in relation to heritage-based organization. The study addresses the gap by integrating the authenticity, distinctiveness, value and word of mouth into single framework and testing their interrelationships.

2.6 Chapter summery

This chapter reviewed the theoretical, conceptual and empirical literature on the relationship between advertisement evaluation on brand authenticity, brand distinctiveness, brand value on how they influence word of mouth. The theories reviewed included Hierarchy of effects, source credibility, brand equity and word of mouth. Key literature related to brand advertisement evaluation, brand authenticity, brand distinctiveness, and brand value and consumer word of mouth. These brands attributes subsequently encourage consumers to engage in positive word of mouth.

CHAPTER lll

RESEARCH METHODOLOGY

3.0 INTRODUCTION

This chapter focus on examining the various types of techniques and methods used in collecting data from respondents. The researcher used quantitative research methodology to imply in this chapter under the subtopics study design, population, research instrument, reliability and validity, sample, sampling procedures, pilot study, measurement scales and ethical considerations

3.1 RESEARCH DESIGN

The research study will adopt a quantitative research design with a cross sectional survey approach so as to examine the relationship between advertisement evaluation, brand authenticity, brand value and consumer word of mouth. Creswell2017 highlighted that research design refers to "the strategy used to combine the different components of a research study in a correct format and logical way". A quantitative design will be appropriate because the study will test hypothesized relationship using the data collected from the questionnaire.

"Quantitative research is examined as explanatory research, meaning it uses measurable data to formulate facts, help identifying trends while qualitative is used to obtain underlying reasons, opinions and motivations" (Payne& Grey2014; Creswell2014). Questionnaires were used in carrying out research.

3.2 TARGET POPULATION

Target population for the study compiled of consumers who have been exposed to Panyatsimes Heritage and culture centres advertisements and to the purchasers of the products. According to Meenaghan (2005), defines a research population as a stratum of individuals that have one or more relationships in common which are of the interest of the researcher. For the study, the statistical population of this study will consist of the visitors and members of Panyatsime heritage and culture centre

3.3 SAMPLING FRAME

The sampling frame indicates the list of individuals who meet the defined population criteria and from whom respondents were collected. The sampling frame for the centre was constructed from accessible customers found on the social media pages during the data collection period.

3.4 SAMPLE SIZE

The sampling frame for the study was formed by the members and visitors of the centre. This approach will align with the population. “Sample size refers to ‘total number of observations or participants included in a study to estimate the characteristics of the population”, Divakar (2021). Kaur (2021), defined “sample size as the number of participants chosen to participate in a study, emphasizing its importance in ensuring the reliability and credibility of research findings”. The whole population cannot be observed due to ignorance and time. The table of sample size is shown below, using 95% confidence level

Table 1 Sample size for various populations sizes at a 95% level certainty

Population	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	434	384
500	217	340	414	475
750	254	440	574	696
1000	278	516	706	906

1200	**300**	**578**	**810**	**1071**
2000	**322**	**696**	**1091**	**1655**
5000	**357**	**879**	**1622**	**3288**
10 000	**370**	**964**	**1936**	**4899**

Saunders et al (2005, p67)

The researcher used Yamene's formula to compute the actual sample size:

N= N/(1+N(e)^2

Therefore:

n= necessary sample size

N= estimated size of the population e=

acceptance sampling error usually 5%

Panyatsime heritage and culture centre, the centre engages with about 1200 visitors which is the population size that will be used by the researcher in the study. To determine the sample, the researcher computed as follows:

n=1200/ (1+1200(0,05) ^2 n=300

: the sample size for the research is 300 as shown on the Sanders table.

3.5 SAMPLING TECHNQUES

The study considered a non-probability sampling for the questionnaire survey. The overall procedure of selecting the subset of population to participate with the research allowed the researcher to collect data from respondents who are available and accessible. insights were gathered from visitors, staff and community of the centre. The method was appropriate because it is cost effective enough to allow the researcher to quickly obtain feedback from the population.

3.6 INSTRUMENT COLLECTION

Research instrument

This study used structured questionnaire as the main tool for gathering primary data. Primary data comprises of original information obtained directly from respondent so as to address the overall specific research objectives. Kotler and Armstrong, (2016) defined “a questionnaire as a set of structured questions designed to elicit responses from participants”. The questionnaire was selected as a proper research instrument for the study because it enables efficient data collection at a relatively low cost.

3.7 MEASUREMENT SCALES

3.7.1 Advertisement evaluation

To measure advertisement evaluation, the researcher used the evaluation scale adopted from Jiang & Yaeyoung, Kim (2022) under three dimensions namely informative entertainment and realistic. The scales intent to measure consumers cognitive responses towards informative credibility and entertainment. The ratings of the scale were based on a scale ranging 1-5 of 5 (strongly agree) to 1 (strongly disagree). The construct compromised of 7 items to fit in the context of the study. Reliability was assessed using Cronbach’s coefficient alpha using SPSSAMOS version 26. A minimum threshold of 0,7 was considered acceptable.

3.7.2 Brand authenticity

The researcher used a measurement scale developed by Erkan Yildiz, (2017) under originality, continuity, natural and reliability to measure brand authenticity. Credibility symbolism and integrity were the dimensions captured by the scale. The instrument consisted of 5 items measured on a scale rating from 1-5, 5 (strongly agree) to 1 (strongly disagree). Reliability testing was conducted by with values above 0,7 considered as an acceptable using SPSSAMOS26

3.7.3 Brand value

Brand value was measured using Yoo & Donthu, N. (2001). They used dimensions brand loyalty, quality and awareness. The scales measured loyalty, quality and overall value associated with the brand. The scale consisted of 5 items measured on a 5-point scale ranging from 5 (strongly agree) to 1 (strongly disagree). Coefficient was used to assess reliability, with a 0,7 considered acceptable adapted from SPSSAMOS2026

3.7.4 Consumer word of mouth

To measure consumer word of mouth the researcher used a scale adapted from Isabelle Goyette, (2010) with subsets wom intensity, positive wom, negative wom, and wom content. The scale intends to capture willingness to share positive experiences and recommendation of brands. The scale compiled of 19 items. Ranging from 1-5, 5 (strongly agree) to 1 (strongly disagree). Reliability was assessed using alpha 0,7 being considered acceptable from SPSS AMOS 26

3.8 PILOT STUDY

Pilot study was conducted on 8 individuals of random visitors of the centre. Their responses were to be assessed so as to ensure that they had understood the requirement of the questionnaire. It worked well and only few clarity adjustments were used. The respondents used only 5 minutes max to complete the questionnaire

3.9 DATA COLLECTION PROCEDURES

A letter of permission was drafted addressing to the management of Panyatsime so as to conduct the study. Upon approval the researcher was given statistics of the site traffic annually and days they have a high site traffic in order to obtain data from the visitors

Data analysis and presentation procedures

Data analysis refers to a "systematic application of statistical or logical techniques to describe, illustrate, and evaluating data", Shamoo (2003). Data was analyzed using the SPSS AMOS 26 and to be presented in tables.

3.10 ETHICAL CONSIDERERATIONS

The major ethical issues faced were of confidentiality purposes from the visitors. This was terminated by outsourcing the names, email address and phone numbers of the respondents. Participants were encouraged to avoid publishing any identifiable titles. All information was collected after proper addressing to the respondents the purpose and nature of the study. For privacy and confidentiality all participants were informed that they would remain anonymous and collected data will be used for research only. Participants were informed that it was voluntary and retreatment from participating can be done at any given time. The electronic database was secured by passwords and biometrics of the researcher and was the only one who had access to the information.

3.11 Chapter Summary

The chapter highlighted the methodological approach used in the study. Key aspects covered included target population, determination of sample size, research design and sampling procedures applied during data gathering. The section also explained the data collection instrument and how it was administered to reach participants. Chapter four will present the findings and discuss the results for the analysis

CHAPTER IV

DATA PRESENTATION AND ANALYSIS

4.0 INTRODUCTION

The chapter aims on interpreting data that was collected from respondents regarding on evaluating the impact of advertisement evaluation on brand authenticity and brand value on how they influence consumer word of mouth. The data was published using tables so as to improve the interpretation. This chapter included descriptive statistics, reliability and The researcher used SPSS AMOS 26

4.1 Questionnaire response rate

The total number of 300 respondents were targeted to the visitors of Panyatsime only 265 respondents were achieved and this showed a total response rate of 88,3%. Brinkman, 2014 indicated that in order for a research to be satisfactory, quantitative research should attain at least 70%. In the study the response rate reached the level of 88.3%, by being above the recommended rate indicates a high level of satisfaction.

Table 2 questionnaire response rate

	frequency	Rate
Targeted responses	300	100%
Obtained responses	265	88,3%

Source: primary data

4.2 DEMOGRAPHIC PROFILES

Under this section, the table below indicates the demographic details of participants from the visitors of the centre. It involves gender, marital status, educational level, visiting routine and time spent at the centre.

Table 3 demographics

Questions		Frequency	Percentage Frequency
Gender	Female	119	44.9
	Male	146	55.1
	Total	265	100.0
Marital	Single	144	54.3
	Married	68	25.7
	Widowed	26	9.8
	Separated	27	10.2
	Total	265	100
Age	Below 20 years	40	15.1
	21 to 30 years	119	44.9
	31 to 40 years	58	21.9
	41 to 50 years	45	17.0
	50 years and above	3	1.1
	Total	265	100
Educational level	Primary	47	17.7
	Secondary	103	38.9
	Diploma	80	30.2
	Degree	35	13.2
	Total	265	100

Visiting routine	Daily	32	12.1
	Weekly	28	10.6
	Monthly	60	22.6
	Rarely	145	54.7
	Total	265	100
Time spent in the centre	Less than 1 HOUR	33	12,5
	1-2 HOURS	52	19.6
	2-4 HOURS	51	19.2
	4-6 HOURS	93	35.1
	MORE THAN 6 HOURS	36	13.6
	TOTAL	265	100.0

The above tables highlight demographics of the respondents from the visitors of the centre. The respondents combined a 44,9% of the female respondents and 55,1% male respondents giving a total 100% overall respondents. This indicates that the male population dominates more at the centre. The population between the age of 21-30 years has the highest frequency having an outcome of 44.9%, followed by31-40years with a percentage of 21.9%. Age group of 41-50 years add on with an overall percentage of17.0, followed by 15.1 is the age group that lies below 20 years and lastly above 50 years have the lowest dominant by a percent of 1,1 %. The finding indicates that on marital status the single people dominates with a maximum of 54.3%, followed by married audience with 25.7, separated with 10.2% and lastly the widowed with 9.8% least.

Output from the above tables indicates also the visiting routine of the centre. With the highest frequency are the visitors who visit rarely with a percentage rate of 54.7%, followed by monthly

with 22.6%, weekly visitors10% and lastly those who visit daily with12.1%. Time spent at the centres was also recorded coming up with 4-6 hours with a percent of 35.1% being the maximum time spent followed by 1-2 hours with a percentage of 19.6, 2-4 hours with a percentage of 19.2, visitors spending more than 6 hours have a percentage of 13.6% and lastly the minimum of less than an hour with 12.5%.

4.3 SCALE -UNIDIMENSIONALITY ANALYSIS

Unidimensional refers to the extent to which measurement items for each construct represented one underlying concept. In this study, unidimensional was assessed using combined measurement model through confirmatory factor analysis (CFA). The model enabled assessment of all latent constructs and their observed indicators to determine whether the items loaded appropriately on their respective constructs.

Table 4: Goodness of fit results (measurement model)

Table 4 Goodness Fit

Goodness of fit statistics	Desired range for good fit	Value for the study
Incremental Fit index (IFI)	>0.90	0.923
Normal Fit Index (NFI)	>0.90	0.880
Tucker Lewis Index (TLI)	>0.90	0.916
Comparative Fit Index (CFI)	>0.90	0.923
Root-mean Error Square of Approximation (RMSEA)	<0.08	0.077
Chi-square (CMI/DF)	<3.00	2.581

SOURCE AMOS

The incremental fit index (IFI=0.923), Tucker Lewis Index (TLI=0.916) and Comparative Fit Index (CFI=0.923) all exceeded the recommended threshold of 0.90, which demonstrated a good fit between the model and data observed. The Normal Fit Index (NFI=0.880) was slightly below the recommended benchmark of 0.90, it was close enough to indicate an acceptable level model fit. Root Mean Square Error of Approximation (RMSEA=0.077) was below the

maximum acceptable value of 0.08 indicating a satisfactory of the model. The Chi-square divided by degrees of freedom (CMIN/DF=2.581) was also recommended threshold of 3.00, suggesting a good overall model fit.

4.4 MEASUREMENT MODEL

4.4.1 Convergent Validity

Convergent validity refers to the degree to which indicators of a construct are positively correlated and collectively measure the same underlying concept. According to Hair et al, (2022), factor loadings should generally exceed 0.50. It helps establish if the items that were theoretically expected to be related actually demonstrate a strong relationship. High convergent validity therefore demonstrates that observed variables effectively represent their intended latent construct

4.4.2 Discriminant validity

Discriminant validity is to the extent to which a construct is empirically different from other constructs models and confirms that indicators associated with one construct do not unintentionally measure other constructs and each construct have a unique phenomenon. Hair et al. (2022), suggests that the square root of AVE should be greater than inter-construct correlations.

4.4.3 Composite reliability

It is the overall measure used to evaluate the internal consistency and reliability of indicators. Composite reliability values of 0.70 and above indicate acceptable reliability and higher values indicate that the measurement items consistently capture the intended constructs and produced stable results. Ringle et al (2021)

4.4.4 Common method Variance

Common method variance refers to bias that occurs when data of all variables are collected using the same method. Jordan et al (2020). Common method variance was assessed to determine whether the use of a single questionnaire introduced systematic bias. The results indicated that there was no factors accounting for the majority of variance, hence common method variance was not a significant issue.

An evaluation of the measurement model has been conducted so as to gauge reliability and validity of the model. Shown on diagram below, the output indicates that all items have

significantly loaded their factors thereby presenting the presence of convergence validity and all items aligning with the measurement model. The convergence validity output also analysed the average variance extracted. Average variance extracted (AVE) output values of the research were above threshold of 0.05, which indicates the presence of validity of convergence. The reliability was also analyzed using the composite reliability which exceeds 0.7 as displayed by the table below.

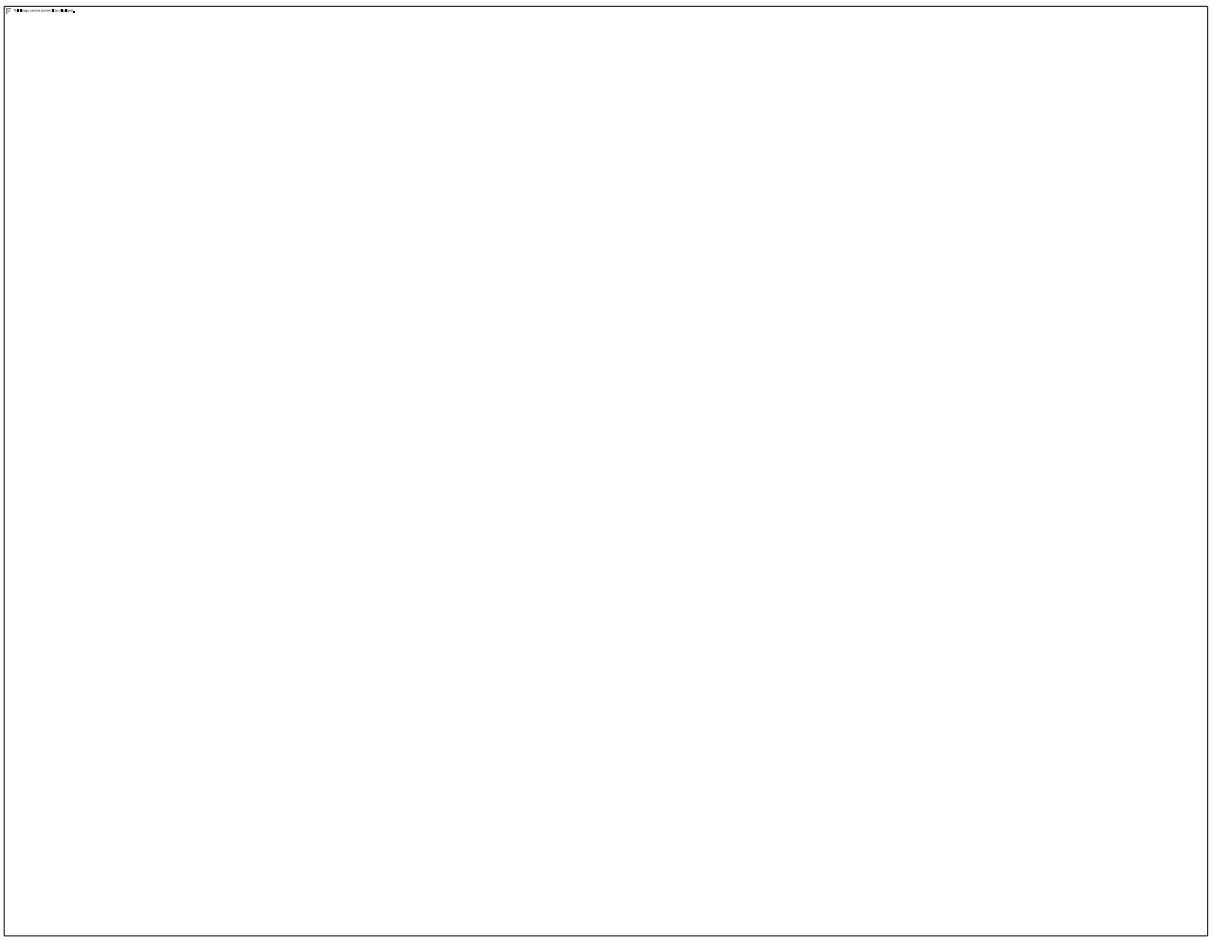

Figure 4

Table 5 Composite reliability Average Variance Expected, Discriminant validity and shared Variance

Constructs	Number of items	MEAN	STD	Composite Reliability	AVE				
						ADV	BA	BV	CWOM
Advertisement Evaluation	7	3.611	1.300	0.979	0.870	**0.932**			
Brand Authenticity	14	3.634	1.165	0.987	0.837	0.213	**0.993**		
Brand Value	9	3.604	1.172	0.962	0.756	0.156	0.423	**0.980**	
Consumer of Word Mouth	19	3.539	1.060	0.987	0.820	0.134	0.742	0.253	**0.993**

4.5. **HYPOTHESIS TESTING**

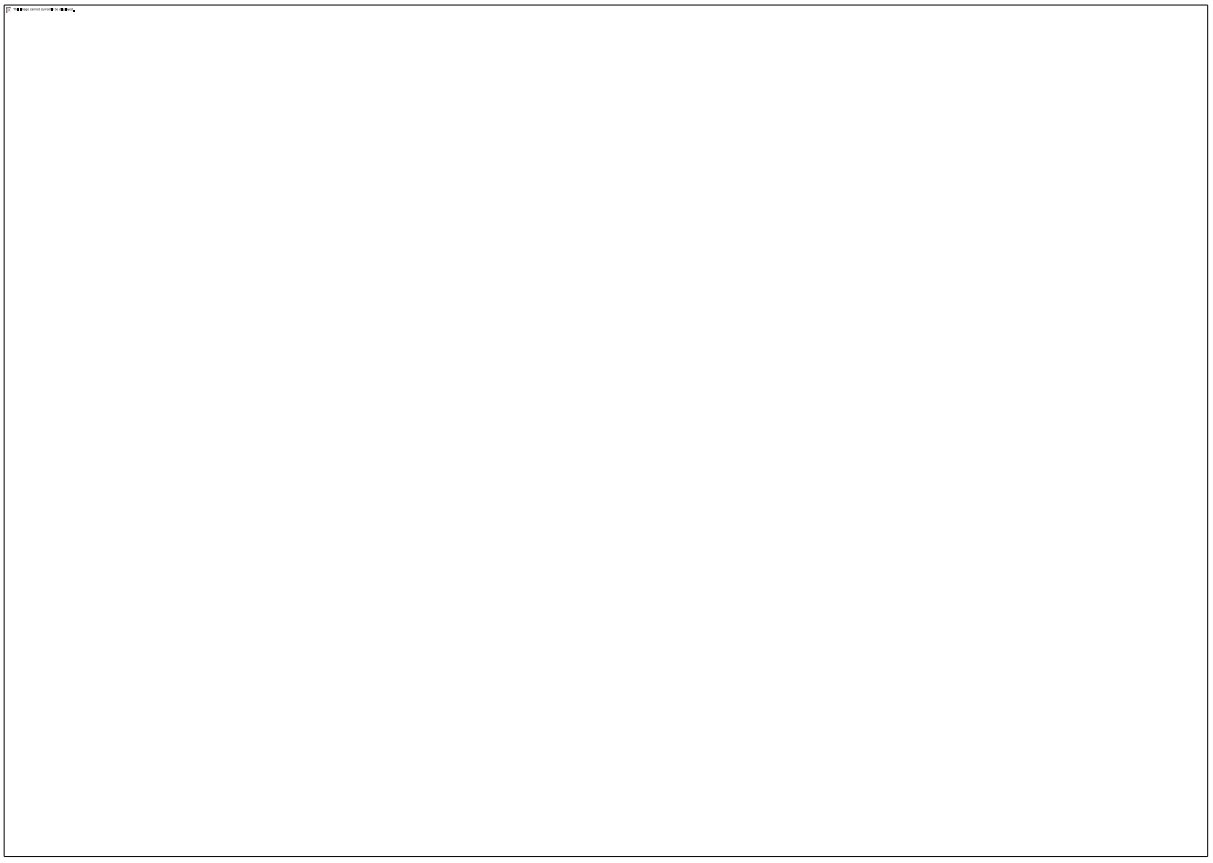

Figure 3

Table 6 Hypothesis testing

H	Hypothesis Statement	B	T	P	Decision
H1	There is a positive relationship between brand advertisement evaluation and brand authenticity	.940	.985	***	Accepted
H2	There is a positive significant relationship between advertisement evaluation and brand value	1.069	.983	***	Accepted
H3	Brand authenticity has a positive influence on consumer word of mouth	.452	.527	***	Accepted
H4	Brand value mediate a positive relationship between advertisement evaluation and consumer word of mouth	.441	.453	***	Accepted

4.6 Discussions and Findings

This research ought to access the effect of advertisement evaluation on brand authenticity, brand value and how the variable influence consumer perceptions and behaviours. The findings provided positive empirical evidence that consumer word of mouth is shaped on how they perceive value and authenticity of products after evaluating the advertisements produced.

H1 There is a positive relationship between brand advertisement evaluation and brand authenticity

The first objective was to determine the effectiveness of the relationship between advertisement evaluation and brand authenticity. The regression results indicated significant positive relationship between advertisement evaluation with brand authenticity (B=0.940, P<0.001). These findings suggest that consumers who perceive advertisements as informative, credible, appealing and relevant often opt for brands as authentic. Morhart et al (2015) argued that authentic communication enhances consumer trust and strengthens perceptions of the geniuses

of the brand. Transparent and credible communications positively influence the customers' perceptions on brand authenticity. Napoli et al (2014). This result implies that organizations should invest in developing advertisements that accurately reflect their brand values and should also avoid misleading claims that may damage consumers trust.

H2 There is a positive significant relationship between advertisement evaluation and brand value

H2 examined an influence of advertisement evaluation on brand value (B=1.069, P<0.001) The output states that a favourable outcome on the evaluations of advertisements. Effective advertisements communique on the products benefits, quality, and the uniqueness hence brand value is increased. Keller (2013) highlighted in his study that communications contribute significantly to the development of consumer-based equity. Therefore, firms should create advertising campaigns by engaging and persuasive advertisements so as to enhance consumers perceptions of brand worth and the brand competitiveness overall.

H3. Brand authenticity has a positive influence on consumer word of mouth

H3 examined whether the relationship between brand authenticity drives word of mouth. The findings indicate that the brand authenticity and consumer word of mouth (B=0.452, P<0.001). Evidence from the model suggests that consumer is more likely to recommend brand they perceive as a genuine and trustworthy. Brunh et al (2012) in his research indicates that authentic brands create creates emotional connections with the consumers and motivates them to share positive experience with friends, relatives and colleges. Moulard et al (2016) findings indicates that consumers tend to volunteer promotional behaviours such as referrals and recommendations. Consistency and authenticity serve as an important factor organisation can implement to generate favourable word of mouth outcomes.

H4. Brand value mediate a positive relationship between advertisement evaluation and consumer word of mouth

H4 was to test the impact of brand value on how it shapes consumer word of mouth. The findings demonstrated that brand value significantly influence consumer word of mouth and results showed (B=0.441, P<0.001). Consumers who perceive Panyatsime centres offering as superior value indicator are more inclined to discuss it to others. Zeithaml (2000), in the study carried, argued that perceived value is key factor on consumer satisfaction and behavioural intention. Perceived value positively affects consumer loyalty and recommendation intentions.

Soutar (2012). These findings are also consistent with the hierarchy of effects model which suggest that marketing communications influence consumer perceptions before affecting behavioural outcomes. lavidge, R, J. & Steiner, G.A (1961).

4.7 SUMMARY

The chapter covered the descriptive statistics on demographics of the respondents, measured factor uni-dimensionality testing average variance extracted, hypothesis testing.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0. Introduction

This chapter focuses on overall on research results, summary, recommendations and other recommended future studies.

5.1 Summary of the research findings

The aim of the research was to examine the impact of advertisement evaluation on brand authenticity and brand value and how the variable influence consumer word of mouth. The study aimed to determine whether consumers' perceptions of advertisements significantly affect their views based on brand authenticity and brand value, which influence their willingness to engage in a positive word of mouth communication.

The research findings concluded that advertisement evaluation plays a significant role on shaping customer perceptions on authenticity. Respondents agreed to a greater extend that advertisements that are credible and informative contribute positively to their perceptions as trustworthy. This also add on to establish that advertisement evaluation has positively influence brand value. Well-designed advertisements were found to enhance consumers perceptions of product quality, reliability and overall brand worth. The research indicates that consumer use advertisement information that assist them in evaluating brands and making purchase decisions. In addition, the results demonstrated that brand authenticity significantly affect significantly affects consumers who sees a brand as authentic will likely recommend it to friends, family and colleagues. Authentic brand inspires trust and confidence, which encourages customers sharing their experiences with others. Similarly, the research findings highlighted that brand value

positively influences consumer word of mouth. When consumer tend to believe that a brand that offers superior value, they are more likely to engage into positive discussions and recommendations. Positive word of mouth was found to be an important outcome of both brand authenticity and brand value after evaluating proper advertisement made by brands.

5.2 CONCLUSION

The objective of this research was to examine how advertisement evaluation influences brand authenticity, brand value and ultimately consumer word of mouth at Panyatsime centre. Based on the findings of the research, it can be concluded that advertisements evaluations are critical determinants on how consumers perceive brands. Advertisements that are relevant, credible and appealing contribute positively in shaping brand perceptions. The study adds on to conclude that authenticity is also an essential factor in modern marketing environments as consumers tendency in seeking brands that demonstrate transparency and consistency is increasing rapidly. Consumers are more likely to perceive brand as authentic after valuing satisfaction. Furthermore, the findings conclude that both brand authenticity and brand value are important predictors of consumer word of mouth. Consumers who trust a brand and its perceived value are more willing to share a positive experiences and recommendations. Therefore, organisations must view advertising not just as a promotional activity, but as a mechanism on building authentic valuable brands.

5.3 RECOMMENDATIONS

H1: There is a positive relationship between brand advertisement evaluation and brand authenticity

H1 aimed in determining interplay between advertisement evaluation and brand authenticity and Panyatsime centre. The findings outcome recommends that management invest in the development of advertising campaigns that accurately reflect the centres value, cultural identity and visitor experiences. Consumers who view brand as genuine perceive brands as authentic when advertisements are truthful and consistent, therefore the organisation should avoid exaggerated advertisements that creates unrealistic expectations among visitors. Management should involve local communities, cultural practitioners in the creation of advertising campaigns. The organisation should establish a monitoring and KPIs to collect feedback. By ensuring consistency in promotional messages, Panyatsime Heritage and Culture centre strengthen brand authenticity and improve consumer confidence.

H2: There is a positive significant relationship between advertisement evaluation and brand value.

The next objective examined the impact of impact of advertisement evaluation on brand value, the research findings recommend that Panyatsime Heritage and centre should focus on improving the quality, creativity and effectiveness of its advertising campaigns to enhance value. Consumers tend to assess the value of the brand based on the information they receive through advertising campaigns. High informative, quality visuals compelling storytelling improves consumers evaluation of advertisement on how they positively influence perceptions of brand value. The centre should emphasise the benefits visitors gain from experiencing the Zimbabwean culture highlighting the benefits and create stronger emotional connections so as to increase the perceptions of brand value.

H3: Brand authenticity has a positive influence on consumer word of mouth.

The objective aimed on investigating how brand authenticity affects consumers' word of mouth. The findings recommend that the centre should prioritize in maintaining authentic visitor experiences to encourage positive word of mouth communication. Panyatsimes management should ensure that all cultural activities, exhibitions and educational programmes remain true to their historical origins. When visitors perceive these experiences as authentic, they are more likely to share positive opinions with family members, friends, colleagues and online environment. By maintaining high levels of authenticity and visitor's satisfaction, the centre generates sustainable positive word of mouth that contributes the long-term growth and success.

H4: Brand value mediates a positive relationship between advertisement evaluation and consumer word of mouth.

Final objective explored the mediating effects on brand value on consumer word of mouth. The research findings, recommended that Panyatsime Heritage centre should aim at strengthening brand value as a means of enhancing positive consumer recommendations. Brand value plays a critical role in influencing how consumers discuss a destination. To strengthen brand value the organisation should improve the quality of service and facilities of cultural programmes and also establishing strong relationships various stakeholders such as tourism authorities, educational institutions and other cultural organizations. Effective stakeholder engagement increases consumer confidence in the brand.

5.4 RECOMMENDATIONS FOR FUTURE STUDIES

This study provided valuable insights into impacts of advertisement evaluation on brand authenticity; brand value and consumer word of mouth. Several opportunities have risen recommended for future research.

1 future study should consider expanding the geographical scope of the research. The present study focused on specific location and population which tend to limit the generalizability of the findings. Researcher could conduct similar studies across different regions, countries and cultural settings.

1 Researchers should also compare the effectiveness of different advertisement forms including traditional, digital advertising, social media advertising, influencer marketing as well as mobile marketing. As marketing communication channels continue to evolve, understanding the effectiveness of different advertisement platforms would provide valuable insights for practitioners on which campaign generates more population based on the changes in the digital world

2 Future researchers should investigate additional variables that may influence consumer word of mouth. These factors include brand trust, customer satisfaction, brand loyalty and may be used as mediators or moderators in the relationship between advertisement evaluation and consumer behaviour.

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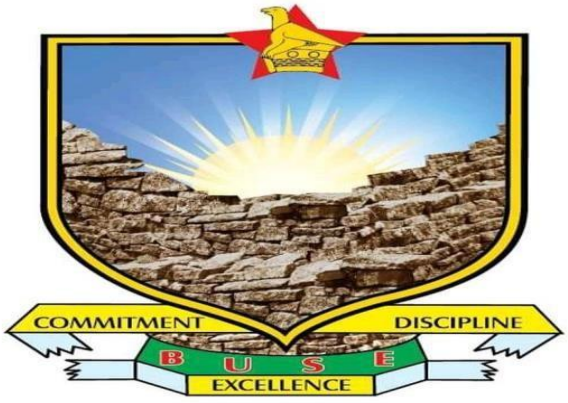
APPENDIX A CODED QUESTIONAIRE QUESTIONNAIRE BINDURA

UNIVERSITY OF SCIENCE EDUCATION



FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

RESEARCH SURVEY

Dear participants

I am Tadiwa Patience Chinake a student at Bindura university of science education conducting a research on the Impact of brand advertisement evaluation brand authenticity, brand distinctiveness and brand value on consumer word of mouth. The research is partial fulfilment of my bachelor's degree in marketing.

I would greatly appreciate your participation in this study it compromises of 4 sections in which response will be indicated by form of a tick and x. All the answers you provide will be neither correct or wrong and the information will be strictly used for academic purposes only. all information provided will be kept confidential. For further information do not hesitate to ask.

Contact details

Phone number 0713427659/ 0782162525

Email tadiwachinake@gmail.com

SECTION A: GENERAL INFORMATION

A1. GENDER

MALE	1
FEMALE	2

A.2 AGE

Below 20 years	1

21 -30 years	2
31 -40 years	3
41 - 50 years	4
50 years and above	5

A 3. EDUCATIONAL LEVEL:

PRIMARY	1
SECONDARY	2
DIPLOMA	3
Degreed	4

A4. MARITAL STATUS

Single	1
Married	2
Widowed	3
Separated	4

A.5OCCUPATION

Student	1
Paid employee	2
Business person	3
Retired servant	4
Business person	5
Other	6

SECTION B :PANYATSIME HETRITAGE AND CULTURE CENTER

This section is aimed at knowing your site visitation on Panyatsime heritage and culture centre.

Please kindly tick or x in the appropriate box to show your response

B.1 visiting routine

Daily	1
Weekly	2
Monthly	3
Rarely	4

B.2 time spent in the Centre

Less than 1 hour	1
1-2 hours	2
2-4 hours	3
4 -6 hours	4
More than 6 hours	5

B.3 Approximate Traveling distance.

Less than 1 KM	1
1-2 KM	2
2- 4 KM	3
4-6KM	4
Above 6 KM	5

SEECTION C: Brand advertisement evaluation: Using the scale below please indicate the extent to which you agree with the following statements by using the scale of 1 to 5, where 1 =strongly disagree (SD), 2 =Disagree (D), 3 = neutral(N), 4= Agree (A) and 5=Strongly agree (SD).

Code	Statement	SD	D	N	A	S A

ADV	The ads have valuable information about the brand products					
ADV02	The ads help me to keep up to date about products available					
ADV03	The ads are amusing and entertaining					
ADV04	The ads are enjoyable than other brands					
ADV05	The ads are interesting					
ADV06	The ads are realistic					
ADV07	The ads are authentic					

SECTION D Brand authenticity Using the scale below please indicate the extent to which you agree with the following statements by using the scale of 1 to 5, where 1 =strongly disagree (SD), 2 =Disagree (D), 3 = neutral(N), 4= Agree (A) and 5=Strongly agree (SD).

Code	Statement CONTINUITY	SD	D	N	A	SA
BAC	I think this brand is always consistent					
BAC02	I think this brand is loyal to its own principles					
BAC03	The brand is continuous					
BAC04	The brand has a distinct idea to follow					
	ORIGINALITY					

BAO	This brand is different from others					
BA02	This brand attracts more attention than others					
BAO3	I think this brand is unique					
BAO4	This brand differs from other brands obviously					
	RELIABILITY					
BAR	My experience shows that the brand keeps its promises					
BAR02	The brand offers what it promises					
BAR03	The commitment of the brand is convincing					
BAR04	The promises the brand make are reliable					
	NATURALNESS					
BAN	The brand doesn't give an impression					
BAN02	This brand gives an impression as authentic					
BAN03	The brand gives an impression as natural					

SECTION E: Perceived brand value: Using the scale below please indicate the extent to which you agree with the following statements by using the scale of 1 to 5, where 1 =strongly disagree (SD), 2 =Disagree (D), 3 = neutral(N), 4= Agree (A) and 5=Strongly agree (SD).

Code	Statement BRAND LOYALTY	SD	D	N	A	SA
BVL	I consider myself to be loyal to Panyatsime Centre					
BVLO2	Panyatsime would be my first choice					

BVL03	I will not buy other brands products if Panyatsime products is unavailable					
BVLO4	The quality of Panyatsime is extremely high					
	BRAND AWARENESS					
BVA	I can recognize Panyatsime among competing brands					
BVA02	I'm aware of Panyatsime					
BVA03	Some characteristics of Panyatsime come to my mind quickly					
BVA04	I can quickly recall symbols and logos of Panyatsime					
BVA05	I have difficulty in imagining Panyatsime in my mind					

SEECTION F: **CONSUMER WORD OF MOUTH: Using the scale below please indicate the extent to which you agree with the following statements buy using the scale of 1 to 5, where 1 =strongly disagree (SD), 2 =Disagree (D), 3 = neutral(N), 4= Agree (A) and 5=Strongly agree (SD).**

Code	Statement	SD	D	N	A	SA
	WOM INTENSITY					
WOM1	I spoke of this company more frequently than other companies					
WOM2	I spoke more frequently of the company than other					
WOM3	I spoke of this company to many individuals					
	POSITIVE WOM					

WOMP	I recommend this company					
WOMP02	I speak of this company good sides					
WOMP03	I'm proud to say to others that I am this company customer					
WOMP04	I strongly recommend people to buy products online from this company					
WOMP05	I mostly say positive things to others					
WOMP06	I have spoken favorably of this company to others					
	NEGATIVE WOM					
WOMN	I mostly say negative things to others					
WOMN02	I have spoken unflattering of this company to others					
	WOM CONTENT					
WOMC	I discuss the user friendly of the brand website					
WOMC02	I discuss the security of transactions					
WOMC03	I discuss the prices of products offered					
WOMC04	I discuss the variety of products offered					
WOMC05	I discuss the quality of products offered					
WOMC06	I discuss the ease of transactions					
WOMC07	I speak of the rapid delivery					
WOMC08	I speak of the company notoriety					

THANK YOU FOR YOUR PARTICIPATION!

APPENDIX B LETTER OF PERMISION

BINDURA UNIVERSITY OF SCIENCE EDUCATION
Department of marketing P.Bag 1020 Bindura
18 January 2026

Panyatsime heritage and culture centre
1044 Zengeza4 district
Chitungwiza Dear madam

RE: Permission to carry a study research at Panyatsime centre

I am a female student at Bindura university currently studying a degree in marketing. I am carrying out a research project entitled: **the impact of advertisement evaluation on brand value brand authenticity and consumer word of mouth.**
I am kindly seeking for permission to carry out the study using your online platforms such as WhatsApp and facebook. All information is confidential and to be used on academic purposes only.

Yours faithfully
Tadiwa Chinake
(0713427659)

