

# MARKETING TO YOUNG ADULTS IN THE CONTEXT OF A POSTMODERN SOCIETY

By

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## **Declaration**

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I declare that the Doctoral thesis, which I hereby submit for the degree PhD Marketing Management at the University of Pretoria, is my own work and has not previously been submitted by me for a degree at this or any other tertiary institution.

**Amaleya Goneos-Malka**

**December 2011**





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*I would like to thank my husband for his constant support that made every obstacle merely a stepping stone along this journey.*

\* \* \*

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## Abstract

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In today's society media is ubiquitous. Through its pervasiveness it plays an inextricable role in society, impacting on culture, economy, politics, education and communication. In a postmodern society technological advances have had a profound impact on the development of media, most notably digital media. The intention of this study was to establish whether, in the context of an assumed postmodern culture, young South African adults display behaviour that manifest the tenets of postmodernism in their reactions to contemporary marketing and/or marketing communication, as apparent through their attitudes towards retail shopping and brands, together with their attitudes towards and use of digital media. In this instance digital media is limited to social media and media accessible on mobile phones. The unique properties and interactive capabilities of digital media have altered the dynamics of communication and have given rise to new applications that were not previously possible. This poses challenges for organisations in terms of marketing communication practices with one of the problem areas being that marketers do not know:

- Whether young South African adults (Generation Y) exhibit postmodern behaviour, in the context of today's postmodern culture.
- How young South African adults (Generation Y) use digital media?
- How to leverage the unique properties of digital media in marketing communication efforts directed towards young South African adults (Generation Y)?

The main purpose of this research was to reflect on the applicability of modern marketing and/or marketing communication theories, in their current state, in the context of a postmodern society, with specific emphasis on the use of digital media. The secondary purpose of the research was to investigate the affect of postmodern variables on Generation Y and the perspective of this population towards digital media and its role in marketing communication. The study aimed to contribute to the theoretical body of knowledge as follows:

- To question the application of modern marketing and/or marketing communication theories in postmodern society. In so doing, it suggested that in any given era marketing theories should be representative of the target society, therefore

inferring the need to adjust existing theories and their application or formulate new ones that are representative of the specific era.

- To empirically determine whether Generation Y are exhibiting characteristics indicative of postmodern society.

Furthermore, the study added value from a practitioner perspective by contributing to new knowledge in the study of Generation Y and digital media. It is anticipated that an improved understanding of Generation Y's attitudes towards marketing and digital media will serve to improve knowledge of how Generation Y will react in the future as they mature and potentially provide an indication of forthcoming generations' attitudes towards marketing.

Nine research objectives emanating from the research problem were empirically tested through a cross-sectional quantitative exploratory descriptive survey research design. Items in the survey were developed on the basis of observable postmodern characteristics presented in the literature and in consultation with a panel of experts. The survey was distributed by email, which provided a web-based link to access the survey, to the sampling frame; a database comprising of 2,265 students, between the ages of 18-34, enrolled full-time with the department of Marketing and Communication Management (University of Pretoria) during 2011. Convenience sampling was used until a sufficient quantity of fully completed surveys had been collected; 333 usable questionnaires were obtained. The collected data received statistical treatment primarily through the application of exploratory factor analysis and multivariate analysis of co-variance.

The theoretical synthesis showed that characteristics of postmodernism are evident in society and affect marketing and/or marketing communication activities. The results of the empirical phase of the investigation demonstrated that respondents show postmodernism traits in their behaviour towards digital media and their reactions towards brands and marketing and/or marketing communication. The most dominant postmodern characteristics displayed by respondents were hyperreality, de-differentiation and fragmentation. Several factors were found to be statistically significant, which may be related to socio-economic conditions, behavioural patterns, and digital infrastructure. These were: ethnicity, cell phone usage, frequency of social media usage, cell phone plan,

average monthly Internet expenditure for cell phones, use of Internet bundles on cell phones, and the device used most often to access the Internet. Social media use was identified as an important behavioural outcome by respondents, and the most significant influencing factors related to the dependence that respondents placed on their cell phones and the need to fulfil certain activities only available in the social media space.

Finally a conceptual framework was proposed, which integrated theoretical and empirical findings. This framework suggested a broadening of certain roles within marketing and/or marketing communication, namely: consumers transforming to collaborators; communication transforming to interaction; and value exchange transforming to value-in-use.

It is anticipated that this study has added to the theoretical level of knowledge by indicating the need to readdress principles and theories of marketing and/or marketing communication in the context of a postmodern society and in particular the use of digital media. An outcome of the study was the proposition of a conceptual framework, which addressed a number of aspects in the transformation from modern to postmodern marketing. Furthermore, at the practitioner level the study has broadened understanding of Generation Y's behaviour towards digital media in the marketing and/or marketing communication context. Managerial recommendations were expressed on the basis of the theoretical and empirical findings.

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## CHAPTER 1

### Orientation and background

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#### 1.1 INTRODUCTION

##### 1.1.1 The influence of media through its omnipresence

In modern society media is ubiquitous. Through its pervasiveness it plays an inextricable role in society, impacting on culture, economy, politics, education and communication (Fourie, 2001a:xix, McQuail:2010:23). The media reflects and depicts different forms of culture and practices; be they historic, contemporary or futuristic (Lemon, 2001:354). There is a dynamic relationship between media and societal norms that is driven by positive feedback, with the media, particularly information communication technology media, simultaneously effecting change in society and being affected by it (Dimmick, Feaster, & Hoplamazian, 2010:2; McQuail: 2010:81). Societies are exposed to a plethora of media on a daily basis: ranging from mass to personal, international to local, traditional formats to newer digital types such as social media and mobile phones. The acceptance rate of different media formats is seemingly influenced by demographics; for example, the youth have exhibited a greater preference for digital media than older generations (Stald, 2008:145). The media ecology is changing constantly.

##### 1.1.2 The role of information communication technology in globalisation

Increasingly global influences are affecting local societies introducing a degree of homogeneity, but equally the tools of globalisation also allow local cultures to be shared globally (Fourie, 2001d:593). It is important to note that the marketing and communication sector is just one of many industries experiencing the effects of globalisation (Fourie, 2001d:595). According to Giddens (1999) the four antecedents contributing to globalisation are: a) administrative power, b) industrialisation, c) capitalism, and d) militarism. Relating these characteristics of globalisation to marketing and/or marketing communication, the

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characteristics of industrialisation with the development of technology and capitalism to generate profit stand out as significant motivators.

### **Industrialisation as a driving force**

In terms of industrialisation, the formation of global culture is in part driven by the development of information communication technology (ICT), especially telecommunications and computer technologies in media, which a) facilitates instant access to constantly changing knowledge and information (Fourie & Oosthuizen, 2001:415; Fourie, 2001d:593), b) greater connectivity between people and organisations globally c) new media formats, such as social media platforms like *Twitter*, and d) new media types, for example tablets (Apple's *ipad* and Research In Motion's *Playbook*).

ICT developments do not just offer new communication media but also provide transactional platforms. New media have introduced new characteristics such as increased interactivity, more sociability, more autonomy over content, and greater opportunity for personalised communication (Fourie, 2001c:252). Telecommunications have changed and will continue to change the way the world operates, promoting greater global connectivity. Based on this connectivity, a distinguishing feature of present civilization, Fourie (2001c:253) refers to this era as the “network society” to distinguish it from the “information society” of other earlier periods, following the industrialisation period. Topical examples of the impact of social media have been witnessed by the recent *Arab Spring* uprisings in Tunisia, Egypt and Libya, as well as mobilising mobs to riot in the United Kingdom in 2011. Social media networks accessed through mobile phones and computers allowed information to spread virally, in real-time, which enabled groups to mobilise and accelerate these events exponentially (Ingram, 2011; Miladi, 2011).

### **Capitalism as a driving force**

Capitalism, the second influencer identified as a proponent of the globalisation of media and communication, has been a key driver in the profitability of media organisations, who largely derive their profits from licensing, subscriptions, direct sales and commercialisation

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through advertising (Hackley, 2010:108). Media institutions operate in a highly competitive profit driven environment (Schultz & Schultz, 2004:8).

Some operational elements particular to the media sector can be highlighted as:

- Firstly, the media usually involves high fixed costs to support it, in addition to typical overhead expenses, licensing fees, maintenance of specialised equipment, and production and distribution costs.
- Secondly, most crucially, media owners require suitable content to attract and sustain audiences. Therefore there is a need to commission and produce content that is appealing to audiences (Oosthuizen, 2001:183). If a media owner does not have a viable audience and suitable content to uphold its audience it risks redundancy. Maintaining public interest in the media is paramount to the success of media houses.
- Thirdly, there is a tendency towards concentration. Entities with a vested interest in media are inclined to monopolise this interest through the acquisition of other media enterprises. For instance print publishers seek broadcasting rights and *vice versa* increasing concentration of ownership (Fourie, 2001b:107). Consider for example, Rupert Murdoch's wide range of global media interests. Concentration provides a competitive advantage. Following this reasoning, media houses that lack digital media offerings and want to remain competitive could consider buying competitive advantage through the purchase of existing commercially viable digital entities. One of the challenges of new media has been to formulate profitable business models, especially with digital media consumers having grown used to accessing content on the Internet for free as well as the practice of sharing copyrighted material using peer-to-peer technology.

In the media field there is direct competition for advertisers and consumers between the same media types and indirect competition among different media (Fourie, 2001b:110). New media is competing with older forms. For older media to remain relevant they have to adapt; identify new consumer needs, change formats and improve accessibility. Some of the threats new media pose to older media are fewer barriers to entry, notably cost, it

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promotes consumer-generated content and is highly interactive. These threats may contest power dynamics between traditional media owners and the public.

Convergence of information and communication technology facilitates not only the development of new media forms but also changes traditional media by infusing traditional media with digital media to present innovative media offerings (Fourie, 2001b:114). Many media owners offer content across media types, for example, radio station broadcasts are audio streamed via the Internet. These same radio stations, newspapers, magazines, and television stations post content on their websites, which provides an interactive platform for their audiences, moving away from the traditional one-way communication model to offer a more participatory experience amongst stakeholders (Fourie, 2001c:216). Media owners have also begun to set up mobile and social sites as alternative platforms for audiences to access and interact with content. There is a marked effort for increased flexibility in marketing and marketing communication practices. Sense and response strategies have become apparent, whereby marketers adjust their marketing activities in response to consumer reactions.

The media channels and vehicles that media institutions serve to the public, such as print, television, radio and Internet broadcasts, act as conduits between marketers and consumers, enabling marketers to reach their target audiences through advertising and featured content in their target markets' preferred mediums. Advertising is a tool in marketers' arsenals to help turn profit for marketers, by promoting their products to consumers and competing against rivals for a share of the consumer wallet. Media, or in more popular terms touchpoints, are instruments of marketing communication.

### **1.1.3 Disruptive society**

The universe operates as an open system interacting chaotically with elements from its internal and external environments (Brown, 1995:89; Stapleton, 2008:19). The scale and scope of digital media influences on society have exceeded the effects of any preceding medium innovation (Castells, Fernandez-Ardevol, Qiu, Sey, 2004). Digital media has been integrated into most levels of contemporary society to varying degrees, albeit less

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prevalent in developing markets; for instance in South Africa, 75% of the adult population use mobile phones, but only 25% have a laptop or computer in their home, and in the past seven days just 16% accessed the Internet (All media products survey 2010A6). Prominent contributing factors to digital integration include: the rapid and widespread penetration of digital devices; improved accessibility to the Internet from multiple gadgets; the versatility and ongoing advancement of digital media properties; and the continual development of new applications. Whilst discontinuous innovation may be prominent in the information communication technology (ICT) sector it is not limited to this sector, it permeates all areas of society, and consequently introduces change.

One effect of the speed and frequency of change is the generation of a disruptive society, which has contributed to diversity, in that individuals are in different stages of acceptance or rejection of the various innovations they encounter. Diversity in society is also evident through the co-existence of multiple cultures and sub-cultures, which add further to the complexity of societal systems.

These rapid and continual societal changes present real challenges to the marketing discipline, both from an academic and practitioner perspective. These changes have not gone unnoticed. Academics consider *postmodernism* to provide an explanation of these cultural transformations (Brown, 1994:28; Firat & Dholakia, 2006:123; Jameson, 2006:484; Poster, 2006:533; Samuels, 2008:221) to distinguish these cultural changes from the *modernism* movement. Postmodernism will be addressed in detail in Chapter 2, however the fundamental cultural features of postmodernism are:

- Globalisation and capitalism have accelerated production and consumption, consequently the world runs around the clock (Brown, 2006:213).
- The world consists of multiple and diverse cultures (Firat & Dholakia, 2006:126; Firat, Dholakia & Venkatesh, 1995:41; Samuels, 2008:221).
- Despite a toleration of differences, this does not mean the abolishment of preference (Firat & Dholakia, 2006:127; Samuels, 2008:221).
- Truths and values are socially constructed (Firat *et al.*, 1995:40; Samuels, 2008:221).

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- Individuals' interpretations of a single text or sign will not necessarily be the same. Their interpretation is subject to their unique perspectives, which is a product of Poststructuralism (Firat & Dholakia, 2006:126; O'Shaughnessy & O'Shaughnessy, 2002:110; Samuels, 2008:222).
  - The mixing together and fusion of components from different cultures, which is termed *pastiche* (Brown, 2006:213; O'Shaughnessy & O'Shaughnessy, 2002:113; Samuels, 2008:222).
  - A focus on the here and now (Firat & Dholakia, 2006:128).
  - A disregard of modernism's grand narratives (Brown 2006:214; Firat & Dholakia, 2006:126; Kumar, 2005:107; O'Shaughnessy & O'Shaughnessy, 2002:113). Modernism, as a cultural movement directly contrasts postmodernism. In brief modernism is characterised by order, objectivity, rational and linear thinking in pursuit of universal beliefs. Postmodernism, on the other hand, is characterised by complexity, disorder, subjectivity and a belief in pluralism which allows for the co-existence of multiple beliefs.

Although the aforementioned features form the basis for postmodernism in a cultural context, the various disciplines applying postmodernism assign different meanings to the term (Brown, 2006:212; Brown, 1994:28; Firat *et al.*, 1995:41). One consideration is that the concept of postmodernism has evolved within each of the disciplines that embraced it, so naturally its meaning has morphed over time. For instance, *minimalism* in art and design could be thought of as postmodernism. Nonetheless, ambiguity exists in the interpretation of postmodernism depending on the context and this in itself is characteristic of the postmodern phenomenon.


Postmodernism is not exempt from criticism. Some argue that it is *passé* (Kirby, 2009; Vermeulen & Van den Akker, 2010). But the question of what replaces postmodernism remains. Kirby (2009) suggests *digimodernism*, Vermeulen and Van den Akker (2010) propose *metamodernism*, and Samuels (2008) puts forward *automodernism*. As yet none of these propositions have attained sufficient support to firmly replace postmodernism as the dominant cultural movement. This is not to say that postmodernism is the definitive movement, to say so would be uncharacteristically postmodern, however in the absence of

a suitable successor, postmodernism remains a relevant paradigm for a) its wide applicability, b) its capability to provide reasonable explanation for cultural shifts in contemporary society, and c) the fact that postmodernism does not prescribe an absolute beginning or end, rather it is a process through which one is able derive potential solutions.

#### 1.1.4 From modern to postmodern society

According to Firat and Dholakia (2006:123), the shift from modernism to postmodernism is a result of a dramatic cultural change and accelerated development in technology, especially in the domain of digital communication and electronic transactions, which collectively have driven change and continue to transform culture. Table 1.1 summarises some philosophical shifts that have occurred in the transition from modern to postmodern society encompassing domains of reality, human, consumption, consumers, organisation and marketing communication. Furthermore, Table 1.1 shows that most of the postmodern philosophies are polar opposites of their modern counterparts.

**Table 1.1: Transitions from modern to postmodern philosophies**

<b>MODERN ORIENTATION</b>	 <b>POSTMODERN ORIENTATION</b>
• There is reality/truth 'out there', independent of human agency.	• The reality/truth 'out there' has been constructed through cultural processes of hype, simulation, imaginary.
• Structures are given and can only be changed through 'laws' inherent in these structures.	• Structures are constructed and they transform with changes in culturally constructed conventions and perspectives.
• The subject and object are distinct and separable.	• The subject and object are often indistinguishable and exchangeable.
• The subject controls and acts upon the object.	• The subject and object act upon each other
• The individual and the social are distinct and separable.	• The individual and social are overlapping and inseparable.
• Consumption is the opposite of production, it is depletion of value created in production.	• Consumption is a moment in the continuous cycle of production.
• Consumption is the end.	• Consumption is a means for creation of meaning and substance in life.
• Purpose of the consumer is to replenish energies and amass material possessions.	• Purpose of the post-consumer/performer is to produce life experiences and meanings.
• The consumer is a chooser among alternatives that are available in the market.	• The post-consumer /performer is a constructor of alternatives.
• The consumer is a 'customer'.	• The post-consumer/performer is a 'marketer'.
• Organisation has boundaries that distinguish it from its customers.	• Organisation and post-consumers/performers relate without boundaries.
• Organisation is an entity distinct from 'others'.	• Organisation is a network of relationships indistinct from 'others'.






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• Organisation exists to provide for society's' needs.	• Organisation is a network of/for society's desires.
• Communication is a composed set of signs to be transmitted to others.	• Communication is a process of co-producing symbolic meanings.
• The author (encoder) determines the meaning of the message.	• The author (encoder) and the receiver (decoder) of the message co-construct its meaning.
• Communication is an act separable from other acts.	• Communication is inseparable from other acts; all acts communicate.

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Source: Adapted from Firat and Dholakia (2006:154,155)

These philosophical changes provide evidence of a postmodern society that is radically different from a modern society. Rheingold (2002:xii) acknowledges that today people are performing activities that previously were not possible, they have come about through the effects of various combinations of today's technologies, societies and economies. Brown (1995:107) and Firat and Dholakia (2006:124) reflect that culture influences developments in marketing. Therefore, one has to question the relevance of applying modern marketing and/or marketing communication principles and theories to a postmodern society. This presents a problem to both academics and practitioners.

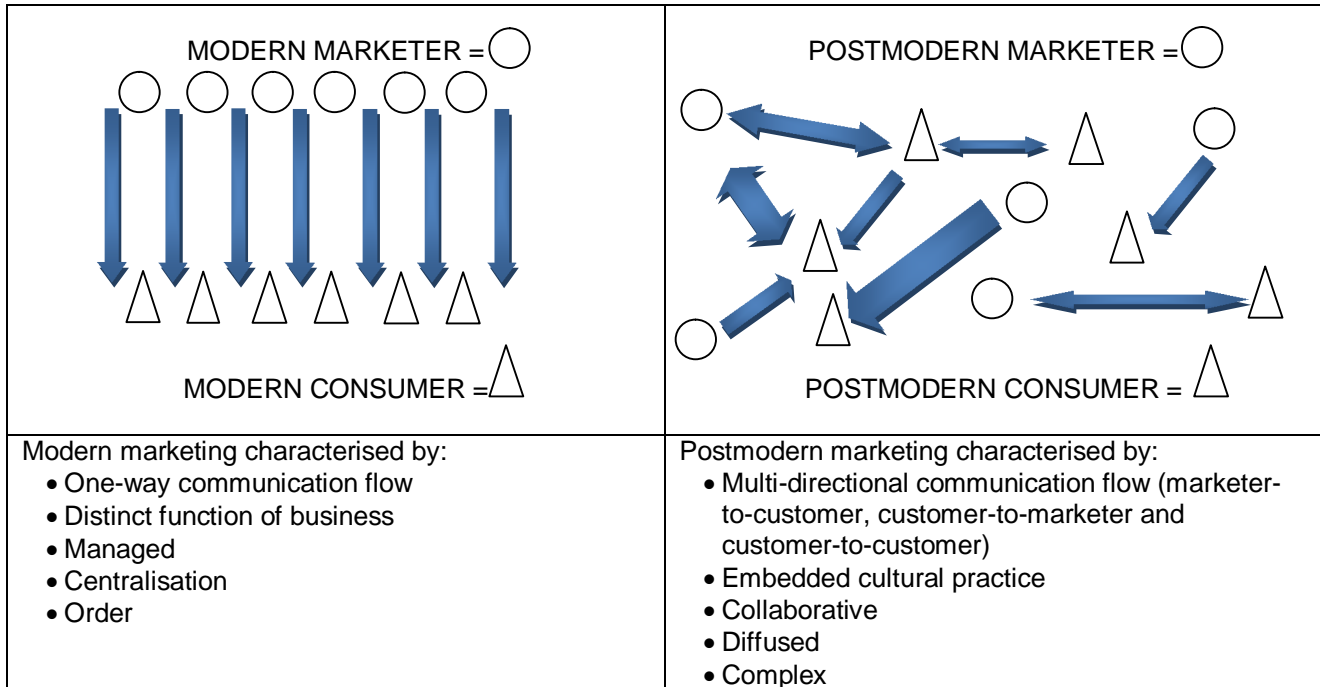
The development of technology, specifically digital communications coupled to a loss of organisational power in favour of the customer, challenges the computational abilities of established marketing and/or marketing communication models which were designed prior to the existence of these variables. Consequently the models were not engineered with the capabilities to process these new variables (Schultz & Schultz, 2004:161).

Firat and Dholakia (2006:147-151) suggest that marketing practices have evolved from a specific business function grounded in an organisation to a participatory activity that involves the organisation's customers; which consequently calls for a less centralised and co-ordinated approach; that ultimately leads from ordered to complex marketing. This notion has been depicted in Figure 1.1, where the modern marketing approach is clearly distanced from the consumer as a distinct function of business; marketing is centralised and managed through order. Conversely, postmodern marketing positions marketing as an embedded integrated cultural practice, bringing marketers and consumers closer together (demonstrating consumer-to-consumer exchanges in addition to marketer-to-consumer as well as consumer-to-marketer exchanges); this approach is characteristically collaborative and complex and more diffused than the modern approach. The properties and capabilities



of digital media are simultaneously responsible for driving postmodern marketing as well as providing suitable tools to facilitate postmodern marketing.

**Figure 1.1: Modern marketing compared to postmodern marketing**



Source: Conceptualised and adapted from Firat and Dholakia (2006:147-151)

The intention to transition theories is confirmed through the adjustment of models like expansions to the *technology acceptance model* (Davis, 1985), and inversion of the 4Ps model to 4Cs model (Kotler & Armstrong, 2006:51), and the introduction of concepts such as *service-dominant logic* (Vargo & Lusch, 2004b). These specific examples will be addressed in detail in the relevant chapters of this thesis. However the influence of postmodernism is tangible in the concepts of service-dominant logic, which include the following: service; experiences; solution; co-creation of value; financial feedback or learning; value proposition; complex adaptive systems; value-creation network or constellation; dialogue; market with; and service orientation (Lusch & Vargo, 2006:286).

### 1.1.5 The marketing mix is changing

Increasingly marketers have a wider media mix at their disposal produced by a continuously evolving media landscape. New media formats are being introduced, and

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existing media has been enhanced. Media genres have expanded, such as social media served on social network platforms like *Twitter* and *Facebook* (McPherson, 2008:1). Whilst the ever broadening media arsenal offers new opportunities, it poses challenges in the choices marketers are required to make to reach their customers, who have an abundance of media to select from.

An individual's media consumption habits and patterns are built according to the individual's preferences and fulfilment of specific needs by using appropriate media (traditional or digital media formats). Digital media formats possess different attributes to traditional formats, noticeably interactive properties, which have, for example, enabled individuals to create and publish content (Choi, Hwang & McMillan, 2008:759). Digital media provides possibilities for amplification of the consumer voice, empowering consumers to interact with brands as well as express and share their opinions in media spaces with high reaching potential. Consumer-generated content adds another aspect to marketing complexity. Marketers are no longer in full control over their brands. Properties of new media allow consumers to interact with brands and use and manipulate brand assets according to their preferences. This could be considered a demonstration of the postmodern attributes of de-differentiation and hyperrealism.

The interactive properties of new media are challenging established marketing paradigms, inviting change to existing communication practices to take these properties into account (Wigston, 2001:5). The difference between traditional media and new media properties questions the relevance of applying dated marketing communication models to new media. In fact changes to the cultural and media ecology potentially warrant development of new communication models that take specific properties of digital media into account (McQuail, 2010:137, 157). One school of thought that recognises and appreciates difference is that of postmodernism (Firat & Dholakia, 2006:127). Postmodernism acknowledges that different communities will have various preferences, which gives rise to segmentation (Brown, 1995:106; Firat & Dholakia, 2006:127).

The implications of digital media are particularly pertinent to communication theory, for example the cybernetics and sociopsychological categories, which respectively study the

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interactions and effects of complex systems, and individuals as social beings. Cybernetics encompasses communicator theories of a) information integration, b) cognitive dissonance, and c) beliefs, attitudes and values. Sociopsychological communicator theories include: a) trait theory, b) attribution theory, and c) social judgment theory. These theories will be discussed further in Chapter 3.

### **1.1.6 Mobile phones are becoming the highest penetrating medium worldwide**

According to the International Telecommunications Union (2010) in 2005 there were approximately two billion mobile handset subscriptions worldwide. By the end of 2010 the same source estimates subscriptions would have swelled in excess of five billion. With the world's population approaching seven billion (US Census Bureau, 2010) this represents a global subscription of 71%. This data does not take into account the number of mobile phones that have been produced, which already exceeds the global population.

South Africa has not escaped this international trend; in fact its mobile handset ownership or rental has grown similarly from 46% to 75% across the same period, representing a mean growth rate of 6% per annum (All media products surveys 2005A6 and 2010A6). The phenomenal uptake of mobile devices amongst the population is testament to technology acceptance and the importance people place on these devices.

In conjunction with this widespread penetration of mobile phone devices, advances in technology have improved the communication capacity of these instruments. Mobile phones have become convergence devices mopping up multiple technologies, transforming the apparatus from simple voice-only products to systems that expand applications of fixed-line telephony. They have the ability to access the Internet, to tune into radio broadcasts, to function as cameras and to view television (Sandvig, 2008:80). The associated technology is persistently expanding, driving further sophistication of devices and supporting networks to meet consumer demand (Dimmick *et al.*, 2010:2). The potential of mobile phones to provide communication and media access anytime and anywhere has implications to modern society, as well as marketing and marketing communication practices.

The immediacy offered by mobile phones for media access infers a high likelihood for people to fulfil specific needs when required. Mobile media has the potential to be consumed in alternative times to traditional media, such as the times when traditional media is either unavailable or inconvenient to access (Dimmick *et al.*, 2010:2).

The body of previous research into mobile marketing is growing, however the more significant studies have been conducted in technologically advanced countries, such as South Korea (Hjorth, 2008), Taiwan (Wei & Lo, 2006), Japan (Ito, 2005), and Finland (Battarbee & Koskinen, 2005) where individuals are more predisposed to technology acceptance and adoption and are not restricted by limited access or financial constraints.

Findings from a study by Dimmick *et al.* (2010:1), refuted the hypothesis of media displacement, whereby the successful introduction of a new medium is thought to displace consumption of other media, in other words substituting one medium for another. If one considers the limitations of time available to an individual to consume media one tends to think of most media consumption being time and space-bound (Dimmick *et al.*, 2010:2); as something slotted into daily routines and generally consumed in leisure periods, which for the working person is typically evenings and weekends, therefore time-binding. Space-binding considers where the medium is accessed, for example television in the home, radio in the car. The concept of interstices is the space between scheduled events, such as, lunch periods, time between lectures, social catch ups, planning events and posting comments on social networks. Dimmick *et al.* (2010:12) showed that traditional media was still consumed in traditional times but new media, mobile media, was being used in other periods, in the interstices between habitual media consumption and day-to-day activities, for example, commuting. This study recognised a growing trend of simultaneous multiple media consumption.

Dimmick *et al.* (2010:5) applied the theory of niche to media from an ecological perspective considering niche as an area of occupancy. Dimmick *et al.* (2010:5) posit that for different media offering similar content in the same domain (for example, news or entertainment content) to co-exist there needs to be clear differences to the mediums'

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niches. If there are insufficient differences between two similar media, there is little reason for the two media to co-exist and consumers would likely choose one medium over the other, with the popular medium prevailing and the less popular medium being displaced in favour of the more popular medium. However in functional displacement, when functions of an older medium are displaced by a new medium, the older medium finds new functions (Baran & Davis, 2003:44). Dimmick *et al.* (2010:10) found that different media have different superiority over other media during the course of a day, depending on time and location. For example, radio dominance is strongest in drive-time periods when people are in vehicles, mobile media has superiority in transit periods, television in homes, and computers in the work-place. Dimmick *et al.* (2010:12) concluded that “no two channels may occupy the same niche and both survive”, if they are not sufficiently different. Their study demonstrated that different media forms occupy different niches, with mobile media tending to be used in interstices, in periods when traditional media are not available or suitable to use.

Choi *et al.* (2008:756) addresses the effectiveness of mobile advertising from the practitioner perspective considering elements that contribute to the effectiveness of mobile messaging in different cultures, comparing Korean and American populations. Choi *et al.* (2008) found that the importance of different antecedents of mobile marketing such as a) advertising value, b) entertainment, c) informativeness, d) credibility, and e) interactivity differed by market. Informativeness ranked highest in an American sample, whilst advertising value was perceived to be more important in a Korean sample.

Cultural differences aside, when comparing developed markets to South Africa their populations are likely to have access to a variety of technologically advanced products and mobile phones are just one among many digital media options available. In South Africa where only 17% of the adult population accessed the Internet in the past year (All media product survey 2010A6) compared to 75% renting or owning a mobile phone, mobile phones rank as the predominant source of digital media. This highlights the relative importance of mobile phones as a digital media communication platform amongst South Africans.

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### 1.1.7 Social media

Social media is broadly considered to be the generation and sharing of user generated content (Correa, Hinsley & Zúñiga, 2010:247; Kaplan & Haenlin, 2010:61; Multisilta & Milrad, 2009; Zhao, 2011:87). Generally speaking there are six main genres of social media: blogs, social networking sites (for example, *Facebook*), virtual social worlds (for example, *Second Life*), collaborative projects (for example, *Wikipedia*), content communities (for example, *YouTube*), and virtual game worlds (for example, *World of Warcraft*) (Kaplan & Haenlin, 2010:62).

Social networking sites have proved to be especially popular. *Facebook*, for instance, has shown meteoric gains in its subscriber base. Since its launch in 2004 it has now amassed more than 750 million active users (*Facebook*, 2011). Social networks have been embraced by youth in particular.

- According to *socialbakers* (2011) 61% of the 4.6 million South Africans who subscribe to *Facebook* are between the ages of 18-34, which approximates to 15% of South African 18-34 year olds (Statistics South Africa, 2011:9).
- *MXit* a mobile phone-based social network, which originated in South Africa, has amassed over 40 million users, of which 25% are South African. It is estimated that 80% of the registered South African users are between the ages of 18-34 (Strauss, 2011). If one applies this information to South African population data (Statistics South Africa, 2011:9) as above, *MXit* penetration amongst South Africans aged 18-34 is in the region of 40%.

The following benefits, by no means exhaustive, intend to provide some insight into what makes social network systems so attractive amongst youth. Social network systems provide communication platforms that are extremely affordable (if not free); highly accessible (accessed from a range of devices); convenient to use; facilitate real-time conversing; simple to operate; support multi-media content; and allow multiple user exchanges.

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The volume of subscribers flocking to social networks has consequentially raised the value of these communication platforms from a marketing perspective. One anticipates that in the future the domain of social network systems will play host to as yet undefined marketing and/or marketing communication opportunities.

### **1.1.8 Communicating with young adults**

Sixty-eight percent of the South African population is under the age of 34 (Statistics South Africa, 2011:9). At a count of 34.5 million, this segment represents a sizeable proportion of consumers. Marketing to youth has presented challenges to marketers. This segment does not necessarily consume the same media or in the same way as other segments. Considering this point, in conjunction with youth's mobile lifestyle, makes youth a difficult segment for marketers to reach. Yet despite these obstacles youth represent a valuable segment because this group is in the process of establishing brand preferences and forging relationships with brands that will presumably benefit them in the near future (Yarrow & O'Donnell, 2009:xii).

Young adults, in the context of this study have been classified as Generation Y, individuals born between the period 1978 to 2000 (Kotler & Armstrong, 2010:98; Yarrow & O'Donnell, 2009:xi). Generation Y, apart from its size, represents a significant population group from a marketing perspective. Not only has this segment influenced their parents' or guardians' purchases but increasingly as this generation becomes economically independent, and directly responsible for their own acquisitions, they will place greater demands on marketers. This generation is not content to be dictated to, they want to be recognised and respected (Yarrow & O'Donnell, 2009:xii), in either their real or virtual environments. Generation Y have demonstrated a particular affinity for new media, through their tech savvy aptitudes (Stald, 2008:145; Yarrow & O'Donnell, 2009:xiii). Generation Y will be elaborated on in Chapter 5.

In developed countries, where digital media is an everyday occurrence, it becomes taken for granted because it forms such an integral part of youths' lives to the extent that they can no longer separate analogue from digital (Ito, 2008:vi). Youths' online activities appear



to be an extension of their offline activities, where they maintain their offline relationships in an online space (Buckingham, 2008:14). Popular activities are visiting chat rooms, instant messaging, social networks, downloading music, search, sending and receiving emails, (Livingstone, 2008:105). Stald (2008:148) noticed in a Danish study that youth were dependent on their mobile phones to link into their social networks for updates, to stay in touch and to maintain their status in society. Buckingham (2008:15) notes that youth mostly use digital platforms for ordinary purposes, such as communication and searching for information, which arguably supports the point that digital media has become integrated into youths' everyday lives.

The preceding discourse has revealed the symbiotic relationship between media and culture and the notion that they are both sensitive to change and transform in response to environmental influences (such as social, technological or economical pressures). This begs the question then that if in the context of an assumed postmodern culture, South African youth display behaviour that manifests the tenets of postmodernism culture in their reactions to contemporary marketing and/or marketing communication (apparent through their attitudes towards shopping and brands), and their use of information communication technology? Answers in this area of enquiry might be able to offer appropriate suggestions as to the effective use of digital media as marketing communication tools to communicate with youth.

## **1.2 PROBLEM STATEMENT**

In postmodern society technological advances have had a profound impact on the development of media, most notably digital media. The unique properties and interactive capabilities of digital media have altered the dynamics of communication and have given rise to new applications that were not previously possible. This poses challenges for marketing academics and practitioners in terms of theories and practical applications.

South Africa has low rates of laptop or computer ownership and Internet connectivity, which is partly attributed to affordability, penetration and lack of access. However based



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on the high penetration of mobile handsets into the South African market, mobile phones represent the leading digital medium in South Africa.

Therefore, it is anticipated that by obtaining an improved understanding of young South African adults' (Generation Y) behaviour in relation to observed postmodern characteristics, it will be possible to a) assess the relevance of applying existing theoretical principles and models to market offerings to this segment and b) to formulate guidelines for marketers to effectively communicate with this segment via digital media.

The research question is twofold.

Firstly, from a theoretical perspective:

- How relevant are modern marketing and/or marketing communication theories in a postmodern society?

Secondly, from a practitioner perspective, marketers do not know:

- Whether young South African adults (Generation Y) exhibit postmodern behaviour, in the context of today's postmodern culture.
- How young South African adults (Generation Y) use digital media?
- How to leverage the unique properties of digital media in marketing communication efforts to young South African adults (Generation Y)?

### **1.3 PURPOSE OF THIS STUDY**

The purpose of this research is correspondingly twofold. Firstly, from a theoretical point of view it seeks to contemplate the applicability of modern marketing and/or marketing communication theories, in their current form, in the context of a postmodern society, with specific reference to the use of digital media. The study intends to reconsider the relevance of modern marketing and/or marketing communication principles and where possible propose alternatives that would perhaps be more suited to postmodern conditions. Secondly, the research proposes to investigate the influence of postmodern variables on young South African adults (Generation Y) and the perspectives of this population segment towards digital media and its role in marketing communication. The

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research process will consist of the identification and the investigation of the relative importance of various behavioural and attitudinal aspects of social media usage and platforms used for accessing the media and how these aspects influence individuals' marketing behaviours and interactions with marketers as well as other individuals in a market exchange context. A tertiary purpose of the study is to explore the various inter-relationships between these variables, and how they differ across fixed demographic variables (such as gender and ethnicity) and changeable structural variables (such as types of devices used to access the Internet and levels of expenditure on cell phone data plans).

#### **1.4 RESEARCH OBJECTIVES**

The specific research objectives emanating from the purpose of the study, within a South African context, were:

- To review the literature to interpret and reflect on the key characteristics of postmodern society in the context of marketing and/or marketing communication and how people respond to digital media in postmodern conditions.
- To evaluate Generation Y's perceptions and use of digital media (social media and mobile phones).
- To determine the unique properties of digital media applicable to marketing communication efforts directed at Generation Y according to the literature and empirical study.
- To assess Generation Y's attitudes towards retail shopping and brands according to the literature and empirical study.

The following objectives pertain to the empirical research phase of the investigation in chronological order:

- To develop a quantitative questionnaire to investigate the latent traits of postmodernism observed in respondents towards digital media as well as respondents' behaviours and attitudes in the context of marketing and marketing communication through the measurement of indicator variables. To construct the questionnaire on the basis of a combination of literature and researcher experience.

- To subject the questionnaire to the scrutiny of an expert panel to validate its measurement of respondents' behaviours and attitudes and tendency to manifest traits of postmodernism through specified indicator variables in the context of marketing and/or marketing communication.
- To conduct a pilot study a) to investigate the suitability of the questionnaire to measure individuals' behaviours and attitudes and tendency to manifest traits of postmodernism in the context of marketing and/or marketing communication and b) to test the questionnaire in a cross-sectional study against an appropriate sample, namely Generation Y students in tertiary education registered for full time study with the Department of Marketing and Communication Management at the University of Pretoria.
- To identify key behavioural and attitudinal factors as deduced from participants' responses towards digital media in the quantitative questionnaire in the context of marketing and/or marketing communication in a postmodern society with an exploratory perspective.
- To measure the relative importance of key behavioural and attitudinal factors identified in the previous objective according to the respondents.
- To explore differences between demographic groups (such as gender and ethnicity) and structural enabling aspects (such as types of devices used to access the Internet and levels of expenditure spent on cell phone data plans) that may explain respondents' behaviour towards digital media in the context of marketing and/or marketing communication in a postmodern society.
- To explore the relationships between independent factors which were identified as important to the respondents, with a view to explain the dependent behavioural factors obtained in the study.

## **1.5 CONCEPTUALISATION AND META-THEORETICAL FRAMEWORK**

Research philosophy is central to the conceptualisation of a study. The research philosophy links and positions both the type of knowledge and the development of the knowledge within a specific context (Saunders, Lewis & Thornhill, 2007:101). Research philosophies are multi-dimensional. The three significant dimensions that will be

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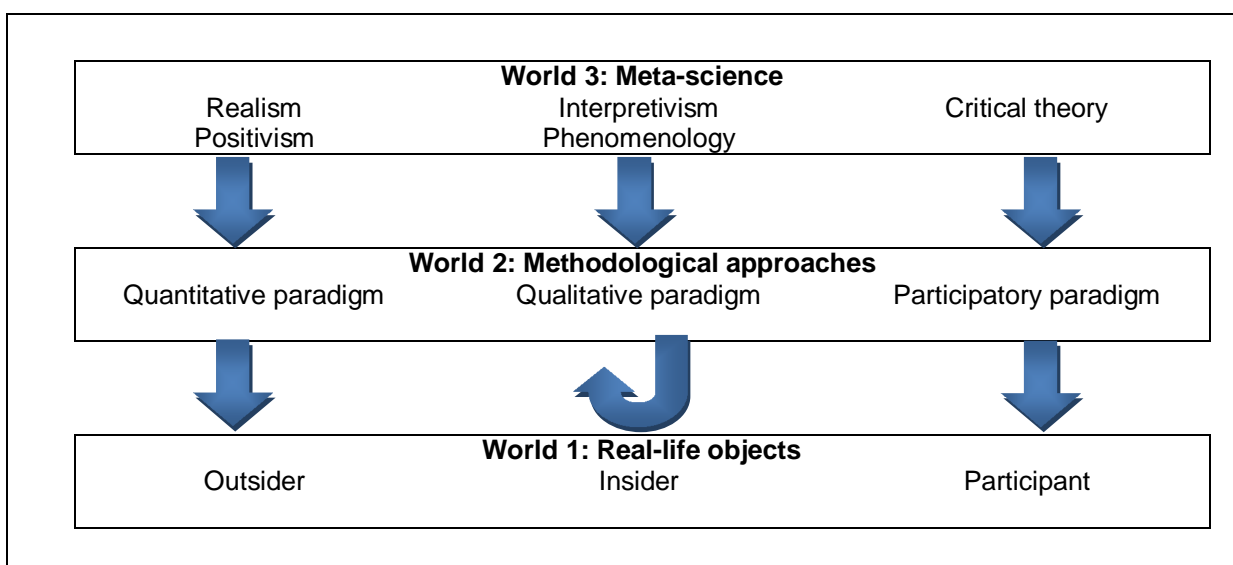
addressed in due course are epistemology, ontology, and axiology (refer to Table 1.2). The research philosophy employed by a study influences the study’s methodological approach. The bridge between these two frames (philosophies and methodologies) is illustrated in a three-tiered organisational framework (conceived by Mouton, 2001:137) that differentiates three different levels of social science research, namely:

- World 3: the world of *meta-science* (research philosophical paradigms).
- World 2: the world of *science* and *scientific research* (methodological approaches).
- World 1: is the world of *everyday life* and lay knowledge (real-life problems).

The logic behind this proposition is that different research perspectives are required depending on which “world” a research investigation is situated in. According to the three-world research classification, this thesis’s research is primarily anchored in World 2. World 2 addresses the body of knowledge through investigation of theories, models, concepts, data interrogation, and the development of research instruments, amongst others.

Figure 1.2 shows the relationships between the worlds and the specific methodological approaches (World 2) that typify particular philosophical paradigms (World 3) and their real-life perspectives (World 1).

**Figure 1.2: The relationship between philosophical paradigms, methodological approaches and the real world**



Source: Mouton (2001:141)

### 1.5.1 Consideration of philosophical research paradigms

Different philosophical paradigms dominate different eras and for that reason influence the research of specific periods (Kuhn, 1970:111). A paradigm shift forces researchers to abandon one viewpoint for another, which is likely to have consequences to the approach of the research. Research paradigms are sets of belief systems that guide researchers on theoretical assumptions, choice of strategy, research instruments and methods applied to particular investigations (Ponterotto, 2005:128).

Literature on paradigms (Guba & Lincoln, 1994:105-117; Plack, 2005:223-245; Ponterotto, 2005:126-136) indicates there are several different research paradigms that researchers subscribe to. The four principle ones being: positivism, postpositivism, constructivism (interpretivism) and critical theory. Despite the distinctions between paradigms Teddlie and Tashakkori (2008) as well as Creswell (2008) raise the point that boundaries between paradigms should not be thought of as absolute and they consider multi-paradigm strategies could be applied to research studies where mixed method approaches are used to take into account complexities of the research.

The paradigm or combination of paradigms adopted by a researcher also takes into account his or her personal preference as well as objectives and requirements of the study at hand (Guba & Lincoln 1994:107; Ponterotto, 2005:128, Saunders *et al.*, 2007:110). Some of the characteristics of these paradigms are summarised in Table 1.2.

**Table 1.2: Key traits of positivism, postpositivism, constructivism (interpretivism) and critical theory research paradigms**

	POSITIVISM	POSTPOSITIVISM	CONSTRUCTIVISM	CRITICAL THEORY
<b>OBJECTIVE</b>	Seeks knowledge to determine cause and effect relationships.	Evolved from positivism. Recognises that an objective reality cannot be perfectly measured.	Aim to understand phenomenon from participants' points of view.	Use knowledge to enhance the quality of life of minority groups.

<b>ONTOLOGY (PERSPECTIVE OF SITUATION TO BE INVESTIGATED)</b>	One true reality, that is stable, consistent over time and generalised.	One true reality that cannot be perfectly measured.	Multiple realities exist. People experience different realities.	Grasp realities that are formed by influences exerted on the minority groups such as gender, social and economic factors.
<b>EPISTEMOLOGY (HOW THE INVESTIGATION WILL TAKE PLACE)</b>	Researcher objectivity. Participant responses are not influenced by the researcher.	Objectivity is important but, the researcher may exert influence on participants.	Interaction between researcher and participants. Obtain insights into participants' experience of phenomenon.	Researcher seeks empowerment.
<b>AXIOLOGY</b>	Researcher values cannot have any influence on the research.	Researcher values must not influence the study.	A by-product of the researcher participant interface is researcher bias.	Researcher values are important to the study.
<b>METHOD</b>	Quantitative data only. Research conducted under controlled experimental situation.	Mainly quantitative and some qualitative methods. Experimental and quasi-experimental.	Interactive. Mainly qualitative methods.	Highly interactive. Mainly qualitative methods.
<b>ROLE OF RESEARCHER</b>	Impartial observer.	Impartial observer.	Interactive. Researcher is a co-creator of interpretation and incorporates his subjective experience to the research.	Researcher involves participants in the study with the intention of empowering them to change their status quo.

Source: Kotzé (2009:9-11)

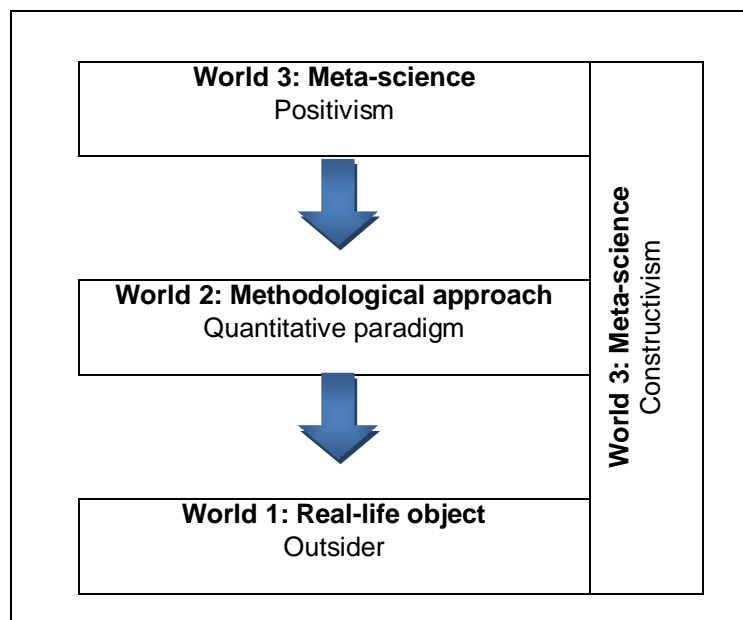
The post-positivist research paradigm was applied to this study. This research paradigm resonates with the objectives of the study. From an ontological point of view post-positivism recognises that a singular objective reality is flawed. Reality is not absolute, different realities are possible because of the different perspectives of the respondents participating in the research (Ponterotto, 2005:129). An individual's reality is constructed according to personal influences, such as age, gender, ethnicity, culture and experiences.

It was the intention of this exploratory research to obtain an improved understanding of respondents' behaviour through the collection of quantitative data. Therefore it sought the

perspectives of respondents and in doing so recognises that individuals experience different realities that are relative to their perspective at the specific point in time of the investigation. In terms of epistemology the post-positivist approach acknowledges researcher bias in investigations (Crossan, 2003:54). Thus the researcher is not entirely objective from the study, and in this instance the researcher was responsible for the construction of the questionnaire that was distributed in this study as well as the analysis of the data, and thus these tasks were perhaps influenced by the researcher's relative perspectives. In terms of the data collection the researcher functioned as an impartial observer. The questionnaire was distributed electronically and completed by participants at their convenience.

Therefore, taking the above approaches into consideration, in conjunction with Mouton's (2001) three-world framework, the research and research relationships between the three worlds for this study are depicted in Figure 1.1. This arrangement pertains to the empirical investigation of the presence of postmodern traits as exemplified through the behaviour of Generation Y.

**Figure 1.3: The philosophical paradigm, methodological approach and the real world framework for this thesis**



Source: Conceptualised and adapted from Mouton (2001:141)



### 1.5.2 Components of theory

The previous discussion provided an overall position of the study within an investigative framework. The theoretical part of the problem raised in section 1.2, questioned the validity of applying modern theories to postmodern society. To address this issue, from a structural perspective it would be pertinent to examine the construction of theory with the application of perceived modern and postmodern lenses to emphasise the contrast between these orientations. According to Woods (2000), theory related to human behaviour is developed from four components: ontology, epistemology, purpose of theory and focus of theory. This structure resonates with the aforementioned dimensions of research paradigms. Fourie (2001c:232-241) suggests two viewpoints for each component of theory. For the purposes of applying Woods (2000) proposition of building blocks of theory to this study, this author has interpreted Fourie's (2001c:232-241) viewpoints as either belonging to the modern or postmodern persuasion. This interpretation is reflected in Table 1.3.

**Table 1.3: Building blocks of human behaviour theory compared through perceived modern and postmodern lenses**

	MODERN LENS	POSTMODERN LENS
<b>ONTOLOGY (PERSPECTIVE OF SITUATION TO BE INVESTIGATED)</b>	Determinism:  People's actions are shaped by external forces.	Humanism:  People consciously choose to behave in a certain way.
<b>EPISTEMOLOGY (HOW THE INVESTIGATION WILL TAKE PLACE)</b>	Objective investigation:  There is a universal reality for all.	Subjective investigation:  Multiple views exist.
<b>PURPOSE OF THEORY</b>	Universalism :  Universal laws are generated governing human behaviour.	Situationalism :  It is impossible to create universal laws of human behaviour; theory can only offer rules that explain patterns of human behaviour.
<b>FOCUS OF THEORY</b>	Behaviourism:  Concerns directly observable behaviour.	Humanism:  Directly observable behaviour is an outcome. Humanism addresses the meaning behind observable behaviour, so the latent effects.

Source: Conceptualised and adapted from Fourie (2001c:232-241)



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## 1.6 MAIN THEORETICAL PERSPECTIVE

In any period in time a specific paradigm exists and this organisational theoretical perspective dominates the thinking and influences the research of that particular era. This study will be positioned within a postmodern paradigm.

The central tenet of postmodernism is that modern social orders are not sustainable and will collapse (Baran & Davis, 2003:367). Whilst postmodernists agree on this principle they have not come to a consensus on how modern social orders will demise. Some believe that it will materialise with the development of new social movements that are more micro rather than macro orientated. This is because of their focus on personal identity and local culture, rather than bigger picture concerns such as political governance (Baran & Davis, 2003:367). Others are of the opinion that prevailing modern social orders will block these new movements, and in the ensuing conflict modernity will end. Theorists of this ilk believe that there will be a catastrophic end such as a nuclear war or a biological event (Baran & Davis, 2003:367). Still other social theorists favour a less dramatic end to modernism and argue that this transition is already taking place, through evidence of constructive social change, where *status quos* regarding social order have been challenged and replaced. Baran and Davis (2003:368) reflect that although humanity's general perspective is that continued scientific development will improve mankind's way of life, however if this progress is left unchecked without considering long-term effects of these developments on humankind and the earth itself, there is the potential for negative, even dangerous outcomes.

The postmodernism paradigm emphasises individualism and recognises that individuals have free thought and are therefore able to contemplate their lives and the lives of others within their social order. To an extent individuals will have personal agendas independent of their communities which may complement or contradict the collective's position. Difference of opinion could cause individuals to feel like they do not belong to their society. This raises issues of uncertainty, which could lead to isolation and alienation from their community. Giddens (1991) believes that reflective thinking is positive. However, Baran

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and Davis (2003:368), suggest that some postmodernists have a negative outlook concerning the value of individualism and reflective thought.

According to Baran and Davis (2002:369) under the postmodernism paradigm media theorists should consider several questions. Firstly, regarding new media technology, if theorists consider it to be highly useful, how can theorists be sure that its power will not be used against people? Secondly, postmodernists consider mass media to be catalysts in the fall of modernism. People are susceptible to the influence of mass media because it forms an integral part of their lives. If one applies these questions to the recent *Arab Spring* uprisings; in the first instance, governments' response was to attempt to deny people access to digital media; in the second instance use of digital media accelerated communication amongst people (Ingram, 2011; Miladi, 2011), so could be considered a catalyst in the revolution efforts.

Strengths of postmodernism are that it: contests assumptions of modernism; challenges overtly positive perspectives of technology's impact on society; and allows critical assessment of technology and audiences. On the other hand its weaknesses include: the fact that it does not acknowledge the power of modern social institutions; it debates ideas that are central to the thinking of media researchers and technophiles; and it does not present a stable alternative to modernism (Baran & Davis 2003:370).

## **1.7 THE RESEARCH DESIGN AND METHODOLOGY**

The research design and methodology applied to this study may appear to be at odds with the study's orientation towards postmodernism. A defence of this seemingly contradictory approach is offered. Firstly, although this research investigates characteristics of postmodernism it is not strictly a postmodern study, it seeks empirical evidence to confirm or refute assumptions that Generation Y demonstrate behavioural outcomes that are characteristic of a postmodern society. Secondly, one of postmodernism's philosophies concerns relativism (O'Shaughnessy & O'Shaughnessy, 2002:110). Relativism eschews objective universal truths (O'Shaughnessy & O'Shaughnessy, 2002:116). Under the relativism perspective individuals subjectively construct different realities based on their

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own interpretations of circumstances that are relative to, amongst other things, the individual's existing knowledge, context and time frame (Brown, 1995:143; O'Shaughnessy & O'Shaughnessy, 2002:119). A relativism approach cannot hold the weight of validity, because relative beliefs are not universally applicable across time or society. Validity is confined to the individuals that hold the beliefs and, or, possibly to a particular period in time (O'Shaughnessy & O'Shaughnessy, 2002:119). This premise implies that without a point of reference it is difficult to measure and compare beliefs, thus challenging the ability to quantify and empirically test assumptions. Therefore a more quantifiable approach was needed to address the problem of testing for behavioural outcomes as a result of postmodern influences.

Given the theoretical and practitioner dimensions to the problem, the research design consisted of a dual methodology to investigate both issues. For the purpose of the current research, and considering the anti-foundationalism aspects of postmodernism, as a worldview, the theoretical design followed a reflective quasi-proposition non-empirical approach by phrasing questions and propositions under the umbrella term of quasi-propositions; and the practitioner design employed exploratory descriptive-empirical research. The descriptive-empirical research phase is addressed in more detail in Chapter 6.

### **1.7.1 Quasi-proposition non-empirical approach**

The basis of the theoretical aspect of the problem under investigation is questioning the relevance of applying modern marketing and/or marketing communication principles to a postmodern society. This matter will be addressed throughout this thesis by means of reflection through questions or formulating propositions for the purpose of interrogating the limitations of current knowledge and available tools with respect to potential problems in the foreseeable future, as borne out by postmodern society. Where possible, quasi-propositions (in the form of questions or statements) have been offered as potential practical suggestions to address these concerns. At a conceptual level propositions denote the relationships between concepts and therefore provide the foundation for theory development (Bagozzi, 1974:77). The research approach has been described as "quasi-

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proposition”, because the propositions suggested are hypothesised, as such they lack empirical substantiation.

Quasi-propositions are distinguished in the text by means of text contained in a box, as per the example in Figure 1.4, taken from Chapter 2.

**Figure 1.4: Example of quasi-proposition statements**

**Consumer conundrums**

Should consumers continue purchasing the brand they have always used, or try a new variant, or switch brands? How do they decide; is it through advertising, sampling, promotions, testimonials, word-of-mouth, brand loyalty, a combination of these or on a whim? Is it any wonder that consumer buying behaviour has become unpredictable?

In Chapter 8 these questions and quasi-propositions will be presented chronologically as research findings to support the theoretical contribution of this study.

### 1.7.2 Exploratory descriptive empirical phase

A literature review provided the foundational information necessary to identify key constructs of postmodernism and thereafter derive items that are indicative of these postmodern tenets in the context of marketing and/or marketing communication. Exploratory factor analysis was applied for its capability to measure latent variables of postmodernism by measuring indicators of these variables (Everitt, 2010:235; Field, 2005:619; Hair, Black, Babin & Anderson, 2010:99). In the absence of a pre-existing measuring instrument, indicator variables were formulated and sourced from the literature review. A detailed account of this phase is provided in Chapter 6, however salient points are summarised here for ease of reference under the following headings: target population, sample, sampling method, data collection, data analysis and ethical procedures.

## Target population

The target population is Generation Y, which consists of individuals born between 1978 and 2000. The sub-segment of the population targeted is young adults, between the ages of 18-34, attending tertiary education institutions.

## Sample

The sample base for this study was students between the ages of 18-34, who were enrolled with the department of Marketing and Communication Management, Faculty of Economic and Management Sciences, at the University of Pretoria during the 2011 academic year. Respondents consented to participate in the study voluntarily. A total of 333 useful responses were used for analysis.

## Sampling method

Non-probability convenience sampling was used as the sampling method. Convenience sampling was considered the most appropriate sampling method to apply to this exploratory survey based research (Leedy & Ormrod, 2005:206; Saunders *et al.*, 2007:594). Sampling continued until the required number of respondents had been achieved. Since it was not feasible to obtain access to all students from all tertiary institutions outside the department in which the author was registered, it was decided to limit the target population for inclusion in the study to students registered with the department of Marketing and Communication Management, Faculty of Economic and Management Sciences, at the University of Pretoria. Since a web-based survey was used, and students could choose whether they wanted to participate in the study, self-selection bias may have been introduced. This type of sample could also be viewed to have the same limitations as a convenience sample, and it would therefore not be appropriate to generalise the findings beyond the sample.

## Data collection

Quantitative data was collected by means of an Internet survey, for the following reasons:

- Items in the survey were straightforward and did not require further interpretation from a field worker.
- Internet surveys are easily distributed and at low cost.
- Respondents have the flexibility to complete the survey at their convenience.
- The survey host, in this instance, *Survey Monkey*, has the functionality to automatically collect and begin processing data, and allows the monitoring of response rates.
- Given the nature of the research it was pertinent to reach digitally savvy individuals, thus distributing the survey electronically helped to eliminate ineligible candidates. The use of a web-based survey may preclude certain students from accessing the survey, for economic reasons, and therefore the overall views expressed by respondents may be biased towards respondents from more affluent segments of society.

## Data analysis

Principle component exploratory factor analysis was applied as a statistical technique to analyse the data. This method was applied for a) its prominent use in social sciences, b) its capability to infer the presence of latent variables through the measurement of indicators, and c) its ability to reduce large sets of complex data into more manageable clusters without losing data integrity.

## Ethical procedures

Ethics concerns the researcher's application of appropriate moral behaviour in relation to respondents participating in the research and towards others that may be affected by the research (Mouton, 1996:10; Saunders *et al.*, 2007:610). Leedy and Ormrod (2005:101) recognise four common categories of ethical concerns: protection from harm, informed consent, the right to privacy and integrity of reporting. Ethical issues within these

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categories have been taken into account in the execution of this research and are addressed in Table 1.4.

**Table 1.4: Ethical considerations**

<b>ETHICAL ISSUE</b>	<b>RESEARCHER CONSIDERATION</b>
<b>PROTECTION FROM HARM</b>	The type and scope of this research posed no foreseeable physical or psychological harm to respondents.
<b>INFORMED CONSENT</b>	Respondents were given the choice to participate or not to participate in the study and at any time had an opportunity to withdraw from the study. Participation was strictly voluntary and only applicable to this particular research undertaking. Each respondent received an informed consent form that outlined the study and in signing this form the respondent agreed to the terms and requirements of participating in the study. It was assumed that respondents were both mentally and legally competent to understand the terms and requirements of participating in the survey, based on the fact that they are students enrolled at the University of Pretoria.
<b>RIGHT TO CONFIDENTIALITY AND ANONYMITY</b>	This study respected respondents' rights to privacy. Respondents were requested to anonymously complete a self-administered questionnaire administered by the Internet. The researcher had no direct contact with any of the respondents. Respondents cannot be identified through the answers they provided and these answers were treated as strictly confidential.
<b>PROFESSIONAL INTEGRITY</b>	The researcher reported full disclosure of the findings and limitations of the research.

Source: conceptualised and adapted from Leedy and Ormrod (2005:101)

In fulfilling ethical concerns outlined in Table 1.4, this study is fully compliant with the ethical procedures of the University of Pretoria and has received ethical clearance from the committee for research ethics to conduct research.

## **1.8 DELIMITATIONS AND ASSUMPTIONS OF STUDY**

In order to make a justifiable contribution to an area of investigation, it is necessary to demarcate parameters to meet the obligations of the study. Therefore, the following delimitations have been applied to this study.

- This study takes the perspective that marketing is the umbrella discipline within which marketing communication resides. Therefore in the context of this study, when the term *marketing* is used, this term applies to the overall marketing discipline and when the term *marketing communication* is used this pertains to advertising communication specifically.

- The study will be limited to marketing, primarily within the retail sector.
- The study will focus on digital media accessible through mobile phones as well as social network systems irrespective of access point.
- The study will be limited to Generation Y (individuals between the ages of 18-34) enrolled in tertiary education, at one specific campus in the Gauteng region.
- The study only focuses on students from a particular department, which may impact on the results. Students were sourced from the Marketing and Communication Management department and may perhaps be more suited to address the questions presented in the survey, than students from other disciplines such as Arts and Physical Sciences.
- The study will be limited to postmodern characteristics in the context of postmodern society as identified in the literature.
- Due to rapid progression in information communication technology the empirical findings from this study will be contingent upon media technologies available in the period of investigation, and therefore may not necessarily be relevant to future eras, as a result of further development in information communication technologies.

The study excludes:

- Older generations and the school-going generation.
- Generation Y segments not attending tertiary institutions, because of differences in educational disparity between their counterparts attending university; although this will limit the generalisability of the study's applicability to the Generation Y segment.
- Younger generations have also been excluded on the grounds that they are still in the early stages of determining media consumption choices, have limited disposable income and there are fewer products marketed directly to them.
- Other mobile media platforms like ipods, tablets, dvds, cds, and pc based media.

In terms of assumptions:

- Generation Y is assumed to be the first generation to be born into a wholly postmodern society (Best & Kellner, 2003:76).
- Young adults are assumed to be early adopters (Kotler & Armstrong, 2010:183).



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- It is assumed that young adults attending tertiary education institutions are more likely to have access to digital media and thus be more media technologically literate than their counterparts experiencing less privileged socio-economic circumstances.

## 1.9 IMPORTANCE OF STUDY

Media studies are considered an important area of academic interest, because of the impact media has on society, culture, economy, politics and education (Dimmick *et al.*, 210:2; Fourie, 2001a:xix; McQuail, 2010:81). The marketing discipline is challenged by disruptive changes in society; as such this necessitates the reassessment of existing theories in terms of their relevance in postmodern society. Therefore the study aims to contribute to the theoretical body of knowledge as follows:

- To question the application of modern marketing and/or marketing communication theories in postmodern society. In so doing, it suggests that in any given era marketing theories should be representative of the target society, therefore inferring the need to adjust existing theories and their application or formulate new ones that are representative of the specific era. For instance the adoption of alternative marketing paradigms, such as service-dominant logic as a structure to implement postmodern marketing.
- To develop a conceptual framework to guide marketing transformation in a postmodern society.
- To empirically determine if Generation Y are exhibiting characteristics indicative of postmodern society.
- To improve understanding of the dimensions of interactivity, as a property of digital media, in the context of digital marketing communication.
- To identify important digital media behavioural outcomes and investigate explanatory factors associated with this behaviour.
- To consider new business opportunities in the domain of mobile marketing communication that might arise from an improved understanding of consumer behaviour and preference. For instance, concerning integration of various stakeholders; such as mobile network operators, device manufacturers, marketers,

customers, advertising agencies and content providers (O'Reilly & Duane, 2010:188).

Furthermore, the study intends to add value from a practitioner perspective by contributing to new knowledge in the study of Generation Y and digital media. It is anticipated that an improved understanding of Generation Y's attitudes towards marketing and digital media will serve to a) improve knowledge of how Generation Y will react in the future as they mature (Shore, 2011) and b) provides an indication of forthcoming generations' attitudes towards marketing (Yarrow & O'Donnell, 2009:xii).

Today, Generation Y may not necessarily be every marketer's target audience; but tomorrow they will be the future generation of every market.

## 1.10 DEFINITION OF KEY TERMS

Table 1.5 outlines definitions of some of the key terms as sources from the literature or as formulated for the purpose of the current study.

**Table 1.5: Definition of terms**

<b>Advertising</b>	In the context of this study will encompass mass and personal communication, promotions, competitions, content and product placement or integration (Hackley, 2006:9)
<b>Brand touchpoint</b>	Brand contacts are the touchpoints at which the customer or prospect comes in contact with the brand (Schultz & Schultz, 2004:168).
<b>Communication</b>	Sending, receiving and sharing of messages or content between participants. The message exchange may be uni-directional or interactive (McQuail, 2010:552).
<b>Digital platforms</b>	As defined by <a href="http://www.pcmag.com">www.pcmag.com</a> and <a href="http://www.businessdictionary.com">www.businessdictionary.com</a> includes any device that holds digital data. This data includes voice, video and text. In the context of this study digital media will be restricted to digital data accessed on mobile phone devices.
<b>Generation Y</b>	Generation Y consists of individuals born between 1978 to 2000 (Kotler & Armstrong, 2010:98; Yarrow & O'Donnell, 2009:xi). In the context of this study young adults will fall into the age group of 18 to 34.
<b>Instant messaging (IM)</b>	Sending messages and chatting with individuals in real-time when both parties are connected to a network through a specific application, e.g., <i>MXit</i> is a mobile instant messenger and social networking software application that allows you to chat anywhere on earth from your mobile or PC for free (Strauss, 2011).



<b>Internet</b>	The Internet, “is a network of networks. It is a global set of connections of computers that enables the exchange of data, news and opinion. Aside from being a communication medium, the Internet has become a platform for new ways of doing business, a better way for governments to deliver public services and an enabler of lifelong learning” (Lallana, 2003:9).
<b>Interpersonal communication</b>	According to Baran & Davis (2003:10), is communication between two or more people. This is usually face-to-face.
<b>Machine-assisted interpersonal communication</b>	According to Dominick (2009:9), is when one or more people communicate to one or more receivers by means of a mechanical device. In this type of communication the source and receiver may be separated by time and space.
<b>Mass communication</b>	Is defined by Baran & Davis (2003:10), as when a source uses a technology, such as a medium, to communicate with large audiences.
<b>Meditated communication</b>	According to Baran & Davis (2003:10), is the communication between a few or many individuals using a technology, such as a medium to effect the communication.
<b>Mobile applications</b>	Software designed to function on hand held wireless devices (www.pcmag.com).
<b>Mobile phone or cell phone</b>	Hand held wireless device capable of integrated multi-media communication functions (www.pcmag.com)
<b>Social networks</b>	“A Web site that provides a virtual community for people to share their daily activities with family and friends, or to share their interest in a particular topic, or to increase their circle of acquaintances” (www.pcmag.com)

### 1.11 DEMARCATION OF CHAPTERS

This thesis is presented in nine chapters:

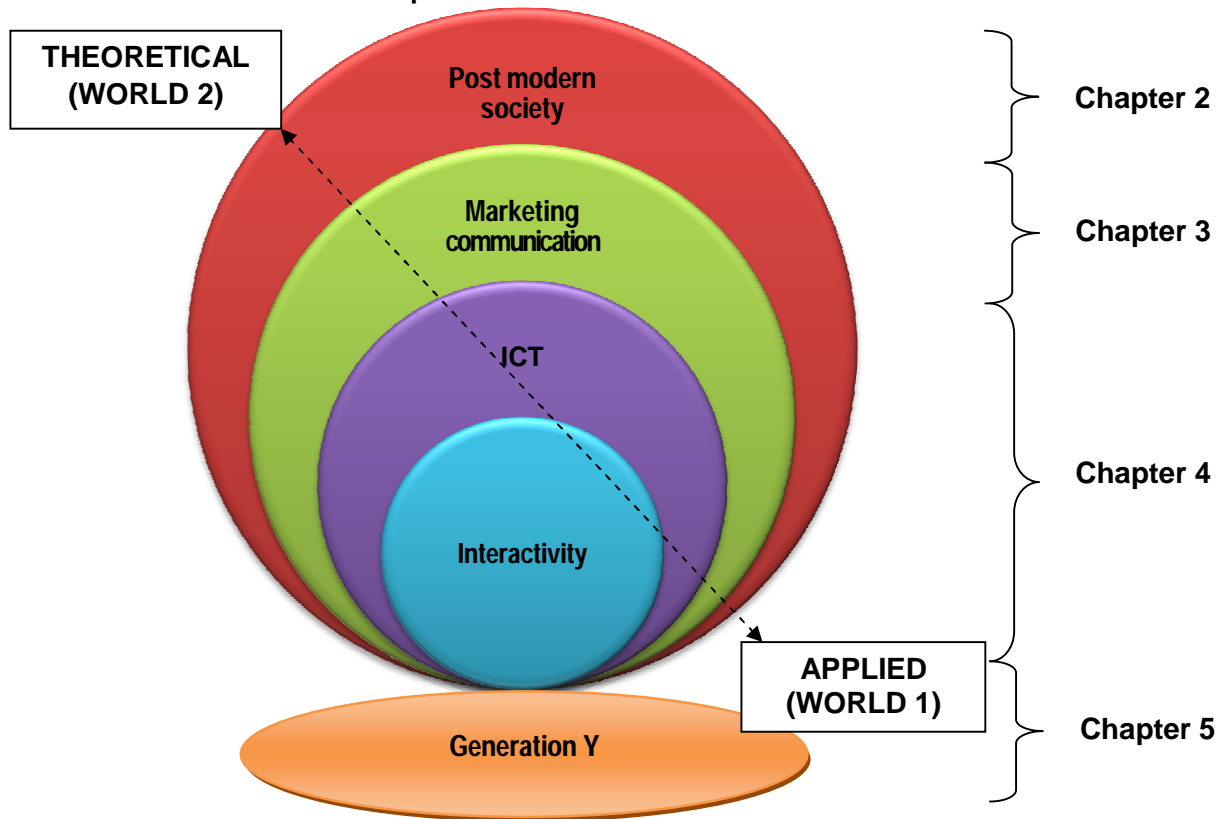
- Chapter 1: *Introduction*, the introductory chapter introduces the problem and contextualises it. This chapter summaries the thesis. It states the research objectives, the research methodology applied to investigate these targets and the intended contribution of the study.
- Chapter 2: *Postmodernism*. Chapter 2 motivates postmodernism as a worldview for this study; on the basis that postmodernism is today’s dominant societal movement that directly affects cultural practices and behaviour.
- Chapter 3: *Marketing Communication*, addresses transformations in marketing that have developed in response to changes in stakeholder saliency and discusses interventions in association with postmodern marketing and/or marketing communication tactics.
- Chapter 4: *Information Communication Technology (ICT)*, examines information communication technology, with specific emphasis on interactivity as a unique

property of digital media that has the capabilities to implement postmodern marketing and/or marketing communication.

- Chapter 5: *Generation Y, a significant generation*. This chapter rationalises the importance of Generation Y by examining their attitudes towards digital media and retail brands to improve understanding of their behaviour from a marketing perspective. As such this chapter reflects aspects of the preceding chapters.

The framework for the theoretical chapters of this study is depicted in Figure 1.5. The assumption is that the study is encased within the context of a postmodern worldview of society that encompasses all cultural phenomena. Chapters 3 and 4 are represented as concentric circles to emphasise that the specific subject matter of each chapter is a constituent of the preceding chapter. Thus in the context of this study: marketing is perceived as a constituent of culture; information communication technology is considered a tool within the marketing discipline; and interactivity is portrayed as a property of information communication technology to implement marketing communication. Chapter 5 is represented by a reflective ellipse since it reapplies elements of the preceding chapters in the context of Generation Y. The bridge between the theoretical and practical aspects is represented by a bi-directional arrow linking World 2 - Theoretical (the world of science and scientific research) with World 1 - Applied (the world of everyday life).

Figure 1.5 Framework of theoretical chapters



- Chapter 6: *Methodology*, describes the research methodology deployed for the empirical research component of the study.
- Chapter 7: *Empirical research results*, reports on the results from the empirical research.
- Chapter 8: *Theoretical research results*, collates reflected questions and quasi-propositions from the theoretical chapters and concentrates them into one section.
- Chapter 9: *Discussion, conclusion and recommendation*. This chapter discusses the research findings, presents conclusions and recommendations.

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## CHAPTER 2 Postmodernism

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### 2.1 INTRODUCTION

#### **These days anything goes?**

Today, black, white, renaissance, cubism, punk, grunge, atheists, religious devotees, homosexual, heterosexual, transgender, conservative, liberal, monogamy, polygamy, working mothers, stay-home dads, nuclear families, single parenthood, octo-mums and multiple variations in between, all cohabit the same society. How is it possible for the presence and general acceptance of so many different cultural modes in one period? A postmodernism worldview may provide a plausible explanation. Jameson (2006:484) and Samuels (2008:221) support the notion of postmodernism as a culturally dominant concept, which allows for the coexistence of other divergent traits to subsist simultaneously within the domain of postmodernism. Postmodernism supports the idea that social realities are dynamic, forming and reforming in response to environmental stimuli (Brown 1994:28; Littlejohn & Foss, 2005:324; McQuail, 2010:129). South Africa's *rainbow nation* bears testament to a functional multicultural society.

The importance of culture in society is undeniable. Culture shapes peoples' attitudes and actions; and biases their thinking and behaviour towards conventional orders of their particular societies (Dominick, 2009:45; Kellner & Durham, 2006:ix; Littlejohn & Foss, 2005:300). Culture brings people meaning, for example, in their identities and political views. It encompasses peoples' day-to-day activities and practices, from congregating at particular venues, such as meeting for coffee, attending events or going shopping, to the media they consume (Dominick, 2009:45; Kellner & Durham, 2006:xiv; Littlejohn & Foss, 2005:300). The media depicts cultural acts and in so doing perpetuates and creates societal norms and human understanding (Baran & Davis, 2003:223; Jensen & Helles, 2011:518; Littlejohn & Foss, 2005:300). Kellner and Durham (2006:ix) liken media to a facilitator of societal reproduction. Commodification of culture in the media, underscores

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various media agencies' agendas, for instance, advertisers, news broadcasts, talk shows and other formulated programmes (Baran & Davis, 2003:331; Dominick, 2009:45). The rise of individuals' personal agendas should not be ignored either with individuals creating and sharing their own content via computer-mediated media. Audiences, however, may or may not interpret the communications as the originators intended them to (Dominick, 2009:45). Consider, for example, the South African National Broadcaster (SABC) marketing slogan, "Feel it. It is here", for the 2010 FIFA World Cup South Africa (Germaner, 2010), which was widely misinterpreted as "Philip is here", and thus "Philip" became a local in country nickname for the tournament.

The impact of media is multifaceted and so integrated within cultural fibre that it is perhaps limiting and naïve to narrow the foci or restrict studies to one approach and attempt to single out a topic of enquiry. Kellner and Durham (2006:ix) support the application of multiple theoretical and methodological approaches. The application of more theories to an issue gives greater perspective of understanding the concern from different contexts (Kellner & Durham, 2006:xii). Similarly the use of multiple stakeholder approaches to an investigation will reveal insights from respective stakeholders involved in the research and contribute to a more balanced understanding than a one-sided study would achieve. However, the logistics of applying a multiple stakeholder approach are not always feasible.

In an ever changing world new explanations are required to understand events, implications, actions and reactions. This is not to say that previous theory and explanations are incorrect, rather it is the progression and development of prior theory that has advanced academic pursuits of understanding the social sciences (Mouton, 1996:15). According to Kuhn (1970), different worldviews dominate different eras and for that reason influence the research of specific periods. The specific worldview applied to a body of research embeds the study within the context of that worldview. Therefore studies and findings developed within the guidance of one worldview may not be relevant or applicable under the framework of alternative worldviews.

In pursuit of knowledge development and problem solving certain assumptions and limitations prevail to isolate the concern within specific boundaries of the investigation.

Whilst this logic has been applied to this study, it should be recognised that conditions in the real world are dynamic. The real world is an open system that interacts chaotically with components from both its internal and external environments in unpredictable ways (Brown, 1995:89; Stapleton, 2008:19). It should be acknowledged that these complex interactions exist and are beyond control.

The preceding discussion has touched on the concept of constant change; remarked on associations between society, culture and media; and introduced postmodernism as a cultural concept through the deconstruction and reconstruction of cultural realities. The remainder of the chapter will motivate the appropriateness of postmodernism as a worldview for this study, rooting the study within the worldview of postmodernism; and serve as a critical frame of reference for this study’s discourse, by extending the application of postmodernism to the marketing discipline with specific reference to the role of mobile phone media and digital social media in marketing communication.

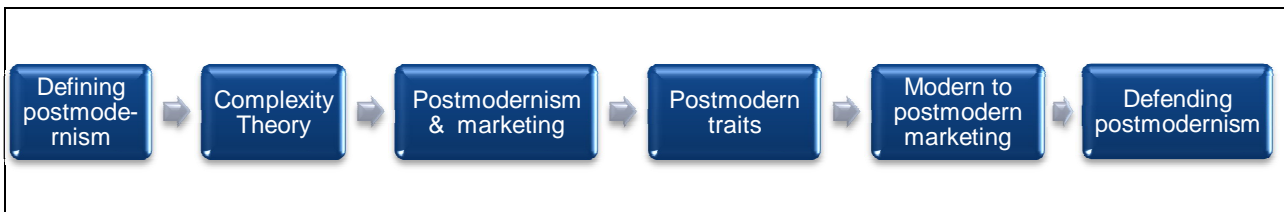
A three step process was applied in this evaluation, as per Table 2.1.

**Table 2.1: Three step evaluation process to evaluate postmodernism**

<b>STEPS</b>
1. Define postmodern trait
2. Postmodernism trait in a marketing and/or marketing communication context
3. Relevance of postmodern trait for digital media (mobile phone and social media)

The framework for this chapter is depicted in Figure 2.1.

**Figure 2.1: Chapter framework of Chapter 2**





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## 2.2 WHAT IS POSTMODERNISM?

Postmodernism means different things to different disciplines (Brown, 2006:212; Brown, 1994:28; Firat *et al.*, 1995:41). Some of the disciplines applying postmodernism include: architecture, art history, anthropology, civil engineering, cultural studies, economics, education, geography, history, law, literature, management, marketing, media studies, organisation studies, philosophy, political science, psychology, sociology, theology, women's studies and zoology (Brown, 1995:61).

Despite different interpretations of postmodernism, there is general consensus that it is foremost a cultural phenomenon (Brown, 1994:28; Firat & Dholakia, 2006:123; Jameson, 2006:484; Poster, 2006:533; Samuels, 2008:221). There are several facets to the cultural perspective of postmodernism. If one recognises that marketing is part of culture (Brown, 1995:107; Firat & Dholakia, 2006:124) then postmodern cultural aspects become important factors in the context of marketing. An outline of common postmodern cultural aspects follows.

- *Economic basis.* Forces of globalisation and capitalism have resulted in increased production and correspondingly increased consumption. In the process the world operates chaotically and 24/7 (Brown, 2006:213).
- *Multiculturalism.* Postmodernism recognises that the world comprises of multiple and diverse cultures (Firat & Dholakia, 2006:126; Firat *et al.*, 1995:41; Samuels, 2008:221). Examples include: the increased awareness of minority group interests and class neutral issues, the erosion of the nuclear family, fulfilment of multiple roles, reduced dependence on religion, and a drive towards self-actualisation (Brown, 1994:35). Globalisation could be considered to attribute to the multiculturalism aspect of postmodernism, because one of its outcomes is greater awareness of different societies, cultures and practices, which in turn has improved the general public's understanding and acceptance of diversity.
- *Tolerates difference.* Although postmodernism tolerates difference, it does not eliminate preference (Firat & Dholakia, 2006:127; Samuels, 2008:221).
- *Social constructivism.* Truths and values are socially constructed (Firat *et al.*, 1995:40; Samuels, 2008:221).

- *Poststructuralism or deconstruction.* Poststructuralism or deconstruction is the acceptance of the fact that a single text or sign may represent multiple meanings depending on the perspective of the receiving audience (Firat & Dholakia, 2006:126; O'Shaughnessy & O'Shaughnessy, 2002:110; Samuels, 2008:222). This is the realisation that some conditions may not receive wide spread acceptance by society, which is understandable, not everyone should be required to conform, but these conditions can be critically engaged with (Firat & Dholakia, 2006:125). Poststructuralism and social constructivism are closely associated to relativism. The principle of relativism holds that a set of beliefs and truths are not necessarily applicable to all cultures or across time periods (O'Shaughnessy & O'Shaughnessy, 2002:119).
- *Pastiche, the aesthetic manifestation of postmodernism.* Pastiche entails the mixing and recombination of various aspects of different cultures, which are typically depicted as artistic expression and may be reflected in media content (Brown, 2006:213; O'Shaughnessy & O'Shaughnessy, 2002:113; Samuels, 2008:222). The media is representative of the present cultural and social environment (Kellner & Durham, 2006:xx).
- *Focus on the present.* Postmodern culture deals with the here and now (Firat & Dholakia, 2006:128).
- *Changes in knowledge and thought.* Brown (2006:214) draws comparisons of knowledge orientation between modernism and postmodernism (articulated in Table 2.2). This change of orientation with its lack of universal truths allows one to select relative options through preference rather than dictating a single best approach to a situation.

**Table 2.2: Comparisons of knowledge orientation between modern and postmodern conditions**

<b>MODERN</b>	<b>POSTMODERN</b>
<ul style="list-style-type: none"> <li>• Objective knowledge</li> <li>• Universal laws</li> <li>• Meaningful generalisations</li> <li>• Absolute truths</li> <li>• Objectivity</li> <li>• Spectatorship</li> </ul>	<ul style="list-style-type: none"> <li>• Boundedness knowledge</li> <li>• Lack of universal laws</li> <li>• Limits of generalisations</li> <li>• Irrationality</li> <li>• Subjectivity</li> <li>• Participation</li> </ul>

Source: Conceptualised from Brown (2006:214)

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Postmodernism is further distinguished from modernism, through its rejection of modernism's grand narratives (Brown 2006:214; Firat & Dholakia, 2006:126; Kumar, 2005:107; O'Shaughnessy & O'Shaughnessy, 2002:113), namely: history and progress; truth and freedom; reason and revolution; science and industrialism.

Western humanity's progress, with achievements like capitalism, scientific discovery and democracy, are outcomes of modernity that were accelerated under the guidance of grand narratives and universal practices that applied the best option to each scenario (Firat & Dholakia, 2006:127; Samuels, 2008:222). Modernism is characterised by rationality, linear progress and ideology (Berthon & Katsikeas, 1998; Firat & Dholakia, 2006:128). Brown (1995:69), acknowledges that modernism "has provided unimaginable material well-being, incalculable knowledge accumulation, astonishing aesthetic accomplishment and incredible technological innovation", but considers the costs incurred to achieve these gains to outweigh their benefits. "The modernisation of western society, for all its industrialisation, bureaucratisation and secularisation, has contributed not only to a gradual decline in morality, charity, spirituality, humanity and the sense of community but an inexorable increase in crime, delinquency, deviance, drug abuse, mental illness, neuroses, waste, hedonism, materialism, anomie and alienation" (Brown, 1995:69).

The text box that follows encloses the first quasi-proposition of the thesis. The role of the quasi-propositions, which consist of questions and/or propositions, (as outlined in Chapter 1) is to reflect on the scope of existing knowledge and its applicability in a postmodern society. This series of reflections will be summarised in Chapter 8 to provide an overview of key theoretical issues that were contemplated in this study.

**Modernism's necessity**

Perhaps these aspects of modernisation, highlighted by Brown (1995), provide a cautionary tale, a lesson in the consequences of actions and the need for sustainability. Conceivably the undesirable aspects of modernism have contributed to a changed approach, in the form of postmodernism to mitigate these negative effects. This stimulates one to contemplate if modernism was a necessary movement to advance humanity; and what position humanity would find itself in today if it were not for the modernism movement?

The modernism movement is particularly pertinent to the issue of technology. Modernism has been credited for “incredible technological innovation” (Brown 1995:69). According to Firat and Dholakia (2006:123), the shift from modernism to postmodernism is a result of a dramatic cultural change and accelerated development in technology, especially in the domain of digital communication and electronic transaction, which collectively have driven change and continue to transform culture. Kumar (2005:7) cites technology as a significant propellant of globalisation through both the greater connectivity and flow of information that it is has been able to achieve. Technology advances have also driven the transformation from standardised mass production outputs using equipment dedicated to a single function, to product diversity by means of flexible robotics and computerised manufacturing methods (Brown, 1994:35).

Poster (2006:533) brings together the association of postmodern culture and new communication systems. He rationalises that new communication systems not only increase the efficiency dimension in terms of information exchanges through increased productivity, but also prompt widespread change in culture, with specific reference to how identities are built. Poster (2006:533) references changes in communication systems of the Middle Ages (moving from face-to-face to print transactions for interactions to take place between traders at a distance) that were necessitated to further trade exchanges within the merchant culture of this period as an analogy to the new communication systems of present day and the impact these systems have on culture. Poster (2006:533) considers new communication systems to improve life and social equity.

This sentiment is echoed in the wide dispersion of the Internet and the mobile telephone communication system, which contributes to the promotion of equitable communication in society. The implications of this system resonate in McLuhan (2006:108) who claimed, “the ‘message’ of any medium or technology is the change of scale or pace or pattern that it introduces into human affairs”. McLuhan (2006:108), further notes that, “the medium shapes and controls the scale and form of human association and action”.

**Technology drives postmodern culture**

It is therefore reasonable to conclude that technology has been an important precursor and perpetuator of postmodern culture.

As with any societal or cultural movement, postmodernism is a culmination of multiple forces interacting within a specific period. Whether or not one chooses to classify different eras, unquestionably the society and culture of today are not what they were yesterday, nor what they will be in the future.

This notion of change in society, could be considered as a form of regeneration, which in turn is a manifestation of Baudrillard's postmodern hyperreal concept of *simulacra* (that is a copy of a copy which has no original) where through reproduction of structures and situations humanity occupies "a universe strangely similar to the original" (Baudrillard, 2006:460).

**2.3 POSTMODERNISM: COMPLEXITY THEORY**

This thesis takes the position that social entities (individuals, communities, organisations, industries) are complex systems operating in a volatile environment. Accepting this position can be disquieting. Systems in a constant state of flux lack stability, are unpredictable, and are constantly changing in response to environmental influences. Attempting to sustain equilibrium under conditions of fluctuating variables would be challenging, and possibly detrimental, because, despite ongoing adjustments it would be impossible for the entity to retain equilibrium with every variable, so it would have to select variables to align with. Inevitably by aligning with a limited number of variables the entity would become detached from its overall environment as a result of unpredictable dynamics between variables at each point in time.

At this stage it would be pertinent to review some aspects of complexity (environmental determinism, megamarketing, non-linearity, positive feedback, edge of chaos) with respect to organisations in particular (although the concepts apply equally to other entities) and addressing issues of complexity relating to communication.

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- *Environmental determinism* takes the view that environmental forces are beyond the organisation's control and as such the environment determines the shape of the organisation. At the other end of the spectrum is *megamarketing*, which states that organisations can exert some influence on their external environment, for example, through lobbying, so the organisation is not entirely at the mercy of the external environment (Stapleton, 2008:9).
  - *Non-linearity* is a characteristic of complex systems. This implies that inputs and interactions between them do not achieve predictable outcomes and the system never reaches equilibrium. These characteristics of complexity are evident in social systems. Social systems are multidimensional; they are unbounded; and the rules of the system change over time as the system readjusts (Stapleton, 2008:20).
  - In non-linear systems the *edge of chaos* is the interface between stability and disorder, which is characterised by dis-structure, which gives these systems the flexibility to react in a volatile environment without collapsing into an entropic state (Stapleton, 2008:14).
  - *Adaptive systems* are self-maintaining and self-managing systems that operate far from equilibrium, but are environmentally dependent (Stapleton, 2008:20). They are characterised by four traits: a) they comprise of numerous agents acting at random, not hierarchical; b) they continuously re-organise, forming as many levels as needed; c) they require energy to sustain them, if they are not sustained they will dwindle out; and d) they have capacity to learn (Stapleton, 2008:25).
  - *Positive feedback* is in direct contrast to negative feedback. Where negative feedback is used as a regulatory control to regain equilibrium, positive feedback augments the direction of change to sustain disequilibrium, small fluctuations have the capability to magnify great change in unstable systems (Stapleton, 2008:14). Organisations electing to apply the negative feedback mechanism to their organisations run the risk of hampering their development and may find themselves occupying an artificial position. The act of continuously readjusting to be in equilibrium with a particular aspect of the environment will cause the organisation (for example) to move further and further away from its intended position, which may render it uncompetitive. This aspect is especially applicable to marketing communication whose methods are challenged by current chaotic environments.

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Two notable variables affecting today's environment are a) technology (Schultz & Schultz, 2004:12), specifically developments in digital communication and b) loss of power from the organisation to the customer (Schultz & Schultz, 2004:161). Ageing marketing models are not equipped to compute changes to these variables and accommodate new ones. The current mix of technology, society and economic influences have created new human actions that were not previously possible (Rheingold, 2002:xii).

A state of complexity implies that organisations need to be sensitive to fluctuations in their operating environments and exercise flexibility to respond to changes for the purposes of positively benefiting their business.

## 2.4 POSTMODERNISM AND MARKETING

Marketing developments have a tendency to mirror those of culture (Brown, 1995:107; Firat & Dholakia, 2006:124; Procter & Kitchen, 2002:145). This section will address the affect of postmodernism in marketing and/or marketing communication. Although elements of modernism are still relevant to marketing it is the intention of this discourse to emphasize postmodernism aspects of marketing.

Firat and Dholakia (2006:133) use the metaphor of theatre to convey the transformation in marketing from modern to postmodern. The stage, props, actors, directors and performance represent the professionally engineered aspects of business and marketing disciplines and the theatre audience represents the market. In modern marketing the staging entities were co-ordinated by their directors and the performance was independent of their non-participatory audience. The audience were passive observers that were *talked at*. On the other hand the postmodern marketing condition invites the audience to get on the stage and interact with the performance to *talk with* the staging entities and be involved in the production as co-performers or collaborators. This implies that customers are not only interacting with the official stage crew (marketing entity), but also with other members of the audience (customers and prospects) in a production through which they produce their consumption experience. Firat *et al.* (1995:42) refer to this process as a “reversals in



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production and consumption”. Audience interactions (customer-to-customer) provide a mechanism for customers to share lived brand experiences. If marketing is about serving customer needs and wants, the customer should be involved in the process; it is human nature for people to want to participate in elements that affect their lives (Firat & Dholakia, 2006:137). The theatre metaphor is a useful way to visualise stakeholder interactions in postmodern marketing.

To understand postmodernism’s role in marketing it would be constructive to examine the various themes that underlie postmodernism, which will be covered next.

## **2.5 POSTMODERNISM TRAITS**

Different interpretations of postmodernism across various disciplines have resulted in a lack of consensus on precise definitions of postmodernism and its inherent characteristics (Brown 1995:106; O’Shaughnessy & O’Shaughnessy, 2002:110). Postmodern characteristics are not mutually exclusive and tend to coalesce into each other (Brown, 2006:226; Firat & Dholakia, 2006:128) this will become apparent in the ensuing discussions. However, despite these challenges attempts have been made to define traits (Berthon & Katsikeas, 1998; Brown, 1994:38). Table 2.3 summarises classifications of postmodernism traits with respect to the marketing discipline. There is some degree of overlap between classifications; and differences in terminology are more likely a result of synonyms or absorption of traits into another. A lack of clarity is a noticeable condition of postmodernism mainly because the movement extols multiplicity.



**Table 2.3: Traits of postmodernism**

<b>BERTHON &amp; KATSKEAS (1998)</b>	<b>BROWN (1994,1995)</b>	<b>FIRAT &amp; DHOLAKIA (2006)</b>	<b>FIRAT ET AL. (1995)</b>
<ul style="list-style-type: none"> <li>• Hyperreality</li> <li>• Fragmentation</li> <li>• De-differentiation</li> <li>• Paradox</li> <li>• Time and space</li> <li>• Anti-foundationalism</li> </ul>	<ul style="list-style-type: none"> <li>• Hyperreality</li> <li>• Fragmentation</li> <li>• De-differentiation</li> <li>• Pastiche</li> <li>• Chronology</li> <li>• Anti-foundationalism</li> <li>• Pluralism</li> </ul>	<ul style="list-style-type: none"> <li>• Hyperreality</li> <li>• Fragmentation</li> <li>• Decentering</li> <li>• Juxtapositions</li> <li>• Difference</li> </ul>	<ul style="list-style-type: none"> <li>• Hyperreality</li> <li>• Fragmentation</li> <li>• Reversals of production and consumption</li> <li>• Decentring of the subject</li> <li>• Paradoxical juxtapositions (of opposites)</li> <li>• Loss of commitment</li> </ul>

Source: Conceptualised from Berthon and Katskeas (1998); Brown (1994,1995); Firat and Dholakia (2006); Firat, Venkatesh and Dholakia (1995)

For analytical purposes Brown’s (1995) traits have provided the structure for discussion, because Brown contextualises how these traits have manifested in marketing more so than other authors. However other scholar’s assessments have been incorporated into this critique. Therefore, postmodernism characteristics of fragmentation, de-differentiation, hyperreality, pastiche, anti-foundationalism and pluralism will be reviewed through a three step evaluation process, as outlined in the introductory paragraphs (refer to Table 2.1). To reiterate, firstly, the postmodern trait will be defined; secondly, the trait will be considered in a marketing context with emphasis on marketing interfaces with consumers; and thirdly where relevant applications of the trait in terms of marketing communication through digital media (social media and mobile phone media) will be suggested by the author, elaborating on the most salient opportunities of the trait, as conceptualised from the literature. The hybrid nature of digital media is such that it duplicates features from other media. With this understanding, in the following discussion where postmodernism has been applied to other media, inferences will be drawn against mobile phone media and social media. It must be further noted that specific applications of mobile phone media and social media will be addressed in Chapter 4.

### **2.5.1 Fragmentation**

“Fragmentation refers to the seemingly inexorable disintegration and demise of political stability, social organisation, mass market economics, the unified self, the nature and grounds of knowledge, and inevitably, the

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all-pervasive, disconnected array of vivid images generated by the increasingly hydra-headed media” (Brown, 1995:106).

**Fragmentation: Defining attributes**

In the context of postmodernism fragmentation refers to chaos, the dissolution of established systems and the relationships between entities within a system (Berthon & Katsikeas, 1998; Brown, 1995:106; Firat & Dholakia, 2006:131). Postmodernism’s apparent destruction of domains does not eliminate them, instead, it deconstructs and then reconstructs them into multiple sub-domains, as relevant to different sectors of interest. This micro-segmentation aspect of postmodernism has not escaped criticism, because a micro orientation neglects macro perspectives (Best & Kellner, 1991). However with the extensive multiplicity and variability that the marketing discipline faces it is often forced to function at a micro-level, so from a marketing position opting for a micro perspective over a macro perspective may stand to reason. This debate will be resumed in Chapter 3 in discussions concerning the concept of integrated marketing communication.

Conceivably the formation of networks (physical or virtual) maintains linkages (tight or loose) between different fragments of society (people or entities). Consumers, for example, participate in multiple groups, which infers that the consumer participates in multiple consumption experiences, although these are not necessarily related episodes. Fragmentation represents a lack of commitment to any particular course (Brown, 2006:217; Firat & Dholakia, 2006:125).

**Fragmentation: Marketing context**

Micro-segmentation raises challenges for both consumers and marketers. Markets are fragmenting into smaller and smaller segments, and not just consumer segments, product segments too are also seeking niche demands (Brown, 1995:46; Procter & Kitchen, 2002:147). Take an arbitrary category like shampoo for example; which includes variants for fine, coloured, greasy, dry, volume-seeking, curly, straight, and shiny hair amongst others.

Consumers are inundated with choice and are obligated to constantly assess their needs.

**Consumer conundrums**

Should consumers continue purchasing the brand they have always used, or try a new variant, or switch brands? How do they decide; is it through advertising, sampling, promotions, testimonials, word-of-mouth, brand loyalty, a combination of these or on a whim? Is it any wonder that consumer buying behaviour has become unpredictable?

**Consumers are defined by their choices**

It could be argued that, through micro-segmentation, marketers are directly responsible for this consumer conundrum. Nevertheless as a result of micro-segmentation marketers have been able to meet consumer needs; perhaps fulfilling some needs consumers did not know they had (Firat & Dholakia, 2006:127). According to Procter and Kitchen (2002:147), the postmodern consumer might not necessarily know what he or she wants but knows what he or she does not want. The decision one makes about rejecting an offering is still a choice; it is as much a decision as that taken when selecting a specific offering. Thus conscious rejection choices made by an individual contribute to his or her characteristics as much as the acceptance choices made.

However, to overcome the issue of multiple markets, marketers may have to resort to alternative marketing and/or marketing communication approaches, in order to successfully portfolio-manage brands and their respective variants. A service or goods category audience may be demographically identical, however when it comes to promoting specific variants, psychographic and or physiological attributes become important segmentation differentiators. So should a marketer produce multiple commercials to reach its different target segments? Brown (1995:109) remarks on a Coca-Cola campaign that produced twenty-six different television commercials, for the same product, to target its different market segments. There are unquestionably less expensive media approaches.

In terms of the media environment, mass media has not only fragmented into multiple forms (newspaper, print, television, radio, the Internet and mobile phone media to mention a few) (Brown, 1995:106; Firat *et al.*, 1995:42), but also within each media type there is incremental fragmentation through the volume of different publications, channels, websites, applications on offer; local, regional and national media splits; and a catering for niche pockets of interest (Berthon & Katsikeas, 1998). Somewhere in this sea of media marketers need to locate and connect to their audiences and minimise fragmentation of

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their communication. Furthermore, the issue of consumer choice is just as pertinent when it comes to determining which media the consumer uses.

### **Combating fragmentation**

Some alternatives to mass media approaches, to combat the condition of fragmentation, have been suggested, as follows.

- For example, customer profiling through sophisticated data management is a possibility (Brown, 1995:108), through tracking purchase behaviour via loyalty cards or through other means, like tracking individuals' digital media patterns to produce customised or personalised communication. Although access to individuals' personal information, and use of their data, is a contentious issue in an increasingly electronically connected world, considering the potential for misappropriation of data. Methods of retrieving personal information and manner of use could be perceived as invasion of privacy.
- Other non-mass means for marketers to reach consumers include promotions, discount vouchers, trial offers, gifts with purchase, and buy one get one free propositions.
- Alternatively one could form an interest group or save capital resource by targeting existing groups (either physical or virtual communities). Grönroos (2005:2-3) is understood to favour the latter, with a longer-term customer-centric approach to marketing through the concept of value-in-use. Value-in-use is the value customers obtain from using services or goods, and only the customer can assign a value to the goods or services used, thus motivating the customer-centric approach. Value-in-use forms part of service marketing and relationship marketing practices (Grönroos, 2005:2), which centre on creating relationships with customers to initiate and maintain interactions with customers. An intention of developing customer relationships is loyalty and therefore long-term sustainability for repeat purchases. Various marketing approaches will be addressed in Chapter 3, which pertains to marketing specifically.

The above commentary has been limited to fragmentation encountered at anticipated interfaces between customers and marketers. Fragmentation is prevalent in other areas of marketing such as supplier networks, distribution channels (e-stores and physical outlets), and within the structure of marketing organisations which have undergone de-layering. Firat and Dholakia's (2006:129) view of fragmentation is similar to Brown's (1995) views of hyperreality and pastiche traits, as the structure of this section follows Brown's (1995) classification of postmodern traits, therefore Firat and Dholakia's view of fragmentation will be contained within the relevant section. These interpretive differences are in themselves

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illustrative of postmodern traits coalescing and blurring of definitions between characteristics.

**Fragmentation: Marketing communication applications through digital media**

Following on from the discussion of fragmentation in marketing, mobile phone and social media present several opportunities to facilitate customised communication at a micro level. Thus achieving breakthrough in a cluttered mass media landscape to tap into unique value propositions of mobile and social media, such as personalisation, privacy, convenience and localisation (Varnali, Toker & Yilmaz, 2011:viii); these include database marketing, interactive marketing and relationship marketing.

Mobile phones have evolved into hybrid devices with powerful media capabilities. They have become socially acceptable indispensable lifestyle instruments. They are interruptive and hold their owners' hostage to their every beep, vibration, or other permutation to gain attention. Debatably, the demands mobile phones place on their owners has contributed to a fragmented lifestyle. People are contactable 24/7, and aided by their mobile phones have the flexibility to interact with media anytime and anyplace. The omnipresence of mobile phones perhaps brings fresh meaning to Jameson's (1985:119) prediction of "perpetual present", which initially referred to a world characterised by an incessant concentration of passing media. In the media fragmentation debate, the author's view is that arguably an anticipated rise in the use of personal digitised media may yield a corresponding decline in mass communication.

**Overcoming issues of micro-segmentation and communication clutter with digital media**

In the context of marketing communication the two main areas of opportunity conceptualised from the preceding account on fragmentation are micro-segmentation and communication clutter. Table 2.4 considers possible marketing communication tactics to address these issues through the use of mobile and social media platforms.

**Table 2.4: Possible tactics to address fragmentation through mobile and social media in marketing communication**

<b>OPPORTUNITY</b>	<b>MARKETING COMMUNICATION TACTIC</b>	<b>MOBILE MEDIA</b>	<b>SOCIAL MEDIA</b>
Micro-segmentation	• Develop tailored communication to different interest groups or personalised communication to individuals.	✓	✓
	• Establish relationships with customer.	✓	✓
	• Attempt to leverage network linkages between participants within social groups.	partly	✓
	• Build customer profiles.	✓	✓
Communication clutter	• Develop stand out communication (e.g. use multi-media or offer vouchers.)	✓	✓
	• Provide customers with value (e.g. branded or non-branded content or useful related information.)	✓	✓
	• Stimulate word-of-mouth to inspire customers to forward communication virally to other people. In this way the other recipients may be more receptive to the communication because it has been supplied to them from a known source. (Attempt to deliver marketing communication through customer-to-customer exchanges).	✓	✓

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### 2.5.2 De-differentiation

“De-differentiation involves the erosion, effacement and elision of established hierarchies – high and low culture, education and training, politics and show business – and the blurring of what were formerly clear-cut entities” (Brown, 1995:107).

#### **De-differentiation: Defining attributes**

De-differentiation is closely related to fragmentation, where fragmentation concerns disintegration and re-synthesis, de-differentiation is the blurring of boundaries between fragments (Berthon & Katsikeas, 1998; Brown, 1995:106; Firat & Dholakia, 2006:131). The implosion of boundaries encountered through de-differentiation encompasses both intra-domains and inter-domains. This diffusion of domain boundaries is likely to contribute to the acceptance of cultural diversity. The lack of distinction created through de-differentiation further displaces established beliefs between relationships of object and subject (Firat & Dholakia, 2006:131), which is a key aspect of de-differentiation.

#### **De-differentiation: Marketing context**

The distinction between consumers and marketers is changing as consumers become more involved in shaping their lives (Firat & Dholakia, 2006:137), this could be likened to displacements of subject and object. Firat and Dholakia (2006:136) consider the concept of *partner-players*, where together consumers and marketers build needs, desires, ideas for and of life and meaning. Firat and Dholakia (2006:140) contend that the postmodern consumer is a *post-consumer*. Post-consumers are “less concerned about the material values and more interested in the experience value of activities” (Firat & Dholakia 2006:140).

#### **Customer partnerships and collaboration**

Today, perhaps less emphasis is placed on material or functional values because there is an abundance of goods within each product category offering relative performance parity. The concepts of partner-players and post-consumer agree with Grönroos' (2005:2-3) advocacy of value-in-use and relationship marketing.

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Relationship marketing characterised by multi-directional flow of communication between marketers and consumers (Grönroos, 2005:2-3), further blurs distinctions between marketers and consumers, where the roles of receivers and senders are interchangeable in these interactions (interchanging roles between subject and object). Post consumers in effect become extensions of the marketing organisation within their communities (Firat & Dholakia 2006:155); this could have negative as well as positive implications, depending on consumer reactions. Aspects of consumers interacting with brand assets is evident in fan fiction, where Jenkins (2006:557) reveals that film fans pay tribute to favourite movies, scenes, directors and producers by re-creating aspects of films with fans applying their perspectives to favourite segments. These multi-media interpretations sometimes take extensive liberties with characters, changing scenarios, introducing other characters, providing new sound tracks, making scenes more contemporary, and even including themselves in their homage. Jenkins (2006:554) holds new media responsible for spawning this participatory culture, which is palpable in the entertainment genre, where fans interact, create, transform, adapt and re-circulate content. This interactivity is however at odds with the media and brand conglomerates in terms of protection of their original content, brand assets and intellectual property rights. Concern over consumers' use of brand assets is not isolated to the film industry; it is an anxiety shared by most brand custodians. There is good reason for this concern as the brand is one of the few remaining aspects of marketing that marketers still have control over and provides a source of competitive advantage (Kotler & Armstrong, 2010:248). Jenkins (2006:558) appeals to marketers to relinquish control over intellectual property to release these assets to the public; postulating that icons and characters will increase in value as the public are allowed to interact and play with them (another manifestation of the value-in-use concept). Some marketers have taken note of Jenkins' logic, as evident through the creation of competitions for consumers to produce commercials, with the winning advert going into formal production and commercial flighting, which means that the advertisement is formally placed by the advertiser in the medium it was designed for. Technological developments in digital media have made it more affordable for people to a) generate media content and b) produce content that rivals professional productions (Jenkins, 2006:552).





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Continuing with an advertising theme, Brown (1995:112) raises the point that boundary blurring occurs between advertising and editorial content too in, for example, infomercials, advertorials, radiotorials, netorials, testimonials, edutainment, infotainment, and user generated content in comparison to scripted material. For the uninitiated, these formats make it difficult to distinguish the difference between advertising and editorial communication. Brown (1995:110) also observes mixing of high culture and low culture in advertising; for example, the use of classical music scores to provide the sound track to cigar commercials. This example also highlights the juxtaposition or pastiche aspect of postmodernism, which is the mixing of seemingly unrelated genres.

De-differentiation is apparent in consumers' consumption of media, with younger consumers seamlessly interacting with non-computer mediated media as well as computer-mediated media (Odom, Zimmerman & Forlizzi, 2011:1497; Samuels, 2008:220). This behaviour hints at the fact that marketers should consider deploying media neutral campaigns. A media neutral campaign encompasses all forms of brand communication and allows the communication to traverse across multiple touchpoints (Hackley, 2010:138).

The Internet is a master de-differentiator. It dissolves multiple boundaries, such as geography, gender, time, age, commercial and private lives, and fact and fiction (Berthon & Katsikeas, 1998). These properties apply to the mobile Internet too, perhaps more so. Computer-mediated media's interactive properties are unlike any other medium; for example their capacity for virtual community development, which helps to build and maintain permanent or temporary (such as cause related) relationships (Jenkins, 2006:556; Poster, 2006:541). The potential for exponential reach is yet another prospect of computer-mediated communication. Where non-computer mediated media was dominated by large conglomerates serving the masses; computer-mediated media, like the Internet, offers media power to the individual. It also affords individuals the possibility of reaching more people than would be possible using non-computer mediated media.

De-differentiation relates to the idea of reversed production and consumption, which is the notion that consumption has surpassed production, in the cultural context of defining

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oneself (Firat *et al.*, 1995:42). Individuals produce meaning through the act of consumption. However, Procter and Kitchen (2002:148) consider that the symbols people produce through consumption are continuously changing, which recognises customers' shifting wants and needs. People are dynamic. A postmodern culture allows people to simultaneously occupy different roles depending on the circumstance they find themselves in (for example, a woman may be a mother, wife, sister, and/or corporate executive).

**De-differentiation: Marketing communication applications through digital media**

The concept of loss of distinction between objects and human subjects (Firat & Dholakia, 2006:137; Samuels, 2008:219) has interesting connotations regarding the relationship between mobile phones and their owners or users. The fragmentation discussion on mobile phones mentioned the disruptive effects of mobile phones on their users' activities. This begs the question of who is in control - does the mobile phone control its user or is the user in control over the mobile phone?

Mobile phones bring flexibility to communication. People are not confined to a particular place or time to communicate (talk, text, email, use an instant messenger (IM), access social networks, and other social media activities), transact, or browse the Internet, thus dissolving time and place (Székely & Nagy, 2011:2191). Unlike some forms of media, mobile media can be used in interstitial space, times and places which are not always suitable for other media use, such as commuting and queuing (Dimmick *et al.* 2010:2). People are highly accessible through their mobile phones (typically phones are no more than an arm's reach away), unlike other media, thus diffusing the boundary of accessibility. Furthermore, mobile phones are highly interactive devices, with their range of multi-media communication offerings, which presents them as a suitable media to exploit for customer relationship management. The diffusion of accessibility applies to the context of social media too by providing the means for people to communicate across time and geographic boundaries.

**Leveraging opportunities from blurred boundaries and value creation with digital media**

In the context of marketing communication the two main areas of opportunity conceptualised from the preceding account on de-differentiation are blurred boundaries and the creation of value. Table 2.5 considers possible marketing communication tactics to address these issues through the use of mobile and social media platforms.

**Table 2.5: Possible tactics to address de-differentiation through mobile and social media in marketing communication**

<b>OPPORTUNITY</b>	<b>MARKETING COMMUNICATION TACTICS</b>	<b>MOBILE MEDIA</b>	<b>SOCIAL MEDIA</b>
Blurred boundaries and displacement between object and subject	<ul style="list-style-type: none"> <li>Embrace the concept of multi-directional flow of communication between marketers and customers, who interchange between roles of sender and receiver. Emphasise relationship marketing through interactivity.</li> </ul>	✓	✓
	<ul style="list-style-type: none"> <li>Marketers should communicate with the customer at the customer's convenience, for example, when the customer reaches out to communicate.</li> </ul>	✓	✓
Creating value	<ul style="list-style-type: none"> <li>Create customer experiences by providing meaningful value to the customer. For example, through the provision of related content such as relevant applications.</li> </ul>	✓	✓

**2.5.3 Hyperreality**

“Hyperreality, as exemplified by the fantasy worlds of theme parks, virtual reality and computer games, involves the loss of a sense of authenticity and the becoming ‘real’ of what was originally a simulation” (Brown, 1995:107)

**Hyperreality: Defining attributes**

The previous discussion on de-differentiation centred on the blurring of boundaries. The hyperreal condition blurs distinctions between reality and fantasy (Brown, 2006:217; Firat & Dholakia, 2006:128). Baudrillard (2006:453) further describes the hyperreal as a form of reality that has been constructed on an imagined plan. The most popularly cited example of hyperreality is *Disneyland* for its integration of fantasy and reality (Baudrillard, 2006:462; Berthon & Katsikeas, 1998; Brown, 1995:129; Firat & Dholakia, 2006:128; Procter &

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Kitchen, 2002:147). The virtual worlds of cyberspace are other examples of the hyperreal condition, relevant to today's society (Brown, 2006:216).

### **Hyperreality: Marketing context**

The presence of hyperreality is unmistakable in media, particularly in advertising content and entertainment offerings. Consumers confront the hyperreality of advertising on a daily basis. They are bombarded with flawless product shots, models air-brushed to perfection, dream realities and propositions of apparently life changing remedies. Sometimes customers are challenged to draw meaning from ambiguous creative renditions designed to extol benefits for products or services (Brown, 1995:114; Firat & Dholakia, 2006:129; Procter & Kitchen, 2002:147), and some advertisements, it would seem, have little to do with the product they are actually advertising.

In entertainment media, soap operas and films revel in hyperreality, notably science fiction genres. Reality programming, like *Survivor* and *Big Brother*, could also be considered as hyperreal, in the sense that program participants are aware they are being watched so they may present alternative modes of behaviour, than they would otherwise exhibit away from the all seeing eyes of cameras and the public. Computer games are a clear manifestation of hyperreal. Gaming products range from stand alone portals to massively multiplayer online role-playing games (MMORPG) like *World of Warcraft* (Kaplan & Haenlein, 2009:563). MMORPGs of the scale of *World of Warcraft*, with over 8.5 million subscriptions (Kaplan & Haenlein, 2009:564) are massive virtual social worlds. Virtual commerce within these worlds is starting to gather momentum; games have already accepted virtual advertising, for example, placing advertisements on billboards around racetracks featured in automobile racing games (Kaplan & Haenlein, 2009:563). In terms of game players, their hyperreal motivations for playing games could include escapism from current realities, exploring fictitious alternatives. Poster (2006:543) postulates that virtual reality may imply multiple realities or a single reality taking different forms. This aspect is particularly interesting in identity development. For example, in virtual worlds participants can be whoever they want to be, which may influence participants' identity development in the physical world. For Generation Y gaming has been associated with control, adolescents generally experience limited control in their day-to-day lives, but when

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it comes to their computer games they are in charge (Pitout, 2001:517; Yarrow & O'Donnell, 2009:52).

Virtual worlds are becoming more commonplace, with pertinent examples being online social network communities. The current popular ones are *Facebook* and *Twitter* with 750 million and 100 million active users respectively, as of September 2011 (*Facebook*, 2011; Taylor, 2011). Poster (2006:543) remarks that virtual and real communities are juxtapositioned, with virtual communities reinforcing real ones; perhaps there may come a time when this situation reverses with virtual communities superseding real communities in an increasingly digitally connected world. E-commerce is yet another aspect of hyperreality, some organisations, like *eBay* and *amazon* operate nearly exclusively on the Internet.

Returning to the physical world, other hyperreal marketing acts include the building of brand personalities and values around inanimate items. This also applies to borrowing celebrities to reinforce a brand's personality. The author is of the opinion that in many cases it could be argued that celebrities are, in themselves, constructed brands which have been built following a similar premise of construction.

In examining media and hyperreality, Baudrillard's (2006:453) description of the hyperreal as a form of reality that has been constructed on an imagined plan is considered. Taking this definition literally implies that all forms of electronic media are hyperreal, because they are invented forms of reality. Contemplating Baudrillard's (2006:460) simulacra concept, that simulacra are copies of a copy for which there is no original, one could argue that computer-mediated media are simulacra of non-computer mediated media, considering their multi-media properties and capacity for convergence to replicate content of non-computer mediated media. The Internet for example, includes the capacity for people to read newspapers, watch films, listen to radio, amongst other activities. Whereas non-computer mediated media has limited interactive abilities; computer-mediated media allows audiences to interact with the media, for instance, posting points of view about the content they have consumed. Baudrillard (2006:473) appears to challenge the transparency of McLuhan's (2006:207) notion of "the media is the message" on the

grounds of the complexity that new media or new genres of media have introduced, which infers a degree of blending between the medium and the message, so that they are not entirely indistinguishable from one another. Baudrillard's (2006:473) perspective is that the media serve as filters of the real and as such transform the real into the hyperreal.

Hyperreality overload seems to trigger a reversal, at least in advertising and marketing sectors, to a longing for authenticity (Brown, 1995:116). However, in the same way that brand personalities are manufactured, authenticity is just as easily created artificially in advertising and marketing, which paradoxically is hyperreal too.

### **Hyperreality: Marketing communication applications through digital media**

The advent of the mobile Internet, which offers all the functionality of the Internet, means that much of the previous discussion concerning hyperreality aspects of the Internet is relevant to mobile media, particularly the virtual services offered through online social media.

#### **Leveraging opportunities of virtual environments and authenticity with digital media**

In the context of marketing communication the two main areas of opportunity conceptualised from the preceding account on hyperreality are virtual environments and authenticity. Table 2.6 considers possible marketing communication tactics to address these issues through the use of mobile and social media platforms.

**Table 2.6: Possible tactics to address hyperreality through mobile and social media in marketing communication**

<b>OPPORTUNITY</b>	<b>MARKETING COMMUNICATION TACTICS</b>	<b>MOBILE MEDIA</b>	<b>SOCIAL MEDIA</b>
Virtual environment	<ul style="list-style-type: none"> <li>Use social networks as alternative environments to communicate with customers.</li> </ul>	Offers a point of access to virtual platforms	✓
Authenticity	<ul style="list-style-type: none"> <li>Drive authenticity by stimulating customers to converse or share their personal brand experiences with other people.</li> </ul>	✓	✓

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### 2.5.4 Chronology

“Chronology comprises the archetypal postmodern concern for the past (or representations of the past) and the abandonment, in an era when time and space are being increasingly compressed, of the progressive, forward-looking orientation of modernism for an essentially retrospective, backward-looking perspective” (Brown, 1995:107).

#### **Chronology: Defining attributes**

In applying the perspective of chronology to time, Brown’s (1995:107) view of postmodernism as a penchant for the past is at odds with Firat and Dholakia (2006:127), who see postmodernism as firmly in the present through the “folding-in of the past and future into the burgeoning here-and-now present”. Berthon and Katsikeas (1998) follow a similar logic to Firat and Dholakia, referring to chronology in the context of cyberspace and the issue of space-time compression. Berthon and Katsikeas (1998) conclude that the perceived capability of cyberspace to collapse time, past, present and future (an act of de-differentiation) has the effect of a short-lived now. This author disagrees with their conclusion and their interpretation of the term “short-lived now”, suggesting that rather than shortening time, cyberspace (the Internet) has extended time through speed, bringing efficiency, convenience and providing longevity, because content has the potential to live indefinitely in cyberspace. The Internet means not having to wait, instant access, and sometimes real-time delivery (Kotler & Armstrong, 2010:427). Consider for example the time-saving that online banking transactions bring consumers in comparison to the time taken to physically go to a bank, complete the necessary paperwork and then wait in a teller queue to finalise the process.

According to Harvey (1992) a consequence of a less significant future and past is a more ephemeral present. This point resonates with Generation Y who experience life in the here and now. It is reasonable to think that if this generation has skipped levels of Maslow’s hierarchy as postulated in Chapter 5, this group in effect has a less significant past, because they personally have not had to contribute to the lower foundational levels of their own hierarchy of needs.



### **Chronology: Marketing context**

Technology has led to the world functioning at a faster pace, but it has also provided the tools to equip people to navigate and manage these changes, and in this adjustment consumers have become accustomed to speed. There is evidence that consumers have enhanced the rate of their information processing abilities (Yarrow & O'Donnell, 2009:9). The fact that younger generations assimilate data faster than preceding ones has possibly led to the conception that they suffer from shorter attention spans; perhaps this is a misconception and rather younger generations simply require less time to process information, so they may appear to have shorter attention spans. Manifestations of this behavioural change could be related to people channel hopping through television stations, scanning radio stations, and possibly the creation of shorter duration commercials to cater to these viewers (although reduced cost of both production and media time are other rational conclusions for airing shorter commercials). To a degree these illustrations could be likened to the fragmentation trait.

A further point to note is that multi-tasking behavioural habits imply that multiple situations are occurring simultaneously as opposed to chronologically, although each event would run its own chronological course.

Brown (1995:116) reflects that advertising references to the past are in part a consequence of hyperreality turning on itself and stimulating a demand for realness. In advertising this demand for realness comprises of a return to hard sell advertising:

- A drive for brand authenticity (which is noted in Chapter 5 as a requisite for Generation Y consumers).
- Reinforcement of long established brands' lineages suggesting trust and reliability through longevity, which has been found to appeal to older generations more than younger ones.
- The use of retro and revival of the past evoking nostalgia, for example, in the car market with launches of the new Mini, new Beetle and new Fiat 500.



- The resuscitation of dying brands, another reference to the past, for example, Old Spice, which has recently reinvented itself in the “Smell like man, man” campaign (Norton, 2010:1).

### **Chronology: Marketing communication applications through digital media**

In relation to chronology, the capabilities of mobile media, particularly the mobile Internet, challenge issues of space and time.

#### **Altered perceptions of time and space**

It is conceivable that, by using mobile and social media for marketing communication, there will be less emphasis on time and space. Mobile media and social media (accessed through mobile platforms) can be used anytime and anyplace, allowing both real-time as well as delayed communications. For instance communications can be saved and referred to as required and brand orientated or brand issued applications can be retrieved when needed.

However the deployment of marketing communication campaigns should be sensitive to consumer receptivity of communications. A case in point concerns marketers that despatch mobile SMS campaigns just before dawn, who may consider they are benefiting their company financially by taking advantage of cheaper data tariffs during this period; but they are possibly alienating a customer or potential customer if they disrupt his or her sleep, which arguably would have greater financial consequences on the company’s financial health.

#### **Leveraging opportunities of real-time communication and rapid processing capabilities with digital media**

In the context of marketing communication the two main areas of opportunity conceptualised from the preceding account on chronology are considered to be real-time communication and faster processing abilities of people. Table 2.7 considers possible marketing communication tactics to address these issues through the use of mobile and social media platforms.

**Table 2.7: Possible tactics to address chronology through mobile and social media in marketing communication**

<b>OPPORTUNITY</b>	<b>MARKETING COMMUNICATION TACTICS</b>	<b>MOBILE MEDIA</b>	<b>SOCIAL MEDIA</b>
Real time communication	• Sense and respond to customer needs or take advantage of current topical situations to communicate real time relevant information.	✓	✓
	• Overcome boundary issues of time and place.	✓	✓
Faster abilities to process	• Use short communication rendered to the suitability of the media platform selected for use.	✓	✓

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### 2.5.5 Pastiche

“Pastiche consists of playful, tongue-in-cheek collage or medley of available styles, an ironic, self-referential mixing of existing codes, be they architectural, artistic, cinematic, literary, musical or whatever” (Brown, 1995:107).

#### **Pastiche: Defining attributes**

The characteristic of pastiche refers to the creative liberties of postmodernism; possibilities for collages of various styles across different domains (O'Shaughnessy & O'Shaughnessy, 2002:116; Samuels, 2008:221). In reference to societal diversity, Jameson (2006:493) refers to pastiche to describe general society's heterogeneous arrangement that does not conform to a universal standard. Firat and Dholakia (2006:121) include pastiche as a sub-attribute of fragmentation that they refer to as *bricolage*.

#### **Pastiche: Marketing context**

In the advertising sphere, pastiche is evident in advertisements that parody other advertisements or aspects of pop culture or current affair topics in their content or copy-lines (Brown, 1995:120). The extensive capabilities of multi-media and various software applications afford both professionals and consumers flexibility in their creative use of media.

#### **Pastiche: Marketing communication applications through digital media**

Pastiche also relates to consumers mashing media content into self-created compositions. In the social media space, individuals' social pages are typically self-referential, from specific preferences documented directly on their profile pages, to their profile pictures or representative avatars, to the content they post, to the skins they select and other embellishments, to their friends (including corporate friends, like brands), to the applications and games they have downloaded. These personalised pages are organic testaments of self-expression. As mentioned previously, the similarities between the Internet and the mobile Internet implies that whatever activities can be performed on the Internet can also be done via the mobile Internet (including social media activities). A relevant illustration of mixing of styles and self-expression is apparent in the evolution of *txt spk*. This refers to a

short-hand language, typically used in SMS or messenger applications, with virtually no grammar or punctuation, which is characterised by phonetics, the abbreviation of words through the omission of letters, substituting numbers and addition of emoticons. It is surmised that *txt spk* arose out of a) the fact that a single SMS was restricted to 160 characters and b) the cost of sending SMS. So, to reduce costs, the sender’s objective was to squeeze as much information as possible into a single SMS in a self-styled way. The practice of SMS language has also made its way into instant messaging platforms, like MXit and BlackBerry messenger. Although these offerings are significantly cheaper than SMS and have fewer character restrictions, *txt spk* still persists possibly as a result of habit and individual expression.

**Leveraging opportunities of personalisation and shared creativity with digital media**

In the context of marketing communication the two main areas of opportunity conceptualised from the preceding account on pastiche are personalisation and sharing creativity. Table 2.8 considers possible marketing communication tactics to address these issues through the use of mobile and social media platforms.

**Table 2.8: Possible tactics to address pastiche through mobile and social media in marketing communication**

OPPORTUNITY	MARKETING COMMUNICATION TACTIC	MOBILE MEDIA	SOCIAL MEDIA
Personalisation	• Offer customers brand assets that they can play with to generate customised creations that provide them with value.	✓	✓
	• Provide customers with access to brand images, related content, music, logos.	✓	✓
Creativity	• Host competitions for users to submit the creative work for potential public consumption.	✓	✓

### 2.5.6 Anti-foundationalism

“Anti-foundationalism is postmodernism’s characteristically deconstructive urge, its antipathy towards orthodoxy, complacency, the establishment and, not least, systematic generalisations, most notably the totalising Metanarratives of science, socialism, humanism, etc., which form part of the modern movement’s discredited search for universal truths and objective knowledge” (Brown, 1995:107).

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### **Anti-foundationalism: Defining attributes**

Berthon and Katsikeas (1998) agree in principle with Brown's view of anti-foundationalism in postmodernism. However they expand further on the deconstruction aspect of anti-foundationalism, inferring that in the process of deconstruction, there is loss of meaning, to the extent that when the process has concluded, the divided components bear minimal resemblance to the original artefact, which coincidentally relates back to the fragmentation trait. Berthon's and Katsikeas's (1998) perspective of deconstruction is that it leaves little evidence of the initial construction. This author holds a contrary opinion, namely that deconstruction does not equate to destruction. Deconstruction is a process which unravels knowledge of what the construction is, how it came to be formed and how its constituents are related to each other. The knowledge of the process and relationships between parts provide guidance in the reconstruction of alternative assemblies.

### **Anti-foundationalism: Marketing context**

In the context of advertising, anti-foundationalism is about going against conventional wisdom (Brown, 1995:126). A relevant example is the 2002 launch of Mini in America. Instead of deploying a big budget mass media campaign, typical of new vehicle launches at the time, Mini's marketers chose to run a non-conventional campaign opting for innovative guerrilla marketing. They used a combination of creative print in magazines and placed Minis in unusual locations. Locations included the likes of Minis in the seating of stadiums, as if they were spectators watching games; and "Mini rides", mimicking children's coin operated rides, were set up inside shopping centres (Kotler & Armstrong, 2006:424). Mini also featured prominently in the form of product placement in the remake of the movie the *Italian Job*, which is a non-conventional application of media by promoting a brand through content creation (Hackley, 2010:169). The 2008 United States of America presidential election of President Obama is another successful example of unconventional use of media, which highlighted the significance of social media. Perceivably a common thread to these campaigns is the creation of relevant brand experiences that customers or voters could identify with.

### **New media shifts conventional processes**

It could be argued that the advent of any new media is anti-foundational, because it introduces as yet an unconventional platform. Computer-mediated media has greater implications than just substituting for traditional media. Its interactive properties have shifted the power continuum away from media conglomerates towards consumers, who now have the possibility to share their own content, with a broader public.

Brown (1995:128) cites green-marketing as anti-foundationalism with its anti-waste and anti-consumption biases that heavily conflicts with today's consumption society, which is marred by lack of sustainability. Bearing this green thinking in mind, computer-mediated media is less wasteful than printed media like magazines, newspaper and out of home posters; and furthermore computer-mediated media can be conveniently stored electronically and remains accessible. However, a non-green aspect concerns the disposal of the hardware consumers use to access computer-mediated media, when the consumer decides to discard this equipment. The rapid development in technology means that devices obsolesce at similarly rapid rates, so one would expect high disposal rates of the defunct equipment, which has negative consequences on the environment.

According to Berthon and Katsikeas (1998) the Internet epitomizes anti-foundationalism in several ways. Firstly, it is decentred, there is no controlling authority. Secondly, it is an unstable medium that is continuously evolving: Web to Web 2.0, which transitions audiences from passive receivers to participatory users (O'Reilly, 2005); Web 2.0 to Web 3.0; Web 3.0 to Web 4.0, and so on; O'Reilly and Battelle (2009) use the metaphor of the child growing up as both the reason and process for these transformations. Thirdly, the Internet's capacity to allow for multi-directional flow of communications. These properties of the Internet mimic those of *complex systems*.

### **Anti-foundationalism: Marketing communication applications through digital media**

The same aspects of anti-foundationalism that apply to the Internet are relevant to the mobile Internet. A further element of anti-foundationalism for mobile media is for advertisers not to use the medium as a substitute for other media but to leverage its unique properties and utilise mobile media and its various applications in unconventional ways.

**Leveraging opportunities through unconventionality and customer networks with digital media**

In the context of marketing communication the two main areas of opportunity conceptualised from the preceding account on anti-foundationalism are unconventionality and tapping into customer's networks of complex systems. Table 2.9 considers possible marketing communication tactics to address these issues through the use of mobile and social media platforms.

**Table 2.9: Possible tactics to address anti-foundationalism through mobile and social media in marketing communication**

OPPORTUNITY	MARKETING COMMUNICATION TACTIC	MOBILE MEDIA	SOCIAL MEDIA
Unconventionality	<ul style="list-style-type: none"> <li>Leverage the unique properties of the platforms for innovation.</li> </ul>	✓	✓
Complex systems	<ul style="list-style-type: none"> <li>People belong to numerous networks. Stimulate communication within these networks that can be promulgated by members to their other networks.</li> </ul>	✓	✓

**2.5.7 Pluralism**

Brown (1995:107) does not consider pluralism as a separate characteristic of postmodernism but rather an overarching condition of the postmodern paradigm, in that postmodernism consists of a unorganised arrangement of any one or more of the aforementioned multiple characteristics. This perspective is mirrored by Firat and Dholakia (2006:130) who use the term *difference* analogously. Postmodernism tolerates diversity and acceptance of the various relationships between diverse variables. According to O'Shaughnessy and O'Shaughnessy (2002:119) pluralism acknowledges that humans have many objectives, and there is no one universal truth.

Likewise with reference to marketing communication and the use of mobile and social media, neither exists in isolation of other factors and other communication platforms.

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## 2.6 FURTHER TRANSFORMATIONS FROM MODERN TO POSTMODERN MARKETING

Collaboration appears to be a significant difference between postmodern and modern orientations of marketing. It is important to note that this does not mean customers are about to take over the professional role of marketing, but rather participate in the process of marketing (Cova & Dallı, 2009:316), which has been made possible through the tools of today's technology. An analogy would be that just because most people have some degree of culinary skill does not necessarily mean they are going to become professional chefs.

### From closed to collaborative efforts

Firat and Dholakia (2006:147-151) have proposed the following transitions from modern to postmodern marketing:

- *From distinct business activity to embedded cultural practice (2006:147)*. This transition immerses the practice of marketing into customer communities, providing a supportive role in communities to enhance their life experiences.
- *From managed to collaborative marketing (2006:150)*. This shift recognises customers as co-performers in the marketing process.
- *From centralised to diffused marketing (2006:151)*. This change infers that all stakeholders are involved in marketing. It is no longer the exclusive domain of an organisation's dedicated marketing division.
- *From ordered to complex marketing (2006:151)*. This transition refers to a need for enterprises to adopt more flexible marketing practices in a versatile market.

These four transitions cumulatively build upon each other. In many ways the prevalence of social networks and or other post-consumer communities appear to welcome these transitions, which it is anticipated will further progress the concepts into the future. However the literature has been found lacking postulates that are capable of implementing these transitions, without requiring radical transformation within organisations. Firat and Dholakia (2006:148) consider *embedded marketing*, as a concept, "where the firm is part of the community to facilitate the efforts of consumer communities to mutually construct their desires and the products". This marketing concept embraces postmodern traits and serves as an appropriate tool for consumer communities to collectively, with marketers



fulfil their needs in postmodern society. It is important to note that the concept of embedded marketing in the context of this study does not refer to the idea of product placement which is also referred to as embedded marketing in the literature. Table 2.10 summarises philosophical shifts between modern and postmodern orientations in marketing as well as the implications of these shifts to marketing.

**Table 2.10: Modern and postmodern orientations in marketing**

	<b>MODERN ORIENTATION</b>	<b>POSTMODERN ORIENTATION</b>
<b>REALITY/TRUTH</b>	Philosophical shifts: <ul style="list-style-type: none"> <li>• There is reality/truth 'out there', independent of human agency.</li> <li>• Structures are given and can only be changed through 'laws' inherent in these structures.</li> <li>• Reality/truth is fundamental.</li> </ul>	<ul style="list-style-type: none"> <li>• The reality/truth 'out there' has been constructed through cultural processes of hype, simulation, imaginary.</li> <li>• Structures are constructed and they transform with changes in culturally constructed conventions and perspectives.</li> <li>• Reality truth is contingent.</li> </ul>
	Marketing implications: <ul style="list-style-type: none"> <li>• The nature of human needs is given.</li> <li>• Marketing must/should serve given needs.</li> <li>• Marketing satisfies needs.</li> </ul>	<ul style="list-style-type: none"> <li>• Human needs are constructed (informed by current notions of biology).</li> <li>• Marketing is part of the process of constructing needs.</li> <li>• Marketing enables construction of life meanings.</li> </ul>
<b>BEING HUMAN</b>	Philosophical shifts: <ul style="list-style-type: none"> <li>• The human being is the 'knowing subject', central and acting upon all others, enabled by science.</li> <li>• The subject and object are distinct and separable.</li> <li>• The subject controls and acts upon the object</li> <li>• The individual and the social are distinct and separable.</li> </ul>	<ul style="list-style-type: none"> <li>• The subject-hood of the human being is ambiguous.</li> <li>• The subject and object are often indistinguishable and exchangeable.</li> <li>• The subject and object act upon each other.</li> <li>• The individual and social are overlapping and inseparable.</li> </ul>
	Marketing implications: <ul style="list-style-type: none"> <li>• Marketing provides objects that will satisfy the needs of the 'knowing subject'.</li> <li>• Marketing serves the subject.</li> <li>• Marketing is a business practice.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing partners with the human being to co-construct the 'complex of desire'.</li> <li>• Marketing is an enabler of communities of human beings in constructing life experiences.</li> <li>• Marketing is a moment in the cultural process of constructing meaning and substance in life.</li> </ul>





<b>CONSUMPTION/CONSUMER MARKETING</b>	<p>Philosophical shifts:</p> <ul style="list-style-type: none"> <li>• Consumption is the opposite of production; it is depletion of value created in production.</li> <li>• Consumption is a process of replenishing energies to be used in 'productive' tasks.</li> <li>• Consumption is the end.</li> <li>• Consumption is an economic necessity.</li> </ul> <p>Marketing implications:</p> <ul style="list-style-type: none"> <li>• Consumer marketing is provision of products for 'end use'.</li> <li>• Consumer marketing enables the appropriation and use of values created in productive activities.</li> <li>• Consumer marketing is a process of enabling consumption.</li> </ul>	<ul style="list-style-type: none"> <li>• Consumption is a moment in the continuous cycle of production.</li> <li>• Consumption is production of identity, image, meaning, value, and experiences.</li> <li>• Consumption is a means for creation of meaning and substance in life.</li> <li>• Consumption is purposeful action.</li> </ul> <ul style="list-style-type: none"> <li>• Consumer marketing is aiding in the production of identities and meanings.</li> <li>• Consumer marketing helps the human being in producing symbolic values.</li> <li>• Consumer marketing is a process of enabling (symbolic/other) production.</li> </ul>
<b>CONSUMER</b>	<p>Philosophical shifts:</p> <ul style="list-style-type: none"> <li>• Purpose of the consumer is to replenish energies and amass material possessions.</li> <li>• The consumer is a chooser among alternatives that are available in the market.</li> <li>• Consumers express themselves through their consumption.</li> <li>• The consumer is a 'customer'.</li> </ul> <p>Marketing implications:</p> <ul style="list-style-type: none"> <li>• Marketing discovers customers needs and provides alternative products to satisfy these needs.</li> <li>• Marketing is an activity to satisfy consumer needs.</li> </ul>	<ul style="list-style-type: none"> <li>• Purpose of the post-consumer/performer is to produce life experiences and meanings.</li> <li>• The post-consumer /performer is a constructor of alternatives.</li> <li>• The post-consumers/performers produce their identities in the process.</li> <li>• The post-consumer/performer is a 'marketer'.</li> </ul> <ul style="list-style-type: none"> <li>• Marketing provides processes to the post-consumers/performers, empowering them to construct alternative experiences.</li> <li>• Marketing is a partnership with the post-consumers/ performers to enable them to construct meanings and experiences.</li> </ul>
<b>ORGANISATION</b>	<p>Philosophical shifts:</p> <ul style="list-style-type: none"> <li>• Organisation has boundaries that distinguish it from its customers.</li> <li>• Organisation is an entity distinct from 'others'.</li> <li>• Organisation exists to provide for society's' needs.</li> </ul> <p>Marketing implications:</p> <ul style="list-style-type: none"> <li>• Marketing is a process of researching and satisfying consumer needs.</li> <li>• Marketing enables organisations to communicate with and provide for consumers.</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation and post-consumers/performers relate without boundaries.</li> <li>• Organisation is a network of relationships indistinct from 'others'.</li> <li>• Organisation is a network of/for society's' desires.</li> </ul> <ul style="list-style-type: none"> <li>• Marketing is a process of constructing networks that enable human beings to create and navigate meaningful experiences.</li> <li>• Marketing enables human beings to construct communication and provision networks.</li> </ul>

Philosophical shifts:

MARKETING COMMUNICATION

- Communication is informational or entertaining and persuasive.
- Communication is a composed set of signs to be transmitted to others.
- The author (encoder) determines the meaning of the message.
- Communication is an act separable from other acts.
- Communication is transformational and constructive.
- Communication is a process of co-producing symbolic meanings.
- The author (encoder) and the receiver (decoder) of the message co-construct its meaning.
- Communication is inseparable from other acts; all acts communicate.

Marketing implications:

- Marketing communicates to inform the market about products that the market needs.
- Marketing communication shapes its message to correspond to the market's characteristics.
- Marketing communication is a separate but coordinated element of the marketing campaign.
- Marketing communication is part of the cultural process that constructs desires that necessitate the products.
- Marketing communication takes part in the constitution of the characteristics of extant and emergent cultures in the market.
- Marketing communication is an inherent and inseparable part of all acts in human society.

Source: Firat and Dholakia (2006:154,155)

## 2.7 DEFENDING POSTMODERNISM

Postmodernism's death has been heralded for as long as it has existed (Brown, 1995; Hassan, 2003; Vermeulen & Van den Akker, 2010). The debate of what comes after postmodernism still continues. *Digimodernism* (previously referred to as pseudomodernism), as conceived by Kirby (2009) is a cultural paradigm concerning the effects of new technologies on culture. Interestingly Kirby's (2009) motivation for digimodernism to surpass postmodernism is tinged with the déjà vu of the arguments that espoused postmodernism from its predecessor modernism.

According to Kirby (2009) digimodernism succeeds postmodernism on the basis of a) it has become the dominant cultural movement of current times through the computerisation of text; b) for a period digimodernism co-existed with postmodernism; c) digimodernism intends to purge the less appealing characteristics of postmodernism; d) digimodernism is a consequence of postmodern traits; and e) the characteristics of digimodernism follow a logical progression from postmodernism. Digimodernism as yet lacks academic backing to substantiate Kirby's (2009) claims that it is a new cultural paradigm.

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*Metamodernism* as proposed by Vermeulen and Van den Akker (2010) appears to be something between modernism and postmodernism, they describe it as a state, “between a typically modern commitment and a markedly postmodern detachment”, which seems to be more of a transitory explanation rather than a conclusive alternative. Samuels (2008) introduces the concept of *automodernity*, which fuses automation of technology with the autonomous user. This is thought provoking notion, which gives the impression of being more of a behavioural concept than an overtly cultural initiative.

The cultural phenomena cited above are by no means an exhaustive list of potential successors to postmodernism, but the fact that scholars are seeking alternative explanations is indicative of forward thinking and progress, particularly with technological advances affecting culture and society. Perhaps, rather than cultural theorists abandoning postmodernism in pursuit of entirely new movements there needs to be a reassessment of postmodernism with respect to the current era.

## **2.8 CONCLUSION**

In reference to the opening line of this chapter, “These days anything goes?”, it is anticipated that this chapter has shown that postmodernism is not an irreverent confused juxtaposition, not just anything goes. Postmodernism is an eclectic movement that consents questioning of established norms and if needs be deconstructs and then suitably reconstructs, thus contributing to continuous diversity, in an appreciation of multiplicity. Arguably the flexibility of such a movement is a necessity in an ever changing world. Societies in the world have cultural norms and values, but they are not necessarily universal constructs (Samuels, 2008:220).

The preceding account of postmodernism has demonstrated this movement’s adaptability and openness to transformation, and the fact that postmodernism still has the capability to power explanations behind current cultural changes reasonably suggests it is still valid as a worldview.

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Postmodernism breaks with the modern tradition of a single best approach. Postmodern marketing and/or marketing communication is about being unconventional to cater for an unpredictable market, through means that make marketing matter to customers. Specific tenets of postmodernism were applied to illustrate its influence and relevance to marketing and/or marketing communication.

The following chapter addresses marketing and/or marketing communication practices and considers implementation opportunities for marketing under postmodern conditions.

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## **CHAPTER 3**

### **Marketing communication**

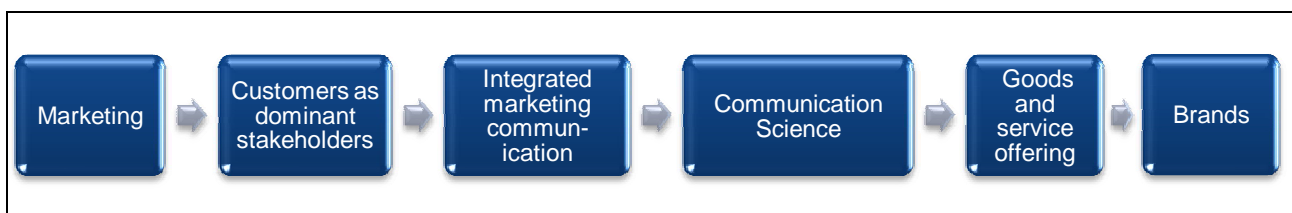
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#### **3.1 INTRODUCTION**

The previous chapter established today's culture as characteristically postmodern and justified postmodernism as a relevant worldview. It also raised the point that marketing is part of culture, thereby inferring that as part of a postmodern culture marketing too should demonstrate postmodern characteristics.

The aim of this chapter is to demonstrate recent transformations affecting marketing, particularly in the area of marketing communication, as well as suggesting possible approaches that suitably lend themselves for the implementation of marketing under the postmodern condition. Some of which have had revolutionary effects on the field; most significantly the advances in information and communication technology, which has influenced every aspect of contemporary society. This includes contributing to the increasing power of the customer and giving rise to new and alternative methods of marketing communication. Organisations must adapt their marketing strategies to remain relevant and competitive in today's continuously evolving landscape. Figure 3.1 provides the framework for the structure of this chapter.

**Figure 3.1: Chapter framework of Chapter 3**



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### 3.2 DEFINING MARKETING

Marketing definitions have adjusted over time, as a result of different influences that have affected the discipline through its history (Baker, 2000:1). It is a broad discipline and as such has numerous definitions, see Table 3.1.

**Table 3.1: Marketing definitions**

<b>DEFINITION</b>	<b>SOURCE</b>
Marketing "... is the establishment of mutually satisfying exchange relationships"	Baker (2000:1)
"Marketing is managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction."	Kotler and Armstrong (2006:4)
"Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return."	Kotler and Armstrong (2010:29)
"The marketing function, therefore, is to identify customer needs, and to provide a product or service that meets some or all of those needs, accessibly and at an acceptable price to the target market."	Stapleton and Ali (2007:8)

Source: (Baker, 2000:1; Kotler & Armstrong, 2006:4; Kotler & Armstrong, 2010:29; Stapleton & Ali, 2007:8)

These definitions share some commonalities. They focus on: customers; the provision of suitable offerings to meet customers' needs; appropriate benefits to the organisation; and the relationship between the customer and the organisation on the basis of value exchange. The customer and relationships between the customer and the organisation are key themes of this chapter. According to Kotler and Armstrong (2010:34) there are five guiding philosophies of marketing management, namely: the production, product, selling, marketing, and societal concepts (refer to Table 3.2). Production, product and selling concepts have a less holistic outlook on marketing management with a narrow focus rather than broad perspective that encompasses the full marketing remit. The marketing and societal marketing concepts are well-matched in the context of the postmodern condition.

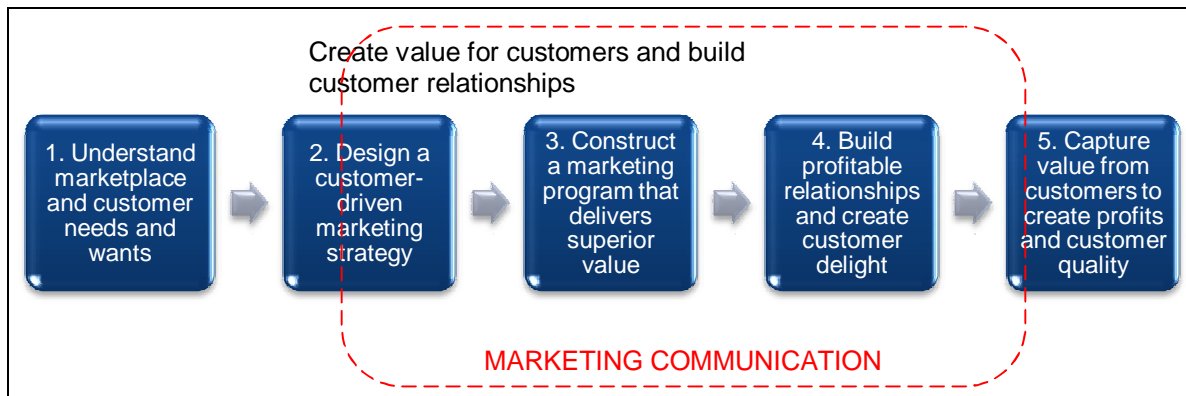
**Table 3.2: Marketing management philosophies**

<b>PHILOSOPHY</b>	<b>CONCEPT</b>	<b>APPLICATION</b>	<b>CAVEAT</b>
<b>PRODUCTION CONCEPT</b>	Customers prefer products that are available and highly affordable.	Marketers aim to improve production and distribution efficiencies.	Although applicable to some situations, may lead to marketing myopia where organisations limit their focus to operational efficiency rather than fulfilling customer needs.
<b>PRODUCT CONCEPT</b>	Customers prefer products that offer the best quality, performance and innovation.	Marketers focus on continuous product improvement.	Risks market myopia by focusing on only one-dimension of marketing - the product.
<b>SELLING CONCEPT</b>	Customers will only purchase sufficient quantities of product if there is a robust selling and promotion to support the product.	Marketers focus on aggressive selling tactics.	This method is transactional based rather than relationship building.
<b>MARKETING CONCEPT</b>	This is a customer-centred sense and respond philosophy that seeks to understand the needs and wants of customers to provide them with a satisfactory offering that is better than competitors.	Focuses on customer needs. Applies an integrated marketing approach.	The customer does not always know what they want or what is possible.
<b>SOCIETAL MARKETING CONCEPT</b>	This philosophy is an expansion of the marketing concept. It seeks to deliver value to customers in a way that maintains or improves both the customers' and society's well being.	Marketers have a responsibility to the welfare of society as well as fulfilling their customers' needs.	Increased number of stakeholders and accordingly needs to satisfy.

Source: Conceptualised from Kotler and Armstrong (2010:34)

The marketing process consists of five stages, as plotted in Figure 3.2. Marketing communication, the primary focus of this chapter, envelops several stages, which are demarcated in Figure 3.2 by the dotted line.

**Figure 3.2: Model of the marketing process**



Source: Adapted from Kotler and Armstrong (2006:5)

### 3.3 THE CUSTOMER IS BOSS

Customers have always been important stakeholders to the organisation, without customers the organisation would have little reason to exist. Contemporary marketing literature demonstrates a marked trend towards customers as the organisation’s foremost stakeholders (Du Plessis, Bothma, Jordaan & Van Heerden, 2005; Hackley, 2010; Kotler & Armstrong, 2006; Schultz & Shultz, 2004; Temporal, 2010). There are several reasons behind this development. In the past markets were growing, there was an abundance of new customers, and organisations focussed on product development. In fact, customers were noticeably absent from traditional models (Schultz & Schultz, 2004:4), like the 4Ps (promotion, product, price, place). Macro-factors form a critical component of operating environments, however in this discussion greater emphasis will be placed on micro-factors. For example, markets have matured, there is an abundance of products and service offerings, which have developed to the point of almost indistinguishable performance; and adding to this saturation is the rise of retailer private labels.

Customer choices coupled with oversupply of product have influenced a fundamental shift in marketing from transactional to relationship marketing (Baker, 2000; Kotler & Armstrong, 2006). Furthermore, today’s customer has changed. The postmodern customer is a more informed and discerning individual (Procter & Kitchen, 2002:146). These changes have prompted revisions to traditional models such as the 4P model that has been revised to include additional Ps, like, people and process (Gummesson, 2000:234; Hackley,



2010:306; Kotler & Armstrong, 2006:51), and the emergence of new models. It has been suggested that the Ps are too seller orientated, as such some scholars recommend a more customer biased approach (Baker, 2000:13; Gummesson, 2000:234; Kotler & Armstrong, 2006:51, Vargo & Lusch, 2004b:1). For instance, Kotler and Armstrong (2006:51) propose a translation of the 4Ps into 4Cs for organisations to understand the customer perspective and thereafter to retranslate the Cs into Ps for implementation (see Table 3.3). The reconstruction of the model is indicative of postmodernism's fragmentation and de-differentiation traits.

**Table 3.3: 4Ps to 4Cs**

<b>4Ps</b>	<b>4Cs</b>
Product	Customer solution
Price	Customer cost
Place	Convenience
Promotion	Communication

Source: Kotler and Armstrong (2006:51)

Retailers (in essence manufacturers' first order customers) control frontline interactions with customers or end buyers (manufacturers' second order customers) and are increasingly commanding greater power over the marketing mix (Procter & Kitchen, 2002:146). If one considers the 4P/4C models retailers control *place* offering customers *convenience*; they influence *products*, the *customer solutions* that are shelved and therefore *customer cost* through *pricing*. Organisations need to compete for customers, who are now in shorter supply through the final P/C that of *promotion/communication* to promote their only remaining differentiator, the *brand*, to offer customers brand experiences (Kotler & Armstrong, 2010:248).

If one considers degrees of stakeholder salience, increasingly customers are transitioning between expectant and definitive stakeholder roles, as they assume greater levels of power, legitimacy and urgency on organisations. Perhaps brands need to be considered as stakeholders too. Table 3.4 defines various stakeholder types, noting the defining characteristic of each stakeholder type and describing these attributes in the context of organisations.



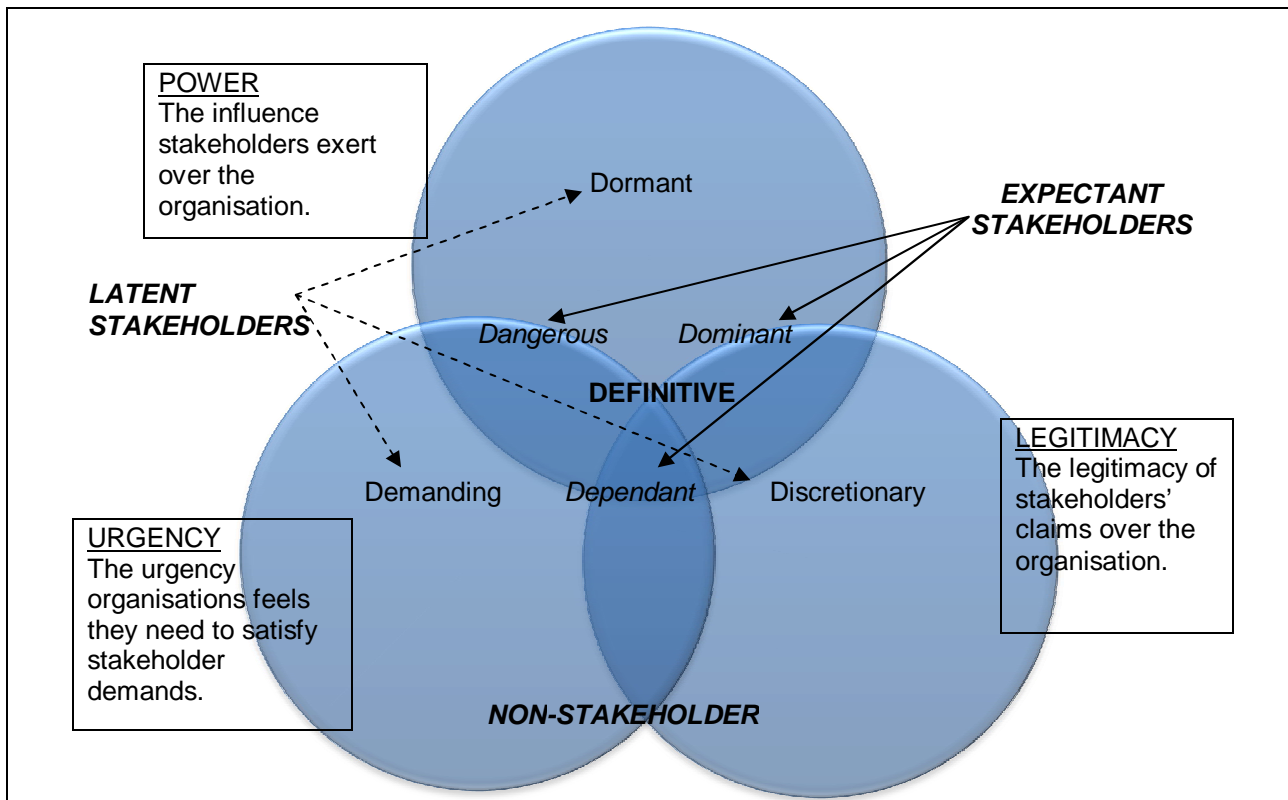
**Table 3.4: Defining stakeholder types**

STAKEHOLDER TYPE	CHARACTERISTIC ATTRIBUTES	DESCRIPTION
<b>LATENT STAKEHOLDERS</b>		
Dormant	Power	Possess power, but without a legitimate relationship or an urgent claim. Have little or no interaction.
Discretionary	Legitimacy	Possess legitimacy, but have no power to influence the organisation or an urgent claim.
Demanding	Urgency	Possess neither power nor legitimacy, only an urgent claim. Can prove an irritant but are unable to enforce that claim.
<b>DEFINITIVE STAKEHOLDERS</b>		
Definitive	Power, legitimacy and urgency	A dominant stakeholder, who also possesses urgency, can expect their claims over an organisation to be given priority. As such highest degree of salience.
<b>NON-STAKEHOLDERS</b>		
Non-stakeholder	None	Does not possess any of the three attributes. Therefore has no salience with respect to the organisation.
<b>EXPECTANT STAKEHOLDERS</b>		
Dominant	Power and legitimacy	Possess power and legitimacy. These stakeholders matter to the organisation.
Dangerous	Power and urgency	Possess power and urgency, but not legitimacy, suggesting an ability to adversely affect the operation of an organisation.
Dependent	Legitimacy and urgency	Possess legitimacy and urgency, but no power. These stakeholders are dependent upon other stakeholders to achieve their objectives relative to the organisation.

Source: Adapted from Viney (2005:41)

Figure 3.3 further illustrates these respective positioning of stakeholder types relative to each other. Figure 3.3 clearly shows that stakeholders who are identified as definitive stakeholders have the highest stake on an organisation by virtue of their possession of the characteristics of power, legitimacy and urgency. If customers occupy the definitive state they will place increased demands on organisations.

**Figure 3.3: Degrees of stakeholder salience**



Source: Adapted from Viney, (2005:40)

According to Kotler and Armstrong (2006:18), organisations need to invest between five to ten times more to attract a new customer than to retain and satisfy existing customers. Thus organisations derive greater economic benefits from retaining and growing their current customer base. Hence retention and growth of customers has become a priority amongst organisations (Kotler & Armstrong, 2006:18; Schultz & Shultz, 2004:3). The prioritization of building and maintaining relationships with the customer has prompted change to managing the organisation’s marketing communication (O’Sullivan, 2008:5), and consequently given rise to alternative marketing practices, such as: integrated marketing communication (O’Sullivan, 2008; Schultz & Schultz, 2004), customer relationship management (Kotler & Armstrong, 2006), relationship marketing (Kotler & Armstrong, 2006), and services marketing (Baker, 2000).

Before discussing some of these developments it would be useful to review components of the traditional marketing mix. In the interests of brevity this review will be restricted to

conventional broad marketing communication domains, which have been summarised in Table 3.5. Organisations usually outsource these functions to different specialist suppliers (O'Sullivan, 2008:39; Shultz & Shultz, 2004:68) and co-ordinate activities through the organisation's brand manager, for the purpose of implementing communication plans to achieve marketing objectives.

**Table 3.5: Overview of the marketing communication mix**

<b>COMMUNICATION MIX</b>	<b>DESCRIPTION</b>
<b>ADVERTISING</b>	Controlled paid for communication. Consists of communication messages initiated by a specific communicator and disseminated in the mass media to a defined target audience.
<b>PERSONAL SELLING</b>	Involves interpersonal communication between sellers and buyers through personal interactions.
<b>SALES PROMOTION</b>	Consists of tactical acts to incentivise customers to trial and purchase products (e.g., distributing samples, special offers, gifts with purchase).
<b>PUBLICITY</b>	Concerns the free and favourable exposure of a product's benefits or value in the media.
<b>PUBLIC RELATIONS</b>	Establishing and maintaining favourable relations between an entity and its stakeholders.

Source: Conceptualised and adapted from Du Plessis *et al.*, 2005:6

Table 3.5 neatly divides the different marketing communication disciplines into seemingly independent silos. The intention is that discipline tasks are assigned and fulfilled by their respective supplier agencies. In practice however the boundaries between disciplines are not as distinct, which raises contention amongst suppliers and can impact on the organisation's communication outcome. Suppliers are contracted to fulfil a scope of services and are typically remunerated on a commission basis according to the value of the media exposure. Suppliers also need to address their own business agendas and in so doing compete amongst themselves for share of communication revenue and discipline ownership. It is not in a supplier's financial best interest if a marketing communication activity moves out of their contracted discipline (Duncan & Everett, 1993:36). Fee-based models have been developed as alternatives to commission-based models, where the organisation buys percentages of supplier time, and in other models agencies provide dedicated human resource to integrate the agency with the client's organisation. These flawed remuneration models and functional division of disciplines hamper communication integration (O'Sullivan, 2008:39; Schultz & Schultz, 2004:8). In a cluttered competitive landscape the transmission of consistent communications to customers through relevant

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brand touchpoints are vital to protect brand equity and impact on customer purchasing behaviour. An added complication is computer-mediated communication and e-commerce. Some writers like Du Plessis *et al.* (2005) have categorised e-commerce orientated communication as a separate component of the marketing mix, possibly because specialised skills are required to orchestrate online activities. Others prefer to converge digital marketing communication efforts with traditional marketing communication activities (Kaplan & Haenlin, 2010:65; Kotler & Armstrong, 2010:427; Mangold & Faulds, 2009:357; Schultz & Schulz, 2004). This author is in agreement with the latter approach because e-commerce and computer-mediated communication have roles to play within each function of the existing marketing mix, enhancing not only traditional methods but also introducing new elements that leverage the properties of digital media. This thinking is characteristic of the postmodern trait of de-differentiation, where the roles of communication touchpoints as well as the marketing mix blur. Neither touchpoint nor discipline are limited to single roles, rather their application has been broadened to extend across multiple functions as required.

Efforts have been made to improve communication integration by cutting across discipline boundaries with de-differentiated types of concepts like integrated marketing communication and media-neutral planning for organisations to build and implement communication plans that reflect the customer experience (Hackley, 2010:138,290; O'Sullivan, 2008:39). Focussing on the customer's repertoire of touchpoints is one way of negotiating the choice of contact points used for a brand's communication efforts in a continuously fragmenting media landscape (Belch & Belch, 2009:26; Schultz & Schultz, 2004:146). It also means not treating every brand exposure as an independent interaction with a customer, but rather integrating brand touchpoints or media choices in ways that correspond to how customers engage with touchpoints or media. However, one must acknowledge that the definition of a brand touchpoint is broader than scheduled communication activities like television or print media placements; a brand touchpoint encompasses any form of brand exposure to a customer or prospect that leads to a brand experience (Duncan & Moriarty, 2006:237). Customers have an abundance of media to choose from and more frequently are engaging with multiple media simultaneously (Schultz & Schultz, 2004:159). Schultz and Schultz (2004:159) suggest that the approach

to media planning needs to be revised to one that is based on measuring outcomes rather than delivery. This author is in agreement with the need to change the approach to media planning to one that is more representative of changing customer media consumption patterns and thus is supportive of the outcomes approach if it applies to customer responses to media. A concern is the fact that every touchpoint has its own measures so in the absence of a universal measure across all touchpoints this would be a potentially challenging task; furthermore, what would define a customer response, would it be interactivity or perhaps feedback to the organisation? However, if the interpretation of outcomes refers to brand or organisation outcomes, such as tangible sales, then the author does not support the notion, for the following reason, customer purchasing decisions are seldom linear, there are multiple variables that affect the purchasing decision process with promotion through touchpoints being only one aspect of the buying process.

### **3.4 INTEGRATED MARKETING COMMUNICATION**

The concept of integrated marketing communication (IMC) recognises the merits of different marketing communication disciplines, and the value of using appropriate combinations of these disciplines to maximise the effect of the organisation's communications that customers encounter through clarity and consistency (Belch & Belch, 2009:11; Du Plessis *et al.*, 2005:10). IMC's juxtapositioning of disciplines and the de-differentiation required between the respective disciplines' owners, such as an organisation's appointed agencies, are clearly demonstrable traits of postmodernism. A more consumer-biased perspective of IMC is that customers perceive brands in their own way (O'Sullivan, 2008:28) through the brand and or product information they are exposed to, irrespective of which discipline these communications originated from (Du Plessis *et al.*, 2005:10; Kotler & Armstrong, 2010:429; Schultz & Schultz, 2004:8) and conceivably the touchpoint that delivered them to the customer. In adopting a consumer orientated approach, satisfying the needs and wants of the customer emphasises the importance of managing communications (those that the organisation can control) amongst respective marketing disciplines, to provide single-minded messaging to consumers, in order to retain clarity and consistency and minimise confusion (Belch & Belch, 2009:11). Schultz and Schultz (2004:xvii) emphasis that in the context of marketing communication, consumers relate to brands, regardless of the form of marketing

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communication used. Schultz and Schultz (2004:164) expand this point by remarking on *brand networks*, which are brand frames of references constructed by customers, based on what the customer knows or thinks about a brand. These are flexible networks that customers add to or delete from when they acquire and process new brand information. Every touchpoint a brand uses contributes to the customer's *brand network* by delivering a brand experience to the customer, be it advertising, word-of-mouth, product packaging, corporate communication or user generated content (Duncan & Moriarty, 2006:241). The IMC approach attempts to understand how a brand's customers interact with various touchpoints and the relevance of these touchpoints to the brand's marketing communication (Belch & Belch, 2009:26).

Although the intentions of IMC began as a means to organise outgoing communication from an organisation it has come to apply to the co-ordination of incoming communication as well (Schultz & Schultz, 2004:15). In this way IMC has evolved into an interactive concept encompassing communication between customers and the organisation. This development is largely a result of advances in information and communication technology (Kotler & Armstrong, 2010:427).

According to Schultz and Schultz (2004:12) the three main forces behind IMC are a) advances in technology affecting all operations of the organisation; b) greater emphasis on brands for competitive differentiation; and c) effects of globalisation across geographic boundaries. These forces have prompted better integration of other activities within an organisation besides marketing communication. According to Schultz and Schultz (2004:23) for IMC to be effective it must be embraced across the entire organisation, becoming part of their operational behaviour. Schultz and Schultz (2004:50) have developed eight guiding principles for value orientated IMC, which are summarised in Table 3.6.





**Table 3.6: Eight guiding principles of value orientated integrated marketing communication**

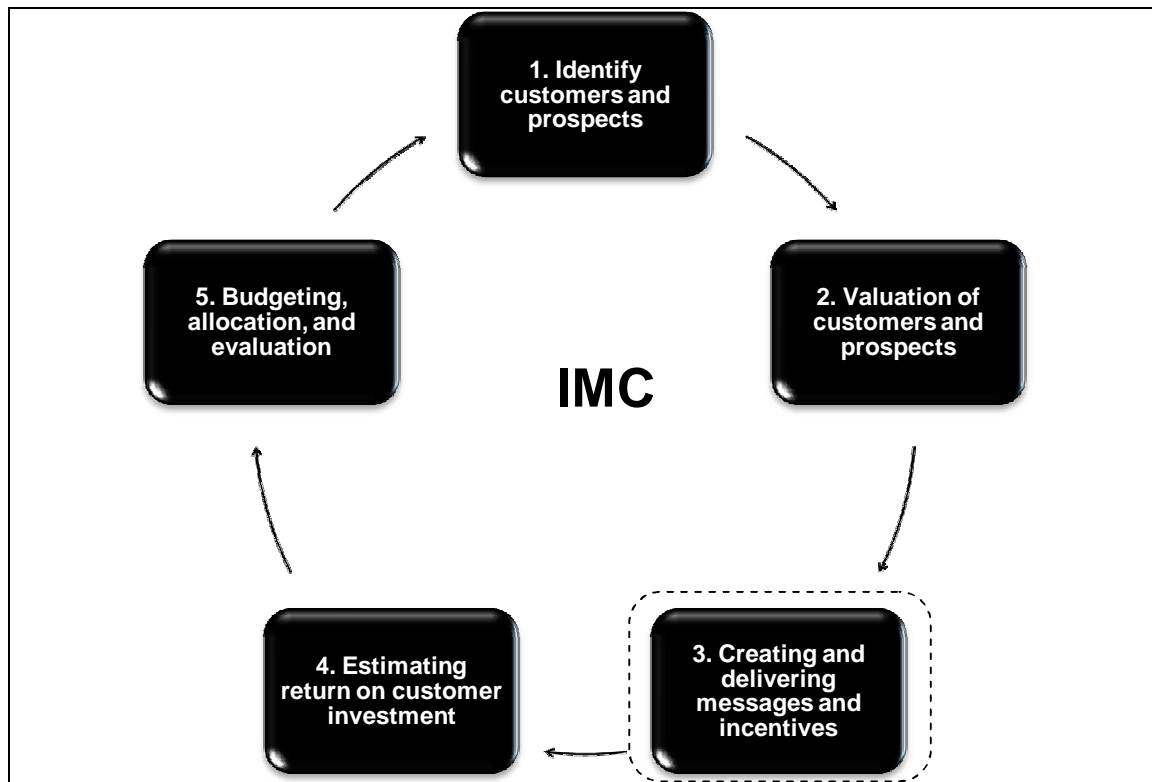
<b>GUIDING PRINCIPLE</b>		<b>DESCRIPTION</b>
<b>1</b>	<b>Become a customer-centric organisation</b>	The customer or end user must be the focus of the entire organisation. Having a common reference to focus on directs collaboration between members of the organisation to provide what is best for their customers.
<b>2</b>	<b>Use outside-in planning</b>	Acknowledge that not all customers (lapsed, new, emerging, retained, migrating, growth) have equal value to the organisation. The IMC approach is to generate and retain customers to cultivate future growth.
<b>3</b>	<b>Focus on the total customer experience</b>	In an integrated environment, IMC does not only address the marketing communication activities a customer is exposed to, but rather the customers' entire experience with the brand.
<b>4</b>	<b>Match customer goals with organisation goals</b>	Align marketing communication objectives to corporate objectives.
<b>5</b>	<b>Establish customer behaviour targets</b>	Marketing communication must affect customer or prospect behaviour, to: gain new customers; retain current customers; seek growth from existing customers; and migrate customers through the organisation's portfolio of offerings.
<b>6</b>	<b>Treat customers as assets</b>	In most situations organisations derive their revenue from customers; so customers equate to vital assets that need to be serviced for the financial benefit of the organisation.
<b>7</b>	<b>Streamline functional activities</b>	Mirror consumers' perception of marketing communication, namely simplify activities into two deliverables: a) messages (brand concepts, values and other perceptions the organisation wants customers and prospects to retain) and b) incentives (short-term offers or rewards for doing something that the organisation considers brings value to itself and its customers).
<b>8</b>	<b>Converge marketing communication activities</b>	Converge digital marketing communication efforts with traditional marketing communication activities.

Source: Conceptualised from: Schultz and Schultz (2004:50-67).

In acquiescence with these guiding principles Schultz and Schultz (2004:65) developed a five stage process, illustrated in Figure 3.4. It is not the intention of this study to address all aspects of IMC as shown in Figure 3.4. This study's focus is orientated around the communication messages and incentive mechanisms, as marked by the dotted line, but it is important to acknowledge where this component of the IMC process is positioned with respect to the organisation's other activities.



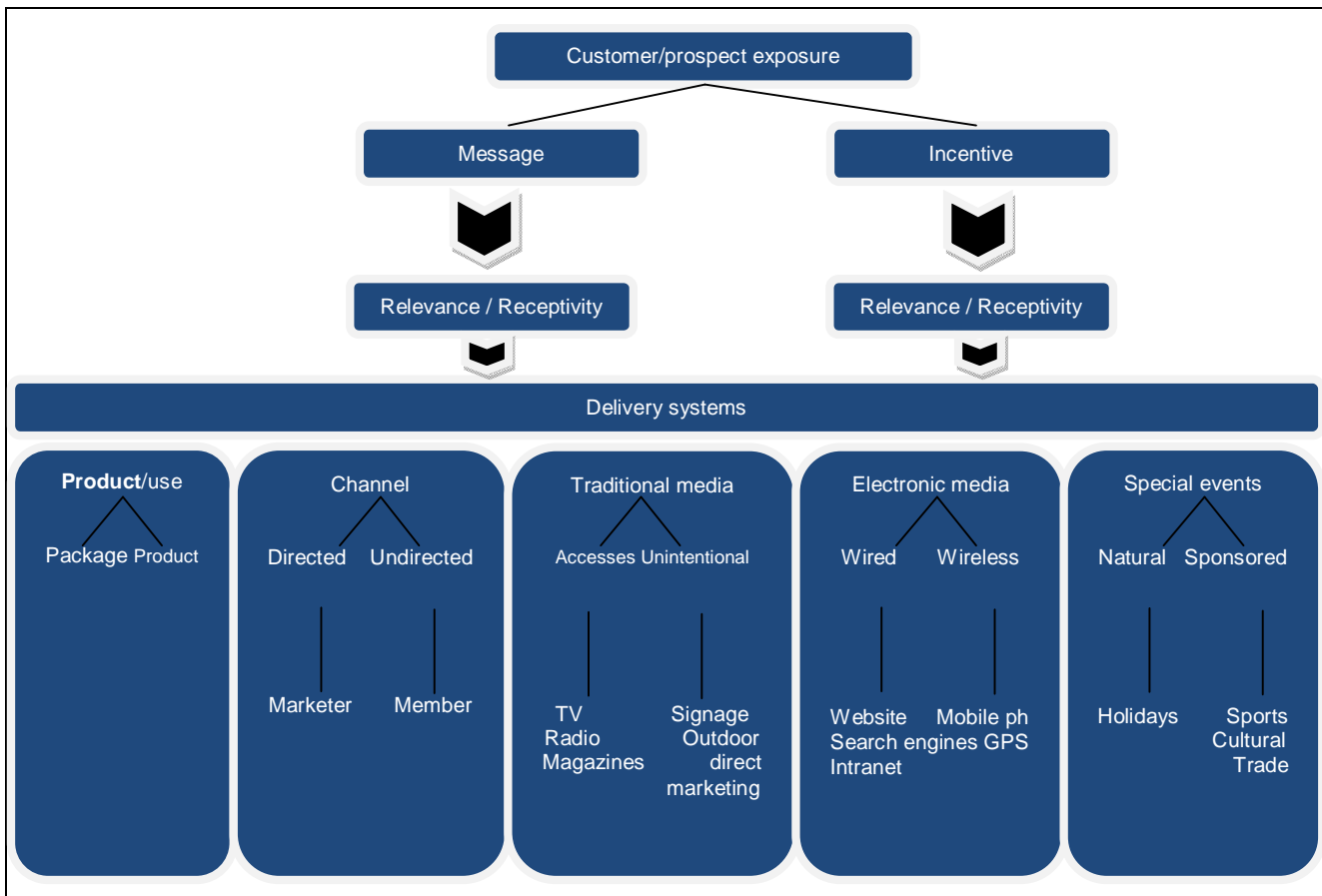
**Figure 3.4: The integrated marketing communication (IMC) process**



Source: Schultz and Schultz (2004:65)

According to Schultz & Schultz (2004:65) the collapse of marketing communication into messages and incentives, improves strategic focus with the deployment of communication through suitable delivery methods. They rationalise that customers reduce marketing communication into either messages or incentives and so pursuing the customer to affect their current or future behaviour, brand communication should reflect the perceptions of the customer. But this is only part of the process; customer receptivity to uptake either message or incentive will depend on variables relative to the customer including: a) the customer's need state, b) the context of receiving the communication, and c) the touchpoint used to deliver the communication. This process is illustrated in Figure 3.5, as the IMC model of brand contact delivery systems. Customers perceive marketing communication as either messages or incentives through various touchpoints (delivery systems). Uptake of the communication by the customer or prospect is dependent upon the relevance of the communication to the customer or prospect and the extent of receptivity of the target to the communication.

Figure 3.5: The integrated marketing communication (IMC) model of brand contact delivery systems



Source: Schultz and Schultz (2004:157)

### 3.4.1 Planning marketing communication delivery

How does the organisation know when to communicate with its customers; how to communicate; what stage of readiness the customer is in to accept the communication and acquire the organisation's brand? These are not new questions. Hierarchy of effects models of communication (see Table 3.7) have been developed to assist organisations in these decisions. The models are based on three behavioural dimensions namely, *cognitive*, *affective* and *conative*. The aim is to take customers through an attitudinal journey from a state of unawareness to one of action where the customer purchases the organisation's goods or services (Du Plessis *et al.*, 2005:79).



**Table 3.7: Hierarchy of effects models**

BEHAVIOURAL DIMENSION	MODEL	STIMULUS/ RESPONSE	DAGMAR	AIDA	THINK-FEEL-DO	LAVIDGE & STEINER	INFORMATION PROCESSING	FCB
<b>UNAWARE</b>								
<b>Cognitive (Knowing)</b> Emphasis on information (Rational)	Marketing forces (Marketing strategy) ↓ ↑ Countervailing forces, such as poor memory, prejudice, competition	Read	Awareness comprehension	Attention	Think	Awareness Knowledge	Presentation Attention Comprehension	Thinking
<b>Affective (Feelings &amp; emotions)</b> Emphasis on persuasion		Believed Remembered	Interest Conviction Attitude	Interest Desire	Feel-attitude or opinion	Liking Preference Conviction	Yielding (attitude change) Retention (new attitude)	Feeling
<b>Conative (Action tendencies)</b> Emphasis on action and repetition (rational and / or emotional)		Acted upon	Action	Action	Do-action	Action	Behaviour	Doer Reaction
		Brand loyalty	re-purchased	satisfied				

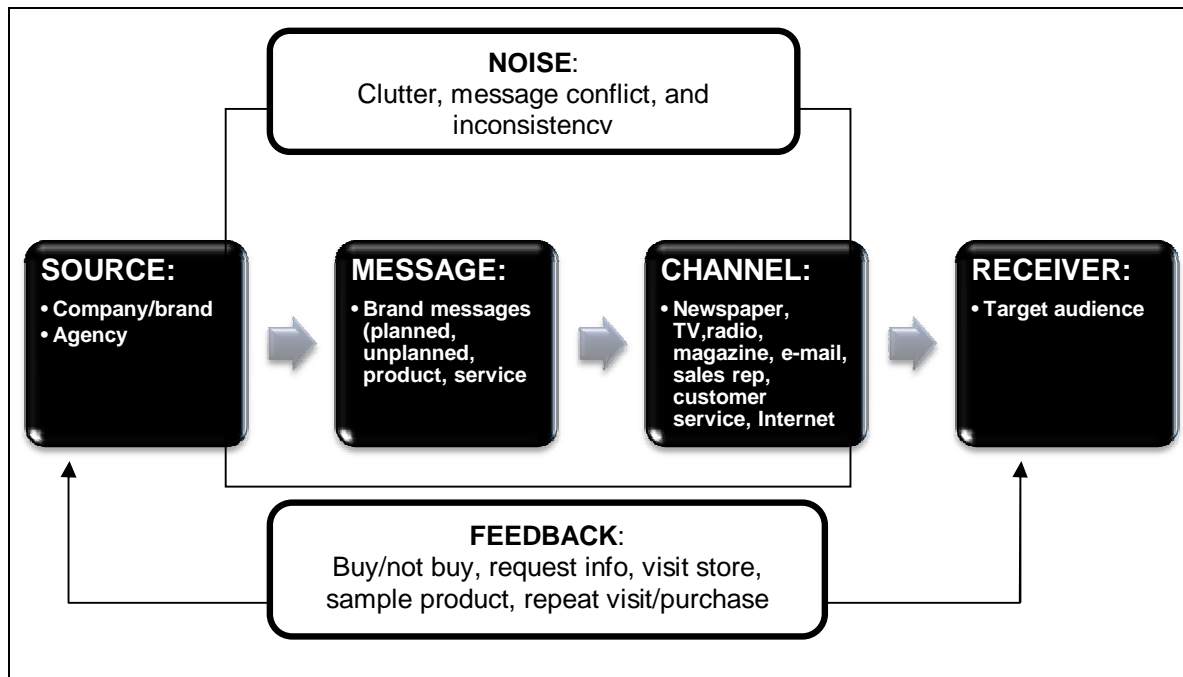
Source: Du Plessis *et al.* (2005:78)

**Are linear models still relevant?**

These models would be perfect, if customer decision-making was rational and linear; if all customers were in a similar state of awareness; if customers ignored communication activity from competing brands and any other influences in the market. These limitations question the validity of applying such models to marketing communication.

Another popular model is the communication process model (Du Plessis *et al.*, 2005:46; O'Sullivan,2008:34). Schultz and Schultz (2004:160) refer to this model as an outbound communication model (see Figure 3.6), because organisations send messages out to customers and wait for customer responses.

**Figure 3.6: Traditional outbound marketing communication model**

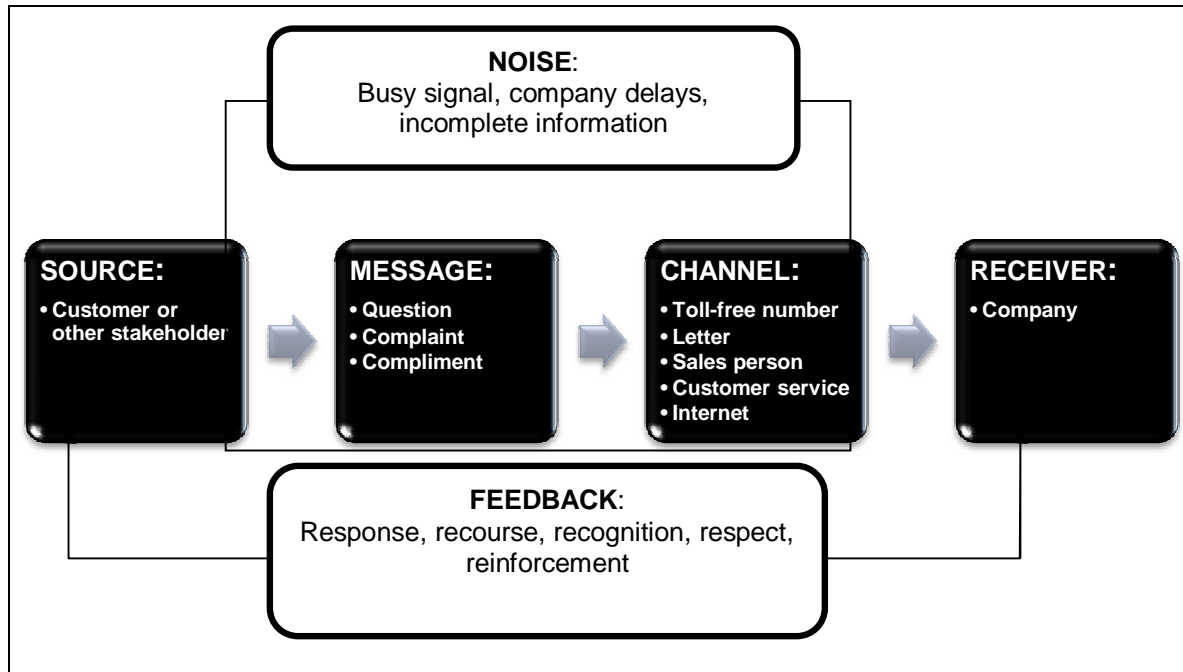


Source: Schultz and Schultz (2004:160)

This essentially uni-directional model is characteristic of modern (in the cultural sense) communication (Firat & Dholakia, 2006:144), and does not take into account interactive communication. Computer-mediated media has enabled customers to produce communications that they exchange with organisations and with other customers or prospects. Schultz and Schultz (2004:161) have reversed the traditional outbound communication model, to address flow of communication from customer to organisation (see Figure 3.7). Despite this adaptation both models are flawed for application to an interactive marketing environment, because although one addresses perspectives of customer originated communication and the other organisation originated communication there is no integration between them, thus the interactive aspects of communication between organisation and customer are not dealt with. Perhaps a third adaptation is required, one that integrates both customer-initiated and organisation-initiated communication and the conversations between customers and organisations as well as existing customers with potential customers, for example, customer reviews. Sundar, Zu and Bellur (2010:2247) add a further complication of interactivity with digital media that of de-differentiation between the message, medium and source, which by inclusion of source

extends Baudrillard's (2006:473) notion of blending between the medium and the message.

**Figure 3.7: Customer-initiated inbound communication model**



Source: Schultz and Schultz (2004:161)

**New media: new communication models?**

The preceding discussion shows there is scope for development of new marketing communication models that are more representative of an interactive environment that take into account new variables and media applications which have not existed previously. For example, considering how organisations can tap into customers' personal networks and leverage these connections to the organisation's benefit, which will be explored in a subsequent section on interactive multi-directional communication concepts of digital channels in Chapter 4. The traditional approach to mass media studies research followed a circulation loop. There is not necessarily a closed loop in digital media communications nor is there a linear flow of information from communicator to respondents.



**Multi-directional communication**

Despite the highlighted inadequacies of current models, marketers have never been more empowered to address the questions posited at the beginning of section 3.4.1 than they are today, by making use of the highly measurable real-time interactive properties supported by digital media. Customers are now in a position to tell brands or organisations when they are ready to communicate; indirectly through functions like search or directly via any interactive touchpoint with the brand or organisation. Brands or organisations have the responsibility to listen to their customers and communicate at the customer's convenience through the customer's choice of communication touchpoints. The point of listening emphasises the importance of IMC's role in the aggregation of inbound communication. Centralising this function not only helps the organisation efficiently streamline responses to its customers, but it provides the opportunity to improve the entity's understanding of its customers' needs, expectations and customers' perspectives of the entity.

Marketing strategies are shifting as a result of changing communication technology that has introduced new information and communication platforms into the communication landscape. Digital touchpoints have transformed some of the dynamics of marketing communication, such as: enhanced interactive communication between organisations and customers; and empowered customers with more control over their media choices, which in turn gives them greater control over the marketing communication they wish to receive or interact with. Changes to communication technology (and arguably a changed market characterised by a rise in customers demanding customised or personalised products or services) are powering the trend to move from undifferentiated broadcast marketing to narrowcast micro-marketing that focuses on building relationships with customers (Kotler & Armstrong, 2010:427).

Understandably micro-marketing has arisen as a marketing strategy to deal with fragmented goods, services and consumer markets (as discussed in Chapter 2) because it relevantly addresses the needs of specific market segments, or even individuals. The micro-marketing approach concentrates an organisation's marketing communication resources into its most profitable customers, with the intention of yielding long-term returns from this investment. In this approach the customer and organisation benefit mutually. However one should question the validity and sustainability of applying micro-marketing to all market offerings; especially from an organisation's perspective, in terms of a) driving further fragmentation of markets, b) greater resource requirements, and c) pressures on IMC.

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- Firstly, the act of micro-segmenting a market perpetuates fragmentation. Furthermore, individuals are complex and changing through effects of social constructivism, so marketers will enter a continuous cycle of trying to identify and cater to continuously changing customer needs.
  - Secondly, different marketing communications and possibly delivery mechanisms would be required to serve these niche segments, which place higher demands on the organisation's resources.
  - Thirdly, micro-marketing across multiple segments is likely to affect IMC efforts. Niemann-Struweg and Grobler (2011:6) reflect on the trend that a significant number of marketers consider it a necessity to implement differentiated communication strategies for each micro-segment within a brand's target market. They conclude that inconsistent, non-cohesive communication approaches, as borne out by multiple micro-segmentation communication tactics, may be detrimental to a brand, and instead recommend an integrated communication programme that is underwritten by a unifying theme (this does not necessarily mean that identical executions are required).

**Micro-marketing: a vicious or virtuous cycle**

Although new information and communication tools facilitate the management of micro-marketing, are marketers possibly compromising their resources at the expense of accommodating their customers through micro-marketing? In view of the increasing power of customers, will there perhaps be another shift in marketing strategies that inverses customer and marketer roles where marketing communication is influenced by marketers but controlled by customers within their particular niches, in a self-organising way, like complex adaptive systems?

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### **3.4.2 Challenges of IMC implementation**

Micro-marketing (Niemann-Struweg & Grobler, 2011:6) and agency resistance from a compensatory perspective (Duncan & Everett, 1993:36; O'Sullivan, 2008:39; Schultz & Schultz, 2004:8) have been noted as challenges to IMC implementation. Other barriers include:

- Structural concerns such as adoption of IMC as a philosophy across the entire organisation (Schultz & Schultz, 2004:23);
- Cross functional management between entities involved in the marketing communication process (Duncan & Moriarty, 2006:241);
- Management of relationships between supplier agencies and clients (organisations) as well as relationships between the organisation's appointed agencies (Philip, Kitchen, Schultz, Kim, Dongsub & Li, 2004:1432); and
- Importantly, which entity is designated with the responsibility of co-ordinating IMC activities (Duncan & Everett, 1993:38), advertising agencies or the organisation that has appointed them?

IMC has been presented as a concept and process to integrate marketing communication. In the following section communication science will be explored. Communication, particularly interactive communication, is a currency of exchange interfacing between brands and or organisations with their customers and prospects.

### **3.5 COMMUNICATION SCIENCE**

Most people use media routinely throughout their day, be it interpersonal or mass media. Media occupies a considerable amount of people's free time. The evolution of new digital or computer-mediated media means that it is relatively easy for people to surround themselves with media that is easily accessible (Baran & Davis, 2003:253). This section highlights human communication from two perspectives, firstly from theories pertaining to communicators and secondly media.



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### 3.5.1 Communication theory classification

Communication theory has been challenging to classify because it is multi-contextual. Craig (1999) developed a useful metamodel for communication theories consisting of seven categories, which are not mutually exclusive: *Semiotic*, *Phenomenological*, *Cybernetic*, *Sociopsychological*, *Sociocultural*, *Critical*, and *Rhetorical*. The model is a means of organising communication theory as concepts of communication practice (Craig, 1999:135), see Table 3.8.

Note, in the interest of layout arrangements for this thesis Table 3.8 will be followed by Table 3.9. The intervening text between these tables now follows.

The categories of *cybernetic* with its study of interactions and effects of complex systems, and *sociopsychological*, addressing individuals as social beings and *sociocultural*, addressing identity within a community are considered most pertinent to this investigation. Table 3.9 summarises theories and key concepts of these three categories. The communicator theory approach to these categories treats individuals as autonomous; individuals are unique and arrange information into attitudes, beliefs and values which affect behaviour. The media theory approach to these categories revolves around media participation and effects; media and communities respond to each other and media affects individuals' behaviour.

**Table 3.8: Seven traditions of communication theory**

	<b>RHETORICAL</b>	<b>SEMIOTIC</b>	<b>PHENOMENOLOGICAL</b>	<b>CYBERNETIC</b>	<b>SOCIOPSYCHOLOGICAL</b>	<b>SOCIOCULTURAL</b>	<b>CRITICAL</b>
<b>COMMUNICATION THEORIZED AS:</b>	The practical art of discourse	Intersubjective mediation by signs	Experience of otherness; dialogue	Information processing	Expression, interaction, & influence	(Re)production of social order	Discursive reflection
<b>PROBLEMS OF COMMUNICATION THEORIZED AS:</b>	Social exigency requiring collective deliberation and judgment	Misunderstanding or gap between subjective viewpoints	Absence of, or failure to sustain, authentic human relationship	Noise; overload; underload; a malfunction or "bug" in a system	Situation requiring manipulation of causes of behaviour to achieve specified outcomes	Conflict; alienation; misalignment; failure of coordination	Hegemonic ideology; systematically distorted speech situation
<b>METADISCURISVE VOCABULARY SUCH AS:</b>	Art, method, communicator, audience, strategy, commonplace, logic, emotion	Sign, symbol, icon, index, meaning, referent, code, language, medium, (mis)understanding	Experience, self & other, dialogue, genuineness, supportiveness, openness	Source, receiver, signal, information, noise, feedback, redundancy, network, function	Behaviour, variable, effect, personality, emotion, perception, cognition, attitude, interaction	Society, structure, practice, ritual, rule, socialization, culture, identity, co-construction	Ideology, dialectic, oppression, consciousness-raising, resistance, emancipation
<b>PLAUSIBLE WHEN APPEALS TO METADISCURISVE COMMON PLACES SUCH AS:</b>	Power of words; value of informed judgement; improbability of practice	Understanding requires common language; omnipresent danger of miscommunication	All need human contact, should treat others as persons, respect differences, seek common ground	Identity of mind and brain; value of information and logic; complex systems can be unpredictable	Communication reflects personality; beliefs & feelings bias judgements; people in groups affect one another	The individual is a product of society; every society has a distinct culture; social actions have unintended effects	Self-perpetuation of power & wealth; values of freedom, equality & reason; discussion produces awareness, insight
<b>INTERESTING WHEN CHALLENGES METADISCURISVE COMMONPLACES SUCH AS:</b>	Mere words are not actions; appearance is not reality; style is not substance; opinion is not truth	Words have correct meanings & stand for thoughts; codes & media are neutral channels	Communication is skill; the word is not the thing; facts are objective and values subjective	Humans and machines differ; emotion is not logical; linear order of cause & effect	Humans are rational beings; we know our own minds; we know what we see	Individual agency & responsibility; absolute identity of self; naturalness of the social order	Naturalness & rationality of traditional social order; objectivity of science & technology

Source: Craig (1999:133)

**Table 3.9: Overview of cybernetic, sociopsychological and sociocultural categories of communication**

	<b>CYBERNETIC</b>	<b>SOCIOPSYCHOLOGICAL</b>	<b>SOCIOCULTURAL</b>
<b>STUDY</b>	Interactions and effects of complex systems.	Individuals as social beings.	Identity within a community.
<b>THEORIES</b>	Deal with the functioning of behavioural, social, biological and physical process. Communication, from this point of view, is considered to comprise of a system of different variables interacting and influencing each other to effect change, restore balance.	Address individuals' "social behaviour, psychological variables, individual effects, personalities and traits, perception and cognition" (Littlejohn & Foss, 2005:43).	Theories investigate process of interactions within groups. Defining individuals by their membership or position within a group (Littlejohn & Foss, 2005:45).
<b>THINKING / KEY IDEAS/ CONCEPTS</b>	Focuses on the concept of systems. Open systems interact with their environment and are regulated through feedback of their outputs. Systems are usually sub-systems of larger systems.	Targets message processes. The three branches are: message strategies, how recipients process the message and the effects of messages on people. Persuasion and attitude theories have had a key role to play in this segment of communication study.	This tradition addresses the ways in which people collectively build the definitions of their societies. Theories consider how meaning is created and emphasis is placed on the interpretation of words used within a community.
<b>DIVISIONS</b>	An implication of cybernetics' wide applicability has been the development of four complementary system theories (Littlejohn & Foss, 2005:41) Basic system, cybernetics, general system theory and second order cybernetics. Basic systems: system is a sum of observable parts that co-ordinate to achieve outputs. The system can be changed by varying the inputs it receives. Cybernetics: Wiener in the 1950s was instrumental in developing this branch, which targets control process and feedback loops in systems. General System Theory: was developed by von Bertalanffy. This approach highlights commonalities between different disciplines. The philosophy driving second-order cybernetics is that when individuals observe systems they are simultaneously affected by it and affect it (Littlejohn & Foss, 2005:42).	Extends to three broad areas: behavioural, cognitive and biological. The behavioural category addresses how people behave in communication contexts. This approach has been criticised for its simplification of complex behaviour. As a result cognitive theory is favoured. Cognitive addresses patterns of thoughts, how information is attained, stored, retrieved and processed to effect behaviour. The biological approach is a more recent development, gaining attention in the 1990s. This approach, which is similar to the classical phenomenological approach, infers that genetic (intrinsic) factors are responsible for behavioural outputs, not external factors like learning and environment.	The three branches contributing to this tradition are symbolic interactionism, constructionism and sociolinguistics. Symbolic interaction applies to the interaction between social structures and meanings that are generated and sustained. Constructionism follows the process that knowledge is generated through social interactions. Lastly sociolinguistics studies language and culture.  Ethnography studies how groups build meaning by observing their linguistics and non-linguistic behaviour.
<b>COMMUNICATOR THEORY</b>	<ul style="list-style-type: none"> <li>• Information processing</li> <li>• Information integration</li> <li>• Cognitive dissonance</li> <li>• Beliefs, attitudes and values</li> </ul>	<ul style="list-style-type: none"> <li>• Traits and factors</li> <li>• Biological influence</li> <li>• Attribution</li> <li>• Social judgement</li> </ul>	<ul style="list-style-type: none"> <li>• Self</li> </ul>
<b>MEDIA THEORY</b>	<ul style="list-style-type: none"> <li>• Public opinion</li> <li>• Spiral of silence</li> <li>• Theory of reasoned action</li> </ul>	<ul style="list-style-type: none"> <li>• Media effects</li> <li>• Uses and gratifications</li> <li>• Media dependency</li> <li>• Cultivation</li> </ul>	<ul style="list-style-type: none"> <li>• Medium theory</li> <li>• Agenda-setting</li> <li>• Media communities</li> </ul>

Source: Conceptualised and adapted from: Littlejohn and Foss (2005)

### 3.5.2 Communicator theory

The key differences between cybernetics, sociopsychological traditions and sociocultural traditions are that the former two, from the perspective of communicator, consider people's differences are inherent to the individual, whereas the latter assumes that social interactions influence people (Littlejohn & Foss, 2005:82). These interactions serve to unify people within communities, so the differences between individuals are a result of their social interactions and environment rather than biologically inherited attributes. In an increasingly interconnected society, facilitated by digital networks, sociocultural influences are likely to be important within specific communities. Table 3.10 provides an overview of cybernetic and sociopsychological communicator theories. Sociocultural theories have been excluded from this analysis because they focus on the self, which, although important are not central to the study's objective to address appropriate ways to enact marketing communication from the marketing practitioner perspective.

**Table 3.10: Overview of cybernetic and sociopsychological communicator theories**

CYBERNETIC	SOCIOPSYCHOLOGICAL
<ul style="list-style-type: none"> <li>• <i>Information integration theory.</i> This theory deals with the way individuals gather and process information to form attitudes. Two important variables influencing attitude change are valence and weight. Valence refers to the extent that the information supports or refutes the existing attitude and weight concerns the credibility of the source.</li> <li>• Fishbein developed <i>Expectancy-Value theory</i> where attitudes are a function of beliefs and evaluation. The <i>Theory of Reasoned Action</i> developed by Ajzen and Fishbein relates attitudes, intentions and subjective norms (opinions of others). These variables are weighted into the subject's decision.</li> <li>• <i>Cognitive and information processing theory.</i> <i>Cognitive dissonance</i> includes one of the largest bodies of work. This set of theories is based on the fact that people prefer consistency over inconsistency and have a tendency to look for media messages that resonate with their belief set. This implies a filtering process is in place to select desirable messages and reject undesirable ones. Changes in attitude may result from new information which unsettles the consistency balance.</li> <li>• <i>Theory of beliefs, attitudes and values.</i> Rokeach developed a comprehensive consistency theory explaining human behaviour based on people's systems of beliefs, attitudes, and values. Beliefs are classified as core (important) and peripheral (less important), which are further organised into attitudes. Rokeach believes attitudes should be considered in pairs, as attitude towards an object and attitude towards a situation. Behaviour outputs in a given situation are dependent on the conjunction of these two attitudes. Values are the most important of the three concepts. They are central beliefs of an individual's system. Cognitive theories help researchers understand what people do when they consume media.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Trait Theory.</i> Traits are specific characteristics of individuals. This theory functions on the premise that through understanding a person's traits researchers are able to predict the individual's behaviour in a given situation, by applying trait-factor models to investigate traits and individual differences.</li> <li>• <i>Attribution theory</i> concerns causal behaviour, in that people start to comprehend their own behaviour and that of others as a result of an action they experience. This can include situational effects, personal effects, ability, effort, desire, sentiment, belonging, obligation and permission.</li> <li>• In <i>social judgement theory</i> individuals make decisions according to their frames of reference. However individuals have different frames of references based on experiences and hence perceptions of judgement of a topic are likely to differ in relation to their experiences.</li> </ul>

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**Table 3.10: Overview of cybernetic and sociopsychological communicator theories (continued)**

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- *The theory of cognitive dissonance*, developed by Festinger, straddles cybernetics and sociopsychological traditions. In this theory individuals are assumed to possess various cognitive information from behaviour to attitudes which are related to each other within a system.

Three types of relationships prevail, in the first type of relationship none of the elements affect each other; in the second type of relationship there is consistency with one element reinforcing the other. The third relationship is dissonant. Dissonance takes place when one element is not anticipated to proceed from another. Individuals' feedback mechanisms react to reduce dissonance.

Four variables affecting dissonance are a) importance of decision, b) attractiveness of chosen alternative, c) perceived attractiveness of non-chosen alternative, and d) the degree of similarity between the two alternatives.

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Source: Conceptualised and adapted from: Baran and Davis (2003); Littlejohn and Foss (2005).

### 3.5.3 Media theory

Media is the interface between audiences and communicators. The two aspects to mass communication theory are macro and micro (Littlejohn & Foss, 2005:275). Macro mass communication theory considers the relationships between media and society, addressing the ways media are integrated into society and the effects between social structures and the media (Littlejohn & Foss, 2005:275). Micro mass communication considers the relationships between audiences and media, in this context audiences may comprise of groups or individuals.

Media theory consists of three categories: media content and structure, society and culture and audience. Media content and structure looks at the effects of the medium on communication and content of messages. The society and culture category deals with the role of mass communication in society, information flow, power and public opinion. Lastly, audience addresses individual and group effects of media as well as use of media.

## 3.6 COMMUNICATION SCIENCE FOR THE 21<sup>ST</sup> CENTURY

The preceding paragraphs acknowledge that although present and influential media effects are limiting in their influence to change individual attitudes there are other mitigating variables that collectively contribute towards attitudinal change. Media is just one aspect. Certain media may have greater emphasis or importance with different audience groups, social influence and or demographic variables. The progress of media

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theory in conjunction with changes in society and media development have led researchers to support the possibility that new digital media will displace mass communication as we know it today (Baran & Davis, 2003:361).

This hypothesis is an outcome of several factors, such as changes to the way that new media is developed, conceptualised and used in the 21<sup>st</sup> Century. Drivers of this movement include: a) the volume of content available and proliferation of media platforms through which this content can be accessed (Dominick, 2009:19) and b) the interactive properties of digital media, for example, the Internet, may lead to individuals obtaining a unique experience of a topic; this is because they have the option of clicking links to other content, which may or may not be related, and in so doing different people are likely to obtain a different experience, through this non-linear approach.

The advent of digital media has prompted a shift away from mass communication to interpersonal media communication. This transition has important implications for media consumption in terms of triggers that drive consumer media choices and the touchpoints considered by organisations for brand marketing communication programmes.

In the 21<sup>st</sup> Century individuals are in control of their media selection; choosing what they wish to see or hear and when they want to (Dominick, 2009:22); establishing a repertoire of media that match their specific cognitive strengths (Baran & Davis, 2003:373).

### **3.7 GOODS, SERVICES OR BOTH?**

Although this discussion is primarily concerned with the topic of marketing communication it would be sensible to consider the nature of what offerings are being marketed. The transition from an industrial dominant to information dominant society brought with it a corresponding transformation from predominantly manufacturing goods to a largely service provision economy. The greater demand for services is possibly due to changes in society. In reference to Maslow's hierarchy of needs, people (particularly in developed countries) migrating further up the pyramid of needs have a higher requirement for services such as

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recreational, support, healthcare and education services to satisfy their esteem and self-actualisation needs (Lindridge, Ali & Dibb, 2008:5). The Central Intelligence Agency (2011) estimated in 2010, that globally, services account for 63% GDP, industry 31% GDP and agriculture 6% GDP. At nearly two-thirds majority, the service sector dominates the world economy.

The shift between goods and services prompted differing approaches to marketing, notably the emergence of relationship marketing from transactional marketing. Service marketing arose as a subset of marketing from the recognition that services needed to be marketed differently to goods. In the 1980s, marketing researchers began to feel constrained by the conventional 4P marketing mix model. They found its manufacturing goods bias limiting to other areas of marketing. In a characteristically postmodern fashion, marketing began to fragment into sub-disciplines, one of which was service marketing (Gummesson, 2000:241; Vargo & Lusch, 2004b:1). In this way sub-disciplines were able to pursue research agendas reflective of their niche.

In the development of service marketing, efforts were made to distinguish services from physical goods with the proposition of four unique characteristics of services: intangibility, perishability, heterogeneity and inseparability (Gummesson, 2000:232; Lindridge *et al.*, 2008:8). These characteristics were formed on account of differences between goods and services (Lusch & Vargo, 2006:381). However, this author considers that the logic behind this derivation is faulty for the following reasons.

Firstly, Zeithaml, Parasuraman, and Berry, regarded as founders of services characteristics by Lovelock and Gummesson (2004:23), and Vargo and Lusch (2004a:326), proposed the four unique characteristics of services based on analysis of the service literature. A manufactured goods paradigm provided the foundation to these characteristics, which is understandable considering manufactured goods were the dominant business sector and thus provided a frame of reference to review services from. Kuhn (1970:6) remarks that new approaches to research only begin to emerge when the conventional approach fails to solve the problem. However in adopting a manufacturing



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goods perspective to develop service characteristics, these characteristics become manufacturing-goods orientated rather than truly service-orientated characteristics (Vargo & Lusch, 2004a:325). In effect service characteristics were defined by default, as traits that were the opposite of manufacturing goods. This is analogous to the earlier discussion concerning the need to view the marketing mix from a consumer-centric perspective instead of manufacturing goods organisation perspective in a consumer-dominant market, where perspectives need to change according to the environment.

Secondly, in practice it is rare for organisations to have offerings that can be classified as purely goods or purely services; it is more usual to find offerings that encompass aspects of both goods and services to varying degrees (Lovelock & Gummesson, 2004:26). Congruous to this point is that the characteristics of offerings will neither be representative of wholly goods or wholly services. Even predominantly goods orientated offerings have auxiliary services to deal with issues like complaints and repairs. This blurring of services and goods characteristics is indicative of de-differentiation.

Thirdly, in continuation of the second point, is the development of new offerings (Lovelock & Gummesson, 2004:21), particularly technology mediated propositions, like Internet banking, and other applications, which were virtually non-existent during the 1980's when service characteristics were conceived. Interestingly, self-service offerings like Internet banking, purchasing ticket for events or travel have contributed to a do-it-yourself culture, which removes a large part of the responsibility of service delivery away from the organisation and places it with the customer.

The changing nature of offerings as well as the market has prompted scholars to adopt anti-foundationalism attitudes that question the validity of service characteristics (Lovelock & Gummesson, 2004; Vargo & Lusch, 2004a) presented in Table 3.11; proposing alternative marketing paradigms, like *nonownership* with respect to rental or access services (Lovelock & Gummesson, 2004), and *service-dominant logic* (Vargo & Lusch, 2004b).



**Table 3.11: Conventional definitions of service characteristics and contestation of said definitions**

	CONVENTIONAL CHARACTERISTIC DEFINITION	CONTESTING CONVENTIONAL DEFINITION	
		LOVELOCK AND GUMMESSON (2004)	VARGO AND LUSCH (2004a)
INTANGIBILITY	As opposed to the tangibility of goods. Services cannot be seen, tasted, felt, heard, or smelled before purchase.	<ul style="list-style-type: none"> <li>Argue that often products cannot be accessed to experience before purchase because of packaging.</li> <li>Furthermore remote purchasing i.e. phone, catalogue or Internet ordering means customers do not experience the products they purchase prior to delivery.</li> <li>On the other hand some services like accommodation facilities and personnel can be assessed by the customer before they make a decision to book the facility.</li> </ul>	<ul style="list-style-type: none"> <li>Consider some tangible goods may be purchased for intangible benefits.</li> <li>Highlight the importance of intangibles like brand image.</li> </ul>
PERISH-ABILITY	Services cannot be stored for later sale or use.	<ul style="list-style-type: none"> <li>Some services like live lectures can be recorded and stored on media for later use.</li> </ul>	<ul style="list-style-type: none"> <li>Tangible goods may be perishable (e.g., food.)</li> </ul>
HETEROGENEITY/ VARIABILITY	Standardisation of services is difficult. The quality of services depends on who provides them and when, where, and how.	<ul style="list-style-type: none"> <li>Automation helps to deliver a more consistent service.</li> </ul>	<ul style="list-style-type: none"> <li>Some services can be standardised.</li> <li>Some tangible goods are heterogeneous.</li> <li>Consider heterogeneity to be a manufacturing perspective concerning quality, but the perceived quality by the customer is relative to the customer, which is likely to be different irrespective of a standardised goods or service offering.</li> </ul>
INSEPARABILITY/ SIMULTANEITY	Services cannot be separated from their providers. This characteristic concerns the inclusive nature of services. Services are in part co-produced and co-delivered by customers and partly consumed by the customer during the production of the service.	<ul style="list-style-type: none"> <li>Separable services do exist. For example, laundry and dry cleaning services, parcel deliveries. These services are provided without the customers' involvement. So inseparability is not a unique characteristic of all services.</li> </ul>	<ul style="list-style-type: none"> <li>The customer is always involved in the production of value. This applies to tangible goods too, which customers adapt to suit their specific needs.</li> </ul>

Source: Conceptualised from Du Plessis *et al.* (2005:5), Gummesson (2000:232), Kotler and Armstrong (2010:269), Lovelock and Gummesson (2004); Vargo and Lusch (2004a)

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Comments from Lovelock and Gummesson (2004) and Vargo and Lusch (2004a) captured in Table 3.11 demonstrate that the characteristics of intangibility, perishability, heterogeneity and inseparability are not unique to services; they are found in products too.

### **3.8 SERVICE-DOMINANT LOGIC ANALYSIS**

Vargo and Lusch (2004b) in their seminal article, *Evolving to a new dominant logic for marketing*, proposed service-dominant logic (S-D logic) as a paradigm that supports a unified approach to marketing offerings, irrespective of their classification as goods, services or hybrids.

Numerous scholars support the notion of a S-D logic marketing paradigm superseding that of manufacturing goods dominant logic (Grönroos, 2006:317; Gummesson, 2008a:143; Peñaloza & Venkatesh, 2006:300; Vargo & Lusch, 2004b:1); even Schembri (2006:381), who at times contests aspects of S-D logic on the grounds of a desire for greater emphasis on customer experience.

Nonetheless where the manufacturing goods logic is based on tangible goods, embedded value and discrete transactions, service logic is grounded in intangible resources, co-creation of value with consumers, and continuous relationships (Lusch & Vargo, 2006:282; Vargo & Lusch, 2004b:1). Service-dominant logic does not mean that services are superior to goods. Under this paradigm it is *service* that is common across both offerings (Lusch & Vargo, 2006:282). It is important to distinguish between the terms *services* and *service*. Vargo and Lusch (2004b:2; 2011:16) define *services* as the equivalent of intangible products, and *service* as the process of applying one's competences (knowledge and skills) through deeds, processes, and performances for the benefit of another entity or the entity itself. Based on this definition *service*, in the context of service-dominant logic, extends beyond the terms goods and services.

Vargo and Lusch (2004b) originally identified eight foundational premises (FPs) for a service-dominant logic paradigm, later extending to ten FPs (Vargo & Lusch, 2008). Table

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3.12 summarises both the original FPs and new or modified versions, together with a rationale for the adjustments. No doubt premises will continue to be added, refined or discarded as the discipline matures. Many of the adjustments to Vargo and Lusch's (2008) latest set of premises were made to refine meanings or address misconceptions and misunderstandings about FP definitions.

The FPs provide a unifying foundation for several sub-disciplines in marketing, customer and market orientation, services marketing, relationship marketing, quality management, value and supply chain management, resource management and network analysis (Peñaloza & Venkatesh, 2006:300; Vargo & Lusch, 2004b).

The philosophies underscoring service-dominant logic are supportive of the postmodern marketing transitions reported previously, namely: a) an embedded cultural practice (Firat & Dholakia, 2006:147), b) collaborative marketing (Firat & Dholakia, 2006:150), c) diffused marketing (Firat & Dholakia, 2006:151), and d) complex marketing (Firat & Dholakia, 2006:151).

**Table 3.12: Service-dominant logic foundational premise (FP) modifications and additions**

FPs	ORIGINAL FOUNDATIONAL PREMISES	MODIFIED/ NEW FOUNDATIONAL PREMISE	COMMENT/ EXPLANATION
1	The application of specialised skill(s) and knowledge is the fundamental unit of exchange.	<b>Service</b> is the fundamental <b>basis</b> of exchange.	The application of operant resources (knowledge and skills), “service,” as defined in S-D logic, is the basis for all exchange. Service is exchanged for service.
2	Indirect exchange masks the fundamental unit of exchange.	Indirect exchange masks the fundamental <b>basis</b> of exchange.	Because service is provided through complex combinations of goods, money, and institutions, the service basis of exchange is not always apparent.
3	Goods are distribution mechanisms for service provision.	Goods are a distribution mechanism for service provision.	Goods (both durable and non-durable) derive their value through use – the service they provide.
4	Knowledge is the fundamental source of competitive advantage.	<b>Operant resources</b> are the fundamental source of competitive advantage.	The comparative ability to cause desired change drives competition.
5	All economies are services economies.	All economies are <b>service</b> economies.	Service (singular) is only now becoming more apparent with increased specialisation and outsourcing.
6	The customer is always a co-producer.	The customer is always a <b>co-creator</b> of value.	Implies value creation is interactional.
7	The organisation can only make value propositions.	The organisation <b>cannot deliver value, but</b> only offer value propositions.	Organisations can offer their applied resources for value creation and collaboratively (interactively) create value following acceptance of value propositions, but cannot create and /or deliver value independently.
8	A service-centred view is inherently customer orientated and relational.	A service-centred view is <b>inherently</b> customer oriented and relational.	Because service is defined in terms of customer-determined benefit and co-created it is inherently customer orientated and relational.
9	Organisations exist to integrate and transform microspecialised competences into complex services that are demanded in the marketplace.	<b>All social and economic actors are resource integrators.</b>	Implies the context of value creation is networks of networks (resource integrators).
10	-	<b>Value is always uniquely and phenomenologically determined by the beneficiary.</b>	Value is idiosyncratic, experiential, contextual, and meaning laden.

Source: Vargo and Lusch (2008:7) (Emphasis as per original)

Vargo and Lusch (2008:3) consider service-dominant logic (S-D logic) generalisable and have applied it in the context of marketing. It is the intention of the following discourse to expand S-D logic of marketing into marketing communication, to demonstrate roles for

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digital media as tools to build and improve relationships between organisations and customers.

### 3.9 SERVICE-DOMINANT LOGIC (S-D LOGIC) FOUNDATIONAL PREMISES (FP)

The ten service-dominant logic foundational premises will be presented chronologically in a three-step format under the headings of a) *Overview*, which will provide an overview and discussion of each foundational premise b) *Marketing communication perspective*, where the foundational premise in question will be applied to marketing communication, and c) *Digital relevance*, which considers the relevance of the foundational premise under review in the context of digital media. In some instances the three-step format reduces to two-steps, where the second step combines *marketing communication* and *digital relevance*. This occurs where there is an almost inseparable account associating marketing communication with digital relevance, as in the case of the 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> FPs.

#### 3.9.1 1<sup>st</sup> FP: Service is the fundamental basis of exchange

##### 1<sup>st</sup> FP: Overview

Individuals do not possess all the physical and mental skills they need for optimal function in society. People, therefore, call on the specialised skills of others to fulfil their needs, through exchanges. The co-ordination of specialised efforts results in the production of tangible or intangible offerings (Vargo & Lusch 2004b:6).

##### 1<sup>st</sup> FP: Marketing communication perspective

From the perspective of marketing communication, one could consider the fundamental unit of exchange to be *information or content* that becomes operationalised through marketing communication efforts, which is exchanged between consumers and organisations.

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### 1<sup>st</sup> FP: Digital media relevance

The multi-directional capabilities of digital media facilitate the flow of information exchanges between individuals and organisations.

### 3.9.2 2<sup>nd</sup> FP: Indirect exchange masks the fundamental basis of exchange

#### 2<sup>nd</sup> FP: Overview

Production efficiency, for example, has been achieved through the division of specialised labour within organisations. This yields efficient production of standardised offerings by passing the offering through co-ordinated phases of specialised labour within the value chain. A consequence of organisation efficiency improvements is that customers become increasingly removed from employees and the exchange process. Organisations too have fragmented through restructuring into specialised entities that focus on their core competence (Kotler & Armstrong, 2010:43; Vargo & Lusch, 2004b:8). For instance, in the process of splitting the distribution function from the manufacturing function, each function becoming a core competence of an independent entity. Increasingly organisations are required to outsource particular activities to networks of specialised entities. Entities within these networks are co-dependent on each other for business success; in effect de-differentiation occurs between organisations as they become enmeshed and dependent on other organisations. There is an element of hyperreality too, as in effect organisations err towards hyperreal states becoming virtual structures that depend on their outsourcing partners to operate.

An outcome of distancing customers from employees is that employees, and by default the organisation, become less focused on the end customer. One notion to minimise distance between customers and employees is that of the *part-time marketer* (Grönroos, 2006:321; Gummesson, 2000:240; Gummesson, 1998:243). This concept suggests that marketing is not the sole responsibility of the marketing department and should be performed to a certain extent by all members of the organisation who come into contact with customers (Grönroos, 2006:318). In support of this logic, customers seldom come into direct contact with the members of an organisation's marketing department, they are more likely to

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encounter other personnel. Similarly, Kotler and Armstrong (2010:268) emphasise the importance of employees as a brand touchpoint interfacing with customers. Perhaps customers should be considered as part-time marketers too, from the point of view, that customers may relay their perspectives of an organisation's offerings to other prospective customers. This blurring of traditional roles between customers and marketers is indicative of postmodernism's trait of de-differentiation.

Schembri (2006:384) shares the view that division of labour contributes to efficiencies, but challenges the second foundational premise arguing that since knowledge is socially constructed in the workplace, it is exchanged from worker to worker, so the fundamental unit of exchange is not masked. Whilst Schembri's logic is reasonable, it could be argued a moot point for the following reason: the purpose of division of specialised labour is to appoint different specialists along the value chain from inception to completion. Each specialist applies specific skills to the offering as it moves along the value chain. This does not mean specialists explicitly impart their knowledge to other workers in the process; to do so would defeat the purpose of division of labour. Therefore since Schembri's notion is inconsistent with the premise it is not considered valid to challenge the premise.

## **2<sup>nd</sup> FP: Marketing communication perspective**

Similarly, marketing communication messages may become masked before they reach the customer, during the various exchanges that occur between respective stakeholders in the marketing communication value chain. FP2 supports the concept of IMC to help minimise inaccurate transmission of information. Whilst organisations are still able to exert control over communications issued by the organisation or its appointed agencies, they cannot control communications generated by customers, such as word-of-mouth, user generated content and other customer-to-customer exchanges that may mask an organisation's intended communication, which could inadvertently lead to customers misinterpreting the organisation's actual communication message by way of second-hand distorted messages they encounter.



## **2<sup>nd</sup> FP: Digital media relevance**

Digital media has the potential to amplify these customer exchanges by the way people use digital media. Digital media also presents opportunities for organisations to supply and seed organisation appropriate information on the Internet as well as respond to customer content. Another consideration is that each customer has a repertoire of information sources that they utilise during decision making that may or may not include information that stems directly from the organisation.

### **3.9.3 3<sup>rd</sup> FP: Goods are a distribution mechanism for service provision**

#### **3<sup>rd</sup> FP: Overview**

The fundamental unit of exchange, skills and knowledge, can be distributed in one of three ways (Vargo & Lusch, 2004b:9):

- Directly
- Transferred through education or training
- Indirectly, by implanting skills and knowledge into items. In using the item, the item provides a service for the user.

On a more abstract level goods may provide individuals with tangible evidence of self-esteem or satisfaction of higher order needs, for example customers associating with particular brands to symbolise an aspiration or reflection of the customer.

Schembri (2006:385) refutes the third foundational premise on the grounds that it implies delineation between services and goods and this apparently impacts on how the customer experiences products, because regardless of whether an offering is defined as a service or good, customers perceive the offering as an experience. This author does not share Schembri's view and offers the following interpretation of the premise, which is that Vargo and Lusch (2004) apply a service logic to distribution irrespective of classifying offerings as goods or services. Perhaps Vargo and Lusch's (2008:8) subsequent proposition of the tenth foundational premise, which addresses customer perceived experiences, was developed in response to potential misunderstandings of FP3.



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### 3<sup>rd</sup> FP: Marketing communication perspective

From a marketing communication perspective, communication touchpoints (such as: print, radio, television, cinema, out of home, point of sale, mobile phone, the Internet, and social media) distribute marketing communication information to consumers.

### 3<sup>rd</sup> FP: Digital media relevance

Digital media, for example social networks like *Facebook*, is unique in that it provides a platform to host media or content exchanges. The type of content carried ranges from simple text to multi-media offerings. Different media types possess different capabilities which dictate the level of creative richness that the communication can achieve.

The concept of virtual goods should also be acknowledged; whilst intangible in the physical sense, virtual goods (applications, games, music, photographs, navigation systems), still provide customers with services, linking into the postmodern condition of hyperreality. Virtual goods however depend on physical tools of technology, like mobile phones, computers and tablets to deliver their services. In the digital realm, the currency of information, becomes embedded into digital content, which people access and exchange via various digital media distribution devices.

### 3.9.4 4<sup>th</sup> FP: Operant resources are the fundamental source of competitive advantage

#### 4<sup>th</sup> FP: Overview

Firstly, an explanation of *operant* and *operand resources* is required. Vargo and Lusch (2004b:2) describe *operand resources* as resources that require the exertion of some act to produce an effect. *Operant resources* on the other hand are resources that are used to act on operand resources, such as knowledge and technology.

Organisations that can differentiate and integrate knowledge from different stakeholders, including customers, within the value chain for the purposes of improving their value proposition to customers improve their likelihood of achieving competitive advantage. This form of collaborative value creation is regarded as co-production (Vargo & Lusch,

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2004b:9). The wide availability of near parity offerings in terms of quality and price not only increases customer choice but also competition amongst brands. This stresses the crucial need for competitive advantage.

- Conceivably brand knowledge and branding become the differentiator and source of competitive advantage; brands add value to products, customers assign meanings to brands and form relationships with brands (Kotler & Armstrong, 2010:255; Schultz & Schultz, 2004:126). Part of an organisation's value proposition is legitimately encapsulated in its brands. Schultz and Schultz (2004:129) regard the exchange of a brand between customer and organisation as a currency of value exchange. Brands are a tool for building relationships with customers.
- Additional competitive advantage qualities include the speed and agility that an organisation can adapt to the market.

Schembri's (2006:386) challenge to the fourth premise stems from the need to include customers' after-sale perceptions of offerings in order to improve the value proposition in a customer-dominant marketing climate. This author is in agreement with Schembri, and considers the definition of the fourth FP wide enough to encompass the inclusion of customers' after-sales perspectives.

#### **4<sup>th</sup> FP: Marketing communication perspective**

As members of today's information society, most customers have convenient access to numerous sources of information, and as a result have the potential to be highly knowledgeable about offerings and competitive equivalents (Kotler & Armstrong, 2010:427). It is imperative that organisations have a presence in the information spaces their customers access. Customers will discern which sources of content are most suitable for them and make judgements accordingly. Brand touchpoints are operant resources; they produce a brand experience for the customer (Duncan & Moriarty, 2006:237).

#### **4<sup>th</sup> FP: Digital media relevance**

An advantage of digital media in a marketing communication strategy, is that some elements of an organisation's marketing communication are readily available to customers

through pull tactics, like search engine optimisation, which can be used to help direct customers. It is important to acknowledge that customer searches online will pull up organisation generated content as well as consumer generated content. Consumer generated content is not necessarily negative to an organisation, in fact it could be beneficial and demonstrates customer involvement with a brand or organisation, it is just that organisations can only try to influence the nature of the content but cannot control it. This is in agreement with the following transitional concepts of marketing in a postmodern climate: a) business activity to embedded cultural practice, b) managed to collaborative, c) centralised to diffused marketing, and d) ordered to complex. Returning to Schembri's (2006:386) point of after-sales perceptions, through user generated content customers have an opportunity to express their after-sales opinions, which serves a dual purpose, a) provides feedback to the organisation, and b) provides user-based opinions to other customers that show how the customer feels about the organisation and its value to them.

### **3.9.5 5<sup>th</sup> FP: All economies are service economies**

#### **5<sup>th</sup> FP: Overview**

Economic eras have been classified by their characteristic outputs. This foundational premise asserts that it is not just today's economy that is characterised by service output, but all economies. Vargo and Lusch (2004b:10) rationalise that services have always driven economies, but their presence was less obvious. Service dependence has just become more blatant in today's economy where increasing specialisation relies heavily on services for co-ordination and exchange. A similar point was made earlier in reference to networks and outsourcing in discussions concerning FP2.

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### **5<sup>th</sup> FP: Marketing communication perspective**

This premise is not deemed to be directly translational into a marketing communication context. However it has relevance from the fact that service interactions of several different specialist suppliers may be required to enact an organisation's marketing communication efforts.

### **5<sup>th</sup> FP: Digital media relevance**

In the context of digital media as suppliers of infrastructural communication platforms in society, people have become dependent on their capabilities for co-ordination and exchanges. Under this perspective connectivity, speed, convenience and efficiency represent significant properties of digital media.

### **3.9.6 6<sup>th</sup> FP: The customer is always a co-creator of value**

#### **6<sup>th</sup> FP: Overview**

The marketing process is not independent of the customer; it is an interactive process in conjunction with the customer. Vargo and Lusch (2004b:11) consider a prime directive of marketing, namely "customer responsiveness", is compromised by the emphasis on the manufacturing efficiency of goods-based manufacturing; a procedure that usually separates customers from the production process. The service perspective of marketing in direct contrast involves the customer in the production of value (embedded cultural practice). Under service-dominant logic, production of value is a continuous process. This concept also applies to tangible items. Earlier tangible items were defined as items that delivered services, so through ongoing use of the tangible item the customer continues producing value. Involvement of the customer in the value-production process customises value outputs according to the customer's requirements. Furthermore, any modifications that customers apply to their purchases could be construed as creation of value tailored to the customer's needs, for example adding cushions to sofa suites. This foundational premise epitomises proactive customers and customer-centricity. It infers a degree of inseparability between the customer and the organisation to bring about the offering. However it should be acknowledged that not all customers are willing to participate

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(Schembri, 2006:387). Firat and Dholakia (2006:138) perceive customers to be part of the value system, in the generation of value and transfer of value through associations they have with other customers as well as the organisation.

Peñaloza and Venkatesh (2006:304) seek to expand this foundational premise to include meanings in exchange and use in co-creation between customers and the organisation, believing meanings epitomise the type of relations between customers and organisations.

The practice of launching beta versions of electronic applications, for customers to test and feedback their points of view before the final product is released, could be considered a form of co-creation at the development level of the offering. The same logic applies to upgrades and new versions of products. Additionally the proliferation of self-service offerings and greater responsibility assumed by the customer in the orchestration of these transactions, as mentioned earlier in the chapter, may result in an expectation of co-creation by certain customers because they have become accustomed to a high level of involvement.

#### **6<sup>th</sup> FP: Marketing communication perspective**

Interactive communication mutually benefits customers or prospects as well as brands or organisations. In this communication partnership the co-creation of information provides value to customers or prospects about the brand or organisation and provides the brand or organisation with information about the customer or prospect (Duncan & Moriarty, 2006:241). In the same way that customers are participating in the co-creation of products and services, they have an expectation to participate in communication exchanges with brands or organisations (Firat & Dholakia, 2006:146).

#### **6<sup>th</sup> FP: Digital media relevance**

The interactive properties of digital media are especially relevant to this premise by involving customers as co-producers or co-creators as opposed to targets in marketing communication processes. Digital media presents customers with opportunities to interact with marketing communication through user generated content which may take the form of

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text comments or multi-media content hosted on platforms like blogs, emails, social networks, video sites and forums. Digital media, particularly personal media, provides organisations with the means to continue the value-production process by communicating knowledge and information to their customers pre, during and post sales; and in so doing attempt to build relationships with customers. Digital media makes real-time marketing a reality.

### **3.9.7 7<sup>th</sup> FP: The enterprise cannot deliver value, but only offer value propositions**

#### **7<sup>th</sup> FP: Overview**

Organisations can only infer a value proposition in their offerings. The perceived value of an offering is determined by the customer (Gummesson, 2008a:143; Vargo & Lusch 2004b:11), so is relative to the customer. Similarly Grönroos (2005:2; 2006:324) refers to the concept of value-in-use. Value-in-use is the value customers obtain from using services or products, and only customers, not organisations, can assign a value to the goods or services used. This value is not necessarily limited to when the exchange takes place. Customers may derive value from repeated physical interaction with an offering or even through the recollection of a memorable event of a service encounter, such as a vacation. Gummesson (2008a:143) asserts that the concept of value is in part a product of quality and customer satisfaction, albeit with diffuse and overlapping boundaries.

#### **7<sup>th</sup> FP: Marketing communication perspective**

In a marketing communication context customers are free to determine which source or sources of information provide them with the most relevant value. Customers can tune in and out of an organisation's marketing communication. Customers are having conversations amongst themselves and brands need to join these conversations (Kotler & Armstrong, 2010:42). Customers are in control of these conversations. By participating and "listening" to the market the organisation is in a position to assess the market's perspective of it and if necessary adapt their marketing communication approach, affecting both the choice of content and touchpoints selected.

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### **7<sup>th</sup> FP: Digital media relevance**

Two applications of digital media are considered relevant to the 7<sup>th</sup> FP. Firstly, the media platform itself; customers have the ability to choose which touchpoints they want to utilise, according to the value they derive from the particular platform. Their decision to use digital media may be attributed to preference, convenience and ease of referral or retrieval of particular communication. Secondly, the interactive properties of digital media, like social network systems allow brands or organisations to participate in customer conversations. This provides opportunities for entities to seed their intended value in touchpoints where their customers are present, and to therefore also gauge customer perceptions of value.

### **3.9.8 8<sup>th</sup> FP: A service-centred view is inherently customer oriented and relational**

#### **8<sup>th</sup> FP: Overview**

The characteristics of a service-centred view are interactivity, integration, customisation, and co-production (Vargo & Lusch, 2004b:11), which occur between the organisation and the customer to develop a suitable solution for the customer. These characteristics underlie relationship marketing. The service-centred view requires the formation of a relationship between the organisation and customer for interactive value creation (Vargo & Lusch, 2008:8). Vargo and Lusch (2004b:12) point out that even single transaction encounters between organisations and customers involves a relationship, because there are usually assurances that the exchange will continue to provide services for a period of time. These assurances contribute to the long-term brand equity of the organisation, which could be perceived as attractive relationship qualities for both the current customer and potential customers. It must be noted that irrespective of the efforts an organisation invests into its customer, it is the customer that decides if he or she wants to create a relationship with the organisation (Schultz & Schultz, 2004:122). This aligns with the concept of relativism, in the context that the decision to form a relationship with a brand is relative to an individual's set of beliefs and needs.

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## 8<sup>th</sup> FP: Marketing communication perspective and digital media relevance

The service-centred view characteristics are readily reproducible through digital media, rendering it an attractive touchpoint to support the service-centred view.

- Interactivity is possible through multi-directional communication exchanges between organisations and customers, across a variety of different digital touchpoints. Exchanges may be synchronous or asynchronous. Digital media improves convenience by allowing interactions to occur anytime and anyplace, thus removing boundaries of time and place. Kotler and Armstrong (2010:231) promote interactive marketing as the marketing principle for the twenty-first century.
- Integration is evident in user generated content where people recombine elements of an organisation's or brand's content into their own creations, or respond to calls for competitions to make commercials for organisations to air on television.
- Digital media allows for the cost efficient distribution of customised communication that can be personalised to suit the individual customer, possibly by using database information.
- The activity of co-production is evident in interactive communication between customers and organisations; as an active role in integrated communication; and through the supply of personal data by the customer in customised communication.

### **Digital media, the relationship communication-bridge between customers and marketers**

Digital media offers communication tools to assist relationship building strategies with customers and allows organisations to be selective about choosing the most profitable customers and communicating with them in more meaningful ways (Kotler & Armstrong, 2010:41). This is a departure from mass communication to personal communication strategies.

### 3.9.9 9<sup>th</sup> FP: All social and economic actors are resource integrators

#### 9<sup>th</sup> FP: Overview

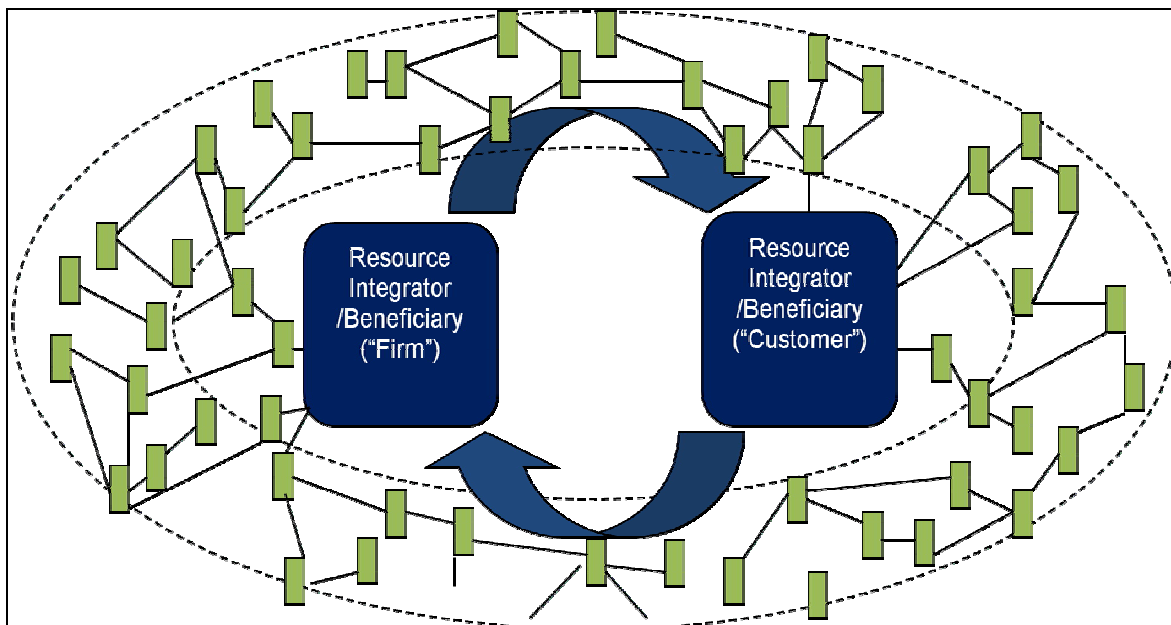
This premise refers to the fact that complex exchanges are the product of multiple micro exchanges that occur between different entities. Entities are responsible for integrating resources to varying extents. Resource integrators are connected directly or indirectly to



each other within networks. Exchanges of integrated resources amongst resource integrators results in value creation. This is demonstrated in Figure 3.8. Although Figure 3.8 uses the term's "firm" and "customer", this model equally applies to any entities that enter an exchange be it customers to customers or business to business transactions. There are synergies between network theory and resource-integration (Lusch & Vargo, 2006:285).

This premise resonates with the concept of *embedded marketing* (Firat & Dholakia 2006:148), referred to in Chapter 2. It illustrates possible implementation of the four key transitions from modern to postmodern marketing, which for ease of reference are: a) from distinct business activity to embedded cultural practice; b) from managed to collaborative marketing; c) from centralised to diffused marketing; and d) from ordered to complex marketing.

**Figure 3.8: Micro exchange embedded in complex**



Source: Vargo and Lusch (2011:24)

**9<sup>th</sup> FP: Marketing communication perspective and digital media relevance**

The application of the 9<sup>th</sup>FP is particularly apparent in information exchanges amongst members of social media networks. This is possibly due to the fact that social media

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networks are constructed on the basis of personal relationships, so members potentially assess the value of communication issued by other members in the social network relative to their relationship with the member that initiated the communication.

**Generate meaningful experiences**

This suggests that the influencers and opinion leaders may be an appropriate way for organisations to leverage their communication through social media networks. Opinion leaders possess certain attributes through which they are able to influence others (Kotler & Armstrong, 2010:165). This ties in with the concept of two-step flow, which is based on the notion that people exert a greater affect on other people than the media (Littlejohn & Foss, 2005:308). The topic of two-step flow will be returned to in the next chapter during discussions on social media. Organisations should therefore engage with influencers to benefit the organisation through the influencer's powers of persuasion within their networks. Other mechanisms include establishing an independent community network around a brand (Kotler & Armstrong, 2010:40), for example the Harley Owners Group, sponsored by Harley-Davidson that provide benefits (resources) to their members. Initiatives such as these help integrate brands into customer's lifestyles and communities to make meaningful experiences (Kotler & Armstrong, 2010:42). This supports Schembri's call for greater customer experience.

**3.9.10 10<sup>th</sup> FP: Value is always uniquely and phenomenologically determined by the beneficiary**

**10<sup>th</sup> FP: Overview**

This final premise is related to the 7<sup>th</sup>FP, where organisations can only offer value propositions; they cannot deliver value. The actual value of an offering is unique to every beneficiary. Beneficiaries will have their own perception of an offering's value, which is dependent on multiple variables such as their personal characteristics, context, experiences and expectations (Vargo & Lusch, 2011:24).

**10<sup>th</sup> FP: Marketing communication perspective and digital media relevance**

Irrespective of the efforts that are applied by organisations for their marketing communication to convey a particular message, recipients of the communication will make their own interpretations which may or may not be those intended by the organisation. This

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assumption is based on poststructuralism theory, where one's interpretation of a communication is constructed in terms of how it relates to the individual's concept of self.

### **3.9.11 Principle findings of S-D logic**

The aforementioned foundational premises provide the framework of a service-dominant logic approach to marketing. In summary:

- S-D logic shifts from value determined by the producer (value in exchange) to value determined by the customer (value-in-use).
- S-D logic is customer-centric. Organisations need to collaborate with and understand their stakeholders to fulfil their customer's needs. This is important in the maintenance of long-term relationships.
- S-D logic reduces the need for dichotomous distinction between services and goods, by offering an inclusive concept (Gummesson, Lusch, & Vargo, 2010:11), for marketers to adopt in an environment that although dominated by services consists of hybridised forms of goods and services.

It is interesting to note how the market's adoption of service-dominant logic is reflected in a changed lexicon that has transitioned from goods-dominant terminology (refer to Table 3.13).

**Table 3.13: Conceptual transitions from goods-dominant logic to service-dominant logic concepts**

<b>GOODS-DOMINANT LOGIC CONCEPTS</b>	<b>TRANSITIONAL CONCEPTS</b>	<b>SERVICE-DOMINANT LOGIC CONCEPTS</b>
Goods	Services	Service
Products	Offerings	Experiences
Feature/attribute	Benefit	Solution
Value-added	Co-production	Co-creation of value
Profit maximization	Financial engineering	Financial feedback/learning
Price	Value delivery	Value proposition
Equilibrium systems	Dynamic systems	Complex adaptive systems
Supply chain	Value-chain	Value-creation network/constellation
Promotion	Integrated marketing communication	Dialogue
To market	Market to	Market with
Product orientation	Market orientation	Service orientation

Source: Lusch and Vargo (2006:286)

In many ways the service-dominant logic concepts parallel the postmodern orientation of marketing raised in Chapter 2 (refer to Table 2.10).

Vargo and Lusch (2004b) anticipated S-D logic as a marketing paradigm. It would seem that this proposition has resonated with marketing scholars as evidenced by their desire to extend S-D logic. Peñaloza and Venkatesh (2006:299) seek to expand S-D logic from services to the social construction of markets. Gummesson (2008b:15) proposes a change in the orientation of S-D logic from one-party customer centrality to two-party centrality which considers the perspective of both the organisation and the customer. The author considers Gummesson's extension to be more representative of real world complexities and acknowledgement that the needs of other stakeholders, such as suppliers should not be neglected at the expense of the customer.

**Service-dominant logic a relevant marketing paradigm**

Perhaps in the process of fragmenting manufacturing goods-based marketing and the corresponding development of marketing sub-disciplines, the marketing discipline has now, through a self-organising manner, directed the reconstitution of marketing efforts under the umbrella of S-D logic. Research advancement in a field is optimally directed when united by a universally accepted paradigm (Kuhn, 1970:13). In the case of marketing S-D logic appears to be a reasonable paradigm.

Considering communication as a service exchanged between customers to organisations and customers to customers, hints at greater possibilities of collaboration between these parties in marketing communication efforts. Consumer collaboration is an area of marketing communication that requires further investigation, especially in an ever-fragmenting media landscape, where the credibility of peer-to-peer communication has more authenticity than corporate mass communication, albeit as part of integrated marketing communication.

### 3.10 BRANDS

Beyond goods and services transactions, ultimately it is a brand that is traded in the marketing exchange process. Kotler and Armstrong (2010:255) define a brand as “...a name, term, sign, symbol, or design, or a combination of these, that identifies the maker or seller of a good or service.” Schultz and Schultz (2004:301) state that a brand provides three-fold benefits: a) a legal asset, b) a financial asset, and c) a relationship-building asset, which has been a key interest of this thesis. Table 3.13 outlines functional and emotional brand attributes as benefits in the exchange between customers and organisations in the context of relationship building.

**Table 3.14: Common functional and emotional brand attributes in the context of relationship-building**

FUNCTIONAL ATTRIBUTES	EMOTIONAL ATTRIBUTES
<ul style="list-style-type: none"> <li>• Use of specific colours and or symbols to ensure brand recognition.</li> <li>• Differentiate brand from other brands within same product category.</li> <li>• The functional characteristics of brands help to simplify the customer decision-making process.</li> <li>• Brands signify quality. Particularly brands with a long heritage that have built a reputation over time.</li> </ul>	<ul style="list-style-type: none"> <li>• Fulfilling customer aspirations. In using the brand the customer resonates with the brand's values. Thus use of brands represents a form of self-expression.</li> <li>• The customer's <i>brand network</i> linkages help to differentiate a particular brand over others by associating the brand with particular ideas relevant to the customer.</li> <li>• Reassure customers of quality and performance expectations.</li> </ul>

Source: Conceptualised and adapted from: Schultz and Schultz (2004:302); Kotler and Armstrong (2010:183)

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### **3.11 CONCLUSION**

This chapter has revealed that a consumer-centric trend has become increasingly evident in multiple aspects of marketing, ranging from product development to marketing communication. The relationship balance between customers and organisations has been tipped in favour of customers. Furthermore, establishing and building a relationship is at the discretion of the customer. Organisations need to assume alternative strategies to engage with a more informed customer and leverage customer brand experiences to their advantage as part-time marketers or post-consumers. The consumer-centric perspective has been highlighted throughout the literature. However, this perspective appears to counter some of the more traditional, established marketing and/or marketing communication theory and models, which were grounded in a manufacturing-goods dominant logic. The anti-foundational characteristic of postmodernism confronts dogmas of conventional wisdom. This characteristic has enabled the questioning of the applicability of marketing models, such as the 4P marketing mix, which were developed from a producer-centric perspective in a consumer-centric market, and the need for alternative marketing approaches to evolve in response to changes in the market, such as the service-dominant logic approach.

It appears that neither age nor origin are requisites for validation of a paradigm or its continued use. The marketing discipline is continuously evolving in response to factors changing in its internal and external environments. These changes need to be investigated in pursuit of progressing development of the discipline both academically and from the perspective of marketing practitioners.

This chapter has shown some recent shifts in marketing. The next chapter considers the implementation of some of these elements within the context of information technology and communication products and services.

## CHAPTER 4

### Information communication technology

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#### 4.1 INTRODUCTION

Up until this point discussions have concentrated on needs for enterprises to become more customer-centric in their approach to marketing. In the previous chapter advances in information communication technology was singled out as a significant driver of change in marketing, particularly in marketing communication. This chapter draws on properties of information communication technology. It considers how people are using computer-mediated communication and the potential implementation opportunities of these channels in the context of marketing communication.

The implications of recent information communication technology developments resonate in an early statement from McLuhan:

“The medium is the message. This is merely to say that the personal and social consequences of any medium—that is, of any extension of ourselves—result from the new scale that is introduced into our affairs by each extension of ourselves, or by any new technology” McLuhan (2006:107).

Computer-mediated media have not only introduced new forms of media but also new methods of communicating (like interactivity) as well as synchronous and asynchronous communication. Digitalisation of information effectively produces liquid content that can flow across different digital media platforms, unlike traditional media, where content was restrained to a single media format. Thus, in reference to the first part of McLuhan's quote, does the medium still remain the message in light of content digitisation? Given the introduction of digital media offerings like social media and mobile phone media which exert both personal and social consequences, in McLuhan's context the medium is perhaps still the message. These innovations impact on the communication mix, particularly in relationship and micro-marketing applications. Although digital distribution

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channels and commerce aspects do not form part of this discussion, they too have impacted on marketing practices and customer behaviour, especially with respect to the acquisition of virtual offerings. New technology creates both new markets and new opportunities (Kotler & Armstrong, 2010:107).

Innovative development in information technology communication systems is continuous and as such when addressing aspects of technology delimitations are necessary to border the parameters of discussion, in both time period and specific technology sectors. It is for this reason that implementation suggestions, to contextualise this discussion, will be restricted to two recent prevalent consumer technological developments in the market place, namely a) social network systems and b) mobile phones. Electronic social network systems have shown prolific rates of adoption, which hints at a possible transformation in social communication (Hjorth, 2008:91). Mobile phones have been highlighted for three key reasons, a) widespread penetration and permeation into everyday life (May & Hearn, 2005:195) ; b) fast-paced developments, for example, smartphones are characterised as technology convergence devices expanding capabilities of devices to perform utilitarian and non-utilitarian operations (Hjorth, 2008:95); and c) in the South African context, mobile phones represent the leading digital medium (AMPS 2010-2011), refer to Table 4.1.

**Table 4.1: Telecommunication penetration of South African adult population**

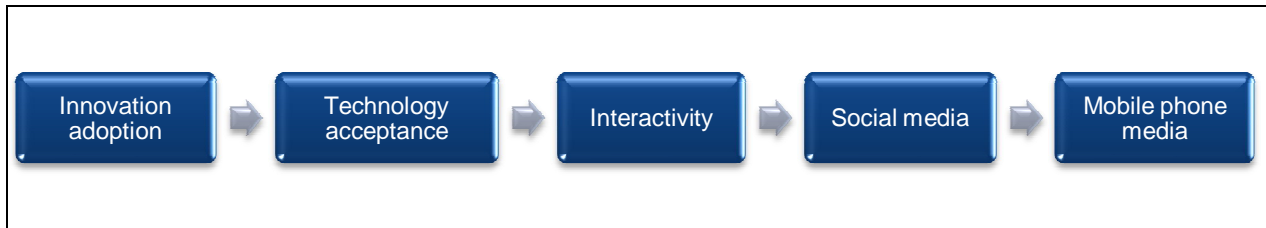
PARAMETER	PERCENTAGE PENETRATION OF SOUTH AFRICAN ADULTS
Own/rent/use cell phones	80%
Own laptop or computer in home	25%
Accessed the Internet in the:	
-Past 12 months	20%
-Past 4 weeks	18%
-Past 7 days	16%
-Yesterday	11%
Place accessed the Internet from:	
-Home	10%
-Educational institution	2%
-Internet café	3%
-Office	5%
-Elsewhere	5%
Use social media networks	11%
Use cell phone/GPRS/Edge to access the Internet	6%

Source: All media product survey July 2010-June 2011 (AMPS 2010-2011)



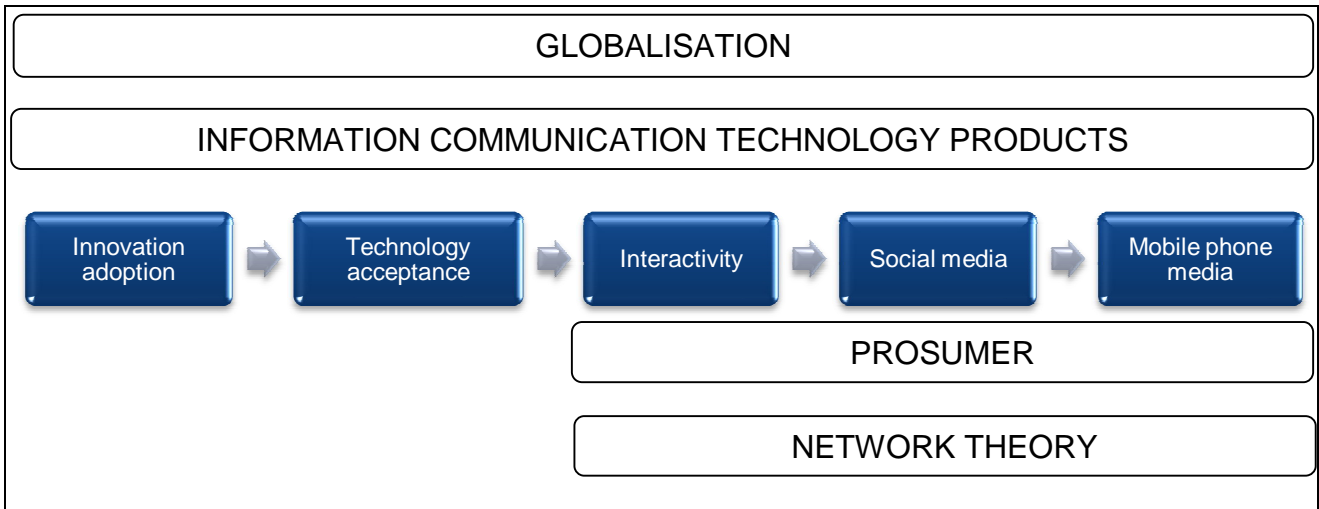
Furthermore, because technology developments are ongoing in the information communication arena, it is arguably important, for parallel academic progress, to explore concepts, when studying digital media, which go beyond the limits of each medium. Figure 4.1 provides the framework for the structure of this chapter.

**Figure 4.1: Chapter framework of Chapter 4**



Information communication technology (ICT) is an expansive area of study, growing continuously with society's increasing dependence on its application in contemporary living. It is therefore impossible to include all aspects of this domain into a single study. There are however certain subjects which although related to the topics under discussion are considered peripheral to this study, and for this reason will not form part of the research. These specific subjects are: a) globalisation (as a significant driver of change) (Giddens, 1991), b) products of ICT (hardware and software develop and obsolesce rapidly) (Moore, 1998), c) prosumption (the notion that production and consumption is simultaneous) (Ritzer & Jurgenson, 2010), and d) network theory (specifically the concepts of many-to-many marketing and the interactions between nodes within the network) (Gummesson, 2008b). Their assumed positions relative to the contents of the chapter are indicated in Figure 4.2.

**Figure 4.2: Contextualisation of Chapter 4**



## 4.2 INNOVATION ADOPTION

The success of an innovation is contingent upon its adoption. New innovations are seldom adopted overnight. Customers carefully process decisions about adopting them. Some of the factors influencing these decisions include: lifestyle, life stage, affordability, needs, wants and social pressures. Three prominent models that help to explain adoption of innovation with respect to new product offerings are a) the adoption process, b) adoption stages, and c) innovation characteristics, which respectively address process of adoptions, differences in human characteristics towards innovation and characteristics of the innovation. The models are outlined below and applications to information communication technology media are noted.

### 4.2.1 Adoption process

The decision to use new media platforms as well as the devices used to access new media is comparable to the adoption process customers apply when considering the purchase of new products. According to Kotler and Armstrong (2010:182) customers pass through a five stage adoption process when adopting a new product (see Table 4.2).

**Table 4.2: Five stage adoption process when adopting a new product**

STAGE	DESCRIPTION
1 <b>AWARENESS</b>	The consumer becomes aware of the new product, but lacks information about it.
2 <b>INTEREST</b>	The consumer seeks information about the new product.
3 <b>EVALUATION</b>	The consumer considers whether trying the new product makes sense.
4 <b>TRIAL</b>	The consumer tries the new product on a small scale to improve his or her estimate of its value.
5 <b>ADOPTION</b>	The consumer decides to make full and regular use of the new product.

Source: Kotler and Armstrong (2010:182)

Based on these stages of the adoption process one could reasonably conclude that in South Africa uptake of mobile phones has already occurred with penetration figures of 80% (AMPS 2010-2011). Therefore the relevance of the model has little bearing on adoption of this platform. However, the extent of intra-adoption of specific applications and functionality offered by mobile phones is uncertain.

#### **4.2.2 Differences in innovation**

Individuals have different propensities to adopt new products or ideas, some adopt innovations at the outset, others take much longer to accept new ideas. It is important to recognise that different people have different levels of adoption. Individuals' differing adoption rates can be classified into five adopter categories as outlined in Table 4.3. The adoption categorisation, based on innovativeness, originated from Rogers (1983:247).

**Table 4.3: Adoption categories**

CATEGORY	DESCRIPTION
1 <b>INNOVATORS</b>	This segment tries new ideas at some risk. They are the first 2.5% of people to adopt a new idea.
2 <b>EARLY ADOPTERS</b>	This segment are opinion leaders who adopt new ideas early but cautiously. Early adopters account for the next 13.5% to adopt an idea.
3 <b>EARLY MAJORITY</b>	This segment tends to adopt new ideas before the average person. This segment accounts for the next 34% of people to adopt the innovation.
4 <b>LATE MAJORITY</b>	This segment only adopts an idea after it has been accepted by the majority and its members consist of the next 34% to adopt the new idea.
5 <b>LAGGARDS</b>	This segment does not accept change easily and only adopt the new idea when it becomes mainstream and make up the last 16% to take up the idea.

Source: Kotler and Armstrong (2010:182)

Kotler and Armstrong (2010:183) describe innovators, in comparison to later adopters and non-adopters, as people who are typically younger, more educated and earning a higher

income. Innovators are more open to novel things and rely on self judgement to make decisions, which may be perceived as riskier than other adopters. Generation Y resembles these innovator attributes. These characteristics are just as pertinent to new media developments as they are to new products, which infers that Generation Y are part of the forefront of digital media adopters.

The innovator segment is a critical group because they represent the first stage of adoption, from which there is potential for the offering to go mainstream. However, innovators pose challenges to marketers, whilst they may be responsible for helping to ignite new ideas and spread them to a broader market by trying new ideas early on, this characteristic implies that as quickly as they try something new, they leave it behind moving on to experiment with the next innovation that appeals to them. Thus they are likely to be less brand loyal than their counterparts (Kotler & Armstrong, 2010:183).

### **4.2.3 Influence of product characteristics on rate of adoption**

The adoption of an innovation is also dependent on the appeal of its characteristics to prospective users. See Table 4.4 for an overview of five key characteristics that play a role in the rate of adoption.

**Table 4.4: Innovation characteristics**

<b>CHARACTERISTICS</b>	<b>DESCRIPTION</b>
<b>1 RELATIVE ADVANTAGE</b>	Innovation superiority. How does the innovation rate in comparison to other products?
<b>2 COMPATIBILITY</b>	The extent that the innovation synergises with the user's values and expectations.
<b>3 COMPLEXITY</b>	This concerns the level of difficulty in understanding the innovation and using it.
<b>4 DIVISIBILITY</b>	This characteristic is orientated around risk, it concerns the degree to which a user can experience the innovation on a limited basis prior to committing to it.
<b>5 COMMUNICABILITY</b>	The extent to which the user can communicate their experience of the innovation to others.

Source: Kotler and Armstrong (2010:183)

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In general terms it is fair to assume successive innovations in digital media are expected to rate highly against all the aforementioned innovation characteristics, for the following reasons:

- It is likely to enhance features of an existing product or launch new ones. The market is accustomed to product upgrades and the general improvements they introduce (relative advantage).
- Digitised products are a reality of modern living, so it is probable that new digital media types will readily integrate into customer lifestyles (compatibility).
- At the risk of alienating their customers most developers tend not to interfere with successful operating systems. Thus customers do not have to unlearn and relearn operations. However people are increasingly likely to interact with a variety of digital products, which broadens their knowledge of different digital products. This increased familiarity improves general understanding of digital media (complexity).
- Software applications usually allow free trial downloads for use over a limited period, thus aiding trial-ability (divisibility).
- Digital media addresses the characteristic of communicability from two perspectives. Firstly, from a product or offering perspective, for the reason that digital media form an integral part of society, therefore innovations in this domain are topical points of discussion. Secondly, from a media perspective, digital media are platforms of communicability, through which customers are likely to use to express and share their opinions with others. Depending on the specific application customers have access to alternative means of communicating (text, multi-media) as well as the opportunity to broadcast or narrowcast the communication (communicability).

Other factors also affect the rate and degree to which a new product, idea or behaviour is adopted. For instance, social acceptance, risk associated with behaviour, accessibility, and financial requirements. Some products, for example, social networks require critical mass to be effective. A social network cannot function in its intended way unless it has secured sufficient subscribers who additionally have social affiliations for one another.

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### 4.3 TECHNOLOGY ACCEPTANCE MODEL

Continuing the theme of innovation adoption models, but emphasising technology adoption is the technology acceptance model (TAM) that applies specifically to technology acceptance or rejection.

Davis, Bagozzi and Warshaw (1989:983) mention that research progress in the area of understanding individuals' propensity to accept or reject computer technology was hindered by the fact that, at the time, researchers were approaching the topic from different perspectives without a central point of reference. This is in direct support of Kuhn's (1970:13) observation that advancement in an area of research requires a unifying paradigm to ground the research.

Perhaps the general adoption of the technology acceptance model (TAM) by researchers has contributed to the advancement of technology acceptance research by way of providing a common approach.

TAM and its various derivatives have been widely used in marketing in the context of customer acceptance and adoption of new technology systems (Bauer, Barnes, Reichardt & Neumann, 2005; Hsu & Lin, 2008; Kim, Chan & Gupta, 2007; Kwon & Wen, 2010; López-Nicolás, Molina-Castillo & Bouwman 2008; Varnali *et al.*, 2011; Wu & Wang, 2005; Yang, 2005; Zhou, 2008). As one of the principle models deployed in empirical research it deserves discussion. A chronological account covering academic milestones in the formation and evolution of TAM follows. Note TAM does not form a critical component of this study hence the brevity of the following account which has been limited to salient developments.

#### 4.3.1 The technology acceptance model: understanding users' acceptance of technology

Davis (1985) developed the technology acceptance model (TAM) to address user acceptance of computer-based information systems, in an organisational context. TAM

was designed to deal with two objectives, a) to advance understanding of user acceptance processes, with the intention to use this knowledge to the betterment of designs and implementation of information systems; and b) to test user acceptance of designs prior to implementation (Davis, 1985:7). This thesis is orientated around the first objective; it is anticipated that the insights obtained through improved understanding of how customers relate to digital media can be applied to improve the way practitioners design and implement their promotions and or applications via digital media.

TAM is an adaptation of the theory of reasoned action (TRA) model (Davis, 1985:13). Where TRA has general applicability, to explain almost any human behaviour, TAM specifically accounts for human behaviour towards information systems use (Davis *et al.*, 1989:983). TAM asserts that two beliefs, *perceived usefulness* and *perceived ease of use* are most significant for technology acceptance behaviour (Davis *et al.*, 1989:985). Davis (1989:320) defines *perceived usefulness* as "the degree to which a person believes that using a particular system would enhance his or her job performance"; and *perceived ease of use* as "the degree to which a person believes that using a particular system would be free of effort". According to Davis (1989:320) the likelihood of people using an application depends on the degree to which they believe the application will enhance their job performance. Davis (1989), through empirical research, derived three clusters for each construct, listed in Table 4.5.

**Table 4.5: Perceived usefulness and perceived ease of use constructs and their respective substrata clusters**

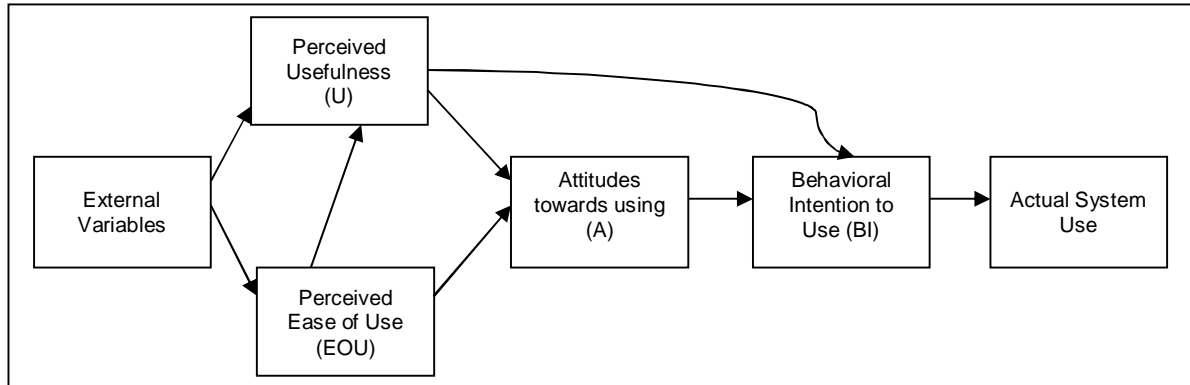
<b>PERCEIVED USEFULNESS</b>	<b>PERCEIVED EASE OF USE</b>
Job effectiveness	Physical effort
Productivity / time saving	Mental effort
Importance of system to one's job	Ease of learning

Source: Davis (1989)

In TAM behavioural intention to use an application is the sum of perceived usefulness and attitudes towards using the application (Davis *et al.*, 1989:988). Figure 4.3 denotes the linkages between, external variables, beliefs, attitudes towards use, behavioural intention to use and finally actual system use. (Refer to Davis *et al.*, 1989:985-989, for a comprehensive explanation of relationships between variables in the TAM). Note in this

discussion only the architecture of the initial TAM will be depicted (Figure 4.3) on account that this model does not form part of this study's investigative procedures.

**Figure 4.3: Technology Acceptance Model (TAM)**



Source: Davis *et al.*, (1989:985)

#### 4.3.2 TAM evolves to TAM2: Expanding determinants of perceived usefulness

Venkatesh and Davis (2000) developed TAM2 as an extension of TAM to explain perceived usefulness and intent to use through additional determinants of *social influences* and *cognitive instrumental processes*.

The social factors used in TAM2 are: a) subjective norm, b) voluntariness, and c) image. The decision to elaborate on the subjective norm factor is twofold. Firstly, its inclusion in TAM2 was partly motivated by the TRA model, which was the foundation of the initial TAM, and secondly, its aspect of social influence. Subjective norm in this context relates to an individual's decision to behave in a particular way on the basis of how they think people who are important to them would expect them to behave, even if this behaviour goes against their personal belief structures (Venkatesh & Davis, 2000:187). This author believes that the original TAM was deficient by excluding social influence on individuals' behaviour; conforming to behaviour that is aligned to group norms contributes to an individual's acceptance by their community. The adoption category model (Section: 4.2.2) recognised the influence certain people exert on others to adopt an offering. Venkatesh and Davis (2000:189) suggest that the effects of social norms lessen over time as users



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gain more experience of the application in question. It could be argued that this thinking aligns with stages of adoption of innovation, because as the new innovation becomes absorbed into a society, it becomes an accepted social norm. It is conceivable that the emergence of new social norms are outcomes of anti-foundationalism and the processing of forming a social norm involves the notion of pastiche perhaps a blending of different aspects to construct the norm.

The cognitive instrumental determinants applied in TAM2 are: a) job relevance, b) output quality, c) result demonstrability, and d) perceived ease of use (Venkatesh & Davis, 2000:186). The rationale for including cognitive instrumental determinants of perceived usefulness into the model is that people evaluate the capabilities of a system in accordance with the needs they require to fulfil their tasks (Venkatesh & Davis, 2000:190).

#### 4.3.3 Expanding determinants of perceived ease of use

Venkatesh (2000) expanded on determinants of perceived ease of use to understand how perceptions evolve with increased familiarity of a system. In reference to TAM, the construct of perceived usefulness is influenced by perceived ease of use, because technologies that are easy to use are more useful (Venkatesh, 2000:343). The two determinants Venkatesh (2000:343) proposed are: *anchors* which comprises of a) computer self-efficacy, b) perceptions of external control, c) computer anxiety (emotion), and d) computer playfulness (intrinsic motivation); and the *adjustments*, which consists of a) perceived enjoyment and b) objective usability (Venkatesh, 2000:346). Venkatesh's (2000:360) empirical research of the determinants proposed for perceived ease of use revealed that an individual's overall beliefs about a system were the strongest determinants of perceived ease of use of the system, even after significant use of the system. Venkatesh (2000:360) concluded that greater emphasis should be placed on educating individuals about technology in general, to affect their general belief of systems, as this has a greater influence on perceived ease of use than actually interacting with the system. Arguably as a more technologically astute generation entering the workforce with greater knowledge of technology they will have an advantage over their predecessors and will be more inclined to accept new technology systems in the workplace.

In recognition of Venkatesh's finding that overall beliefs are more important to perceived use of a system than actual experience of it, potentially a high prevalence of electronic gaming (computers, consoles, mobile phones and other devices) amongst youth contributes positively to their overall beliefs of technology systems. Conceivably the experiences acquired through this play and experimentation with gaming products, make interactions with almost any technology feel like second nature to this generation. The logic behind the latter point relates to the concept of *perceived affordances* (Norman, 1999:39), where relationships between people and objects in their environment appear to exist naturally, so that people are able to interface with systems they have not had prior exposure to. Norman (1999:39) maintains that people are able to use new systems or programmes that they have never had prior exposure to, because they relate the functionality of these offerings to their pre-existing knowledge, where they may have confronted a similar phenomenon.

**Are TAM constructs still valid?**

TAM's usefulness comes into question, particularly the construct of perceived ease of use, as barriers to technology are lowered, and society becomes more technologically literate? Perhaps this is reason to adapt TAM further by possibly excluding the construct of perceived ease of use from the model?

#### 4.3.4 United theory of acceptance and use of technology

By 2003 several information technology acceptance models had evolved, each featuring different sets of acceptance determinants. In *User Acceptance of Information Technology: Toward a Unified View*, Venkatesh, Morris, Davis, and Davis (2003), after evaluating eight information technology acceptance models, proposed a unified model for information technology acceptance research, called the *Unified Theory of Acceptance and Use of Technology* (UTAUT). UTAUT integrates critical aspects from the analysed models (Venkatesh *et al.*, 2003:468). Bagozzi (2007:245) also supports the drive for a unified theory.



**Are consolidated models sensible?**

This author supports the synthesis of existing knowledge into an alternative consolidating research model, but in view of today's postmodern society questions if a unified approach is desirable or even realistically achievable, especially in a rapidly evolving field like information technology.

**4.3.5 Expansions and adaptations of TAM**

Several researchers of recent studies have modified TAM, either through expansion or integration with other models to pursue explanation and understanding of their research problems, some of which are highlighted below:

- Bauer *et al.* (2005), developed a model of consumer acceptance for mobile marketing with an emphasis on innovation-based and consumer-based acceptance drivers. They found entertainment and information value to be the most significant factors for customer acceptance of advertising on mobile phones.
- Hsu and Lin (2008), developed a model which integrated TAM, knowledge sharing and social influences to study what motivates people to participate in blogs.
- Kim *et al.* (2007), examined the adoption of mobile Internet from the value perspective and developed the value-based adoption model (VAM) to explain customers adoption of mobile Internet from the value perspective.
- Kwon and Wen (2010), modified TAM to address social identity, altruism, telepresence and encouragement to study factors affecting social network use.
- López-Nicolás *et al.* (2008), developed a conceptual model integrating TAM and diffusion theory, similarly to Wu and Wang (2005).
- Wu and Wang (2005), integrated innovation diffusion theory, perceived risk and cost into TAM to research determinants of users' acceptance of mobile commerce.
- Zhou (2008), like López-Nicolás *et al.* (2008), and Wu and Wang (2005) integrated diffusion of innovation theory with TAM. Zhou's (2008) research investigated journalists' adoption of the Internet.

**New models are an outcome of de-differentiation**

Arguably the process of reconstructing models is aligned with the postmodern characteristic of de-differentiation.

#### 4.3.6 Short-comings of TAM

Bagozzi (2007), despite being one of the early scholars to write about TAM, points out several deficiencies of TAM in the current climate.

- *Too simplistic.* Although TAM has been a successful model it is relatively simplistic, which has been part of its appeal to researchers. However, it is because of its simplicity that Bagozzi (2007:244) contests TAM's limitations to provide explanations in increasingly complex situations and various technologies. Perhaps this short-coming of TAM has been responsible for various extensions and adaptations to the model referred to previously.
- *Insufficient factors for decision making purposes.* Bagozzi (2007:247) indicates that the failure of TAM to adequately address social and culture factors impacts on decision-making processes.
- *Too deterministic.* Bagozzi (2007:249) TAM is a completely deterministic model ignoring the effects of self-regulation in the process of decision-making.
- *Lacks depth.* Bagozzi (2007:244) criticises the lack of theory to explain how variables of perceived usefulness and perceived ease of use achieve their outcomes.
- *Gaps between linkages.* Bagozzi (2007:245) challenges the intention-behaviour linkage in the model, because primarily TAM treats behaviour as an outcome and does not consider "that many actions are taken not so much as ends in and of themselves but rather as means to more fundamental ends or goals" (Bagozzi 2007:245).

In Bagozzi's (2007:252) opinion, a deeper understanding of technology acceptance theory is required to overhaul TAM. Bagozzi believes the limitations of TAM need to be overcome and suggests this could be achieved by including aspects of psychology into the model, particularly in the area of decision making.



#### Further limitations of TAM

This author suggests four additional limitations of TAM. Firstly, the model was developed in an organisational context, where technology systems were adopted by individuals for work functions. In today's society people have a propensity to be more frequent users of technology applying it to their personal needs (such as entertainment or enjoyment) and in the role of services outside the workplace (such as, drawing cash from ATMs, or paying for airline tickets online), which warrants the question of how applicable TAM is beyond organisational situations? Secondly, the model was orientated around use of computing systems. Today multiple different types of technology systems exist (such as social networks sites, and various applications like navigation and gaming programmes). Each new technology has its own set of barriers for acceptance or rejection. Can the model be universally applied to all these technologies? Thirdly, people are becoming more technology literate, as technology becomes common place in their daily lives. Fourthly, perhaps one could consider adaption of TAM from technology acceptance to technology rejection. It was previously noted in Chapter 2 that rejection choices are just as important as acceptance choices in terms of individuals' characteristics.

Although Bagozzi (2007) seems to chastise the various augmentations made to TAM, arguably these expansions have been a necessity to overcome some of the model's limitations and account for the situational context of individuals as well as specific factors of the technology under investigation. It is also because of these complexities and multiple variables that this author considers the motivation of a unified model of technology acceptance to be unfounded. The recent adaptations to TAM appear to maintain the model's relevance to contemporary research.

#### 4.4 INTERACTIVITY

In the previous chapter, interactivity, resulting from development of information technology communication, was highlighted as a significant feature of technology mediated communication as an important attribute and differentiator to using digital media in marketing communication programmes. This section will attempt to clarify the potential roles of interactivity through technology mediated communication in the context of marketing communication by examining the multi-dimensional aspects of interactivity and its various interpretations, which are contingent on context, situational factors, and perspectives of user or developer and scholars.

**Interactivity: new possibilities**

The potential for interactivity, offers novel and alternative means of communicating with customers. Thus digital media presents new tools for marketing communication. It is suggested that the domain of interactivity is a possible avenue of research which could be pursued academically in tandem with technology developments.

Interactivity, in the context of marketing communication, as the ensuing discussion will reveal, requires the application of multiple perspectives for successful implementation.

Namely:

- An understanding of customers, their technological abilities and expectations of interactive experiences.
- A need for developers to incorporate these customer insights into their designs.
- The mechanisms marketers use to implement interactivity into marketing communication strategies.

This section serves to introduce the phenomenon of interactivity as an underlying concept of the possibilities afforded through the use digital media in marketing communication. It commences with defining the concept of interactivity.

#### 4.4.1 Definitions of interactivity

There is no apparent universal definition of interactivity disclosed in the literature. Interactivity would appear to be a multi-dimensional construct as evidenced by its numerous definitions. The different interpretations of interactivity are a result of its broad applicability to various fields and contexts. To comprehend interactivity in the context of marketing communication, it should be explored in this context.

The challenge to defining *interactivity* is delineating its dimensions, even after narrowing the concept to a single domain, namely that of marketing communication. Several scholars intent on defining interactivity in the context of marketing communication have categorised definitions of interactivity into three groups: a) process of interaction, b) user perceptions, and c) features of technology (Kioussis, 2002:356, McMillan & Hwang, 2002:29)

Interestingly these categories somewhat mirror the themes of the three innovation adoption models introduced previously, which are a) adoption process (process), b) characteristics of adoption segment (user perceptions), and c) characteristics of the innovation (features of technology).

Jensen (1998) has suggested that the populism of interactivity and mass adoption of the term has distorted its definition and argues for a re-definition of interactivity. A search of definitions of interactivity from various scholars was undertaken and these definitions have been assigned to assumed groups of process, features and perceptions in Table 4.6, under the heading *orientation*. These groupings are representative of the categories of interactivity described earlier (which reproduce the themes of some of the innovation models). This list, by no means exhaustive, demonstrates the expansiveness of interpretations of interactivity.

**Table 4.6: Definitions of interactivity**

DEFINITION	ORIENTATION	SOURCE
"In my view, the most helpful definition for interactivity would be one predicated on the issue of responsiveness. The distinction called for is between interactive, quasi-interactive (Reactive, and noninteractive communication sequences. Quasi- and fully interactive sequences differ clearly from noninteractive communication in requiring that sender and receiver roles be interchangeable with each subsequent message."	Process Perception	Rafaeli (1988:118)
"An interaction is an episode or series of episodes of physical actions and reactions of an embodied human with the world, including the environment and objects and beings in the world. These actions and reactions are actual interactions, a subset of the range of potential interactions of the human and the world at that time and place."	Process	Heeter (2000:7)
"Interactivity should be defined in terms of the presence of specific ontological characteristics (e.g., control, choice, contingency) in the interface."	Feature	Sundar (2004:386)
"Interactivity is defined as the degree to which media allows the user to influence the content and/or form."	Process	Sundar <i>et al.</i> (2010:2247)
Interactivity is "a measure of a media's potential ability to let the user exert an influence on the content and/or form of the mediated communication."	Feature Process	Jensen (1998:201)
"Interactivity is defined as the extent to which users can participate in modifying the form and content of a mediated environment in real time."	Feature Process	Steuer (1992:14)
"The extent to which the communicator and the audience respond to, or are willing to facilitate, each other's communication needs."	Process	Ha and James (1998:461)





DEFINITION	ORIENTATION	SOURCE
“Interactivity can be defined as the degree to which a communication technology can create a mediated environment in which participants can communicate (one-to-one, one-to-many, and many-to-many), both synchronously and asynchronously, and participate in reciprocal message exchanges (third-order dependency). With regard to human users, it additionally refers to their ability to perceive the experience as a simulation of interpersonal communication and increase their awareness of telepresence.”	Feature Process Perception	Kiousis (2002:372)

Source: Ha and James, 1998:461 ; Heeter, 2000:7; Jensen, 1998:201; Kiousis, 2002:372; Rafaeli, 1988:118; Steuer, 1992:14;Sundar, 2004:386; Sundar *et al.*, 2010:2247

The logic behind the formulation of some of these definitions now follows, in the order of author according to Table 4.6. For purposes of clarity, the various sections will be preceded by a heading to distinguish the author under discussion and publication.

**Rafaeli - Interactivity: from new media to communication - 1988**

Rafaeli (1988:118) defines interactivity according to levels of responsiveness (noninteractive, quasi-interactive and fully interactive) of the on human communicators. Rafaeli (1988:119) does not consider interactivity to be an attribute of a medium, stating that media may provide conditions which are conducive for interaction, but the existence of this potential does not qualify the media as interactive. Rafaeli’s (1988) position on interactivity would appear to be dependent on the dimension of human behaviour.

**Interactivity is a multi-dimensional concept**

This author is in partial agreement with Rafaeli’s (1988) perspective that human operators are responsible for initiating interactivity through media, but considers that the level of interactivity achieved by a human operator is dependent on and limited by the features or capabilities of the media they utilise.

Rafaeli (1988:119) refers to three levels of interactivity, *non-interactive*, *quasi-interactive* and *interactive*. At the non-interactive level there is no interactivity (no reaction); at the quasi-interactive level (reactive) a user reacts directly to another user; and at the fully interactive level (responsive) when users respond to a communication, their response takes into account multiple prior exchanges.



**Interaction of human activity corresponds to 6<sup>th</sup> and 7<sup>th</sup> FPs of S-D logic**

Rafaeli's (1988:119) view that the process of interaction is dependent on human activity is an important observation in the context of using interactive marketing communication strategies, which synergise with the point that it is the customer who determines if he or she wants a relationship with a brand or enterprise, as raised in discussions about the 6<sup>th</sup> and 7<sup>th</sup> foundational premises of service-dominant logic in Chapter 3 (6<sup>th</sup> FP: The customer is always a co-creator of value; 7<sup>th</sup> FP: The enterprise cannot deliver value, but only offer value propositions).

**Heeter - Interactivity in the context of designed experiences - 2000**

Heeter (2000:4), like Rafaeli, follows the behavioural view by considering the term interaction to encompass anything an individual does to or with another individual or individuals. Heeter (2000:4) further describes *mediated human interactions* as human interactions that use media, and *human-computer interactions*, as everything a person does to or with a computer.

**Heeter – Implications of interactivity for communication research – 1989**

Heeter (1989:221), in an earlier writing, identified six dimensions of interactivity:

- a) *The extent to which users are provided with a choice of available information.* The greater the choice of content (fragmented offerings) the smaller the given audience consuming each type of content for a given time. This leads to audience selectivity (Heeter 1989:222).

**Media fragmentation reduces each mediums' audience through audience selectivity**

Conceivably, as a result of fragmented media, which have increased the volume of content offerings to consumers, the ratio of content offerings to consumers has increased exponentially; therefore the natural outcome is a reduction of audiences per medium.

Further implications of increased user choice include:

- Users actively seeking information (Heeter, 1989:228).
- Different media requires different levels of activity from users (Heeter, 1989:228).
- Just as different media have different levels of interactivity, users have different capabilities of activity (Heeter, 1989:228).



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- *b) The amount of effort users must exert to access information.* How much effort are users required to apply to access information (Heeter 1989:222). In this context information includes any kind of media content.
  - *c) The degree to which a medium can react responsively to a user* (Heeter, 1989:223). The extent to which the communication exchange mirrors human exchanges. This dimension is orientated towards the design of interactivity features of a medium to react to human inputs.
  - *d) The potential to monitor system use* (Heeter, 1989:224). Feedback systems assessing audience usage. Back end infrastructure of Internet equipped with cookies and other programmes actively track and monitor user activity, without the user even being aware.
  - *e) The degree to which users can add information to the system that a mass undifferentiated audience can access* (Heeter, 1989:224). User generated content such as blogs, social networks, forums, bulletin boards and other commentary represent examples of users contributing content for public consumption.
  - *f) The degree to which a media system facilitates interpersonal communication between users* (Heeter, 1989:225). This facilitation concerns the processing abilities of the media system and the types of delays between communication transmissions, for example, if they provide synchronous or asynchronous communication.

The six-dimensions proposed by Heeter (1989) seem to be biased towards computer-mediated responses to human-machine interactions as opposed to human-computer-human exchanges, where humans use the medium as a platform of exchange to communicate or interact with other humans via the content that the post on the medium for the use of other humans.

### **Sundar – Theorizing interactivity’s effects - 2004**

Sundar (2004:385) on the other hand, states that interactivity is a characteristic of technology and not that of the user, which is seemingly in direct contrast to Rafaeli (1998) and Heeter (2000). However Sundar (2004) does not disagree with the idea that the potential of a media to be interactive requires human intervention. Sundar (2004) recognises that different media have different capacities for interactivity. It could be

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surmised that Sundar's (2004) perspective resonates with developers of interactive experiences, who seek to develop an interactive proposition that will evoke hypothesised interactions from users, as an outcome.

**Perceived interactivity versus perceived usability**

If interaction was defined purely on user perceptions, it would be relative to each individual user. Since users possess varying skills and knowledge about systems, their perspectives will differ, and because of this fact Sundar (2004:386) considers that users' perceived interactivity is confused with perceived usability. Sundar considers the perceptual approach to interactivity to be limiting to improving understanding of technical contributions to media interactivity, stating that whilst it contributes to knowledge about people and their perceptions of interactivity, it does not build knowledge about media and interactivity (Sundar, 2004:386).

**Jensen – Interactivity: tracking a new concept in media and communication studies - 1998**

Jensen's (1998:201) definition of interactivity, like Heeter (1989), follows a multi-dimensional approach incorporating both features and process orientations. It is based on four dimensions of communication patterns: a) transmission, b) consultation, c) conversation, and d) registration. Using a three-dimensional model Jensen categorised up to twelve different types of interactive media.

**Steuer - Defining virtual reality: dimensions determining telepresence - 1992**

Steuer's (1992:3) perspective of interactivity is that it is one of two technological dimensions of telepresence (the second dimension being vividness) in the context of virtual reality. Thus, like Jensen (1998), Steuer's (1992) definition of interactivity is also a feature and process orientated definition. Steuer (1992:11) defines telepresence "as the experience of presence in an environment by means of a communication medium" and clarifies presence as, "the sense of being in an environment" (Steuer, 1992:5). The environment in this context is the user's perception of a mediated environment.

Steuer's interpretation of interactivity has been included in light of the growing popularity of mediated social network systems, which make virtual reality an important aspect of society. *Facebook* (Facebook, 2011), by way of example, announced in July 2011 that it has more than 750 million active users (an active user is classified as someone who

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accesses his or her *Facebook* account at least once a month). According to Taylor (2011) *Twitter* has in excess of 200 million users, of which 50% are active, logging into the micro-blogging service at least once a month. Virtual worlds like *Second Life* and *World of Warcraft* are other platforms which provide opportunity for participation in virtual communities. Participation in the virtual reality space requires users to engage (interact) with the media as an instrument to produce an effect (interaction) in the virtual environment. One of the outcomes of participation in these environments is the production of user generated content, which populates virtual spaces. According to Steuer (1992:11), interactivity comprises of speed, mapping and range.

“speed, which refers to the rate at which input can be assimilated into the mediated environment; range, which refers to the number of possibilities for action at any given time; and mapping, which refers to the ability of a system to map its controls to changes in the mediated environment in a natural and predictable manner” (Steuer 1992:15).

Steuer’s (1992) definition of interactivity leans more towards a process orientation, as he addresses the relationship between the user and the interactive environment. Developments in technology have increased speed substantially, so speed is perhaps less of a consideration today, compared to twenty years ago, when Steuer conceptualised his definition of interactivity.

#### **Ha and James – Interactivity reexamined: A baseline analysis of early business web sites - 1998**

Ha and James (1998:461), define interaction in the context of website communicators and the audiences of these sites. Their perspective differs from other definitions, in that they allow for difference in each party’s’ communication needs. They proposed five dimensions to accommodate these differences: a) playfulness, b) choice, c) connectedness, d) information collection, and e) reciprocal communication.

#### **Kiousis – Interactivity: a concept explication - 2002**

Kiousis’s (2002:372) definition assimilates all three categories and attempts to integrate many of the preceding scholars’ contributions to his definition of interactivity. He clarifies that the



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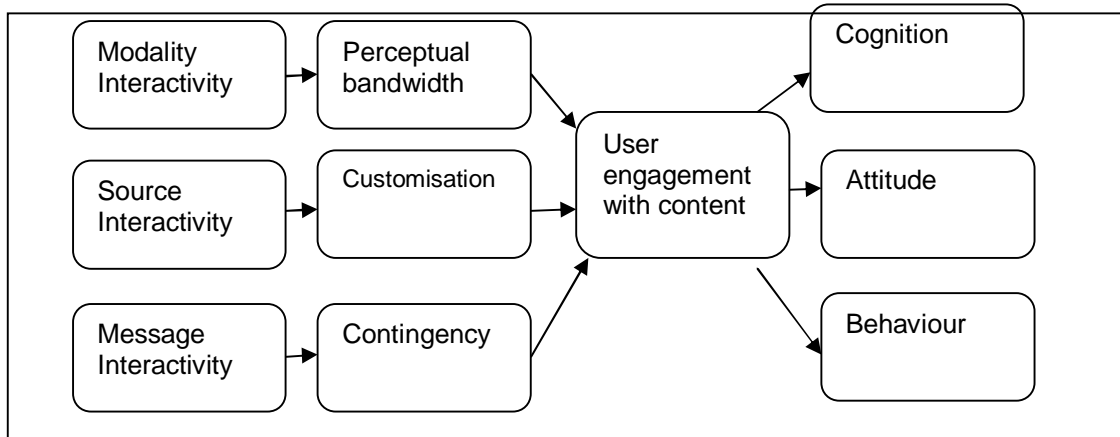
term communication technology is broad, ranging from telephones to computing systems and the same is true of the term mediated environment.

In the context of this study, Kiouisis's (2002) definition of interactivity is the most relevant, in consideration of its inclusiveness of the three categories of interactivity (feature, process and perception). These categories are not mutually exclusive and bear relevance, although not an equal weighting, to interactive marketing communication. Kiouisis's (2002) definition considers the perspective of the user, the process of the interaction, and the features of the media channel that provide the interaction. The rationalisation for considering all three categories together derives from a practitioner implementation perspective. If a system's features are beyond the scope of its users, there is little merit in investing into the features and deploying them with the system, because the user does not have the skills to operate the system to induce the interaction sought.

#### **4.4.2 A model of interactivity effects**

Interactivity includes multi-sensorial modalities of interactivity, such as audio and visual. In the process of interactivity information exchanges occur, where users are both receivers and senders of information (Sundar, 2004:385). Figure 4.4 depicts a model of interactivity effects. This model connects system interactivity with user psychology concepts (Sundar *et al.*, 2010:2247). The inclusion of psychology concepts into a technology based model was a recommendation from Bagozzi (2007) when he looked for opportunities to overcome decision-making limitations of the technology acceptance model.

**Figure 4.4: Model of interactivity effects**



Source: Sundar *et al.* (2010:2247)

Sundar *et al.* (2010:2253) approach interactivity from a feature and process perspective for designs of interactive systems. They recommend that customers should be presented with tools for customisation at the user media interface. In this way customers will choose the level and extent of interactivity according to their desires and capabilities.

#### **4.4.3 Interactivity - an important property of digital media**

Social media (branded or unbranded) provide brands or enterprises with opportunities through these platforms to interact directly or indirectly with their customers or prospects. Marketers that succeed in securing a relevant presence for their brands or enterprises within their customers' or prospects' media repertoire, manage to fulfil one of the IMC charters as addressed in Chapter 3.

##### **Beyond tangible value creation**

Following the value-in-use concept, introduced in discussions concerning service-dominant logic, communications that provide value to customers are likely to generate meaning to customers. This presents opportunities for brands to interact with their customers through the provision of relevant applications or offerings that are reflective of their brand's equity to provide users with an experience of the brand (directly or indirectly). In this way individuals do not have to physically experience the brand, but are able to do so mentally or emotionally.

**Self-disclosure does not necessarily imply self-importance**

Heeter (2000:6) remarks that people make sense of their worlds through the construction of stories; past, present and future episodes of their lives. This fact provides reasons behind individuals' motivation to share events and occurrences in their lives on social network sites. This insight infers that personal revelations on social network sites, like *Facebook*, are not necessarily depictions of perceived self-importance but rather self-affirmation. Peer or public recognition is another motivation for self-disclosure (Samuels, 2008:234). Perhaps the aspect of storytelling could be used to trigger personal narratives about brand experiences, such as attendance at an event hosted by a brand, with the intention that the consumer will communicate the experience of an event to members of their social networks.

Interactive properties of digital media enable organisations to deploy *pull* marketing communication strategies; mainly through searches both natural and paid. Active audiences pull information or brands directly to them through narrowcasting and search. Active audiences also determine if content is relevant to them (Marwick & Boyd, 2010:129). Perhaps active audiences in this context should be considered as controlling audiences, because they control the content they wish to consume and for how long they wish to use it for (Poster, 2006:537). Social data or user generated content, like customer reviews and *Facebook* "likes", have been incorporated into search engines like *Google*, thus providing a human touch to the previously purely algorithmic engine powering searches (Snow, 2011).

The concept of interactivity provides another dimension to marketing communication programmes. Just as with other tools in the communication arsenal it should be used as and when required. Schembri (2006:387) raised the issue that not all customers want to participate. This is an important point. Developing innovative marketing plans embedded with interactivity may not justify returns on investment if the audience does not interact as expected.

If one considers the contribution rate to user-generated sites like *Wikipedia*, where only 2.5% of users contribute to 80% of the content (Rafaeli & Ariel, 2008:248), a rate of activity which is apparently representative of other similar sites (Rafaeli & Ariel, 2008:248), then interactivity levels for user-generated content sites are very low. Incidentally, the figure of





2.5% corresponds with the innovator segment for innovation adoption, according to Kotler and Armstrong (2010:182) (see Table 4.3), which infers that contributions to *Wikipedia* are still at the innovator stage of adoption. It would be interesting to compare the ratio of users versus user-contributors for other sites reliant on user generated content for public consumption.

#### **Disproportionate levels of interactivity**

Considering the Wikipedia user-contributor rate of 2.5% (Rafaeli & Ariel, 2008:248) as a barometer for interactivity (in the form of user-generated content) and hence adoption of interactivity raises pertinent questions in the context of innovation adoption, such as:

- What are the rates of interactivity defined as the ratio of contributors to users in other interactive scenarios; and how does this ratio compare to categories for diffusion of innovation as an indication of adoption of interactivity as an innovation?
- Could the fact that interactivity is still at the innovator level (2.5%) account for low response rates to interactive marketing communication efforts?
- What is the profile of content contributors? Perhaps content contributors should be identified to assess if it is the same individuals that engage with interactive campaigns (duplication) or different people (unique users). By knowing the percentage of individuals using an innovation one would be able to assess the adoption stage of an innovation, based on the adoption categories outlined in Table 4.3.

#### **Benchmark interactivity levels to improve campaign sufficiency planning**

Answers to these questions would help address a knowledge gap, namely the development of benchmarks for anticipated threshold levels when using innovative platforms for marketing communication campaigns. By understanding the penetration of an innovative communication platform against the population one has an indication of the type of reach the new platform could be expected to achieve against a given target population. In this way one could potentially estimate the degree of exposure required by a brand on a particular platform to attain minimum sufficiency levels to effectively reach its target audience via the platform in question; and correspondingly calculate the financial investment required to meet these levels of reach; and plausibly anticipate response levels from customers that interact with the communication.

This point links back to remarks made in Chapter 3, which called for revised approaches to the media planning process to measure outcomes as opposed to delivery, as measures of success factors.

Public postings of user-generated content on sites like *Wikipedia* show low levels of interactivity in terms of the contributor to user ratio. However at the other extreme are the



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predominantly peer-to-peer social network sites with high interactivity. *Facebook* has in excess of 750 million active subscribers (*Facebook*, 2011) and *Twitter* as of September 2011 (Taylor, 2011) announced that it has 200 million registered subscribers, 100 million are active users logging into the service at least once a month (that is 50% of registered users), whilst 50 million are reported to use the service daily.

Every medium has its own unique properties. Therefore, arguably different forms of interactivity will achieve varying levels of engagement and response.

In closing, interactivity is a complex phenomenon. Interactive systems afford their users different levels of interactivity and people demonstrate different levels of interaction with digital media. Their activities are dependent on technical, social and cultural habits (Horst, Herr-Stephenson & Robinson, 2010:36). Developments between the three orientations of interactivity, namely: a) features, b) process, and c) user perception have given rise to new interactive communication platforms, which fall into the general classification of *social media*.

#### 4.5 SOCIAL MEDIA SIMPLIFIED

The preceding section introduced three key features of interactivity in the context of information communication technology. One of the outcomes of developments in information communication technology is interactive media, specifically social media.

At the outset it must be declared that this is by no means a technical account of social media and its respective associations, it merely offers an unsophisticated overview to contextualise the discussion.

Social media and other information communication technology innovations have been made possible through new functionality introduced into Web 2.0 (Kaplan & Haenlin, 2010:61). Kaplan and Haenlin (2010:61) differentiate Web 2.0 from Web 1.0 by stating, that it is “a platform whereby content and applications are no longer created and published by individuals, but instead are continuously modified by all users in a participatory and



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collaborative fashion.” This is not to say that people are no longer publishing content, but that the functionality of Web 2.0 now gives individuals the possibility to adapt existing content or applications, to better fulfil their needs. The collaborative aspect resonates with postmodern trait of de-differentiation.

The creation and posting of content falls into the category of *user generated content* (UGC). UGC is defined by the OECD (2007:4) as “i) content made publicly available over the Internet, ii) which reflects a certain amount of creative effort, and iii) which is created outside of professional routines and practices.” Social media is the creation and exchange of user generated content, which contributes to shared meaning (Correa *et al.*, 2010:247; Kaplan & Haenlin, 2010:61; Multisilta & Milrad, 2009; Zhao, 2011:87), sometimes in real-time.

Kaplan and Haenlin (2010:61) classified different social media formats against dimensions of social presence/media richness and self-presentation/self-disclosure. These are reflected in Table 4.7. This classification is an attempt to combine both media and social aspects of social media. Whilst this endeavour has been achieved by Kaplan and Haenlin (2010:61), the classification could perhaps be deepened with the inclusion of a dimension for user need states, in terms of content contributions for private and public selves, which are not sufficiently addressed by the dimensions of self-presentation or self-disclosure alone, arguably different motivations come into effect. Social media users have to negotiate between public and private selves (Marwick & Boyd, 2010:131), in terms of the content they share, with an understanding that generally what is posted onto the Internet has the potential to remain there indefinitely.

**Table 4.7: Classification of social media by social presence/media richness and self-presentation/self-disclosure**

		SOCIAL PRESENCE / MEDIA RICHNESS		
		LOW	MEDIUM	HIGH
SELF- PRESENTATION / SELF-DISCLOSURE	HIGH	Blogs	Social networking sites (e.g., <i>Facebook</i> )	Virtual social worlds (e.g., <i>Second Life</i> )
	LOW	Collaborative projects (e.g., <i>Wikipedia</i> )	Content communities (e.g., <i>YouTube</i> )	Virtual game worlds (e.g., <i>World of Warcraft</i> )

Source: Kaplan and Haenlin (2010:62)

For the purposes of aiding interpretation of the six types of social media classified in Table 4.7 a richer description of each of type is provided in Table 4.8, together with some everyday examples. These descriptions also help to contextualise the self-presentation/self-disclosure and social presence/media richness aspects of the different social media types.

**Table 4.8: Definitions of six types of social media**

CLASSIFICATION	DESCRIPTION
Collaborative projects	Collaborative ventures result in the creation of content by multiple contributors. <i>Wikipedia</i> is a noticeable example of a collaborative project. <i>Wikipedia</i> is also an example of a <i>wiki</i> , which is a website that allows people to add, change or delete content from it. The principle behind <i>wikis</i> is the belief that the sum of inputs from multiple contributors is greater than any single individual contribution.
Blogs	Blogs are typically chronological personalised web pages, generally maintained by one person. Blog content ranges from personal journal type entries to editorial type content on particular topics. Blogs take on a range of different multi-media formats.
Content communities	Content communities provide platforms where users can share multi-media content with other users. (Examples include <i>YouTube</i> , <i>Flickr</i> , <i>LinkedIn</i> and <i>Slideshare</i> .)
Social networking sites	Social networking sites are applications which allow users to connect to other users. Users typically generate personal profiles and permit who has access to their information. Social networking sites support multiple media formats. Companies and brands have also moved into the social networking site territory, to establish brand communities. (Examples include <i>Facebook</i> and <i>myspace</i> .)
Virtual game worlds	Virtual worlds are virtual constructions of three-dimensional environments where users are able to participate in the virtual world with other users as avatars. In virtual game worlds users participate by adhering to rules of the game. ( <i>World of Warcraft</i> , for example.)
Virtual social worlds	The virtual world definition stated above also applies to virtual social worlds. However in virtual social worlds there are no prescribed rules of engagement. Users are relatively free to do whatever they choose to do. ( <i>Second Life</i> , for example.)

Source: Conceptualised from Kaplan and Haenlin (2010:62-64)



People participate in different social communities for various reasons. Some communities are formed around common interests such as politics, sport, hobbies, support groups, charity foundations, to mention a few. Pre-Internet participation in these communities of interest was probably restricted to geographic proximity and communication interaction amongst members was likely to have consisted of either physical face-to-face, telephonic exchanges or letters distributed through postal services. Corporate communications may have been issued in the form of letters sent to members via postal services or placed on community notice boards. Post-Internet these communication practices still exist, and communities that do not have access to the Internet or lack the skills to use it accordingly have no option but to continue with traditional communication methods. However for those that do have access to the Internet, this platform has provides a space for online communities to thrive. Membership in online communities is not constrained by boundaries of time and place. People have the opportunity to participate in multiple communities for various purposes such as entertainment, expert opinion, and self-expression. Membership across multiple communities could be considered a postmodern act of fragmentation.

Social media provides outlets to explore different aspects of the self (Marwick & Boyd, 2010:124), which is important in identity development. There is evidence that relationships in online social network sites are supported by offline relationships (Hennig-Thurau, Malthouse, Friege, Gensler, Lobschat, Rangaswamy, & Skiera, 2010:319; Odom *et al.*, 2011:1492), and youth in particular migrate seamlessly between offline and online environments (Odom *et al.*, 2011:1497). Actions in the online realm like the creation and sharing of content constitute part of relationship building. It is a way of continuing to connect, bond and interact when not physically present (Hennig-Thurau *et al.*, 2010:313; Horst *et al.*, 2010:37). Multi-media tools enable individuals to creatively express themselves in ways that non-computer mediated media cannot.

Social media differs from traditional media by the fact that postings are liberal and cost free, there are no gatekeepers controlling content to screen what is transmitted in cyberspace. In spite of this there are some protocols for effective communication using social media, which are proposed in the subsequent section.

#### 4.5.1 Integrating brands into social media

Whether marketers like it or not consumers are talking about brands in social media (Hennig-Thurau *et al.*, 2010:312) positively and negatively. Some consumers are passionate brand advocates. Marketing practitioners have the option to reach and respond to customers in these spaces, either by participating in existing social media communities or to create their own communities around their brand (Firat & Dholakia, 2006:141; Kotler & Armstrong, 2010:40,537). Organisations are increasingly using their online communities to develop customer relationships (Hennig-Thurau *et al.*, 2010:319) and be relevant to customers or prospects.

Table 4.9 outlines ten points of advice to practitioners intending to utilise social media in campaigns. These points are divided into a) media and b) social points and are conceptualised in Table 4.9. The optimal purpose of using social media is about leveraging its capabilities for participation, sharing and collaboration, rather than hard sell advertising drives (Kaplan & Haenlin, 2010:65).



**Table 4.9: Practitioner social media considerations**

MEDIA	SOCIAL
<ul style="list-style-type: none"> <li>• <i>Be selective over the choice of social media application deployed by the organisation.</i> Different applications fulfil various objectives. The choice of application depends on how well it delivers on specific marketing objectives; relevance to the target audience and reach of this audience.</li> <li>• <i>Buy or share an application.</i> One option is to join an existing well performing social media application, which has already secured an audience. Alternatively an organisation could develop its own application according to specific needs.</li> <li>• <i>Aligning social media activities.</i> A brand's communications should not be contradictory irrespective of the touchpoints utilised.</li> <li>• <i>Media integration.</i> As per the previous discussion concerning IMC (in Chapter 3), all brand communication should be integrated across brand touch points both traditional and non-traditional formats.</li> <li>• <i>Accessibility.</i> Not all members of a target audience have equal accessibility to social media. Some depend on the infrastructure of their office environment to access the Internet. Furthermore, some employers may restrict their employees from accessing to certain social media sites in an effort to maintain productivity in the workplace.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Be active.</i> The main purpose of social media is to share and interact with content. Therefore active participation from organisations is required. Organisations need to keep their content fresh and should participate in dialogues with their customers.</li> <li>• <i>Be interesting.</i> Organisations need to give customers a reason to engage with the organisation's social media content. If the content is boring customers are unlikely to be interested and will probably not interact with the content, which would defeat the purpose of a social media campaign.</li> <li>• <i>Follow the rules of the medium.</i> Organisations need to understand the etiquette behind the social media platforms they intend to use and follow the rules accordingly. This also implies a degree of modesty, social media is about communicating and connecting with people in communities not talking at them.</li> <li>• <i>An amateur style is appealing.</i> The informal nature of most social media platforms makes allowances for posting unprofessional content. Kaplan and Haenlin (2010:67) consider this approach helps practitioners to blend in with other users</li> <li>• <i>Be authentic.</i> Post honest content and follow the rules of each social media platform that is used.</li> </ul>

Source: Adapted and conceptualised from Kaplan and Haenlin (2010:65-67)

When using social media, organisations also need to consider. The type of value exchange they offer customers to build and maintain a relationship with them? If and how to react to content generated about the organisation or brand by the public, for example parodies of the organisation's commercials? These parodies demonstrate significant brand engagement epitomising a brand experience between a customer and a brand, which could be considered brand value generation (Jenkins, 2006:557) with the customer determining the value (Grönroos, 2005:2) and proudly wanting to display and share their creation with others. Although customers may want to interact with brands through user generate content, the image cultivated by the customer may not be one desired by the organisation to share with the public. Organisations need to identify methods whereby customers can "play" with brands but not harm them. Chapter 3 remarked on the value of the brand as an asset to organisations and emphasised brand communication as



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competitive advantage in a competitive environment. If the brand is an organisation's most important asset is it any wonder that organisations are so protective over the way their brand is managed and perceived?

Hennig-Thurau *et al.* (2010:312) highlight the importance of companies measuring consumer interactions, brand engagement and purchase patterns with respect to not only marketing *per se* but more specifically customer relationship management. Understanding different individuals' activities not only helps to manage these specific relationships but may be generalised across other customer relationships.

Social media is a new tool in organisations' marketing communication arsenals, but like any tool other requires skill and understanding to use appropriately. Incorrect use could be detrimental. At this stage the instruction manual is constantly being rewritten. Hennig-Thurau *et al.* (2010:313) use an apt metaphor of pinball playing to the use of social media and consequences thereof. Once the pinball (brand and brand communication offerings) is released into the pinball machine (universe) levers (brand management) try to keep it in play, bumpers (new media exchanges) add elements of chaos, which results in a changed offering. These effects are consequences of a postmodern society. In a controlled system, closed brand communications were distributed and brand owners controlled the shape of their brands and what they said about brands. Social media has opened the system to external exchanges. Boundaries between brand management and customers have become diffused and customers are starting to define brands in their terms. In the words of Scott Cook (Procter & Gamble, 2008:11), "A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is".

Social media activities are increasingly being accessed through mobile telephones as advancement in wireless technologies progress (Kaplan & Haenlin 2010:67; Multisilta & Milrad, 2009). This trend is considered significant for several reasons:

- Firstly, mobile access to the Internet and its respective media offerings presents accessibility opportunities to communities in territories that have been traditionally underserved by wired communication networks and also lack the financial means to purchase equipment to access the Internet. However the availability of a wireless



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network infrastructure provides opportunities for people to access sustainable wireless connectivity. Thus allowing previously technology disadvantaged individuals the chance to participate in social media.

- Secondly, an advantage of using mobile devices to participate in social media allows users to share their experiences whenever they choose to do so, in real-time or time delayed.
- Thirdly, mobile phones are typically personal devices, as such they do not fall under the constraints of employment policies which may block employees from using certain sites.
- Fourth, this presents an alternative way for marketers to engage with customers in different contexts, for example directly in the retail space.

Mobile media and its various applications will be discussed in section 4.6.

#### 4.5.2 The effectiveness of user generated content

Zhao (2011:87) cites five key motivations for publishing online: self-expression; interaction; acknowledgement; professional development; and remuneration. Zhao (2011) discusses user generated content from the perspective of story writing on subscription websites that have been set up specifically for the public to post stories online. These motivations are considered to be generally applicable to content postings. People tailor their content to suit their situational context and the audience they address (Marwick & Boyd, 2010:114), both in online and offline situations. In the online realm the contributor addresses an imagined audience that is usually a reflection of self. A challenge with online audiences is that the imagined audience is not necessarily the actual audience, because generally anyone can read, watch or listen to posted content. The decision for individuals to read, act and value content depend on their knowledge of the author and how they value the author's contributions (Hennig-Thurau *et al.*, 2010:315). Furthermore, the fact that user generated content is created by amateurs, means that quality of content cannot be assured. Some contributors have been successful, for example, *juicystar07's* channel on *YouTube* generates in excess of 400,000 views within three days of posting (*juicystar07* posts video reviews of cosmetic products).





From a marketing communication perspective the decision to place advertisements in user generated content environments can be risky. Most organisations would be unwilling to promote their brands in unpredictable environments hosting content of questionable quality (Lacy, 2009). On the other hand there would be less reluctance when associating with prominent credible contributors, like *juicystar07*.

Social networks, blogging and micro-blogging sites like *Twitter* provide direct contact between entities and audiences. Marwick and Boyd (2010:121) refer to the term *micro-celebrity*, where individuals use the media to inflate their popularity amongst their audiences. People publicise what they have done or are going to do. *Twitter* has been used in this way by organisations and individuals to communicate with their followers (Marwick & Boyd, 2010:121). Sites like *Twitter* potentially offer implementation opportunities for diffused marketing and feedback.

*Twitter* perhaps exemplifies, the *two-step flow hypothesis* (Littlejohn & Foss, 2005:308), which considers that most people are influenced by other people rather than media. This theory posits that media informs opinion leaders in society who then influence the rest of their community (Littlejohn & Foss, 2005:308). Opinion leaders are often members of the same social grouping as their opinion followers, and hence opinion leader influence is horizontal within societal order rather than vertical. Opinion leaders tend to have different personal attributes which distinguish them from their peers; these include greater media consumption and higher social activity (Baran & Davis, 2003:136). Two-step flow theory has been criticised for its linear one-dimensional approach; it does not take into account behavioural changes and other variables for example message content being transmitted and social situation.

An important dimension of social media is the communication that takes place amongst members. Marwick and Boyd (2010:130) consider networked audiences to connect to others within a network as well as the content generator. In the case of *Twitter*, followers link to other followers and talk back to the originator. This is representative of a many-to-many communication model (Gummesson, 2008a:3; Marwick & Boyd, 2010:130).



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### 4.5.3 Chaos and complexity properties of social media, notably social network systems

Instability was noted as a significant condition of chaotic systems, during discussions on postmodernism in Chapter 2, implying that these systems are extremely sensitive to even the slightest change that could dramatically alter the overall state of the system. This point hints at epidemic possibilities. When applied to social network systems, like *Twitter* and *Facebook*, these have provided catalytic roles in the recent uprisings in Egypt and Tunisia (Ingram, 2011; Miladi, 2011) as well as riots in the United Kingdom (Ball, 2011), in terms of self-organisation. When an issue matters significantly to individuals they tend to express themselves to members of their networks (online and or offline). If this issue is also important to other members of the networks, these people will in turn inform other people. Thus in a relatively short time this positive feedback effect amplifies the original issue across the networks it was introduced to. Different patterns of behaviour may arise depending on the types of connections within the network (Stapleton, 2008:21).

#### **Learn to navigate and negotiate complex adaptive systems**

From a marketing perspective, marketers are able to target social network systems through advertising, however, it has been suggested by Kaplan and Haenlin (2010:65) that advertising is not the best approach to use when targeting social network systems, rather a more participative approach to communication should be taken. Perhaps given the various nuances of social media, social media deserves an independent position in the marketing mix rather than simply be considered as a vehicle to deliver other aspects of the marketing mix. Irrespective of this consideration specific marketing communication strategies should be developed to target members of social network systems and perhaps these strategies should be based on concepts of chaos and complexity systems combined with motivational theory. The logic behind this recommendation is to better understand social media systems and motivations for use. Furthermore, perhaps, in an analogous way to translating the 4P model into 4Cs, for customer perspective, motivational factors should be translated into marketer terms for a marketing perspective. Table 4.10 compares properties of complex adaptive systems and derives possible marketing communication applications from these properties.

**Table 4.10: Properties of complex adaptive systems compared to social network systems**

PROPERTIES OF COMPLEX ADAPTIVE SYSTEMS	PROPERTIES OF SOCIAL NETWORK SYSTEMS	MARKETING APPLICATIONS
They comprise of numerous agents acting at random, not hierarchical.	✓	<ul style="list-style-type: none"> <li>Identify network communities, possibly aggregate through behavioural types. Acknowledge that the organisation will not be able to control behaviour.</li> </ul>
They continuously re-organise forming as many levels as needed.	✓	<ul style="list-style-type: none"> <li>Identify key influencers.</li> </ul>
They require energy to sustain them, if they are not sustained they will dwindle out.	✓	<ul style="list-style-type: none"> <li>Energise networks through content.</li> <li>Give members permission to play with brands – to sustain energy through content regeneration and relevance to the network.</li> </ul>
They have capacity to learn.	✓	<ul style="list-style-type: none"> <li>Some patterns may be predicted, because the system is still bounded so will exhibit patterns of behaviour and order. Perhaps look at the boundary posts.</li> <li>“Listen” to networks to understand what they want and need.</li> </ul>

Source: Own conceptualisation

#### 4.6 MOBILE MEDIA – DIGITAL UNPLUGGED

The growing trend for individuals to use mobile phones to participate in social media has been recognised (Kaplan & Haenlin 2010:67; Multisilta & Milrad, 2009). Mobile phones provide a range of communication applications that can be used for marketing communication.

Firstly, an important characteristic of mobile phones is mobility (Stald, 2008:144). Consider how the aspect of mobility transformed the way individuals communicate from fixed telephony to mobile telephony. Now imagine the possibilities of mobile Internet offerings compared to fixed Internet? Discontinuous innovation in technology has leapfrogged development in hand held mobile phones, both in terms of hardware and software propositions (Varnali *et al.*, 2011:1).

Through technology convergence, new generation mobile phone devices have evolved to more than mere communication devices, into multi-functional devices fulfilling the utilitarian and non-utilitarian needs of people (Stald, 2008:145). The increased functionality of mobile phones transitions them into smart mobile media devices (SMMDs) (O’Reilly & Duane,



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2010:188), more commonly known as smartphones. O'Reilly and Duane (2010:188) define SMMDs as:

“an electronic mobile networked device that provides network subscribers with phone, SMS, MMS, GPS navigation, photo and video cameras, digital format music players/recorders, local and web based radio stations, email and Internet access, pre-loaded and web based gaming applications, calculators, calendars, electronic notes, task reminders, and a whole plethora of downloadable free and fee based applications including referencing, organisational, decision support, content and information feeds”.

Undoubtedly this list will expand as SMMDs acquire greater functionality.

If one reviews mobile phones against the two key constructs, perceived usefulness and perceived ease of use, of the technology acceptance model; then in terms of perceived ease of use, the system of mobile phones has been accepted and understood by the consumer, as evidenced by the ubiquity of their adoption, thus possibly contributing to the individuals' overall perspective of perceived usefulness of the system. Based on this observation the author is of the opinion that adjuncts to the system will possibly be perceived more favourably, achieving a higher rating of usefulness and have a greater likelihood of acceptance.

By using mobile phones as a personal media and communication tool people have the ability to make individual choices about the content they engage with (Groening, 2010:1332). Using mobile phones to access or interact with content provides people with convenience. People have increased flexibility in terms of the time and place they access content as well as the time they spend consuming content.

#### **4.6.1 Marketing communication through mobile phones**

According to Varnali *et al.* (2011:5) “mobile marketing is the creation, communication, and delivery of customer value through the wireless, mobile medium.” Mobile marketing

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enables organisations to enact marketing using applications powered by hand-held portable mobile phones (Varnali *et al.*, 2011:4). Mobile marketing efforts must remain part of the integrated marketing communication plan. They enhance operations adding another dimension to marketing communication, especially in direct marketing and relationship marketing efforts.

**Mobile media an intra-marketing mix platform**

The suggestion to include mobile media as a channel available to all elements of the marketing mix contrasts the proposal for social media to occupy a distinct category within the marketing mix. The reason for this approach is that the mobile medium is flexible and possesses multiple capabilities which provide a means of implementation across the current marketing mix spectrum.

Table 4.11 defines various applications available to mobile phone marketing communication, summarises their potential use, success factors, limitations and customer benefits. This list provides a general overview, it is by no means exhaustive of the millions of software applications available to individuals, ranging from business to leisure, informative to entertainment offerings.

Table 4.11: Definitions of mobile marketing applications

MOBILE APPLICATION	DEFINITION	MARKETING USE	SUCCESS FACTORS	LIMITATIONS	CUSTOMER BENEFIT / VALUE EXCHANGE
<b>SMS (Short message service)</b>	Text messaging 160 character format	<ul style="list-style-type: none"> <li>• Passive brand advertisements</li> <li>• Interactive response-seeking. messages, independently and used in conjunction with other media, such as responding to a call to action publicised in another media.</li> <li>• Personalised special offers</li> <li>• Sponsoring subscribed content such as weather, traffic, news or finance reports with branded slogans.</li> <li>• Revenue generation in the form of micropayments activated through premium rate SMS for customers to pay and download mobile content.</li> </ul>	<ul style="list-style-type: none"> <li>• Supported by all manufacturer handsets and network operators.</li> <li>• Permission-based messages</li> <li>• Incentive offered (free airtime, branded mobile content {like music, video, games, wallpapers, ringtones}, competition entries, votes.</li> <li>• Highly personalised</li> <li>• Appropriate delivery. Use the right time, place and context.</li> </ul>	<ul style="list-style-type: none"> <li>• Restricted to 160 characters.</li> <li>• Text only</li> <li>• Negative customer reactions if communications are unsolicited.</li> </ul>	<ul style="list-style-type: none"> <li>• Stored for future reference.</li> <li>• Value in downloaded content</li> </ul>
<b>EMS (enhanced messaging service)</b>	Extension of SMS with additional functionality. Supports special text formatting and basic graphics.	<ul style="list-style-type: none"> <li>• Potentially mobile bar-coding for <i>mobile coupons</i>, if network and handset compatibility issues are resolved. In addition distributors will have to secure appropriate equipment to redeem coupons.</li> <li>• Mobile ticketing would also make use of bar-coding function and the same limitations for use would apply.</li> </ul>	<ul style="list-style-type: none"> <li>• Innovative and data rich</li> <li>• Environmentally friendly</li> </ul>	<ul style="list-style-type: none"> <li>• Not supported by all handset manufacturers and network operators.</li> <li>• Appropriate delivery. Use the right time, place and context</li> </ul>	<ul style="list-style-type: none"> <li>• Convenient and easy to use comparable to paper based coupons.</li> </ul>
<b>MMS (multi-media messaging service)</b>	Supports text, pictures, audio and video clips.	<ul style="list-style-type: none"> <li>• Customise marketing communication with the inclusion of audio and visual material.</li> </ul>	<ul style="list-style-type: none"> <li>• Data rich content</li> </ul>	<ul style="list-style-type: none"> <li>• Not supported by all handset manufacturers.</li> <li>• Message compatibility issues, due to different screen dimensions.</li> </ul>	<ul style="list-style-type: none"> <li>• Stored for future reference.</li> <li>• Value in downloaded content</li> </ul>

MOBILE APPLICATION	DEFINITION	MARKETING USE	SUCCESS FACTORS	LIMITATIONS	CUSTOMER BENEFIT / VALUE EXCHANGE
<b>The mobile Internet</b>	Wireless Internet-based content	<ul style="list-style-type: none"> <li>• Commerce-based applications that are interactive (e.g., mobile shopping, mobile banking, e-ticketing).</li> <li>• Content-based applications which provide information only (e.g., weather, traffic, news or finance reports).</li> <li>• Community-based applications, which allow users to interact with each other building social relationships (chat, email, SMS, forum, instant message, Social network systems).</li> <li>• Mobile Internet site: Use to advertise and to gather information on users' preferences.</li> </ul>	<ul style="list-style-type: none"> <li>• Data rich content</li> <li>• Interactive</li> <li>• Real-time</li> </ul>	<ul style="list-style-type: none"> <li>• Rendering of computer accessed sites for mobile access.</li> <li>• High data charges to access content from mobile phones.</li> <li>• Longer downloading times of applications and mobisites.</li> <li>• Not supported by all devices.</li> </ul>	<ul style="list-style-type: none"> <li>• Convenience</li> <li>• Access to content branded or unbranded.</li> </ul>
<b>RBT (Ring back tone)</b>	The tone a caller hears whilst waiting for the called party to answer.	<ul style="list-style-type: none"> <li>• Offer subscribers opportunity to have a personalised ring tone.</li> <li>• Consider offering brand signature songs, e.g.: <i>Pantene</i> previously used the song <i>Unwritten</i> in its television commercials.</li> </ul>	<ul style="list-style-type: none"> <li>• The intention behind using RBT as a communication tool is that it is anticipated that people belong to networks of similarly minded individuals. Therefore the ring tone should appeal to them too.</li> </ul>	<ul style="list-style-type: none"> <li>• Not supported by all devices.</li> <li>• Customers are subject to change their RBT to suit their needs, or will probably not change it because they are unlikely to call their own phones.</li> <li>• Individuals do not necessarily receive telephone calls from people that belong to one specific group. Hence the RBT might not be relevant to all callers.</li> </ul>	<ul style="list-style-type: none"> <li>• Customised ringtones, representative of the customer.</li> </ul>

MOBILE APPLICATION	DEFINITION	MARKETING USE	SUCCESS FACTORS	LIMITATIONS	CUSTOMER BENEFIT / VALUE EXCHANGE
<b>USSD (Unstructured Supplementary Service Data) / content subscription</b>	Two-way exchange of data – usually through coded sequences.	<ul style="list-style-type: none"> <li>• Develop applications</li> <li>• Serve content based on subscription.</li> </ul>	<ul style="list-style-type: none"> <li>• Mostly free to customers.</li> <li>• Mechanism of interaction.</li> <li>• Few devices restrictions, operates on almost all devices.</li> </ul>	<ul style="list-style-type: none"> <li>• Can be tedious for customers to navigate..</li> <li>• Cannot store information on the USSD system itself.</li> </ul>	<ul style="list-style-type: none"> <li>• Information</li> <li>• Convenient</li> <li>• Real-time</li> </ul>
<b>Mobile games</b>	Interactive single or multiplayer games	<ul style="list-style-type: none"> <li>• Build brands into games, branded games, offer games from a brand.</li> </ul>	<ul style="list-style-type: none"> <li>• Convenient entertainment, social connection.</li> </ul>	<ul style="list-style-type: none"> <li>• Unable to change creative.</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Time filler</li> </ul>
<b>Mobile tags / QR codes (Quick response codes)</b>	Two dimensional barcode – read by mobile phone through its camera	<ul style="list-style-type: none"> <li>• Directs user to url online without having to enter the url.</li> <li>• Provide product information, such as nutrients on tins of food or promotion of events.</li> </ul>	<ul style="list-style-type: none"> <li>• Convenient</li> <li>• Easy to use</li> </ul>	<ul style="list-style-type: none"> <li>• Not supported by all devices.</li> <li>• Relatively sophisticated product, may need to educate customers.</li> </ul>	<ul style="list-style-type: none"> <li>• Information</li> </ul>
<b>Mobile payment systems</b>	Micropayments deducted from account or prepaid airtime	<ul style="list-style-type: none"> <li>• Promote subscription based services.</li> <li>• Consider using the mobile platform as a distribution channel. E.g., trade virtual goods – like software applications for mobile devices.</li> </ul>	<ul style="list-style-type: none"> <li>• Convenient</li> <li>• Instant</li> <li>• Income generating</li> </ul>	<ul style="list-style-type: none"> <li>• Not supported by all devices.</li> </ul>	<ul style="list-style-type: none"> <li>• Information</li> <li>• Convenient</li> <li>• Real-time</li> <li>• Entertainment</li> </ul>
<b>Location based services</b>	Geolocation services	<ul style="list-style-type: none"> <li>• Use location and other customer information serve relevant content to customers.</li> <li>• Push and pull services</li> <li>• Pull – customers search what is near them/offers.</li> <li>• Call to action (e.g., promote time limited offers.)</li> </ul>	<ul style="list-style-type: none"> <li>• Real-time</li> <li>• Innovative</li> </ul>	<ul style="list-style-type: none"> <li>• Not supported by all devices.</li> <li>• Needs to be contextually relevant.</li> </ul>	<ul style="list-style-type: none"> <li>• Information</li> <li>• Entertainment</li> </ul>



MOBILE APPLICATION	DEFINITION	MARKETING USE	SUCCESS FACTORS	LIMITATIONS	CUSTOMER BENEFIT / VALUE EXCHANGE
<b>Mobile TV</b>	Streamed TV or broadcast mobile TV – use operating networks infrastructure to stream TV to mobile devices.	<ul style="list-style-type: none"> <li>• Brand commercials scheduled for broadcast television will also feature in the mobile transmission.</li> </ul>	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• Subscribers have access 24/7.</li> </ul>	<ul style="list-style-type: none"> <li>• Not supported by all devices.</li> <li>• Does not yet apply to all television networks. In South Africa for example, product offered by <i>DStv mobile Drifta</i>.</li> <li>• Expense – restricts application to high income households.</li> </ul>	<ul style="list-style-type: none"> <li>• Convenience</li> <li>• Time and place</li> <li>• Time filler</li> </ul>
<b>Mobile social networks</b>	To assist with access, also have widget downloads which are software compatible with the device.	<p>A variety of options for instance:</p> <ul style="list-style-type: none"> <li>• Establish specific communities orientated around the brand.</li> <li>• Target existing communities or individuals that share interests that resonate with the brand's equities and positioning.</li> <li>• Interact with customers</li> <li>• Relationship building</li> </ul>	<ul style="list-style-type: none"> <li>• Data rich content</li> <li>• Interactive</li> <li>• Real-time</li> <li>• Relevant</li> </ul>	<ul style="list-style-type: none"> <li>• Social content – time bound because of real time effects. Delays with content may limit relevance.</li> </ul>	<ul style="list-style-type: none"> <li>• Fulfil individuals' needs to access social networks whenever they choose too irrespective of time or location.</li> <li>• Convenient any time access and immediacy.</li> </ul>

Source: Conceptualised and adapted from Varnali *et al.*, 2011

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#### 4.6.2 How should organisations communicate with customers through mobile phones?

Many of the guidelines outlined in Table 4.9 for organisations to execute social media campaigns extend to the use of mobile phone media for marketing communication efforts. The following additional observations have been made:

- Whilst the penetration of mobile phones into the South African market is high (80%, according to AMPS 2010-2011) there is a wide variety of handsets ranging from simple feature phones to smart phones. These devices differ widely in their functionality. Therefore not all the applications listed in Table 4.11 are viable for all devices and hence accessible to the market. Therefore, mobile marketing communication campaigns should consider the potential need to cater to handsets of the lowest common denominator, according to the mobile handsets utilised by their target audiences. Mobile services or product applications will continue to be developed and this limitation may be overcome in time.
- Different operating systems require different software. This provides challenges for application developers and marketers, who must simultaneously develop software for compatibility across multiple handsets. It is unlikely given the competitive nature of the mobile phone device manufacturer market that they would unite behind a common standard, as this is not in their best interest. Ideally handset manufacturers would like all customers to convert to their specific brand of device.
- Using mobile phones for marketing introduces a new set of stakeholders. This includes mobile network operators, device manufacturers, marketers, customers, advertising agencies and content providers like application developers as well as any of the aforementioned stakeholders (O'Reilly & Duane, 2010:188). Joint ventures between some of these parties may benefit the user experience. The network operators hold significant personal data on their customers, which potentially places them in a unique position as gatekeepers between advertisers and customers (O'Reilly & Duane, 2010:191).
- Although mobile phones are ubiquitous these devices are typically personal devices and their users do not necessarily welcome the receipt of non-permission based advertising or content on their mobile phones.



Table 4.12 offers some suggestions to implement marketing communication through mobile phones.

**Table 4.12: Suggestions for using mobile phones in marketing communication**

**SUGGESTIONS FOR USING MOBILE PHONES IN MARKETING COMMUNICATION**

- *Use permission-based marketing.* Seek permission from customers to communicate with them.
- *Personalise messages.* Mobile is a personal medium, by having customers opt in to receive communication (as per the first point) the organisation acquires some of their personal information, which should be used to tailor communication to suit the customer.
- *Be relevant and meaningful.*
- *Make exchanges interactive.*
- *Integrate with other marketing activities.* Use mobile media as a means to connect customers to other marketing activities. For example, as a voting mechanism for televised reality contests or in alternative spaces like events, encourage people to register via their mobile phones to have content from the event streamed to them in real-time. Make use of the camera functionality of mobile phones, invite people to take photographs of themselves at events and upload directly to a specific site for a competition or to their social network sites (Odom *et al.*, 2011:1497) to create personally valuable experiences.
- *Value exchange is important.* Reward customers with tangible or non-tangible offerings, for example, virtual offerings like ring tones or skins, games, free downloads.
- *Acknowledge the limitations of mobile devices.* Creative may need to be downscaled to accommodate the small screen size and download times.
- Give customers something to talk about it, better still get them to talk about the brand or organisation to experience the brand or organisation in a personal way that is relevant to the individual.

Source: Own conceptualisation

## 4.7 CONCLUSION

This chapter has suggested some of the possibilities technology affords marketing communication through the way technology has become integrated into society. Some may wonder if technology has overtaken society, to dictate its shape. This is the perspective of *technological determinism*, which suggests that technology is responsible for shaping society. The opposite perspective is that of *social constructive* which declares that people are responsible developing technology and adjusting technology to suit their needs. These perspectives represent polarised viewpoints and a median perspective incorporating aspects of both is likely to be more representative of the roles of technology in society today.

Interactivity has been highlighted as a significant property of information communication technology development in the context of marketing communication. The generation of



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interactive media platforms presents new ways for organisations to communicate with existing and prospective customers, especially in the area of relationship marketing. Communication advantage is the new competitive advantage. Information technology presents numerous new means of communication platforms and innovative mechanisms of communicating, thus opening opportunity for competitive communication advantage.

The next chapter focuses on the *who*, Generation Y, the subject population of this research.

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## CHAPTER 5 GENERATION Y: A SIGNIFICANT GENERATION

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### 5.1 INTRODUCTION

The previous two chapters concerned the *how* of this thesis in their coverage of marketing communication and information communication technology literature in the context of the *what* of postmodern society. In this chapter the *who* of the thesis, Generation Y, will be addressed.

Firstly, to clarify terminology, Generation Y is also known as *Millennials* as well as the *Net Generation*. This thesis will refer to them as Generation Y for the following reasons, a) the naming runs sequentially to the preceding generation, Generation X; b) the millennium (2000) generally marks the last of this generation's births and the term Millennial is considered to be more relevant to latter members of this cohort than earlier members; and c) whilst the Internet has grown and developed almost in tandem with this generation it is not the only defining influence on it.

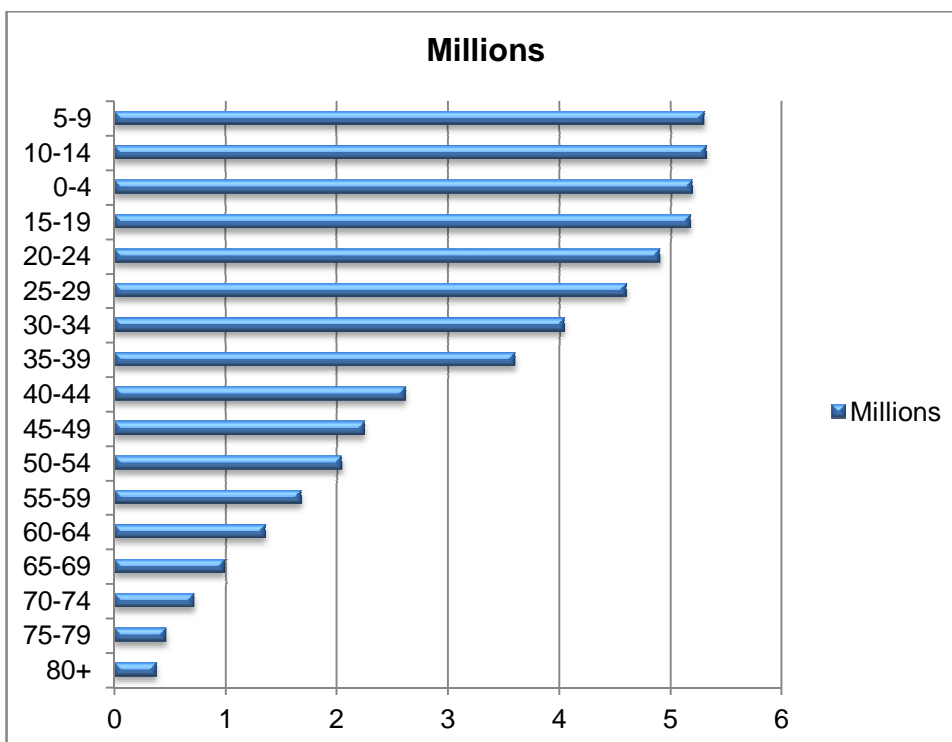
Generation Y, individuals born between 1978 to 2000 (Kotler & Armstrong, 2010:98; Yarrow & O'Donnell, 2009:xi), although start dates vary according to different sources, is unique from several perspectives in the context of this study:

- Firstly, Generation Y is conceivably the first generation born into a wholly postmodern society (Best & Kellner, 2003:76).
- Secondly, they are the first generation to have always lived in a digital world (Székely & Nagy, 2011:2187; Yarrow & O'Donnell, 2009:83). From birth they have been surrounded by digital products driven by technology developments: cell phones, the Internet, ipods, video and console gaming and television to mention a few digital media platforms, contributing towards their status as the most digital savvy generation to date (Yarrow & O'Donnell, 2009:83). They seem to take this technology for granted, which is aligned with the idea that technology is only technology for people that were born before it was invented (Kay, n.d.).

- Thirdly, this generation represents upcoming economic generators and individuals or groups who will shape the society of the future (Best & Kellner, 2003:76; Székely & Nagy, 2011:2187).
- Fourthly, Generation Y is the largest population group when compared to other generations today. Potentially, based on the size of the group and through globalised networks linking individuals together, Generation Y has the capabilities to mobilise mass movements, if it were to act en masse, thus exerting global influence

Figure 5.1 shows the current population for South Africa. It demonstrates the high number of people under the age of 34, which indicates the significant size of Generation Y in South Africa.

**Figure 5.1: South African population statistics**



Source: Adapted from Statistics South Africa (2011:9).

Two of the largest influences to shape Generation Y are their parents and a digitally connected society (Shore, 2011; Yarrow & O'Donnell, 2009:6). The implications of these

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factors are perhaps not immediately obvious. However if one considers, for example, the fact that members of Generation Y are usually the leading technological authority within households (Székely & Nagy, 2011:2191; Yarrow & O'Donnell, 2009:150), this implies that in a technologically driven society they, as the designated household technological experts, act as filters for information entering the home. This role places them in a position of power in terms of their influence over decision-making and purchases within households and amongst other less technologically literate individuals that rely on Generation Y's technological astuteness. Thus as gatekeepers to information they choose what they prefer to share with others, which may or may not be biased towards their personal wants and needs. This is perhaps the reason behind findings in America citing that Generation Y influences the purchase of nearly 50% of vehicles and 90% of clothing (Yarrow & O'Donnell, 2009:xviii). These points infer that Generation Y has become accustomed to getting what they want through their influence of others. This blurring of roles between traditional authority figures and youth is evidence of de-differentiation.

To effectively communicate with Generation Y it is important to understand who they are and what motivates them. This chapter addresses some of the key variances of Generation Y compared to preceding generations with relation to their levels of exposure to technology, their upbringings and their attitudes towards consumption in the era they live in. Through this discussion factors within these topics will emerge and will be reviewed, and suggestions will be offered in terms of how they can be leveraged from a marketing perspective, as indicated by sub-headings referring to marketing implications.

## **5.2 TECHNOLOGY: EFFECTS AND INFLUENCE ON 21<sup>ST</sup> CENTURY SOCIETY**

Technology plays an increasingly more important role in current society than previous eras. Constructive applications of technology have contributed to more productivity in homes and workspaces, enhanced entertainment offerings, and have been responsible for generating a multitude of communication options. Continuous technological development is driven through positive feedback: as much as technology advances, consumers expect more, demanding greater speed, richer interactive content, multifunctional devices, and innovation in general.

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Communication technology has shortened the distance between consumers and marketers or product developers, particularly through its capabilities to facilitate real-time feedback and conversations between parties. Developers, in their bid to appease and maintain customers and drive commercial profits, comply with ongoing developments perpetuating the cycle of demand and supply (through this positive feedback). This is particularly true of the technology sector, in product development plans, where beta versions are released for testing and consumer feedback before final products are launched to the market. Popular profitable products are developed continually and developers release new versions or product upgrades (according to the Microsoft News Centre (2011) the company had launched at least nine *Windows* products between the period 1990 to 2010). As a result there is rapid turnover of technological products with many becoming obsolete more rapidly than previously experienced. Moore (1998:104) reflects on the exponential advancement of semiconductor capabilities remarking that in the 1970s semiconductors improved speed tenfold within ten years, however by the 1990s semiconductor development was magnified to the power of ten every three and half years.

Over time as digital media has evolved, especially the Internet, people's use of the medium has changed. From a content point of view, in its early days content on the Internet was analogous to written paper based media (Yarrow & O'Donnell, 2009:98). Now content has become more visual and interactive, embracing technological properties inherent to the Internet.

**Drive innovation by taking advantage of a medium's inherent properties**

Similarly, mobile phones have unique properties which should be utilised to maximise the effects of their use as a medium. Properties to consider are that as technology convergence devices mobile phones possess multi-functional capabilities (voice, data, video, audio, Internet access, location based services), they are personal devices, are usually always on, typically within arm's length from their owners, and they allow real-time communication to take place (Marketing Mix, 2008:32; Székely & Nagy, 2011:2191).

Consumers too are co-developing in response to advancing technology, forming new skills to help them adapt and adopt in a world of technology (Székely & Nagy, 2011:2189; Yarrow & O'Donnell, 2009:97).



**Today's culture is not the same as yesterday's**

To understand how youth are using digital information communication technology fundamental revisions need to be made to the way people think culture is construed through conflicting forces, specifically tensions "between the public and the private, the subject and the object, and the human and the machine" (Samuels, 2008:219).

Samuels believes that through *automodernity*, a term he uses to describe a new cultural era that combines technological automation with an individual's autonomy, these polar opposites are being brought together. Consider for example that in order to manage the vast amount of information people are now exposed to they have learnt to outsource intellect by leveraging repositories of artificial intelligence (Taylor, 2010). Rather than mentally retaining information increasingly there is a tendency to digitally store or be aware of the electronic location of information and retrieve it as and when required. This process of automation resonates with Samuel's (2008) concept of automodernity.

Generation Y has demonstrated higher aptitudes to process information at high-speed, particularly visual data, when compared to preceding generations (Székely & Nagy, 2011:2188; Yarrow & O'Donnell, 2009:9). This skill may be attributed to a dominance of visually orientated media such as video games, television, the Internet, print, out of home and mobile phones. For example, if a website takes more than a few seconds to download this generation will move on to another page (Yarrow & O'Donnell, 2009:23). Negative outcomes of this trend are that Generation Y experience content fatigue more quickly than other generations, and may appear to have shorter-attention spans, although it has been suggested that this is an outcome of their ability to process information more quickly (Yarrow & O'Donnell, 2009:9). Generation Y has also become adept serial multi-taskers (Samuels, 2008:220; Székely & Nagy, 2011:2188) which may or may not be symptomatic of reduced concentration spans. However, this skill possibly makes them better equipped to cope with multiple demands at a frenetic pace. Samuels (2008:220) perceives multi-tasking behaviour with digital media, as a way of leveraging the media to virtually combine different aspects of a person's needs in the same space. This is a positive perspective of multitasking aligning with the concept of automodernity. Youth use media technologies to increase their control over situations that can be managed through these technologies (Samuels, 2008:220).

Immersion with automated technologies may isolate the user from their sense of social and cultural awareness in the public sphere. Samuels (2008:229) points out that although youth have the opportunity to contribute to their social databanks by easily accessing information through technology, technology may be contributing to an antisocial movement, because in the virtual realm individuals can control access and responses to content. They do not have this type of control in the physical world and over social encounters in the public sphere. The aspect of control, was one of the reasons that youth find gaming compelling, because they live in a world where they have limited control of their environment (Pitout, 2001:517; Yarrow & O'Donnell, 2009:52). Really simple syndicated (RSS) feeds are another form of automated control that aggregates and supplies specific content requested to a user. However, if the user only relies on automated feeds, they risk self-determined myopia, because they are denying themselves access to new experiences.

Importantly, relatively easy access to free information means that today's consumers are more informed (Samuels, 2008:226; Yarrow & O'Donnell, 2009:9). A consequence of democratized information is flatter hierarchies (Yarrow & O'Donnell, 2009:10).

### **5.2.1 Connecting to anyone anywhere**

Earlier it was recorded that a significant influence on Generation Y is a digitally connected society. Technology has enabled them to connect to like-minded groups irrespective of geography, be they interest groups, like gaming, or social network sites such as *Facebook* (Yarrow & O'Donnell, 2009:10). This grouping may derive from effects of the modernism movement (uniform identity), which has led to a more fragmented society that celebrates individuality in postmodern society. Under postmodernism conditions individuals are free to experience differences; they are not obliged to conform to one particular mode. These experiences are often sought through the formation of communities, and it is only through the establishment of a community that these experiences can be realised, because it is through participation that individuals achieve meaning (Firat & Dholakia, 2006:131). To make up for lack of community in the physical domain people have the opportunity to form

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and participate in groups that share common interests via virtual networks to find meaning and belonging (Firat & Dholakia, 2006:131; Yarrow & O'Donnell, 2009:50).

Social connectivity has inspired teamwork and dependence upon members of particular groups (Székely & Nagy, 2011:2188. Group operating is evident in the physical space too. Generation Y likes doing things together and often as mixed gender groups. Teen dating for example has morphed from couples to group dating (Yarrow & O'Donnell, 2009:141). Generation Y has learnt to converse and operate in groups, simultaneously broadcasting to multiple members within their networks, sharing their news, uploading content and other interactions. The collaborative features of Web 2.0 offer conducive platforms for creating and sharing content (Székely & Nagy, 2011:2187). Generation Y is seemingly more confident than other generations, evidenced by the volume of self-published content they post online, which ranges from trivial to significant (Lenhart, 2010; Yarrow & O'Donnell, 2009:12). The fact that access to social networks is not restricted to personal computers but also accessible through mobile phones facilitates ease of use, allowing networkers to tap in and out of this environment as they chose, unconstrained by access platforms.

People's digital social networks have expanded beyond immediate personal networks. They now have the ability to virtually befriend or follow people they would otherwise not normally have contact with, like people they admire or have an interest in such as celebrities, politicians or sporting personalities. These personalities of interest often function as influencers on people who have chosen to befriend or follow them, which is possibly an indication of implementation of two-step flow hypothesis.

**Marketing implication: Leveraging social media connections**

Marketers that recognise specific consumer behaviours will be in a position to adapt their communication content and approach to suit their target audiences. The above discussion indicates social networks are a preferred point of contact amongst Generation Y and suggests when communicating with this segment marketers would benefit from using communication that are less text heavy and more visual and also serving stimulating bite sized content to capture Generation Y's attention and at the same time not hamper download speeds.

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### 5.2.2 The need for speed

The speed and immediacy demanded by Generation Y in the digital space has also spilled over into their expectations of the physical realm. Generation Y's demand for innovative technology was highlighted previously, and the same trend is apparent in other sectors associated with Generation Y. This is driving faster turnover of their consumption of products, wardrobes and entertainment to mention a few examples as they constantly strive for newness. Older generations tend to be more cautious about products promising newness, tending to favour reliability over innovation.

#### **New is better**

Generation Y, on the other hand, who are used to development in their high turnover world, want newness; they perceive new to be better and improved (Yarrow & O'Donnell, 2009:180).

#### **Marketing implication: Marketing at hyper-speed**

The key takeouts, from a marketing perspective, are to regularly supply Generation Y with new information about products and position products as new commodities rather than product upgrades. Furthermore, in the same way that this generation expects innovation from products it is anticipated they have the same innovative expectations of marketing communication directed at them.

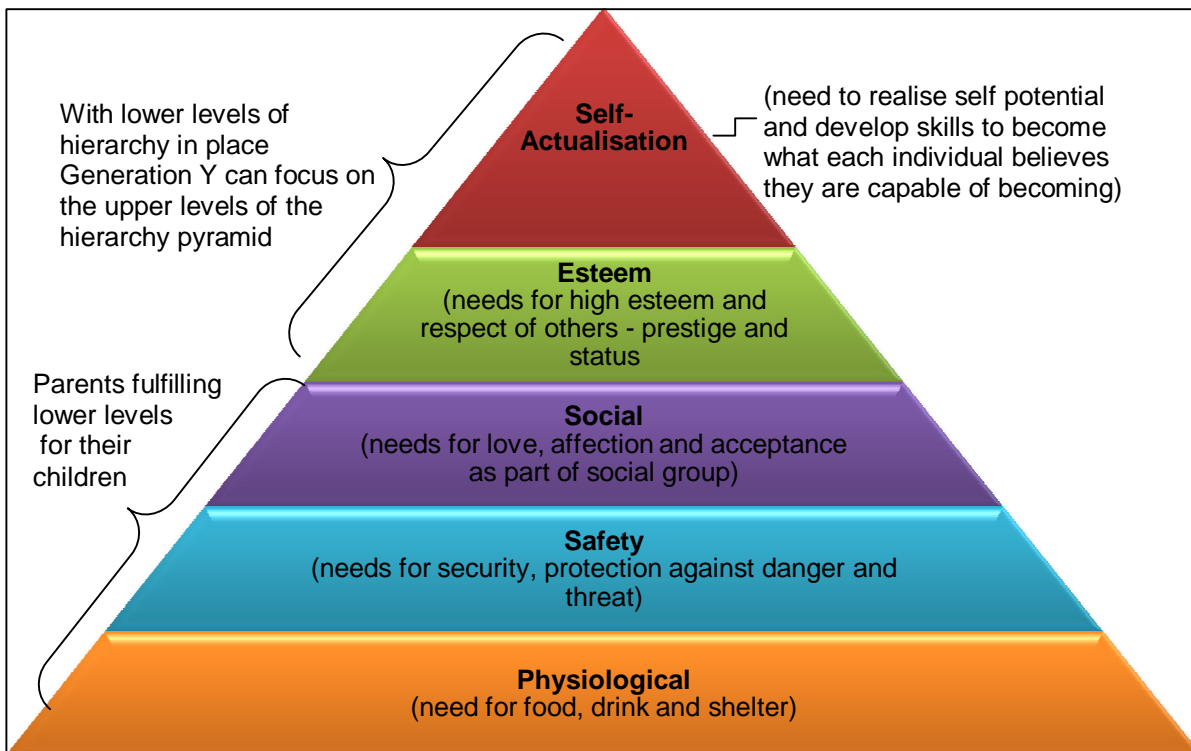
### 5.2.3 I share, you share, we all share

Peer-to-peer downloading of movies, music and games is a common practice amongst youth. Although strictly speaking these activities are not legal, but are practiced nonetheless. Youth do not perceive this form of collaboration of circulating content amongst their peers as a criminal act. They do not consider that the livelihoods of the artists that generate this material is at stake, and without the artists producing the content new content would cease to be generated. The current practice of free downloads is clearly not sustainable for the entertainment industries (Székely & Nagy, 2011:2187), and a more agreeable model is needed to meet the needs of all stakeholders concerned.

### 5.3 RAISING GENERATION Y

The introduction to this chapter mentioned that one of the contributing factors to Generation Y's differences is the influence of their parents. Generation Y receive considerable support and nurturing from their parents. Shore (2011) remarks that the structure of families has changed to be more democratic and less hierarchical, with parents assuming more of a friendship role, becoming *peer-ents*. Generation Y are taking longer to leave the home than previous generations and some leave only to return to the family home when they encounter difficulties (Yarrow & O'Donnell, 2009:101). In applying the concept of Maslow's hierarchy of needs for human motivation to the relationship between parents and their Generation Y offspring (refer to Figure 5.2), it is apparent that parents provide a safety net for this generation fulfilling the fundamental lower levels of the hierarchy structure. Parents provide for their children's physiological needs giving shelter and nourishment; their safety needs for security and protection and, contribute towards their social needs for love, affection and acceptance within a social group.

**Figure 5.2: Maslow's hierarchy of needs applied to the relationship between Generation Y and their parents**



Source: Content with respect to relationships between parents and their Generation Y offspring added to Cameron (2005:130)

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With parents fulfilling the foundation levels of the hierarchy of needs their children automatically advance into the esteem needs level as a starting base in the phases of human motivation. As this chapter unfolds needs for esteem become clearly recognisable amongst Generation Y (that is during this stage of their development with the period of this study, as at 2011). In Chapter 2 it was recorded that societal change has motivated individuals to seek greater self-actualisation, as an outcome of postmodernism (Brown, 1994:35).

**Artificial progression?**

One cannot help questioning if this aided advancement through the pyramid of needs truly benefits a generation. Do people need to personally fulfil each stage to recognise their needs and appreciate that these have been attended to?

This debate is in the realm of sociology and psychology hence falls out of the scope of this study. However referring back to Chapter 2 it was noted that individuals with a trivial past (combined with an insignificant future) were more likely to experience a short-lived present (Harvey, 1992), which is evident amongst Generation Y who partakes in short-lived experiences. Living in the here and now is characteristic of postmodern culture (Firat & Dholakia, 2006:128).

**Disconnected cultures**

Perhaps there is a cultural dissociation between postmodernism youth and their modern parents?

If one applies Baudrillard's concept of simulacra and hyperreality, young adults could be considered as simulacra of previous generations, although similar they are not the same as their predecessors.

Self-esteem, cultural, social, personal and psychological factors have a strong influence on customer buying behaviour (Kotler & Armstrong, 2010:161). Marketers would benefit by identifying ways for products and, or communications to target Generation Y's esteem needs, either directly or indirectly through media vendors (such as publishers and broadcasters) that have already established connections with this generation. *Cosmopolitan* magazine, for example, is one of the world's largest magazines. The basis

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of its success rests with its understanding of young women, how this segment is developing and their need to establish their identities. *Cosmopolitan* achieves this by positioning its content as a reference to possibilities rather than a prescriptive how to guide (Yarrow & O'Donnell, 2009:81).

A further point to mention is that whilst Generation Y remains in the family home they are likely to have fewer financial responsibilities, like mortgage repayments. The result is that working members of this segment, residing at home, have higher disposable incomes than if they were starting out on their own, which is likely to equate to more flexible spending power. Their attitudes towards spending, shopping in particular, will be the focus of section 5.4.

Consumerism in general has increased under the relatively stable economic conditions of contemporary society. Under these circumstances Generation Y finds that they have more time at their disposal and more time to shop. Physical or online shopping is a notable pastime and collective experience, "84 % of teens prefer to shop with others; of those 74% with friends and 26% with parents" (Yarrow & O'Donnell, 2009:36).

**Shopping equates to social currency**

For Generation Y shopping is a way of connecting with their social circle. Their purchases and the path to these acquisitions provide a form of social currency. From a marketing perspective the more time Generation Y spends in shopping environments, the more time they spend with brands of interest to them, and the anticipation is that this will lead to acquisition.

**5.4 SHOPPING – THE CURRENCY OF ESTEEM**

Shopping for Generation Y is more than just a means to fulfilling a need. Shopping is a key tool in the construction of their identities. The purchases they make, particularly the choice of music, clothing and accessory brands they select, represent a reflection of who they are (or want to be) and what they stand for (Lemon, 2001:358). These values are borrowed from the equities and attributes of the brands they have decided to be associated with (or



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choose not to be associated with). This is indicative of the postmodern notion that whilst people might not know what they want, they know what they do not want.

Shopping malls play a significant role in the lives of Generation Y as one-stop destinations. Brown (2006:215) remarks that the shopping malls of today are postmodern constructions, which invite shoppers to enjoy the shopping experience, as opposed to earlier shopping venues that had less welcoming atmospheres. They serve as points of congregation, offer entertainment services, access to retail shops and are perceived as centres of relative safety (which in a high crime country, like South Africa is a welcome respite). In the mall environment Generation Y is constantly surrounded by shops, and for this reason the temptation to shop is a natural outcome.

**Take advantage of Generation Y's impulsive behaviour**

Generation Y has been considered to act on impulse and makes impulsive buys. This characteristic presents an opportunity for marketers to alert this segment of special promotions or exclusive offers that are available for a limited time only. Vouchers and time limited offers incentivises this segments' impulse buy characteristic. Mobile phones readily lend themselves as an appropriate medium to effect these types of promotions or content which can be accessed conveniently by their users on the go.

**I am my brands**

Shopping therefore forms a vital role in Generation Y's passage of identity building and the shopping environment also provides a venue for social interaction. Marketers targeting Generation Y would benefit from aligning their brand values with the aspirations of this generation and feeding these consumers brand content orientated around a brand's equities to drive further persuasion.

When a community believes that buying into a specific brand confers an attribute to them, then this belief manifests in the community and it becomes a reality to this group (Firat *et al.*, 1995:42; O'Shaughnessy & O'Shaughnessy, 2002:113). In the process of using brands to represent qualities the consumer aspires for consumers take on a production role, producing themselves from their consumed artefacts (Firat *et al.*, 1995:52).



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### 5.4.1 The gender divide

Women tend to shop more than men and they spend more time and more money on retail purchases. However the increased social integration between young men and women, with Generation Y males having more female friends than perhaps previous generations, is having an effect on male shopping patterns. Female friends are influencing their male friends' purchases, and as men become more familiar and confident in their shopping abilities they are starting to pay greater attention to their appearances and spend more money and time in stores. Marketers have not ignored this trend and have developed clothing lines and skin ranges specifically for men (for example: Gillette, Old Spice, and Nivea).

### 5.4.2 Shopping for men

Gender differences still prevail in terms of generalised attitudes towards shopping between men and women. Men, are focused, favouring a simple, clutter free path to purchase (Yarrow & O'Donnell, 2009:xiv) compared to women who demonstrate preferences for greater choice and variety. Men, typically, do not consider shopping to be an active experience; rather they perceive it to be passive, which is one of the reasons that shopping has been low interest activity for men. Therefore, in terms of targeting men, if retailers can somehow incorporate an active component into their stores or make shopping a by-product of another activity, so that shopping is not the main purpose but rather an add-on to an existing experience, they will be more likely to elicit sales from men. This is one of the reasons attributed to spikes in apparel sales at events, because men are not attending the event to shop, shopping is merely a spin off at the occasion.

**Marketing implication: Marketing to men in retail should be a secondary activity**

According to Yarrow and O'Donnell (2009:134), when targeting men marketers should keep interactions practical focussing on the product, offering suggestions that are solutions-orientated, according to the targets' needs, but they must not be perceived as prescriptive or advisory. The provision of positive product testimonies from other customers is persuasive. Men do not like spending time looking for things (Yarrow & O'Donnell, 2009:119), so they would benefit from being able to conduct quick searches online, even when in a retail environment, possibly using their mobile phones to perform the search. Marketers could consider

using location based promotions on mobile phones when targeting male customers to subtly direct them to specific outlets.

### 5.4.3 Shopping for women and word-of-mouth

As a generalised observation shopping has been recognised as an important activity amongst women, something that they are highly involved with. They take delight and pride in finding specific items, as such, the item, the hunt and the experience matter to them and become social currency fuelling conversations with others (Yarrow & O'Donnell, 2009:137).

#### **For women shopping is an event not just a buy**

From a marketer's point of view, it is not just the product that has to be considered, but also the experience in store and the process of acquisition. Women will talk about their experiences both the good and the bad and in turn have an influence on others within their networks. These personal testimonials provide powerful persuasion in terms of influencing people's decisions to accept or reject stores or brands through the proxy of a friend's opinion. Opinions (word-of-mouth) are important amongst friends.

#### **Marketing implication: Use word-of-mouth (WOM) as an activator to market to women in retail**

The mobile phone is an instant word-of-mouth medium. It provides direct access for one-to-one communication or one-to-mass conversing. The use of social media platforms has potential for exponential influence. Touchpoints like *Twitter* and *Facebook* are word-of-mouth enablers and depending on the influencer and number of followers or friends they have, these channels could amplify the effects of the experience. Marketers should consider using promotions that will generate social experiences for this segment that they can proliferate through social media. For example, best bargains, the opportunity to attend brand sponsored events, and rewarding them with gift vouchers.

## 5.5 WHAT DOES GENERATION Y THINK ABOUT BRANDS?

Generation Y is attracted to brands that offer clear value propositions, because they stand out from the mass of products available and their specific proposition is a representation of sorts to the individual that selects them (Yarrow & O'Donnell, 2009:28). As a reflection of self, Generation Y seeks authenticity from brands. Brands that are accepted by this generation become a connection currency traded between members of groups.

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Consumers conversing about brands attach authenticity and endorse brands within their networks (Yarrow & O'Donnell, 2009:34).

**Marketing implication: Leverage brand presence in consumer conversations**

Marketers need to participate in consumer-brand conversations. In these exchanges marketers have been challenged by Generation Y to not push their products directly on this segment, but instead be relevant and try to get close to this segment by relating to them through their interests or causes, until they accept the brand for themselves as an individual and also amongst their social group to achieve social approval (Kotler & Armstrong, 2010:42; Yarrow & O'Donnell, 2009:28).

Generation Y borrows values that brands or organisations represent as a reflection of who they are. Brands with higher order values are perceived to have greater authenticity. Brands associated with causes, that ring true to Generation Y captivate this segment (Yarrow & O'Donnell, 2009:35).

### **5.5.1 Constructing identities**

In the construction of their identity Generation Y fuse together aspects of their environment, culture and heritage. This is a dynamic process, evolving according to influences and inputs. This fusion presents a problem to marketers because it means that Generation Y is rarely wholly aligned to one specific group, but rather appeals to multiple interests. This finding resonates with pastiche and diversity traits of postmodernism. These skills for mashability are applied to other parts of their lives (Yarrow & O'Donnell, 2009:112), how they engage with products and brands through the different combinations they like to recreate. This presents opportunities to stimulate them with content that they can use and make their own.

**Marketing implication: Contribute to Generation Y's identity needs**

- It is anticipated that marketers should leverage the emotional benefit of their brands. High parity performance amongst competitive products means that functionality is seldom a competitive advantage. Therefore, marketers should appeal to the emotional and social needs of this segment.
- This group is opinionated, therefore the use of mechanisms that seek their point of view and the provision of platforms to air their perspectives are recommended.

- Appearances and being recognised are highly rated amongst Generation Y, so similarly to the previous point, the use of mechanisms such as exclusive events provide both photograph opportunities and recognition that they secured an exclusive invitation, which serve as social ammunition for the invitee and hence extended exposure for the brand supplying the event.

### **5.5.2 Intra-generational gap**

The speed of innovation and development driven by technology is widening the age gap between subsequent generations. Significant differences exist between different age groups spanning this generation, they share fewer commonalities (Yarrow & O'Donnell, 2009:79). As they emerge from teens to early twenties, their reasoning skills improve, they become less self-centred, more confident about who they are (Yarrow & O'Donnell, 2009:100) and rely less on others for reassurance. They are less inwardly focussed and more outward with respect to consideration of others and their place in society. They are more discerning about choosing to participate in selective groups. Different age clusters are also showing different preferences in their choice of communication platforms.

#### **Marketing implication: Know your who**

It is important to recognise the specific audience being targeted and select the appropriate communication approaches according to the segment.

## **5.6 MARKETING COMMUNICATION AND GENERATION Y**

When targeting Generation Y Yarrow and O'Donnell (2009:107) compare the relationship between marketers and Generation Y akin to that of parent and child. They advise marketers to maintain presence but not be obtrusive, to observe and be available when needed. The recommendation is for marketers to subtly integrate their products into their target's lives, for example, through product placement, sponsorships, competitions, user generated content, influencers. Brands need to work harder to attract Generation Y's attention and gain trust from this segment; this segment wants to be recognized and understood by marketers. This generation are starting to build relationships with brands and products that are likely to serve them in the future (Yarrow & O'Donnell, 2009:xii). This

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aspect is particularly important because as this segment ages and becomes financially independent their spending and buying power also increases.

Customer insights are integral to the marketing communication content. Insights provide a meaningful multi-dimensional understanding of customers. They bridge the relationships between the idea of brand networks (referred to previously in Chapter 3), brand touchpoints and the brand's customers (Schultz & Schultz, 2004:171). In this context customer insights delve into the complexities of customers, seeking understanding of issues such as: their motivations, their lives, their desires, their needs, their wants, their work, and what is important to them, which brings into play relevant levels of Maslow's hierarchy of needs. The customisation capabilities of electronic media allow marketers to leverage customer insights through the development of tailored communication (with relative ease) to different customers.

**Innovate!**

To attract Generation Y and give them a reason to return marketers need to be innovative, fresh, new, constantly revamping and reinventing (Yarrow & O'Donnell, 2009:174). This generation demonstrates attributes of innovators (Kotler & Armstrong, 2010:183), which suggests marketers could benefit from applying an innovative approach to marketing communication directed at this segment by ensuring communication assets are fresh, new, revamped or reinvented. Kotler and Armstrong (2010:183) note that innovators are likely to respond to special promotions in the form of discounts, coupons and samples.

The act of continual change aligns with the postmodern consumer who is dynamic and has the option and capability to exercise change according to the situation they find themselves in (Procter & Kitchen, 2002:148), which potentially makes them unpredictable, from a marketer's point of view. The implication of a changing customer to marketers is that marketers are likely to be a step behind their customer. Marketing communication strategies that succeeded in the past will not necessarily deliver the same effects again, because of changes to the various variables. Operating on the edge of chaos at the cusp of stability and disorder provides a flexible approach for marketers to react in a chaotic complex environment.

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Generation Y are a testing ground for marketing to future generations; what works with them will work with others (Yarrow & O'Donnell, 2009:xii). This group is communicating in new spaces, which will become the communication spaces of subsequent generations. For optimal return on investment organisations should communicate with consumers through the communication spaces of their choice, and it is suggested using a style that is in keeping with the medium.

Real-time communication has facilitated texting and abbreviation and arguably perpetuated the need for instant communication gratification. As noted earlier in this Chapter Generation Y is living real-time, firmly in the present, which means they are more concerned about what is happening and affecting them in the here and now. To benefit from this insight, marketers should consider deploying sense and respond tactics to tap into topical content.

## **5.7 CONCLUSION**

In general the sphere of communication media has been altered dramatically by new media entering this space, particularly digital media. They provide more opportunities and different ways of communicating between marketers and receivers. However, despite the accelerated development in this field, uptake of new media is not universal to all members of society.

Adoption is dependent on multiple variables, amongst them, lifestyle, lifestage, accessibility, understanding and affordability of new media and degree of resistance to change. In the process of learning people develop mental models that form frames of reference to speed up understanding, but if these points of references are not adjusted with new information they can act as barriers to change. Although selective process (Baran and Davis, 2003:146) preserves and protects individuals, these mental models are therefore likely to affect individuals' perspectives of new media. McLuhan (2006) refers to this coping mechanism on media, that people consider new media types through the lens of previous media types, so instead of considering new media as completely new or

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unique in their own right, there is a tendency for people to reference them to older, more familiar media forms.

The author considers that it is partly for these reasons that new media has found greater success with younger audiences, who have yet to establish unwavering mental models, and with reference to new media, experiment with its possibilities. These early adopters do not have pre-defined points of view or expectations of what media can do, they simply use it and explore its capabilities, treating each media as unique with its own intrinsic properties.

The above commentary acknowledges rapid developments in media as well as changes in society and consumer behaviour as initiator or consequence of this development.

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## **CHAPTER 6**

### **METHODOLOGY**

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#### **6.1 INTRODUCTION**

This chapter addresses the investigative approach undertaken for the empirical research phase of in this study. It covers the research design, operationalisation of the key concepts derived from the preceding literature review into relevant measures, measuring instrument, the population, sample, sampling method, data collection and data analysis. It demonstrates the applicability of the researcher's choices in the context of the research questions specified in Chapter 1, namely that marketers do not know:

- Whether young South African adults (Generation Y) exhibit postmodern behaviour, in the context of today's postmodern culture.
- How young South African adults (Generation Y) use digital media?
- How to leverage the unique properties of digital media in marketing communication efforts to young South African adults (Generation Y)?

Social researchers are seldom able to isolate real world problems and investigate them in a completely controlled scenario. The purpose of the research design is to select a design which best addresses the investigation of the research problem and its constituent objectives, within the delineations, and assumptions stipulated in Chapter 1, to obtain results that, as far as possible, truly reflect reality. Mouton (1996:109) considers validity as a guide to "achieving an approximation of the truth". This infers that the success of the investigation will depend on the validity of each stage of the research process. Table 6.1 outlines a validity framework of the various stages within the research process. Entries in Table 6.1 will be referred to in relevant discussions of the different stages of the research process.



**Table 6.1: The validity framework**

<b>STAGE IN RESEARCH PROCESS</b>	<b>SOURCES OF ERROR</b>	<b>METHODOLOGICAL STRATEGY</b>	<b>OUTCOME</b>	<b>EPISTEMIC (VALIDITY RELATED) QUALITY OR CRITERION</b>
Conceptualisation	<ul style="list-style-type: none"> <li>• Complex notions</li> <li>• Vagueness</li> <li>• Ambiguity</li> <li>• Abstract concepts</li> </ul>	<ul style="list-style-type: none"> <li>• Thorough literature review</li> <li>• Clear and logical definitions</li> </ul>	Concepts/ definitions	Theoretical validity (clarity/scope)
Operationalisation	<ul style="list-style-type: none"> <li>• Poor sampling of items</li> <li>• Leading questions</li> <li>• Scaling errors</li> </ul>	<ul style="list-style-type: none"> <li>• Scale validation</li> <li>• Face validity</li> <li>• Pilot test</li> </ul>	Measuring instruments	Measurement validity (construct validity)
Sampling	<ul style="list-style-type: none"> <li>• Bias</li> <li>• Heterogeneous populations</li> <li>• Incomplete sampling frame</li> </ul>	<ul style="list-style-type: none"> <li>• Probability sampling</li> <li>• Stratification</li> <li>• Optimal sample size</li> </ul>	Sample	Representativeness
Data collection	<ul style="list-style-type: none"> <li>• Observation effects</li> <li>• Interviewer bias</li> <li>• Respondent bias</li> <li>• Context effects</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-method</li> <li>• Proper training of fieldworkers</li> </ul>	Data sets	Reliability
Analysis /interpretation	<ul style="list-style-type: none"> <li>• Competing/rival conclusions or explanations</li> </ul>	<ul style="list-style-type: none"> <li>• Appropriate techniques for analysis</li> <li>• Thorough understanding of literature</li> </ul>	Conclusions/ results findings	Inferential validity

Source: Mouton (1996:111)

## **6.2 RESEARCH DESIGN**

This investigation applied two research designs. The non-empirical research design utilised the literature to formulate quasi-proposition statements and questions on the basis of key issues and trends identified by previous scholars. The empirical design made use of an exploratory descriptive method, which is the focus of the current chapter.

The formulation of the research design in terms of measurement, measuring instrument, choice of sampling, approach to data collection, and analysis of data are interdependent and were considered simultaneously to optimally address the objectives of the study (Mouton, 1996:110). In the case of this study, one of the principle objectives was to

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determine if Generation Y exhibit postmodern characteristics in their behaviour. A significant implication of this objective was the identification of a suitable data analysis technique, which would determine if Generation Y reflected postmodern traits in their behaviour. Thus in conjunction with the study's objectives the choice of data analysis technique was a key deciding factor in the selection of elements making up the research design. At this point it would be sensible to review the data analysis technique employed in this research design.

### **6.2.1 Principle component exploratory factor analysis**

Principle component exploratory factor analysis is a method through which one is able to measure latent variables by measuring indicators of these variables (Everitt, 2010:235; Field, 2005:619; Hair *et al.*, 2010:99). Factor analysis is a technique used to comprehend the structure of a cluster of variables (Field, 2005:619; Ho, 2006:203), which is in keeping with the main objective of this study, namely to identify if the target population exhibited behaviour that was indicative of postmodern characteristics. R-type factor analysis was applied as opposed to Q-type factor analysis, because R-type analyses variables whereas Q-type analyses cases (Field, 2005:620; Hair *et al.*, 2010:98).

Principle component exploratory factor analysis was considered as an appropriate statistical method to analyse the data for the following reasons. Firstly, for its validity in the field; factor analysis is a powerful technique commonly used in investigations of the social sciences (Field, 2005:620; Kline, 1994:11). Secondly, this technique simplifies complex sets of data (Kline, 1994:3); it aggregates items into clusters and distinguishes which are the most important items. The outcome of factor analysis is the arrangement of a set of factors. According to Kline (1994:5) a factor can be defined as a construct that is articulated as a statement or underlying key concept, which is interpreted on the basis of correlations (factor loadings) between a set of items. The meaning of a factor is indicated by the content of the highest loading items for a specific factor. However, Kline (1994:6) cautions against using factor loadings as the only criteria for interpreting factors, he recommends external criteria be taken into consideration during the deduction process.

Some objections to factor analysis have been conceptualised in Table 6.2 together with corresponding solutions. The research design took these concerns into consideration.

**Table 6.2: Summary of objections of factor analysis and corresponding solutions**

<b>OBJECTIONS TO FACTOR ANALYSIS</b>	<b>SOLUTIONS TO MITIGATE OBJECTIONS</b>
a. In factor analysis there are unlimited comparable mathematical solutions.	This concern can be mitigated to an extent through the selection of appropriate solutions, which takes account of the sample size, sample subjects, sampling items, item to subject ratio and method of factor analysis. These technical aspects will be addressed under the relevant sections in this chapter.
b. Disagreement on which are the most important factors in the field.	Factor analysis has been employed by this study for exploratory purposes to deduce relevant factors.
c. The difficulty of replicating factor analysis, which is related to the first objection.	This issue can be overcome through the use of suitable methodology. This shortcoming could also be addressed by replication of the scales in similar studies elsewhere and by other researchers.
d. Contention over the results of factor analysis, in that the outputs are based on the input items.	This issue is debatable because through the process of factor analysis, factors emerge which may not have direct associations with specific items, these factors appear because they determine the relationships between different items. This shortcoming could also be addressed in future research. In this study, the researcher covered literature from a broad base, in conjunction with market experience and consultation of existing marketing scales texts in order to attempt to measure the specific construct as representatively and as complete as possible.

Source: conceptualised from Kline (1994:11)

One of the requirements of factor analysis is the use of quantitative data, which is in accordance with investigations of causal or correlational associations between variables (Ponterotto, 2005:128). Therefore based on the selection of factor analysis as the principle data analysis technique and its need for quantitative data, survey-based research appears to best meet the criteria of factor analysis. Surveys are characteristically quantitative and the results secured through a sample are anticipated to be representative of the larger population (Mouton, 2001:152), thus inferring reliability of the design in terms of generalisability of results and their applicability to the overall population under investigation.

According to Mouton (2001:152), surveys can be used in confirmatory or deductive research by starting from theory to test hypotheses; alternatively surveys are appropriate

in exploratory research where surveys are used inductively by using exploratory factor analysis. Therefore, this study made use of exploratory factor analysis (EFA) for the analysis of the data to formulate factors and assess the key independent variables associated with those factors.

The use of a survey strategy allows for the development of a structured questionnaire comprising of opinion rated items for administration to a sample; and the opportunity to obtain standardised primary quantitative data which can be readily compared and analysed using descriptive and inferential statistics (Hofstee, 2006:122; Mouton, 2001:153; Saunders *et al.*, 2007:134).

Survey research possesses inherent strengths as well as weaknesses. These aspects have been addressed with reference to this study in Table 6.3.

**Table 6.3: Strengths and limitations of survey research with respect to this study**

STRENGTHS OF SURVEY RESEARCH	LIMITATIONS AND ERRORS OF SURVEY RESEARCH
<ul style="list-style-type: none"> <li>• It's potential to produce findings that can be generalised to a larger population, at significantly lower cost than administering the survey to the whole population (Saunders <i>et al.</i>, 2007:134).</li> <li>• High measurement reliability (Mouton, 2001:153).</li> <li>• High construct validity (Mouton, 2001:153).</li> </ul>	<ul style="list-style-type: none"> <li>• The proper construction of questions (Mouton, 2001:153).</li> <li>• The implementation of appropriate controls (Mouton, 2001:153).</li> <li>• High refusal rates (Mouton, 2001:153; Aaker <i>et al.</i>, 2011:200).</li> <li>• High non-response rates (Mouton, 2001:153; Aaker <i>et al.</i>, 2011:200).</li> <li>• Respondent effects (Mouton, 2001:153; Aaker <i>et al.</i>, 2011:91).</li> <li>• Data analysis errors (Mouton, 2001:153; Aaker <i>et al.</i>, 2011:91).</li> <li>• Availability of respondents (Aaker <i>et al.</i>, 2011:91).</li> </ul>

Source: Conceptualised and adapted from Aaker *et al.* (2011:91,200); Mouton (2001:153); Saunders *et al.* (2007:134)

These limitations and potential for errors were considered in the construction of the measuring instrument as suggested by Aaker *et al.* (2011:198).

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### 6.3 MEASURING INSTRUMENTS

The next stage in the research process is the operationalisation of concepts for empirical testing (refer to Table 6.4). This entails the construction of an appropriate measuring instrument to test concepts (Mouton, 1996:66).

**Table 6.4: Operationalisation validity framework**

STAGE IN RESEARCH PROCESS	SOURCES OF ERROR	METHODOLOGICAL STRATEGY	OUTCOME	EPISTEMIC (VALIDITY RELATED) QUALITY OR CRITERION
Operationalisation	<ul style="list-style-type: none"> <li>• Poor sampling of items</li> <li>• Leading questions</li> <li>• Scaling errors</li> </ul>	<ul style="list-style-type: none"> <li>• Scale validation</li> <li>• Face validity</li> <li>• Pilot validity</li> </ul>	Measuring instruments	Measurement validity (construct validity)

Source: Mouton (1996:111)

Although multiple scales exist to measure attitude, behavioural and even individual personality dimensions (Kline, 1994:100; Saunders *et al.*, 2007:374) extensive consultation of current literature did not reveal a pre-existing measurement suitable to the investigation at hand. The situation is to be expected, due to the novelty of the topic, and that little research so far has endeavoured to examine a broad scope of constructs that may all be relevant to understanding the dynamics of how individuals behave and interact within the complexity of postmodernism and within the opportunities gained by access to multiple platforms for interactions ranging from one-on-one to many-to-many choices.

When one cannot measure a construct directly, it becomes necessary to measure the concept indirectly through the measurement of variables that are assumed to indicate the construct in question (Everitt, 2010:211). Therefore, the measuring instrument was constructed from items that were developed, using information from the preceding literature review, to measure observable postmodern characteristics amongst young adults in the context of marketing and social media. Items were carefully considered to minimise the inclusion of bloated specifics, which are paraphrases of other items, to increase variation.

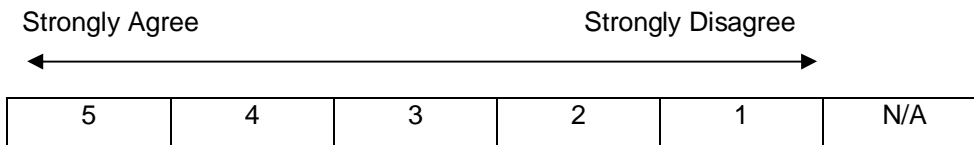
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One concern in this analysis is the recommendation that items should only be selected for a test if they load on a single factor (Kline, 1994:132). Mouton (2001:153) similarly notes that for construction of a valid measuring instrument, each item should be one-dimensional, that is only measuring a single aspect of the phenomenon. However postmodern characteristics (which are envisaged to form factors), as discussed in Chapter 2, are closely related and not mutually exclusive. Often an event will simultaneously exhibit multiple traits of postmodernism. Hence items constructed for this study may overlap between factors. In anticipation of this likelihood each item has been categorised according to the characteristic or characteristics it was designed to address on the basis of conceptual interpretation (Hair *et al.*, 2010:125) (refer to Appendix A).

A Likert-style rating scale has been used in this measuring instrument because opinion data is required for analysis and Likert rating scales provide a suitable measure. Likert rating scales range from four-point to seven-point scales. Saunders *et al.* (2007:373) mention that respondents, with reference to telephone surveys, find it difficult to discern values between ratings against scales in excess of five-points. They also point out that five-point scales are commonly used in research. In view of these findings an adapted five-point Likert-style rating scale was used to collect data, although a higher point scale would have offered greater opportunity for data variation. Restriction to five-points is postulated to minimise the chance of jeopardising the integrity of the data through respondent errors, bearing in mind the earlier comment that there is potential for respondents to have difficulty distinguishing between scales with more than five-points. The reliability of the data is dependent on the respondents' ability to cope with the questionnaire, interpret it and answer it.

A bipolar scale was used, with each measure on the scale represented by a score, with 1 representing "strongly disagree" and 5 representing "strongly agree". In addition respondents were also provided with a non-applicable option (zero weighting), as depicted in Figure 6.1. Scale scores for each item listed on the measuring instrument were calculated and subjected to analysis for interpretation. In the final analyses, the not-applicable category was assigned a missing value, in order not influence mean scores or correlations in the analyses.

**Figure 6.1: Bipolar scale used in measuring instrument**



The instrument retained the same order of response categories to minimise confusion amongst respondents (Saunders *et al.*, 2007:372). Furthermore items in the questionnaire were arranged in an order that presents a logical flow to the respondent (Saunders *et al.*, 2007:379).

For reference the questionnaire is provided in Appendix C.

### **6.3.1 Reliability and validity of research instruments**

The treatment of validity is important, especially when a new previously untested measuring instrument is deployed. How can one be certain that the newly constructed measuring instrument actually measures what it intends to measure?

Table 6.4 listed two validities, namely face validity and construct validity, which will be briefly discussed.

- Face validity, refers to subjective judgement, that on face value, the instrument measures what the researcher wants it to measure (Aaker *et al.*, 2011:269; Leedy & Ormrod 2005:92).
- Construct validity, is the degree to which the instrument measures a characteristic which is not directly observable, but is inferred through peoples' behaviour (Leedy & Ormrod 2005:92). Respondents' responses must be indicative of this characteristic to determine if the instrument achieves its purpose of measure. Construct validity is pertinent to this study, because characteristics of postmodernism are constructs.

The process of factor analysis also sheds light on the validity of items included in the measuring instrument, in terms of confirming if they measure anticipated factors (Field,

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2005:619; Kline, 1994:120). This is based on the factors that emerge from the EFA analysis procedure. In this study one would expect postmodern characteristics (such as hyperreality, de-differentiation and fragmentation) to be detected as latent variables indicated by the factors that are produced.

Further validation of the measuring instrument would be confirmed through replication, by using it in other studies over time (Mouton, 1996:67) and comparing the results from these studies.

The reliability of a measurement refers to the ability of the measuring instrument to consistently measure what it was developed to measure (Ho, 2006:239). Reliability consists of internal and external consistency processes. External consistency can be achieved through test-retest or running parallel forms of the same test (Ho, 2006:239). In factor analysis internal consistency refers to the extent to which items in the measuring instrument measure the same construct. One would expect items that measure the same construct to always cluster together. Applying techniques of internal consistency enable the researcher to omit inconsistent items. Three methods of internal consistency are a) split-half technique, b) Cronbach's alpha, and c) item analysis (Ho, 2006:240).

- Split-half technique: In this method one half of the items are correlated with the other half of the items in the test. The greater the correlation the greater the internal reliability.
- Cronbach's alpha: This estimates the average correlation coefficient of items within a test. High alpha (0.8 or greater) corresponds to high internal consistency of the entire test. A low alpha infers that at least one item is not reliable. Cronbach's alpha was used to test internal reliability of factors in this investigation, and the value of 0.6 was used as a cut-off point.
- Item analysis: This process helps to identify unreliable items, which can then be removed to improve internal consistency.



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### **6.3.2 Pilot study**

Prior to distributing the measuring instrument to the intended sample, a pilot study is recommended, for the following purposes: a) to confirm that respondents understand the items in the questionnaire, b) to give an indication of the validity of the items, and c) to signify the reliability of the data (Saunders *et al.*, 2007:386; Leedy & Ormrod 2005:92). The conditions of the pilot test should replicate the final study as closely as possible. Thus it should be distributed to a sample that matches the intended sample for the final study and in the same manner. The main benefit of running a pilot study is that it provides an opportunity to test the measuring instrument and if necessary adjust it before releasing it to other respondents.

The pilot study was conducted at the end of September 2011. A web-based questionnaire consisting of 119 items (98 opinion and behavioural items and 21 attribute items) was distributed to a sample of 221 students who had registered on an opt in database to participate in research surveys, with the Department of Marketing and Communication Management, Faculty of Economic Management Sciences, University of Pretoria. The database consisted mainly of students that were registered for courses at the department during 2011.

In alignment with the three purposes for conducting a pilot study the main findings, implications and corresponding resolutions of the pilot test are detailed in Table 6.5.

**Table 6.5: Findings, implications and resolutions from pilot study**

PURPOSE	FINDING	IMPLICATION	RESOLUTION
<ul style="list-style-type: none"> <li>Respondent comprehension of questionnaire</li> </ul>	<ul style="list-style-type: none"> <li>Responses to certain questions indicated a lack of understanding from respondents.</li> <li>The coding and format of the web-based survey were found to be satisfactory for result purposes</li> </ul>	<ul style="list-style-type: none"> <li>Inadequate comprehension of items would lead to incorrect responses, rendering items invalid.</li> <li>Retain format</li> </ul>	<ul style="list-style-type: none"> <li>Rephrase questions to minimise the potential for misunderstanding and use terms that are more familiar with the population being sampled.</li> <li>N/A</li> </ul>
<ul style="list-style-type: none"> <li>Validity of items</li> </ul>	<ul style="list-style-type: none"> <li>In general the responses indicated that the questionnaire made sense to the respondents.</li> </ul>	<ul style="list-style-type: none"> <li>This implies that face validity has been achieved. Although this premise is based on subjective judgement.</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<ul style="list-style-type: none"> <li>Reliability of items</li> </ul>	<ul style="list-style-type: none"> <li>Reliability is inferred on the basis of <i>alternative form</i>, which involves the comparison of responses to alternative forms of the same question (Saunders <i>et al.</i>, 2007:367).</li> </ul>	<ul style="list-style-type: none"> <li>Further tests are required to conclusively confirm reliability of items.</li> </ul>	<ul style="list-style-type: none"> <li>Cronbach's alpha will be used to measure internal consistency.</li> </ul>

Additionally, the pilot study yielded a disappointing response rate of less than 6%. This suggests a reluctance of the sample to participate despite sourcing respondents from a qualified database. A possible reason for the poor response rate stems from the fact that a lengthy questionnaire was used and respondents derive little to no value from participating in surveys in exchange for their time. Securing sufficient respondents is critical to the method of data analysis applied to this investigation, namely factor analysis. Effective factor analysis requires certain expectations from the sample size: a) the sample should be in excess of 100, b) the sample size must exceed the number of questions, and c) the ratio of the sample to variables should lie between 2:1 and 100:1 (Costello & Osborne, 2005:4).

Table 6.6 outlines some strategies to improve response rates applicable to this research.



**Table 6.6: Strategies to improve response rates**

STRATEGY	RELATIVE IMPACT
<b>Length</b>	
Shorter questionnaire versus longer questionnaire	Very high
<b>Content</b>	
More interesting versus less interesting questionnaire	Very high
User friendly questionnaire versus standard questionnaire	Medium
Attribute and behaviour questions only versus attribute, behaviour and opinion questions	Medium
<b>Contact</b>	
Pre-contact versus no pre-contact	Medium
Follow up versus no follow up	Medium
<b>Incentives</b>	
Monetary incentive versus no incentive	Very high
Incentive sent with questionnaire versus incentive on questionnaire return	High
Non-monetary incentive versus no incentive	Low
<b>Origin</b>	
University sponsorship as a source versus other organisations	Medium

Source: Adapted from Saunders *et al.*, 2007:388

In an attempt to improve the response rate the following interventions were applied to the final questionnaire, in accordance with suggestions outlined in Table 6.6:

- The number of items in the measuring instrument was reduced. The questionnaire was shortened by 21 to a total of 98 items (81 opinion and behavioural items and 17 attribute items). Items were critically reassessed, which resulted in the removal of alternative form questions as well as the omission of questions that were considered peripheral to the core of the study.
- The format of the web-based questionnaire used an uncluttered design layout, which contributed to its user friendliness. Questions were phrased in an easy to understand uncomplicated manner. Opinion based questions are essential to the investigation so remained intact in conjunction with behaviour and attribute items.
- The sample was pre-contacted prior to distributing the questionnaire and follow up contacts were made to remind respondents to complete the survey.
- All survey related correspondence distributed to the respondents originated from the University of Pretoria.
- Finally an incentive to win one of six ipods (ipods are considered must have items amongst the target population) was offered to respondents that submitted complete questionnaires, making them eligible to enter the lucky draw to stand a chance to

win. The incentive is not related to the topics covered in the survey, and should not influence the responses of the participants.

## 6.4 SAMPLING

Sampling follows the operationalisation stage in the research process. Table 6.7 refers to the sampling validity framework.

**Table 6.7: Sampling validity framework**

STAGE IN RESEARCH PROCESS	SOURCES OF ERROR	METHODOLOGICAL STRATEGY	OUTCOME	EPISTEMIC (VALIDITY RELATED) QUALITY OR CRITERION
Sampling	<ul style="list-style-type: none"> <li>• Bias</li> <li>• Heterogeneous populations</li> <li>• Incomplete sampling frame</li> </ul>	<ul style="list-style-type: none"> <li>• Probability sampling</li> <li>• Stratification</li> <li>• Optimal sample size</li> </ul>	Sample	Representativeness

Source: Mouton (1996:111)

In factor analysis two key criteria for generating reliable factors concerning sampling are:

- A sufficient sample size, and
- A representative sample

These issues will be addressed respectively.

### 6.4.1 Sample size

A sample consisting of 400 people was used to collect data. This sample size was considered adequate to produce reliable factors on the basis that 98 items have been listed as variables in the measuring instrument. According to the literature when utilising factor analysis, it is critical that more subjects than variables are sampled for algebraic reasons, and that the ratio of subjects to variables ranges from 2:1 and 100:1 (Costello & Osborne, 2005:4), with a preference towards larger ratios to improve factor reliability. Costello and Osborne (2005:7) are of the opinion that a sample subject to item ratio of 2:1 is insufficient; they note that even with large subject to item ratios, for instance 20:1, EFA is still prone to error. The variability in the literature suggests there is contention in terms of

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ideal sample size, and that this is as yet an unsettled dispute. However the ratio of 5:1 is considered the rule of thumb by contemporary writers (Field, 2005:639; Hair *et al.*, 2010:102; Ho, 2006:207).

In factor analysis a sample size of 100 or greater is advised (Hair *et al.*, 2010:102; Ho, 2006:207; Kline, 1994:20). A sample of 100 is sufficiently large enough to produce reliable factors. If less than 100 subjects is used then replication studies are required using other samples for purposes of validity.

Kass and Tinsley (1979) agree with the recommended 5:1 ratio of subjects to variables, however, they further suggest a total sample size of 300 is suitable, arguing that after this point test parameters are relatively stable irrespective of the ratio between subjects to variables.

According to Arrindel and Van der Ende (1985), another aspect influencing the sample size, when data is analysed through factor analysis, is the ratio of sample subjects to factors. This ratio should be in excess of 20:1 for purposes of producing reliable factors. However, a difficulty of exploratory factor analysis is that prior to conducting the investigation one is unlikely to know what this ratio will be. However, Arrindel and Van der Ende's sample subjects to factor ratio could be considered as part of the validation process in the analysis of the results of this investigation.

#### **6.4.2 Sample subjects**

The factors revealed through factor analysis are influenced by the sample of analysis (Kline, 1994:72). One perspective is to use heterogeneous samples, especially for exploratory factor analysis. A second perspective is to utilise a homogenous sample, which would characteristically have lower variance and lower factor loadings. These samples are typically unrepresentative of the population. Homogeneity of the sample is important with respect to the fundamental factor structure (Hair *et al.*, 2010:102; Ho, 2006:208). The sample used in this study follows the latter perspective. It is intentionally homogenous, in the use of students, for two reasons. Firstly the study investigates young

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adults and secondly the study requires a sample that is technologically literate and makes use of media technologies. Details of the target population, units of analysis and sampling method are outlined below.

Taking the preceding accounts into consideration this study used a sample subject to variable ratio of 5:1 hence a sample size of 400.

### **6.4.3 Target population**

As noted in Chapter 5 Generation Y consists of individuals born between 1978 and 2000. In reference to technology influences Prensky (2001) extends the description of a portion of individuals making up Generation Y to *Digital Natives*, who are people that were born post 1982 into a digital society. *Digital Natives* characteristically have never known a life without digital media; it has always been present in their lives. The researcher also recognises that youth have a tendency to be early adopters; however their socio-economic situations may present barriers to access digital media. Therefore, taking the above elements into consideration the target population proposed for this research is young adults, between the ages of 18-34, enrolled in tertiary education, where it is likely that by virtue of their environment they will encounter digital media and become proficient in their use of it. The lower limit of 18 was imposed in order not to seek parental or guardian consent for participation.

### **6.4.4 Unit of analysis**

In this study the units of analysis and the sampling units are the same. The sample base for this study was students between the ages of 18-34, who were enrolled with the department of Marketing and Communication Management, Faculty of Economic and Management Sciences, at the University of Pretoria during the second semester of the 2011 academic year. This segment was selected because it forms part of the population target and it was anticipated that this group would be both available and less apathetic towards participating in research because they are assisting a fellow peer. Furthermore, it could probably be argued that this sample is likely to be more tech savvy and media

literate than other samples within the population, and might be early adopters of new media and thus be open to media solutions and experiences due to their chosen field of study.

#### **6.4.5 Sampling method**

Non-probability convenience sampling was used as the sampling method. Convenience sampling (Leedy & Ormrod, 2005:206; Saunders *et al.*, 2007:594) was considered as the preferred sampling method, because a specific segment of the population was targeted, namely students enrolled with the department of Marketing and Communication Management, Faculty of Economic and Management Sciences, at the University of Pretoria. The sampling process was stopped once the required sample size had been secured.

### **6.5 DATA COLLECTION**

Data collection follows the sampling stage in the research process. Table 6.8 refers to the data collection validity framework.

**Table 6.8: Data collection validity framework**

<b>STAGE IN RESEARCH PROCESS</b>	<b>SOURCES OF ERROR</b>	<b>METHODOLOGICAL STRATEGY</b>	<b>OUTCOME</b>	<b>EPISTEMIC (VALIDITY RELATED) QUALITY OR CRITERION</b>
Data collection	<ul style="list-style-type: none"> <li>• Observation effects</li> <li>• Interviewer bias</li> <li>• Respondent bias</li> <li>• Context effects</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-method</li> <li>• Proper training of fieldworkers</li> </ul>	Data sets	Reliability

Source: Mouton (1996:111)

There are several methods of data collection in survey research such as personal interviews, telephone interviews, mail surveys, fax surveys, Internet surveys. The latter method was used in this study for the following reasons:

- Firstly, in terms of the measuring instrument a comprehensive measuring instrument was constructed. Items listed in the measuring instrument are easily understood by

potential respondents and are unlikely to require further explanation by the researcher. The measuring instrument consisted of closed questions, where each question offered several alternative answers from which the respondent was asked to select one. In this self-administered questionnaire the researcher has no contact with the respondent, thus eliminating interviewer bias and the need to train field workers.

- Secondly Internet-mediated questions cost the least to distribute and respondents have the flexibility of completing the questionnaire at a time that is convenient to them.
- Thirdly, the functionality of Internet mediated questionnaire hosts, such as *Survey Monkey*, automatically collect and start to process numerical data. These sites also allow response rates to be monitored.
- Fourthly, the study required respondents to be proficient users of digital media; in order to target digitally literate respondents the survey was distributed electronically to help avoid targeting ineligible candidates.

## 6.6 ANALYSIS

Data analysis is the final stage in the research process. Throughout this chapter factor analysis has been recorded as the analysis technique of choice and has received adequate coverage with respect to each stage of the research process so will not be discussed again in this section. However the effects of its implementation will become apparent during the next chapter where the results of the research will be presented. Table 6.9 encapsulates aspects of the analysis and interpretation validity framework.

**Table 6.9: Analysis and interpretation validity framework**

STAGE IN RESEARCH PROCESS	SOURCES OF ERROR	METHODOLOGICAL STRATEGY	OUTCOME	EPISTEMIC (VALIDITY RELATED) QUALITY OR CRITERION
Analysis /interpretation	<ul style="list-style-type: none"> <li>• Competing/ rival conclusions or explanations</li> </ul>	<ul style="list-style-type: none"> <li>• Appropriate techniques for analysis</li> <li>• Thorough understanding of literature</li> </ul>	Conclusions/ results findings	Inferential validity

Source: Mouton (1996:111)



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The steps involved in factor analysis are as follows:

- Computation of correlation matrix for all items;
- Extraction of initial factors; and
- Rotation of extracted factors.

The extraction of initial factors is based on the factor's eigenvalues or latent values. According to Ho (2006:205) an eigenvalue is the ratio between the common variance and the unique variance denoted by a specific factor. Only factors with eigenvalues of 1 or greater are regarded significant (Ho, 2006:205), this rule is also known as the Kaiser criterion (Costello & Osborne, 2005:1). Any factors with eigenvalues less than 1 were rejected. A scree plot is was also used to determine the most favourable number of factors that can be extracted.

Rotation was applied to achieve a simpler structure and aid interpretability of a solution (Everitt, 2010:225). There are three types of orthogonal rotation methods, varimax, equimax and quartimax. In this investigation varimax rotation was applied because this method produces the optimum separation of factors (Everitt, 2010:225; Ho, 2006:206).

Interpretation of factors was determined through the size of the factor loadings (correlation coefficients between the variables and the factors they represent). The larger the factor loading the more representative the variable is of the factor (Ho, 2006:267). Values of 0.8 or greater are considered high (Costello & Osborne, 2005:4; Field, 2005:640). Costello and Osborne (2005:4) reflect that social science studies generally yield low to moderate factor loadings in the range of 0.40 to 0.70. Loadings with magnitudes of 0.32 or less should not be retained, as they do not meet the minimum level of practical significance (Costello & Osborne, 2005:4; Ho, 2006:267).

These analytical guidelines were applied in the interpretation of the EFA results. The outcome of this process will be revealed in the subsequent chapter which reports the research results.

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## **6.7 DESIGN LIMITATIONS**

### **6.7.1 Survey limitations**

Survey research reflects how people report their use of media, not how people really use media. During the history of media survey research researchers have experienced certain biases, for example more educated people tend to underestimate the influence of media, whilst less educated individuals overestimate its influence. Media influence is also associated with people's opinion of specific media (Baran & Davis, 2003:136).

Cross-sectional surveys represent a snap-shot of peoples' attitudes towards media during a particular period, therefore changes in behaviour are not captured, and the dynamics over time do not form part of the study. People could have widely differing uses of media depending on their personal and general social circumstances at the time of completing the survey, and these could vary during the time of day and by the physical space that people are at when the survey is completed. All these aspects may have some influence on the survey responses. For the purpose of this study, since the study was web-based and administered through a web-based survey, it is assumed that respondents chose to participate in the study during their own free time, and that place and time during survey completion did not have a major impact on the survey results.

## **6.8 ETHICAL PROCEDURES**

A detailed account of the ethical procedures applied to this study can be found in Table 1.4 of Chapter 1. In brief ethics concerns the morality of the researcher towards respondents, as well as others who may be affected by the research. Researchers must ensure that people involved in the research: are protected from harm; have consented to participate in the research voluntarily; preserve their right privacy; and are assured that the findings will be reported and presented truthfully.

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## **6.9 CONCLUSION**

The aim of this chapter was to explain and validate the methodology used for the empirical research phase. The next chapter reports on the results of the self-administered questionnaire and the processing of the data, from which inferences were drawn.

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## **CHAPTER 7**

### **Research results**

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#### **7.1 INTRODUCTION**

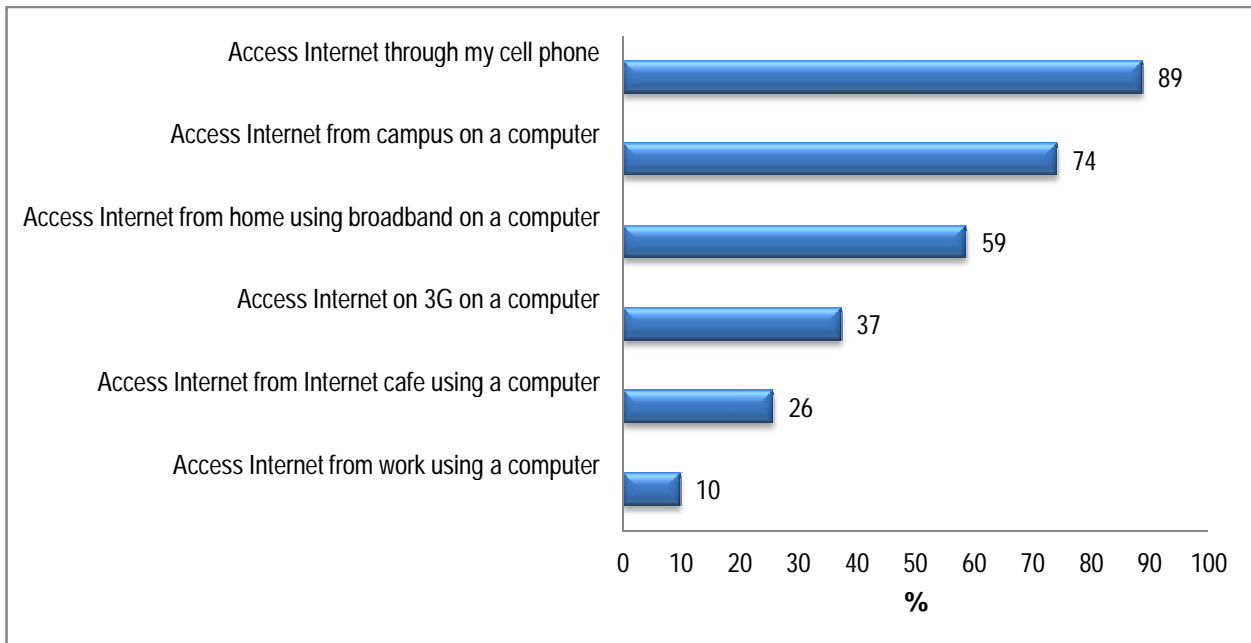
This chapter documents the empirical findings of the study. It records the statistical treatment, analysis and interpretation of the data collected from the empirical study. In the first section profiles of the sample that responded will be presented as indicated by their fixed demographic variables and changeable structural variables. Gender, age, ethnicity, living arrangements, employment status, methods of accessing the Internet, brand of cell phone, smartphone ownership, cell phone plans, the use of Internet bundles on cell phones, average monthly expenditure for airtime on cell phones, average monthly expenditure for Internet bundles on cell phones, subscription to BlackBerry BIS, frequency of using social networks, and frequency of use of various cell phone functions. This section is followed by a cluster analysis of mobile phones usage, and thereafter an exploratory factor analysis of the data.

Exploratory factor analysis (EFA) was performed on each sub-section within the questionnaire for the purpose of data and dimension reduction. Sub-sections were treated independently for two main reasons, firstly to retain clear constructs as deduced from the literature (running the EFA against the entire questionnaire would inevitably lead to the aggregation of items that, although the items might be highly correlated, they might not necessarily be contextually related). Secondly because of the limited sample size, by performing EFA with fewer items in each group, one is able to take advantage of a higher ratio of subjects to items, which is more desirable to obtain a clear factor pattern. The final outcome of the EFA process produced 28 factors in total across the seven sections covered in the study.

Subsequently, in order to explore differences between the demographic groups and structural groups on the identified factors, one-way analysis of variance (ANOVA) was performed with the 28 factors as dependent variables and the demographic and structural

access the Internet from work, which is to be expected given the low employment levels of respondents, as noted previously.

**Figure 7.1: Methods used most frequently to access the Internet**



Note: multiple responses permitted

The main three methods of accessing the Internet were subjected to additional analyses, involving cross-tabulation of each method of access with race. The results are portrayed in: Table 7.12, Table 7.13 and Table 7.14.

Table 7.12 portrays a cross-tabulation comparing Internet access from campus with race, and shows that more black respondents accessed the Internet from campus than white respondents.

**Table 7.12: Access to Internet from home by race**

ACCESS TO INTERNET FROM HOME		ETHNICITY		TOTAL
		BLACK	WHITE	
Yes	Frequency	36	149	185
	% within Ethnicity	32.7%	73.3%	59.1%
No	Frequency	74	54	128
	% within Ethnicity	67.4%	26.6%	40.9%
Total	Frequency	110	203	313
	% within Ethnicity	100.0%	100.0%	100.0%

variables as independent variables. The ANOVA analyses also included the estimation of effect size estimates (Eta-squared). In the ANOVA's each of the factor scores identified in the EFA analyses were used as dependent variables. Eta-squared effect size calculates the proportion of total variance that is attributed to an effect (Levine & Hullett, 2002:612; Pierce, Block & Aguinis, 2004:917).

## **7.2 THE FIELD RESEARCH**

### **7.2.1 Procedure of the empirical study**

The actual data collection phase commenced following receipt of permission by respective bodies at the University of Pretoria for incentivised research. The field research took place at the beginning of October 2011, which coincided with the last quarter of the second semester at the University of Pretoria. Table 7.1 outlines the process used to distribute the questionnaire to the sample. The target population consisted of 2,265 full-time registered students on the under-graduate programme in six semester courses.

**Table 7.1: Survey distribution process**

<b>PROCESS</b>	<b>DATE</b>
Pre-contact via sms • To invite respondents to participate in the survey	2011-10-04
Contact via email • To request respondents complete the web-based survey • Survey opened 2011-10-10	2011-10-10
Survey posted to CLICKUP (Intraweb portal of University of Pretoria ) • To invite respondents to participate in the survey	2011-10-12
1 <sup>st</sup> follow up via sms • To remind respondents to participate in the survey	2011-10-13
2 <sup>nd</sup> follow up via email • To remind respondents to participate in the survey	2011-10-14
2 <sup>nd</sup> follow up sms • To remind respondents to participate in the survey	2011-10-15
3 <sup>rd</sup> follow up email • To remind respondents to participate in the survey	2011-10-17
4 <sup>th</sup> follow up email • To remind respondents to participate in the survey	2011-10-18
• Survey closed	2011-10-21

### 7.2.2 Respondent rate

The questionnaire was distributed to the target population. In total 398 respondents participated in the survey. However, only 333 respondents fully completed the questionnaire, which equates to a response rate of 14.7% for completed usable questionnaires.

Although the sample size achieved 67 respondents fewer than the desired 400 respondents in terms of the recommended 5:1 ratio of subjects to variables, the respondent level achieved exceeded 300, which is considered sufficiently stable for test parameters by Kass and Tinsley (1979).

### 7.3 DESCRIPTIVE RESULTS

The participants in this study were required to be students enrolled in the department of Marketing and Communication Management at the University of Pretoria. Table 7.2 depicts gender, age and race profiles of students enrolled at this department for the 2011 academic year of the population and the sample. This information has been captured to compare the representativeness of the sample respondents against the population of the department. Across all variables, except for age, the sample seems to be consistent with the demographic profile of the student population profile registered within the department.

**Table 7.2: Demographic profile of students enrolled at the department of Marketing and Communication Management**

		POPULATION	SAMPLE
<b>GENDER</b>	Female	72%	68%
	Male	28%	32%
<b>AGE GROUP</b>	18-20	27%	47%
	21-22	41%	41%
	23-24	18%	7%
	25-29	8%	4%
	30-34	2%	<1%
	35+	3%	<1%
<b>RACE</b>	White	70%	62%
	Black	25%	34%
	Asian	3%	3%
	Coloured	2%	1%

Source: Population data retrieved from Mouton, 2011; sample data from results of this study

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## Profile of participants

### 7.3.1 Gender

Table 7.3 reflects the frequency distribution by gender and proportion of male to female respondents.

**Table 7.3: Frequency distribution – gender**

	<b>FREQUENCY</b>	<b>PERCENT</b>
Male	105	31.6
Female	227	68.4
Total	332	100

Of the 332 respondents to this question the majority were female (68%). The higher ratio of females to males is representative of the population from which the sample was drawn, namely the student body registered with the department of Marketing and Communication Management at the University of Pretoria, which is indicated as 72% (refer to Table 7.2).

### 7.3.2 Age Group

Table 7.4 reflects the frequency distribution by age group. The results show that 88% of respondents were between the ages of 18-22. With the exception of 2 respondents, falling into the 35+ age group, 99.4% of respondents can be classified as Generation Y (born between 1978 to 2000). Age group is assumed to be an influencing variable on use and receptivity of digital media.

**Table 7.4: Frequency distribution – age group**

	<b>FREQUENCY</b>	<b>PERCENT</b>
18-20	156	46.8
21-22	138	41.4
23-24	23	6.9
25-29	12	3.6
30-34	2	0.6
35+	2	0.6
Total	333	100.0



For the subsequent analyses, age groups were reclassified into two groups, namely: 18-20 and 21-29, in order to have a more simplified analysis and to test for major trends. Respondents aged 30+ were omitted from the reclassification on account of the small size of the group and were not absorbed into the 21-29 group, because it was anticipated that this group might have had outlier effects and could therefore distort the results of subsequent analyses and the ensuing interpretation.

### 7.3.3 Ethnicity

Table 7.5 reflects the frequency distribution of respondents by ethnic group. The results show that 62% of respondents were white and 33% of respondents were black. These results are representative of the racial composition of students enrolled at the department of marketing and communication management. This variable is anticipated to have a significant influence on the data.

**Table 7.5: Frequency distribution – ethnic group**

	<b>FREQUENCY</b>	<b>PERCENT</b>
White	207	62
Black	111	34
Indian	7	2
Coloured	4	1
Asian	3	1
Total	332	100

For subsequent data analyses purposes, only the two most dominant ethnic groups, namely blacks and whites were retained. Indian and coloured groups were excluded in subsequent analyses on account of the small size of these two groups and because there was uncertainty about the similarities with the retained groups based on the variables of interest in the study.

### 7.3.4 Living arrangements

Table 7.6 reflects respondent frequency distributions by living arrangements for the current semester. More than one third (36.4%) of respondents live at home with their parents,

which implies a degree of dependence and reliance on parental support. Nearly a fifth (19.6%) live in university student residences.

**Table 7.6: Frequency distributions by living arrangements**

	<b>FREQUENCY</b>	<b>PERCENT</b>
I live at home with my parent(s)	121	36.4
I live in a university student residence	65	19.6
I share a flat with a friend/friends	61	18.4
I live in a student commune	37	11.1
I live in a flat on my own	37	11.1
I live in a home with other working adult(s)	11	3.3
Total	332	100.0

For subsequent data analysis purposes, living arrangement groups were reclassified into four groups:

- The “live in student accommodation group” was combined with the “live in a university residence” to form a new group, “Student accommodation”.
- The “live in a home with other working adults was combined with “I share a flat with a friend/friends” to form the new group, “share private accommodation”.
- Live with parents was retained.
- Live alone in a flat was retained.

### **7.3.5 Employment status**

Table 7.7 reflects respondent frequency distribution by employment status. Over two-thirds are unemployed. A low level of employment is consistent with the sample being drawn from a student population.

**Table 7.7: Frequency distribution – employment status**

	<b>FREQUENCY</b>	<b>PERCENT</b>
Not employed	219	66.2
Employed part-time	98	29.6
Employed full-time	14	4.2
Total	331	100.0

For subsequent analyses, employment status groups were reclassified into two groups, namely: not employed and some employment, which combined the latter two categories.

### 7.3.6 Structural variables relating to Internet access

Respondents were asked in a multiple response scale to select the methods of access to the Internet they use most of the times, and to list all that are applicable. Table 7.8 reflects the different combinations of methods used to access the Internet, together with frequencies of those specific combinations.

Table 7.8: Frequency distribution – combinations of methods used to access the Internet

Number . of methods of access	COMBINATIONS OF METHODS USED TO ACCESS THE INTERNET						FREQUENCY	PERCENT
	Home	Campus	Internet cafe	Work	3G on computer	Cell phone		
1	✓	✓			✓		11	3.4
							6	1.8
						✓	4	1.2
			✓				4	1.2
				✓			1	0.3
					✓		1	0.3
2	✓	✓				✓	23	7
					✓	✓	21	6.4
	✓	✓				✓	5	1.5
	✓						3	0.9
	✓				✓		2	0.6
3	✓	✓				✓	70	21.4
		✓	✓			✓	32	9.8
		✓	✓			✓	29	8.9
	✓	✓		✓	✓	✓	17	5.2
			✓		✓	✓	4	1.2
				✓	✓	✓	4	1.2
	✓			✓	✓	✓	4	1.2
					✓		2	0.6
	✓						2	0.6
	✓	✓	✓				1	0.3
	✓		✓				1	0.3
4	✓	✓	✓		✓	✓	22	6.7
	✓	✓	✓			✓	12	3.7
		✓	✓		✓	✓	12	3.7
	✓	✓		✓		✓	6	1.8
	✓	✓	✓		✓		3	0.9
	✓		✓			✓	1	0.3
			✓	✓	✓	✓	1	0.3
		✓	✓		✓	✓	1	0.3
		✓	✓	✓	✓	✓	1	0.3

Number . of methods of access	COMBINATIONS OF METHODS USED TO ACCESS THE INTERNET						FREQUENCY	PERCENT
	Home	Campus	Internet cafe	Work	3G on computer	Cell phone		
5	✓	✓	✓		✓	✓	9	2.8
	✓	✓	✓	✓		✓	3	0.9
	✓	✓		✓	✓	✓	3	0.9
6	✓	✓	✓	✓	✓	✓	4	1.2
<b>Total</b>							327	100

Table 7.9 shows the number of different Internet access methods respondents make use of. It is interesting to note that more than half of the sample indicated three methods to access the Internet, and that more than 75% of the sample had three or more possible routes for access, indicating that a very large percentage of the sample did have the ability to access the Internet whenever they needed to and are almost spoilt for choice.

**Table 7.9: Frequency distribution – number of methods used to access the Internet**

NUMBER OF DIFFERENT ACCESS METHODS USED TO ACCESS THE INTERNET	FREQUENCY	PERCENT	CUMULATIVE PERCENT
1	27	8.3	8.3
2	54	16.5	24.8
3	168	51.4	76.1
4	59	18.0	94.2
5	15	4.6	98.8
6	4	1.2	100.0
Total	327	100.0	

The number of different combinations of accessing the Internet were recoded into the following options:

- Somewhat limited: represents 1 and 2 methods of Internet access
- Moderate access: represents 3 methods of access to the Internet
- Unusual access: represents 4, 5 and 6 methods of access to the Internet.

Table 7.10 draws comparisons between levels of Internet access and race. This reveals that the profile of level of Internet access within each group is very similar.

Table 7.10: Level of Internet access by race

LEVEL OF INTERNET ACCESS		ETHNICITY		TOTAL
		BLACK	WHITE	
Somewhat limited	Frequency	28	52	80
	% within Ethnicity	25.5%	25.6%	25.6%
Moderate access	Frequency	60	100	160
	% within Ethnicity	54.5%	49.3%	51.1%
Unusual access	Frequency	22	51	73
	% within Ethnicity	20.0%	25.1%	23.3%
Total	Frequency	110	203	313
	% within Ethnicity	100.0%	100.0%	100.0%

The top ten combinations are recorded in Table 7.11, with the three method combination of home, campus and cell phone, achieving the highest proportion of answers at 21.4%. Cell phone access appears 9 times in the top ten, campus appears 7 times, home appears 6 times, Internet cafe appears 4 times, and 3G access 3 times. Responses to accessing the Internet from home, campus and cell phone will be analysed independently of one another in the subsequent section ANOVA.

Table 7.11: Frequency distributions – Top ten combinations of methods used to access the Internet

No . of methods of access	TOP 10 COMBINATIONS OF METHODS USED TO ACCESS THE INTERNET						FREQUENCY	PERCENT	CUMULATIVE PERCENT
	Home	Campus	Internet cafe	Work	3G on computer	Cell phone			
3	✓	✓				✓	70	21.4	21.4
3		✓	✓			✓	32	9.8	31.2
3		✓			✓	✓	29	8.9	40.1
2	✓					✓	23	7.0	47.1
4	✓	✓			✓	✓	22	6.7	53.8
2		✓				✓	21	6.4	60.2
3	✓				✓	✓	17	5.2	65.4
4	✓	✓	✓			✓	12	3.7	69.1
4		✓	✓		✓	✓	12	3.7	72.8
1	✓						11	3.4	76.1

Figure 7.1 illustrates the different platforms used by respondents to access the Internet. The results indicate that multiple platforms are used by the respondents to access the Internet. Almost 90% of the respondents access the Internet through mobile phones, followed by 74% accessing the Internet from campus computers. Only 10% of respondents

Table 7.13 portrays a cross-tabulation comparing Internet access from cell phones with race, and shows that Internet access from cell phones is almost 90% within both black and white groups.

**Table 7.13: Access to Internet from campus by race**

ACCESS TO INTERNET FROM CAMPUS		ETHNICITY		TOTAL
		BLACK	WHITE	
Yes	Frequency	94	137	231
	% within Ethnicity	85.5%	67.5%	73.8%
No	Frequency	16	66	82
	% within Ethnicity	14.5%	32.5%	26.2%
Total	Frequency	110	203	313
	% within Ethnicity	100.0%	100.0%	100.0%

Table 7.14 portrays a cross-tabulation comparing Internet access from cell phones with race, and shows that Internet access from cell phones is almost at 90% for each group.

**Table 7.14: Access to Internet from cell phone by race**

ACCESS TO INTERNET FROM CELL PHONE		ETHNICITY		TOTAL
		BLACK	WHITE	
Yes	Frequency	100	179	279
	% within Ethnicity	90.9%	88.2%	89.1%
No	Frequency	10	24	34
	% within Ethnicity	9.1%	11.8%	10.9%
Total	Frequency	110	203	313
	% within Ethnicity	100.0%	100.0%	100.0%

Table 7.15 shows that respondents are divided equally in terms of the type of device they use most often to access the Internet. It is anticipated that the device used to access the Internet will be a key variable in subsequent analyses.

**Table 7.15: Frequency distribution – device used most often to access the Internet**

	FREQUENCY	PERCENT
Computer	168	50.8
Cell phone	163	49.2
Total	331	100.0

### 7.3.7 Structural variables relating to cell phones

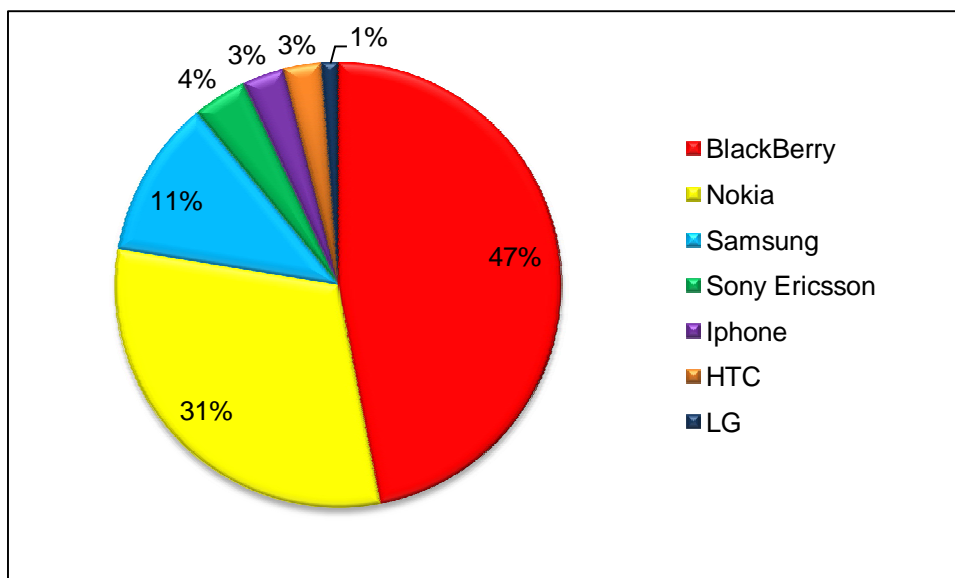
Table 7.16 captures the frequency distribution for the make of cell phone used most often by respondents

**Table 7.16: Frequency distribution – make of cell phone**

	FREQUENCY	PERCENT
BlackBerry	155	47.0
Nokia	101	30.6
Samsung	38	11.5
Sony Ericsson	13	3.9
Iphone	10	3.0
HTC	9	2.7
LG	4	1.2
Total	330	100.0

Figure 7.2 shows that almost half (47%) of respondents recorded BlackBerry as their principle cell phone, followed by Nokia (31%) and Samsung (11%). The popularity of BlackBerry devices is suspected to be partly attributed to the comprehensive communication package supported by BlackBerry devices offered by mobile network operators.

**Figure 7.2: Make of cell phone**



For the purpose of subsequent analyses, respondents for HTC, Motorola, Sony Ericsson, LG and Other will form a single group under the label: Other.

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Almost 70% of respondents currently own a smartphone, as recorded in Table 7.17.

**Table 7.17: Frequency distribution – smartphone ownership**

	FREQUENCY	PERCENT
Yes	229	69.4
No	101	30.6
Total	330	100.0

More than half (56.4%) of respondents subscribe to cell phone contracts (refer to Table 7.18).

**Table 7.18: Frequency distribution – cell phone plan**

	FREQUENCY	PERCENT
Contract	186	56.4
Prepaid	144	43.6
Total	330	100.0

It was noted that 60% of respondents reported that they do not use Internet bundles on their cell phones (see Table 7.19). Two potential reasons for this result have been identified. Firstly, respondents who do not possess a smartphone are less likely to use Internet bundles on their mobile device, and secondly respondents who subscribe to BlackBerry BIS have little need to purchase Internet bundles. Interestingly 47% of respondents reported BlackBerry as their principle cell phone device, making BlackBerry the most popular cell phone brand amongst respondents.

**Table 7.19: Frequency distribution – use Internet bundles on cell phone**

	FREQUENCY	PERCENT
Yes	128	40.4
No	189	59.6
Total	317	100.0

The most common category of expenditure for monthly airtime is between R101-R200 (28.4%) of respondents. The results show that 65.7% of respondents spend less than R200 per month on airtime expenditure (see Table 7.20).





**Table 7.20: Frequency distribution – average monthly expenditure on airtime for talk and sms**

	<b>FREQUENCY</b>	<b>PERCENT</b>
Less than R50	36	11.1
R51-R100	85	26.2
R101-R200	92	28.4
R201-R300	42	13.0
R301-R400	44	13.6
R401-R500	11	3.4
More than R500	14	4.3
Total	324	100.0

For the purpose of subsequent analyses, airtime expenditure groups were classified into three groups: Less than R100; R101-R300; and more than R300.

The most common category for monthly expenditure for Internet bundles for use on cell phones is less than R50 (56.3%) of respondents. The results show that 83.5% of respondents spend less than R100 per month on Internet bundles (see Table 7.21).

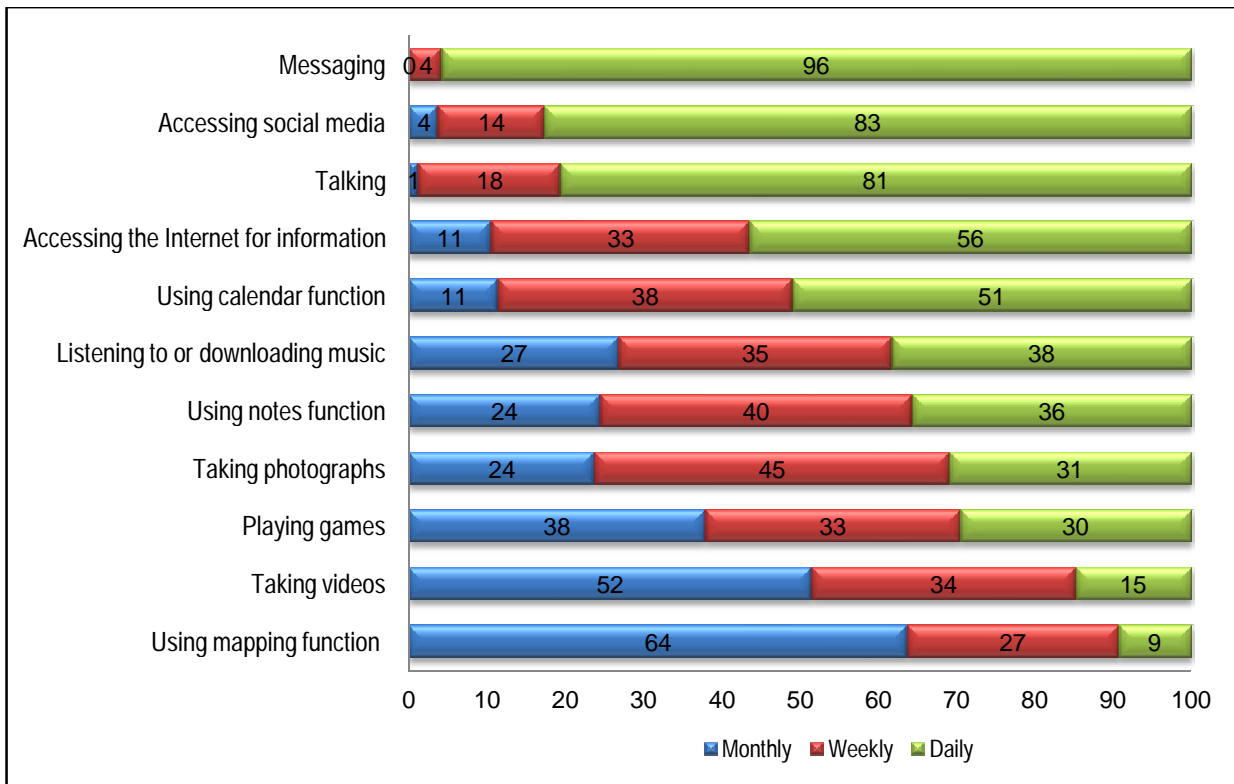
**Table 7.21: Frequency distribution – average monthly expenditure on Internet bundles**

	<b>FREQUENCY</b>	<b>PERCENT</b>
Less than R50	184	56.3
R51-R100	89	27.2
R101-R200	29	8.9
R201-R300	12	3.7
R301-R400	7	2.1
R401-R500	1	.3
More than R500	5	1.5
Total	327	100.0

For data interpretation purposes, Internet bundle airtime expenditure groups were reclassified into three groups: Less than R50; R51-R100; and more than R100.

Figure 7.3 demonstrates how often respondents consider they use specific applications on their cell phones. It highlights the fact that respondents engage with the multifunctional capabilities offered by their mobile phones.

Figure 7.3: Estimated use of different applications on cell phones



The three applications used most regularly pertain to communication, namely messaging, accessing social media and talking. The least used function is the navigation facility.

Data obtained from cell phone usage was subjected to cluster analysis. Cluster analysis is a process that arranges respondents depicting similar behaviours into groups, so that members of a particular cluster are more similar to one another than to members of other clusters (Hair, *et al.*, 2010:505). See section 7.4

### 7.3.8 Social networks

Table 7.22 reveals that almost all respondents (97.3%) use social networks.

Table 7.22: Frequency distribution – use of social networks

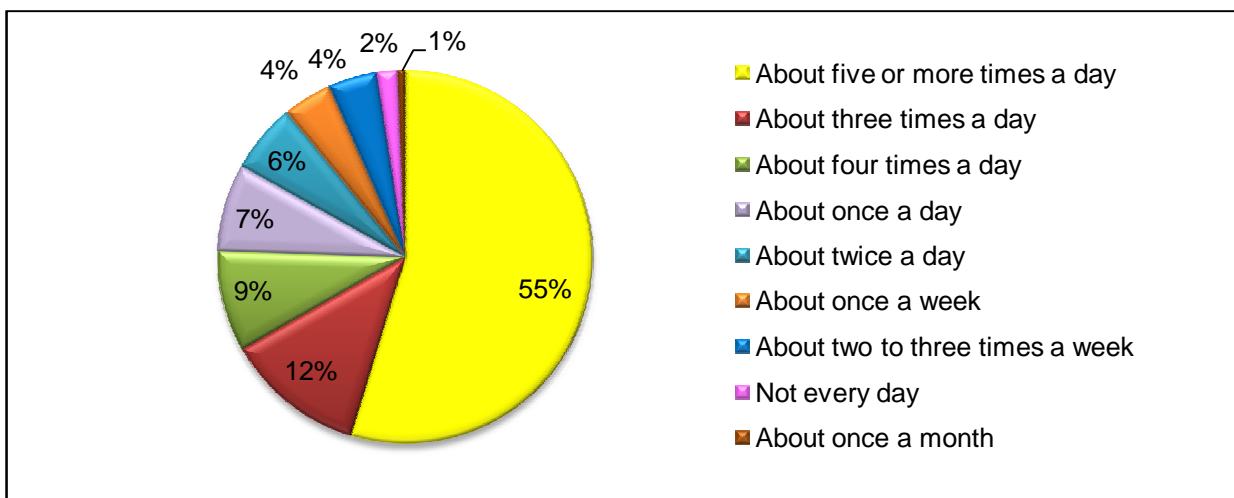
	FREQUENCY	PERCENT
Yes	320	97.3
No	9	2.7
Total	329	100.0

Table 7.23 records the frequency that respondents access social networks. More than half (55%) estimate that they access social networks five times or more per day, and 89% log into social networks daily. For ease of visual reference this data has been produced graphically in Figure 7.4, which immediately follows Table 7.23.

**Table 7.23: Frequency distribution – frequency of accessing social networks**

	FREQUENCY	PERCENT
About five or more times a day	181	54.7
About three times a day	40	12.1
About four times a day	29	8.8
About once a day	25	7.6
About twice a day	20	6.0
About once a week	14	4.2
About two to three times a week	14	4.2
Not every day	6	1.8
About once a month	2	.6
Total	331	100.0

**Figure 7.4: Frequency of accessing social networks**



For the purpose of subsequent analyses, frequency to access social networks has been reclassified as follows:

- “Not everyday”, “about once a month”, “about once a week”, and “about two to three times a week”, have been combined into a new group labelled: “less frequent”.

- 
- “About once a day”, “about twice a day”, and “about three times a day”, and “about four times a day”, have been combined into a new group and labelled: “very frequent”.
  - “About five or more times a day” was classified into a group called: “addicted”.

#### **7.4 CLUSTER ANALYSIS – CELL PHONE USAGE**

Cluster analysis is a multivariate, exploratory technique designed to reveal natural groupings of respondents that may exist in the data (Hair *et al.*, 2010) The goal is to separate a set of observations into two or more groups based on the similarity of the observations on a set of specified characteristics. The technique can be compared to factor analysis in that they share the objective of assessing structure. The difference between the factor analysis and cluster analysis is that factor analysis is concerned with grouping variables while cluster analysis is concerned with the grouping of observations. Furthermore, factor analysis makes the groupings based on relationships among the variables (correlations) whereas cluster analysis makes use of distance as the basic criterion to make these groupings. Cluster analysis groups observations together in clusters so that observations in the same cluster are more similar to one another than they are to objects in other clusters, thus by attempting to maximise homogeneity of objects within clusters while also maximising the heterogeneity between the clusters (Everitt, Landau, Leese & Stahl, 2011).

Choosing the set of variables that will be used to characterise the observations to be clustered should be informed by the objectives of the study. The set of variables effectively constrains the possible results, and typically a number of solutions corresponding to a varying number of clusters are generated and selection of the final cluster solution requires substantial researcher judgement.

The three general types of clustering methods available for doing cluster analysis are:

- Hierarchical clustering where cases are joined together in a cluster and once joined, they remain in the same cluster throughout subsequent clustering.

- 
- Non-hierarchical clustering where cases are joined together but can switch clusters in subsequent steps.
  - Two-step clustering where both non-hierarchical and hierarchical clustering methods are used to first find an optimal number of clusters and then to do the actual clustering (Everitt *et al.*, 2011).

When the researcher has some preconceived concept of how many clusters could reasonably be uncovered in the data, a non-hierarchical clustering method such as the K-means clustering method can be used with success. The “K” in the name refers to the number of clusters and the “means” refer to the fact that the centroid method (mean of each cluster’s cases) is used to calculate distance (Hair, Black, Babin, Anderson, & Tatham, 2005).

In an effort to classify the respondents into different usage groups, a K-means non-hierarchical cluster analysis was performed using the 13 variables that measure how often the different cell phone features are accessed or used by the respondents (refer to Figure 7.3 and Appendix C for questionnaire). The features included talking, messaging, accessing social media, accessing the Internet for information, listening to or downloading music, using email, playing games, taking photographs, taking videos, using calendar function, using calculator function, using notes function, and using mapping navigation function. The variables were measured using a 3-point scale (1=Monthly, 2=Weekly, 3=Daily).

**Table 7.24: Descriptive statistics – mean scores (all cell phone features)**

	Mean	Min	Max	Std. Deviation	N
Talking	2.790	1	3	0.436	326
Messaging	2.960	2	3	0.203	326
Accessing social media	2.790	1	3	0.496	313
Accessing the Internet for information	2.460	1	3	0.681	309
Listening to or downloading music	2.100	1	3	0.800	268
Using email	2.480	1	3	0.692	273
Playing games	1.910	1	3	0.820	223
Taking photographs	2.070	1	3	0.736	316
Taking videos	1.630	1	3	0.726	261
Using calendar function	2.410	1	3	0.679	311
Using calculator function	1.960	1	3	0.744	307
Using notes function	2.120	1	3	0.767	230
Using mapping navigation function	1.460	1	3	0.663	190

Of a two, three, four and five cluster solution, the four cluster solution was selected since it demonstrated the best correspondence with the researcher's preconceived typology. The four cluster solution is summarised in Table 7.25.

**Table 7.25: Frequency distribution – cell phone usage types**

CLUSTER	FREQUENCY	PERCENT
Socialites	93	28.5
Conservatives	106	32.5
Conversationalists	63	19.3
Connoisseurs	64	19.6
Total	326	99.9

The final cluster centre values for each of the thirteen clustering variables are listed in Table 7.26.

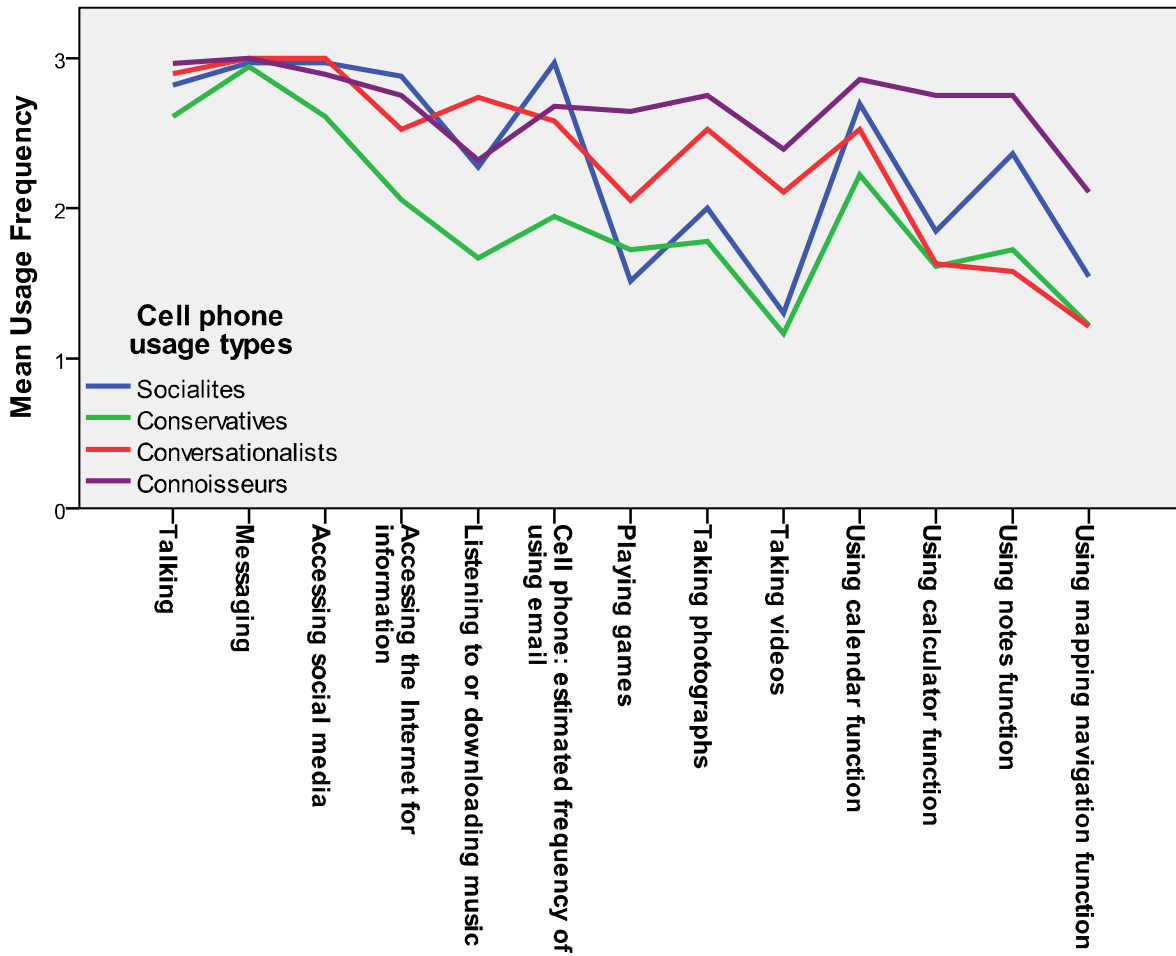
**Table 7.26: Final cluster centres – cell phone usage types**

	Cell phone usage types				Overall Mean
	Socialites	Conservatives	Conversationalists	Connoisseurs	
Talking	2.750	2.670	2.870	2.970	2.790
Messaging	2.970	2.910	2.980	3.000	2.960
Accessing social media	2.860	2.580	2.970	2.830	2.790
Accessing the Internet for information	2.700	2.060	2.610	2.550	2.460
Listening to or downloading music	2.170	1.640	2.610	2.130	2.100
Using email	2.890	1.940	2.570	2.570	2.480
Playing games	1.490	1.590	2.150	2.670	1.910
Taking photographs	1.850	1.550	2.560	2.750	2.070
Taking videos	1.240	1.180	2.020	2.350	1.630
Using calendar function	2.650	2.000	2.200	2.870	2.410
Using calculator function	2.060	1.590	1.570	2.810	1.960
Using notes function	2.360	1.590	1.620	2.810	2.120
Using mapping navigation function	1.500	1.170	1.200	1.980	1.460

Larger than Overall Mean, Less than Overall Mean

The four clusters were characterised by making inter-cluster centroid value comparisons for each of the different frequency variables and also by comparing all centroid values to the overall mean frequency value. The mean usage frequency for each of the four clusters is displayed in Figure 7.5.

Figure 7.5: Frequency of usage – cell phone usage types



### 7.4.1 Cluster profiles

A description of each cluster follows below, to demonstrate the similarities and differences between these mutually exclusive groups.

#### Socialites (28% of total group)

In terms of demographics, the Socialite group tends to be slightly older (63% are between the ages of 21 to 29), which differs from the sample population norm (where 53% are between the ages of 21-29). The Socialite group are predominantly white (72%), which corresponds with the overall composition profile of the sample. Aspects relating to mobile infrastructure show that 76% own smartphones; 62% utilise cell phone contracts; and 50%



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use Internet bundles. The monthly expenditure for Internet bundles is split as follows: half of this group spends less than R50; 32% spend between R51 to R100; and 12% spend more than R101. These findings are all slightly higher than that of the entire sample in the study.

Socialites indicated, on average, that they accessed the communication facilities (messaging, social media and email) available on a cell phone almost on a daily basis while the frequency of using other facilities is lower. They demonstrated an average usage frequency for talking, playing games, taking photographs and taking videos that is lower than that of the sample as a whole.

It would seem that Socialites mainly use their cell phones as a communication and organisational tool.

### **Conservatives (33% of total group)**

The age profile of the Conservative group is consistent with that of the sample (53% are between the ages of 21 to 29). The Conservative group are mostly white, at 74% which is six percentage points above the sample population which reports that 68% of respondents are white. In terms of aspects relating to mobile infrastructure, 62% own smartphones (in comparison to 69% of sample population); 62% utilise cell phone contracts (in comparison to 56% of sample population); and only 27% use Internet bundles (in comparison to 40% of sample population), with just over 60% spending less than R50 per month on Internet bundles for their cell phones (in comparison to 56% of sample population).

These respondents demonstrated the highest usage frequency (almost daily) for facilities that were originally the only functions available on most cell phones (talking and messaging) while the frequency of use of all other facilities are considerably lower, especially newer applications made available on cell phones such as taking videos and mapping navigation (used monthly). On average the frequency with which all features are used is lower than that of the overall group.

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Conservatives are considered be conformists and with respect to technologies they are anticipated to use specific devices for specific functions, this assumption supports the finding that the majority of Conservatives do not use Internet bundles. Conservatives tend to limit the use of their cell phones to functions that are typically inherent of cell phones such as talking and texting.

### **Conversationalists (19% of total group)**

The majority of Conversationalists are young (55% are between the ages of 18-20), 55% are white and 45% are black. The demographic profile of Conversationalists differs from the overall profile of the sample population, where 47% of the population are between 18-20 and the ratio of white to black respondents is greater at 68:32. Most Conversationalists (81%) own smartphones, which is considerably higher than the 69% smartphone ownership recorded for the overall population. The following statistics, specific to Conversationalists, correspond with the overall population, 55% have cell phone contracts; 46% use Internet bundles; and in terms of monthly expenditure on Internet bundles 51% spend less than R50 with 32% spending between R51 to R101, and 17% spending in excess of R101.

These respondents indicated that they use all communication facilities (talking, messaging as well as the newer social media) with high frequency (almost daily) while using all other facilities less frequently, although more frequently than the Conservatives. A distinguishing behaviour for this group is that they listen to or download music more frequently than any other group. On average the usage frequency of all features except calendar, calculator, notes and mapping navigation, is higher for the Conversationalists than the group as a whole.

### **Connoisseurs (20% of total group)**

The Connoisseur group is evenly split with almost 51% aged 18-20 and 49% between the ages of 21 and 29. In terms of ethnicity 53% are black and 47% are white, which is noticeably different from the population norm. The Connoisseur group is distinct from other

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groups in that its members use a wide variety of mobile functions and do so often, except for downloading music taking videos and mapping navigation. The average usage frequency for all features is higher than that of the respondents in all other clusters as well as the mean frequency for the group as a whole.

Based on the respondents' tendency to use most features available on a cell phone one would anticipate the Connoisseur group to be technically advanced and thus predisposed to using the latest gadgets. Therefore it is somewhat surprising to find that only 57% of the group own a smartphone, which is the lowest level of smartphone ownership across the four clusters. Furthermore most Connoisseurs use prepaid cell phone plans (63%) and 44% use Internet bundles on their cell phones. Just over half spend less than R50 per month on Internet bundles and almost one third spend more than R101 on Internet bundles. These findings lead one to assume that Connoisseurs belong to low income socio-economic groups.

The following explanations are offered as potential reasons behind the Connoisseur group's low use of video, mapping navigation and downloading music. Firstly, since Connoisseurs are less likely to own a smartphone, their handsets potentially lack certain functions, which may preclude them from utilising features like video and mapping and navigation. Secondly, in terms of downloading music, the low tendency to perform this activity may be linked to data charges associated with this function.

It would seem that high dependency on their cell phones has inadvertently made Connoisseurs expert users of their devices, which they use for multiple purposes because they have no other alternative. For instance, a respondent from a higher socio-economic background may have a digital camera in addition to the camera on his or her cell phone, whereas respondents from lower socio-economic backgrounds are less likely to have alternative devices and rely more on their multi-functional cell phones. Connoisseurs are possibly highly proficient users of cell phone functions because they have no other alternative technology devices available to them.

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## 7.5 SECTION ANALYSIS – PRINCIPLE COMPONENT EXPLORATORY FACTOR ANALYSIS

The motivations behind the use of principle component exploratory factor analysis as a method of analysis for this investigation have been documented in Chapter 6. In summary these are: a) factor analysis is regularly applied in the social sciences (thus it is a valid technique to use in the context of this study); b) factor analysis is used to indicate the presence of latent variables by measuring other variables that signify the existence of said latent variable; and c) factor analysis condenses sets of complex data, without compromising the integrity of the data, into a reduced set of factors, which are assumed to represent the measures under investigation.

To summarize the process, principle component exploratory factor analysis was used to identify constructs, using the statistical package IBM SPSS Statistics Version 19. A number of multivariate outliers and influential points were identified, however, it was only necessary to delete the four observations that had the strongest influence on the results. The items within each of the seven sections were submitted to seven rounds of exploratory factor analysis. Within each of the EFA analyses, it was necessary to disqualify a number of items as a result of a) low communality estimates within the chosen factor space, or b) since they were loading strongly on more than one factor, or c) poor internal consistency in terms of Cronbach's alpha. The final factor analyses on the retained items was subjected to varimax rotation to obtain a simpler structure and aid interpretation of a solution (Everitt, 2010:225), and these are reported in sections 7.5.1 to 7.5.7.

Table 7.27 shows the factorizability of the individual sections of factors according to the following statistical tests:

- *Kaiser Meyer-Olkin (KMO)* is a measure of sampling adequacy (Field, 2005:640). KMO values range between 0 to 1; values below 0.60 are at the threshold of acceptability, values between 0.70 and 0.80 are good and values exceeding 0.80 are very good and those greater than 0.90 are excellent (Field, 2005:640). Alpha is defined as a measure of reliability that ranges from 0 to 1, with values of 0.60 to 0.70 regarded the lower limit of acceptability.

- *Bartlett's test of sphericity* (BTS) is a statistical test for the overall significance of all correlations within a correlation matrix (Hair *et al.*, 2010:92). BTS should be less than 0.001 (Ho, 2006:218).
- *Cronbach's alpha* is defined as a measure of reliability that ranges from 0 to 1, with values of 0.60 to 0.70 regarded the lower limit of acceptability (Hair *et al.*, 2010:92). Hair *et al.* (2010:125) reflect that in exploratory research, values of 0.60 are acceptable.

All factors produced from the individual sections exceed the minimum criteria for the statistical tests: Kaiser Meyer-Olkin (KMO), Bartlett's test of sphericity and Cronbach's alpha (as a measure of reliability), and hence qualify for factorizability as shown in Table 7.27.

**Table 7.27: Factorizability of the individual sections**

	IDEAL RANGE	SECTIONA	SECTIONB	SECTIONC	SECTIOND	SECTIONE	SECTIONF	SECTIONG
Kaiser Meyer-Olkin	>0.600	0.808	0.720	0.521	0.881	0.603	0.890	0.804
Bartlett's test of sphericity	<0.001	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Cronbach's alpha	0 -1	0.786	0.748	0.722	0.868	0.643	0.890	0.830

The specific results and interpretation of each of the seven independent EFA are reported for sections A, B, C, D, E, F and G.

Principle component exploratory factor analysis was applied several times for each section of the questionnaire (A, B, C, D, E, F and G) to reduce the data and obtain clear constructs within each set of items. The process of the EFA combined correlated variables into a factor and in so doing revealed the structure and association between variables. For example, in Table 7.28, three items are found to load strongly against factor A1, which indicates that these items are correlated, the suggested associations between these items is that of dependence and addiction on mobile phones, thus the overall descriptor for factor A1 is *Mobile addiction*. This process of interpretation and description was repeated for every factor identified within each section of the questionnaire and is detailed in the ensuing paragraphs.

### 7.5.1 Section A: Mobile importance

Table 7.28 shows the arrangement of items into factor components and specifies the respective factor labels.

**Table 7.28: Factors loadings for Section A pertaining to mobile importance**

	Component <sup>1</sup>			Communality estimate
	Factor A1: Mobile addiction	Factor A2: Empowered choice	Factor A3: Convenient interconnection	
A2 My cell phone is always on – I'm always connected so that I would not miss out on anything	0.842			0.738
A1 I feel like my cell phone is part of me	0.787			0.717
A3 My cell phone is my most important possession	0.773			0.653
A5 My cell phone enables me to not only choose what digital media applications I want to use, but when I want to and for how long		0.857		0.809
A4 I mainly use my cell phone to access digital media applications and content I want to check, to see what is going on	0.321	0.803		0.762
A7 I think location based services delivered through my cell phone would be useful (e.g., using applications to navigate to specific products in a store, knowing which shops stock your brands, receiving special promotions from your stores valid for one day)			0.881	0.784
A6 My cell phone connects me to other media (e.g., if I enter a competition advertised in a magazine through SMS, or casting a vote for someone in reality TV, like Idols or Big Brother, or call into a radio station)			0.714	0.624
<b>Eigenvalue</b>	<b>3.140</b>	<b>1.137</b>	<b>0.809</b>	
<b>% of Variance explained</b>	<b>44.857</b>	<b>16.236</b>	<b>11.550</b>	
<b>Cumulative % of variance explained</b>	<b>44.857</b>	<b>61.093</b>	<b>72.643</b>	
<b>Reliability Analysis</b>	<b>Items A1-A3</b>	<b>Items A4-A5</b>	<b>Items A6-A7</b>	<b>TOTA<sup>2</sup> Items A1-A5</b>
<b>Cronbach's alpha</b>	<b>0.774</b>	<b>0.724</b>	<b>0.547</b>	<b>0.786</b>

1: Note that coefficients smaller than 0.30 are not shown

2: Item A6 and A7 were excluded due to their low item-total correlations

The overall scale reliability when all items were combined were 0.786, with items A6 and A7 excluded due to their low item-total correlations.

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## Derivation of factor names for section A

### *FA1: Mobile addiction*

The arrangement of items aggregated into factor FA1 is indicative of the postmodern characteristic of *de-differentiation*, through the reversal of roles between subject and object as inferred through the status conferred by individuals to their cell phones. This factor is suggestive of dependence and addictive attributes in individuals' responses to perceptions of their mobile phones.

### *FA2: Empowered choice*

The arrangement of items aggregated into factor FA2 is suggestive of individuals' right to choose what media they wish to consume under conditions of abundant choice. Using their cell phones to access media facilitates selective consumption of media. This factor is therefore indicative of postmodernism's philosophy for *tolerance of diversity*. Despite tolerance the right for preference is not eliminated.

### *FA3: Convenient interconnection*

The arrangement of items clustered into factor FA3 is suggestive of the postmodern characteristic of *hyperreality* and *de-differentiation*, exemplified through the blurring of boundaries. The boundaries in this instance are between physical and virtual domains of media and the dissolution of boundaries between media forms, which is possible through the use of cell phones.

### TOTA: Mobile importance

Collectively these factors point towards the importance of cell phones to individuals in their consumption of media accessed through these devices.

## 7.5.2 Section B: Advertising value

### Derivation of factor names for section B

Table 7.29 shows the arrangement of items into factor components and specifies the respective factor labels.

**Table 7.29: Factors loadings for Section B pertaining to advertising value**

	Component <sup>1</sup>				Communality estimate
	Factor B1: Personalisation	Factor B2: Information resource	Factor B3: Social exchange	Factor FB4: Permission based	
B13 Advertising sent to me through my personal media like my cell phone, or social network, or email has more meaning to me than advertising in mainstream media	0.877				0.655
B14 I am more likely to make repeat purchases from brands that communicate directly with me	0.795				0.703
B12 I prefer receiving personalised communication through my personal media like my cell phone, or social network, or email	0.710		0.357		0.775
B2 Advertising helps me decide what brands to buy		0.857			0.782
B1 Advertising keeps me informed about brands		0.835			0.688
B11 I would forward a brand communication to my friends if I think it would interest them	0.342		0.754		0.749
B10 Media content is a popular topic of conversation amongst me and my friends We chat about movies, TV programmes, radio shows, things we've seen or heard on the Internet or read in magazines		0.332	0.701		0.615
B7 I prefer short advertisements				0.825	0.695
B6 I only want to receive brand communication on my cell phone from brands that I have given permission to contact me				0.772	0.746
<b>Eigenvalue</b>	<b>2.860</b>	<b>1.358</b>	<b>1.287</b>	<b>0.903</b>	
<b>% of Variance explained</b>	<b>31.773</b>	<b>15.094</b>	<b>14.299</b>	<b>10.036</b>	
<b>Cumulative % of variance explained</b>	<b>31.773</b>	<b>46.868</b>	<b>61.166</b>	<b>71.202</b>	
<b>Reliability Analysis</b>	<b>Items B12-B13</b>	<b>Items B1-B2</b>	<b>Items B10-B11</b>	<b>Items B6-B7</b>	<b>TOTB<sup>2</sup> Items B1-B2, B11-B13</b>
<b>Cronbach's alpha</b>	<b>0.768</b>	<b>0.707</b>	<b>0.458</b>	<b>0.456</b>	<b>0.748</b>

1: Note that coefficients smaller than 0.30 are not shown

2: Item B6, B7, and B10 were excluded due to their low item-total correlations

The overall scale reliability when all items were combined were 0.748, with items B6, B7 and B10 excluded due to their low item-total correlations.



*FB1: Personalisation*

The arrangement of items clustered into factor FB1 is suggestive of the postmodern property of *pastiche*, through individuals desire for self-reference as indicated through their preference to receive personalised communication.

*FB2: Information resource*

The items grouped together under FB2 suggest individuals use advertising as an informational resource.

*FB3: Social exchange*

The arrangement of items clustered into factor FB3 is suggestive of the postmodern marketing concept of *embedded marketing*. In this instance individuals disseminate marketing through exchanges with others.

*FB4: Permission based*

The arrangement of items clustered into factor FB4 is suggestive of outcomes of the postmodern characteristic of *fragmentation* and *de-differentiation*. Shorter commercials are a product of fragmentation in the advertising sector, and respondents indicate a preference for short advertisements. Fragmentation has resulted in the proliferation of communication touchpoints, both mass and personal touchpoints. Individuals, in their wish to receive permission based communication through their personal media are exercising an aspect of de-differentiation to differentiate between the types of communication they are receptive to in their personal media.

TOTB: Advertising value

Collectively these factors fall under an umbrella description of advertising value.

### 7.5.3 Section C: Uniqueness

Table 7.30 shows the arrangement of items into factor components and specifies the respective factor labels.

**Table 7.30: Factors loadings for Section C pertaining to uniqueness**

	Component <sup>1</sup>		Communality estimate
	Factor C1: Innovation seeking	Factor FC2: Redefinition	
C5 I prefer to follow the latest trends rather than stick to the old ways of doing things	0.890		0.793
C4 It is important for me to keep informed about the latest trends in the product categories I am interested in	0.870		0.773
C2 I take the information I receive and form my own ideas from it		0.838	0.706
C1 I search for information rather than waiting for it to only be sent to me		0.792	0.655
<b>Eigenvalue</b>	<b>1.685</b>	<b>1.241</b>	
<b>% of Variance explained</b>	<b>42.119</b>	<b>31.037</b>	
<b>Cumulative % of variance explained</b>	<b>42.119</b>	<b>73.156</b>	
<b>Reliability Analysis</b>	<b>Items C4-C5</b>	<b>Items C1-C2</b>	<b>TOTC<sup>2</sup> Items C4-C5</b>
<b>Cronbach's alpha</b>	<b>0.722</b>	<b>0.501</b>	<b>0.722</b>

1: Note that coefficients smaller than 0.30 are not shown

2: Item C1, and C2 were excluded due to their low item-total correlations

The overall scale reliability when all items were combined were 0.722, with items C1 and C2 excluded due to their low item-total correlations.

#### Derivation of factor names for section C

##### *FC1: Innovation seeking*

The arrangement of items clustered into factor FC1 is suggestive of the postmodern characteristic of *anti-foundationalism*, where individuals seek change from established norms and look for innovation.

##### *FC2: Redefinition*

The arrangement of items clustered into factor FC2 is indicative of the postmodern characteristic of *de-differentiation*, where individuals de-construct and re-construct information relative to their needs.

TOTC: Uniqueness

Collectively these factors signify uniqueness and early adopters.

### 7.5.4 Section D: Social evolution

Table 7.31 shows the arrangement of items into factor components and specifies the respective factor labels.

**Table 7.31: Factors loadings for Section D pertaining to social evolution**

	Component <sup>1</sup>				Communality estimate
	Factor D1: Hyperreal cult	Factor D2: Hyperreal escapism	Factor D3: Interactive collaboration	Factor D4: Dissolved boundaries	
D5 I feel more connected to my friends on social networks sites when they post comments about things I share with them	0.772				0.673
D3 Social networks are very important to keep up and form new friendships	0.770				0.722
D2 My online social networking reinforces my offline friendship	0.736				0.606
D4 When I share interesting posts on my social network my popularity increases amongst my friends	0.702	0.371			0.679
D1 I participate in different social network groups to express different parts of me	0.687				0.557
D8 I like to play games on my social networking sites (e.g., Farmville)		0.817			0.686
D16 I participate in virtual reality sites like Second Life or World of Warcraft		0.759			0.639
D7 I like to send and receive virtual gifts on social network sites		0.749			0.664
D13 I like to interact with my favourite brands on my social network sites			0.818		0.824
D14 I usually pay attention to other fans' posts on brand fan pages			0.813		0.815
D10 I think that social media sites have made the world a more connected place				0.894	0.841
D15 Social network sites help me share stories/things I've done/events with friends (e.g., I don't have to tell each friend individually I can just broadcast to my entire network)	0.411			0.662	0.637
<b>Eigenvalue</b>	<b>4.992</b>	<b>1.715</b>	<b>0.897</b>	<b>0.741</b>	
<b>% of Variance explained</b>	<b>41.598</b>	<b>14.288</b>	<b>7.474</b>	<b>6.175</b>	
<b>Cumulative % of variance explained</b>	<b>41.598</b>	<b>55.885</b>	<b>63.359</b>	<b>69.534</b>	
<b>Reliability Analysis</b>	<b>Items D1-D5</b>	<b>Items D7-D8, D16</b>	<b>Items D13-D14</b>	<b>Items D10, D15</b>	<b>TOTD<sup>2</sup> Items D1-D5, D7, D10, D13-D16</b>
<b>Cronbach's alpha</b>	<b>0.847</b>	<b>0.748</b>	<b>0.794</b>	<b>0.602</b>	<b>0.868</b>

1: Note that coefficients smaller than 0.30 are not shown

2: Item D8 was excluded due to its low item-total correlation

The overall scale reliability when all items were combined were 0.868, with item D8 excluded due to its low item-total correlations.

### **Derivation of factor names for section D**

#### *FD1: Hyperreal cult*

The arrangement of items clustered into factor FD1 is indicative of the postmodern characteristic of *hyperreality*. These items position social media networks as integral communication platforms in contemporary culture, which interlink friends between physical and virtual worlds.

#### *FD2: Hyperreal escapism*

The arrangement of items clustered into factor FD2 is also indicative of the postmodern characteristic of *hyperreality*. It infers escapism through participation with virtual games or trading and in so doing exchange of virtual capital between parties.

#### *FD3: Interactive collaboration*

The arrangement of items clustered into factor FD3 is suggestive of the postmodern marketing concept of *collaborative marketing*. It recognises customers as co-collaborators in marketing, who exchange information within relevant communities of interest. Multiple stakeholders are involved in marketing; marketing is not only practiced by a division within a specific organisation, but exercised by all stakeholders.

#### *FD4: Dissolved boundaries*

The arrangement of items clustered into factor FD4 is indicative of the postmodern characteristic of *de-differentiation*. In this instance it pertains to the fact that using social media networks dissolves boundaries of time, space and place. Social media networks facilitate global connectivity of communities.

TOTD: Social evolution

Social media networks have transformed connections and methods of communicating across societies.

### 7.5.5 Section E: Fragmentation outcomes

Table 7.32 shows the arrangement of items into factor components and specifies the respective factor labels.

**Table 7.32: Factors loadings for Section E pertaining to fragmentation outcomes**

	Component <sup>1</sup>		Communality estimate
	Factor E1: Impulsiveness	Factor E2: Indecisiveness	
E2 I often buy things on impulse		0.907	0.825
E3 I tend to get things because I want them and not necessarily because I need them		0.879	0.799
E4 Too many alternatives in the same product category make it difficult for me to choose a product (e.g., shampoo category variants for fine, coloured, greasy, dry, volume-seeking, curly, straight, shiny, combination)	0.664		0.480
E6 These days there are so many different products for different uses that I have discovered needs that I was not aware of previously	0.763		0.584
E7 With such a wide range of products available these days I am not sure beforehand what I am going to buy	0.777		0.615
<b>Eigenvalue</b>	<b>2.034</b>	<b>1.268</b>	<b>No items excluded</b>
<b>% of Variance explained</b>	<b>40.679</b>	<b>25.370</b>	
<b>Cumulative % of variance explained</b>	<b>40.679</b>	<b>66.049</b>	
<b>Reliability Analysis</b>	<b>Items E4, E6-E7</b>	<b>Items E2-E3</b>	<b>TOTE Items E2-E4, E6-E7</b>
<b>Cronbach's alpha</b>	<b>0.581</b>	<b>0.773</b>	<b>0.643</b>

1: Note that coefficients smaller than 0.30 are not shown

The overall scale reliability when all items were combined were 0.643 with no items excluded.

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## Derivation of factor names for section E

### *FE1: Impulsiveness*

The arrangement of items clustered into factor FE1 is a behavioural outcome indicative of the postmodern characteristic of *fragmentation*. Individuals find it difficult to differentiate between their needs and wants.

### *FE2: Indecisiveness*

The arrangement of items clustered into factor FE2 is also a behavioural outcome indicative of the postmodern characteristic of *fragmentation*, where individuals are inundated by the volume of different offerings that they do not necessarily know exactly what they will purchase.

### TOTE: Fragmentation outcomes

The two factors comprising section E, namely factors FE1 and FE2 represent behavioural outcomes in response to fragmentation.

## 7.5.6 Section F: Market exchange

Table 7.33 shows the arrangement of items into factor components and specifies the respective factor labels.

**Table 7.33: Factors loadings for Section F pertaining to market exchange**

	Component <sup>1</sup>				Communality estimate
	Factor F1: Critical assertiveness	Factor F2: Authentic representation	Factor F3: Resourceful collaboration	Factor F4: Involved consumerism	
F10 I would like to tell my brands how to improve their products	0.834				0.749
F11 I would like to feel part of my products' development process	0.817				0.741
F9 I think that if brands listen to me they will be able to give me what I expect from them	0.754				0.669
F13 I think my opinions about products/brands are important	0.668				0.554
F12 I tell my friends about my product/brand experiences	0.621			0.323	0.496
F8 I like to participate in competitions to win things from my favourite brands	0.583				0.499
F5 Brands need to have clear value propositions to catch my interest		0.764			0.658
F6 I prefer to use brands that I see as being authentic		0.710	0.333		0.639
F4 Free-stuff, samples, promotions help me decide which brands (products) to choose		0.644		0.305	0.541
F7 I specifically seek out brands that reflect who I am or who I want to be	0.388	0.545			0.495
F2 I prefer products and brands that are innovative		0.537	0.329		0.467
F19 I value other buyers' reviews of products/brands when I am interested in a product/brand			0.796		0.709
F20 I think user comments about products/brands are more authentic than professional articles written about products/brands			0.734		0.595
F18 I trust the opinions of members in my social network (off or online)			0.699		0.595
F16 When I am DISSATISFIED with brands I express this on blogs, social networks sites, forums, email, instant messaging or Twitter				0.811	0.744
F15 I chat about brands on blogs, social networks sites, forums, email, instant messaging or Twitter when I am HAPPY with them				0.742	0.694
<b>Eigenvalue</b>	<b>6.105</b>	<b>1.607</b>	<b>1.092</b>	<b>1.042</b>	
<b>% of Variance explained</b>	<b>38.153</b>	<b>10.041</b>	<b>6.825</b>	<b>6.511</b>	
<b>Cumulative % of variance explained</b>	<b>38.153</b>	<b>48.194</b>	<b>55.019</b>	<b>61.530</b>	
<b>Reliability Analysis</b>	<b>Items F8-F13</b>	<b>Items F2, F4-F7</b>	<b>Items F18-F20</b>	<b>Items F15-F16</b>	<b>TOTF Items F2, F4-F13, F15-F16, F18-F20</b>
<b>Cronbach's alpha</b>	<b>0.853</b>	<b>0.763</b>	<b>0.733</b>	<b>0.705</b>	<b>0.890</b>

1: Note that coefficients smaller than 0.30 are not shown

The overall scale reliability when all items were combined were 0.890 with no items excluded.

## Derivation of factor names for section F

### *FF1: Critical assertiveness*

The items aggregated into factor FF1 are suggestive of the postmodern marketing concept of *embedded marketing*, which embeds the practice of marketing into customer communities inferring that customers want to take an active role in the development of products or services they use and experience.

### *FF2: Authentic representation*

The arrangement of items grouped under factor FF2 represent an outcome of the postmodern characteristic of *hyperreality* that results in individuals' desire for authenticity. It supports the perspective that authenticity is an important attribute to people, to the extent that even the offerings they use or are exposed to should provide distinctive value propositions.

### *FF3: Resourceful collaboration*

The arrangement of items grouped under factor FF3 is indicative of the postmodern characteristic of *de-differentiation* and postmodern marketing concept of *collaborative marketing*. Digital media provides mechanisms that allow prospective customers to share lived experiences of other customers.

### *FF4: Involved consumerism*

The arrangement of items grouped under factor FF4 represent an outcome of the postmodern marketing concepts of *collaborative* and *diffused marketing*, which are manifested through individuals expressing their perspectives of various offerings on digital platforms.

### TOTF: Market exchange

The factors that contribute to section F are indicative of postmodern marketing practices influencing the market.



### 7.5.7 Section G: P2P value extraction

Table 7.34 shows the arrangement of items into factor components and specifies the respective factor labels.

**Table 7.34: Factors loadings for Section G pertaining to peer-to-peer value extraction**

	Component <sup>1</sup>		Communality estimate
	Factor G1 : Altruism	Factor G2 : Reciprocity	
G2 I stay online until other users have finished their downloads	0.764		0.586
G5 I feel obliged to share because I download from others	0.755		0.596
G1 I like to explain to other users if they have technical problems with file sharing	0.748		0.561
G3 I download files, not only for myself, but to share with my friends	0.742	0.362	0.681
G4 I think that file sharing is based on reciprocity (a mutual or cooperative interchange of favours)	0.717	0.342	0.631
G8 I have received music from friends that they have downloaded		0.848	0.727
G7 I share music that I have downloaded with friends		0.813	0.744
G6 I watch series or movies that were downloaded		0.795	0.636
<b>Eigenvalue</b>	<b>3.625</b>	<b>1.537</b>	
<b>% of Variance explained</b>	<b>45.309</b>	<b>19.211</b>	
<b>Cumulative % of variance explained</b>	<b>45.309</b>	<b>64.520</b>	
<b>Reliability Analysis</b>	<b>Items G1-G5</b>	<b>Items G6-G8</b>	<b>TOTG Items G1-G8</b>
<b>Cronbach's alpha</b>	<b>0.824</b>	<b>0.789</b>	<b>0.830</b>

1: Note that coefficients smaller than 0.30 are not shown

The overall scale reliability when all items were combined were 0.830 with no items excluded.

#### **Derivation of factor names for section G**

##### *FG1: Altruism*

The arrangement of items grouped under factor FG1 represent qualities of collaboration and consideration of others needs in the process of peer-to-peer file sharing.

##### *FG2: Reciprocity*

The arrangement of items grouped under factor FG2 correspond to shared distribution of content which infers the characteristic of reciprocity.

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TOTG: P2P value extraction

The outcome of peer-to-peer file sharing provides values to those that utilise this method of file exchange.

## **7.6 DESCRIPTIVE MEASURES OF FACTOR SCORES**

Descriptive measures of the factor scores of the mean (m), standard deviation (SD), minimum (min) and maximum (max) values, and the sample size (n) are recorded in Table 7.37. The mean is a useful descriptive measure that provides the hypothetical estimate of the general score (Field, 2005:738); the standard deviation is an estimation of the spread of data (Field, 2005:738). The larger the standard deviation, the larger the “average” deviation of data points from the mean.

For purposes of interpretation the following categorization was utilised for the interpretation of mean scores:

- Mean values ranging between 1.00 and 2.33 (low agreement response);
- Mean values ranging between 2.34 and 3.66 (medium agreement response);
- Mean values ranging between 3.67 and 5.00 (high agreement response).

### **7.6.1 Factor mean scores (all groups)**

Factor mean scores obtained from the EFAs were ranked in Table 7.37, by mean score in descending order of value obtained. It is important to keep in mind that the factor scores were calculated by averaging the observed item scores based on the results of the EFAs. The composite scores based on the averaging of the items are therefore interval scales. Interval scales have an arbitrary zero, and relative differences between scale points can be compared, however expressing ratios between scale points would be invalid. All the items were measured on a 5-point scale with 1 indicating “strongly disagree” and 5 indicating “strongly agree”. Therefore, the higher the average score, the higher the general agreement in the group on the specific questions. It should however be made clear that

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the average is only a general indication of the agreement score. Several conclusions can be made based on these results namely:

- *FB4: Permission based.* In the sample, the mean of Factor *FB4: Permission based* was 4.326 (n=376). This can be interpreted to imply that respondents respond to the postmodern characteristic of fragmentation by exhibiting a preference for shorter commercials and exercise behaviour which is characteristic of de-differentiation by delineating the specific brands they permit to communicate with them via their cell phone.
- *FD4: Dissolved boundaries.* The sample mean for Factor *FD4: Dissolved boundaries*, was 4.135 (n=352). Respondents indicated strong agreement that social media networks enabled them to have greater connectivity, eradicating boundaries and thereby facilitating individual and group communication. The postmodern characteristic that corresponds to this concept of boundary-less communication is de-differentiation.
- *FG2: Reciprocity.* Factor *FG2: Reciprocity*, resulted in an overall mean score of 4.134 (n=317) indicating strong agreement with this factor. Respondents indicated that they positively support the mutual exchange of downloaded content amongst peers. The smaller sample size (n=317) replying to the questions related to peer-to-peer file sharing could indicate either that peer-to-peer file sharing is not a common practice amongst members of the sample, and or that the sample is aware of legalities concerning peer-to-peer file sharing and hence were hesitant to answer questions related to this topic.
- *FA3: Convenient interconnection.* The mean score of Factor *FA3: Convenient interconnection*, was 4.102 (n=381). Respondents indicated a strong agreement that they were positively receptive to innovative applications accessible through their mobile phones to assist their shopping experience, like location-based services. Respondents also indicated that they use their cell phones as a response medium to connect to other media. This score supports the notion that behavioural responses captured by this factor are reflective of the postmodern characteristics of de-differentiation and hyperreality.
- *FF2: Authentic representation.* Factor *FF2: Authentic representation*, resulted in a mean score of 4.039 (n=338). Respondents indicated a strong agreement that

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authenticity is an important attribute expected from the brands that form part of their consideration set. This is related to the fact that people associate themselves with brands that they consider representative of themselves; therefore the need for authenticity of the self is reflected through the acquisition of brands that portray authentic values. The same arguments supports that the need for the self to be perceived as innovative is partially fulfilled by associating with innovative brands. This factor is considered to be an outcome of excessive hyperreality, which conversely drives a need for authenticity.

- *FB2: Information resource.* Factor *FB2: Information resource*, produced a mean score of 4.037 (n=376). Respondents agreed that advertising is a source of information and aids decision-making. This result recognises that advertising is still a critical component of the promotion mix.
- *FC2: Redefinition.* Factor *FC2: Redefinition*, resulted in a mean score of 4.009 (n=370). Respondents agreed that they actively seek and or perhaps critically process information. The result obtained is somewhat expected, considering respondents are students enrolled in tertiary education, so one has an expectation that this sample will interrogate information and form their own opinions. This factor addresses postmodern characteristics of de-differentiation and anti-foundationalism.
- *FF1: Critical assertiveness.* Factor *FF1: Critical assertiveness*, produced a mean score of 3.923 (n=339). Respondents generally agreed that they would like to be involved in the development and improvement of products they use. They consider they have valid contributions to offer to this process. This result is strongly indicative of the postmodern marketing concept of embedded marketing.
- *FB3: Social exchange.* Factor *FB3: Social exchange*, produced a mean score of 3.850 (n=376). Respondents generally agreed that media content is a topic of conversation amongst peers and that they would forward relevant communication to peers if they thought it would be of interest to the recipient. This result is indicative of the postmodern marketing concept of embedded marketing. This finding should be compared with factor *FF1: Critical assertiveness*, which also infers manifestations of embedded marketing. Comparison of these dimensions reveals similar mean results, which confirms the practice of embedded marketing amongst

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respondents. In addition this result provides positive evidence that media may serve as a social currency in social transactions.

- *FA2: Empowered choice.* Factor *FA2: Empowered choice*, resulted in a mean score of 3.850 (n=379). Respondents tended to agree that they use their cell phones to selectively access and consume content of their choice at their convenience. This finding supports the notion of tolerance of abundant choice and the right for respondents to pick and choose according to their preference.
- *FA1: Mobile addiction.* Factor *FA1: Mobile addiction*, produced a mean score of 3.781 (n=383). Respondents tended to agree about their dependence on their cell phones for connectivity and the integral role these devices play in the respondents' lives. This finding is indicative of the postmodern trait of de-differentiation which characterises the displacement between the role of subject (respondent) and object (cell phone). It is noted, as anticipated, that the mean score obtained in *FA1: Mobile addiction* is closely related to the mean score achieved against *FA2: Empowered choice*, as both dimensions correspond to respondent attitudes and use of cell phones.
- *FF3: Resourceful collaboration.* Factor *FF3: Resourceful collaboration*, resulted in a mean score of 3.693 (n=331). Respondents show that they value the experiences of other consumers, which possibly contributes to the respondents' various brand networks which they draw on when making decisions involving the respective brands. This behaviour is characteristic of the postmodern marketing application of collaborative marketing, which is a sub-component of embedded marketing, and as such is linked to dimensions of *FF1: Critical assertiveness* and *FB3: Social exchange*.
- *FC1: Innovation seeking.* Factor *FC1: Innovation seeking*, produced a mean score of 3.585 (n=369). Respondents expressed their preference to pursue the latest trends. This response supports the postmodern characteristic of anti-foundationalism, which encourages the pursuit of alternatives against conventional norms.
- *FE2: Indecisiveness.* Factor *FE2: Indecisiveness*, resulted in a mean score of 3.539 (n=346). Respondents indicated that they find it difficult to make a choice when

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faced with abundant options. This behavioural outcome is a response to the postmodern characteristic of fragmentation.

- *FB1: Personalisation.* Factor *FB1: Personalisation*, produced a mean score of 3.513 (n=373). Respondents tended to agree that they were more receptive to communications from brands that were received through their personal media rather than mainstream media, and indicated a preference for personalised communication received on their personal media platforms. Personalisation is an indication of self-referentiality which is indicative of the postmodern characteristic of pastiche.
- *FD1: Hyperreal cult.* Factor *FD1: Hyperreal cult*, resulted in a mean score of 3.433 (n=354). Respondents affirmed that social networks are an important method of social connectivity amongst social groups. The virtual space of social networks is a real space to its users, despite its lack of physical presence. This dimension evidences the postmodern characteristic of hyperreality.
- *FE1: Impulsiveness.* Factor *FE1: Impulsiveness*, produced a mean score of 3.430 (n=346). Respondents indicated a tendency towards impulsive behaviour, which suggests self-conflict in the rationalisation between wants and needs. This type of behaviour is considered an outcome in response to the proliferation and variety of products on offer, which is a consequence of the postmodernism characteristic of fragmentation. The findings from this factor are comparative to factor *FE2: Indecisiveness*, which is also indicative of the fragmentation trait.
- *FF4: Involved consumerism.* Factor *FF4: Involved consumerism*, resulted in a mean score of 3.125 (n=320). Respondents indicated that they express their satisfaction or dissatisfaction of brands in digital social media. This behaviour is considered to reflect postmodern marketing ideas of collaborative and diffused marketing, which are part of the wider umbrella concept of embedded marketing. Thus linking this dimension to those of *FF1: Critical assertiveness*, *FB3: Social exchange*, and *FF3: Resourceful collaboration*, which also relate to embedded marketing. The comparatively lower mean score obtained against factor *FF4: Involved consumerism* indicates some reluctance on the part of the respondents to express their opinions of brands in the public sphere.

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- *FG1: Altruism*. Factor *FG1: Altruism*, produced a mean score of 3.052 (n=303). Respondents appear to take the middle ground in terms of this dimension concerning peer-to-peer file sharing. However on further analysis of responses for specific questions making up this dimension, it is noted that the majority of respondents indicated that they would not stay online to wait for other users to finish their downloads; this result is suspected to have skewed the overall mean score of this dimension towards a medium response. One of the reasons considered to influence the decision for respondents to terminate online connections prior to other users completing their downloads is the high cost associated with broadband access and limitation of data plans that one subscribes to. As with the dimension *FG2: Reciprocity*, the smaller sample achieved in this section could indicate that peer-to-peer file sharing is not a common practice amongst members of the sample, or that the sample is aware of legalities concerning peer-to-peer file sharing and hence are hesitant to answer questions related to this topic.
  - *FD3: Interactive collaboration*. Factor *FD3: Interactive collaboration*, resulted in a mean score of 2.967 (n=345). Respondents were generally undecided on this dimension. This dimension represents perceptions towards the postmodern marketing concept of collaborative marketing, which forms part of embedded marketing. Thus linking this dimension to those of *FF1: Critical assertiveness*, *FB3: Social exchange*, *FF3: Resourceful collaboration*, and *FF4: Involved consumerism*.
  - *Embedded marketing*. Based on the range of mean scores observed in this sample against the dimensions of *FF1: Critical assertiveness*, *FB3: Social exchange*, *FF3: Resourceful collaboration*, *FD3: Interactive collaboration* and *FF4: Involved consumerism*, one is led to conclude that a dichotomy exists within the concept of embedded marketing. Respondents indicate that they have opinions which they think would be beneficial to brands, and that they think brands should listen to them. However, they demonstrate a reluctance to interact with brands and to share their opinions of brands.

In order to determine if these variables are in fact correlated and what the level of correlation is between them. The guidelines depicted in Table 7.35 will be used for interpretation of the correlation co-efficient.



**Table 7.35: Interpretation of the size of a correlation**

CORRELATION	NEGATIVE	POSITIVE
None	-0.09 to 0.0	0.0 to 0.09
Small	-0.3 to -0.1	0.1 to 0.3
Medium	-0.5 to -0.3	0.3 to 0.5
Strong	-1.0 to -0.5	0.5 to 1.0

Source: Wikipedia (2011)

The correlation matrix depicted in Table 7.36 shows that the correlation coefficients for each of the variables: *FB3: Social exchange*, *FD3: Interactive collaboration*, *FF1: Critical assertiveness*, *FF3: Resourceful collaboration* and *FF4: Involved consumerism* are all above 0.3 and therefore show a medium to strong correlation with each other.

**Table 7.36: Correlation matrix for factors associated with embedded marketing**

		FB3: Social exchange	FD3: Interactive collaboration	FF1: Critical assertiveness	FF3: Resourceful collaboration	FF4: Involved consumerism
FB3: Social exchange	Pearson Correlation	1.000	0.321	0.396	0.310	0.312
	Sig. (1-tailed)		0.000	0.000	0.000	0.000
	N	376	345	339	331	320
FD3: Interactive collaboration	Pearson Correlation	0.321	1.000	0.410	0.364	0.431
	Sig. (1-tailed)	0.000		0.000	0.000	0.000
	N	345	345	333	325	317
FF1: Critical assertiveness	Pearson Correlation	0.396	0.410	1.000	0.403	0.456
	Sig. (1-tailed)	0.000	0.000		0.000	0.000
	N	339	333	339	331	320
FF3: Resourceful collaboration	Pearson Correlation	0.310	0.364	0.403	1.000	0.423
	Sig. (1-tailed)	0.000	0.000	0.000		0.000
	N	331	325	331	331	320
FF4: Involved consumerism	Pearson Correlation	0.312	0.431	0.456	0.423	1.000
	Sig. (1-tailed)	0.000	0.000	0.000	0.000	
	N	320	317	320	320	320

- *FD2: Hyperreal escapism*. Factor *FD2: Hyperreal escapism*, resulted in a mean score of 1.953 (n=341). Respondents generally disagreed with this dimension. This dimension sought to measure the presence of hyperreality through respondents' intention to play online games. The low mean score may indicate that online gaming is not a significant activity, which is a somewhat unexpected finding. In the context of this study this result is considered to be less representative of the characteristic



of hyperreality, but more of a function of the following limiting factors a) limited accessibility to the Internet, b) lack of appropriate equipment to participate in online gaming, c) poor quality and availability of broadband, and d) high costs to access the Internet. Findings from this factor should therefore be interpreted within the context of the South African technological landscape. It is reasonable to assume that the aforementioned limiting factors deter respondents from participating in online games.

The relative importance of factors, based on their mean scores is illustrated in Table 7.37.

**Table 7.37: Relative importance based on factor mean scores (all groups)**

	Mean	Min	Max	Std. Deviation	N
FB4: Permission based	4.326	1	5	0.820	376
FD4: Dissolved boundaries	4.135	1	5	0.884	352
FG2: Reciprocity	4.134	1	5	1.019	317
FA3: Convenient interconnection	4.102	1	5	0.931	381
FF2: Authentic representation	4.039	1	5	0.702	338
FB2: Information resource	4.037	1	5	0.821	376
FC2: Redefinition	4.009	1	5	0.830	370
FF1: Critical assertiveness	3.923	1	5	0.833	339
FB3: Social exchange	3.850	1	5	0.913	376
FA2: Empowered choice	3.840	1	5	1.013	379
FA1: Mobile addiction	3.781	1	5	0.966	383
FF3: Resourceful collaboration	3.693	1	5	0.848	331
FC1: Innovation seeking	3.585	1	5	1.034	369
FE2: Indecisiveness	3.539	1	5	1.180	346
FB1: Personalisation	3.513	1	5	1.006	373
FD1: Hyperreal cult	3.433	1	5	1.009	354
FE1: Impulsiveness	3.430	1	5	0.927	346
FF4: Involved consumerism	3.125	1	5	1.267	320
FG1: Altruism	3.052	1	5	1.079	303
FD3: Interactive collaboration	2.967	1	5	1.196	345
FD2: Hyperreal escapism	1.953	1	5	1.098	341

Figure 7.6 provides a graphic representation of factor mean scores for all groups, in descending order.

Figure 7.6: Factors mean scores (all groups)

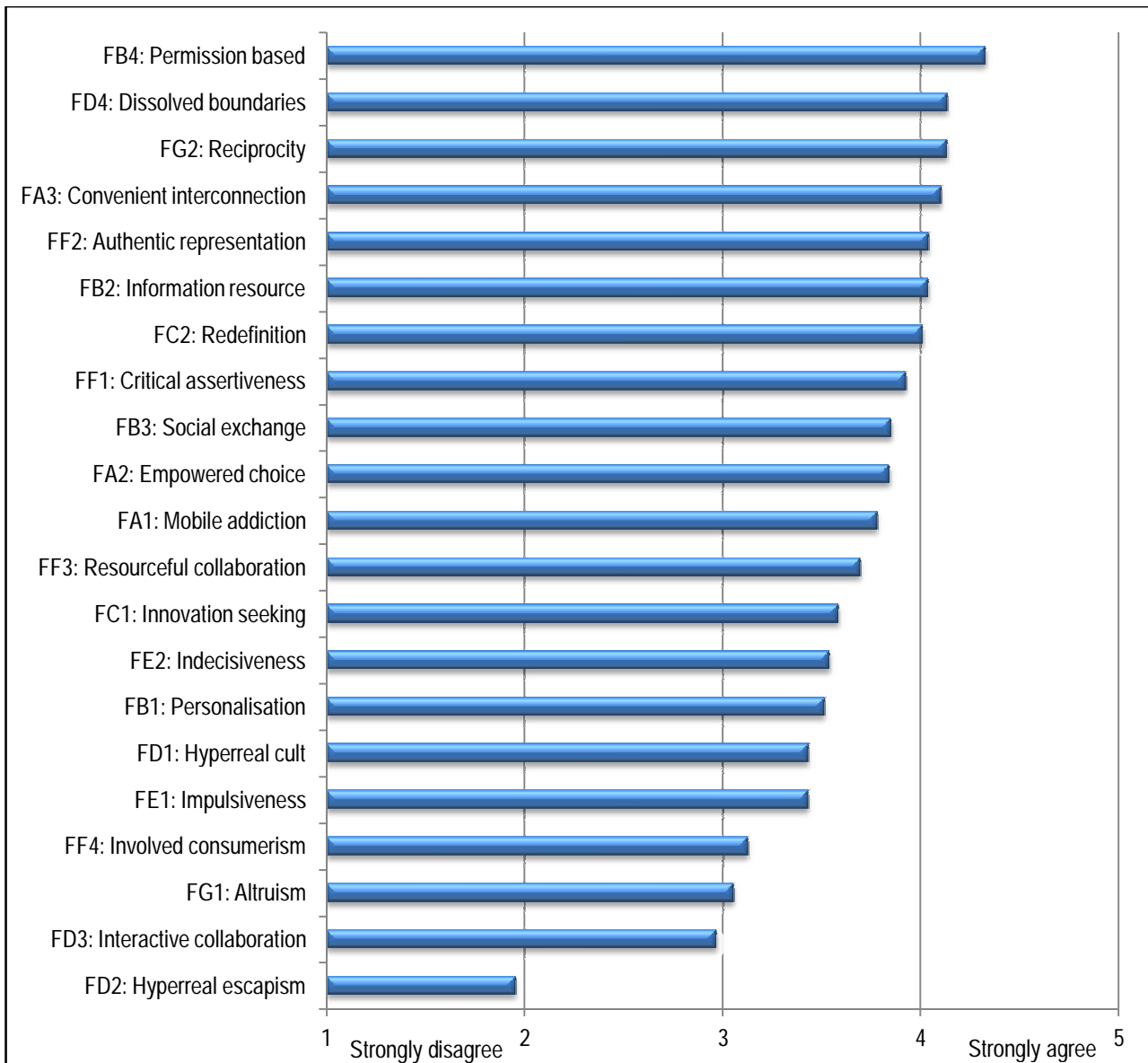


Figure 7.7 shows mean scores for the seven different sections of questions, at a macro level. It is interesting to note that order of mean scores for the macro level does not correspond directly with the order of mean scores for individual dimensions within a section of questions. Section F: Market exchange had the highest mean score of 3.825 and Section D: Social evolution had the lowest mean score of 3.234.

Figure 7.7: Factors mean scores for sections

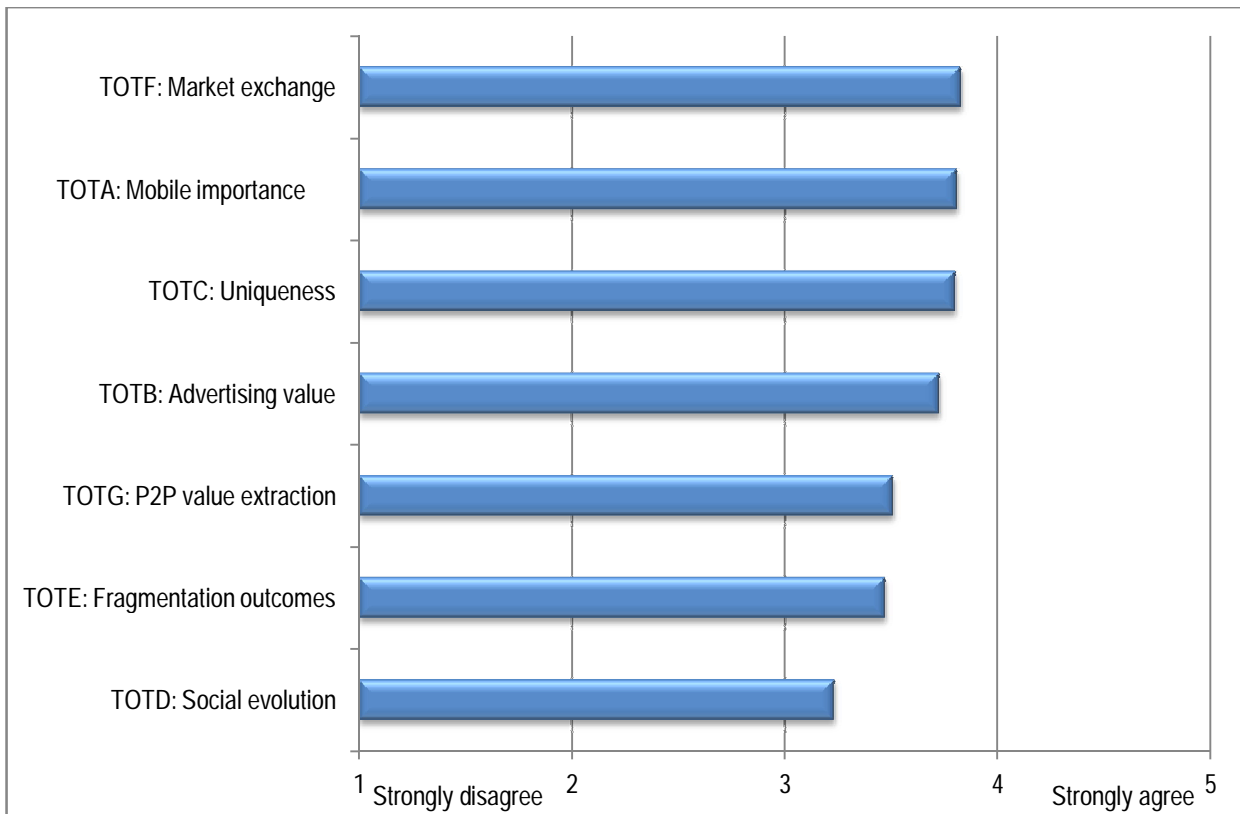
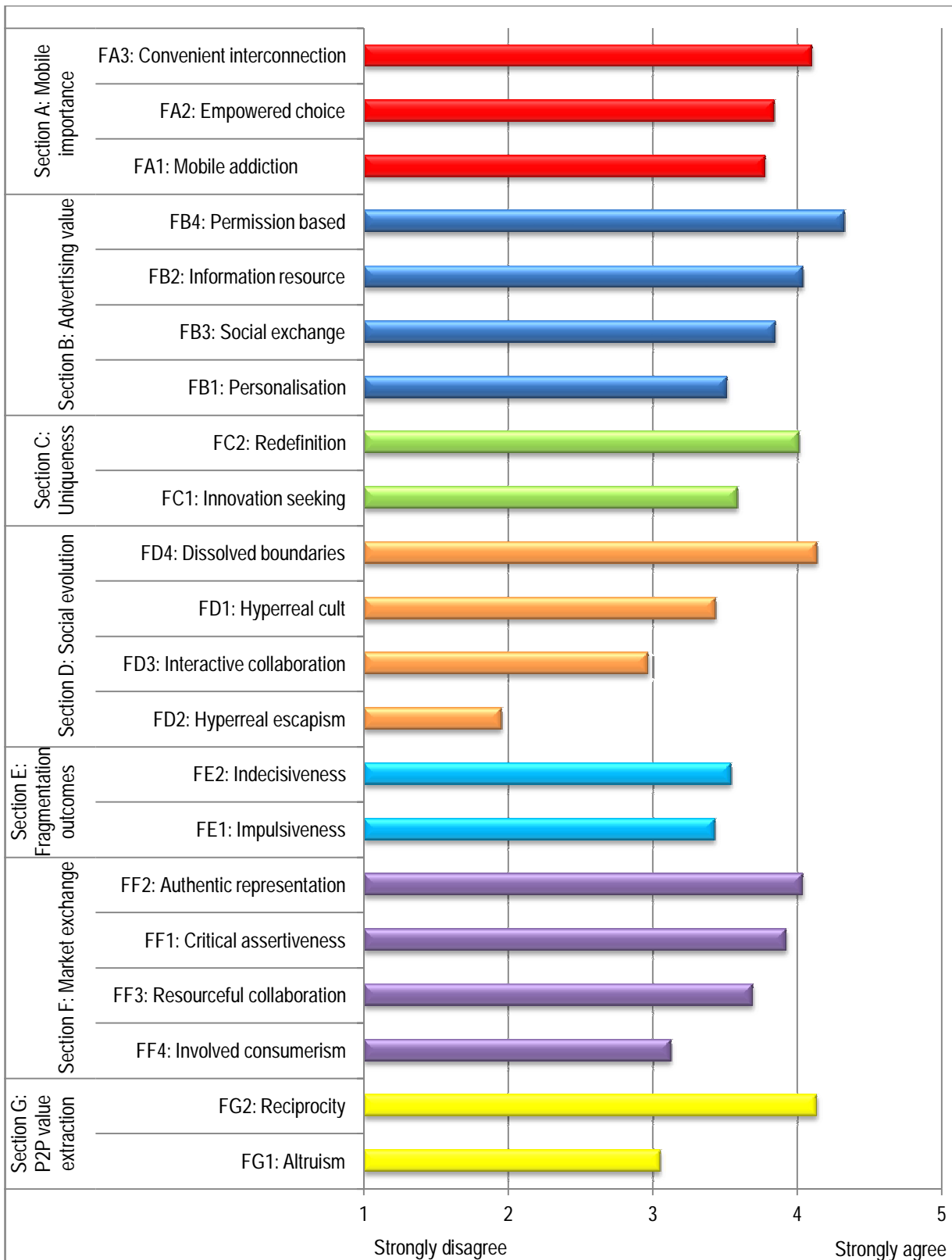


Figure 7.8 arranges mean scores for each dependent variable within respective sections of questions. This representation shows that there is high variability between mean scores of the various dimensions that make up sections of questions. For instance in Section D: Social Evolution, factor *FD4: Dissolved boundaries* has a mean score of 4.135, but factor *FD2: Hyperreal escapism* has a mean score of 1.953. Thus the variability of mean scores within Section D is responsible for the low overall mean score of Section D.

Figure 7.8: Factors mean scores (all groups within respective sections)



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## 7.7 ANALYSIS OF VARIANCE (ANOVA), ETA SQUARED

The statistical analysis applied predominantly in the data analysis to investigate and explore differences between dependent variables and groups of independent variables was analysis of variance (ANOVA). ANOVA is a statistical technique, which can be used to analyse multiple independent variables. ANOVA tests whether means differ between independent variables under measure (Field, 2005:724). ANOVA allows one to compare the effects of each independent variable individually (Ho, 2006:57), which is beneficial in the context of this study. To corroborate the findings produced from ANOVA tests, the effect size measure eta-squared (Levine & Hullett, 2002:612; Pierce, Block & Aguinis, 2004:917) were also reported. Eta-squared is an effect size measure, commonly used to estimate the effect size for the ANOVA (Levine & Hullett, 2002:612). According to Field (2005:730) Eta-squared confirms the overall effect of the ANOVA.

The results of the ANOVA tests produce the significance of each independent variable included in the analysis for a given dependent variable. If the significance, or p-value is less than 0.001 then the difference is significant at the 0.1% level and is considered very highly significant, if the significance lies between 0.001 and 0.01, then the difference is significant at the 1% level of significance and is considered highly significant; if the significance lies between 0.01 and 0.05, then the difference is interpreted as moderately significant at the 5% level.

In terms of Eta-squared, effect size significances are considered small for values between 0.01 and 0.06 and large for values above 0.06 (Kittler, Menard & Phillips, 2007).

The results of ANOVA and corresponding effect sizes (Eta-squared) are provided in the respective tables accompanying each analysis of the independent variables. For ease of visual reference, colour coding has been applied to the significant values in the tables. In terms of the ANOVA test, those dimensions that are shaded in yellow, green and red indicates that a significant difference between and within the different groups exists (red being the most significant, yellow less significant and green least significant). In terms of

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Eta-Squared, those dimensions that are shaded in yellow or red indicates the strength of the association between the variables (red the strongest and yellow less strong).

### 7.7.1 Factor mean scores by gender

Table 7.38 lists the factor mean scores of all 28 dimensions by gender.

#### ANOVA tests

In terms of the ANOVA tests, significant differences between means across gender groups were identified in respect of eight dependent variables: *FC2: Redefinition* ( $p=0.004$ ); *TOTC: Uniqueness* ( $p=0.001$ ); *FC1: Innovation seeking* ( $p=0.030$ ); *FE2: Indecisiveness* ( $p=0.039$ ); *TOTG: P2P value extraction* ( $p=0.041$ ); *TOTE: Fragmentation outcomes* ( $p=0.003$ ); *FE1: Impulsiveness* ( $p=0.011$ ); and *FG1: Altruism* ( $p=0.012$ ).

- In terms of *FC1: Innovation seeking*, the mean score for males was 3.791, whereas the mean score for females was significantly lower at 3.527. The interpretation of this result is that males are significantly more likely than females to seek innovation.
- In terms of *FC2: Redefinition*, the mean score for males was 4.209, whereas the mean score for females of 3.922 was significantly lower. Although both mean scores support high agreement responses, males appear to be more inclined to actively process and re-construct information than females.
- In terms of *TOTC: Uniqueness*, the mean score for males was 3.999, while the mean score for females was 3.730. This indicates that males are more likely to seek out innovative offerings than females and have a higher propensity to be characterised as early adopters than females. This supports the findings of factors *FC1* and *FC2*.
- In terms of *FE1: Impulsiveness*, the mean score for males was 3.233, while the mean score for females of 3.513 was significantly higher, which indicates that females are significantly more inclined to respond impulsively than males.
- In terms of *FE2: Indecisiveness*, the mean score for males was 3.350, while the mean score for females of 3.638 was significantly higher, which suggests females are less decisive than males when deciding which product to choose from in the

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context of shopping. This could be a function of the fact that in the retail sector there are more products designed for women than there are for men. It is also indicative that men may be more single-minded and focussed than women.

- In terms of TOTE: Fragmentation outcomes, the mean score for males was 3.283, while the mean score for females was significantly higher at 3.562, which implies that females are more susceptible to the effects of fragmentation than males.
- In terms of *FG1: Altruism*, the mean score for males was 3.276, while the mean score for females was significantly lower at 2.944. This difference may account for the fact that males are more involved in the process of peer-to-peer file sharing than females, thus more familiar with its processes. This finding could be associated with factor TOTC: Uniqueness, which suggests that males are more inclined to be early adopters of technology than females.
- In terms of TOTG: P2P value extraction, the mean score for males was 3.659, while the mean score for females was lower at 3.434, which suggest that females derive significantly less value from peer-to-peer file sharing than males.

### Eta-squared

The strength of the relationship between gender and the dependent variable is significant for nine instances: *FF2: Authentic representation* ( $\eta^2=0.011$ ); *FC2: Redefinition* ( $\eta^2=0.025$ ); TOTC: Uniqueness ( $\eta^2=0.031$ ); *FC1: Innovation seeking* ( $\eta^2=0.014$ ); *FE2: Indecisiveness* ( $\eta^2=0.013$ ); TOTG: P2P value extraction ( $\eta^2=0.013$ ); TOTE: Fragmentation outcomes ( $\eta^2=0.026$ ); *FE1: Impulsiveness* ( $\eta^2=0.020$ ); and *FG1: Altruism* ( $\eta^2=0.021$ ). These findings are similar to those of the ANOVA tests, with the exception of an additional dependent variable, *FF2: Authentic representation*, where the mean score for males was 4.141, compared to the mean score for females of 3.985. This result implies that males have a significantly higher expectation for brands to be authentic, than females. This finding aligns with the proposition that males are more likely to be early adopters than females, and the presumption that males have fewer retail offerings to choose from than females.

**Table 7.38: Factor mean scores by gender**

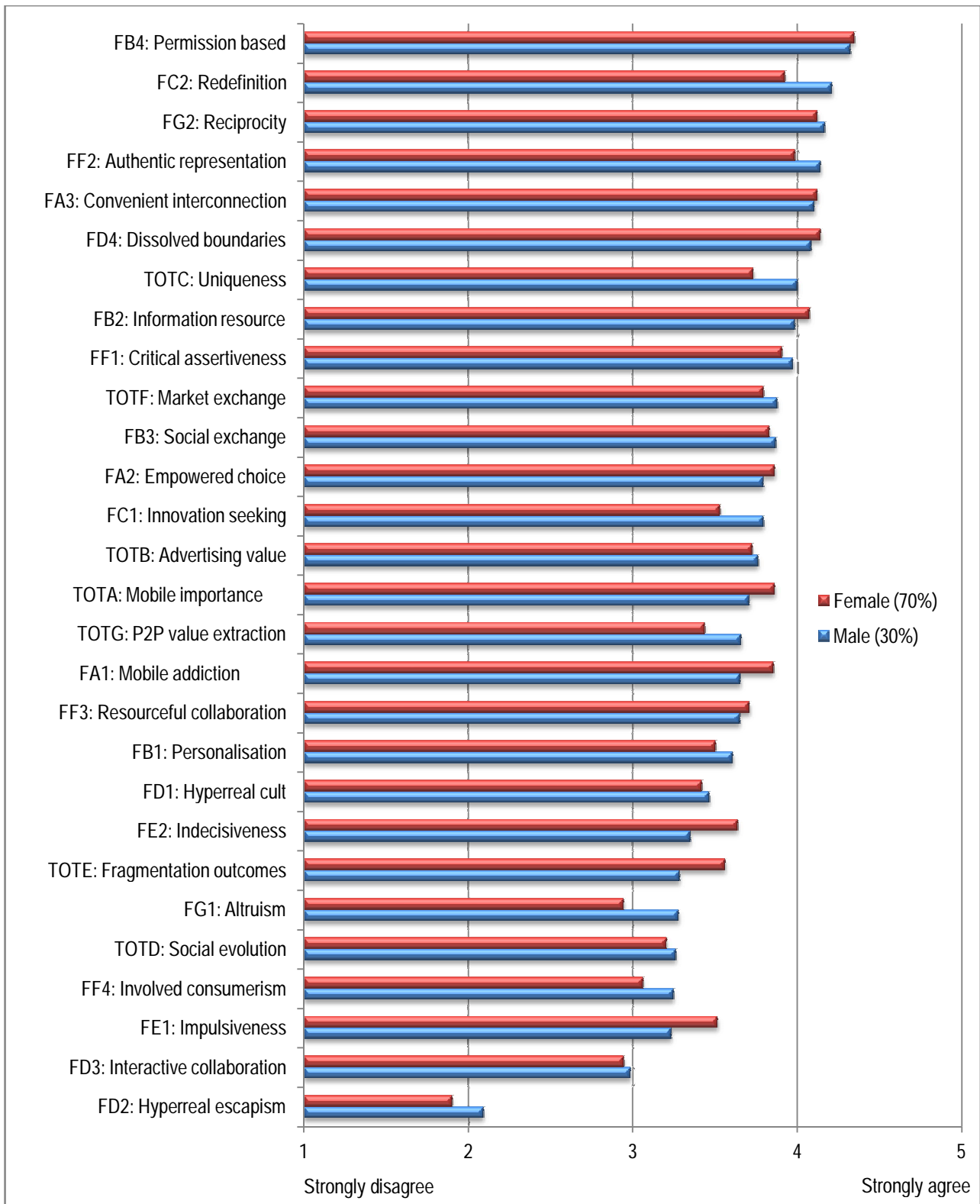
Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Male (30%)	Female (70%)			
FB4: Permission based	4.337	4.320	4.344	0.805	0.000	
FG2: Reciprocity	4.135	4.167	4.120	0.706	0.000	
FD4: Dissolved boundaries	4.122	4.083	4.140	0.591	0.001	
FA3: Convenient interconnection	4.115	4.102	4.121	0.867	0.000	
FB2: Information resource	4.046	3.985	4.073	0.366	0.003	
FF2: Authentic representation	4.034	4.141	3.985	0.061	0.011	
FC2: Redefinition	4.012	4.209	3.922	0.004	0.025	**
FF1: Critical assertiveness	3.925	3.972	3.904	0.489	0.001	
FB3: Social exchange	3.841	3.869	3.829	0.717	0.000	
FA2: Empowered choice	3.839	3.791	3.861	0.563	0.001	
TOTF: Market exchange	3.817	3.874	3.791	0.296	0.003	
TOTC: Uniqueness	3.815	3.999	3.730	0.001	0.031	**
TOTA: Mobile importance	3.813	3.707	3.862	0.122	0.007	
FA1: Mobile addiction	3.791	3.654	3.853	0.073	0.010	
TOTB: Advertising value	3.734	3.759	3.723	0.685	0.001	
FF3: Resourceful collaboration	3.689	3.649	3.707	0.568	0.001	
FC1: Innovation seeking	3.610	3.791	3.527	0.030	0.014	*
FE2: Indecisiveness	3.547	3.350	3.638	0.039	0.013	*
FB1: Personalisation	3.534	3.605	3.501	0.376	0.002	
TOTG: P2P value extraction	3.506	3.659	3.434	0.041	0.013	*
TOTE: Fragmentation outcomes	3.474	3.283	3.562	0.003	0.026	**
FD1: Hyperreal cult	3.431	3.462	3.417	0.712	0.000	
FE1: Impulsiveness	3.425	3.233	3.513	0.011	0.020	*
TOTD: Social evolution	3.222	3.259	3.205	0.584	0.001	
FF4: Involved consumerism	3.118	3.245	3.060	0.228	0.005	
FG1: Altruism	3.049	3.276	2.944	0.012	0.021	*
FD3: Interactive collaboration	2.955	2.985	2.941	0.760	0.000	
FD2: Hyperreal escapism	1.961	2.090	1.900	0.152	0.006	

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.9 provides a graphic representation of factor mean scores for gender, in descending order.



Figure 7.9: Factor mean scores by gender



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## 7.7.2 Factor mean scores by age group

Table 7.39 lists the factor mean scores of all 28 dimensions by age group.

### ANOVA tests

In terms of the ANOVA tests, significant differences between means across age groups were identified in respect of two dependent variables: TOTA: Mobile importance ( $p=0.036$ ); and *FA1: Mobile addiction* ( $p=0.037$ ).

- In terms of *FA1: Mobile addiction*, the mean score for the age group 18-20 was 3.920, whereas the mean score for the age group 21-29 was significantly lower at 3.708. The interpretation of this result is that the younger age group are more dependent on their cell phones than the slightly older age group. The high mean score obtained for this factor indicates that the younger segment rely on their cell phones as a tool for constant connectivity. The high status placed on cell phones is perhaps indicative of the characteristic of de-differentiation, emphasising the importance of cell phones in the respondents' lives.
- In terms of TOTA: Mobile importance, the mean score for the age group 18-20 was 3.931, whereas the mean score for the age group 21-29 was significantly lower at 3.738. This result reinforces the findings documented against *FA1: Mobile addiction*. The age group 18-20 demonstrate a significantly higher dependence on their mobile phones than the age group 21-29. This finding may stem from the fact that other communication platforms are not as readily accessible as cell phones are to the younger age group, thus cell phones constitute the younger segments' principal communication platform. Whereas the older segment may perhaps have access to alternative communication platforms by virtue of their circumstances, such as through employment, for example. Furthermore, the younger group are perhaps less emotionally secure than the older group and to offset this insecurity they depend on their cell phones for access to support, be it social, emotional or even financial.

## Eta-squared

The strength of the relationship between age groups and the dependent variable is significant for three instances: *FB2: Information resource* ( $\eta^2=0.011$ ); *TOTA: Mobile importance* ( $\eta^2=0.014$ ); and *FA1: Mobile addiction* ( $\eta^2=0.013$ ). These findings are similar to those of the ANOVA tests, with the exception of an additional dependent variable, *FB2: Information resource*; where the mean score for the age group 18-20 was 4.141, compared to the mean score for the age group 21-29, which was 3.971. This result implies that the younger age group tend to use advertising as an informational resource more than the 21-29 age group, perhaps due to their process of identify formation.

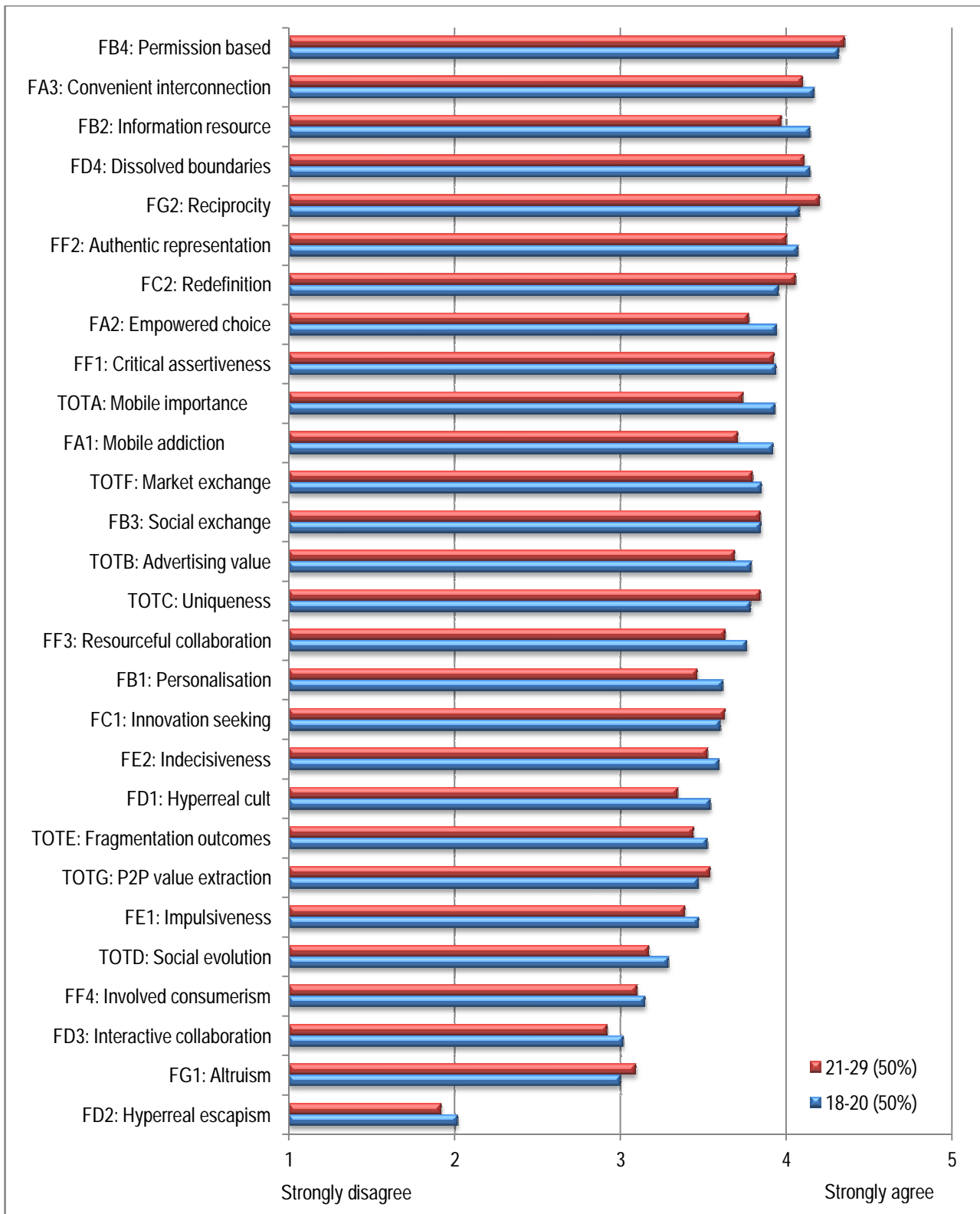
Table 7.39: Factor mean scores by age

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	18-20 (50%)	21-29 (50%)			
FB4: Permission based	4.335	4.317	4.352	0.702	0.000	
FG2: Reciprocity	4.143	4.078	4.202	0.279	0.004	
FA3: Convenient interconnection	4.131	4.168	4.099	0.495	0.001	
FD4: Dissolved boundaries	4.123	4.141	4.108	0.742	0.000	
FB2: Information resource	4.051	4.141	3.971	0.060	0.011	
FF2: Authentic representation	4.034	4.070	4.001	0.383	0.002	
FC2: Redefinition	4.006	3.951	4.055	0.270	0.004	
FF1: Critical assertiveness	3.932	3.938	3.926	0.894	0.000	
FA2: Empowered choice	3.851	3.941	3.772	0.131	0.007	
FB3: Social exchange	3.845	3.846	3.843	0.974	0.000	
TOTA: Mobile importance	3.829	3.931	3.738	0.036	0.014	*
TOTF: Market exchange	3.821	3.850	3.794	0.450	0.002	
TOTC: Uniqueness	3.815	3.785	3.842	0.473	0.002	
FA1: Mobile addiction	3.808	3.920	3.708	0.037	0.013	*
TOTB: Advertising value	3.736	3.788	3.689	0.223	0.005	
FF3: Resourceful collaboration	3.691	3.760	3.629	0.165	0.006	
FC1: Innovation seeking	3.617	3.602	3.631	0.801	0.000	
FE2: Indecisiveness	3.558	3.595	3.526	0.598	0.001	
FB1: Personalisation	3.535	3.617	3.462	0.162	0.006	
TOTG: P2P value extraction	3.508	3.471	3.542	0.490	0.002	
TOTE: Fragmentation outcomes	3.480	3.524	3.441	0.357	0.003	
FD1: Hyperreal cult	3.438	3.540	3.346	0.082	0.009	
FE1: Impulsiveness	3.427	3.471	3.389	0.431	0.002	
TOTD: Social evolution	3.228	3.290	3.172	0.208	0.005	
FF4: Involved consumerism	3.123	3.148	3.101	0.739	0.000	
FG1: Altruism	3.048	2.999	3.093	0.449	0.002	
FD3: Interactive collaboration	2.966	3.017	2.920	0.475	0.002	
FD2: Hyperreal escapism	1.965	2.017	1.918	0.429	0.002	

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.10 provides a graphic representation of factor mean scores for age, in descending order.

**Figure 7.10: Factor mean scores by age**



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### 7.7.3 Factor mean scores by ethnicity

Table 7.40 lists the factor mean scores of all 28 dimensions by ethnicity. The range of mean scores of both groups against dependent variables generally fall into the same categories as outlined in section 7.5, for example, for, factor, TOTA: Mobile importance, the group of black respondents obtained a mean score of 4.221, and the group of white respondents obtained a mean score of 3.598. Both mean values can be interpreted to fall into the high agreement response category.

#### ANOVA tests

In terms of the ANOVA tests, 24 of the 28 dependent variables revealed significant differences between means across race groups.

The means were significantly different for 21 of the factor scores (at the 0.1% level) were: *FA3: Convenient interconnection* ( $p=0.000$ ); *FB2: Information resource* ( $p=0.000$ ); *FF2: Authentic representation* ( $p=0.000$ ); *FF1: Critical assertiveness* ( $p=0.000$ ); *FA2: Empowered choice* ( $p=0.000$ ); *FB3: Social exchange* ( $p=0.000$ ); *TOTF: Market exchange* ( $p=0.000$ ); *TOTA: Mobile importance* ( $p=0.000$ ); *TOTC: Uniqueness* ( $p=0.000$ ); *FA1: Mobile addiction* ( $p=0.000$ ); *TOTB: Advertising value* ( $p=0.000$ ); *FC1: Innovation seeking* ( $p=0.000$ ); *FB1: Personalisation* ( $p=0.000$ ); *TOTG: P2P value extraction* ( $p=0.000$ ); *FD1: Hyperreal cult* ( $p=0.000$ ); *FE1: Impulsiveness* ( $p=0.000$ ); *TOTD: Social evolution* ( $p=0.000$ ); *FF4: Involved consumerism* ( $p=0.000$ ); *FG1: Altruism* ( $p=0.000$ ); *FD3: Interactive collaboration* ( $p=0.000$ ); and *FD2: Hyperreal escapism* ( $p=0.000$ ). Those significant at the 1% level being: *FD4: Dissolved boundaries* ( $p=0.002$ ); and *FF3: Resourceful collaboration* ( $p=0.001$ ). Only one dependent variable, *TOTE: Fragmentation outcomes* ( $p=0.015$ ), was significant at the 5% level.

The results indicate highly significant differences between ethnic groups. In cases where significant variances have been noted, the mean scores of black respondents were significantly higher than the mean scores of white respondents. However, in two cases (which did not represent statistical differences), *FB4: Permission based* and *FE2: Indecisiveness*, the mean scores of black respondents were lower than the mean scores of

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white respondents. Several researchers have indicated that cultural bias (Baumgartner & Steenkamp, 2001; Van de Vijver & Leung, 1997) may be present when there are significant differences across cultural groups, especially when the differences are in the same direction across a range of measures. Therefore, since bias may be present, the results of the ethnic differences need to be interpreted with caution.

The idea of response bias influenced by culture led the researcher to consider the possibility of other possible cultural factors which may have impacted on the perspectives of respondents from different ethnic groups. Alternative possible rationales to consider for the variance between the groups lies in: a) innate cultural differences between groups and b) socio-economic status. Arguably, these socio-cultural aspects contribute to respondents' worldviews and thus affect their responses.

The interpretation of differences in mean scores between ethnic groups will take these socio-cultural aspects into consideration. This interpretation is divided into 7 sections addressing each cluster of factors within their respective categories: Section A: Mobile importance, Section B: Advertising value, Section C: Uniqueness Section D: Social evolution, Section E: Fragmentation outcomes, Section F: Market exchange, and Section G: P2P value extraction.

### **Section A: Mobile importance**

In terms of TOTA: Mobile importance, the mean score for the group of black respondents was 4.221, whereas the mean score for the group of white respondents of 3.598 was significantly lower. Significant differences were observed for all dependent variables within Section A: Mobile importance.

The implication, therefore, is that black respondents are more likely to exhibit postmodern characteristics of de-differentiation, hyperreality, and demonstrate significantly more selective media consumption than white respondents as measured by their behaviour and attitude towards mobile phones.

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Socio-economic factors to consider are that less affluent respondents have fewer information communication media options available to them, so their cell phones may be the principal communication tool they use. Thus their cell phones become an indispensable possession, through which they can communicate with others, access and retrieve information or entertainment media of their choosing.

Another point to reflect on is that less privileged respondents are more likely to make use of public or the informal transportation system. Often people making use of these systems are subjected to extended waiting periods. They may perhaps fill this time by engaging with media accessible through their cell phones.

### **Section B: Advertising value**

In terms of TOTB: Advertising value, the mean score for the group of black respondents was 4.136, whereas the mean score for the group of white respondents of 3.524 was a significantly lower mean score. Significant differences were observed for all dependent variables within Section B: Advertising value, with the exception of factor, *FB4: Permission based*.

The implication, therefore, is that black respondents derive greater value from advertising and are more likely to exhibit postmodern characteristics of pastiche and embedded marketing through social exchange.

Socio-economic factors to consider are that less affluent respondents often live in crowded conditions and dense communities. Perhaps this perspective contributes to the reason that personalised communications are important to them, a personalised communication message distinguishes the individual from the masses, which may possibly make them feel more significant and in turn more receptive to organisations that they consider have singled them out as individuals.

The same socio-economic factors are thought to affect respondents' answers towards *FB3: Social exchange*. However, an additional influencing factor may relate to culture,

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where African communities tend to be inclusive with a strong sense of sharing and caring. Respondents belonging to these types of communities may be more predisposed to circulate information to their respective communities.

### **Section C: Uniqueness**

In terms of TOTC: Uniqueness, the group of black respondents obtained a mean score of 3.989, whereas the group of white respondents obtained a significantly lower mean score of 3.694. Significant differences were observed for factor, *FC1: Innovation seeking*.

The interpretation is that black respondents are more likely to demonstrate the postmodern characteristics of anti-foundationalism than white respondents as measured by their preference for innovation and desire to keep up with the latest trends.

A perspective to consider is that conspicuous consumption or keeping up with the latest trends may function as a public veil to mask respondents' actual socio-economic status. Another consideration, which ties back to the idea of congested communities, is that innovation draws attention, which helps to distinguish individuals from the crowds. However, the need to be recognised as an individual within a community is a fundamental human characteristic.

### **Section D: Social evolution**

In terms of TOTD: Social evolution, the group of black respondents obtained a high mean score of 3.728, whereas the group of white respondents obtained a significantly lower mean score of 2.963, which indicates a response clustering around the middle category of the scale. Significant differences were observed for all dependent variables within Section D: Social evolution.

The implication, therefore, is that black respondents agreed more strongly that social media networks have transformed ways of communicating. Factors in Section D were designed to measure the postmodern characteristics of de-differentiation, hyperreality, and



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collaborative marketing as borne out by respondents' perspectives concerning social media.

It must be noted that online gaming is not an important activity to either group, for the reasons outlined in section 7.6.1 which discusses factor mean scores for all groups.

### **Section E: Fragmentation outcomes**

In terms of TOTE: Fragmentation outcomes, the mean score for the group of black respondents was 3.627, whereas the mean score for the group of white respondents of 3.396 was significantly lower. Significant differences were observed for factor, *FE1: Impulsiveness*.

The implication, therefore, is that black respondents are likely to be more impulsive than white respondents as a behavioural outcome responding to the effects of product fragmentation.

The assumption behind this finding links back to findings from Section B: Advertising value. Section B revealed that black respondents derive significant value from advertising; therefore one can assume this group is highly receptive to advertising. Based on this receptivity they are perhaps more aware of particular products, and this may fuel impulsive acquisition of these items.

### **Section F: Market exchange**

In terms of TOTF: Market exchange, the group of black respondents obtained a mean score of 4.170, whereas the group of white respondents obtained a significantly lower mean score of 3.632.

The factors that make up TOTF: Market exchange are suggestive of postmodern marketing activities. Therefore, the result implies that black respondents are significantly more inclined to participate in postmodern marketing activities of embedded marketing

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than white respondents. This may be partly attributed to a stronger community-orientated culture. It is noted that for factor, FF4:Involved consumerism; black respondents achieve a high mean score, but white respondents achieve a medium mean score, which suggests that black respondents are more inclined to publically express their opinions of brands than white respondents.

### **Section G: P2P value extraction**

In terms of TOTG: P2P value extraction, the group of black respondents obtained a mean score of 3.775, whereas the group of white respondents obtained a significantly lower mean score of 3.354. Significant differences were observed for factor, *FG1: Altruism*, where the group of black respondents achieved a high mean score of 3.452, whereas the group of white respondents obtained a significantly lower mean score of 2.822, which indicates a response around the middle of the scale. The implication is therefore that black respondents seem to be more likely to demonstrate qualities of collaboration and concern for others' needs. This finding is considered to be associated with the stronger sense of community amongst African cultures (Broodryk, 2008:41).

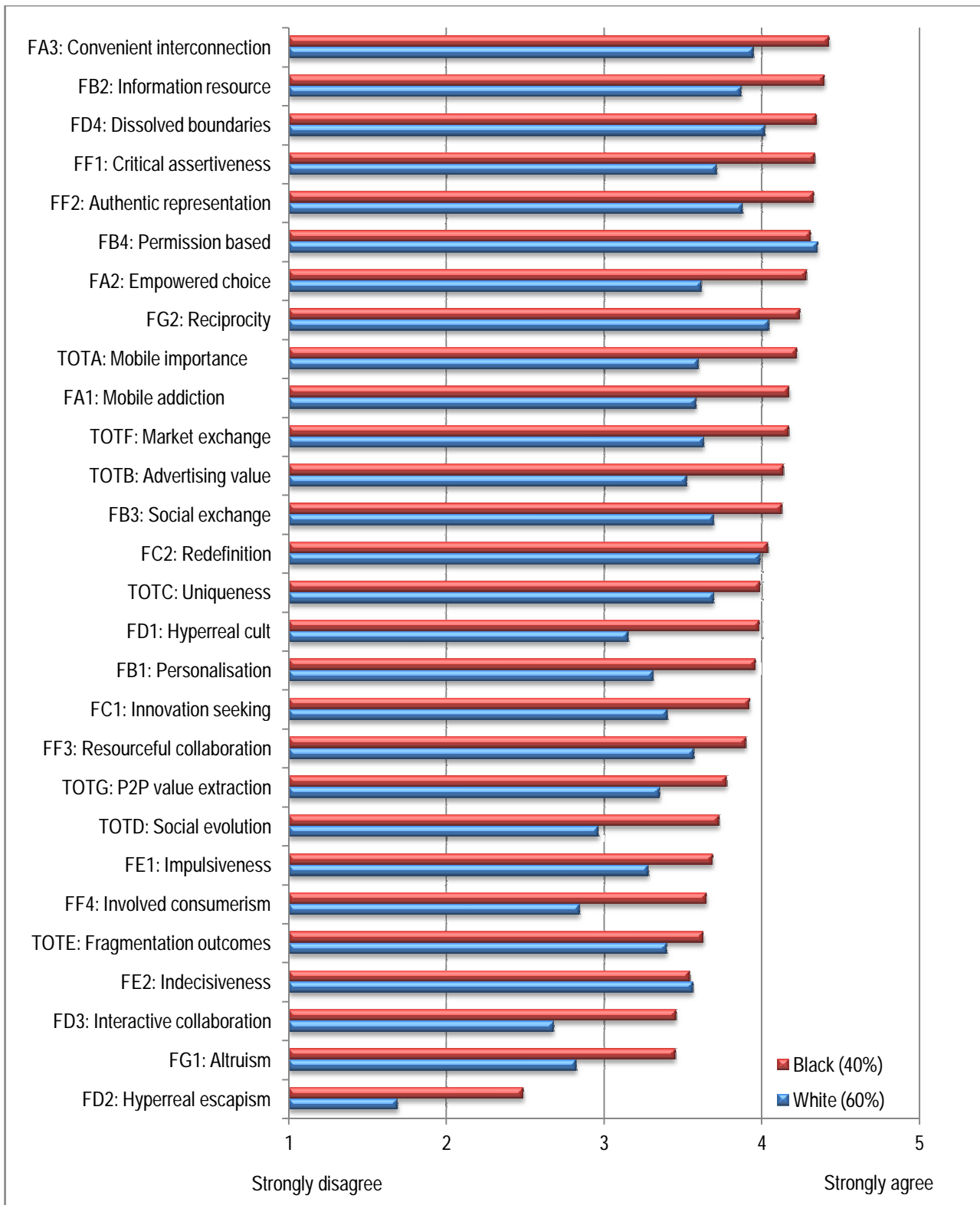
**Table 7.40: Factor mean scores by ethnicity**

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Black (40%)	White (60%)			
FB4: Permission based	4.339	4.309	4.355	0.635	0.001	
FD4: Dissolved boundaries	4.132	4.345	4.017	0.002	0.030	**
FG2: Reciprocity	4.117	4.244	4.046	0.107	0.009	
FA3: Convenient interconnection	4.113	4.427	3.946	0.000	0.060	***
FB2: Information resource	4.053	4.395	3.868	0.000	0.097	***
FF2: Authentic representation	4.037	4.330	3.878	0.000	0.097	***
FC2: Redefinition	4.005	4.036	3.988	0.633	0.001	
FF1: Critical assertiveness	3.931	4.334	3.714	0.000	0.132	***
FA2: Empowered choice	3.848	4.282	3.618	0.000	0.100	***
FB3: Social exchange	3.846	4.127	3.694	0.000	0.050	***
TOTF: Market exchange	3.820	4.170	3.632	0.000	0.152	***
TOTA: Mobile importance	3.816	4.221	3.598	0.000	0.124	***
TOTC: Uniqueness	3.798	3.989	3.694	0.000	0.038	***
FA1: Mobile addiction	3.789	4.171	3.583	0.000	0.089	***
TOTB: Advertising value	3.739	4.136	3.524	0.000	0.164	***
FF3: Resourceful collaboration	3.685	3.900	3.569	0.001	0.034	**
FC1: Innovation seeking	3.583	3.922	3.402	0.000	0.058	***
FE2: Indecisiveness	3.556	3.541	3.564	0.870	0.000	
FB1: Personalisation	3.539	3.960	3.311	0.000	0.099	***
TOTG: P2P value extraction	3.504	3.775	3.354	0.000	0.049	***
TOTE: Fragmentation outcomes	3.477	3.627	3.396	0.015	0.019	*
FD1: Hyperreal cult	3.445	3.984	3.152	0.000	0.156	***
FE1: Impulsiveness	3.424	3.689	3.281	0.000	0.044	***
TOTD: Social evolution	3.231	3.728	2.963	0.000	0.192	***
FF4: Involved consumerism	3.128	3.650	2.845	0.000	0.093	***
FG1: Altruism	3.050	3.452	2.822	0.000	0.078	***
FD3: Interactive collaboration	2.956	3.455	2.679	0.000	0.096	***
FD2: Hyperreal escapism	1.970	2.489	1.692	0.000	0.119	***

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.11 provides a graphic representation of factor mean scores for ethnicity, in descending order.

Figure 7.11: Factor mean scores by ethnicity



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#### 7.7.4 Factor mean scores by accommodation

Table 7.41 lists the factor mean scores of all 28 dimensions by type of accommodation.

##### ANOVA tests

In terms of the ANOVA tests, no significant differences between the means for different forms of accommodation were found. Therefore the independent variable, type of accommodation is not considered to be an influencing variable on the dependent dimensions under analysis.

##### Eta-squared

Despite the ANOVA test failing to yield any significant difference the Eta-squared shows that the effect sizes of the relationships between accommodation and the dependent variable is weakly significant for 15 instances: *FG2: Reciprocity* ( $\eta^2=0.019$ ); *FD4: Dissolved boundaries* ( $\eta^2=0.015$ ); *FA3: Convenient interconnection* ( $\eta^2=0.012$ ); *FB2: Information resource* ( $\eta^2=0.016$ ); *FB3: Social exchange* ( $\eta^2=0.011$ ); *TOTA: Mobile importance* ( $\eta^2=0.011$ ); *TOTC: Uniqueness* ( $\eta^2=0.011$ ); *TOTG: P2P value extraction* ( $\eta^2=0.022$ ); *TOTE: Fragmentation outcomes* ( $\eta^2=0.011$ ); *FD1: Hyperreal cult* ( $\eta^2=0.024$ ); *TOTD: Social evolution* ( $\eta^2=0.016$ ); *FF4: Involved consumerism* ( $\eta^2=0.019$ ); *FG1: Altruism* ( $\eta^2=0.017$ ); *FF3: Resourceful collaboration* ( $\eta^2=0.014$ ); *FE2: Indecisiveness* ( $\eta^2=0.012$ ). These factors appear to be orientated around social connectivity. An analysis of the strengths of relationships between different forms of accommodation and the significant variables according to the highest mean scores follows:

- In terms of *FG2: Reciprocity*, respondents sharing private accommodation obtained the highest mean score of all independent variables, at 4.321, which implies that respondents opting for shared private accommodation can be characterised as individuals who contribute to others.
- In terms of *FB2: Information resource*, respondents sharing private accommodation obtained the highest mean score at 4.188, which implies that advertising is possibly relied upon as a neutral third party source of information to aid household decisions.

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- The following dependent variables: *FB3: Social exchange*; *FD1: Hyperreal cult*; *FD4: Dissolved boundaries*; *TOTD: Social evolution*; *FE2: Indecisiveness*; *TOTE: Fragmentation outcomes*; *FF4: Involved consumerism*; *FF3: Resourceful collaboration*; *TOTG: P2P value extraction*, could be construed as factors that relate to social connectivity. Interestingly respondents that live alone reported the highest mean scores for these variables than those that have other forms of living arrangements. This result implies that social media possibly provides mechanisms to satisfy individuals' social needs when living alone.
  - In terms of *TOTC: Uniqueness*, respondents living alone had the highest mean score, which implies that perhaps unique aspects of their character means that they do not conform to expectations of the majority, so there is a greater tendency for respondents exhibiting unique qualities to live alone, which could be perceived as anti-foundationalism.
  - In terms of *FA3: Convenient interconnection*; *TOTA: Mobile importance*; and *FG1: Altruism*, respondents living in student accommodation achieved the highest mean scores. These results appear logical for the following reasons. Firstly, respondents living in student accommodation are likely to have limited choices of communication platforms; therefore their cell phone serves as their primary means of communication and connecting. Secondly, living in student accommodation warrants a degree of collaboration and consideration amongst fellow peers living under similar conditions.

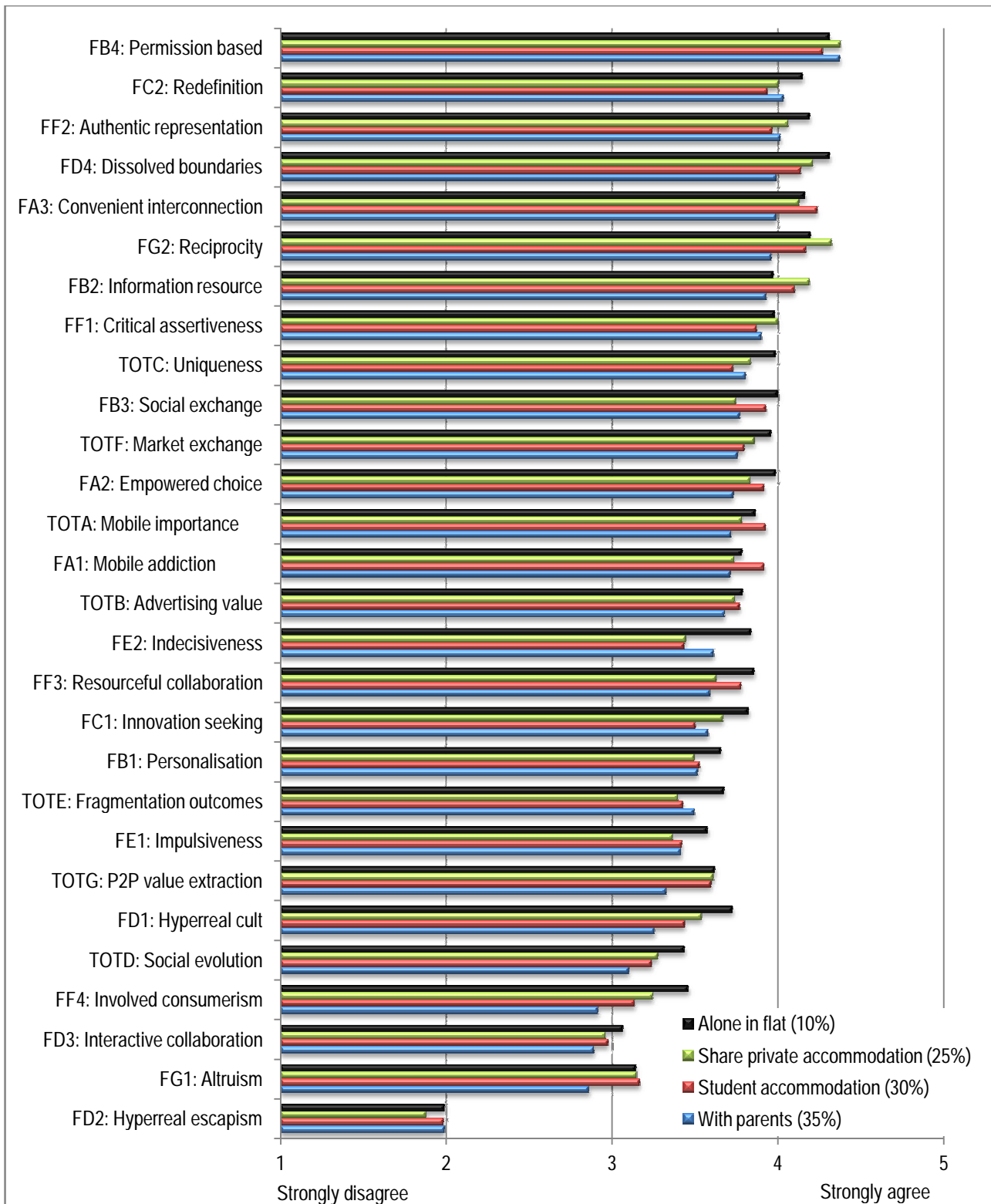
**Table 7.41: Factor mean scores by type of accommodation**

Dependent variable: Factor scores	Means				ANOVA F p-value	ETA squared	Significance
	All Groups	With parents (35%)	Student accommodation (30%)	Share private accommodation (25%)			
FB4: Permission based	4.334	4.373	4.267	4.375	4.311	0.766	0.004
FG2: Reciprocity	4.131	3.958	4.168	4.321	4.195	0.115	0.019
FD4: Dissolved boundaries	4.119	3.987	4.139	4.208	4.311	0.170	0.015
FA3: Convenient interconnection	4.113	3.987	4.235	4.125	4.162	0.264	0.012
FB2: Information resource	4.043	3.928	4.099	4.188	3.973	0.146	0.016
FF2: Authentic representation	4.028	4.013	3.963	4.058	4.193	0.376	0.010
FC2: Redefinition	4.009	4.034	3.936	4.000	4.149	0.601	0.006
FF1: Critical assertiveness	3.921	3.898	3.871	3.996	3.982	0.737	0.004
FA2: Empowered choice	3.837	3.729	3.915	3.831	3.986	0.431	0.009
FB3: Social exchange	3.837	3.767	3.926	3.743	4.000	0.320	0.011
TOTF: Market exchange	3.813	3.757	3.794	3.856	3.961	0.381	0.009
TOTA: Mobile importance	3.810	3.715	3.923	3.781	3.864	0.309	0.011
TOTC: Uniqueness	3.808	3.804	3.729	3.834	3.986	0.302	0.011
FA1: Mobile addiction	3.787	3.710	3.914	3.734	3.784	0.407	0.009
TOTB: Advertising value	3.730	3.676	3.767	3.737	3.788	0.765	0.004
FF3: Resourceful collaboration	3.685	3.590	3.777	3.625	3.856	0.208	0.014
FC1: Innovation seeking	3.601	3.576	3.500	3.667	3.824	0.377	0.010
FE2: Indecisiveness	3.546	3.610	3.436	3.444	3.838	0.255	0.012
FB1: Personalisation	3.530	3.514	3.527	3.493	3.658	0.862	0.002
TOTG: P2P value extraction	3.504	3.323	3.596	3.609	3.622	0.073	0.022
TOTE: Fragmentation outcomes	3.472	3.494	3.427	3.396	3.677	0.327	0.011
FD1: Hyperreal cult	3.426	3.254	3.436	3.539	3.728	0.051	0.024
FE1: Impulsiveness	3.423	3.414	3.421	3.363	3.577	0.727	0.004
TOTD: Social evolution	3.218	3.100	3.239	3.274	3.435	0.152	0.016
FF4: Involved consumerism	3.118	2.914	3.135	3.243	3.458	0.104	0.019
FG1: Altruism	3.049	2.861	3.165	3.144	3.145	0.162	0.017
FD3: Interactive collaboration	2.952	2.890	2.975	2.957	3.068	0.877	0.002
FD2: Hyperreal escapism	1.962	1.990	1.981	1.877	1.991	0.909	0.002

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.12 provides a graphic representation of factor mean scores by type of accommodation, in descending order.

Figure 7.12: Factor mean scores by type of accommodation





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### 7.7.5 Factor mean scores by employment

Table 7.42 lists the factor mean scores of all 28 dimensions by employment status.

#### ANOVA tests

In terms of the ANOVA tests, significant differences between means across employment status groups were identified in respect of seven dependent variables. Those significant at the 1% level being: *FB2: Information resource* ( $p=0.002$ ); and *TOTB: Advertising value* ( $p=0.009$ ); and those significant at the 5% level being: *FA1: Mobile addiction* ( $p=0.024$ ); *FA3: Convenient interconnection* ( $p=0.021$ ); *TOTA: Mobile importance* ( $p=0.040$ ); *FD4: Dissolved boundaries* ( $p=0.040$ ); and *TOTD: Social evolution* ( $p=0.022$ ).

- In terms of factors significant at the 1% level: *FB2: Information resource*, the mean score for the unemployed group was 4.140, compared to the group indicating some employment, with a mean score of 3.839, and in terms of *TOTB: Advertising value*, the mean score for the unemployed group was 3.803, whereas the mean score for the group indicating some employment, was 3.581. These results suggest that the unemployed group rely on advertising as a source of information more than the employed group. This result is perhaps attributed to the fact that the unemployed group probably has more time available than the employed group and therefore potentially consumes more media than the latter group, so they are accordingly exposed to more advertising.
- In terms of factors reported as significant at the 5% level the means for both groups were reflective of positive agreement, however, the unemployed group achieved higher mean scores across these variables than the group that indicated some employment. The results suggest that unemployed respondents are highly dependent on their cell phones for connectivity, thus indicating postmodern characteristics of de-differentiation and hyperreality.

#### Eta-squared

The strength of the relationship between employment groups and the dependent variable is significant for eight instances: *FB2: Information resource* ( $\eta^2=0.030$ ); *TOTB: Advertising value* ( $\eta^2=0.021$ ); *FA1: Mobile addiction* ( $\eta^2=0.015$ ); *FA3: Convenient interconnection*

( $\eta^2=0.016$ ); TOTA: Mobile importance ( $\eta^2=0.013$ ); FD4: Dissolved boundaries ( $\eta^2=0.013$ ); TOTD: Social evolution ( $\eta^2=0.016$ ); and FC1: Innovation seeking ( $\eta^2=0.011$ ). These findings are similar to those of the ANOVA tests, with the exception of an additional dependent variable, FC1: Innovation seeking, where the unemployed group still achieve a higher mean score than the group indicating some employment, namely 3.677, compared to 3.445. The interpretation of this result is that the unemployed group are more receptive to innovation than the group full-time employed or some-time employed, which indicates the postmodern characteristic of anti-foundationalism.

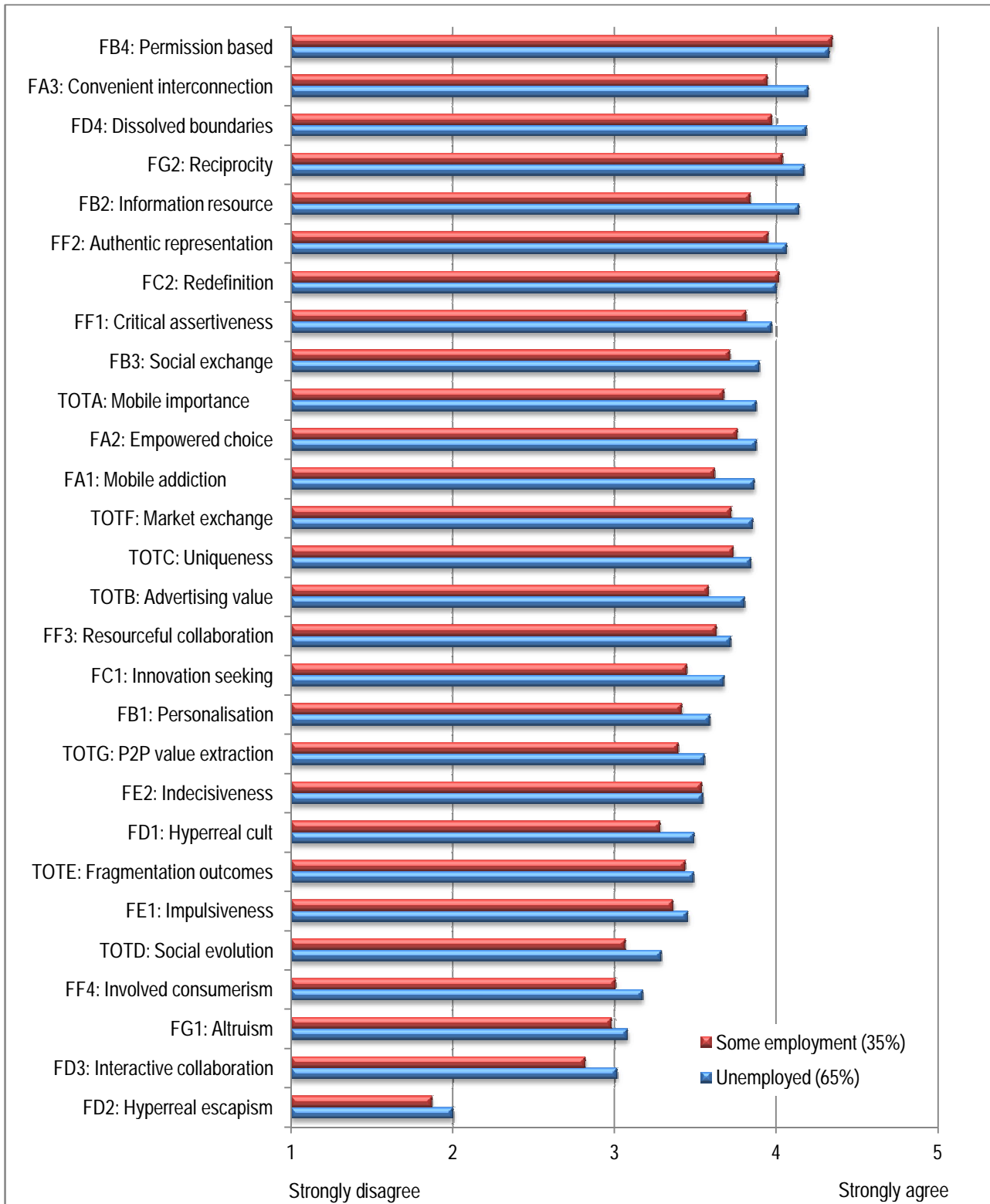
**Table 7.42: Factor mean scores by employment**

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Unemployed (65%)	Some employment (35%)			
FB4: Permission based	4.336	4.330	4.349	0.848	0.000	
FG2: Reciprocity	4.128	4.173	4.038	0.269	0.004	
FD4: Dissolved boundaries	4.116	4.188	3.972	0.040	0.013	*
FA3: Convenient interconnection	4.113	4.198	3.945	0.021	0.016	*
FB2: Information resource	4.040	4.140	3.839	0.002	0.030	**
FF2: Authentic representation	4.026	4.063	3.950	0.167	0.006	
FC2: Redefinition	4.008	4.002	4.018	0.872	0.000	
FF1: Critical assertiveness	3.917	3.970	3.812	0.101	0.008	
FA2: Empowered choice	3.837	3.875	3.761	0.340	0.003	
FB3: Social exchange	3.833	3.894	3.711	0.090	0.009	
TOTF: Market exchange	3.811	3.856	3.722	0.084	0.009	
TOTA: Mobile importance	3.808	3.875	3.673	0.040	0.013	*
TOTC: Uniqueness	3.807	3.844	3.733	0.185	0.005	
FA1: Mobile addiction	3.783	3.865	3.619	0.024	0.015	*
TOTB: Advertising value	3.729	3.803	3.581	0.009	0.021	**
FF3: Resourceful collaboration	3.688	3.716	3.630	0.385	0.002	
FC1: Innovation seeking	3.600	3.677	3.445	0.053	0.011	
FE2: Indecisiveness	3.544	3.546	3.541	0.974	0.000	
FB1: Personalisation	3.530	3.588	3.416	0.137	0.007	
TOTG: P2P value extraction	3.501	3.555	3.393	0.138	0.007	
TOTE: Fragmentation outcomes	3.471	3.488	3.436	0.584	0.001	
FE1: Impulsiveness	3.422	3.452	3.361	0.406	0.002	
FD1: Hyperreal cult	3.421	3.492	3.281	0.072	0.010	
TOTD: Social evolution	3.215	3.289	3.067	0.022	0.016	*
FF4: Involved consumerism	3.116	3.173	3.005	0.264	0.004	
FG1: Altruism	3.046	3.080	2.982	0.459	0.002	
FD3: Interactive collaboration	2.949	3.014	2.819	0.168	0.006	
FD2: Hyperreal escapism	1.956	2.000	1.871	0.324	0.003	

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.13 provides a graphic representation of factor mean scores by employment, in descending order.

**Figure 7.13: Factor mean scores by employment**



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### 7.7.6 Factor mean scores by device used most often to access the Internet

Table 7.43 lists the factor mean scores of all 28 dimensions by device used most often to access the Internet.

#### ANOVA tests

In terms of the ANOVA tests, significant differences between means across device groups were identified in respect of 20 dependent variables:

- Those significant at the 0.1% level being: *FD4: Dissolved boundaries* ( $p=0.000$ ); *FA2: Empowered choice* ( $p=0.000$ ); *TOTF: Market exchange* ( $p=0.001$ ); *TOTA: Mobile importance* ( $p=0.000$ ); *FA1: Mobile addiction* ( $p=0.000$ ); *TOTB: Advertising value* ( $p=0.000$ ); *FD1: Hyperreal cult* ( $p=0.000$ ); *TOTD: Social evolution* ( $p=0.000$ ); *FF4: Involved consumerism* ( $p=0.000$ ); and *FD3: Interactive collaboration* ( $p=0.000$ ).
- Those significant at the 1% level being: *FA3: Convenient interconnection* ( $p=0.005$ ); *FB3: Social exchange* ( $p=0.005$ ); *FF3: Resourceful collaboration* ( $p=0.003$ ); *FB1: Personalisation* ( $p=0.001$ ); and *FE1: Impulsiveness* ( $p=0.009$ ).
- Those significant at the 5% level being: *FF2: Authentic representation* ( $p=0.021$ ); *FF1: Critical assertiveness* ( $p=0.043$ ); *FC1: Innovation seeking* ( $p=0.041$ ); *TOTE: Fragmentation outcomes* ( $p=0.028$ ); and *FD2: Hyperreal escapism* ( $p=0.043$ );

In general, based on these results, it appears that respondents who use their cell phones most often to access the Internet rather than computers are significantly more likely to exhibit characteristics of postmodern behaviour.

In terms of those variables with the most significant differences in mean scores (those at the 0.1% level) between respondents using cell phones and those using computers to access the Internet, the following interpretation is offered:

- *Embedded marketing.* Respondents from the cell phone group are involved consumers who show a tendency to demonstrate embedded marketing, thus supporting the movement for postmodern marketing practices.

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- *Hyperreal and de-differentiation tendencies.* Respondents from the cell phone group are prevalent users of social network systems and communicate with ease across the divide between physical and virtual communication platforms. This fluidity of communication also infers the characteristic of de-differentiation is in effect through the dissolution of boundaries between physical and virtual domains; the virtual space is as real to respondents as the physical environment is to them.
  - *Choice.* Respondents from the cell phone group show a significantly stronger likelihood of accessing media of their choice with their cell phones. For factor *FA2: Empowered choice* the mean score for the cell phone group was 4.234 which is significantly greater than the mean score of 3.455 for the computer group. This result is somewhat expected, respondents using their cell phones most often to access the Internet with are anticipated to be heavy users of cell phones and hence more inclined to access media content through their cell phones at their convenience.

A similar response pattern emerges for those variables with a less significant difference in mean scores (those at the 1% level) between respondents using cell phones and those using computers to access the Internet most often. In addition to the observation of the presence of the aforementioned traits, the postmodern characteristic of pastiche is detected, as indicated through the mean score for factor *FB1: Personalisation*, of 3.711 for the cell phone group compared to the mean score of 3.356 of the computer group. Furthermore, the results suggest that the cell phone group are more inclined to demonstrate impulsive behaviour in response to fragmentation than the computer group as borne out by mean scores achieved for factor *FE1: Impulsiveness*, which is 3.559 for the cell phone group and 3.292 for the computer group. Conceivably this behavioural difference may be in part accounted for by the cell phone group being exposed to advertising communication nearer the point of purchase, by virtue of their media consumption patterns when using this device, which directly influences their behaviour, thus contributing to impulsive shopping activities.

Interestingly, the pattern of mean scores and interpreted characteristics observed for respondents that use cell phones as the device most often to access the Internet

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resembles the trend that emerged from black respondents in the interpretation of ethnicity. Thus some of the observations could be attributed to race based differences.

### **Eta-squared**

The findings from the ANOVA test are mirrored in results obtained from Eta-squared. Therefore the strength of the relationship between device used most often to access the Internet with and the dependent variable is significant for 20 instances: *FA2: Empowered choice* ( $\eta^2=0.149$ ); *TOTA: Mobile importance* ( $\eta^2=0.134$ ); *FA1: Mobile addiction* ( $\eta^2=0.073$ ); *TOTD: Social evolution* ( $\eta^2=0.067$ ); *TOTB: Advertising value* ( $\eta^2=0.037$ ); *FD1: Hyperreal cult* ( $\eta^2=0.054$ ); *TOTF: Market exchange* ( $\eta^2=0.033$ ); *FD4: Dissolved boundaries* ( $\eta^2=0.043$ ); *FF4: Involved consumerism* ( $\eta^2=0.045$ ); *FD3: Interactive collaboration* ( $\eta^2=0.047$ ); *FA3: Convenient interconnection* ( $\eta^2=0.024$ ); *FB3: Social exchange* ( $\eta^2=0.024$ ); *FF3: Resourceful collaboration* ( $\eta^2=0.027$ ); *FB1: Personalisation* ( $\eta^2=0.032$ ); *FE1: Impulsiveness* ( $\eta^2=0.021$ ); *FF2: Authentic representation* ( $\eta^2=0.016$ ); *FF1: Critical assertiveness* ( $\eta^2=0.012$ ); *FC1: Innovation seeking* ( $\eta^2=0.013$ ); *TOTE: Fragmentation outcomes* ( $\eta^2=0.015$ ); and *FD2: Hyperreal escapism* ( $\eta^2=0.013$ ).

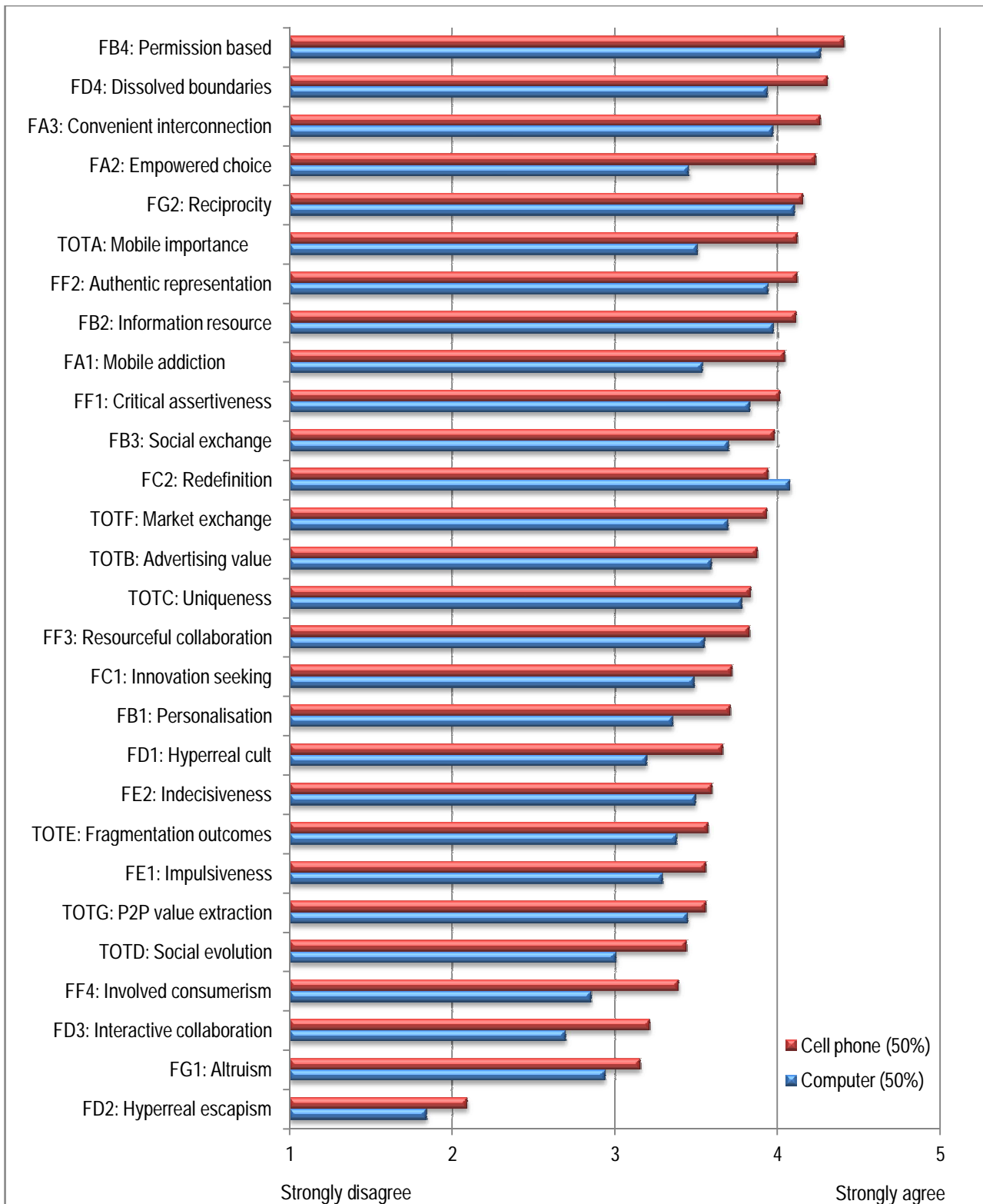
**Table 7.43: Factor mean scores by device used most often to access the Internet**

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Computer (50%)	Cell phone (50%)			
FB4: Permission based	4.334	4.263	4.407	0.112	0.008	
FG2: Reciprocity	4.131	4.105	4.156	0.660	0.001	
FD4: Dissolved boundaries	4.119	3.937	4.307	0.000	0.043	***
FA3: Convenient interconnection	4.113	3.970	4.261	0.005	0.024	**
FB2: Information resource	4.043	3.973	4.115	0.115	0.008	
FF2: Authentic representation	4.028	3.941	4.119	0.021	0.016	*
FC2: Redefinition	4.009	4.075	3.941	0.153	0.006	
FF1: Critical assertiveness	3.921	3.831	4.014	0.043	0.012	*
FA2: Empowered choice	3.837	3.455	4.234	0.000	0.149	***
FB3: Social exchange	3.837	3.698	3.981	0.005	0.024	**
TOTF: Market exchange	3.813	3.695	3.936	0.001	0.033	***
TOTA: Mobile importance	3.810	3.509	4.123	0.000	0.134	***
TOTC: Uniqueness	3.808	3.781	3.836	0.485	0.001	
FA1: Mobile addiction	3.787	3.540	4.042	0.000	0.073	***
TOTB: Advertising value	3.730	3.593	3.873	0.000	0.037	***
FF3: Resourceful collaboration	3.685	3.550	3.826	0.003	0.027	**
FC1: Innovation seeking	3.601	3.488	3.719	0.041	0.013	*
FE2: Indecisiveness	3.546	3.497	3.596	0.445	0.002	
FB1: Personalisation	3.530	3.356	3.711	0.001	0.032	**
TOTG: P2P value extraction	3.504	3.449	3.559	0.287	0.004	
TOTE: Fragmentation outcomes	3.472	3.377	3.571	0.028	0.015	*
FD1: Hyperreal cult	3.426	3.196	3.663	0.000	0.054	***
FE1: Impulsiveness	3.423	3.292	3.559	0.009	0.021	**
TOTD: Social evolution	3.218	3.007	3.438	0.000	0.067	***
FF4: Involved consumerism	3.118	2.854	3.391	0.000	0.045	***
FG1: Altruism	3.049	2.939	3.154	0.083	0.010	
FD3: Interactive collaboration	2.952	2.696	3.214	0.000	0.047	***
FD2: Hyperreal escapism	1.962	1.840	2.091	0.043	0.013	*

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.14 provides a graphic representation of factor mean scores for device used most often to access the Internet, in descending order.

Figure 7.14: Factor mean scores by device used most often to access the Internet





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### 7.7.7 Factor mean scores by make of cell phone

Table 7.44 lists the factor mean scores of all 28 dimensions by make of cell phone.

#### ANOVA tests

In terms of the ANOVA tests, significant differences between means across makes of cell phones were identified in respect of three dependent variables: *FG2: Reciprocity* ( $p=0.045$ ); *FE2: Indecisiveness* ( $p=0.002$ ); and *FD2: Hyperreal escapism* ( $p=0.029$ ).

- In terms of *FG2: Reciprocity*, the mean score for the Nokia group of respondents was the highest mean score across the groups at 4.234, followed by the BlackBerry group with 4.184, other makes with 4.083 and the Samsung group with 3.706. There is no clearly identifiable reason for this difference.
- In terms of *FE2: Indecisiveness*, the group comprising of other makes of device had the highest mean score across the groups of 3.929, followed by the BlackBerry group with 3.676, the Samsung group with 3.539, and the Nokia group with 3.195. There is no clearly identifiable reason for this difference.
- In terms of *FD2: Hyperreal escapism*, low mean score responses were reported across all groups. The Samsung group of respondents had the highest mean score across the groups of 2.405, other makes with 2.083, the Nokia group with 1.980, and the BlackBerry group with 1.815. There is no clearly identifiable reason for this difference.

No significant differences emerged from the ANOVA results for the remaining dependent variables in the analyses, which suggests that the make of cell phone used by respondents has no influence on the dependent variables investigated in this study.

#### Eta-squared

The strength of the relationship between makes of cell phone and the dependent variable is significant for 13 instances: *FG2: Reciprocity* ( $\eta^2=0.026$ ); *FE2: Indecisiveness* ( $\eta^2=0.045$ ); *FD2: Hyperreal escapism* ( $\eta^2=0.028$ ). These findings are similar to those of the ANOVA tests, with the exception of another ten dependent variables: *FA2: Empowered*

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*choice* ( $\eta^2=0.017$ ); *FB2: Information resource* ( $\eta^2=0.013$ ); *FF1: Critical assertiveness* ( $\eta^2=0.010$ ); *FF2: Authentic representation* ( $\eta^2=0.011$ ); *FD1: Hyperreal cult* ( $\eta^2=0.018$ ); *FD3: Interactive collaboration* ( $\eta^2=0.020$ ); *TOTD: Social evolution* ( $\eta^2=0.019$ ); *TOTE: Fragmentation outcomes* ( $\eta^2=0.020$ ); *FF4: Involved consumerism* ( $\eta^2=0.016$ ); and *TOTF: Market exchange* ( $\eta^2=0.013$ ).

- The Samsung group attains the highest mean scores across all the groups in respect of the following dimensions: *FB2: Information resource*; *FF1: Critical assertiveness*; *FF2: Authentic representation*; *FD1: Hyperreal cult*; *FD3: Interactive collaboration*; *TOTD: Social evolution*; *FF4: Involved consumerism*; and *TOTF: Market exchange*. These results infer that respondents from the Samsung group are possibly more inclined to be early adopters, better-informed, on top of trends, and social media savvy than respondents using other cell phone brands. These findings are suggestive of the postmodern attribute of anti-foundationalism.
- In terms of factor *FA2: Empowered choice*, the BlackBerry group scores the highest mean. It is postulated that a high propensity for BlackBerry users to subscribe to BIS contributes to this result. A set monthly subscription to BIS allows subscribers unlimited access to the Internet at no additional cost.
- In terms of factor *TOTE: Fragmentation outcomes*, the group comprising of other makes of cell phones achieved the highest mean score. There is no clearly identifiable reason for this difference.

In conclusion, the make of cell phone as an independent variable does not appear to significantly affect the dependent dimensions explored in this research.

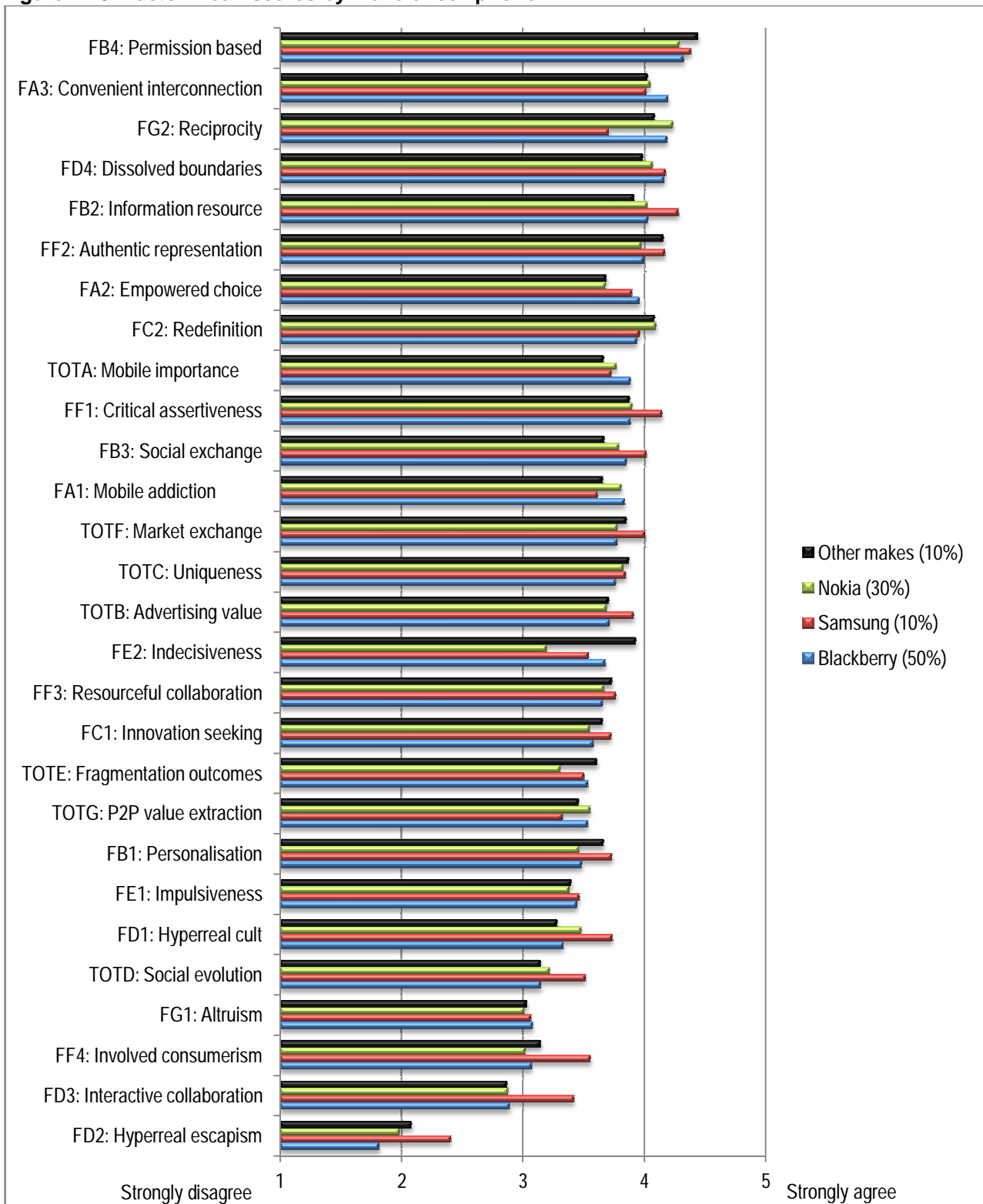
**Table 7.44: Factor mean scores by make of cell phone**

Dependent variable: Factor scores	Means					ANOVA F p-value	ETA squared	Significance
	All Groups	Samsung (10%)	Black- Berry (50%)	Nokia 30%	Other makes (10%)			
FB4: Permission based	4.331	4.382	4.324	4.285	4.443	0.772	0.003	*
FG2: Reciprocity	4.131	3.706	4.184	4.234	4.083	0.045	0.026	
FD4: Dissolved boundaries	4.113	4.171	4.160	4.065	3.986	0.666	0.005	
FA3: Convenient interconnection	4.109	4.013	4.193	4.045	4.029	0.504	0.007	
FB2: Information resource	4.041	4.276	4.026	4.020	3.914	0.248	0.013	
FF2: Authentic representation	4.024	4.166	3.992	3.973	4.159	0.297	0.011	
FC2: Redefinition	4.003	3.961	3.935	4.095	4.086	0.457	0.008	
FF1: Critical assertiveness	3.917	4.145	3.882	3.898	3.877	0.347	0.010	
FA2: Empowered choice	3.835	3.895	3.957	3.677	3.686	0.136	0.017	
FB3: Social exchange	3.830	4.013	3.850	3.785	3.671	0.417	0.009	
TOTF: Market exchange	3.809	4.003	3.774	3.773	3.853	0.247	0.013	
TOTA: Mobile importance	3.806	3.724	3.885	3.765	3.664	0.397	0.009	
TOTC: Uniqueness	3.802	3.842	3.762	3.823	3.871	0.795	0.003	
FA1: Mobile addiction	3.780	3.610	3.833	3.807	3.657	0.484	0.008	
TOTB: Advertising value	3.726	3.910	3.711	3.685	3.708	0.416	0.009	
FF3: Resourceful collaboration	3.679	3.763	3.654	3.668	3.733	0.880	0.002	
FC1: Innovation seeking	3.594	3.724	3.579	3.545	3.657	0.801	0.003	
FE2: Indecisiveness	3.540	3.539	3.676	3.195	3.929	0.002	0.045	**
FB1: Personalisation	3.524	3.730	3.482	3.460	3.667	0.386	0.009	
TOTG: P2P value extraction	3.504	3.322	3.533	3.549	3.460	0.581	0.006	
TOTE: Fragmentation outcomes	3.467	3.501	3.534	3.302	3.611	0.089	0.020	
FE1: Impulsiveness	3.419	3.461	3.439	3.378	3.400	0.950	0.001	
FD1: Hyperreal cult	3.417	3.732	3.330	3.478	3.285	0.116	0.018	
TOTD: Social evolution	3.211	3.513	3.146	3.217	3.148	0.101	0.019	
FF4: Involved consumerism	3.117	3.556	3.070	3.015	3.147	0.162	0.016	
FG1: Altruism	3.052	3.063	3.082	3.007	3.032	0.965	0.001	
FD3: Interactive collaboration	2.942	3.417	2.890	2.874	2.871	0.091	0.020	
FD2: Hyperreal escapism	1.964	2.405	1.815	1.980	2.083	0.029	0.028	*

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.15 provides a graphic representation of factor mean scores by make of cell phone, in descending order.

Figure 7.15: Factor mean scores by make of cell phone



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### 7.7.8 Factor mean scores by smartphone ownership

Table 7.45 lists the factor mean scores of all 28 dimensions by smartphone ownership.

#### ANOVA tests

In terms of the ANOVA tests, significant differences between the means across device groups were identified in respect of two dependent variables: *FE2: Indecisiveness* ( $p=0.004$ ); and *FD2: Hyperreal escapism* ( $p=0.038$ ). Interestingly these variables are identical to those found to be significant in the analysis of factor mean scores by make of cell phone, with the exception of *FG2: Reciprocity*.

- In terms of *FE2: Indecisiveness*, the mean score for the smartphone group was 3.667 compared to the non-smartphone group which was 3.262. There is no clearly identifiable reason for this difference.
- In terms of *FD2 Hyperreal escapism*, low mean score responses were reported across both groups. The mean score for the smartphone group was 1.876, which is statistically significantly lower than the non-smartphone group with a mean score of 2.153. A possible deduction is that respondents in the non-smartphone group may use alternative platforms to access the Internet and correspondingly participate in online gaming activities via these devices, whereas the smartphone group may tend to only use their smartphones to access the Internet and online activities, thus participation in gaming may be limited by equipment available to respondents.

#### Eta-squared

The strength of the relationship between smartphone ownership and the dependent variable is significant for only two instances: *FE2: Indecisiveness* ( $\eta^2=0.025$ ); *FD2: Hyperreal escapism* ( $\eta^2=0.014$ ). These findings are a direct reflection of those of the ANOVA tests.

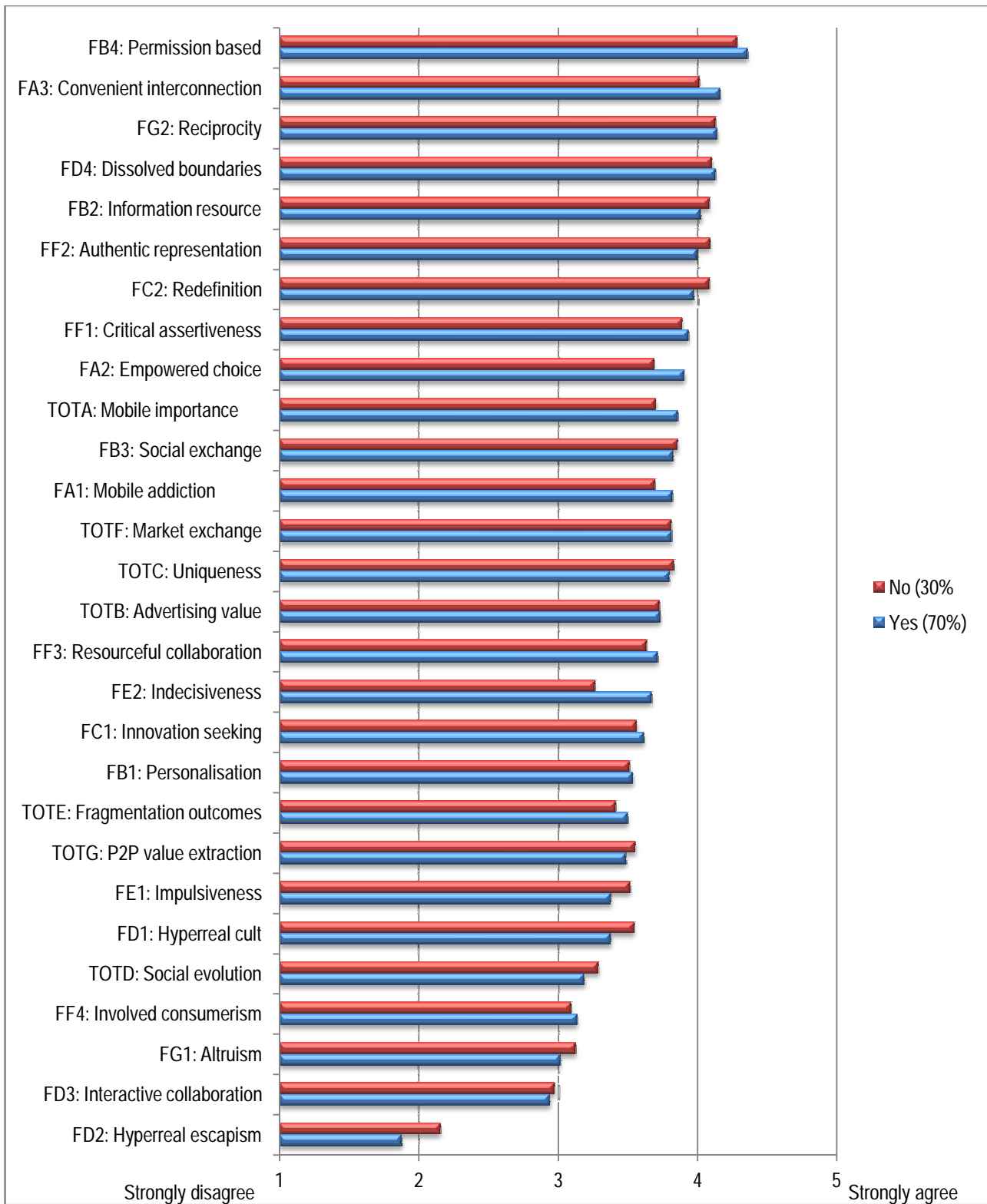
**Table 7.45: Factor mean scores by smartphone ownership**

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Yes (70%)	No (30%)			
FB4: Permission based	4.333	4.356	4.282	0.455	0.002	
FG2: Reciprocity	4.134	4.138	4.125	0.918	0.000	
FD4: Dissolved boundaries	4.118	4.127	4.099	0.797	0.000	
FA3: Convenient interconnection	4.112	4.158	4.010	0.188	0.005	
FB2: Information resource	4.041	4.022	4.084	0.526	0.001	
FF2: Authentic representation	4.024	3.996	4.087	0.283	0.004	
FC2: Redefinition	4.006	3.971	4.084	0.266	0.004	
FF1: Critical assertiveness	3.918	3.931	3.888	0.664	0.001	
FA2: Empowered choice	3.835	3.902	3.685	0.074	0.010	
FB3: Social exchange	3.833	3.822	3.856	0.758	0.000	
TOTF: Market exchange	3.811	3.811	3.811	0.993	0.000	
TOTA: Mobile importance	3.806	3.854	3.698	0.121	0.007	
TOTC: Uniqueness	3.804	3.794	3.826	0.713	0.000	
FA1: Mobile addiction	3.780	3.820	3.691	0.250	0.004	
TOTB: Advertising value	3.727	3.728	3.724	0.967	0.000	
FF3: Resourceful collaboration	3.686	3.710	3.632	0.445	0.002	
FC1: Innovation seeking	3.595	3.612	3.559	0.671	0.001	
FE2: Indecisiveness	3.541	3.667	3.262	0.004	0.025	**
FB1: Personalisation	3.525	3.532	3.508	0.839	0.000	
TOTG: P2P value extraction	3.506	3.484	3.553	0.535	0.001	
TOTE: Fragmentation outcomes	3.468	3.494	3.410	0.383	0.002	
FD1: Hyperreal cult	3.428	3.376	3.544	0.162	0.006	
FE1: Impulsiveness	3.419	3.377	3.512	0.227	0.004	
TOTD: Social evolution	3.218	3.187	3.289	0.305	0.003	
FF4: Involved consumerism	3.121	3.135	3.089	0.767	0.000	
FG1: Altruism	3.049	3.015	3.125	0.417	0.002	
FD3: Interactive collaboration	2.950	2.939	2.975	0.805	0.000	
FD2: Hyperreal escapism	1.964	1.876	2.153	0.038	0.014	*

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.16 provides a graphic representation of factor mean scores by smartphone ownership, in descending order.

Figure 7.16: Factor mean scores by smartphone ownership



### 7.7.9 Factor mean scores by cell phone plan

Table 7.46 lists the factor mean scores of all 28 dimensions by cell phone plan.

#### ANOVA tests

In terms of the ANOVA tests, significant differences between means across different cell phone plan groups were identified in respect of 23 dependent variables:

- Those significant at the 0.1% level being: *FD4: Dissolved boundaries* ( $p=0.000$ ); *TOTF: Market exchange* ( $p=0.000$ ); *TOTB: Advertising value* ( $p=0.000$ ); *FD1: Hyperreal cult* ( $p=0.000$ ); *TOTD: Social evolution* ( $p=0.000$ ); *FF4: Involved consumerism* ( $p=0.000$ ); *FD3: Interactive collaboration* ( $p=0.000$ ); *FB1: Personalisation* ( $p=0.000$ ); *FF1: Critical assertiveness* ( $p=0.000$ ); *FD2: Hyperreal escapism* ( $p=0.000$ ); and *FG1: Altruism* ( $p=0.000$ ).
- Those significant at the 1% level being: *FA2: Empowered choice* ( $p=0.008$ ); *TOTA: Mobile importance* ( $p=0.002$ ); *FB3: Social exchange* ( $p=0.003$ ); *FB2: Information resource* ( $p=0.005$ ); *FA1: Mobile addiction* ( $p=0.008$ ); and *TOTG: P2P value extraction* ( $p=0.002$ ).
- Those significant at the 5% level being: *FA3: Convenient interconnection* ( $p=0.013$ ); *FF3: Resourceful collaboration* ( $p=0.021$ ); *FE1: Impulsiveness* ( $p=0.021$ ); *FF2: Authentic representation* ( $p=0.018$ ); *FC1: Innovation seeking* ( $p=0.010$ ); *TOTC: Uniqueness* ( $p=0.025$ ).

In each of these cases the mean scores for the prepaid group were greater than the mean scores for the contract group.

The dependent variables showing significant differences between mean scores for cell phone plans are similar to those that demonstrated significant differences between mean scores for device used most often to access the Internet with. The similar pattern suggests some type of association between these independent variables, with the pre-paid cell phone plan group corresponding to the group that predominantly uses cell phones to access the Internet.



An analysis based on the variables with significant differences in mean scores between the contract and prepaid groups suggests evidence of:

- *Embedded marketing.* Respondents from the prepaid group appear to demonstrate responses that are indicative of embedded marketing, thus exercising this aspect of postmodern marketing.
- *Hyperreal and de-differentiation tendencies.* Respondents from the prepaid group embrace social networks as a communication platform that traverses boundaries of space and time, effectively bringing contacts in their respective worlds closer together.
- *Choice.* Respondents from the prepaid group show a significantly stronger likelihood of accessing media of their choice with their cell phones.
- *Personalisation.* There are significant differences between the mean scores for factor *FB1: Personalisation*, of 3.802 for the prepaid group compared to the mean score of 3.318 for the contract group, which indicates a strong preference for personalised communication amongst the prepaid group.
- *Impulsiveness.* There are significant differences between the mean scores for factor *FE1: Impulsiveness*, of 3.558 for the prepaid group compared to the mean score of 3.319 for the contract group, which suggests that the prepaid group is more impulsive than the contract group.

### **Eta-squared**

The findings from the ANOVA tests are mirrored in results obtained from the Eta-squared. Therefore the strength of the relationship between cell phone plan and dependent variable is significant for 23 instances: *FD4: Dissolved boundaries* ( $\eta^2=0.039$ ); *TOTF: Market exchange* ( $\eta^2=0.046$ ); *TOTB: Advertising value* ( $\eta^2=0.078$ ); *FD1: Hyperreal cult* ( $\eta^2=0.085$ ); *TOTD: Social evolution* ( $\eta^2=0.124$ ); *FF4: Involved consumerism* ( $\eta^2=0.048$ ); *FD3: Interactive collaboration* ( $\eta^2=0.067$ ); *FB1: Personalisation* ( $\eta^2=0.060$ ); *FF1: Critical assertiveness* ( $\eta^2=0.037$ ); *FD2: Hyperreal escapism* ( $\eta^2=0.109$ ); *FG1: Altruism* ( $\eta^2=0.056$ ); *FA2: Empowered choice* ( $\eta^2=0.022$ ); *TOTA: Mobile importance* ( $\eta^2=0.029$ ); *FB3: Social exchange* ( $\eta^2=0.027$ ); *FB2: Information resource* ( $\eta^2=0.024$ ); *FA1: Mobile addiction* ( $\eta^2=0.021$ ); and *TOTG: P2P value extraction* ( $\eta^2=0.030$ ); *FA3: Convenient interconnection*

( $\eta^2=0.019$ ); *FF3: Resourceful collaboration* ( $\eta^2=0.016$ ); *FE1: Impulsiveness* ( $\eta^2=0.016$ ); *FF2: Authentic representation* ( $\eta^2=0.017$ ); *FC1: Innovation seeking* ( $\eta^2=0.020$ ); and *TOTC: Uniqueness* ( $\eta^2=0.015$ ).

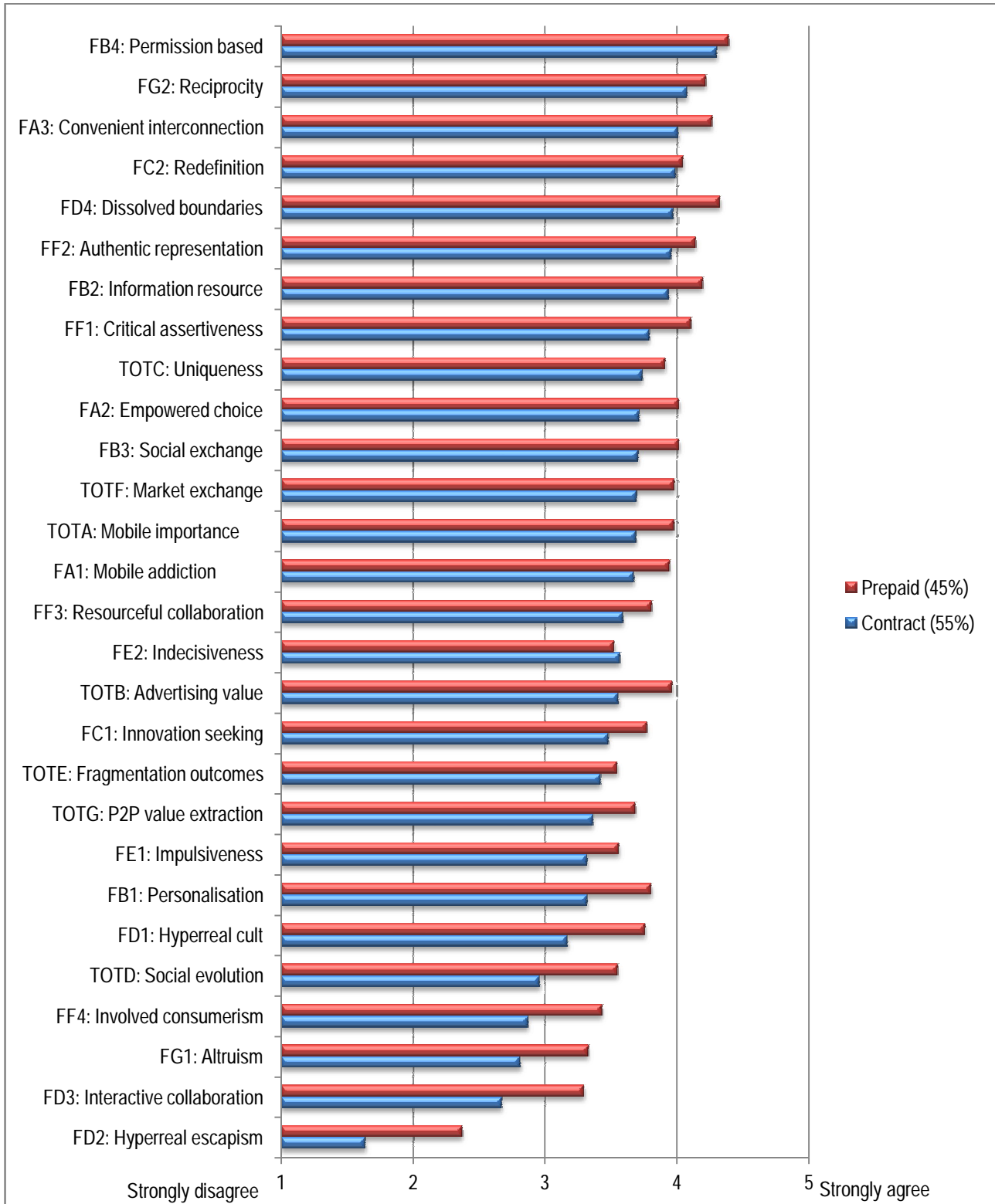
**Table 7.46: Factor mean scores by cell phone plan**

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Contract (55%)	Prepaid (45%)			
FB4: Permission based	4.339	4.301	4.388	0.335	0.003	
FG2: Reciprocity	4.137	4.075	4.215	0.226	0.005	
FD4: Dissolved boundaries	4.124	3.970	4.322	0.000	0.039	***
FA3: Convenient interconnection	4.120	4.008	4.264	0.013	0.019	*
FB2: Information resource	4.049	3.937	4.192	0.005	0.024	**
FF2: Authentic representation	4.034	3.954	4.136	0.018	0.017	*
FC2: Redefinition	4.012	3.986	4.045	0.529	0.001	
FF1: Critical assertiveness	3.927	3.789	4.103	0.001	0.037	***
FA2: Empowered choice	3.841	3.710	4.011	0.008	0.022	**
FB3: Social exchange	3.839	3.705	4.010	0.003	0.027	**
TOTF: Market exchange	3.818	3.693	3.977	0.000	0.046	***
TOTA: Mobile importance	3.814	3.688	3.976	0.002	0.029	**
TOTC: Uniqueness	3.813	3.736	3.911	0.025	0.015	*
FA1: Mobile addiction	3.790	3.671	3.943	0.008	0.021	**
TOTB: Advertising value	3.734	3.555	3.963	0.000	0.078	***
FF3: Resourceful collaboration	3.686	3.590	3.808	0.021	0.016	*
FC1: Innovation seeking	3.606	3.478	3.769	0.010	0.020	*
FE2: Indecisiveness	3.544	3.563	3.521	0.751	0.000	
FB1: Personalisation	3.532	3.318	3.802	0.000	0.060	***
TOTG: P2P value extraction	3.504	3.362	3.680	0.002	0.030	**
TOTE: Fragmentation outcomes	3.472	3.417	3.543	0.162	0.006	
FD1: Hyperreal cult	3.425	3.168	3.756	0.000	0.085	***
FE1: Impulsiveness	3.424	3.319	3.558	0.021	0.016	*
TOTD: Social evolution	3.217	2.958	3.549	0.000	0.124	***
FF4: Involved consumerism	3.121	2.871	3.429	0.000	0.048	***
FG1: Altruism	3.044	2.812	3.328	0.000	0.056	***
FD3: Interactive collaboration	2.947	2.671	3.292	0.000	0.067	***
FD2: Hyperreal escapism	1.955	1.639	2.369	0.000	0.109	***

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.17 provides a graphic representation of factor means by cell phone plan, in descending order.

**Figure 7.17: Factor mean scores by cell phone plan**



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### 7.7.10 Factor mean scores by use of Internet bundles on cell phone

Table 7.47 lists the factor mean scores of all 28 dimensions by the use of Internet bundles on cell phones.

#### ANOVA tests

In terms of the ANOVA tests, significant differences between means across groups that use or do not use Internet bundles on cell phones were identified in respect of 21 dependent variables:

- Those significant at the 0.1% level being: *FA2: Empowered choice* ( $p=0.000$ ); *TOTA: Mobile importance* ( $p=0.000$ ); *FA1: Mobile addiction* ( $p=0.001$ ); *FC1: Innovation seeking* ( $p=0.001$ ); *FD1: Hyperreal cult* ( $p=0.001$ ); and *TOTD: Social evolution* ( $p=0.000$ ).
- Those significant at the 1% level being: *FF1: Critical assertiveness* ( $p=0.002$ ); *TOTF: Market exchange* ( $p=0.006$ ); *TOTC: Uniqueness* ( $p=0.002$ ); and *TOTB: Advertising value* ( $p=0.009$ ).
- Those significant at the 5% level being: *FG2: Reciprocity* ( $p=0.012$ ); *FA3: Convenient interconnection* ( $p=0.033$ ); *FD4: Dissolved boundaries* ( $p=0.030$ ); *FF2: Authentic representation* ( $p=0.023$ ); *FB2: Information resource* ( $p=0.042$ ); *FB3: Social exchange* ( $p=0.014$ ); *FB1: Personalisation* ( $p=0.047$ ); *TOTE: Fragmentation outcomes* ( $p=0.011$ ); *FE1: Impulsiveness* ( $p=0.027$ ); *FD3: Interactive collaboration* ( $p=0.019$ ); and *FD2: Hyperreal escapism* ( $p=0.044$ ).

Factors with mean scores reflecting the most significant statistical differences (at the 0.1% level) indicate that cell phones play an important role for respondents from the group that uses Internet bundles on their cell phones; these results also indicate that the group that uses Internet bundles on their cell phones participates in social media activities, which presumably is possible because they use Internet bundles to access the Internet.

There are commonalities between dependent variables reporting significant differences in mean scores for the group that uses Internet bundles on the cell phones with results obtained from the group using prepaid cell phone plans and the group using cell phones

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as the principle device to access the Internet. These findings are logical considering one would need to acquire Internet bundles in order to access the Internet from their cell phone. Therefore in reference to these prior findings, the group that uses Internet bundles on their cell phones exhibit aspects of embedded marketing, hyperreal and de-differentiation tendencies, actively consume media of their choosing, prefer personalised communication, and are prone to impulsive behaviour.

### **Eta-squared**

The strength of the relationship between use of Internet bundles and dependent variable is significant for 22 instances. The 22 instances as per ANOVA tests: *FA2: Empowered choice* ( $\eta^2=0.052$ ); *TOTA: Mobile importance* ( $\eta^2=0.055$ ); *FA1: Mobile addiction* ( $\eta^2=0.034$ ); *FC1: Innovation seeking* ( $\eta^2=0.037$ ); *FD1: Hyperreal cult* ( $\eta^2=0.037$ ); *TOTD: Social evolution* ( $\eta^2=0.041$ ); *FF1: Critical assertiveness* ( $\eta^2=0.029$ ); *TOTF: Market exchange* ( $\eta^2=0.024$ ); *TOTC: Uniqueness* ( $\eta^2=0.029$ ); *TOTB: Advertising value* ( $\eta^2=0.022$ ); *FG2: Reciprocity* ( $\eta^2=0.021$ ); *FA3: Convenient interconnection* ( $\eta^2=0.015$ ); *FD4: Dissolved boundaries* ( $\eta^2=0.015$ ); *FF2: Authentic representation* ( $\eta^2=0.017$ ); *FB2: Information resource* ( $\eta^2=0.013$ ); *FB3: Social exchange* ( $\eta^2=0.019$ ); *FB1: Personalisation* ( $\eta^2=0.013$ ); *TOTE: Fragmentation outcomes* ( $\eta^2=0.020$ ); *FE1: Impulsiveness* ( $\eta^2=0.016$ ); *FD3: Interactive collaboration* ( $\eta^2=0.018$ ); and *FD2: Hyperreal escapism* ( $\eta^2=0.013$ ) and an additional case against the dependent variable *TOTG:P2P value extraction* ( $\eta^2=0.011$ ).

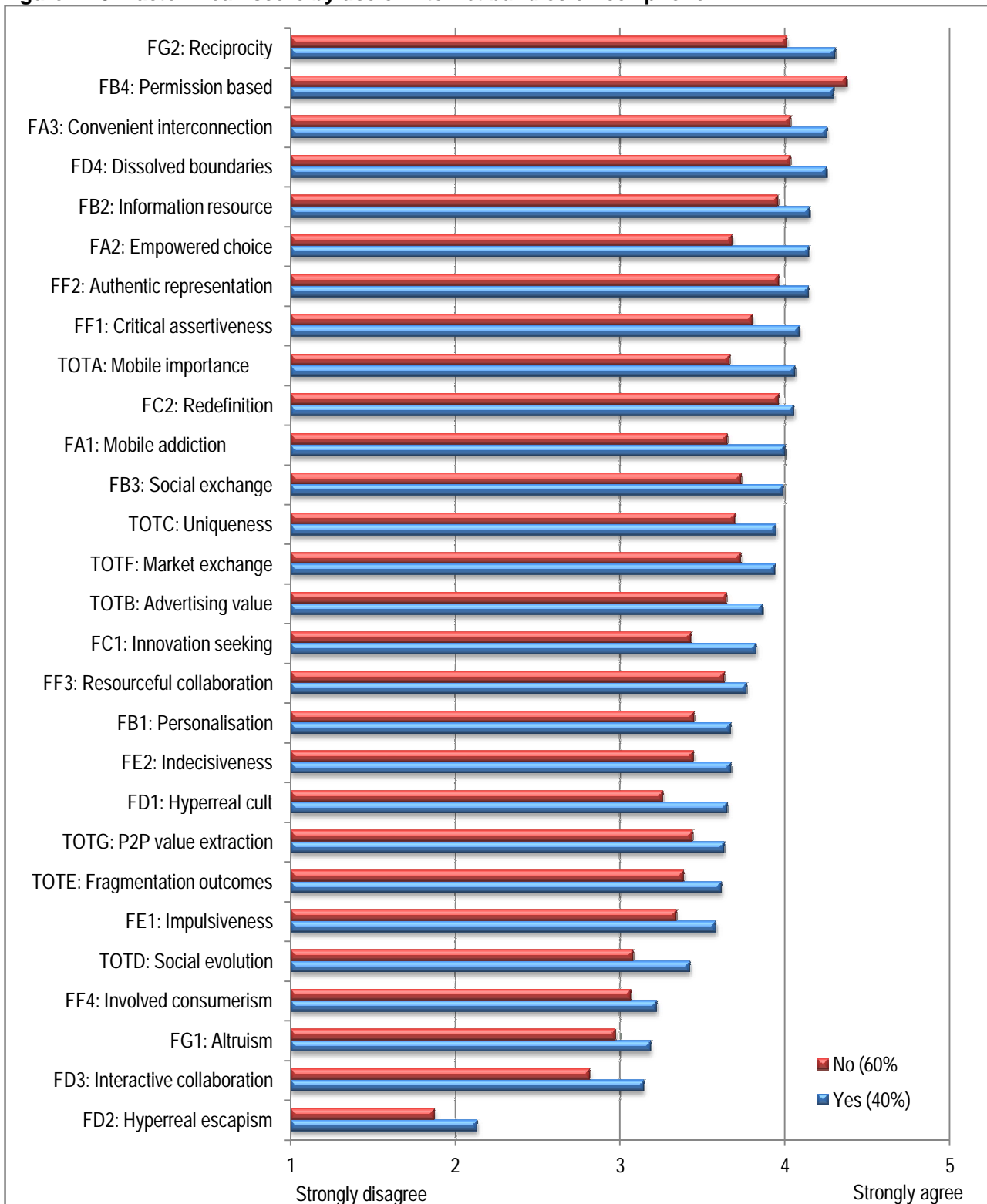
**Table 7.47: Factor mean score by use of Internet bundles on cell phone**

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Yes (40%)	No (60%)			
FB4: Permission based	4.342	4.297	4.373	0.407	0.002	
FG2: Reciprocity	4.135	4.308	4.012	0.012	0.021	*
FA3: Convenient interconnection	4.127	4.258	4.035	0.033	0.015	*
FD4: Dissolved boundaries	4.125	4.254	4.035	0.030	0.015	*
FF2: Authentic representation	4.037	4.144	3.963	0.023	0.017	*
FB2: Information resource	4.035	4.148	3.957	0.042	0.013	*
FC2: Redefinition	4.002	4.055	3.965	0.358	0.003	
FF1: Critical assertiveness	3.921	4.091	3.803	0.002	0.029	**
FA2: Empowered choice	3.870	4.146	3.679	0.000	0.052	***
FB3: Social exchange	3.840	3.992	3.735	0.014	0.019	*
TOTA: Mobile importance	3.828	4.061	3.667	0.000	0.055	***
TOTF: Market exchange	3.819	3.942	3.733	0.006	0.024	**
TOTC: Uniqueness	3.800	3.946	3.699	0.002	0.029	**
FA1: Mobile addiction	3.793	3.999	3.651	0.001	0.034	***
TOTB: Advertising value	3.735	3.864	3.645	0.009	0.022	**
FF3: Resourceful collaboration	3.688	3.768	3.633	0.167	0.006	
FC1: Innovation seeking	3.591	3.827	3.430	0.001	0.037	***
FB1: Personalisation	3.540	3.675	3.448	0.047	0.013	*
FE2: Indecisiveness	3.538	3.672	3.446	0.092	0.009	
TOTG: P2P value extraction	3.519	3.633	3.438	0.065	0.011	
TOTE: Fragmentation outcomes	3.480	3.617	3.386	0.011	0.020	*
FE1: Impulsiveness	3.440	3.581	3.343	0.027	0.016	*
FD1: Hyperreal cult	3.421	3.652	3.261	0.001	0.037	***
TOTD: Social evolution	3.221	3.425	3.080	0.000	0.041	***
FF4: Involved consumerism	3.131	3.224	3.065	0.289	0.004	
FG1: Altruism	3.065	3.186	2.973	0.096	0.010	
FD3: Interactive collaboration	2.953	3.145	2.816	0.019	0.018	*
FD2: Hyperreal escapism	1.979	2.134	1.874	0.044	0.013	*

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.18 provides a graphic representation of factor mean scores by use of Internet bundles on cell phones, in descending order.

Figure 7.18: Factor mean score by use of Internet bundles on cell phone



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### 7.7.11 Factor mean scores by monthly airtime expenditure

Table 7.48 lists the factor mean scores of all 28 dimensions by average monthly airtime expenditure.

#### ANOVA tests

In terms of the ANOVA tests, significant differences between means across expenditure groups were identified in respect of four dependent variables: *FD4: Dissolved boundaries* ( $p=0.005$ ); *FA2: Empowered choice* ( $p=0.019$ ); *TOTD: Social evolution* ( $p=0.007$ ); and *FC1: Innovation seeking* ( $p=0.031$ ). The group that spends less than R100 achieved the highest mean scores across groups for the first three dimensions mentioned. The interpretation is that through the use of cell phones respondents are able to participate in social media and access media of their choice, even if they spend a nominal monthly amount on airtime. The latter factor, *FC1: Innovation seeking* scores the highest mean against the group spending in excess of R300 on airtime. This finding is rational considering the context that people with a limited budget for airtime are likely to have a limited disposable monthly allowance in comparison to respondents who spend more on airtime and are thus potentially more financially able to pursue the latest trends. These results are indicative of postmodern characteristics of de-differentiation, preference, anti-foundationalism and hyperreality.

#### Eta-squared

The strength of the relationship between monthly airtime expenditure and the dependent variable is significant for 11 instances. Four cases are identical to those rendered significant in the ANOVA test: *FD4: Dissolved boundaries* ( $\eta^2=0.033$ ); *FA2: Empowered choice* ( $\eta^2=0.025$ ); *FC1: Innovation seeking* ( $\eta^2=0.022$ ); *TOTD: Social evolution* ( $\eta^2=0.031$ ). In addition the other seven are: *FB3: Social exchange* ( $\eta^2=0.018$ ); *TOTC: Uniqueness* ( $\eta^2=0.018$ ); *TOTB: Advertising value* ( $\eta^2=0.010$ ); *FE2: Indecisiveness* ( $\eta^2=0.013$ ); *FD1: Hyperreal cult* ( $\eta^2=0.019$ ); *FG1: Altruism* ( $\eta^2=0.017$ ); and *FD2: Hyperreal escapism* ( $\eta^2=0.017$ ).



The results from Eta-squared support those findings from the ANOVA test.

It is conceivable that the fact that few significant differences have been found against the independent variable of airtime expenditure is analogous to cell phone make. The assumption is that both the make of cell phone and the funding available to access services through these devices are not statistically significant independent variables.

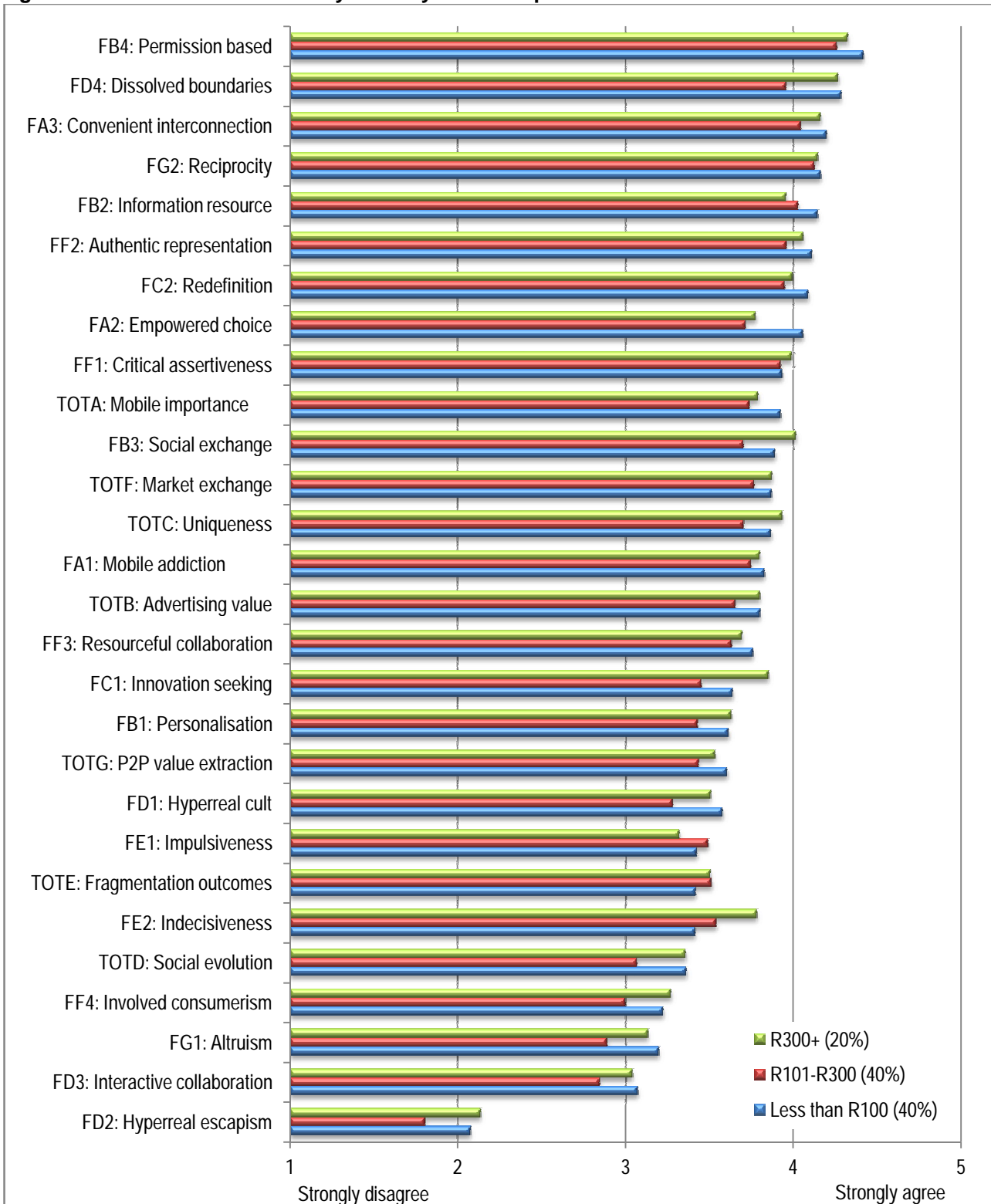
**Table 7.48: Factor mean scores by monthly airtime expenditure**

Dependent variable: Factor scores	Means				ANOVA F p-value	ETA squared	Significance
	All Groups	Less than R100 (40%)	R101-R300 (40%)	R300+ (20%)			
FB4: Permission based	4.331	4.417	4.258	4.324	0.303	0.007	
FD4: Dissolved boundaries	4.144	4.283	3.955	4.265	0.005	0.033	**
FG2: Reciprocity	4.142	4.160	4.125	4.146	0.965	0.000	
FA3: Convenient interconnection	4.125	4.197	4.042	4.162	0.377	0.006	
FB2: Information resource	4.055	4.142	4.027	3.956	0.273	0.008	
FF2: Authentic representation	4.035	4.108	3.957	4.057	0.222	0.009	
FC2: Redefinition	4.009	4.088	3.947	3.993	0.417	0.006	
FF1: Critical assertiveness	3.939	3.930	3.922	3.987	0.858	0.001	
FA2: Empowered choice	3.854	4.055	3.714	3.772	0.019	0.025	*
FB3: Social exchange	3.838	3.888	3.701	4.015	0.054	0.018	
TOTF: Market exchange	3.825	3.868	3.764	3.869	0.376	0.006	
TOTA: Mobile importance	3.817	3.921	3.738	3.787	0.214	0.010	
TOTC: Uniqueness	3.811	3.864	3.701	3.930	0.058	0.018	
FA1: Mobile addiction	3.786	3.825	3.745	3.799	0.791	0.001	
TOTB: Advertising value	3.739	3.801	3.652	3.797	0.197	0.010	
FF3: Resourceful collaboration	3.691	3.757	3.630	3.694	0.496	0.004	
FC1: Innovation seeking	3.605	3.638	3.451	3.851	0.031	0.022	*
FE2: Indecisiveness	3.542	3.413	3.538	3.779	0.118	0.013	
FB1: Personalisation	3.539	3.611	3.429	3.626	0.246	0.009	
TOTG: P2P value extraction	3.517	3.601	3.433	3.530	0.343	0.007	
TOTE: Fragmentation outcomes	3.474	3.415	3.510	3.505	0.606	0.003	
FD1: Hyperreal cult	3.439	3.576	3.279	3.505	0.051	0.019	
FE1: Impulsiveness	3.428	3.422	3.489	3.319	0.477	0.005	
TOTD: Social evolution	3.237	3.360	3.064	3.355	0.007	0.031	**
FF4: Involved consumerism	3.140	3.222	2.996	3.269	0.243	0.009	
FG1: Altruism	3.057	3.197	2.890	3.133	0.077	0.017	
FD3: Interactive collaboration	2.971	3.071	2.844	3.037	0.285	0.008	
FD2: Hyperreal escapism	1.975	2.075	1.805	2.133	0.070	0.017	

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.19 provides a graphic representation of factor mean scores by monthly airtime, in descending order.

Figure 7.19: Factor mean scores by monthly airtime expenditure



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### 7.7.12 Factor mean scores by monthly Internet bundle expenditure

Table 7.49 lists the factor mean scores of all 28 dimensions by average monthly Internet bundle expenditure.

#### ANOVA tests

In terms of the ANOVA tests, significant differences between means across expenditure groups were identified in respect of 15 dependent variables:

- Those at the most significant level, 0.1%: *FA2: Empowered choice* ( $p=0.001$ );
- Those at the next significant level, 1%: *FD1: Hyperreal cult* ( $p=0.009$ ); *TOTD: Social evolution* ( $p=0.001$ ); *FD4: Dissolved boundaries* ( $p=0.003$ ); and *TOTA: Mobile importance* ( $p=0.003$ );
- Those at the least significant level, 5%: *FG2: Reciprocity* ( $p=0.020$ ); *FF1: Critical assertiveness* ( $p=0.012$ ); *FB3: Social exchange* ( $p=0.041$ ); *FA1: Mobile addiction* ( $p=0.015$ ); *FC1: Innovation seeking* ( $p=0.015$ ); *TOTG: P2P value extraction* ( $p=0.025$ ); *TOTE: Fragmentation outcomes* ( $p=0.021$ ); *FE1: Impulsiveness* ( $p=0.030$ ); *FG1: Altruism* ( $p=0.046$ ); and *FD3: Interactive collaboration* ( $p=0.027$ ).

The pattern of results of significant differences between specific variables for the independent variable, monthly Internet bundle expenditure is highly analogous to the pattern observed against the independent variable, use of Internet bundles on cell phone. This similarity is to be expected considering the likeness of independent variable under analysis.

The group that spends between R50-R100 and the group that spends in excess of R101 a month on Internet bundles for their cell phones consistently demonstrate higher mean scores across dimensions of measure. Based on these findings these two groups show tendencies towards embedded marketing, hyperreal and de-differentiation characteristics, conscious decisions to choose specific media accessible from their cell phones, and an inclination for impulsive behaviour. In reference to these findings it is proposed that the minimum expenditure of between R50-R100 a month on Internet bundles is the threshold limit required for respondents to efficiently engage with social media through the use of

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Internet bundles on their cell phones. The assumption is that respondents that spend more money on Internet bundles are more active users of facilities that are accessed from the Internet.

### **Eta-squared**

The strength of the relationship between monthly Internet bundle expenditure and the dependent variable is significant for 22 instances. 15 cases are identical to those found to be significant in the ANOVA test: FA2: Empowered ( $\eta^2=0.045$ ); FD1: *Hyperreal cult* ( $\eta^2=0.029$ ); TOTD: Social evolution ( $\eta^2=0.042$ ); FD4: *Dissolved boundaries* ( $\eta^2=0.035$ ); TOTA: Mobile importance ( $\eta^2=0.035$ ); FG2: *Reciprocity* ( $\eta^2=0.025$ ); FF1: *Critical assertiveness* ( $\eta^2=0.027$ ); FB3: *Social exchange* ( $\eta^2=0.020$ ); FA1: *Mobile addiction* ( $\eta^2=0.026$ ); FC1: *Innovation seeking* ( $\eta^2=0.026$ ); TOTG: P2P value extraction ( $\eta^2=0.023$ ); TOTE: Fragmentation outcomes ( $\eta^2=0.024$ ); FE1: *Impulsiveness* ( $\eta^2=0.022$ ); FG1: *Altruism* ( $\eta^2=0.021$ ); FD3: *Interactive collaboration* ( $\eta^2=0.023$ ). In addition the other seven are: FA3: *Convenient interconnection* ( $\eta^2=0.013$ ); FB2: *Information resource* ( $\eta^2=0.018$ ); TOTF: Market exchange ( $\eta^2=0.019$ ); TOTC: Uniqueness ( $\eta^2=0.015$ ); TOTB: Advertising value ( $\eta^2=0.015$ ); FB1: *Personalisation* ( $\eta^2=0.010$ ); and FD2: *Hyperreal escapism* ( $\eta^2=0.010$ ). These results support the deductions formed against the significant variables produced in the ANOVA test.

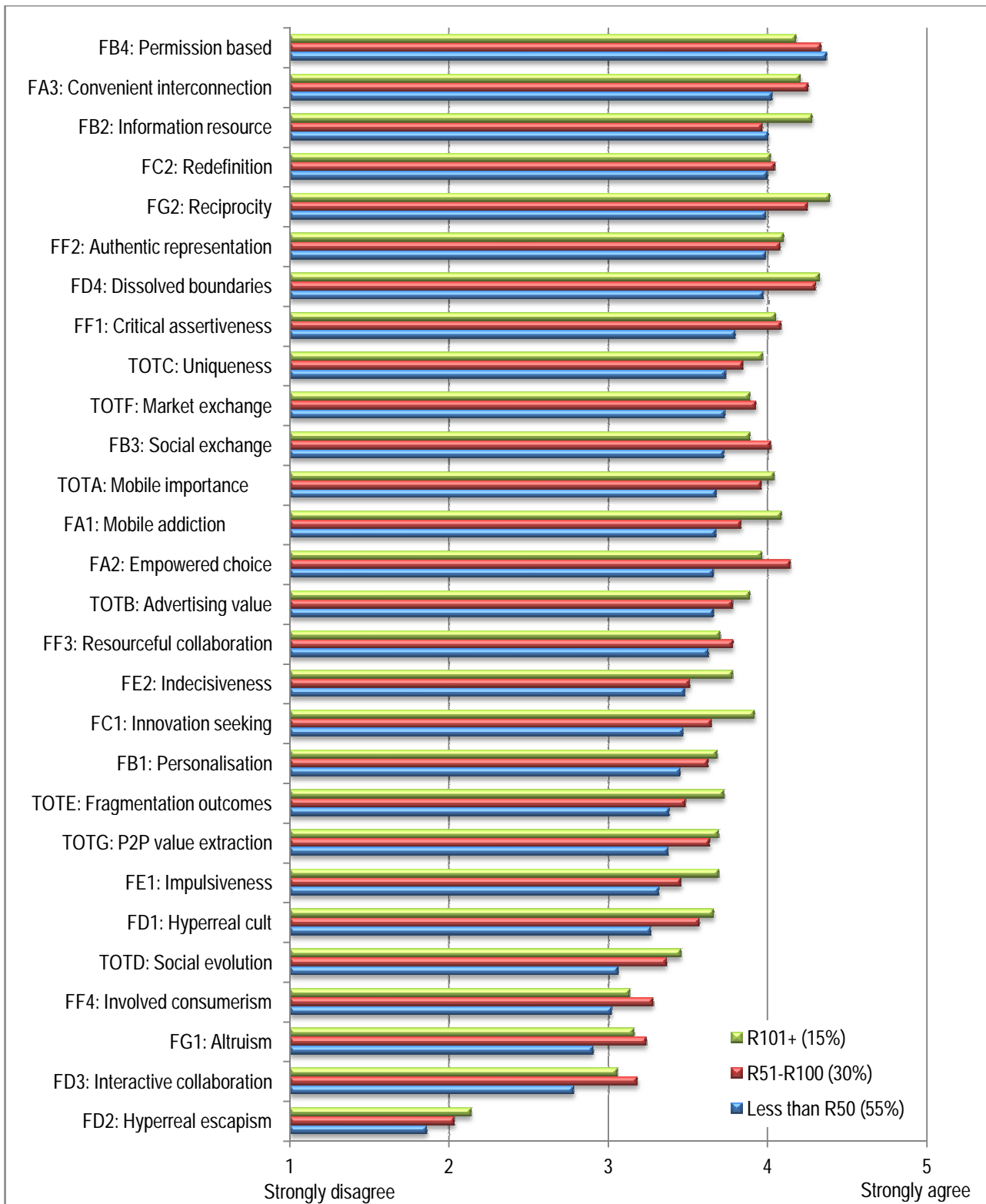
**Table 7.49: Factor mean scores by monthly Internet bundle expenditure**

Dependent variable: Factor scores	Means				ANOVA F p-value	ETA squared	Significance
	All groups	Less than R50 (55%)	R51-R100 (30%)	R101+ (15%)			
FB4: Permission based	4.327	4.369	4.331	4.176	0.315	0.007	
FG2: Reciprocity	4.126	3.987	4.249	4.389	0.020	0.025	*
FD4: Dissolved boundaries	4.121	3.972	4.298	4.324	0.003	0.035	**
FA3: Convenient interconnection	4.120	4.028	4.253	4.204	0.130	0.013	
FB2: Information resource	4.039	4.003	3.966	4.278	0.058	0.018	
FF2: Authentic representation	4.029	3.986	4.075	4.098	0.454	0.005	
FC2: Redefinition	4.012	3.994	4.045	4.019	0.899	0.001	
FF1: Critical assertiveness	3.917	3.796	4.082	4.049	0.012	0.027	*
FA2: Empowered choice	3.844	3.660	4.140	3.963	0.001	0.045	***
FB3: Social exchange	3.831	3.722	4.017	3.889	0.041	0.020	*
TOTA: Mobile importance	3.814	3.676	3.958	4.038	0.003	0.035	**
TOTF: Market exchange	3.811	3.731	3.925	3.888	0.050	0.019	
TOTC: Uniqueness	3.805	3.737	3.846	3.968	0.095	0.015	
FA1: Mobile addiction	3.787	3.675	3.833	4.086	0.015	0.026	*
TOTB: Advertising value	3.730	3.659	3.781	3.888	0.091	0.015	
FF3: Resourceful collaboration	3.683	3.629	3.783	3.698	0.364	0.006	
FC1: Innovation seeking	3.592	3.466	3.646	3.917	0.015	0.026	*
FE2: Indecisiveness	3.539	3.481	3.511	3.778	0.254	0.009	
FB1: Personalisation	3.536	3.449	3.625	3.679	0.188	0.010	
TOTG: P2P value extraction	3.499	3.375	3.635	3.689	0.025	0.023	*
TOTE: Fragmentation outcomes	3.466	3.381	3.483	3.723	0.021	0.024	*
FE1: Impulsiveness	3.417	3.317	3.455	3.691	0.030	0.022	*
FD1: Hyperreal cult	3.415	3.265	3.570	3.660	0.009	0.029	**
TOTD: Social evolution	3.211	3.062	3.364	3.454	0.001	0.042	**
FF4: Involved consumerism	3.111	3.018	3.278	3.132	0.295	0.008	
FG1: Altruism	3.042	2.903	3.237	3.157	0.046	0.021	*
FD3: Interactive collaboration	2.940	2.782	3.180	3.056	0.027	0.023	*
FD2: Hyperreal escapism	1.953	1.859	2.033	2.138	0.196	0.010	

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.20 provides a graphic representation of factor mean scores by monthly Internet bundle expenditure, in descending order.

Figure 7.20: Factor mean scores by monthly Internet bundle expenditure



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### 7.7.13 Factor mean scores by subscription to BlackBerry BIS

Table 7.50 lists the factor mean scores of all 28 dimensions by subscription to BlackBerry BIS.

#### ANOVA tests

In terms of the ANOVA tests, significant differences between means for the BlackBerry BIS subscription group and the non-subscription group were identified in respect of four dependent variables: *FB1: Personalisation* ( $p=0.001$ ) (at the most significant level, 0.1%); *TOTB: Advertising value* ( $p=0.006$ ); *FD2: Hyperreal escapism* ( $p=0.001$ ) (at the next significant level, 1%); and *FD3: Interactive collaboration* ( $p=0.015$ ) (at the least significant level, 5%).

- In terms of factor, *FB1: Personalisation*, the mean score for the subscription group was 3.454, which is significantly lower than the mean score for the non-subscription group, which was 3.944. Although both mean scores fall within the high range of responses, the subscription group appear to be less concerned with personalised communication than the non-subscribing group.
- In terms of factor, *TOTB: Advertising value*, the mean score for the subscription group was 3.688, which is significantly lower than the mean score for the non-subscription group, which was 3.981. The interpretation of this result is that the subscription group is less affected by advertising than the non-subscription group.
- In terms of factor, *FD2: Hyperreal escapism*, the mean score for the subscription group was low at 1.830, which was significantly lower than the non-subscription group, which had a mean score of 2.412. Participation in online gaming is not a significant activity undertaken by respondents for reasons discussed previously. It appears that BlackBerry BIS subscribers are even less likely to participate than non-subscribers.
- In terms of factor, *FD3: Interactive collaboration*, the mean score for the subscription group was 2.891, which is significantly lower than the non-subscription group, which was 3.358. This result implies that the subscription group are less inclined to participate in collaborative marketing efforts, which contributes to the postmodern marketing concept of embedded marketing. This finding is somewhat

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unexpected considering that with BlackBerry BIS subscribers have virtually unlimited access to the Internet. However if one considers the user experience, users experience the Internet differently when accessing it from a computer compared to accessing it from a cell phone, considering the smaller screen size of cell phones and sometimes reduced functionality of web sites rendered to cell phone access. So, perhaps BlackBerry BIS subscribers tend to access the Internet more often from their cell phones than from computers and therefore are less likely to interact as much as respondents who access the Internet mainly from computers.

### **Eta-squared**

The strength of the relationship between subscription to BlackBerry BIS and the dependent variable is significant for six instances. Four cases are identical to those found to be significant in the ANOVA test: *FB1: Personalisation* ( $\eta^2=0.056$ ); (TOTB: Advertising value ( $\eta^2=0.037$ ); *FD2: Hyperreal escapism* ( $\eta^2=0.052$ ); and *FD3: Interactive collaboration* ( $\eta^2=0.030$ ). In addition the other two are *FB3: Social exchange* ( $\eta^2=0.013$ ); and TOTD: Social evolution ( $\eta^2=0.016$ ), which contribute to the deductions drawn against factor, *FD3: Interactive collaboration* from the ANOVA test in the previous section.



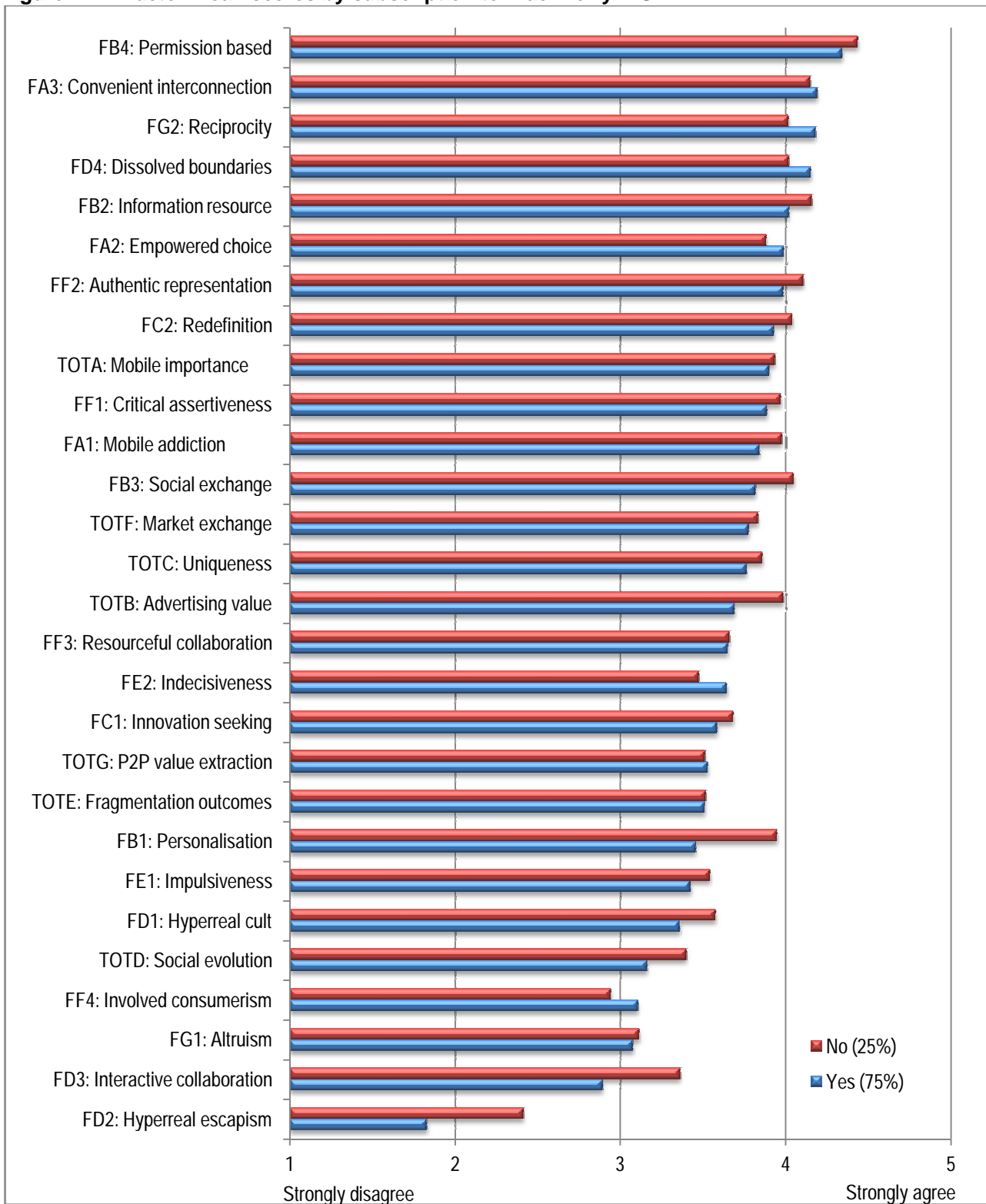
**Table 7.50: Factor mean scores by subscription to BlackBerry BIS**

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Yes (75%)	No (25%)			
FB4: Permission based	4.366	4.340	4.436	0.439	0.003	
FA3: Convenient interconnection	4.178	4.190	4.145	0.759	0.000	
FG2: Reciprocity	4.135	4.178	4.016	0.345	0.005	
FD4: Dissolved boundaries	4.115	4.150	4.018	0.360	0.004	
FB2: Information resource	4.054	4.017	4.155	0.256	0.006	
FF2: Authentic representation	4.014	3.981	4.105	0.274	0.006	
FA2: Empowered choice	3.958	3.987	3.882	0.459	0.003	
FC2: Redefinition	3.956	3.927	4.036	0.431	0.003	
TOTA: Mobile importance	3.909	3.900	3.935	0.773	0.000	
FF1: Critical assertiveness	3.907	3.884	3.968	0.518	0.002	
FB3: Social exchange	3.878	3.817	4.045	0.105	0.013	
FA1: Mobile addiction	3.876	3.839	3.976	0.314	0.005	
TOTF: Market exchange	3.789	3.775	3.829	0.608	0.001	
TOTC: Uniqueness	3.787	3.761	3.858	0.410	0.003	
TOTB: Advertising value	3.767	3.688	3.981	0.006	0.037	**
FF3: Resourceful collaboration	3.651	3.649	3.658	0.950	0.000	
FC1: Innovation seeking	3.610	3.584	3.682	0.548	0.002	
FE2: Indecisiveness	3.595	3.640	3.473	0.351	0.004	
FB1: Personalisation	3.585	3.454	3.944	0.001	0.056	***
TOTG: P2P value extraction	3.523	3.527	3.511	0.913	0.000	
TOTE: Fragmentation outcomes	3.511	3.510	3.515	0.971	0.000	
FE1: Impulsiveness	3.455	3.423	3.542	0.407	0.003	
FD1: Hyperreal cult	3.415	3.358	3.574	0.165	0.010	
TOTD: Social evolution	3.223	3.159	3.397	0.072	0.016	
FG1: Altruism	3.084	3.074	3.113	0.830	0.000	
FF4: Involved consumerism	3.063	3.106	2.941	0.436	0.003	
FD3: Interactive collaboration	3.015	2.891	3.358	0.015	0.030	*
FD2: Hyperreal escapism	1.986	1.830	2.412	0.001	0.052	**

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.21 provides a graphic representation of factor mean scores for subscription to BlackBerry BIS, in descending order.

Figure 7.21: Factor mean scores by subscription to BlackBerry BIS



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#### 7.7.14 Factor mean scores by frequency of social media use

Table 7.51 lists the factor mean scores of all 28 dimensions by frequency of social media use.

#### ANOVA tests

In terms of the ANOVA tests, significant differences between means across groups with different frequencies of social media use were identified in respect of 21 dependent variables:

- Those at the most significant level, 0.1%: *FD4: Dissolved boundaries* ( $p=0.000$ ); *FA2: Empowered choice* ( $p=0.000$ ); *TOTA: Mobile importance* ( $p=0.000$ ); *FA1: Mobile addiction* ( $p=0.000$ ); *FD1: Hyperreal cult* ( $p=0.000$ ); *TOTD: Social evolution* ( $p=0.000$ ); and *FG1: Altruism* ( $p=0.001$ ).
- Those at the next significant level, 1%: *FG2: Reciprocity* ( $p=0.004$ ); *TOTF: Market exchange* ( $p=0.009$ ); *FC1: Innovation seeking* ( $p=0.002$ ); *TOTG: P2P value extraction* ( $p=0.002$ ); and *FF4: Involved consumerism* ( $p=0.002$ ).
- Those at the least significant level, 5%: *FB4: Permission based* ( $p=0.030$ ); *FF2: Authentic representation* ( $p=0.042$ ); *FB3: Social exchange* ( $p=0.014$ ); *TOTB: Advertising value* ( $p=0.029$ ); *FF3: Resourceful collaboration* ( $p=0.012$ ); *TOTE: Fragmentation outcomes* ( $p=0.026$ ); *FE1: Impulsiveness* ( $p=0.017$ ); *FD3: Interactive collaboration* ( $p=0.021$ ); and *FD2: Hyperreal escapism* ( $p=0.023$ ).

Rather than discuss each factor individually, general trends have been identified based on the significance of the abovementioned factors. In all mentioned instances the group classified as constant social media users reflected the highest mean scores across all groups.

- Firstly, in the group defined as constant users of social media, it is noted that this group strongly support the notion that social media networks have transformed connections and methods of communicating across societies. Frequent use of social media is assumed to infer frequent contact with members of the respondents' social circle, which implies close relationships amongst members they are interacting with. This closeness perhaps supports the reason that this group is more

inclined to demonstrate altruistic behaviour than other groups. These results indicate behaviour that is reflective of the postmodern characteristics of de-differentiation and hyperreality. This finding is somewhat anticipated considering the high propensity of this group to use social media.

- Secondly, the group of constant users of social media indicate that cell phones are highly important to them. This finding is expected, because cell phones provide a conduit for this group to access social media whenever they choose too. Perhaps high frequency of social media access is an underlying reason for high mean scores behind factor, *FA1: Mobile addiction?*
- Thirdly, the group of constant users of social media indicate a propensity to display behaviour that is indicative of embedded marketing. Conceivably their frequent use of social media has contributed to their familiarity of the medium thus they are more likely to participate and share their perspectives with others.

### Eta-squared

The strength of the relationship between frequency of social media use and the dependent variable is significant for 25 instances. 21 cases are identical to those found to be significant in the ANOVA test: *FD4: Dissolved boundaries* ( $\eta^2=0.086$ ); *FA2: Empowered choice* ( $\eta^2=0.057$ ); *TOTA: Mobile importance* ( $\eta^2=0.116$ ); *FA1: Mobile addiction* ( $\eta^2=0.116$ ); *FD1: Hyperreal cult* ( $\eta^2=0.078$ ); *TOTD: Social evolution* ( $\eta^2=0.079$ ); *FG1: Altruism* ( $\eta^2=0.047$ ); *FG2: Reciprocity* ( $\eta^2=0.034$ ); *TOTF: Market exchange* ( $\eta^2=0.029$ ); *FC1: Innovation seeking* ( $\eta^2=0.039$ ); *TOTG: P2P value extraction* ( $\eta^2=0.040$ ); *FF4: Involved consumerism* ( $\eta^2=0.038$ ); *FB4: Permission based* ( $\eta^2=0.021$ ); *FF2: Authentic representation* ( $\eta^2=0.019$ ); *FB3: Social exchange* ( $\eta^2=0.026$ ); *TOTB: Advertising value* ( $\eta^2=0.022$ ); *FF3: Resourceful collaboration* ( $\eta^2=0.027$ ); *TOTE: Fragmentation outcomes* ( $\eta^2=0.022$ ); *FE1: Impulsiveness* ( $\eta^2=0.025$ ); *FD3: Interactive collaboration* ( $\eta^2=0.024$ ); *FD2: Hyperreal escapism* ( $\eta^2=0.024$ ). In addition the other four are *FA3: Convenient interconnection* ( $\eta^2=0.012$ ); *FB2: Information resource* ( $\eta^2=0.012$ ); *TOTC: Uniqueness* ( $\eta^2=0.017$ ); and *FB1: Personalisation* ( $\eta^2=0.018$ ), which contribute to the deductions drawn against the ANOVA test in the previous section.

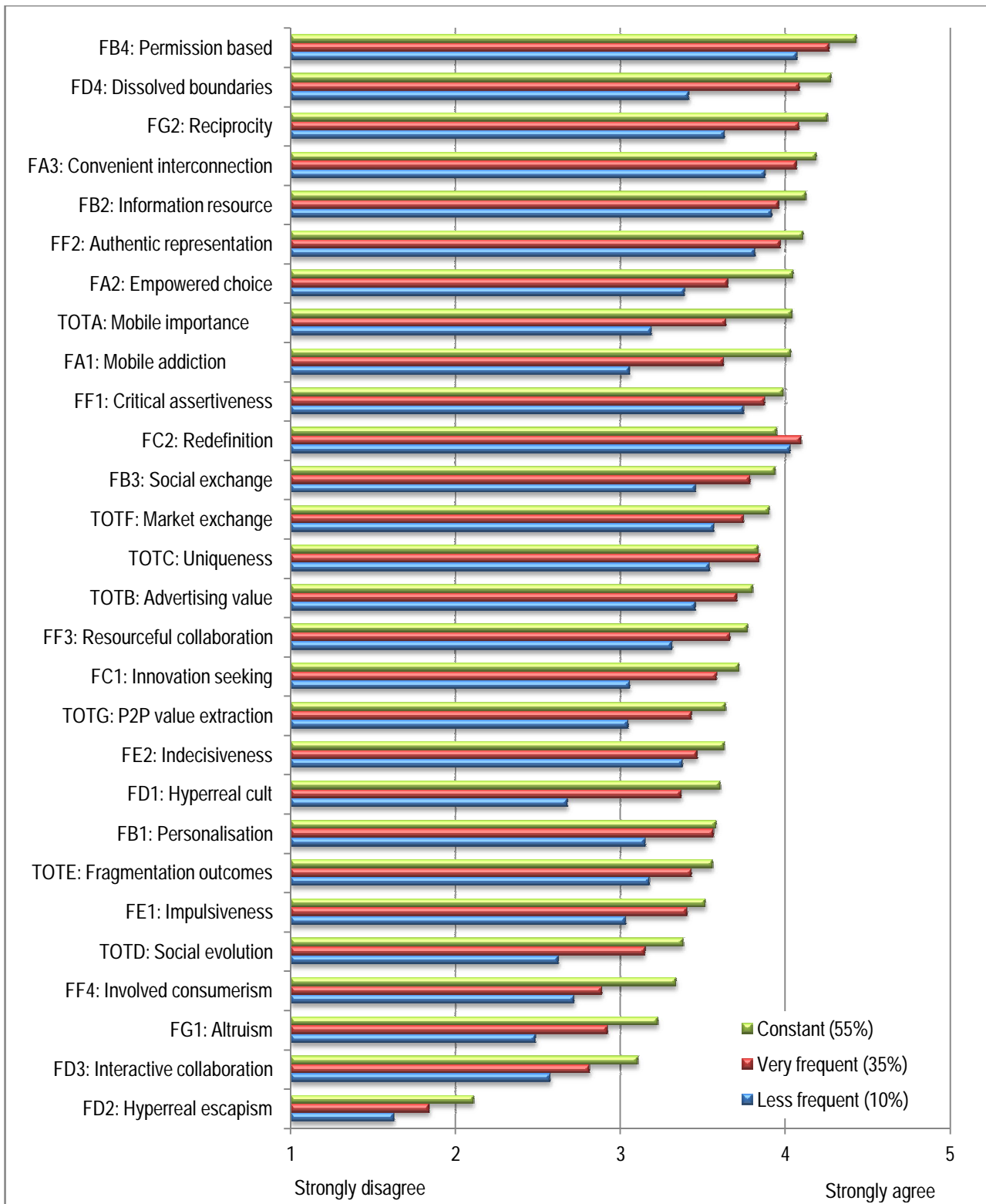
**Table 7.51: Factor mean scores by frequency of social media use**

Dependent variable: Factor scores	Means				ANOVA F p-value	ETA squared	Significance
	All Groups	Less frequent (10%)	Very frequent (35%)	Constant (55%)			
FB4: Permission based	4.333	4.069	4.265	4.430	0.030	0.021	*
FG2: Reciprocity	4.129	3.631	4.082	4.255	0.004	0.034	**
FD4: Dissolved boundaries	4.116	3.417	4.084	4.278	0.000	0.086	***
FA3: Convenient interconnection	4.112	3.875	4.067	4.188	0.152	0.012	
FB2: Information resource	4.044	3.917	3.960	4.124	0.152	0.012	
FF2: Authentic representation	4.027	3.817	3.970	4.107	0.042	0.019	*
FC2: Redefinition	4.006	4.028	4.093	3.947	0.352	0.006	
FF1: Critical assertiveness	3.920	3.748	3.873	3.985	0.218	0.009	
FA2: Empowered choice	3.838	3.389	3.652	4.048	0.000	0.057	***
FB3: Social exchange	3.833	3.458	3.788	3.938	0.014	0.026	*
TOTF: Market exchange	3.812	3.568	3.746	3.904	0.009	0.029	**
TOTA: Mobile importance	3.809	3.189	3.640	4.042	0.000	0.116	***
TOTC: Uniqueness	3.806	3.542	3.844	3.835	0.061	0.017	
FA1: Mobile addiction	3.784	3.056	3.624	4.033	0.000	0.116	***
TOTB: Advertising value	3.729	3.453	3.706	3.801	0.029	0.022	*
FF3: Resourceful collaboration	3.683	3.315	3.662	3.772	0.012	0.027	*
FC1: Innovation seeking	3.598	3.056	3.584	3.718	0.002	0.039	**
FE2: Indecisiveness	3.544	3.375	3.465	3.629	0.335	0.007	
FB1: Personalisation	3.528	3.152	3.563	3.580	0.057	0.018	
TOTG: P2P value extraction	3.501	3.046	3.431	3.636	0.002	0.040	**
TOTE: Fragmentation outcomes	3.472	3.175	3.431	3.558	0.026	0.022	*
FE1: Impulsiveness	3.424	3.032	3.404	3.515	0.017	0.025	*
FD1: Hyperreal cult	3.422	2.679	3.368	3.602	0.000	0.078	***
TOTD: Social evolution	3.216	2.626	3.148	3.379	0.000	0.079	***
FF4: Involved consumerism	3.117	2.719	2.887	3.338	0.002	0.038	**
FG1: Altruism	3.045	2.486	2.920	3.227	0.001	0.047	***
FD3: Interactive collaboration	2.949	2.576	2.814	3.106	0.021	0.024	*
FD2: Hyperreal escapism	1.964	1.629	1.842	2.109	0.023	0.024	*

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.22 provides a graphic representation of factor mean scores frequency of social media use, in descending order.

Figure 7.22: Factor mean scores by frequency of social media use



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### 7.7.15 Factor mean scores by level of Internet access

Table 7.52 lists the factor mean scores of all 28 dimensions by level of Internet access.

#### ANOVA tests

In terms of ANOVA tests no significant differences were found against means across groups.

#### Eta-squared

According to eta-squared the strength of the relationship between levels of Internet access and dependent variable is slightly significant for 2 cases: TOTC: Uniqueness ( $\eta^2=0.010$ ); and FF3: *Resourceful collaboration* ( $\eta^2=0.011$ ).

- In terms of TOTC: Uniqueness, the mean score for the group with unusual levels of access to the Internet was 3.926, which is significantly greater than the mean scores of the groups with moderate access at 3.765, and the group with somewhat limited access at 3.774. This dimension was designed to detect characteristics of de-differentiation and anti-foundationalism amongst respondents. The assumed rationale behind this result is that respondents with access to the Internet across a wide source of access points a) have the flexibility to access the Internet whenever they choose, b) different methods of access imply perceived ease of use of technology, and c) that respondents in the group are receptive to technology, and are possibly early adopters of innovation. Thus the use of multiple methods to access the Internet shows signs of anti-foundationalism through numerous approaches and de-differentiation, from the fact that respondents are not bound by a particular method to access the Internet.
- In terms of FF3: *Resourceful collaboration*, it is the group with moderate levels of access to the Internet that achieved the highest mean score across the group of 3.771, which is significantly greater than the mean scores of the groups with somewhat limited access at 3.591, and the group with unusual levels of access at 3.600. There is no clearly identifiable reason for this difference

**Table 7.52: Factor mean scores by level of Internet access**

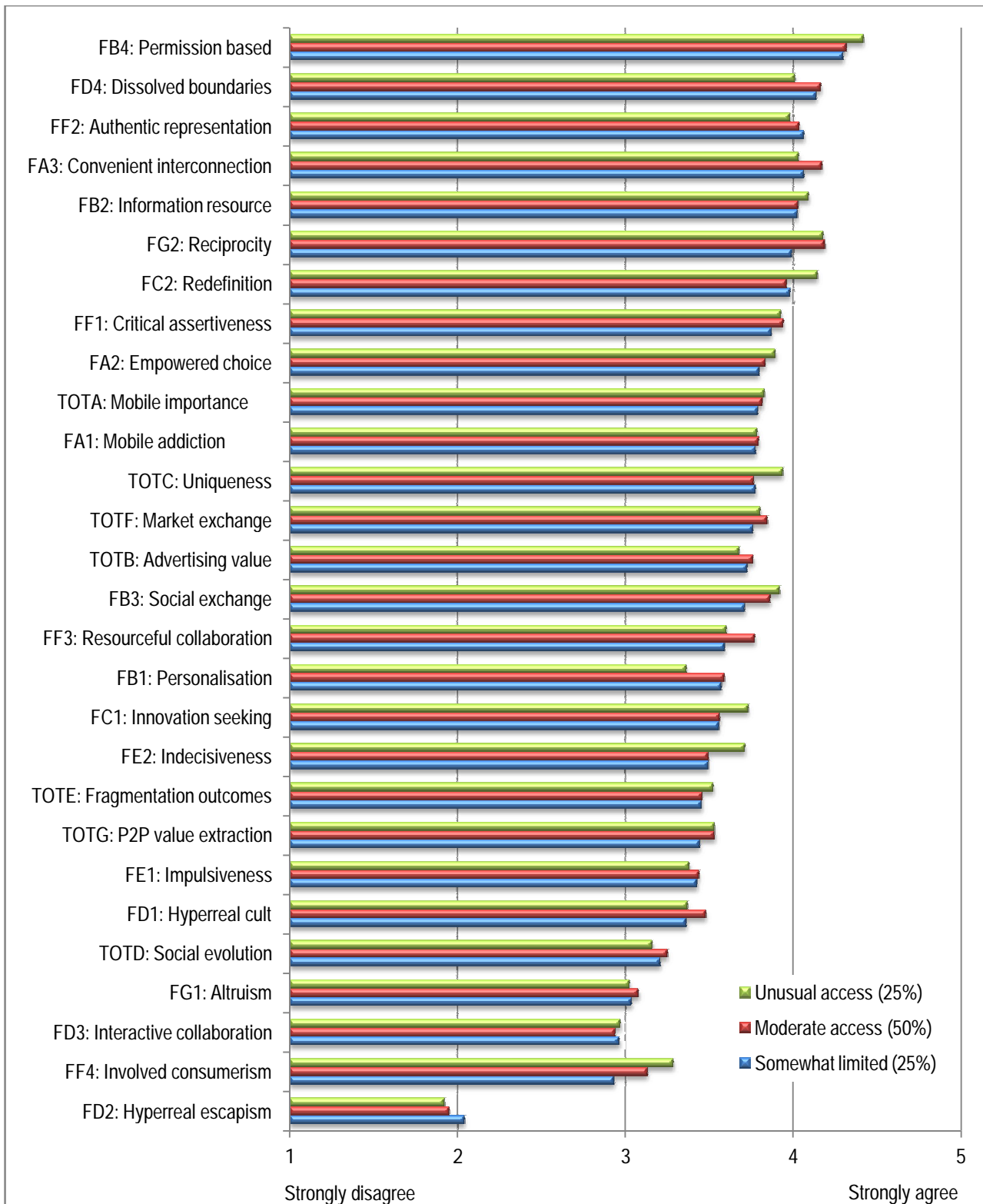
Dependent variable: Factor scores	Means				ANOVA F p-value	ETA squared	Significance
	All Groups	Somewhat limited (25%)	Moderate access (50%)	Unusual access (25%)			
FB4: Permission based	4.335	4.296	4.315	4.417	0.592	0.003	
FG2: Reciprocity	4.137	3.989	4.185	4.178	0.355	0.007	
FD4: Dissolved boundaries	4.119	4.136	4.164	4.006	0.434	0.005	
FA3: Convenient interconnection	4.110	4.062	4.171	4.032	0.480	0.005	
FB2: Information resource	4.041	4.025	4.027	4.090	0.835	0.001	
FF2: Authentic representation	4.029	4.064	4.035	3.979	0.741	0.002	
FC2: Redefinition	4.008	3.981	3.958	4.141	0.276	0.008	
FF1: Critical assertiveness	3.920	3.870	3.941	3.926	0.812	0.001	
FA2: Empowered choice	3.837	3.796	3.831	3.891	0.837	0.001	
FB3: Social exchange	3.836	3.710	3.860	3.917	0.331	0.007	
TOTF: Market exchange	3.813	3.759	3.843	3.803	0.640	0.003	
TOTA: Mobile importance	3.810	3.788	3.815	3.824	0.960	0.000	
TOTC: Uniqueness	3.808	3.774	3.765	3.936	0.191	0.010	
FA1: Mobile addiction	3.787	3.776	3.795	3.782	0.988	0.000	
TOTB: Advertising value	3.730	3.722	3.759	3.676	0.702	0.002	
FF3: Resourceful collaboration	3.686	3.591	3.771	3.600	0.173	0.011	
FC1: Innovation seeking	3.601	3.556	3.563	3.731	0.441	0.005	
FE2: Indecisiveness	3.546	3.494	3.494	3.712	0.363	0.006	
FB1: Personalisation	3.530	3.571	3.588	3.364	0.235	0.009	
TOTG: P2P value extraction	3.509	3.440	3.531	3.530	0.759	0.002	
TOTE: Fragmentation outcomes	3.471	3.455	3.456	3.522	0.819	0.001	
FD1: Hyperreal cult	3.424	3.364	3.480	3.368	0.594	0.003	
FE1: Impulsiveness	3.422	3.428	3.438	3.378	0.893	0.001	
TOTD: Social evolution	3.219	3.208	3.251	3.159	0.716	0.002	
FF4: Involved consumerism	3.116	2.932	3.130	3.284	0.222	0.010	
FG1: Altruism	3.054	3.036	3.077	3.023	0.929	0.000	
FD3: Interactive collaboration	2.952	2.963	2.939	2.968	0.981	0.000	
FD2: Hyperreal escapism	1.965	2.041	1.949	1.920	0.771	0.002	

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.23 provides a graphic representation of factor mean scores by level of Internet access, in descending order.



Figure 7.23: Factor mean scores by level of Internet access



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### 7.7.16 Factor mean scores by home access to the Internet

Table 7.53 lists the factor mean scores of all 28 dimensions by home access to the Internet. In all instances mean scores are lower for respondents reporting to have access to the Internet from home than for those that do not have access to the Internet from home.

#### ANOVA tests

In terms of the ANOVA tests, significant differences between means across the group that accessed the Internet from home compared to the group that did not access the Internet from home were identified in respect of 10 dependent variables:

- Those significant at the 0.1% level being: TOTB: Advertising value ( $p=0.000$ ); and *FD1: Hyperreal cult* ( $p=0.000$ )
- Those significant at the 1% level being: *FB2: Information resource* ( $p=0.005$ ); *FB1: Personalisation* ( $p=0.002$ ); and TOTD: Social evolution ( $p=0.003$ )
- Those significant at the 5% level being *FD4: Dissolved boundaries* ( $p=0.044$ ); *FA3: Convenient interconnection* ( $p=0.031$ ); *FA1: Mobile addiction* ( $p=0.019$ ); TOTA: Mobile importance ( $p=0.014$ ); and *FE1: Impulsiveness* ( $p=0.049$ ).

In general, based on these results, it appears that respondents who have access to the Internet from home are significantly less likely to exhibit characteristics of postmodern behaviour than respondents that do not have access to the Internet from home. The following assumptions have been deduced from the results.

This group of respondents are presumed to live at home with their families and be dependent, to an extent, upon their families. In this homely environment they potentially have fewer responsibilities than respondents living on their own, which may be a possible reason for this group being less affected by advertising as they have fewer unattended needs than perhaps respondents who live on their own. Furthermore, in a family environment, it is assumed that family provide a support structure of sorts which reduces the need for respondents to rely on external support, hence accounting for the significant differences between the two groups in reference to factors concerning social media. In

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terms of this group's lower mean scores towards factors relating to cell phones, it is presumed that because of amenities in the home, the group has alternative devices to utilise thus are less dependent upon their cell phones than respondents who do not have access to alternatives.

### **Eta-squared**

The strength of the relationship between access to the Internet from home and the dependent variable is significant for 10 instances: TOTB: Advertising value ( $\eta^2=0.040$ ); *FD1: Hyperreal cult* ( $\eta^2=0.044$ ); *FB2: Information resource* ( $\eta^2=0.024$ ); *FB1: Personalisation* ( $\eta^2=0.029$ ); TOTD: Social evolution ( $\eta^2=0.028$ ); *FD4: Dissolved boundaries* ( $\eta^2=0.012$ ); *FA3: Convenient interconnection* ( $\eta^2=0.014$ ); TOTA: Mobile importance ( $\eta^2=0.018$ ); *FA1: Mobile addiction* ( $\eta^2=0.017$ ); and *FE1: Impulsiveness* ( $\eta^2=0.012$ ). These findings are a direct reflection of those of the ANOVA tests.

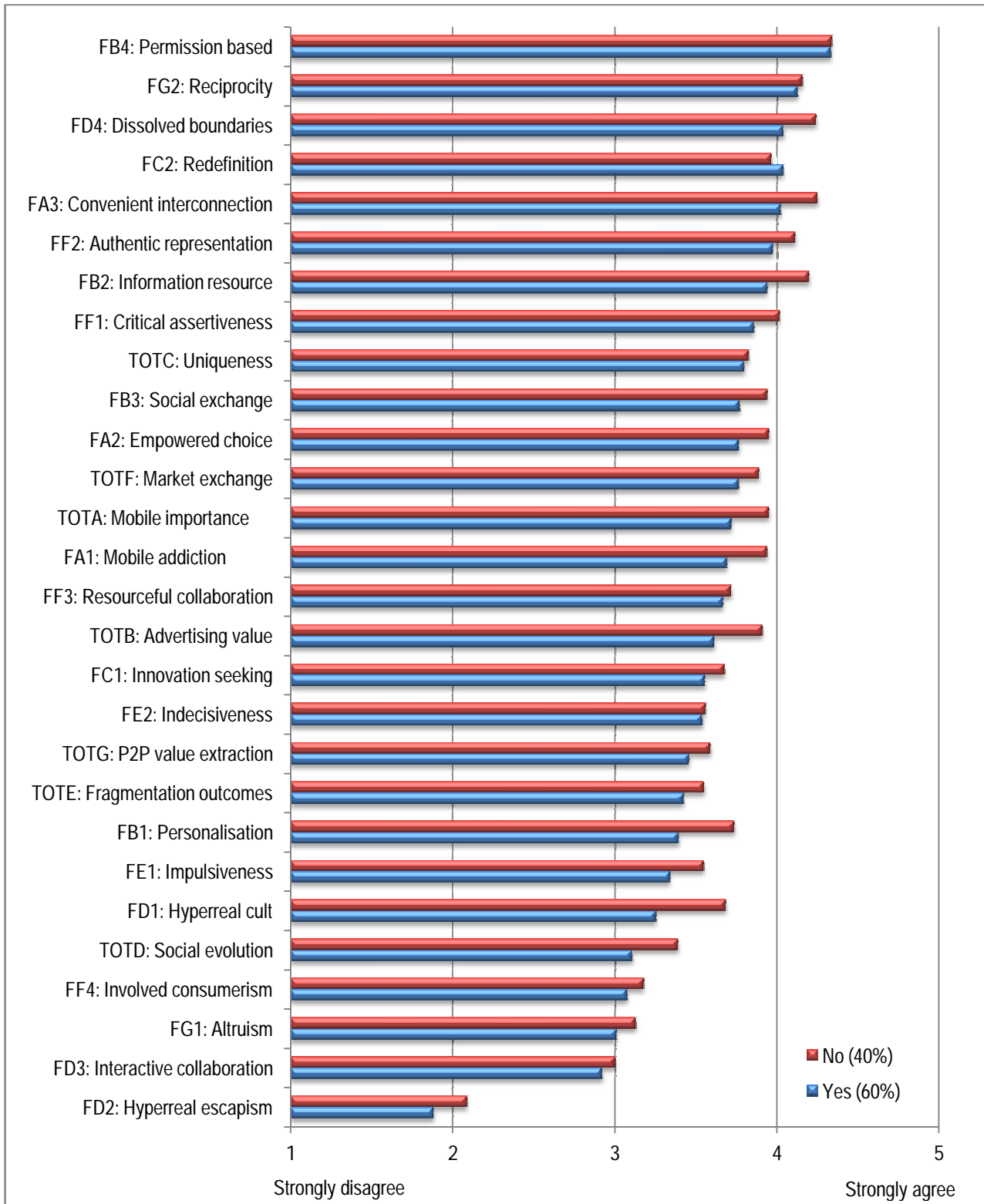
**Table 7.53: Factor mean scores by home access to the Internet**

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Yes (60%)	No (40%)			
FB4: Permission based	4.335	4.332	4.338	0.949	0.000	
FG2: Reciprocity	4.137	4.124	4.155	0.793	0.000	
FD4: Dissolved boundaries	4.119	4.038	4.242	0.044	0.012	*
FA3: Convenient interconnection	4.110	4.020	4.248	0.031	0.014	*
FB2: Information resource	4.041	3.939	4.196	0.005	0.024	**
FF2: Authentic representation	4.029	3.974	4.111	0.085	0.009	
FC2: Redefinition	4.008	4.036	3.965	0.465	0.002	
FF1: Critical assertiveness	3.920	3.857	4.015	0.091	0.009	
FA2: Empowered choice	3.837	3.764	3.949	0.107	0.008	
FB3: Social exchange	3.836	3.769	3.938	0.105	0.008	
TOTF: Market exchange	3.813	3.763	3.889	0.093	0.009	
TOTA: Mobile importance	3.810	3.718	3.950	0.014	0.018	*
TOTC: Uniqueness	3.808	3.798	3.823	0.754	0.000	
FA1: Mobile addiction	3.787	3.689	3.936	0.019	0.017	*
TOTB: Advertising value	3.730	3.612	3.909	0.000	0.040	***
FF3: Resourceful collaboration	3.686	3.666	3.715	0.605	0.001	
FC1: Innovation seeking	3.601	3.554	3.673	0.303	0.003	
FE2: Indecisiveness	3.546	3.538	3.558	0.883	0.000	
FB1: Personalisation	3.530	3.393	3.736	0.002	0.029	**
TOTG: P2P value extraction	3.509	3.456	3.588	0.208	0.005	
TOTE: Fragmentation outcomes	3.471	3.421	3.547	0.166	0.006	
FD1: Hyperreal cult	3.424	3.254	3.685	0.000	0.044	***
FE1: Impulsiveness	3.422	3.339	3.546	0.049	0.012	*
TOTD: Social evolution	3.219	3.106	3.389	0.003	0.028	**
FF4: Involved consumerism	3.116	3.074	3.177	0.480	0.002	
FG1: Altruism	3.054	3.008	3.125	0.355	0.003	
FD3: Interactive collaboration	2.952	2.920	3.000	0.557	0.001	
FD2: Hyperreal escapism	1.965	1.882	2.087	0.104	0.008	

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.24 provides a graphic representation of factor mean scores by home access to the Internet, in descending order.

**Figure 7.24: Factor mean scores by home access to the Internet**



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### 7.7.17 Factor mean scores by campus access to the Internet

Table 7.54 lists the factor mean scores of all 28 dimensions by campus access to the Internet. In all instances mean scores are higher for respondents reporting to have access to the Internet from campus than for those that do not access the Internet from campus. It must be noted that all students qualify for access to the Internet from campus, however based on these results 25% of the population appear not to access the Internet from campus, it is assumed that other access options take precedence, possibly due to crowding.

#### ANOVA tests

In terms of the ANOVA tests, significant differences between means across the group that accessed the Internet from campus compared to the group that did not access the Internet from campus were identified in respect of 12 dependent variables:

- Those significant at the 0.1% level being: *FA2: Empowered choice* ( $p=0.000$ ).
- Those significant at the 1% level being: *FA3: Convenient interconnection* ( $p=0.001$ ); *FB2: Information resource* ( $p=0.007$ ); and *TOTB: Advertising value* ( $p=0.002$ ).
- Those significant at the 5% level being: *FF1: Critical assertiveness* ( $p=0.032$ ); *TOTF: Market exchange* ( $p=0.017$ ); *TOTA: Mobile importance* ( $p=0.034$ ); *FB1: Personalisation* ( $p=0.013$ ); *TOTG: P2P value extraction* ( $p=0.036$ ); *FD1: Hyperreal cult* ( $p=0.025$ ); *FE1: Impulsiveness* ( $p=0.040$ ); and *FF4: Involved consumerism* ( $p=0.023$ ).

In terms of factors relating to cell phone use, *FA2: Empowered choice*, *FA3: Convenient interconnection*, and *TOTA: Mobile importance*. The mean scores indicate that the ability to choose which media one wishes to access is important to the group that accesses the Internet from campus. This group indicates that their cell phones help them achieve this need. By using their cell phones they are not only able to access what they want but when they want. This is indicative of postmodern traits of hyperreality and de-differentiation. The group accessing the Internet from campus shows further tendencies towards hyperreality as evidenced by the higher mean score it achieves for *FD1: Hyperreal cult* than the group that does not access the Internet from campus.

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In terms of responses to factors, *FB2: Information resource* and *TOTB: Advertising value* which relate to advertising. The group with access to the Internet from campus, derive greater value from advertising as a source of information than the group that does not access the Internet from campus, particularly personalised communication. The findings in this section are the opposite of those observed in the previous section where it was found that individuals that access the Internet from home do not derive as much value from advertising as those without access to the Internet from home. Thus the results from this section tend to agree with the suggestion that the more dependent a respondent is the less attention he or she pays to general advertising. It is possible that the higher tendency of the group accessing the Internet from campus to demonstrate impulsive behaviour is related to their higher receptivity towards advertising.

In terms of mean scores achieved for factors, *FF1: Critical assertiveness*; *TOTF: Market exchange*; and *FF4: Involved consumerism*, which relate to postmodern marketing practices, both groups reflect high mean scores against factors *FF1: Critical assertiveness* and *TOTF: Market exchange*, which indicates the practice of embedded marketing because respondents express the notion that they are willing to take part in product development. The group that access the Internet from campus achieved a significantly higher mean score than the group that does not access the Internet from campus, which indicates that this group has a greater propensity to enact postmodern marketing principles. However, the lower mean scores obtained for factor, *FF4: Involved consumerism*, signifies a tension in the state of embedded marketing, whereby, although groups are willing to participate in product development and want the brands they use to listen to them, they are reluctant to express these needs, as evidenced by the lower mean scores for *FF4: Involved consumerism*. The group that access the Internet from campus is less reluctant than the group that does not access the Internet from campus.

In terms of differences between mean scores for factor, *TOTG: P2P value extraction*, there is no clearly identifiable reason for this difference.

## Eta-squared

The strength of the relationship between access to the Internet from campus and the dependent variable is significant for 14 instances: *FA2: Empowered choice* ( $\eta^2=0.037$ ); *FA3: Convenient interconnection* ( $\eta^2=0.031$ ); *FB2: Information resource* ( $\eta^2=0.023$ ); *TOTB: Advertising value* ( $\eta^2=0.030$ ); *FF1: Critical assertiveness* ( $\eta^2=0.014$ ); *TOTF: Market exchange* ( $\eta^2=0.017$ ); *TOTA: Mobile importance* ( $\eta^2=0.014$ ); *FB1: Personalisation* ( $\eta^2=0.019$ ); *TOTG: P2P value extraction* ( $\eta^2=0.014$ ); *FD1: Hyperreal cult* ( $\eta^2=0.015$ ); *FE1: Impulsiveness* ( $\eta^2=0.013$ ); and *FF4: Involved consumerism* ( $\eta^2=0.016$ ). In addition the other two are: *FB3: Social exchange* ( $\eta^2=0.012$ ); and *FG1: Altruism* ( $\eta^2=0.013$ ), which contributes to the deductions drawn against the ANOVA test in the previous section.

**Table 7.54: Factor mean scores by campus access to the Internet**

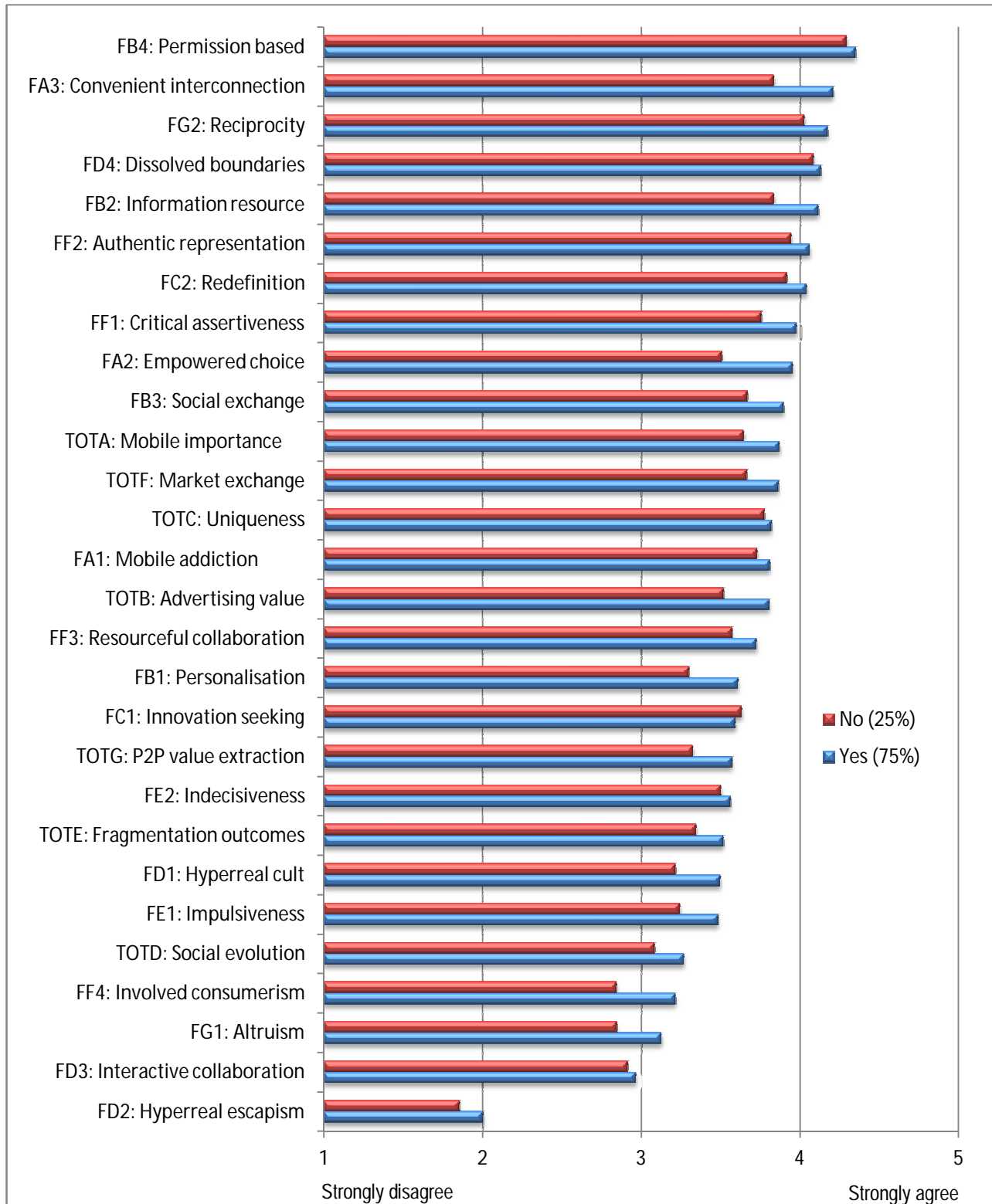
Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Yes (75%)	No (25%)			
FB4: Permission based	4.335	4.350	4.292	0.575	0.001	
FG2: Reciprocity	4.137	4.172	4.028	0.277	0.004	
FD4: Dissolved boundaries	4.119	4.132	4.083	0.671	0.001	
FA3: Convenient interconnection	4.110	4.207	3.833	0.001	0.031	**
FB2: Information resource	4.041	4.113	3.833	0.007	0.023	**
FF2: Authentic representation	4.029	4.058	3.943	0.199	0.005	
FC2: Redefinition	4.008	4.039	3.917	0.254	0.004	
FF1: Critical assertiveness	3.920	3.977	3.754	0.032	0.014	*
FA2: Empowered choice	3.837	3.952	3.506	0.000	0.037	***
FB3: Social exchange	3.836	3.895	3.667	0.051	0.012	
TOTF: Market exchange	3.813	3.864	3.665	0.017	0.017	*
TOTA: Mobile importance	3.810	3.868	3.643	0.034	0.014	*
TOTC: Uniqueness	3.808	3.820	3.774	0.613	0.001	
FA1: Mobile addiction	3.787	3.807	3.728	0.504	0.001	
TOTB: Advertising value	3.730	3.804	3.517	0.002	0.030	**
FF3: Resourceful collaboration	3.686	3.725	3.571	0.152	0.006	
FC1: Innovation seeking	3.601	3.591	3.631	0.758	0.000	
FE2: Indecisiveness	3.546	3.562	3.500	0.679	0.001	
FB1: Personalisation	3.530	3.610	3.299	0.013	0.019	*
TOTG: P2P value extraction	3.509	3.571	3.323	0.036	0.014	*
TOTE: Fragmentation outcomes	3.471	3.515	3.345	0.094	0.009	
FD1: Hyperreal cult	3.424	3.497	3.212	0.025	0.015	*
FE1: Impulsiveness	3.422	3.484	3.242	0.040	0.013	*
TOTD: Social evolution	3.219	3.266	3.081	0.079	0.009	
FF4: Involved consumerism	3.116	3.212	2.843	0.023	0.016	*
FG1: Altruism	3.054	3.124	2.844	0.051	0.013	
FD3: Interactive collaboration	2.952	2.965	2.913	0.736	0.000	
FD2: Hyperreal escapism	1.965	2.002	1.854	0.301	0.003	

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)



Figure 7.25 provides a graphic representation of factor mean scores by campus access to the Internet, in descending order.

**Figure 7.25: Factor mean scores by campus access to the Internet**



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### 7.7.18 Factor mean scores by cell phone access to the Internet

Table 7.55 lists the factor mean scores of all 28 dimensions by cell phone access to the Internet. It is reasonable to assume that one of the reasons behind the lack of significant differences in mean scores results from the fact that 90% of respondents in this measure account for one group, namely those that access the Internet from their cell phone.

#### **ANOVA tests**

In terms of the ANOVA tests, there is only one significant difference between means across the groups that access the Internet from their cell phone compared to the group that does not access the Internet from their cell phone in respect of the dependent variable: *FA2: Empowered choice* ( $p=0.013$ ). This finding logically infers that accessing the Internet from the cell phone is important in terms of accessing media of the respondent's choice from his or her cell phone.

#### **Eta-squared**

The strength of the relationship between accessing the Internet from a cell phone and the dependent variable is also significant for one instance: *FA2: Empowered choice* ( $\eta^2=0.019$ ), as per the ANOVA test findings.

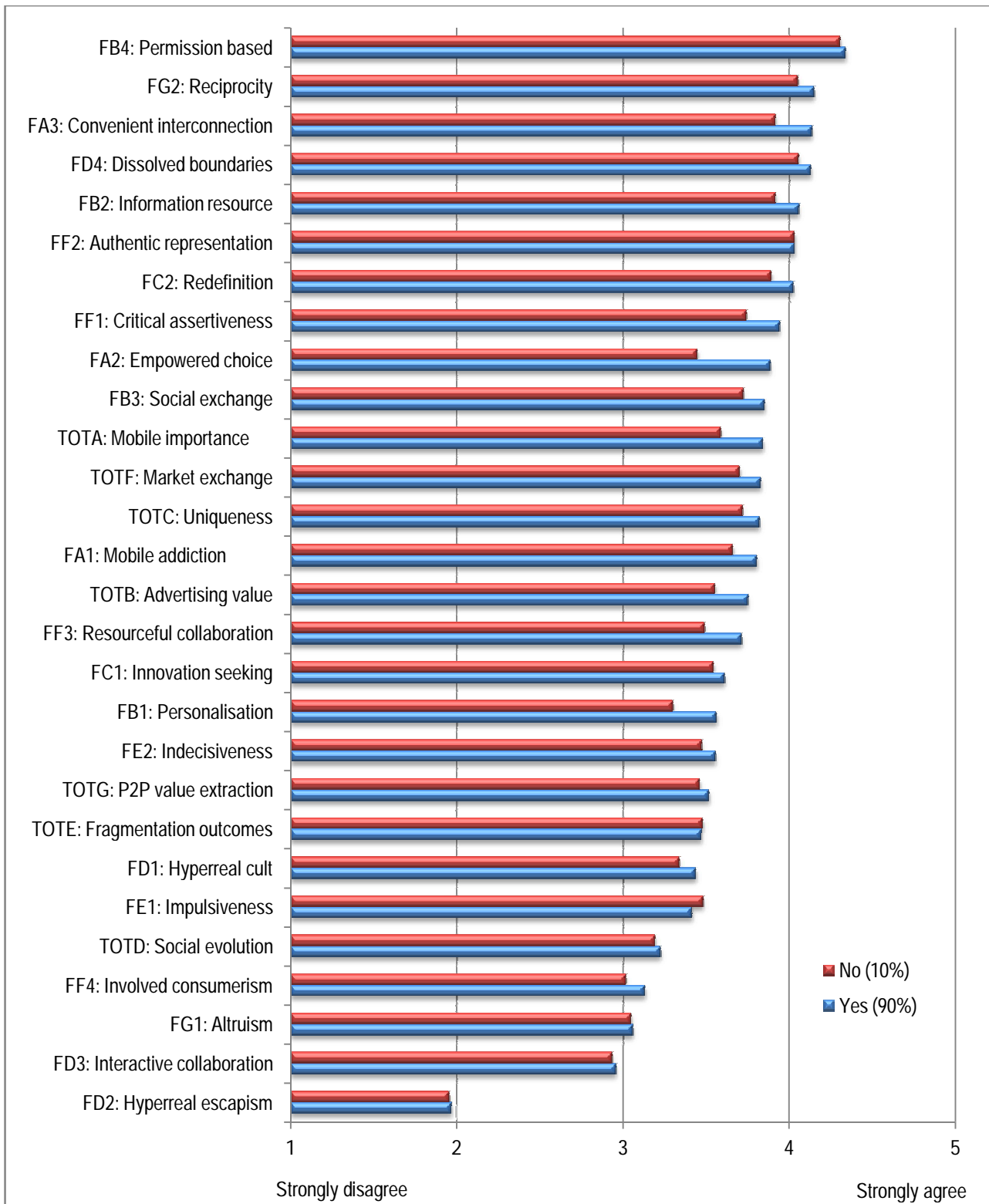
**Table 7.55: Factor mean scores by cell phone access to the Internet**

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Yes (90%)	No (10%)			
FB4: Permission based	4.335	4.338	4.306	0.820	0.000	
FG2: Reciprocity	4.137	4.147	4.049	0.596	0.001	
FD4: Dissolved boundaries	4.119	4.127	4.056	0.652	0.001	
FA3: Convenient interconnection	4.110	4.134	3.917	0.186	0.005	
FB2: Information resource	4.041	4.057	3.917	0.332	0.003	
FF2: Authentic representation	4.029	4.029	4.029	0.996	0.000	
FC2: Redefinition	4.008	4.022	3.889	0.374	0.002	
FF1: Critical assertiveness	3.920	3.942	3.739	0.163	0.006	
FA2: Empowered choice	3.837	3.886	3.444	0.013	0.019	*
FB3: Social exchange	3.836	3.851	3.722	0.433	0.002	
TOTF: Market exchange	3.813	3.827	3.699	0.276	0.004	
TOTA: Mobile importance	3.810	3.838	3.585	0.087	0.009	
TOTC: Uniqueness	3.808	3.819	3.715	0.410	0.002	
FA1: Mobile addiction	3.787	3.803	3.657	0.378	0.002	
TOTB: Advertising value	3.730	3.752	3.551	0.118	0.008	
FF3: Resourceful collaboration	3.686	3.710	3.486	0.134	0.007	
FC1: Innovation seeking	3.601	3.609	3.542	0.712	0.000	
FE2: Indecisiveness	3.546	3.555	3.472	0.691	0.000	
FB1: Personalisation	3.530	3.560	3.296	0.131	0.007	
TOTG: P2P value extraction	3.509	3.515	3.459	0.731	0.000	
TOTE: Fragmentation outcomes	3.471	3.471	3.476	0.969	0.000	
FD1: Hyperreal cult	3.424	3.435	3.336	0.577	0.001	
FE1: Impulsiveness	3.422	3.414	3.481	0.683	0.001	
TOTD: Social evolution	3.219	3.222	3.191	0.837	0.000	
FF4: Involved consumerism	3.116	3.129	3.014	0.611	0.001	
FG1: Altruism	3.054	3.055	3.046	0.961	0.000	
FD3: Interactive collaboration	2.952	2.954	2.931	0.910	0.000	
FD2: Hyperreal escapism	1.965	1.966	1.951	0.939	0.000	

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.26 provides a graphic representation of factor mean scores by cell phone access to the Internet, in descending order.

Figure 7.26: Factor mean scores by cell phone access to the Internet



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### 7.7.19 Factor mean scores by cell phone usage groups

Table 7.56 lists the factor mean scores of all 28 dimensions by cell phone usage groups. The four cell phone usage groups, *Connoisseurs*, *Conversationalists*, *Socialites*, *Conservatives*, were created upon the basis of respondents' propensity and frequency to utilise various mobile functions. The general trend of mean scores across groups is for *Connoisseurs* to score highest, followed by *Conversationalists*, then *Socialites*, and lastly *Conservatives*. This pattern is somewhat anticipated when one considers the composition of each of these cell phone usage groups, as discussed in the derivation of the clusters in section 7.4.

#### ANOVA tests

In terms of the ANOVA tests, 19 of the 28 dependent variables revealed significant differences between means across cell phone usage groups.

The means were significantly different for five of the factor scores (at the 0.1% level) were: TOTA: Mobile importance ( $p=0.000$ ); FA1: *Mobile addiction* ( $p=0.000$ ); FE1: *Impulsiveness* ( $p=0.000$ ); TOTD: Social evolution ( $p=0.000$ ); and FD2: *Hyperreal escapism* ( $p=0.000$ ). Nine mean scores were significant at the 1% level, namely: FB2: *Information resource* ( $p=0.006$ ); FF2: *Authentic representation* ( $p=0.005$ ); FA2: *Empowered choice* ( $p=0.002$ ); TOTB: Advertising value ( $p=0.001$ ); FC1: *Innovation seeking* ( $p=0.004$ ); TOTE: Fragmentation outcomes ( $p=0.001$ ); FD1: *Hyperreal cult* ( $p=0.002$ ); FG1: *Altruism* ( $p=0.004$ ); and FD3: *Interactive collaboration* ( $p=0.002$ ). Mean scores for five dependent variables were significant at the 5% level, FD4: *Dissolved boundaries* ( $p=0.037$ ); FA3: *Convenient interconnection* ( $p=0.018$ ); TOTF: Market exchange ( $p=0.018$ ); FB1: *Personalisation* ( $p=0.045$ ); FF4: *Involved consumerism* ( $p=0.016$ ).

The *Connoisseur* group had the highest mean scores across the cell phone usage groups, for factors: TOTA: Mobile importance; FA1: *Mobile addiction*, TOTD: Social evolution; FD1 Hyperreal cult; FD2 Hyperreal escapism; and FD3: *Interactive collaboration*, which supports this group's behaviour to utilise a full suite of functions as offered by their mobile devices. Based on these findings one can interpret this group to be digitally savvy through

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their extensive use of multiple mobile functions to access social media to fulfil both social and market related needs.

*Connoisseurs* also reported the highest mean scores, across the cell phone usage groups, for factors: *FE1: Impulsiveness*; *FC1: Innovation seeking*; *FF2: Authentic representation*; *TOTB: Advertising value*; *FB2: Information resource*; and *FB1: Personalisation*. The high mean score combination for dimensions *FE1: Impulsiveness*; *FC1: Innovation seeking*; and *FF2: Authentic representation* suggest that the *Connoisseur* group shows signs as early adopters by their need to keep up with the latest trends and their tendency to behave impulsively. Furthermore this group finds advertising useful possibly because it keeps them informed of the most up-to-date offerings.

In terms of factors, *FD4: Dissolved boundaries*; *FA3: Convenient interconnection*; and *FA2: Empowered choice*, the *Conversationalist* group had the highest mean scores across the groups. This finding supports the idea that respondents in this group tends to use cell phone functions that connect them to others.

The *Socialite* group reported significantly lower mean scores than the *Connoisseur* or *Conversationalist* groups for factors: *TOTD: Social evolution*; *FF4: Involved consumerism*; *FG1: Altruism*; and *FD3: Interactive collaboration*. One could interpret these findings to mean that the *Socialite* group are less likely to participate in social exchanges about brands and therefore correspondingly less inclined to partake in activities related to the postmodern marketing concept of embedded marketing.

The *Conservatives* on the other hand, with the exception of factor, *FB4: Permission based*, consistently scored lower means than the other groups, which is in keeping with this group's reserved behaviour towards mobile functions that presumably also extends to other technologies.

### **Eta-squared**

The strength of the relationship between cell phone usage groups and the dependent variable is significant in 27 cases, the only factor excluded is factor *FC1: Redefinition*.

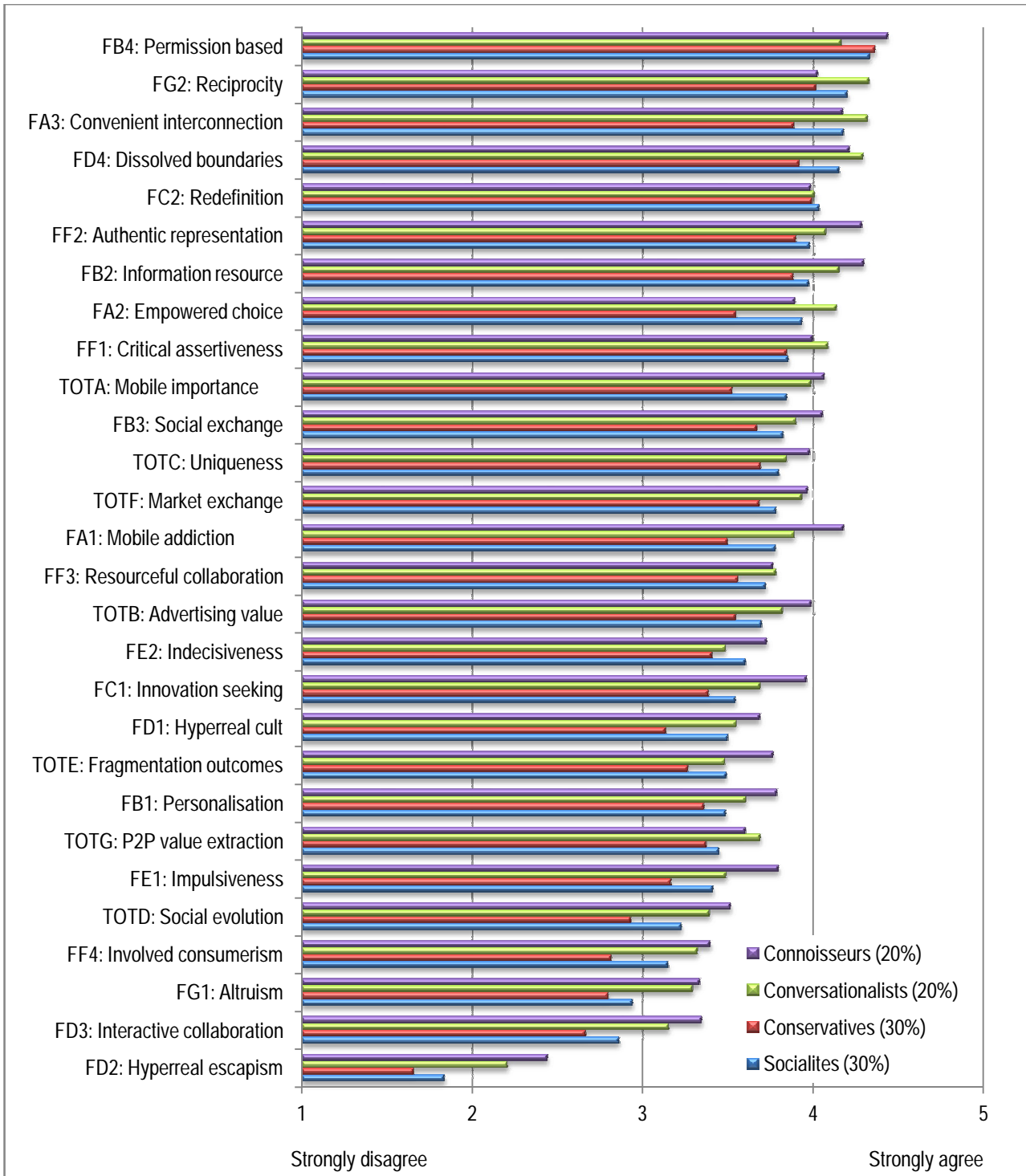
**Table 7.56: Factor mean scores by cell phone usage groups**

Dependent variable: Factor scores	Means					ANOVA F p-value	ETA squared	Significance
	All Groups	Socialites (30%)	Conser-vatives (30%)	Conver-sationa-lists (20%)	Conno-isseurs (20%)			
FB4: Permission based	4.331	4.333	4.363	4.167	4.438	0.286	0.012	
FG2: Reciprocity	4.131	4.201	4.016	4.325	4.024	0.203	0.015	
FD4: Dissolved boundaries	4.115	4.151	3.920	4.294	4.211	0.037	0.026	*
FA3: Convenient interconnection	4.109	4.177	3.886	4.317	4.172	0.018	0.031	*
FB2: Information resource	4.041	3.973	3.882	4.151	4.297	0.006	0.037	**
FF2: Authentic representation	4.030	3.980	3.898	4.074	4.283	0.005	0.039	**
FC2: Redefinition	4.005	4.032	3.991	4.008	3.984	0.983	0.001	
FF1: Critical assertiveness	3.923	3.853	3.844	4.085	3.995	0.208	0.014	
FA2: Empowered choice	3.840	3.935	3.548	4.135	3.891	0.002	0.047	**
FB3: Social exchange	3.833	3.823	3.670	3.897	4.055	0.062	0.022	
TOTF: Market exchange	3.816	3.781	3.684	3.935	3.968	0.018	0.031	*
TOTA: Mobile importance	3.811	3.845	3.525	3.984	4.064	0.000	0.064	***
TOTC: Uniqueness	3.807	3.798	3.689	3.845	3.979	0.076	0.021	
FA1: Mobile addiction	3.786	3.778	3.497	3.889	4.177	0.000	0.068	***
TOTB: Advertising value	3.728	3.695	3.546	3.819	3.989	0.001	0.049	**
FF3: Resourceful collaboration	3.688	3.720	3.558	3.780	3.763	0.272	0.012	
FC1: Innovation seeking	3.603	3.543	3.387	3.690	3.961	0.004	0.041	**
FE2: Indecisiveness	3.540	3.602	3.406	3.484	3.727	0.335	0.010	
FB1: Personalisation	3.527	3.486	3.359	3.605	3.786	0.045	0.025	*
TOTG: P2P value extraction	3.502	3.446	3.375	3.690	3.602	0.126	0.018	
TOTE: Fragmentation outcomes	3.470	3.490	3.266	3.483	3.766	0.001	0.048	**
FD1: Hyperreal cult	3.428	3.500	3.136	3.547	3.687	0.002	0.045	**
FE1: Impulsiveness	3.423	3.414	3.165	3.489	3.797	0.000	0.058	***
TOTD: Social evolution	3.219	3.227	2.931	3.392	3.516	0.000	0.073	***
FF4: Involved consumerism	3.124	3.147	2.815	3.320	3.395	0.016	0.033	*
FG1: Altruism	3.046	2.940	2.798	3.292	3.333	0.004	0.044	**
FD3: Interactive collaboration	2.948	2.860	2.665	3.153	3.347	0.002	0.047	**
FD2: Hyperreal escapism	1.967	1.837	1.657	2.208	2.443	0.000	0.075	***

ANOVA Significance: \*\*\* Significant at 0.1% level (sig <=0.001), \*\* Significant at 1% level (0.01<=sig<0.001), \* Significant at 5% level (0.05<=sig<0.01)

Figure 7.26 provides a graphic representation of factor mean scores by cell phone access to the Internet, in descending order.

Figure 7.27: Factor mean scores by cell phone access to the Internet





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### **7.7.20 Summary of ANOVA findings**

Table 7.57 provides a summary of the ANOVA significances of each dependent variable against the independent variables included in the analyses. The table presents the independent variables from those that were most useful to explain differences in the dependent variables, to those where the independent variables were not very useful in explaining differences, as one moves from left to right across the table. For ease of reference results were arranged horizontally and vertically, so that variables reporting the greatest number of significant differences appear uppermost on the left side of the table. The seven most significant independent variables are ethnicity, cell phone plan, device used most often to access the Internet, use Internet bundles on cell phone, frequency of social media use, cell phone usage and average monthly Internet airtime expenditure.

Table 7.57: Summary of ANOVA significance at a macro level and micro level

Variables	No. Sig diff	Ethnicity	Cell phone plan	Device used most often to access the Internet	Use Internet bundles on cell phone	Frequency of social media use	Cell phone usage	Ave monthly Internet airtime expenditure	Campus Internet Access	Home Internet access	Gender	Employment	Subscription to BIS	Ave monthly airtime expenditure	Make of cell phone	Smartphone Ownership	Age	Cell phone Internet access	Accommodation	Level of Internet access
Number of significant differences – all dependent variables		24	23	20*	21	21	19	13	12	10	8	7	4	4	3	2	2	1	0	0
TOTA: Mobile importance	11	0.000	0.002	0.000	0.000	0.000	0.000	0.003	0.034	0.014	0.122	0.040	0.773	0.214	0.397	0.121	0.036	0.087	0.309	0.960
TOTD: Social evolution	10	0.000	0.000	0.000	0.000	0.000	0.000	0.001	0.079	0.003	0.584	0.022	0.072	0.007	0.101	0.305	0.208	0.837	0.152	0.716
TOTB: Advertising value	10	0.000	0.000	0.000	0.009	0.029	0.001	0.091	0.002	0.000	0.685	0.009	0.006	0.197	0.416	0.967	0.223	0.118	0.765	0.702
TOTF: Market exchange	7	0.000	0.000	0.001	0.006	0.009	0.018	0.050	0.017	0.093	0.296	0.084	0.608	0.376	0.247	0.993	0.450	0.276	0.381	0.640
TOTE: Fragmentation outcomes	7	0.015	0.162	0.028	0.011	0.026	0.001	0.021	0.094	0.166	0.003	0.584	0.971	0.606	0.089	0.383	0.357	0.969	0.327	0.819
TOTG: P2P value extraction	6	0.000	0.002	0.287	0.065	0.002	0.126	0.025	0.036	0.208	0.041	0.138	0.913	0.343	0.581	0.535	0.490	0.731	0.073	0.759
TOTC: Uniqueness	4	0.000	0.025	0.485	0.002	0.061	0.076	0.095	0.613	0.754	0.001	0.185	0.410	0.058	0.795	0.713	0.473	0.410	0.302	0.191

\* Ranked third in terms of the number of highly significant differences found across independent variables

Variables	No. Sig diff	Ethnicity	Cell phone plan	Device used most often to access the Internet	Use Internet bundles on cell phone	Frequency of social media use	Cell phone usage	Ave monthly Internet airtime expenditure	Campus Internet Access	Home Internet access	Gender	Employment	Subscription to BIS	Ave monthly airtime expenditure	Make of cell phone	Smartphone Ownership	Age	Cell phone Internet access	Accommodation	Level of Internet access
FA2: Empowered choice	10	0.000	0.008	0.000	0.000	0.000	0.002	0.001	0.000	0.107	0.563	0.340	0.459	0.019	0.136	0.074	0.131	0.013	0.431	0.837
FA1: Mobile addiction	10	0.000	0.008	0.000	0.001	0.000	0.006	0.015	0.504	0.019	0.073	0.024	0.314	0.791	0.484	0.250	0.037	0.378	0.407	0.988
FD4: Dissolved boundaries	10	0.002	0.000	0.000	0.030	0.000	0.000	0.003	0.671	0.044	0.591	0.040	0.360	0.005	0.666	0.797	0.742	0.652	0.170	0.434
FE1: Impulsiveness	10	0.000	0.021	0.009	0.027	0.017	0.002	0.030	0.040	0.049	0.011	0.406	0.407	0.477	0.950	0.227	0.431	0.683	0.727	0.893
FD1: Hyperreal cult	9	0.000	0.000	0.000	0.001	0.000	0.037	0.009	0.025	0.000	0.712	0.072	0.165	0.051	0.116	0.162	0.082	0.577	0.051	0.594
FC1: Innovation seeking	9	0.000	0.010	0.041	0.001	0.002	0.018	0.015	0.758	0.303	0.030	0.053	0.548	0.031	0.801	0.671	0.801	0.712	0.377	0.441
FD2: Hyperreal escapism	8	0.000	0.000	0.043	0.044	0.023	0.062	0.196	0.301	0.104	0.152	0.324	0.001	0.070	0.029	0.038	0.429	0.939	0.909	0.771
FB1: Personalisation	8	0.000	0.000	0.001	0.047	0.057	0.000	0.188	0.013	0.002	0.376	0.137	0.001	0.246	0.386	0.839	0.162	0.131	0.862	0.235
FD3: Interactive collaboration	8	0.000	0.000	0.000	0.019	0.021	0.045	0.027	0.736	0.557	0.760	0.168	0.015	0.285	0.091	0.805	0.475	0.910	0.877	0.981
FF1: Critical assertiveness	7	0.000	0.001	0.043	0.002	0.218	0.004	0.012	0.032	0.091	0.489	0.101	0.518	0.858	0.347	0.664	0.894	0.163	0.737	0.812
FB2: Information resource	7	0.000	0.005	0.115	0.042	0.152	0.000	0.058	0.007	0.005	0.366	0.002	0.256	0.273	0.248	0.526	0.060	0.332	0.146	0.835
FA3: Convenient interconnection	7	0.000	0.013	0.005	0.033	0.152	0.002	0.130	0.001	0.031	0.867	0.021	0.759	0.377	0.504	0.188	0.495	0.186	0.264	0.480
FB3: Social exchange	7	0.000	0.003	0.005	0.014	0.014	0.004	0.041	0.051	0.105	0.717	0.090	0.105	0.054	0.417	0.758	0.974	0.433	0.320	0.331
FG1: Altruism	6	0.000	0.000	0.083	0.096	0.001	0.005	0.046	0.051	0.355	0.012	0.459	0.830	0.077	0.965	0.417	0.449	0.961	0.162	0.929
FF2: Authentic representation	6	0.000	0.018	0.021	0.023	0.042	0.016	0.454	0.199	0.085	0.061	0.167	0.274	0.222	0.297	0.283	0.383	0.996	0.376	0.741
FF4: Involved consumerism	5	0.000	0.000	0.000	0.289	0.002	0.208	0.295	0.023	0.480	0.228	0.264	0.436	0.243	0.162	0.767	0.739	0.611	0.104	0.222
FF3: Resourceful collaboration	4	0.001	0.021	0.003	0.167	0.012	0.272	0.364	0.152	0.605	0.568	0.385	0.950	0.496	0.880	0.445	0.165	0.134	0.208	0.173
FG2: Reciprocity	4	0.107	0.226	0.660	0.012	0.004	0.335	0.020	0.277	0.793	0.706	0.269	0.345	0.965	0.045	0.918	0.279	0.596	0.115	0.355
FE2: Indecisiveness	3	0.870	0.751	0.445	0.092	0.335	0.203	0.254	0.679	0.883	0.039	0.974	0.351	0.118	0.002	0.004	0.598	0.691	0.255	0.363
FC2: Redefinition	1	0.633	0.529	0.153	0.358	0.352	0.286	0.899	0.254	0.465	0.004	0.872	0.431	0.417	0.457	0.266	0.270	0.374	0.601	0.276
FB4: Permission based	1	0.635	0.335	0.112	0.407	0.030	0.983	0.315	0.575	0.949	0.805	0.848	0.439	0.303	0.772	0.455	0.702	0.820	0.766	0.592

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### **7.7.21 Summary of Eta-squared findings**

Table 7.58 provides a summary of the Eta-squared significance of each dependent variable against the independent variables included in the analyses. The table presents the independent variables from those that were most useful to explain differences in the dependent variables, to those where the independent variables were not very useful in explaining differences, as one moves from left to right across the table. The results were arranged horizontally and vertically, so that variables reporting the greatest number of significant differences appear uppermost on the left side of the table. The seven most significant independent variables are ethnicity, cell phone usage, frequency of social media use, cell phone plan, average monthly Internet airtime expenditure, use Internet bundles on cell phone and device used most often to access Internet. The top seven significant independent variables according to Eta-squared are identical to those from the ANOVA significance.

Table 7.58: Summary of Eta-squared significance at a macro level and micro level

Variables	No. Sig diff	Ethnicity	Cell phone usage	Frequency of social media use	Cell phone plan	Ave monthly Internet airtime expenditure	Use Internet bundles on cell phone	Device used most often to access the Internet	Accommodation	Campus Internet Access	Make of cell phone	Ave monthly airtime expenditure	Home Internet access	Gender	Employment	Subscription to BIS	Age	Smartphone Ownership	Level of Internet access	Cell phone Internet access
Number of significant differences – all dependent variables		24**	27	25	23	22	22	20	15	14	13	11	10	9	8	6	3	2	2	1
TOTD: Social evolution	13	0.192	0.073	0.079	0.124	0.042	0.041	0.067	0.016	0.009	0.019	0.031	0.028	0.001	0.016	0.016	0.005	0.003	0.002	0.000
TOTA: Mobile importance	12	0.124	0.064	0.116	0.029	0.035	0.055	0.134	0.011	0.014	0.009	0.010	0.018	0.007	0.013	0.000	0.014	0.007	0.000	0.009
TOTB: Advertising value	12	0.164	0.049	0.022	0.078	0.015	0.022	0.037	0.004	0.030	0.009	0.010	0.040	0.001	0.021	0.037	0.005	0.000	0.002	0.008
TOTC: Uniqueness	10	0.038	0.021	0.017	0.015	0.015	0.029	0.001	0.011	0.001	0.003	0.018	0.000	0.031	0.005	0.003	0.002	0.000	0.010	0.002
TOTF: Market exchange	9	0.152	0.031	0.029	0.046	0.019	0.024	0.033	0.009	0.017	0.013	0.006	0.009	0.003	0.009	0.001	0.002	0.000	0.003	0.004
TOTE: Fragmentation outcomes	9	0.019	0.048	0.022	0.006	0.024	0.020	0.015	0.011	0.009	0.020	0.003	0.006	0.026	0.001	0.000	0.003	0.002	0.001	0.000
TOTG: P2P value extraction	9	0.049	0.018	0.040	0.030	0.023	0.011	0.004	0.022	0.014	0.006	0.007	0.005	0.013	0.007	0.000	0.002	0.001	0.002	0.000

\*\* Greatest number of highly significant differences



Variables	No. Sig diff	Ethnicity	Cell phone usage	Frequency of social media use	Cell phone plan	Ave monthly Internet airtime expenditure	Use Internet bundles on cell phone	Device used most often to access the Internet	Accommodation	Campus Internet Access	Make of cell phone	Ave monthly airtime expenditure	Home Internet access	Gender	Employment	Subscription to BIS	Age	Smartphone Ownership	Level of Internet access	Cell phone Internet access
FD1: Hyperreal cult	12	0.156	0.045	0.078	0.085	0.029	0.037	0.054	0.024	0.015	0.018	0.019	0.044	0.000	0.010	0.010	0.009	0.006	0.003	0.001
FB2: Information resource	12	0.097	0.037	0.012	0.024	0.018	0.013	0.008	0.016	0.023	0.013	0.008	0.024	0.003	0.030	0.006	0.011	0.001	0.001	0.003
FD2: Hyperreal escapism	11	0.119	0.075	0.024	0.109	0.010	0.013	0.013	0.002	0.003	0.028	0.017	0.008	0.006	0.003	0.052	0.002	0.014	0.002	0.000
FA2: Empowered choice	11	0.100	0.047	0.057	0.022	0.045	0.052	0.149	0.009	0.037	0.017	0.025	0.008	0.001	0.003	0.003	0.007	0.010	0.001	0.019
FD4: Dissolved boundaries	11	0.030	0.026	0.086	0.039	0.035	0.015	0.043	0.015	0.001	0.005	0.033	0.012	0.001	0.013	0.004	0.000	0.000	0.005	0.001
FA3: Convenient interconnection	11	0.060	0.031	0.012	0.019	0.013	0.015	0.024	0.012	0.031	0.007	0.006	0.014	0.000	0.016	0.000	0.001	0.005	0.005	0.005
FB3: Social exchange	11	0.050	0.022	0.026	0.027	0.020	0.019	0.024	0.011	0.012	0.009	0.018	0.008	0.000	0.009	0.013	0.000	0.000	0.007	0.002
FA1: Mobile addiction	10	0.089	0.068	0.116	0.021	0.026	0.034	0.073	0.009	0.001	0.008	0.001	0.017	0.010	0.015	0.005	0.013	0.004	0.000	0.002
FB1: Personalisation	10	0.099	0.025	0.018	0.060	0.010	0.013	0.032	0.002	0.019	0.009	0.009	0.029	0.002	0.007	0.056	0.006	0.000	0.009	0.007
FC1: Innovation seeking	10	0.058	0.041	0.039	0.020	0.026	0.037	0.013	0.010	0.000	0.003	0.022	0.003	0.014	0.011	0.002	0.000	0.001	0.005	0.000
FE1: Impulsiveness	10	0.044	0.058	0.025	0.016	0.022	0.016	0.021	0.004	0.013	0.001	0.005	0.012	0.020	0.002	0.003	0.002	0.004	0.001	0.001
FD3: Interactive collaboration	9	0.096	0.047	0.024	0.067	0.023	0.018	0.047	0.002	0.000	0.020	0.008	0.001	0.000	0.006	0.030	0.002	0.000	0.000	0.000
FG1: Altruism	9	0.078	0.044	0.047	0.056	0.021	0.010	0.010	0.017	0.013	0.001	0.017	0.003	0.021	0.002	0.000	0.002	0.002	0.000	0.000
FF1: Critical assertiveness	8	0.132	0.014	0.009	0.037	0.027	0.029	0.012	0.004	0.014	0.010	0.001	0.009	0.001	0.008	0.002	0.000	0.001	0.001	0.006
FF2: Authentic representation	8	0.097	0.039	0.019	0.017	0.005	0.017	0.016	0.010	0.005	0.011	0.009	0.009	0.011	0.006	0.006	0.002	0.004	0.002	0.000
FF4: Involved consumerism	8	0.093	0.033	0.038	0.048	0.008	0.004	0.045	0.019	0.016	0.016	0.009	0.002	0.005	0.004	0.003	0.000	0.000	0.010	0.001
FF3: Resourceful collaboration	7	0.034	0.012	0.027	0.016	0.006	0.006	0.027	0.014	0.006	0.002	0.004	0.001	0.001	0.002	0.000	0.006	0.002	0.011	0.007
FE2: Indecisiveness	6	0.000	0.010	0.007	0.000	0.009	0.009	0.002	0.012	0.001	0.045	0.013	0.000	0.013	0.000	0.004	0.001	0.025	0.006	0.000
FG2: Reciprocity	6	0.009	0.015	0.034	0.005	0.025	0.021	0.001	0.019	0.004	0.026	0.000	0.000	0.000	0.004	0.005	0.004	0.000	0.007	0.001
FB4: Permission based	2	0.001	0.012	0.021	0.003	0.007	0.002	0.008	0.004	0.001	0.003	0.007	0.000	0.000	0.000	0.003	0.000	0.002	0.003	0.000
FC2: Redefinition	1	0.001	0.001	0.006	0.001	0.001	0.003	0.006	0.006	0.004	0.008	0.006	0.002	0.025	0.000	0.003	0.004	0.004	0.008	0.002

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## 7.8 SOCIAL PREDICTORS – MULTIVARIATE ANALYSIS OF CO-VARIANCE (MANCOVA)

Analysis of covariance (ANCOVA) is a general linear model that combines regression analysis with analysis of variance (ANOVA). Regression analysis is a statistical approach that is used to explain dependent variable scores with respect to one or more independent variables, with the intention of predicting the dependent variable from the independent variables. The ANCOVA model differs from ANOVA in that it includes one or more quantitative predictor variables, which are known as covariates. Covariates correspond to possible explanatory variables of variance which are considered to influence the dependent variable. ANCOVA calculates the covariation between the covariates and the dependent variable and then excludes this variance from the dependent variable scores. Multivariate analysis of covariance (MANCOVA) differs from ANCOVA, in that it allows analysis of more than one dependent variable (Rutherford, 2001:5).

In the analysis at hand, MANCOVA was run for the composite regression analysis of all four dependent variables making up the concept of Social Evolution, and the ANCOVA for each dependent variable, as calculated by MANCOVA was interpreted.

The ANCOVA analysis examined the simultaneous relationships between the four elements of social evolution as sub-dimensions being the outcome variables. Several significant independent dimensions that were associated with each of the factors. These findings warranted further investigation to explore the relationships between variables, with the intention to explain behavioural outcomes. The key behavioural outcomes of interest involved those sub-dimensions within, Section D: Social evolution, which consists of factors related to social media. This group of factors were chosen as the dependent variables on account that social media has been a central feature of the study and is considered a significant behavioural outcome according to respondents, which could be predicted by the other attitudinal and perceived measures reflected in the other factor scores, as criteria that may facilitate access and intensity of using social media.

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Multiple analysis of covariance (MANCOVA), a regression type analysis method, was used to examine the relationships between the dependent variable Section D: Social evolution (*FD1: Hyperreal cult, FD2: Hyperreal escapism, FD3: Interactive collaboration, FD4: Dissolved boundaries*) and independent variables (*FC1: Innovation seeking, FC2: Redefinition, FE1: Impulsiveness, FE2: Indecisiveness, FF1: Critical assertiveness, FF2: Authentic representation, FF3: Resourceful collaboration, FF4: Involved consumerism*, all these as covariates in the model. The variables gender, age, ethnicity, smartphone ownership, cell phone plan, use Internet bundles on cell phone, monthly Internet expenditure and cell phone usage were entered as fixed effects. Prediction and explanatory effects are not mutually exclusive. Prediction is the extent to which the independent variables can predict the dependent variable. Explanation examines the size, sign and statistical significance of regression coefficients reported for independent variables in conjunction with theoretical support to ascertain the effects of the independent variable and therefore its relative importance on the dependent variable (Hair, *et al.*, 2010:170). All the covariates used in this analysis were measured on a five-point scale.

The regression coefficients denote two aspects, the direction of the relationship, whether it is positive or negative, and the strength of the relationship – which has to do with the absolute value of the regression coefficient. If the relationship is positive, a unit increase in the independent variable should result in an increase in the dependent variable by the magnitude of the regression coefficient. Similarly, if the relationship is negative, a unit increase in the independent variable (given that all other values in the model remain fixed) will result in decrease in the dependent variable as specified by the regression coefficient. Therefore, the larger the coefficient, the larger the contribution of the independent variable makes to the predicted dependent variable, (given that it is a significant predictor) (Hair, *et al.*, 2010:233).

### 7.8.1 ANCOVA for *FD1: Hyperreal cult*

*FD1: Hyperreal cult* addresses the idea that social media networks are integral communication platforms in contemporary culture, which interlink friends between physical and virtual worlds. Significant predictors of *FD1* were *FA1: Mobile addiction; FB1:*



*Personalisation*; *FC1: Innovation seeking*; *FE1: Impulsiveness*; *FF3: Resourceful collaboration*; and *FF4: Involved consumerism*. Each predictor variable can be interpreted as follows: with all independent variables being kept constant in the model, a unit increase in *FA1: Mobile addiction* is associated with a 0.277 increase in *FD1: Hyperreal cult*. Similarly, *FB1: Personalisation*, *FC1: Innovation seeking*, *FE1: Impulsiveness*; *FF3: Resourceful collaboration* and *FF4: Involved consumerism* were all significant predictors of *FD1*, and the coefficients are provided in Table 7.59.

**Table 7.59: Estimated coefficients of ANCOVA analysis for the dependent variable *FD1: Hyperreal cult***

Parameter		FD1: Hyperreal cult	
		B	Sig.
Intercept		0.339	0.513
FA1: Mobile addiction		<b>0.277</b>	<b>0.000</b>
FA2: Empowered choice		0.039	0.517
FA3: Convenient interconnection		-0.043	0.503
FB1: Personalisation		<b>0.125</b>	<b>0.029</b>
FB2: Information resource		-0.058	0.387
FB3: Social exchange		-0.005	0.936
FB4: Permission based		0.018	0.769
FC1: Innovation seeking		<b>0.128</b>	<b>0.027</b>
FC2: Redefinition		0.067	0.266
FE1: Impulsiveness		<b>0.139</b>	<b>0.025</b>
FE2: Indecisiveness		-0.019	0.655
FF1: Critical assertiveness		-0.116	0.166
FF2: Authentic representation		0.001	0.992
FF3: Resourceful collaboration		<b>0.183</b>	<b>0.006</b>
FF4: Involved consumerism		<b>0.165</b>	<b>0.000</b>
Gender	Male	0.093	0.385
	Female*	0.000	-
Age	18-20	0.032	0.742
	21-29*	0.000	-
Ethnicity	Black	0.237	0.079
	White*	0.000	-
Smartphone ownership	Yes	-0.173	0.134
	No*	0.000	-
Cell phone plan	Contract	-0.080	0.523
	Prepaid*	0.000	-
Use Internet bundles on cell phone	Yes	0.097	0.457
	No*	0.000	-
Monthly Internet expenditure:	Less than R50	-0.106	0.481
	R50-R100	-0.025	0.873
	R101+*	0.000	-
Cell phone usage:	Socialites	0.058	0.695
	Conservatives	-0.069	0.643
	Conversationalists	0.009	0.956
	Connoisseurs*	0.000	-

\*The parameter is set to zero because it is redundant. Dimensions shaded in red indicate significant predictors

In evaluating the specific relationships between independent variables and their influence on *FD1: Hyperreal cult*, if one considers that mobile phones provide a popular convenient means of accessing social media to fulfil individuals' social and market needs, and that the fact that *FA1: Mobile addiction*, addresses the dependence and addictive attitudes respondents portrayed in relation to their mobile phones, therefore it is not surprising that *FA1: Mobile addiction* is a significant predictor of *FD1: Hyperreal cult*. Social media is a personal medium, therefore, the higher the preference to receive personalised communication in personal media by respondents, the higher the *FD1: Hyperreal cult* ( $b=0.277$ ).

Use of online social media networks breaks away from the convention of traditional media, this perceived anti-foundationalism behaviour is reflected in Factor *FC1: Innovation seeking*. Therefore, the higher the innovation seeking tendency of respondents, the higher their scores on *FD1: Hyperreal cult* ( $b=0.128$ ).

Respondents' tendency to behave impulsively is indicated through factor *FE1: Impulsiveness*. Thus, the more inclined a respondent is to behave impulsively, the higher their scores on *FD1: Hyperreal cult* ( $b=0.139$ ). One could consider impulsivity to be a behavioural factor which is manifested in *FD1: Hyperreal cult* by respondents' almost incessant access to their social media networks.

Factor *FF3: Resourceful collaboration* is associated with respondents' use of social media as a tool to observe experiences of others. The more likely a respondent is to access information posted by others online and utilise this information, the higher their scores on *FD1: Hyperreal cult* ( $b=0.183$ ).

In terms of Factor *FF4 Involved consumerism*, this factor is linked to respondents' use of social media to express personal opinions. The more likely a respondent is to fulfil this need to post comments on social media, the higher their scores on *FD1: Hyperreal cult* ( $b=0.165$ ).

### 7.8.2 ANCOVA for FD2: Hyperreal escapism

FD2: *Hyperreal escapism* concerns the idea of escapism evidenced by respondents playing with virtual games. Significant predictors of FD2 were FB1: *Personalisation*; FB4: *Permission based*; FC1: *Innovation seeking*; FF2: *Authentic representation*; FF3: *Resourceful collaboration*; and ownership of a smartphone. Each predictor variable can be interpreted as follows: with all independent variables being kept constant in the model, a unit increase in FB1: *Personalisation* corresponds to a 0.245 increase in FD2: *Hyperreal escapism*. A similar orientation occurs with predictors FC1: *Innovation seeking* and FF3: *Resourceful collaboration*. On the other hand, FB4: *Permission based*, FF2: *Authentic representation*, and ownership of a smartphone have a negative effect on FD2. In other words a unit increase in FB4: *Permission based* is associated with a 0.153 decrease in FD2. The aforementioned factors were all significant predictors of FD2, and the coefficients are provided in Table 7.60.

**Table 7.60: Estimated coefficients of ANCOVA analysis for the dependent variable FD2: Hyperreal escapism**

Parameter		FD2: Hyperreal escapism	
		B	Sig.
Intercept		1.593	0.013
FA1: Mobile addiction		0.096	0.235
FA2: Empowered choice		-0.026	0.730
FA3: Convenient interconnection		-0.002	0.983
FB1: Personalisation		<b>0.245</b>	<b>0.001</b>
FB2: Information resource		-0.145	0.080
FB3: Social exchange		0.047	0.541
FB4: Permission based		<b>-0.153</b>	<b>0.038</b>
FC1: Innovation seeking		<b>0.190</b>	<b>0.008</b>
FC2: Redefinition		-0.008	0.916
FE1: Impulsiveness		0.032	0.676
FE2: Indecisiveness		0.029	0.593
FF1: Critical assertiveness		-0.001	0.989
FF2: Authentic representation		<b>-0.307</b>	<b>0.014</b>
FF3: Resourceful collaboration		<b>0.266</b>	<b>0.001</b>
FF4: Involved consumerism		0.089	0.124
Gender	Male	0.214	0.105
	Female*	0.000	-
Age	18-20	0.011	0.926
	21-29*	0.000	-
Ethnicity	Black	0.233	0.161
	White*	0.000	-
Smartphone ownership	Yes	<b>-0.295</b>	<b>0.038</b>
	No*	<b>0.000</b>	-

Parameter		FD2: Hyperreal escapism	
		B	Sig.
Cell phone plan	Contract	-0.219	0.154
	Prepaid*	0.000	-
Use Internet bundles on cell phone	Yes	0.038	0.814
	No*	0.000	-
Monthly Internet expenditure:	Less than R50	-0.020	0.913
	R50-R100	-0.002	0.992
	R101+*	0.000	-
Cell phone usage:	Socialites	<b>-0.561</b>	<b>0.002</b>
	Conservatives	<b>-0.535</b>	<b>0.004</b>
	Conversationalists	<b>-0.234</b>	<b>0.227</b>
	Connoisseurs*	<b>0.000</b>	<b>-</b>

\*The parameter is set to zero because it is redundant. Dimensions shaded in red indicate significant predictors

If one considers the relationships between the independent variables and their influence on *FD2: Hyperreal escapism*, one should take into account that in online gaming gamers play as individuals and are recognised amongst other players either as themselves or as their representative avatars.

In terms of *FB1: Personalisation*, which relates to respondents' preference to receive personalised communication in his or her personal media, the more a respondent desires personalised communication, the higher their scores on *FD2: Hyperreal escapism* ( $b=0.245$ ). In the context of gaming, where identity is important, *FB1: Personalisation*, suggests self-involvement thus it is reasonable to consider that *FB1: Personalisation* has a significant positive effect on *FD2*.

In terms of *FB4: Permission based*, the negative sign indicates that increases in *FB4: Permission based* correspond to decreases in *FD2: Hyperreal escapism*. *FB4: Permission based* is associated with respondents' preference to receive communication in their personal media only from brands that have the respondents' express permission to contact them. The more inclined a respondent is to prefer that brands seek permission from him or her before communicating the lower their scores on *FD2: Hyperreal escapism* ( $b=-0.153$ ). An interpretation of this relationship is that respondents perceive online gaming (*FD2: Hyperreal escapism*) as a form of entertainment, and may similarly perceive communication from brands in their personal media as forms of entertainment, so they

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tend to welcome communication from different brands, even if they did not give the brands permission to contact them.

In terms of *FF2: Authentic representation*, this factor deals with the notion that the brands people utilise represent them as individuals. In the ANCOVA model, there is a significant negative association between *FF2: Authentic representation* and *FD2: Hyperreal escapism*, thus the more respondents aspire to use brands with genuine propositions, the lower their score on *FD2: Hyperreal escapism* ( $b=-0.307$ ).

In terms of *FF3: Resourceful collaboration*, this factor is associated with consumers collaborating with other consumers either directly or indirectly by virtue of the comments and opinions individuals post online relating to consumers' experiences of particular offerings. The more likely a respondent is to access information posted by others online and utilise this information, the higher their scores on *FD1: Hyperreal escapism* ( $b=0.266$ ). Online gaming involves different players collaborating with one another to play, hence the propensity for collaborative activity as indicated by *FF3: Resourceful collaboration* supports the finding that this dimension has a significant effect on *FD2*.

Interestingly, there is a negative association between people that own a smartphone and *FD2*. Smartphone ownership results in a negative score for *FD2: Hyperreal escapism* ( $b=-0.295$ ). Intuitively one would associate smartphone ownership with technologically advanced individuals, which would assume that the individuals would also own a bouquet of other tech devices. However, one must consider the context of the South African technological landscape where online access is not freely available; people do not necessarily have access to suitable equipment required to participate in gaming; and have greater dependence on mobile phones to access the Internet to fulfil some of their social needs. This reason is perhaps why smartphone ownership is negatively correlated with *FD2: Hyperreal escapism*.

There is also a negative association between cell phone usage and *FD2: Hyperreal escapism* ( $b=-0.234$ ). The explanation offered is that in terms of cell phone usage patterns respondents are less likely to access online gaming from their cell phones.

### 7.8.3 ANCOVA for FD3: Interactive collaboration

FD3: Interactive collaboration is associated with the concept of collaborative marketing, where customers act as co-collaborators by sharing information with each other. Significant predictors of FD3 were FB1: Personalisation, FC1: Innovation seeking and FF4: Involved consumerism. The predictor variable can be interpreted as follows: with all independent variables being kept constant in the model, a unit increase in FB1: Personalisation is associated with a 0.332 increase in FD3: Interactive collaboration. Similarly, FC1: Innovation seeking and FF4: Involved consumerism were all significant predictors of FD3, and the coefficients are provided in Table 7.61.

**Table 7.61: Estimated coefficients of ANCOVA analysis for the dependent variable FD3: Interactive collaboration**

Parameter		FD3: Interactive collaboration	
		B	Sig.
Intercept		-0.486	0.451
FA1: Mobile addiction		0.053	0.514
FA2: Empowered choice		0.132	0.080
FA3: Convenient interconnection		-0.018	0.825
FB1: Personalisation		<b>0.332</b>	<b>0.000</b>
FB2: Information resource		-0.037	0.653
FB3: Social exchange		-0.023	0.770
FB4: Permission based		-0.095	0.201
FC1: Innovation seeking		<b>0.329</b>	<b>0.000</b>
FC2: Redefinition		-0.079	0.291
FE1: Impulsiveness		0.070	0.364
FE2: Indecisiveness		0.003	0.958
FF1: Critical assertiveness		0.038	0.714
FF2: Authentic representation		0.047	0.710
FF3: Resourceful collaboration		0.150	0.073
FF4: Involved consumerism		<b>0.168</b>	<b>0.004</b>
Gender	Male	-0.045	0.737
	Female*	0.000	-
Age	18-20	-0.145	0.230
	21-29*	0.000	-
Ethnicity	Black	-0.002	0.993
	White*	0.000	-
Smartphone ownership	Yes	-0.009	0.951
	No*	0.000	-
Cell phone plan	Contract	-0.196	0.207
	Prepaid*	0.000	-
Use Internet bundles on cell phone	Yes	-0.062	0.701
	No*	0.000	-
Monthly Internet expenditure:	Less than R50	-0.042	0.823
	R50-R100	0.176	0.357

		FD3: Interactive collaboration	
Parameter		B	Sig.
	R101+*	0.000	-
	Socialites	-0.107	0.559
	Conservatives	-0.034	0.853
	Conversationalists	-0.078	0.691
Cell phone usage:	Connoisseurs*	0.000	-

\*The parameter is set to zero because it is redundant. Dimensions shaded in red indicate significant predictors

The following interpretation and explanation is offered to explain the relationship between predictor variables associated with *FD3: Interactive collaboration*.

In terms of *FB1: Personalisation*, which relates to respondents' preference to receive personalised communication in his or her personal media, the more a respondent desires personalised communication, the higher their scores on *FD3: Interactive collaboration* ( $b=0.332$ ). The presumed reasons for *FB1: Personalisation* being a strong predictor variable of *FD3* are that respondents perhaps a) prefer to be personally acknowledged as individuals when they are communicating with others and b) prefer to be recognised for the online contributions that they make.

In terms of *FC1: Innovation seeking*, which relates to respondents' need to keep up with the latest trends, the higher the innovation seeking tendency of respondents, the higher their scores on *FD3: Interactive collaboration* ( $b=0.329$ ). Two reasons are assumed to be associated with *FC1: Innovation seeking* predictive powers of *FD3: Interactive collaboration*, a) that respondents find the activity of online collaboration to be innovative and b) respondents are looking for innovative offerings to keep abreast of the latest trends and therefore utilise information posted by others as an information resource.

In terms of Factor *FF4: Involved consumerism*, this factor is linked to respondents' use of social media to express personal opinions. The more likely a respondent is to fulfil this need to post comments on social media, the higher their scores on *FD3: Interactive collaboration* ( $b=0.168$ ). *FF4: Involved consumerism* concerns content composed by respondents, where they express their opinions of brands, thus indicating their personal inclination to interact with brands, which may explain the reason that *FF4* is a significant predictor of *FD3: Interactive collaboration*.



#### 7.8.4 ANCOVA for FD4: Dissolved boundaries

*FD4: Dissolved boundaries* refers to the notion that online social networks have enabled increased connectivity between people by negating traditional boundaries of geography and time. Significant predictors of FD4 were *FA1: Mobile addiction*, *FF2: Authentic representation*, *FF3: Resourceful collaboration*, ethnicity, cell phone plan and monthly Internet expenditure on cell phones. Each predictor variable can be interpreted as follows: with all independent variables being kept constant in the model, a unit increase in *FA1: Mobile addiction* corresponds to a 0.190 increase in *FD4: Dissolved boundaries*. *FF2: Authentic representation*, *FF3: Resourceful collaboration*, ethnicity, cell phone plan and monthly Internet expenditure on cell phones were all significant predictors of FD4, and the coefficients are provided in Table 7.62.

**Table 7.62: Estimated coefficients of ANCOVA analysis for the dependent variable FD4: Dissolved boundaries**

Parameter		FD4: Dissolved boundaries	
		B	Sig.
Intercept		1.083	0.027
FA1: Mobile addiction		<b>0.190</b>	<b>0.002</b>
FA2: Empowered choice		0.003	0.951
FA3: Convenient interconnection		0.075	0.216
FB1: Personalisation		0.038	0.484
FB2: Information resource		0.000	0.994
FB3: Social exchange		-0.027	0.647
FB4: Permission based		-0.056	0.317
FC1: Innovation seeking		0.068	0.211
FC2: Redefinition		0.091	0.108
FE1: Impulsiveness		0.001	0.992
FE2: Indecisiveness		0.011	0.791
FF1: Critical assertiveness		-0.072	0.364
FF2: Authentic representation		<b>0.322</b>	<b>0.001</b>
FF3: Resourceful collaboration		<b>0.244</b>	<b>0.000</b>
FF4: Involved consumerism		0.036	0.422
Gender	Male	-0.039	0.698
	Female*	0.000	-
Age	18-20	-0.066	0.474
	21-29*	0.000	-
Ethnicity	Black	<b>-0.284</b>	<b>0.026</b>
	White*	<b>0.000</b>	-
Smartphone ownership	Yes	-0.064	0.558
	No*	0.000	-
Cell phone plan	Contract	<b>-0.301</b>	<b>0.011</b>
	Prepaid*	<b>0.000</b>	-
Use Internet bundles on cell phone	Yes	-0.195	0.113



		FD4: Dissolved boundaries	
Parameter		B	Sig.
	No*	0.000	-
Monthly Internet expenditure:	Less than R50	-0.312	0.029
	R50-R100	-0.025	0.861
	R101+*	0.000	-
Cell phone usage:	Socialites	0.184	0.186
	Conservatives	0.165	0.239
	Conversationalists	0.229	0.122
	Connoisseurs*	0.000	-

\*The parameter is set to zero because it is redundant. Dimensions shaded in red indicate significant predictors

Factor *FA1: Mobile addiction* measures the dependency individuals have on their cell phones. The more dependent a respondent is on his or her cell phone the higher the scores on *FD4: Dissolved boundaries* ( $b=0.190$ ). The effect of *FA1: Mobile addiction* on *FD4: Dissolved boundaries* could be interpreted that increased dependence on cell phones provides convenient access to social media networks.

In terms of *FF2: Authentic representation*, this factor deals with the notion that the brands people associate themselves with are considered to represent themselves as individuals. The more respondents aspire to use brands with genuine propositions, the higher their score on *FD4: Dissolved boundaries* ( $b=0.322$ ). The effect of *FF2* on *FD4* may be related to the fact that social media networks fall into the domain of personal media and in this personal space individuals choose who they prefer to engage with. Therefore, the interpretation is that respondents are more inclined to engage with brands that offer authentic propositions in social media space.

In terms of *FF3: Resourceful collaboration*, this dimension addresses the tendency of respondents to access the opinions and comments of others during their purchase decision-making process. The more likely a respondent is to access information posted by others online and utilise this information, the higher their scores on *FD4: Dissolved boundaries* ( $b=0.244$ ). The demand for respondents to utilise social media to investigate the experiences of others consumers before they make a purchase may explain why *FF3* is a significant predictor of *FD4*.

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In terms of ethnicity, the results indicate that black respondents are significantly less inclined to engage in behaviours associated with *FD4: Dissolved boundaries* ( $b=-0.284$ ). There is no clear explanation for this result. Perhaps ethnicity is a moderating or mediating variable in this analysis, or it may be that limited access in this group is a structural variable that restrains this group from this behaviour. The inter-relationships between these variables could be investigated in further research.

In terms of cell phone plan, there is a negative relationship between respondents that utilise cell phone plan contracts and *FD4*, which implies that one unit increase in contract cell phone plans corresponds to a 0.301 decrease in *FD4* ( $b=-0.301$ ). A possible reason for this relationship is that individuals with a cell phone contract possibly belong to a higher socio-economic group than those using pre-paid cell phone plans and because of their socio-economic advantages the respondents with cell phone contracts may have other resources available to them to participate in various online activities. Whereas respondents using pre-paid cell phone plans are perceived to have fewer means available to them to access social networks, and therefore have a higher reliance on their cell phones for access.

In terms of monthly Internet expenditure the results indicate that low expenditure on Internet bundles corresponds to reductions in *FF4*. This seems to be expected. The less one spends on Internet bundles the less one is likely to access social media from their cell phones. Less frequent users of social media are relatively less inclined to consider that social media improves connectivity.

## **7.9 CONCLUSION**

In conclusion the results of the empirical study indicated that respondents report several behavioural and attitudinal factors towards digital media as being important in the context of marketing and/or marketing communication in a postmodern society. In summary these factors were:

- Respondents considered mobile phone media and social media to be private media space and indicated a preference for personalised communication in these

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media from brands and suggest that brands should seek respondents' permission before contacting them in these media.

- Respondents indicated that social media increases connectivity between individuals and entities.
- Respondents showed a high dependence on their mobile phones and indicated that they use this platform to engage with content of their choice and at their convenience.
- Respondents prefer brands that are authentic and innovative.
- Respondents were partial participants of the postmodern marketing concept of embedded marketing.
- Respondents are not avid participants of online gaming.

The most significant variables influencing respondents' behaviour towards digital media in the context of marketing and/or marketing communication consisted of the fixed variable, ethnicity; and several structural enabling variables, which were, types of cell phone usage, frequency of social media usage, cell phone plan, average monthly Internet expenditure for cell phones, use of Internet bundles on cell phones, and the device used most often to access the Internet.

The most important factors and significant variables were used to determine if they influence social media behaviour as defined by the composite dimension TOTD: Social evolutions. This is a multi-dimensional factor, consisting of *FD1: Hyperreal cult*, *FD2: Hyperreal escapism*, *FD3: Interactive collaboration* and *FD4: Dissolved boundaries*.

*FD1: Hyperreal cult* addresses the idea that social media networks are integral communication platforms in contemporary culture, which interlink friends between physical and virtual worlds. *FD2: Hyperreal escapism* concerns the idea of escapism evidenced by respondents playing with virtual games. *FD3: Interactive collaboration* is associated with the concept of collaborative marketing, where customers act as co-collaborators by sharing information with each other. *FD4: Dissolved boundaries* refers to the notion that online social networks have enabled increased connectivity between people by negating traditional boundaries of geography and time.

Three of the most significant independent dimensions influencing social media prediction were: *FB1: Personalisation*, which relates to respondents' preference to receive personalised communication in his or her personal media; *FF3: Resourceful collaboration*, this factor is associated with consumers collaborating with other consumers either directly or indirectly by virtue of the comments and opinions individuals post online relating to consumers' experiences of particular offerings; and *FC1: Innovation seeking*, which relates to respondents need to keep up with the latest trends, the higher the innovation seeking tendency of respondents. Several structural variables were also considered to influence social media behaviour, these include: smartphone ownership, cell phone plan, and monthly Internet expenditure on cell phones.

Furthermore, the results indicated that respondents exhibited signs of postmodern characteristics in their behaviour towards digital media in the context of marketing and/or marketing communication. The most dominant traits being: hyperreality, de-differentiation and fragmentation.

The next chapter addresses the theoretical results. In Chapter 9 the empirical results from Chapter 7 will be discussed in conjunction with the theoretical results in relation to objectives and supporting background literature to draw final conclusions, managerial implications for marketers, and further recommendations for research.

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## **CHAPTER 8**

### **Suggestions and implications derived from theoretical synthesis**

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#### **8.1 INTRODUCTION**

Postmodernism has been described in Chapter 2 as a process as opposed to a phenomenon with a finite beginning and end. In this process form, postmodernism functions as a tool that enables one to deconstruct knowledge and reconstruct new knowledge from the original elements and potentially incorporate additional information (fragmentation and pastiche); it allows one to reconsider pre-existing definitions and distinctions between elements (de-differentiation); it acknowledges that interpretation is relative to the individual (relativism); and because of this, multiple interpretations may be accepted as plausible possibilities (pluralism and tolerance); and since this process reconsiders conventionally accepted knowledge, it is characterised as anti-foundational. Bearing this in mind, the author has used a reflective tone in discussions as a means of applying this process of postmodernism throughout the thesis to address issues concerning change and limitations of current knowledge in marketing and/or marketing communication principles within the context of a postmodern society. These points have been formulated in the form of questions or quasi-propositions and classed under an overall umbrella term of quasi-propositions.

The purpose of this chapter is to revisit the quasi-propositions by arranging them in summarised versions based in the order of the chapters in which they emerged. Table 8.1 indicates the key topics as they appeared in Chapters 2 to 5. The topics are unpacked with a representation of the quasi-propositions in summarised form, under the headings that described them in Chapters 2 to 5.

**Table 8.1: Key topics within Chapters 2-5**

<b>Chapter 2: Postmodernism</b>	<b>Chapter 3: Marketing communication</b>	<b>Chapter 4: Information Communication Technology</b>	<b>Chapter 5: Generation Y</b>
<ul style="list-style-type: none"> <li>• Technology driving cultural transformation</li> <li>• Postmodernism characteristics</li> <li>• Transitioning from modern to postmodern marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing models</li> <li>• Service-dominant logic</li> </ul>	<ul style="list-style-type: none"> <li>• Technology acceptance model</li> <li>• Interactivity</li> <li>• Complex systems</li> <li>• Mobile media</li> </ul>	<ul style="list-style-type: none"> <li>• Technology effects</li> <li>• Raising Generation Y</li> <li>• Retail shopping</li> <li>• Marketing communication and Generation Y</li> </ul>

## **8.2 POSTMODERNISM**

The key topics for reflection within Chapter 2: Postmodernism were:

- Technology driving cultural transformation;
- Postmodernism characteristics; and
- Transitioning from modern to postmodern marketing.

### **8.2.1 Technology driving cultural transformation**

Technology drives postmodern culture. Technology has been responsible for accelerating cultural developments, migrating culture from a modern to postmodern society.

### **8.2.2 Postmodernism characteristics**

The literature has drawn attention to six specific characteristics of postmodernism: fragmentation, de-differentiation, hyperreality, chronology, pastiche and anti-foundationalism. Key aspects of these characteristics with respect to marketing and/or marketing communication have been highlighted. Furthermore, anticipated managerial implications have been suggested for each characteristic with respect to mobile and social media platforms and are documented in Chapter 9, specifically Table 9.3 and in Section 9.6.

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## Fragmentation

*Consumer conundrums:* The explosion of market offerings is a result of fragmentation. This abundance of offerings inundates consumers with greater choice and increases competition amongst marketers. In this environment of choice consumers are constantly forced to reconsider their product selections and their buying behaviour has become unpredictable.

*Consumers are defined by their choices:* micro-segmentation may be partly responsible for driving consumer confusion. Nonetheless micro-segmentation has allowed marketers to cater for a range of consumer needs (Firat & Dholakia, 2006:127). Whilst postmodern consumers might not know exactly what offering they want, they know what they do not want (Procter & Kitchen 2002:147). Rejection is as much a decision as acceptance.

*Possible strategies to deal with the effects of fragmentation from a marketing and/or marketing communication perspective:*

- Apply micro-marketing strategies: Implement customer profiling through sophisticated data management (Brown, 1995:108). Track purchase behaviour via loyalty programmes to generate personalised communication.
- Apply non-mass marketing communication means: Connect with consumers through alternative ways such as promotions, vouchers, samples and gifts with purchase, and buy one get one free propositions.
- Form an interest group relevant to the brand or target existing groups (physical or virtual communities): A benefit of targeting an existing group is that it is already a going concern with its own community. A risk associated with the development of a new group is the application of resources to ensure that the group remains a viable community. The skills required to attend to this task may not necessarily be within the scope of the organisation. Grönroos (2005:2-3) suggests targeting existing interest groups, with a view to building long-term relationships in a customer-centric approach to marketing. Grönroos (2005:2-3) devised the concept of *value-in-use*, which is the value customers obtain from using services or products, and only the customer can determine the value of goods or services. Thus *value-in-use* is

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relative to the customer. This concept supports the customer-centric approach to marketing.

*Fragmentation marketing communication opportunities: overcoming issues of micro-segmentation and communication clutter with digital media:* Micro-segmentation and communication clutter are considered to be two main issues of fragmentation in the context of marketing and/or marketing communication, which plausibly can be addressed in marketing communication tactics using mobile and social media platforms (refer to Table 9.3 for details).

### **De-differentiation**

*Customer partnerships and collaboration:* Product abundance has driven competition between brands, consequently increasing product quality and resulting in near parity performance. In this context where quality is almost always assured, consumers are more concerned about the product experience. This consumer behaviour has given rise to the concepts of partner-players and post-consumer (Firat & Dholakia, 2006:140), which are aligned with the concept of value-in-use (Grönroos, 2005:2-3).

*De-differentiation marketing communication opportunities: blurred boundaries and value creation:* Blurred boundaries and the creation of value are considered to be two areas of opportunity, conceptualised from de-differentiation, for suitable marketing communication tactics implemented through mobile and social media platforms (refer to Table 9.3 for details).



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## Hyperreality

*Hyperreality marketing communication opportunities: virtual environments and authenticity:* Virtual environments and authenticity are considered to be two areas of opportunity, conceptualised from hyperreality, for suitable marketing communication tactics implemented through mobile and social media platforms (refer to Table 9.3 for details).

## Chronology

*Altered perceptions of time and space:* Mobile media and social media can be used anytime and anyplace; and allow real-time as well as delayed communications. These findings could conceivably impact on timing tactics used by marketers in their marketing communication.

*Chronology marketing communication opportunities: real-time communication and rapid processing capabilities:* Real-time communication and faster processing abilities of people are considered to be two areas of opportunity, conceptualised from chronology, for suitable marketing communication tactics implemented through mobile and social media platforms (refer to Table 9.3 for details).

## Pastiche

*Pastiche marketing communication opportunities: personalisation and shared creativity:* Personalisation and sharing creativity are considered to be two areas of opportunity, conceptualised from pastiche, for suitable marketing communication tactics implemented through mobile and social media platforms (refer to Table 9.3 for details).

## Anti-foundationalism

*New media shifts conventional processes:* Arguably the introduction of a new medium is anti-foundational, because it presents a new offering which breaks from familiar traditional media forms. The interactive properties of digital media have significant implications on the

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way digital media is used by marketers and consumers. Digital media, for instance, has made it possible for consumers to generate their own content, publish it and share it, potentially with a global audience.

*Anti-foundationalism marketing communication opportunities: unconventionality and customer networks:* Unconventionality and customer networks are considered to be areas of opportunity, conceptualised from anti-foundationalism, for suitable marketing communication tactics implemented through mobile and social media platforms (refer to Table 9.3 for details).

### **8.2.3 Transitioning from modern to postmodern marketing**

*From closed to collaborative efforts:* Firat and Dholakia (2006:147-151) have proposed the following transitions from modern to postmodern marketing:

- *From distinct business activity to embedded cultural practice* (2006:147).
- *From managed to collaborative marketing* (2006:150).
- *From centralised to diffused marketing* (2006:151).
- *From ordered to complex marketing* (2006:151).

## **8.3 MARKETING COMMUNICATION**

The key topics for reflection within Chapter 3: Marketing communication were:

- Marketing models; and
- Service-dominant logic.

### **8.3.1 Marketing models**

*Are linear models still relevant?:* Linear models fail to take into account that customer decision-making is seldom rational and linear. For instance, customers are in different states of awareness with respect to particular products, and customers are exposed to marketing communication efforts from competing brands, as well as other influences in the

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market. These points raise doubts about the application of linear models in marketing communication.

*New media: new communication models?:* In terms of digital media, it is argued that new communication models should be developed which are more dynamic (considering the interactive properties of digital media) and are representative of conditions in contemporary society.

*Multi-directional communication:* In spite of noticeable deficiencies in formalised communication models in their application towards digital media, digital media has an array of tools which provide benefits to marketers. Interactive communication between marketers and customers is of particular importance. An advantage to customers is that interactive communication forms allow customers to specify their needs and for marketers to respond accordingly. A benefit from the marketer's perspective, beyond catering to their customers' needs, is the advantage of being able to listen to the market and apply the information learned from this process to improve offerings and better understand customers' needs and expectations.

*Micro-marketing, a vicious or virtuous cycle:* Digital media eases the process of micro-marketing and two-way exchanges of communication between marketers and consumers. In view of the increasing power of customers will there perhaps be another shift in marketing strategies that inverses customer and marketer roles; where marketing communication is influenced by marketers but controlled by customers within their particular niches in a self-organising way, which is characteristic of complex adaptive systems?

*Digital media, the relationship communication-bridge between customers and marketers:* Digital media provides communication tools to assist relationship building strategies between organisations and customers and offers the means to communicate in more meaningful ways (Kotler & Armstrong, 2010:41).

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*Generate meaningful experiences:* The appointment of influencers and opinion leaders by organisations may provide a suitable tactic for organisations to leverage their communication through social media networks (Kotler & Armstrong, 2010:165). This proposition is an application of two-step flow (Littlejohn & Foss, 2005:308), which is based on the idea that people (influencers) exert a greater affect on other people than the media. Other mechanisms for building meaningful experience include the generation of brand communities (Kotler & Armstrong, 2010:40). For example, the Harley Owners Group (HOG) is sponsored by Harley-Davidson and provides benefits (resources) to their members. These types of initiatives offer a way to integrate brands into customer's lifestyles and communities to make meaningful experiences (Kotler & Armstrong, 2010:42).

### **8.3.2 Service-dominant logic applicability**

*Service-dominant logic a relevant marketing paradigm:* Fragmentation, as a characteristic of postmodernism, offers explanation for deconstruction and then reconstruction of entities as well as concepts. If one considers that fragmentation within the marketing discipline has given rise to a profusion of sub-disciplines each pursuing their own agenda within the framework of the marketing discipline, perhaps service-dominant logic offers a suitable paradigm to unite the various sub-disciplines within the overall discipline. Kuhn (1970:13) remarks that research development is optimally directed when united by a universally accepted paradigm.

## **8.4 INFORMATION COMMUNICATION TECHNOLOGY**

The key topics for reflection within Chapter 4: Information communication technology were:

- Technology acceptance model;
- Interactivity;
- Complex systems; and
- Mobile media.

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#### 8.4.1 Technology acceptance model (TAM)

*Are TAM constructs still valid?:* The technology acceptance model has been subjected to numerous adjustments over time and depending on the context in which it has been applied. One of the key constructs of TAM is that of perceived ease of use. In view of the fact that society is becoming more technologically literate, the relevance of perceived ease of use becomes increasingly questionable. Perhaps the time has come to readdress the validity of perceived ease of use?

*Are consolidated models sensible?:* In view of today's postmodern society which encourages and accepts pluralism the notion of developing models that address technology with a unified approach, such as the *united theory of acceptance and use of technology* is debatable, particularly in a rapidly evolving field like information technology.

*New models are an outcome of de-differentiation:* The process of reconstructing models is aligned with the postmodern characteristic of de-differentiation.

*Further limitations of the technology acceptance model (TAM):* This author suggests there are four limitations of TAM, which have not been addressed by the current literature. Firstly, the model was developed in an organisational context where use of digital technology was largely confined to the workplace. In today's society people are more frequent users of technology, applying it to their personal needs (such as entertainment) and in the role of services outside the workplace (such as, drawing cash from ATMs, or paying for airline tickets online), which begs the question of how applicable TAM is beyond organisational situations? Secondly, the model was designed around the use of computing systems. Today numerous different types of technology systems exist (such as mobile phone technology, social networks sites, and various applications like navigation and gaming programmes), which takes digital technology beyond the scope of just computing systems. Each new technology system has its own set of barriers for acceptance or rejection. Can TAM as a model be universally applied to all these technologies? Thirdly, people are becoming more technology literate, as technology becomes common place in their daily lives. Fourthly, perhaps one could consider the adaption of TAM from

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technology acceptance to technology rejection? It has been noted that rejection choices are just as important as acceptance choices in terms of individuals' characteristics.

### 8.4.2 Interactivity

*Interactivity: new possibilities:* Interactivity provides new and unconventional methods of communication between marketers and their customers.

*Interactivity is a multi-dimensional concept:* Whilst the author somewhat agrees with Rafaeli's (1988) perspective that humans are responsible for initiating interactivity through media, the author considers that the levels of interactivity of human operators is also dependent on the features of the media they utilise.

*Interaction of human activity corresponds to 6<sup>th</sup> and 7<sup>th</sup> fundamental premises of Service-dominant logic:* Rafaeli's (1988:119) view that interaction depends on human activity is important in the context of interactive marketing communication. This perspective of human activity aligns with the idea that it is the customer who decides if he or she wants to interact with a brand or enterprise and form a relationship, as indicated in the 6<sup>th</sup> and 7<sup>th</sup> foundational premises of service-dominant logic (6<sup>th</sup> FP: The customer is always a co-creator of value; 7<sup>th</sup> FP: The enterprise cannot deliver value, but only offer value propositions).

*Media fragmentation reduces each mediums' audience through audience selectivity:* The volume of media content has increased in response to media fragmentation. Correspondingly the ratio of content offerings to consumers has grown, which ultimately results in a reduction of audiences for each medium.

*Perceived interactivity versus perceived usability:* Sundar (2004:386) argues that users' perceived interactivity is confused with perceived usability. Sundar's (2004:386) basis for this argument is that one cannot define interactivity on user perceptions alone because user perceptions of interactivity are relative to the individual, and this perspective is unsound when it comes to interactive features of a medium. For instance a more

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technologically literate individual will hypothetically be able to extract greater outputs of interactivity from an interactive system than a less technologically literate person, so the more technologically orientated individual could perceive a particular interactive system to be highly interactive, but the less technologically astute individual may perceive the same system to offer little interactivity because the limitations of the individual prevent the individual from accessing the full potential of the system.

*Beyond tangible value creation:* Bearing in mind the concept of value-in-use, conceivably one could generate communication offerings that provide meaningful value to customers. This notion stimulates one to consider that the process of interaction between brands and their consumers contributes to meaningful communication if used appropriately. For instance providing customers with relevant applications or offerings that are reflective of a brand's equity. This initiative provides a way of supplying consumers with an experience of the brand (directly or indirectly), so individuals may not necessarily physically experience the brand, but are able to do so mentally or emotionally.

*Self-disclosure does not necessarily imply self-importance:* People make sense of their worlds through the construction of stories; past, present and future episodes of their lives (Heeter 2000:6). This insight offers a reason behind some individuals' inclination to share events and occurrences in their lives on social network sites.

*Disproportionate levels of interactivity:* Interactivity (in the form of user-generated content) and hence adoption of interactivity, raises pertinent questions in the context of innovation adoption and the use of interactivity in marketing communication plans.

- Consider what the levels and rates of interactivity are amongst consumers?
- What is the proportion of content contributors to content users?
- How does the profile of content contributors differ to that of content users?

*Benchmark interactivity levels to improve campaign sufficiency planning:* Benchmarks for anticipated threshold levels of interactivity should be developed to indicate the potential level of feedback one can expect from interactive marketing communication campaigns using innovative platforms. Following the model of diffusion of innovation an estimation of

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the penetration of an innovative communication platform against the population helps to indicate the type of reach the new platform could be expected to achieve against a given target population. In this way one could potentially estimate the degree of exposure required by a brand on a particular platform to attain minimum sufficiency levels to effectively reach its target audience via the platform in question; and correspondingly calculate the financial investment required to meet these levels of reach; and plausibly anticipate response levels from customers that interact with the communication.

### **8.4.3 Complex systems**

*Learn to navigate and negotiate complex adaptive systems:* Marketers are urged not to target members of social networks system through traditional advertising efforts, but instead to apply a more participative approach (Kaplan & Haenlin 2010:65). The properties of social network systems are comparable to the properties of complex systems. It is suggested that marketers acknowledge these properties and utilise them in the development of marketing communication plans for social media networks.

### **8.4.4 Mobile media**

*Mobile media an intra-marketing mix platform:* The mobile medium is flexible and possesses multiple capabilities which provide a means of implementation across the current marketing mix spectrum.

*Drive innovation by taking advantage of a medium's inherent properties:* The unique properties of mobile phones should be utilised by marketing communication strategies to maximise the effects of mobile phones as a medium in conjunction with user behaviour towards these devices. Pertinent properties and consumer behaviour relating to mobile phones include (Marketing Mix, 2008:32; Székely & Nagy, 2011:2191):

- Mobile phones are technology convergence devices possessing multi-functional capabilities (voice, data, video, audio, Internet access, location based services);
- They are personal devices;
- They are usually always on;



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- They are generally within arm's reach from their owners; and
  - They allow real-time communication to take place.

## 8.5 GENERATION Y

The key topics for reflection within Chapter 5: Generation Y were:

- Technology effects;
- Raising Generation Y;
- Retail shopping; and
- Marketing communication and Generation Y.

### 8.5.1 Technology effects

*Today's culture is not the same as yesterday's:* In general people need to change the way they think culture is constructed in order to understand how youth are using digital information communication technology (Samuels, 2008:219).

*Leveraging social media connections:* Social networks are a preferred point of contact amongst Generation Y. However, when marketers utilise these platforms to communicate with consumers they need to adapt their communication content and approach to a style that is consistent with the etiquette of the platform and its audience. For instance, in the social media space, marketers should consider designing communication that is visually appealing and not text heavy and take note of the size (bytes) of the communication, with respect to end users' bandwidth limitations and the time required to download the content.

*New is better:* Generation Y, want newness; they perceive new to be better and improved (Yarrow & O'Donnell, 2009:180).

*Marketing at hyper-speed:* To maintain a sense of innovation, marketers should continually supply Generation Y with new information about products and position products as new commodities rather than product upgrades.

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### 8.5.2 Raising Generation Y

*Artificial progression?:* To a certain extent, as a result of parental nurturing and provision, Generation Y have advanced up Maslow's hierarchy of needs, without having to personally fulfil each level of the pyramid. The question to ask is if people need to personally fulfil each stage to recognise their needs and appreciate that these have been attended to?

*Disconnected cultures:* Perhaps there is a cultural dissociation between postmodernism youth and their modern parents?

### 8.5.3 Shopping

*Shopping equates to social currency:* For Generation Y shopping is a way of connecting with their social circle and the act of shopping provides social currency. The more time Generation Y spends in shopping environments, the more time they spend with brands of interest to them, and the anticipation is that this will lead to acquisition.

*Take advantage of Generation Y's impulsive behaviour:* Generation Y act impulsively. This characteristic should be used by marketers to notify this segment of time limited offers. Mobile phones are a suitable medium to effect these types of promotions, which may be accessed conveniently by their users.

*I am my brands:* Shopping is an important part of Generation Y's identity building and the shopping environment also provides a venue for social interaction. Marketers targeting Generation Y would benefit from aligning their brand values with the aspirations of this generation and supplying these consumers with brand content orientated around a brand's equities to help drive purchase decisions.

*Marketing to men in retail should be a secondary activity:* When targeting men, marketers should keep interactions practical focussing on the product, offering suggestions that are solutions-orientated, according to the targets' needs, but these suggestions should not be perceived as prescriptive or advisory (Yarrow & O'Donnell, 2009:134). Marketers could

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consider using location based promotions on mobile phones when targeting male customers to subtly direct them to specific outlets.

*For women shopping is an event or experience - not just a buy.* When targeting women, marketers should take into account, in addition to the product being purchase, the experience offered by the store and the process of product acquisition. Women tend to talk about their shopping experiences which extend to more than just the product, they share their experiences with others and thus influence members of their networks. These personal testimonials provide powerful persuasion in terms of influencing people's decisions to accept or reject stores or brands through the proxy of a friend's opinion. Opinions (word-of-mouth) are important amongst friends.

*Use word-of-mouth (WOM) as an activator to market to women in retail:* Mobile phones are digital word-of-mouth media. The mobile phone provides direct access for one-to-one communication or one-to-mass conversing. The use of social media platforms has the potential for exponential influence. Touchpoints like *Twitter* and *Facebook* are word-of-mouth enablers and depending on the influencer and number of followers or friends they have, these channels could amplify the effects of the experience. Marketers should consider using promotions that will generate social experiences for this segment that they can proliferate through social media. For example, sharing best bargains, or giving consumers the opportunity to attend brand sponsored events, or rewarding consumers with gift vouchers.

#### **8.5.4 Generation Y's attitudes towards brands**

*Leverage brand presence in consumer conversations:* Marketers should participate in consumer-brand conversations, but not push their products directly. They should rather aim to be relevant and try to get close to this segment by relating to them through their interests or causes (Kotler & Armstrong, 2010:42; Yarrow & O'Donnell, 2009:28).

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*Contribute to Generation Y's identity needs:*

- It is recommended that marketers leverage the emotional benefit of their brands and by doing so appeal to the emotional and social needs of this segment.
- Generation Y is opinionated and they want to be heard. Marketers should take advantage of this insight, by using mechanisms that seek this segment's point of view and demonstrate that they have acknowledged this consumer's voice.
- Appearances and being recognised are highly rated amongst Generation Y, so similarly to the previous point, the use of mechanisms such as offering this target segment an invitation to exclusive events, contributes to the target markets' social credentials and self-branding capital. These events present photograph and, or video opportunities, which serve to provide evidence of attendance, which the target market is able to share with his or her peers.

### **8.5.5 Marketing communication and Generation Y**

*The intra generation gap, know your who:* The Generation Y cohort is not homogenous; differences exist between different age ranges. Therefore it is important to recognise the specific audience being targeted and select the appropriate communication approaches according to the segment.

*Innovate:* To attract Generation Y and give them a reason to return, marketers need to be innovative, fresh, new, constantly revamping and reinventing (Yarrow & O'Donnell, 2009:174). This generation demonstrates attributes of innovators (Kotler & Armstrong, 2010:183), which suggests marketers could benefit from applying an innovative approach to marketing communication directed at this segment by ensuring communication assets are fresh, new, revamped or reinvented.

## **8.6 CONCLUSION**

In conclusion this chapter has emphasised that characteristics of postmodernism are evident in society and affect marketing and/or marketing communication activities. It has alluded to potential implications. It has revealed insights into Generation Y with respect to

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their attitudes towards digital media, as well as retail shopping and brands, in the context of marketing and/or marketing communication in a postmodern society. In summary, this chapter has highlighted key theoretical issues that arose during the course of the thesis and were stated as quasi-propositions. The quasi-propositions have been summarised within this chapter to draw concern of the continued use and application of unchanged theories, processes, and principles in a changed environment. It is intended to demonstrate the need for academic development and practitioner implementation to be attentive to the market or risk strategic drift.

The next chapter will discuss the findings from this chapter integrated with findings from the empirical results to draw final conclusions and recommendations for further research.

## **CHAPTER 9**

### **Discussions, conclusions and recommendations**

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#### **9.1 INTRODUCTION**

The purpose of this chapter is to discuss and integrate the research findings from the literature and the empirical research in relation to the specific objectives, as stipulated in Chapter 1 and reiterated below. Managerial implications are derived from these findings with reference to the use of digital media as marketing platforms in a postmodern society. Thereafter a conceptual framework, that considers pertinent postmodern marketing transitions, is formulated for managerial consideration. The limitations of this study are noted and suggestions for further research are offered.

#### **9.2 THE MAIN PURPOSE OF THE STUDY**

The main purpose of this study was to reflect on the suitability of current marketing and/or marketing communication theories from the perspective of a postmodern society with particular reference to digital media. A secondary purpose of the study was to examine the effects of postmodern characteristics on Generation Y's behaviour and attitudes towards digital media in relation to marketing communication activities.

#### **9.3 IMPORTANCE OF THE STUDY**

Culture is simultaneously created by and directs human behaviour, attitudes, expressions and interactions within societies. Therefore the dominant culture of a particular period has a significant impact on events within that time. This study intended to demonstrate the importance of adjusting current knowledge or generating new knowledge within a discipline in accordance with the dominant culture of the prevailing period. This research specifically addressed the marketing discipline in reference to the postmodern cultural movement. The aim of the study was to contribute to the theoretical body of knowledge by reflecting on the validity of applying modern marketing and/or marketing communication theories in postmodern conditions and to empirically investigate whether Generation Y

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demonstrates postmodern characteristics in their behaviour and attitudes towards the use of digital media in marketing and/or marketing communication efforts. Furthermore, in a postmodern context marketers need to readdress current practice. The study suggests implications for marketing practitioners by providing new insights of the behaviour and attitudes of a group of Generation Y consumers towards digital media to increase the understanding of this segment, and therefore take advantage of this information in the context of digital communication efforts that are directed at this segment.

#### **9.4 DISCUSSION OF RESULTS IN RELATION TO SPECIFIC STATED OBJECTIVES**

Each of the specific research objectives articulated in Chapter 1 will now be discussed in association with the empirical results and findings from the literature. For ease of navigation content will be arranged under relevant sub-headings, which will be introduced in the opening paragraph pertaining to each objective.

##### **9.4.1 Objective 1:**

**To review the literature to interpret and reflect on the key characteristics of postmodern society in the context of marketing and or marketing communication and how people respond to digital media in postmodern conditions.**

The discussions for the first objective are arranged under the following sub-headings: postmodern worldview; postmodern characteristics; the postmodern market; postmodern consumers; postmodern marketing: embedded marketing; and marketing and/or marketing communication development.

##### **Postmodern worldview**

One of the main goals of this objective was to contextualise the study. To address this objective, firstly the importance of a worldview as a governing influence on societal and cultural outputs was highlighted; thereafter postmodernism was argued as a dominant worldview for contemporary society with specific reference to postmodernism's affects as a

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cultural movement in today's disruptive environment (Brown, 1994:28; Firat & Dholakia, 2006:123; Jameson, 2006:484; Poster, 2006:533; Samuels, 2008:221). Postmodernism recognises that societies are dynamic, and adapt to their environments (Brown 1994:28; Littlejohn & Foss, 2005:324; McQuail, 2010:129). Postmodernism evolved from modernism, which amongst other shortfalls has been faulted for being unsustainable (Brown 1995:69). Lack of sustainability is likely to stem from the tendency for modernism to decree one best option, which renders the movement inflexible in the face of change. In circumstances where variables are altered, options need to be reassessed to deal with the changed situation. Chaos and complexity theories, as theories of postmodernism, recognise the necessity to manage adjustments in response to changing circumstances. Technology has been credited for driving change and progressing modernism to postmodernism (Brown, 1995:69; Firat & Dholakia, 2006:123; Kumar, 2005:7).

It was further noted that culture is reflected in the media, and that the media disperses culture, thus the media propagates cultural movements (Dimmick *et al.*, 2010:2; McQuail, 2010:81). This point has significant implications for digital media concerning its capacity for interactivity and relatively low barriers to use, which allows almost anyone access to information as well as the possibility to generate content at low to no cost.

Culture is a broad phenomenon, therefore this study was delimited to the context of marketing and/or marketing communication, which are recognised as aspects of culture (Brown, 1995:107; Firat & Dholakia, 2006:124). Important cultural elements of postmodernism affecting marketing and/or marketing communication include:

- A society of incessant consumption (Brown, 2006:213);
- Acceptance of multiculturalism (Firat & Dholakia, 2006:126; Firat *et al.*, 1995:41; Samuels, 2008:221);
- Tolerance for differences, which does not jeopardise the ability to make specific choices (Firat & Dholakia, 2006:127; Samuels, 2008:221);
- The existence of relativism (O'Shaughnessy & O'Shaughnessy, 2002:119);
- Living in the present (Firat & Dholakia, 2006:128); and



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- Pastiche, which permits creative freedom to mix together expressions of seemingly unrelated content (Brown, 2006:213; O'Shaughnessy & O'Shaughnessy, 2002:113; Samuels, 2008:222).

### Postmodern characteristics

In addition, seven specific characteristics of postmodernism were identified from the literature: hyperreality, fragmentation, de-differentiation, pastiche, chronology, anti-foundationalism and pluralism (Brown, 1994; Brown, 1995). The application of these traits to marketing and/or marketing communication was reflected upon in discussions of the literature through quasi-propositions and investigated empirically as behavioural outcomes as indicated by respondents. The empirical findings suggested that de-differentiation, hyperreality, fragmentation and anti-foundationalism were the most important postmodern traits as interpreted through participants' responses. Potential implementation strategies that take advantage of these traits through digital media will be considered in Section 9.6, which proposes some managerial implications derived from the study.

### The postmodern market

The literature revealed that in postmodern society the marketing and/or marketing communication environment has changed. For instance, marketers increasingly have less influence over the traditional 4P marketing mix (Procter & Kitchen, 2002:146), limiting their control to their brand and advertising activity. The market has become customer-centric, where the customer has greater influence over the market (Du Plessis *et al.*, 2005; Hackley, 2010; Kotler & Armstrong, 2006; Schultz & Shultz, 2004; Temporal, 2010). The advocacy of consumer centric marketing has received academic support in the form of the 8<sup>th</sup> foundational premise of Service-dominant logic, *a service-centred view is inherently customer oriented and relational* (Vargo & Lusch, 2008). Consumers are exposed to an abundance of different offerings in the market (as a consequence of fragmentation), which gives them greater choice. Today's postmodern consumers are more informed and as a result make more discerning choices in the market (Procter & Kitchen, 2002:146).

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## Postmodern consumers

Postmodern consumers tend to be more active and express a willingness to contribute to marketing and/or marketing communication. Digital media has made it possible for consumers to contribute to market related content through the generation and sharing of content in social media (Correa *et al.*, 2010:247; Kaplan & Haenlin, 2010:61; Multisilta & Milrad, 2009; Zhao, 2011:87). Furthermore, consumers are conversing with one another about brands in their social media spaces (Kotler & Armstrong, 2010:42). These points have received support empirically by factors: *FD1: Hyperreal cult* (m=3.433); *FF3: Resourceful collaboration* (m=3.693); *FF4: Involved consumerism* (m=3.125); and *FD3: Interactive collaboration* (m=2.967). Kotler and Armstrong (2010:42) further note that brands should be participating in these consumer conversations.

The empirical study, as deduced by the mean score for factor, *FF1: Critical assertiveness* (m=3.923) indicates that consumers want brands to listen to them. Despite this medium rated score, factor, *FD3: Interactive collaboration* (m=2.967), which indicates the degree to which consumers interact with brands achieves a low score, which implies that direct interaction with brands is not a significant activity for the respondents in question. This low score also supports Schembri's (2006:387) notion that not all consumers want to contribute.

## Postmodern marketing: embedded marketing

The consumer contributions arising from the empirical findings as noted in the previous section acknowledge the practice of *embedded marketing* (Firat & Dholakia, 2006:147-151), which recognises participatory activities amongst a brand's customers. Under the postmodern marketing and/or marketing communication banner customers are more participatory, which leads to: increased interaction between customers and brands; multi-directional flow of communication; less centralised communication efforts; and more complexity in marketing and/or marketing communication.

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The findings provide evidence of changes in consumer behaviour towards brands, other consumers and marketers. They show that relationship dynamics between marketers and customers are changing, which supports the postmodern characteristic of fragmentation (Berthon & Katsikeas, 1998; Brown, 1995:106; Firat & Dholakia, 2006:131). In the marketing and/or marketing communication context consumers are becoming partner-players (Firat & Dholakia, 2006:136) in respect of their expectations and interactions with brands. The concept of partner-players is supported by the 6<sup>th</sup> foundational premise of Service-dominant logic, *the customer is always a co-creator of value* (Vargo & Lusch, 2008). Furthermore, the complexity of exchanges between stakeholders is illustrated in the 9<sup>th</sup> foundational premise of Service-dominant logic, *all social and economic actors are resource integrators* (Vargo & Lusch, 2008). This demonstrates the applicability of Service-dominant logic as a tool to implement postmodern ideals.

Factors, *FB1: Personalisation* (m=3.513) and *FA3: Convenient interconnection* (m=4.102), highlight the connecting capabilities of digital media and the potential for value exchange, which contribute to relationship marketing, and the underlying concept of value-in-use (Grönroos, 2005:2-3). Value-in-use pertains to the value derived from using an offering which extends beyond the initial purchase to encompass the ongoing value the person experiences from the offering. A related concept is that of the 7<sup>th</sup> FP: *The enterprise cannot deliver value, but only offer value propositions* (Vargo & Lusch, 2008), which suggests that the perceived value of an offering is determined by the customer (Gummesson, 2008a:143; Vargo & Lusch 2004b:11). Grönroos (2005:2-3) argues that value-in-use contributes to long term relationships between brands and consumers. If one considers that it is less resource intensive to retain existing customers than to pursue new customers (Kotler & Armstrong, 2006:18) then the principle of value-in-use is an important concept to practitioners.

### **Marketing and/or marketing communication development**

These discussions show how inroads have been made to generate new concepts in marketing and/or marketing communication to accommodate a postmodern society and digital media. However this progress is somewhat restrained through the persistence of unchanged models. Many marketing models in circulation today were devised before the

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existence of digital media; consequently it is argued that these models are unlikely to accommodate the variables that new technology has introduced (McQuail, 2010:137,157; Schultz & Schultz, 2004:161; Wigston, 2001:5). Most traditional communication models are linear assuming customer decision-making is rational. The combination of digital media in conjunction with the characteristics of postmodern society requires that these traditional models be re-visited.

Based on these findings one could reason that contemporary society is characteristically postmodern and that society and culture influences all aspects of life; consequently postmodern consumers are different to modern consumers. The implication is that anything which is affected by cultural phenomena correspondingly has to adjust to the new worldview to remain viable. Thus, motivating the need to adapt marketing and/or marketing communication practices to be more representative of postmodern society. Service-dominant logic has been presented as a potential framework to implement postmodern marketing concepts.

#### **9.4.2 Objective 2:**

<p><b>To evaluate Generation Y's perceptions and use of digital media (social media and mobile phones)</b></p>
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The discussions for the second objective are arranged under the following sub-headings: high usage of mobile phone and social media networks; cell phone usage: empirical findings; relativism; and digital media integration.

Generation Y defined as individuals born between 1978 and 2000 (Kotler & Armstrong, 2010:98; Yarrow & O'Donnell, 2009:xi) account for more than two-thirds of the South African population (Statistics South Africa, 2011:9). Generation Y is important from several perspectives, due to the sheer size of this group as well as the fact that this group represents the next wave of future consumers.



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## High usage of mobile phone and social media networks

All respondents in the empirical study possess a mobile phone and use social networks, this total saturation of the sample demonstrates the dependence and prevalence of digital media amongst youth (Stald, 2008:145). Uptake and use of digital media demonstrates the development of aptitude for digital technology (Székely & Nagy, 2011:2189; Yarrow & O'Donnell, 2009:97). Daily use of mobile phone functions and the nature of use are suggestive of the high degree to which mobile phone media are integrated into respondents' lives (Buckingham, 2008:15). Respondents' almost constant access to social media networks (89% log in daily and 55% log in five or more times a day) supports findings from Stald (2008:148), who similarly noted Generation Y's high propensity to use social and mobile phone media. This corroboration indicates that social media networks are used frequently to sustain respondents' social status. Furthermore, use of digital media in real-time supports the postmodern notion of here and now (Firat & Dholakia, 2006:128). The overall favourable mean scores achieved against the dependent variables of *FA3: Convenient interconnection*,  $m=4.102$ ; *FD1: Hyperreal cult*,  $m=3.433$  support the integral role of digital media in the lives of respondents; and recognises the seamless perception amongst respondents that fuses their physical offline worlds with their online worlds as noted by Buckingham (2008:14) and Ito (2008:vi).

### Cell phone usage: empirical findings

The three features used most often by respondents are communication applications, namely: messaging, accessing social media and talking. The function used least is mapping. Cluster analysis of respondents' cell phone usage patterns revealed four distinct clusters, which can be summarised as follows:

- *Socialites* who characteristically make daily use of communication functions available on their cell phones. This cluster account for 28% of the overall group.
- *Conservatives* who tend to limit their use of cell phone features to talking and texting. This cluster account for 33% of the overall group.

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- *Conversationalists* use a range of facilities on their cell phones and listen to or download music more than any other cluster in the group. Conversationalists make up 19% of the overall group.
  - *Connoisseurs* are expert users of the range of functions available to them on their phones. They account for 20% of the overall group.

Interestingly, the composition of the clusters with respect to the property of interactivity indicates that interactivity is both a dimension of technology (Sundar, 2004) and a dimension of the abilities of users (Rafaeli, 1998; Heeter, 2004). The findings suggest that both dimensions are present. For instance, 62% of Conservatives own a smartphone but they do not interact with the full range of facilities offered by their devices, they tend to use basic functions of talking and texting. Thus this group is likely to be classified as having a low tendency for interactivity at a user level scale despite having access to an advanced tool with the capacity for high interactivity. The Connoisseurs on the other hand who account for the smallest percentage of smartphone ownership across the group 57% versus 69% in the entire group seem to be expert users of the functions available to them, and therefore they could be considered to demonstrate strong interactivity on a user level, but they are limited by the technology available to them.

Respondents indicated that participation in social media was an important behaviour. This dimension was subjected to further scrutiny to investigate the relationships between the sub-dimensions of social media and significant independent variables. The findings show that key predictor behaviours and attitudes associated with social media use are:

- High use and dependency of mobile phones;
- A need to be recognised as individuals;
- A need to keep updated with the latest trends;
- An affiliation for brands that demonstrate authenticity; and
- A need to participate either as content contributors or content users of social media.

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## Relativism

Relativism, another aspect of postmodernism (O'Shaughnessy & O'Shaughnessy, 2002:110), is reflected through respondents' penchant for accessing preferred media content through their mobile phones, as demonstrated by the strength of *FA2: Empowered choice*,  $m=3.840$ ). This desire for preferred choice is supported by Firat and Dholakia (2006:127) as well as Samuels (2008:221); and the ability to access media through mobile phones when convenient to the user is supported by Dimmick *et al.* (2010:2). The need for people to define choices is an outcome of the increased number of offerings available to consumers, which correspondingly results from fragmentation. Fragmentation means that people do not have to commit to a specific option (Brown, 2006:217; Firat & Dholakia, 2006:125). The freedom to choose offerings that are relevant to the individual at a particular time may offer an explanation of sorts to the choices people make in social media, in terms of the content they generate or access and entities they choose to follow or subscribe to. The author considers relativism to be an important differentiator between social media and mass media. Social media pertains to quality; whilst mass media concerns quantity. People access and use social media content that is relevant to their individual needs at a particular point in time. If one considers the 9<sup>th</sup> foundational premise of Service-dominant logic, *all social and economic actors are resource integrators* (Vargo & Lusch, 2008), under the context of relativism individuals integrate resource as they need it.

## Digital media integration

The extensive use of mobile phones and social media, in addition to the way these platforms have been utilised, according to respondents (*FA1: Mobile addiction*,  $m=3.781$ ; *FA2: Empowered choice*,  $m=3.840$ ; *FA3: Convenient interconnection*,  $m=4.102$ ; *FD1: Hyperreal cult*,  $m=3.433$ ), has arguably altered the way respondents connect with each other and has influenced other activities, indicating the power these media exert in society. This finding supports McLuhan's (2006:108) notion of the "the 'message' of any medium or technology is the change of scale or pace or pattern that it introduces into human affairs". If one considers that the wide spread penetration of digital media amongst respondents indicates general



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social acceptance of digital media, this phenomenon could be construed as an outcome of environmental determinism.

The respondents' use of mobile media and social media demonstrates the three main themes of interactivity, namely: interactivity from the perspective of the user; interactivity as a feature of the medium; and interactivity as a process (Kiouisis, 2002).

If one relates these findings to the technology acceptance model. The high use of mobile phones and social media network systems amongst respondents is assumed to support the construct of perceived ease of use (Davis, 1985). The second key construct of the model, perceived usefulness (Davis, 1985), considers the value the user derives from the technology. Based on the types of platforms accessed and the frequency of access it is reasonable to conclude that the second construct of perceived usefulness is also fulfilled by mobile phones and social media network systems.

#### 9.4.3 Objective 3:

<p><b>To determine the unique properties of digital media applicable to marketing communication efforts directed at Generation Y</b></p>
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The discussions for the third objective are arranged under the following sub-headings: interactivity; personalisation in digital media; and barriers to interactivity.

The empirical phase of the investigation conclusively confirms that digital media are an integral part of the respondents' lives. This implies that digital media represents a viable platform for brands to communicate with Generation Y, as represented by respondents in the study. The following properties of digital media are considered to offer relevant applications for use in the context of postmodern marketing and/or marketing communication.



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## Interactivity

The defining feature of digital media is interactivity. Interactivity is a multi-dimensional construct (Kiouisis, 2002). The three main dimensions of interactivity are user perception, technology features and processes of interactivity. These dimensions can be used individually or in combination to provide meaningful communication experiences to consumers.

- Interactivity may take a variety of different forms and may consist of direct or indirect contact between brands and customers, thus contributing to customer relationship building. These interactions may be synchronous or asynchronous.
- The concept of interactivity extends to the creation, production and sharing of user generated content in the digital space.
- Interactivity also pertains to the ability of digital media to integrate with other platforms, for example, in the provision of location based services or responding to communication or content in other media; the location based aspect of digital media is reflected in the empirical results by, factor, *FA3: Convenient interconnection* (m=4.102).
- The digitisation of content converts data into binary form which generally allows for easier flow of content (interactivity) in the digital space because it minimises the need to convert material from analogue to digital format. Digitised content becomes a fluid commodity that can be exchanged across various digital platforms (for instance the compatibility of audio and video content accessible from both mobile phones and/or computers).

## Personalisation in digital media

When using personal digital media, marketers should take advantage of the customisation properties made possible by digital media to issue personalised communication. Respondents are more receptive to personalised content, as proved by Factor, *FB1: Personalisation* (m=3.513). Personalisation, as a feature of direct marketing could be considered an application of micro-marketing that supports customer relationship building (Kotler & Armstrong, 2010:427).

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## Barriers to interactivity

Although digital media is used extensively amongst respondents at a social level there appears to be a barrier when it comes to interactions at the market level with brands, as demonstrated by a somewhat reluctant attitude to interact directly with brands (factor, *FD3: Interactive collaboration*,  $m=2.967$ ). If one ignores the possible limitations imposed by infrastructural aspects on account of the fact that respondents are engaging with friends and associates in the digital space, perhaps marketers are not applying appropriate strategies or offerings to elicit interactions from consumers.

### 9.4.4 Objective 4:

<b>To assess Generation Y's attitudes towards retail shopping and brands</b>
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The discussions for the fourth objective are arranged under the following sub-headings: brand authenticity; gender differences; and shopping.

#### Brand authenticity

The brands that individuals select tend to reflect the actual or intended characteristics of the individual (Firat *et al.*, 1995:42; Lemon, 2001:358; O'Shaughnessy & O'Shaughnessy, 2002:113). This idea receives support from the empirical study in the form of factor, *FF2: Authentic representation* (overall  $m=4.039$ ). Respondents consider authenticity to be an important attribute, presumably by selecting brands that convey authenticity the respondent then reflects the characteristic represented by the brand. Factor, *FC1: Innovation seeking* (overall  $m=3.585$ ) shows that respondents are attracted to brands that are innovative. This finding supports Generation Y's demand for newness (Yarrow & O'Donnell, 2009:180). Interestingly, when comparing factors *FF2: Authentic representation* and *FC1: Innovation seeking*, against gender, male respondents appear to seek more innovation and authenticity from the brands they use than female respondents. This suggests that the use of brand names as marks of authenticity is important when targeting males.



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Authenticity and innovation stand out as defining characteristics for brands to attract consumers. Brands that are able to offer their customers brand experiences will help differentiate themselves from competitive offerings (Kotler & Armstrong, 2010:248; Schultz & Schultz, 2004:12).

### Gender differences

According to the empirical findings, female respondents are significantly more likely to demonstrate impulsive shopping behaviour than males (factor, *FE1: Impulsiveness*). Impulsiveness is an emotional response, since women are generally more emotional than men (Simon & Nath, 2004) it is conceivable that emotions account for differences between gender groups. Overall, the mean of factor *FE1: Impulsiveness* is  $m=3.430$  for the entire sample, perhaps this general trend for impulsive behaviour could be viewed as an emotional response triggered by exposure to the chaos presented in the market in the form of an abundance of offerings. Schultz and Schultz (2004:302) and Kotler and Armstrong (2010:183) suggest that impulsiveness is an indication of innovators or early adopters because of their reliance on self-judgement.

A further gender difference reflected in the empirical findings is that females are less decisive about making shopping decisions than males (factor, *FE2: Indecisiveness*). This finding may be related to the fact that females seem to have more needs than men, which has given rise to the availability of more products and services developed to cater for these needs.

### Shopping

Shopping is an important social activity amongst Generation Y and the purchases they make during these excursions serve as social currency in their conversations. This insight demonstrates that if consumers find a brand to be meaningful to them, they will discuss it amongst their social circle, which invariably consists of similarly minded people, thus a relevant consumer environment for the brand in question.

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## 9.5 FINDINGS OF THE STUDY

The empirical study yielded a combination of somewhat anticipated as well as unexpected findings. This section will firstly address the unexpected findings. Secondly, it will highlight important findings in the order of the objectives of this study:

- To indicate the key behavioural and attitudinal factors that are important to respondents;
- To indicate the factors that might explain respondents' behaviour towards digital media;
- To investigate explanatory relationships between important behavioural outcomes and attitudinal independent variables.

### Unexpected findings

The unexpected findings concerned respondents' low inclination for online gaming and online engagement with brands, which were indicated by the low mean scores for factors, *FD2 Hyperreal escapism*, *FG1: Altruism*, *FF4: Involved consumers* and *FD3: Interactive collaboration*.

The reason behind these findings is assumed to be related to limiting factors pertaining to the disparities of the technology landscape in South Africa. South Africans do not have equal access to every available technology in the market, as a result of socio-economic discrepancies amongst citizens. These limitations include: access costs to pay for Internet services; access to broadband; and availability of appropriate equipment to participate in online gaming. Perhaps these limiting factors are also responsible for the lower levels of online interactivity than anticipated. One supposition is that due to economic and/or physical limitations, respondents restrict their Internet access to fulfil what they perceive to be their essential activities in their evaluation of required investment compared to return value.

The lower than expected online interactivity is considered to attribute to the finding that respondents are partial participants in the process of embedded marketing. In terms of embedded marketing, respondents indicate that they have opinions of their brands which

they are willing to share, and they are willing to participate in the development of their brands in a collaborative process. Respondents indicate that they share information about brands within relevant communities, thus contributing to the idea of the diffusion of marketing by multiple stakeholders. These findings all support the acceptance and implementation of embedded marketing by respondents. However, low mean scores for factors *FF4: Involved consumerism* and *FD3: Interactive collaboration*, indicate that respondents are less likely to formalise their opinions in the online space and engage with brands directly.

### Important behavioural and attitudinal factors

Table 9.1 summarises the empirical findings in order of importance and interpreted postmodern characteristics as behavioural outcomes associated with the finding.

**Table 9.1: Findings of relative importance and associated postmodern characteristic**

FINDING	POSTMODERN CHARACTERISTIC
<ul style="list-style-type: none"> <li>Personal media such as mobile phones and social media are used extensively by respondents and respondents indicate a high level of dependence on these platforms.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates de-differentiation through displacement of subject and object; where the importance of the object (personal media) seems to supersede that of the subject (respondent).</li> </ul>
<ul style="list-style-type: none"> <li>Brands should seek respondents' permission before communicating with them in respondents' personal media, such as mobile phone or social media platforms.</li> </ul>	<ul style="list-style-type: none"> <li>Shows de-differentiation by the fact that respondents delineate which brands they permit to communicate with them.</li> </ul>
<ul style="list-style-type: none"> <li>Respondents prefer to receive personalised communication in their personal media.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates pastiche through the self-referential preference for personalisation.</li> </ul>
<ul style="list-style-type: none"> <li>Respondents perceive social media to have increased connectivity and reduced boundaries of time and space.</li> </ul>	<ul style="list-style-type: none"> <li>Shows de-differentiation through the recognition of boundary-less communication and also illustrates hyperreality through the use of virtual media.</li> </ul>
<ul style="list-style-type: none"> <li>Mobile phones in particular provide respondents with the freedom to conveniently access media content of their choice.</li> </ul>	<ul style="list-style-type: none"> <li>Supports the postmodern notion that abundance does not eliminate preference.</li> </ul>
<ul style="list-style-type: none"> <li>Respondents expect the brands they make use of to be authentic and innovative.</li> </ul>	<ul style="list-style-type: none"> <li>Excessive exposure to hyperreality drives authenticity.</li> <li>Innovation seeking supports anti-foundationalism.</li> </ul>
<ul style="list-style-type: none"> <li>Respondents appear to be overwhelmed by the volume of product offerings available to them in the market and tend to react in one of two ways either behaving impulsively or indecisively.</li> </ul>	<ul style="list-style-type: none"> <li>Behavioural outcome in response to fragmentation.</li> </ul>
<ul style="list-style-type: none"> <li>People share content with others if they think it will be useful to them.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates postmodern marketing behaviour through embedded marketing.</li> </ul>



FINDING	POSTMODERN CHARACTERISTIC
<ul style="list-style-type: none"> <li>• Online gaming is not a significant activity amongst respondents.</li> </ul>	<ul style="list-style-type: none"> <li>• Use of online gaming is considered to be indicative of hyperreality.</li> </ul>
<ul style="list-style-type: none"> <li>• Respondents are keen to participate in the development and improvement of their brands.</li> <li>• Respondents use other people’s experiences to help them make purchase decisions.</li> <li>• Although respondents make use of other’s comments or experiences in the online space they are reluctant to add their own contributions.</li> </ul>	<ul style="list-style-type: none"> <li>• Indicates partial aspects of embedded marketing as demonstrated by the first two points.</li> </ul>

The results of the empirical phase of the investigation demonstrated that respondents show postmodernism traits in their behaviour towards digital media and their reactions towards brands and marketing and/or marketing communication. The most dominant postmodern characteristics displayed by respondents were hyperreality, de-differentiation and fragmentation.

**Significant variables affecting key behavioural and attitudinal factors**

In addition, in an analysis to predict the four elements of the social evolution of the respondents, several attitudinal and behavioural factors were found to be statistically significant in predicting various aspects of the social evolution of respondents, and these were also affected by socio-economic conditions and/or and digital infrastructure. In order of the strongest effects, the demographic variables that had the most significant differences were: ethnicity, followed by behavioural variables such as cell phone usage, frequency of social media usage, and structural issues such as cell phone plan, average monthly Internet expenditure for cell phones, use of Internet bundles on cell phones, and the device used most often to access the Internet.

**Social media predictors**

Social media use was identified as an important behavioural outcome by respondents. Several independent factors were found to have significant associations with social media and thus could be considered explanatory and or predictors of social media. The dependent variables relating to social media and their corresponding explanatory independent variables are recorded in Table 9.3, cells with “+” denote significant positive explanatory relationships,

for instance the dependent variable *FD1: Hyperreal cult* has explanatory relationships with independent variables: *FA1: Mobile addiction*, *FB1: Personalisation*, *FC1: Innovation seeking*, *FE1: Impulsiveness*, *FF3: Resourceful collaboration* and *FF4: Involved consumerism*. Significant negative relationships were indicated by *FB4: Permission based*, *FF2: Authentic representation*, ethnicity and smartphone ownership.

**Table 9.2: Dependent variables and associated predictor independent variables**

Parameter		FD1: Hyperreal cult	FD2: Hyperreal escapism	FD3: Interactive collaboration	FD4: Dissolved boundaries
FA1: Mobile addiction		+			+
FB1: Personalisation		+	+	+	
FB4: Permission based			-		
FC1: Innovation seeking		+	+	+	
FE1: Impulsiveness		+			
FF2: Authentic representation			-		+
FF3: Resourceful collaboration		+	+		+
FF4: Involved consumerism		+		+	
Ethnicity	Black White				0*
Smartphone ownership	Yes No		- 0*		
Cell phone plan	Contract Prepaid				- 0*
Monthly Internet expenditure:	Less than R50 R50 R100 R101+				- 0*
Cell phone usage:	Socialites Conservatives Conversationalists Connoisseurs		- - 0*		

+/- indicate direction of significant predictions

\*The parameter is set to zero because it is redundant. Dimensions shaded in red indicate significant predictors

## 9.6 MANAGERIAL IMPLICATIONS OF THE STUDY

Several managerial implications have already been alluded to in the discussion of the findings and the specific objectives of the study. These implications will now be elaborated on with reference to digital media under headings of: consumer collaboration; social media and social currency; permission based; personalisation; target impulsive behaviour; use of applications; and benefiting from postmodern characteristics



### Consumer collaboration

Respondents have indicated a willingness to collaborate and contribute to brands and be part of product development. However, as deduced in a previous section, direct interactivity with brands is less common than expected. It is anticipated that consumer interactivity with brands in the context of marketing communication has the potential to increase presumably in conjunction with further lowering of barriers to access and the development of interactive marketing communication offerings that respondents find appealing.

Until the threshold for greater participation in interactive ventures is attained, it is advisable, when considering interactive campaigns, to emphasise interactivity in terms of the target market's capacity for interactivity, as a behavioural output, as noted by Rafaeli (1988) and Heeter (2000). It should also be acknowledged that consumers will decide if they are willing to collaborate with a brand (Schembri, 2006); collaboration and interactivity are therefore not guaranteed. A further consideration to generate greater interactivity between consumers and brands is the application of *two-step flow* which is the hypothesis that people are more affected by other people (key influencers) than the media. Respondents have demonstrated that they interact with their peers in the social media space; therefore perhaps brands should consider the appointment of key influencers, who would provide a human presence, to represent the brand in social media space.

The dependent variable *FD3: Interactive collaboration* is strongly associated with the concept of interactivity between respondents and brands. It was noted in the analysis of the significant coefficients of MANCOVA that predictor dimensions associated with increases in *FD3: Interactive collaboration* were *FB1: Personalisation*, *FC1: Innovation seeking* and *FF4: Involved consumerism*. Conceivably these findings could be translated to managerial applications to improve levels of interactivity between consumers and brands, perhaps by: increasing the level of personalised communication, conceivably people want to be acknowledged as individuals when they participate in interactive communication; supplying innovative offerings to provide a compelling reason for



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consumers to interact; and the provision of suitable platforms for consumers to express themselves.

### **Social media and social currency**

Respondents demonstrated that they use their cell phones on a daily basis and frequently access their social media networks. These activities help to maintain their social status. Potentially this insight could be leveraged by marketers by way of offering experiences that could benefit the respondents' social status. Heeter (2000:6) noted that individuals try to make sense of their worlds through self-expression. The provision of suitable experiences provides the user with social credit to exchange within their social networks. Social media represents viable platforms for marketers to engage with consumers, but marketers must be contextually relevant in these spaces. Marketing practitioners should adhere to the following guidelines when using social media:

- Be selective over the choice of social media application used by the organisation;
- Design, purchase or participate in social media applications;
- Keep social media communication with other communication featured in other touchpoints;
- Be active and interact with audiences;
- Keep content interesting;
- Comply with the etiquette of the medium;
- Communicate with people not at them;
- Apply an informal tone to better relate with social media users;
- Post authentic content; and
- Consider issues of audience accessibility (Kaplan & Haenlin 2010:65-67).

### **Permission based**

The results of the empirical research clearly indicate that consumers prefer to receive communication from brands in their personal media if they have specifically given permission to these brands to communicate with them (Varnali *et al.*, 2011:5).

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## Personalisation

Consumers are more receptive to personalised communication in their personal media. Marketing practitioners should therefore consider the use of database marketing and perform customer profiling to identify suitable data for effective personalised communication (Brown, 1995:108; Varnali *et al.*, 2011:viii).

## Target impulsive behaviour

Respondents in the empirical study indicated a tendency for impulsive shopping behaviour and uncertainty when deciding what products to purchase. A benefit of personal digital media is that it is not constrained by physical or time boundaries. Marketers should therefore consider leveraging this benefit to investigate methods that allow them to continue to communicate with consumers up to point of purchase. Dimmick *et al.* (2010:12) for instance highlighted the advantage of using digital media to communicate with individuals in *interstices*, spaces in between other scheduled activities. Consumers may make shopping decisions in real-time, through instant access to information through personal digital media. Some opportunities include the issuing of time limited offers through personal digital media to incentivise consumers to buy particular products, and sending consumers vouchers through personal digital media, particularly mobile phones, to conveniently redeem against purchases.

## Use of applications

Digital media applications represent the interactive dimensions of feature and process. The development of applications allows brands to provide value to consumers that are associated with the brand's equities (examples include: music, games, themes, weather, sport scores, fashion trends, time management, magazines, travel tips and news to list a few). This idea of offering customers added value is in keeping with the 7<sup>th</sup> FP: *The enterprise cannot deliver value, but only offer value propositions* (Vargo & Lusch, 2008). The development of applications for digital media relates to the perceived usefulness construct of the technology acceptance model. The offering of applications by practitioners



to consumers provides an indirect or direct mechanism that allows consumers to interact with brands (Jenkins, 2006:558), and perhaps contribute to individuals' relative concepts of value-in-use (Grönroos, 2005:2-3).

### **Benefiting from postmodern characteristics**

Some perceived marketing and/or marketing communication opportunities that leverage key characteristics of postmodernism have been proposed for implementation in digital media, and are summarised in Table 9.3.

**Table 9.3: Opportunities and marketing communication tactics derived from postmodern traits**

TRAIT	OPPORTUNITY	MARKETING COMMUNICATION TACTIC	MOBILE MEDIA	SOCIAL MEDIA
FRAGMENTATION	Micro-segmentation	<ul style="list-style-type: none"> <li>Develop tailored communication to different interest groups or personalised communication to individuals.</li> <li>Establish relationships with customer.</li> <li>Attempt to leverage network linkages between participants within social groups.</li> <li>Build customer profiles.</li> </ul>	✓  partly  ✓	✓  ✓  ✓
	Communication clutter	<ul style="list-style-type: none"> <li>Develop stand out communication (e.g., use multi-media or offer vouchers.)</li> <li>Provide customers with value (e.g., branded or non-branded content or useful related information.)</li> <li>Stimulate word-of-mouth to inspire customers to forward communication virally to other people. In this way the other recipients may be more receptive to the communication because it has been supplied to them from a known source. (Attempt to deliver marketing communication through customer-to-customer exchanges).</li> </ul>	✓  ✓  ✓	✓  ✓  ✓
DE-DIFFERENTIATION	Blurred boundaries and displacement between object and subject	<ul style="list-style-type: none"> <li>Embrace the concept of multi-directional flow of communication between marketers and customers, who interchange between roles of sender and receiver. Emphasise relationship marketing through interactivity.</li> <li>Marketers should communicate with the customer at the customer's convenience, for example, when the customer reaches out to communicate.</li> </ul>	✓  ✓	✓  ✓
	Creating value	<ul style="list-style-type: none"> <li>Create customer experiences by providing meaningful value to the customer. For example, through the provision of related content such as relevant applications.</li> </ul>	✓	✓
HYPERREALITY	Virtual environment	<ul style="list-style-type: none"> <li>Use social networks as alternative environments to communicate with customers.</li> </ul>	Offers access to virtual platforms	✓
	Authenticity	<ul style="list-style-type: none"> <li>Drive authenticity by stimulating customers to converse or share their personal brand experiences with other people.</li> </ul>	✓	✓
CHRONOLOGY	Real time communication	<ul style="list-style-type: none"> <li>Sense and respond to customer needs or take advantage of current topical situations to communicate real time relevant information.</li> <li>Overcome boundary issues of time and place.</li> </ul>	✓  ✓	✓  ✓
	Faster abilities to process	<ul style="list-style-type: none"> <li>Use short communication rendered to the suitability of the media platform selected for use.</li> </ul>	✓	✓
PASTICHE	Personalisation	<ul style="list-style-type: none"> <li>Offer customers brand assets that they can play with to generate customised creations that provide them with value.</li> <li>Provide customers with access to brand images, related content, music, logos.</li> </ul>	✓  ✓	✓  ✓
	Creativity	<ul style="list-style-type: none"> <li>Host competitions for users to submit the creative work for potential public consumption.</li> </ul>	✓	✓
ANTI-FOUNDATIONALISM	Unconventionality	<ul style="list-style-type: none"> <li>Leverage the unique properties of the platforms for innovation.</li> </ul>	✓	✓
	Complex systems	<ul style="list-style-type: none"> <li>People belong to numerous networks. Stimulate communication within these networks that can be promulgated by members to their other networks.</li> </ul>	✓	✓

## **9.7 CONCLUSIONS**

Postmodernism as a cultural movement is purposefully vague to extend its applicability to different aspects of society; therefore it has been positioned as a process rather than a prescriptive model that has a convenient beginning and end. This thesis acknowledges that the concept of postmodernism helps to explain the transient nature of contemporary society characterised by short-lived trends that compete with established norms in a multi-cultural environment exposed to glocal influences, which collectively contribute to complexity and uncertainty and a sense of living at the edge of chaos.

This study has applied the postmodern lens to reflect on marketing and/or marketing communication practices using digital media in contemporary society. This study has aimed to highlight contemporary market realities as a result of postmodernism and has presented propositions that are reflective of postmodernism to potentially address marketing needs under postmodern conditions. Following from this, reflections are offered for deliberation.

### **9.7.1 Operationalisation of postmodernism through embedded marketing**

Firstly, postmodernism is an intangible phenomenon, however aspects of postmodernism, particularly the concept of embedded marketing (see Firat & Dholakia, 2006:147-151), are echoed in the principles of service-dominant logic, which is a more tangible concept that offers possibilities for practical implementation. Therefore, it is reasonable to consider that the concept of service-dominant logic might provide a suitable conduit to implement postmodern ideals in the context of marketing and/or marketing communication. Furthermore, the interactive properties of digital media make it a useful tool to carry out sense and response communication, which would allow marketers to keep up with their customers in terms of communication efforts.



### 9.7.2 Conceptual framework

Secondly, a conceptual framework is proposed which is based on the findings presented in Tables 9.1, 9.2 and 9.3 and took cognisance of a) important behavioural and attitudinal factors indicated by respondents with respect to their perspectives of digital media in terms of personal use and its role in marketing and/or marketing communication; b) social media predictors; and c) marketing and/or marketing communication tactics that leverage postmodernism characteristics. Furthermore, the framework takes into account the characteristics of postmodern marketing as outlined in Figure 1.1, which highlights the differences between modern and postmodern marketing, characterising postmodern marketing as: multi-directional communication flow (marketer-to-customer, customer-to-marketers and customer-to-customer); embedded cultural practice; collaborative; diffused; and complex. The conceptual framework has been named *marketing transformation in a postmodern society*.

The conceptual framework envisages broadening the roles (de-differentiation) of *customers*, *communication* and *value exchange* to encompass greater diversity within these roles in line with the postmodern persuasion and use of digital media with marketing and/or marketing communication. Thus:

- Customers transform to collaborators;
- Communication transforms to interaction; and
- Value exchange transforms to value-in-use.

The rationale for these redefinitions follows and are visually demonstrated by means of an arbitrary consumer-marketer continuum which represents consumer and marketer stakeholder roles within marketing and/or marketing communication in the context of a postmodern society with digital media space.

#### **Customers becoming collaborators**

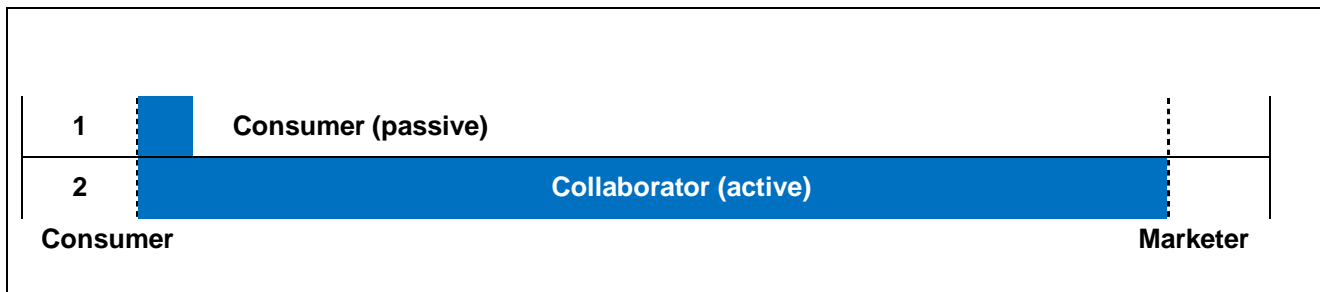
Fragmentation and de-differentiation have changed the relationship dynamics between customers and marketers. Digital media has allowed media audiences to make the

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transition from passive to active participants who can express themselves in social media. Customers are important stakeholders. Customers want to take on a more active role with the brands they consume. This point has been identified empirically as well as conceptually through the notion of embedded marketing and the 6<sup>th</sup> FP: *co-creation* and 9<sup>th</sup> FP: *resource integrators*.

Figure 9.1 depicts the perceived transformation of consumers to collaborators on a consumer-marketing stakeholder role continuum, with the consumer at one end of the continuum and the marketer at the other end. This is an arbitrary scale and the distinctions are not definitive merely illustrative. The traditional role of the consumer in marketing and/or marketing communication is represented above the line on the continuum (marked as 1) and the new perceived role, is represented below the line on the continuum (marked as 2) and occupies a greater area of the spectrum, indicating the breadth of the role. This visual will be used in an analogous way to demonstrate the transitions for communication to interaction and value exchange to value-in-use and thus similar interpretations apply.

**Figure 9.1: Consumer-marketer stakeholder continuum: consumers becoming collaborators**

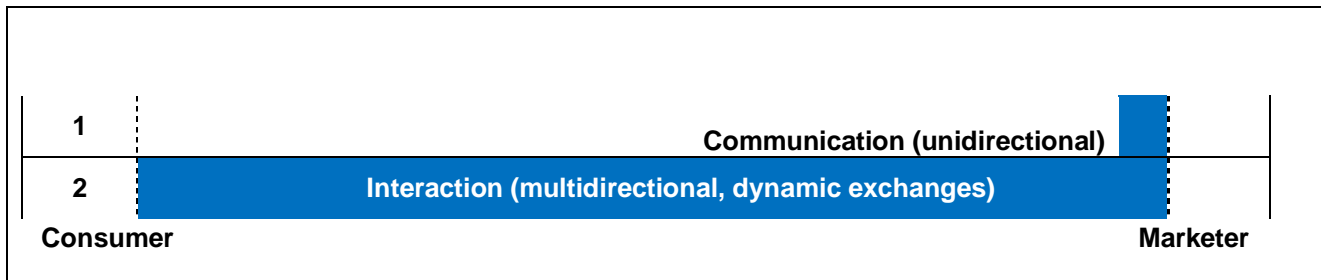


### Communication becomes interaction

Digital media communication exchanges range from uni-directional to multi-directional; single media to multi-media; static to dynamic content; professionally engineered to home developed; mass to personal; business-to-consumer, business-to-business, consumer-to-business, and consumer-to-consumer. Ultimately all these exchanges are interactions. The definition of interactivity as a multi-dimensional construct takes into consideration the various permutations of exchanges between customers and brands, such as dimensions

of process, feature and perception. In Figure 9.2 the traditional role of communication in marketing and/or marketing communication is represented above the line on the continuum (marked as 1) and the new revised role of interaction, is represented below the line on the continuum (marked as 2) and occupies a greater area of the spectrum, indicating the breadth of the role.

**Figure 9.2: Consumer-marketer stakeholder continuum: communication becomes interaction**

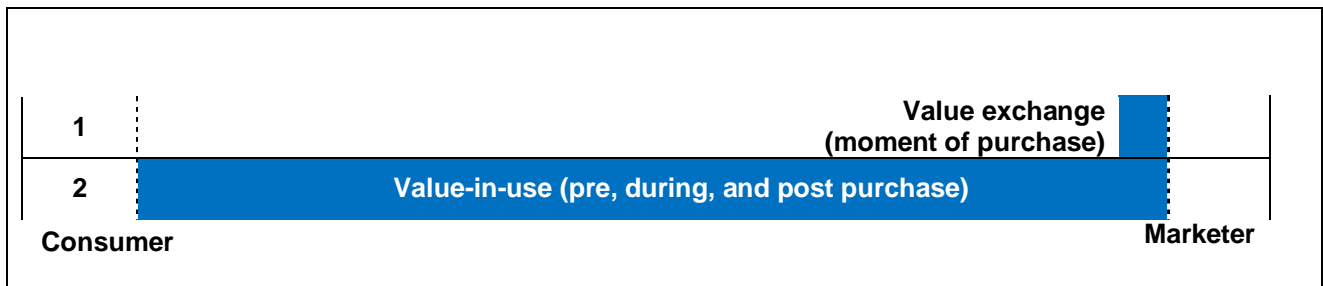


### Value exchange becomes value-in-use

The term value-in-use has greater longevity and is a more encompassing term than value exchange. Value exchange as an expression is suggestive of the value obtained at the moment of transaction and is generally a two-way benefit, the party offering the goods or service receives financial value from the customer who purchases the goods or service. Value-in-use on the other hand is a more consumer-centric expression that pertains to the value that the user derives from using the goods or service which extend beyond the initial moment of purchase. Value-in-use is customer defined which demonstrates a manifestation of relativism, a feature of postmodernism (O'Shaughnessy & O'Shaughnessy, 2002:119). Marketers could consider the application of value-in-use through digital media by inviting customers to express their particular moments of value-in-use with specific offerings. This action of personal storytelling shows emotive connections between the storyteller and the brand, which may inspire others to seek similar experiences from the brand. In Figure 9.3 the role of value exchange being at the moment of purchase in marketing is represented above the line on the continuum (marked as 1) and the revised role of value-in-use, is represented below the line on the continuum (marked as 2) and occupies a greater area of the spectrum, indicating the breadth of the dimension.



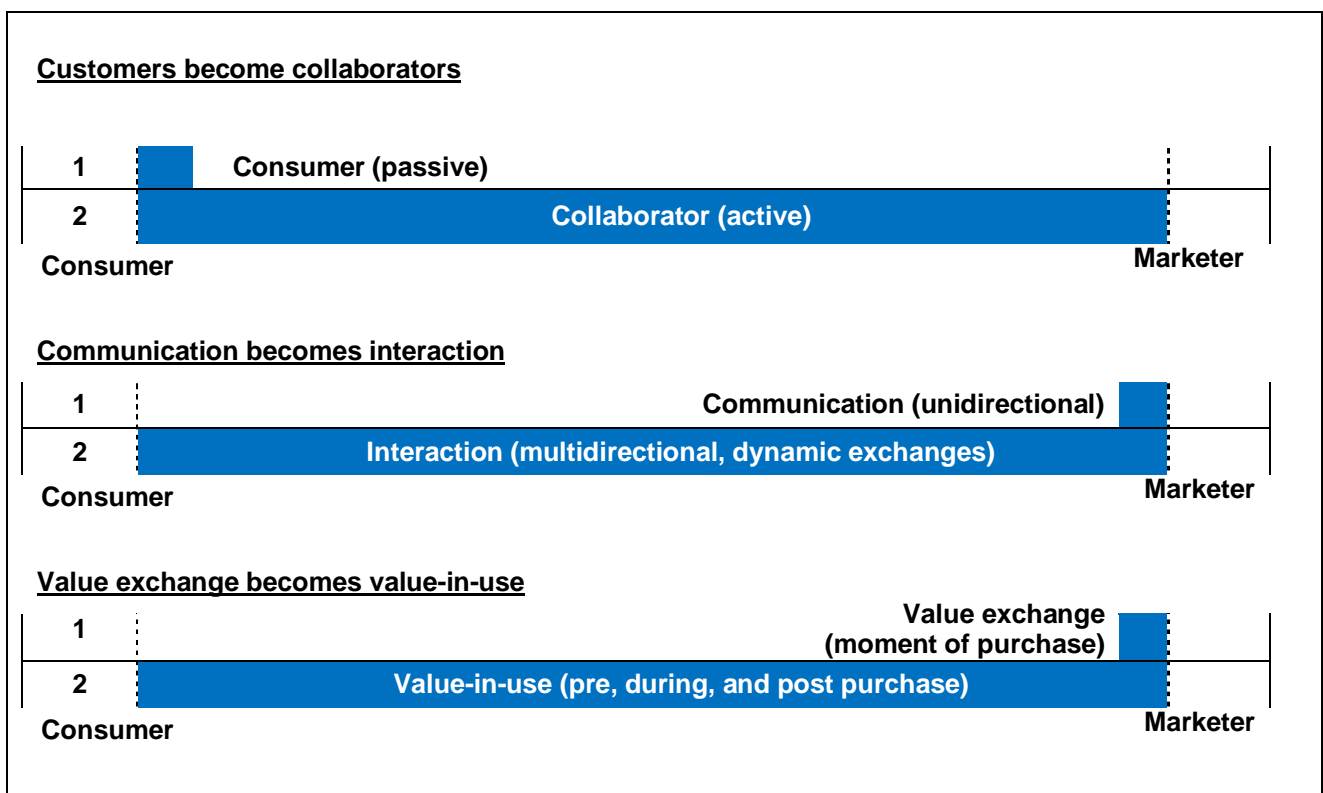
**Figure 9.3: Consumer-marketer stakeholder continuum: value exchange becomes value-in-use**



**Contribution of conceptual framework**

It is anticipated that the conceptual framework proposed will contribute to postmodern thinking in the context of marketing and/or marketing communication at both the academic and applied level; to benefit the market and advance the marketing discipline. The three aspects of the conceptual framework (*marketing transformation in a postmodern society*) are summarised in Figure 9.4.

**Figure 9.4: Marketing transformation in a postmodern society**





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It is hoped that this exploratory study has demonstrated the need to adapt marketing and/or marketing communication theories and processes in response to changes in society (whether it be culture, consumers, the market, or forms of media) to the benefit and advancement of the marketing discipline.

This study has contributed to the extant body of knowledge concerning Generation Y and their use of digital media in the context of marketing and/or marketing communication by offering insight into Generation Y's behaviour and attitudes towards digital media and their roles in marketing and/or marketing communication.

## **9.8 RECOMMENDATION FOR FURTHER STUDY**

### **9.8.1 Recommendations for further research emanating from the study's limitations**

The following recommendations for further study are derived from certain limitations of the current study. In terms of the sample, the sample used in this study consisted exclusively of students enrolled in full-time tertiary education at a single university campus, which limits the generalisability of results from the study to the wider population of Generation Y. The behaviours and attitudes of students towards digital media in the context of marketing and/or marketing communication are not necessarily the same as those for other members of the Generation Y cohort in South Africa. In order to obtain more generalisable findings, replication studies are recommended using samples that are more representative of the Generation Y population group. The suggestion is that future research should include younger (such as school-going) as well as employed members of Generation Y across South Africa, and ensure representation of all ethnic groups in the country.



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### 9.8.2 Recommendations for future research

This exploratory research produced a series of findings, which potentially could be explored further in confirmatory research. The specific areas of interest for future research are as follows:

- The study noted that several independent variables were highly significant in relation to respondents' use of digital media, namely: ethnicity, cell phone usage, frequency of social media usage, cell phone plan, average monthly Internet expenditure for cell phones, use of Internet bundles on cell phones, and the device used most often to access the Internet. South African society is non-homogenous and there is wide socio-economic disparity between different cultures and ethnic groups. Therefore future studies could be conducted to further investigate potential reasons for these differences.
- One of the objectives of the study was to develop a quantitative questionnaire to investigate postmodern characteristics observed in respondents towards digital media as well as respondents' behaviours and attitudes in the context of marketing and/or marketing communication. It is postulated that this preliminary questionnaire be evaluated critically for use in further studies a measurement scale of postmodern characteristics.
- Interactivity has been highlighted as a unique property of digital media. It was noted that respondents make use of this interactive quality in the fulfilment of their social needs, but are less inclined to utilise interactivity in the market place and engage with brands through digital media. The recommendation therefore is for further investigation to address respondents' motivation or lack thereof to interact with brands in digital media.
- It is suggested that the conceptual framework proposed in Section 9.8, *marketing transformation in postmodern society*, be subjected to further investigation for potential refinement.

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## APPENDIX A

### Derivation of questionnaire items in relation to postmodern traits

SECTION 1			
QX: MOBILE PHONE	POSTMODERN	CONSUMER PERSPECTIVE	BRAND PERSPECTIVE
1. I feel like my mobile phone is part of me.	De-differentiation Hyperreal	(McLuhan) media as extension of man	Applicable for brand communication reference – understanding consumer. Use of mobile phone media
2. My phone is always on – I'm always connected so that I would not miss out on anything	Fragmentation De-differentiation	Outcome of fragmentation is more options. Staying connected keeps individual abreast of options	Applicable for brand communication reference – viability of mobile medium with reference to consumer use
3. My mobile phone is my most important possession	De-differentiation Fragmentation	Mobile phone dominates amongst multitude of different options	Importance of phones – giveaways or communication medium
4. I mainly use my cell phone to access digital media applications and content I want to check, to see what is going on	Fragmentation	Active consumer/ control Consumer choice of media content accessed through personal media	Applicable for brand communication reference – consumer propensity to use digital media & relevance to the youth segment
5. My mobile phone enables me to not only choose what digital media applications I want to use but when I want to and for how long	De-differentiation	Flexibility of mobile phone as a medium allows user to migrate across digital boundaries	Applicable for brand communication reference – viability of mobile medium with reference to consumer use
6. My mobile phone connects me to other media (eg. If I enter a competition advertised in a magazine through SMS, or casting a vote for someone in reality TV, like Idols or Big Brother, or call into a radio station)	Fragmentation De-differentiation Hyperreal	Possible perception of mobile as a dominant medium Personal medium that connects mass media	Applicable for brand communication reference – understanding consumer. IMC CRM
7. I think location based services delivered through my mobile phone would be useful (eg. using applications to navigate to specific products in a store, knowing which shops stock your brands, receiving special promotions from your stores valid for one day only)	Fragmentation De-differentiation	Interactivity – Value exchange	Applicable for brand communication reference – understanding consumer. Application/ game development

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QX: ADVERTISING	POSTMODERN	CONSUMER PERSPECTIVE	BRAND PERSPECTIVE
8. Advertising keeps me informed about brands	Fragmentation	Source of information Relevance of advertising to consumers	Applicable for brand communication reference – role and viability of advertising
9. Advertising helps me decide what brands to buy	Fragmentation	Source of information Relevance of advertising to consumers	Applicable for brand communication reference – role and viability of advertising
10. The wide range of messages and media available to me has increased the need for me to become proficient at multitasking	Fragmentation De-differentiation	Coping skills	-
11. I feel confused if a brand transmits several different messages at once.	Fragmentation De-differentiation	Coping skills Information retention ability	Advocacy of IMC approach Single minded messaging
12. I only pay attention to advertisements/communications from brands that interest me	Fragmentation De-differentiation	Coping skills Filtering mechanisms	Brand relationship building
13. I only want to receive advertisements/communications from brands I am familiar with on my mobile phone	Fragmentation De-differentiation	Active consumer/ control Consumers do not have control of mass media but have control over their personal media communications	Brand relationship building Permission based communication
14. I prefer short advertisements	Fragmentation Chronology?	Quick processing ability Time saving?	Applicable for brand communication reference
15. If a brand advertisement/communication interests me, I will seek out more information about the brand.	De-differentiation	Interactivity Active consumer/ control	Interactivity Provision of added value
16. I connect with my brands across multiple touchpoints (TV, print, Internet, cinema, point of sale, out of home, radio, mobile, social networks)	Fragmentation De-differentiation (use of diff. Touchpoints)	Consumer using multiple touchpoints	Relevance of using multiple touchpoints to communicate with consumers Compared to fewer touchpoints
17. With the many different messages I receive on a daily basis I find that they often change my mind	Fragmentation	With so many options not necessarily loyal to brand	Advocacy of IMC approach Single minded messaging Relationship building
18. Media content is a popular topic of conversation amongst my friends and I. We chat about movies, TV programmes, radio shows, things we've seen or heard on the Internet or read in magazines	Hyperreal Pastiche	Media part of conversation	Join the conversation Provide brand experiences Brand placement in environment Integrated content

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19. If I respond to a marketing message I usually use the same media form/application that I received the message in (eg. If I receive an SMS from the marketer I will reply to the marketer through SMS)	De-differentiation	Ease of media use for response mechanism	Applicable for brand communication reference – understanding consumer. Multi-directional communication
20. I would forward communications/advertising to my friends if I think it would interest them	De-differentiation	Thinking about others that could benefit	Potential new customer leads Benefit of digital media asynchronous
21. I would only forward communications/advertising to my friends if the brand issuing the communication offers me an incentive to forward the message.	De-differentiation	Thinking about others that could benefit and self benefit through reward	Incentive as motivation to connect with other customers
22. I prefer receiving personalised communications through my personal media like my mobile phone, or social network, or email.	Fragmentation	Active consumer/ control Consumers d not have control of mass media but have control over their personal media communications	Customer centric Service dominant logic If using personal media talk to consumer as individual – diff approach mass vs personal media strategy
23. Advertising sent to me through my personal media like my mobile phone, or social network, or email has more meaning to me than advertising in mainstream media.	Fragmentation De-differentiation – directly to individual rather than broadcast to masses	Active consumer/ control Consumers d not have control of mass media but have control over their personal media communications	Insight into which media to use when targeting this audience
24. Brands need to have my permission before they contact me directly	De-differentiation – interactivity Anti-foundationalism	Self-importance Active consumer/ control	Need to build relationship
25. I am more likely to make repeat purchases from brands that communicate directly with me	Fragmentation De-differentiation	Self-importance Active consumer/ control	Customer centric Service dominant logic IMC



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<b>QX: INFORMATION</b>	<b>POSTMODERN</b>	<b>CONSUMER PERSPECTIVE</b>	<b>BRAND PERSPECTIVE</b>
26. I search for information rather than waiting for it to only be sent to me	De-differentiation Hyperreal	Active consumer/ control Consumers do not have control of mass media but have control over their personal media communications	Pull vs push communications Appropriate brand content
27. I take the information I receive and form my own ideas from it	De-differentiation	Active consumer/ control Deconstructing / reconstructing data Using technology as a resource	Appropriate brand content
28. I find that I don't have to remember everything because I can search for what I need on the Internet.	De-differentiation Anti-foundationalism	Coping skills	Importance of search strategy – and positive online brand content
29. It is important for me to keep informed about the latest trends in the product categories I am interested in.	Fragmentation	Help decision making Need to be up to date Products/brands trends reflect consumer lifestyle/status/image	Assist consumers Give them this information Innovate
30. I prefer to follow the latest trends rather than stick to the old ways of doing things.	Chronology Anti-foundationalism	Early adopters? Need to be up to date Products/brands trends reflect consumer lifestyle/status/image	Applicable for brand communication reference – is there a preference for traditional or new and innovative
31. I like to know about things as soon as they happen	Fragmentation De-differentiation	Keeping informed Latest information First to know Gives advantage to share “firsts” with network Instant gratification	Give consumers “firsts”
32. I prefer using digital media (mobile phones, the Internet) to traditional media (print, TV) for information	Fragmentation Anti-foundationalism	Choice	Recognition of choices
<b>QX: SOCIAL NETWORKS</b>	<b>POSTMODERN</b>	<b>CONSUMER PERSPECTIVE</b>	<b>BRAND PERSPECTIVE</b>
33. I use social networks to join groups that I share an interest with (eg. Cooking, motorcycles)	De-differentiation	Connecting across space/time/geographic boundaries – dispelling limitations	Establish groups – value exchange for brands – ie HOGS Reach consumers in relevant context
34. I participate in different social network groups to express different parts of me.	De-differentiation Pastiche	Self expression Personality development	Applicable for brand communication reference – viability of social networks Consider context of networks for brand placement
35. I don't separate my online personality from my offline personality	De-differentiation Hyperreal Anti-foundationalism	Identity management  Is there a distinction between on and offline behaviour – or seamless integration?	Applicable for brand communication reference – understanding consumer. Apply different or not different treatments to on /off line material

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36. My online social networking reinforces my offline friendships	Hyperreal	Importance of social networking to individual	Applicable for brand communication reference – understanding consumer. Use of social networks
37. I use online social networks as another way of connecting with friends	De-differentiation Hyperreal Anti-foundationalism	Is there a distinction between on and offline behaviour – or seamless integration?	Applicable for brand communication reference – understanding consumer. Insight into use of social networks
38. I post about things that matter to me on my social network sites	De-differentiation Chronology	Self-importance	Provide content as social currency
39. When I share interesting posts on my social network my popularity increases amongst my friends	Hyperreal Pastiche	Self-importance	Provide content as social currency
40. I feel more connected to my friends on social networks sites when they post comments about things I share with them	Hyperreal Pastiche	Self-importance Validation	Provide content as social currency
41. I like uploading pictures of things I've done or seen to my social network sites	Chronology Pastiche Hyperreal	Self-importance Sharing Connecting Contributing	Applicable for brand communication reference – understanding consumer. Provide content as social currency
42. I often update my social network status messages and/ or profile picture(eg. BBM, Mxit, facebook)	De-differentiation Hyperreal	Frequency of use – importance of status and pictures	Brand experiences – ie. Events – post pictures / status notes - provide talkability
43. I like sending and receiving virtual gifts on social network sites	Hyperreal	Sharing Connecting	Applicable for brand communication reference – understanding consumer. Virtual possessions
44. I like playing games on my social networking sites (eg. Farmville)	Hyperreal	Entertainment Interactive Time filler Relief from boredom Control Escape	Applicable for brand communication reference – understanding consumer. Application/game development/presence within games
45. I consider online social networks (like facebook) to be part of my life	Anti-foundationalism De-differentiation Hyperreal	Sharing Connecting Habit/Lifestyle	Applicable for brand communication reference – understanding consumer. Use of social networks

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46. I find that linking my online social networks together (like facebook/ Flickr/twitter) makes it easier to manage them	Fragmentation De-differentiation	Coping skills Interacting across platforms simultaneously	Linking accounts – usually permits host bodies to access personal information of individuals. Partner/ form alliances with the hosts for consumer info.
47. I think that social media sites have made the world a more connected place	Fragmentation De-differentiation	Although exponential product/media/service development product of fragmentation techniques have emerged to manage fragmentation. Peer to peer, customer to customer opinions aid consumer decision making.	Applicable for brand communication reference – understanding consumer. Use of social networks
48. I participate in multiplayer online role-playing games, like World of Warcraft	De-differentiation Hyperreal Pastiche	Opportunity to explore identity, experience Entertainment Escapism/Relax Connect	Brand presence – integration Product development Relevant giveaway
49. I am a member of virtual reality site like Second Life	De-differentiation Hyperreal Pastiche	Opportunity to explore identity, experience Entertainment Escapism/Relax Connect	Brand presence – integration Product development Relevant giveaway i.e virtual Linden dollars
50. I use virtual reality sites because these sites allow me to experience what life might be like as a different person	De-differentiation Hyperreal Pastiche	Opportunity to explore identity, experience	Brand presence – integration Product development Relevant giveaway i.e virtual Linden dollars
51. I don't mind brands "listening" to my activities on my social network sites	Anti-foundationalism Chronology	"Open" privacy Sharing Connecting	Applicable for brand communication reference – understanding consumer. Use of social networks
52. My social network platform is essential to keep me informed on the latest trends and innovations	Fragmentation & anti-foundationalism – alternative platform of social networks serving as filter	Coping skill. Importance of peer network	Source of consumer information
53. I like interacting with my favourite brands on my social network sites	De-differentiation	Self-importance Active consumer/ control Engagement Interaction Entertainment	Applicable for brand communication reference – understanding consumer. Brand communication platform

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54. I prefer brands that have fan pages on social network sites	De-differentiation	Wants brands to participate in the individual's domain	Applicable for brand communication reference – understanding consumer. Brand communication platform
55. I usually pay attention to other fans' posts on brand fan pages	Fragmentation De-differentiation - interactivity	Consumer to consumer	Relationships
56. Social network sites help me share stories/things I've done/events with friends (eg. I don't have to tell each friend individually I can just broadcast to my entire network)	Fragmentation De-differentiation - interactivity	Multi-tasking Networking	Applicable for brand communication reference – understanding consumer. Use of social networks
<b>QX: SHOPPING</b>	<b>POSTMODERN</b>	<b>CONSUMER PERSPECTIVE</b>	<b>BRAND PERSPECTIVE</b>
57. Shopping is an important activity for me	Question for supplementary info	Consumer activity Habit / lifestyle	Applicable for brand communication reference – understanding consumer. Shopping destinations Target consumers on route/at venues
58. I prefer shopping with a group of friends	Question for supplementary info	Consumer activity Habit / lifestyle	Applicable for brand communication reference – understanding consumer. Shopping destinations Target consumers on route/at venues
59. I love finding bargain buys	Question for supplementary info	Consumer activity Habit / lifestyle Achievement Satisfaction	Applicable for brand communication reference – understanding consumer. Shopping destinations Target consumers on route/at venues Social currency Use incentives, special offers, exclusive deals
60. I often buy things on impulse	Fragmentation De-differentiation	Flexible Open to choice	Applicable for brand communication reference – understanding consumer. Use timebound incentives, special offers, exclusive deals – encourage purchase
61. I tend to get things because I want them and not necessarily because I need them	Fragmentation	Influence of trends, society, media	Brand innovations – upgrade consumers – latest
62. Too many alternatives in the same product category make it difficult for me to choose a product (eg. shampoo category variants for fine, coloured, greasy, dry, volume-seeking, curly, straight, shiny, combination).	Fragmentation (outcome of frag)	Decision making difficulties in face of fragmentation	Multiple products - consequence of fragmentation. Emphasis on brand communications – prioritising brand over product -get consumer buy into the brand then educate them on different variants

63. There are enough alternative product variants that I can choose which ones suit my specific needs.	Fragmentation (outcome of frag)	Tailor made products	Customisation
64. These days there are so many different products for different uses that I have discovered needs that I was not aware of previously.	Fragmentation De-differentiation – overcoming trial barriers	New discovery Willing to try new things Flexible Open to change Want to try new things	Provide consumers with information
65. With such a wide range of products available these days I am not sure beforehand what I am going to buy	Fragmentation	Willing to try new things Flexible Open to change Receptive to change	Make it easier for consumers to make decisions -Identify methods to communicate with consumer right up to point of purchase
66. There are so many products these days that I need my friends to help me choose.	Fragmentation	Peer to peer, WOM, influencers Difficulty in making choices consequence of fragmentation	Developing customer relationships – generate positive wom Become virtual friend?
<b>QX: BRANDS</b>	<b>POSTMODERN</b>	<b>CONSUMER PERSPECTIVE</b>	<b>BRAND PERSPECTIVE</b>
67. I'd rather use trusted brands than to experiment or shop around.	Fragmentation	Time saving Reliability of brand	Importance of brand reputation
68. I prefer products/ brands that are innovative.	Chronology Anti-foundationalism Fragmentation	Early adopters? Need to be up to date Products/brands trends reflect consumer lifestyle/status/image Is this a way of dealing with fragmentation by developing a strategy to chose the latest product/service?	Applicable for brand communication reference – is there a preference for traditional or new and innovative Highlight need to innovate amongst this target to stay relevant
69. I tend to think old brands/products belong to the past	Chronology Anti-foundationalism	Relevance of old vs new to consumer	Applicable for brand communication reference – understanding consumer. Product positioning Ie. Old Spice
70. Free-stuff, samples, promotions help me decide which brands (products) to choose.	Fragmentation	Motivated to trial	Break through fragmentation clutter to connect with potential customers
71. I would prefer to support brands that form/ maintain a relationship with me.	Fragmentation De-differentiation	Self-importance Interactive	Value exchange Multi-directional communication
72. Brands need to have clear value propositions to catch my interest	Fragmentation & hyperreal	Self-importance	Value of proposition determined by the consumer Emphasis on brand value and value exchange
73. I prefer to support brands that I see as being authentic	Hyperreal – consequence of Pastiche	Symbolise authenticity of self through brands	Brand attributes/representation

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74. I specifically seek out brands that reflect who I am/ who I want to be	Pastiche	Identity creation - Symbolise through brands that the individual has selected	Applicable for brand communication reference – understanding consumer.
75. I buy into brands that are involved in my culture, my community.	De-differentiation	What matters to the individual	Opportunity for brands to become involved with communities Subtle – authentically – recognition
76. I like participating in competitions to win things from my favourite brands	De-differentiation	Engagement Interaction Entertainment Value exchange	Applicable for brand communication reference – understanding consumer.
77. I think that if brands listen to me they will be able to give me what I expect from them	De-differentiation	Interactivity	Relationships Consumer voice
78. I would like to tell my brands how to improve their products	De-differentiation	Interactivity Self-importance	Applicable for brand reference – understanding consumer. CRM
79. I would like to feel part of my products' development process	De-differentiation	Interactivity Self-importance	Applicable for brand reference – understanding consumer. CRM
80. I tell my friends about my product/brand experiences	De-differentiation Fragmentation	Interactivity Self-importance Sharing Connecting	Applicable for brand reference – understanding consumer. CRM Brand feedback
81. I think my opinions about products/brands are important	De-differentiation	Self-importance Influencer Contributing to network	Applicable for brand reference – understanding consumer.
82. The value of a brand /product is determined by the way I personally experience the brand when I use it	De-differentiation Pastiche	Value exchange interpretation	CRM
83. I chat about brands when I am happy with them (on blogs, social networks sites, forums, email, instant messaging)	De-differentiation – interactivity Pastiche – interpretation	Value exchange interpretation	Applicable for brand reference – understanding consumer. Brand content available to consumer Social currency
84. I chat about brands when I am dissatisfied with them (on blogs, social networks sites, forums, email, instant messaging)	De-differentiation – interactivity Pastiche – interpretation	Value exchange interpretation	Applicable for brand reference – understanding consumer. Brand content available to consumer Social currency

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85. Just as I rely on my social network to keep me informed about products/brands it relies on me to do the same (off or online)	Fragmentation Hyperreal?	Dependence of network Similarly minded individuals Filter out relevant information – aids decision making	Applicable for brand reference – understanding consumer. Listen to networks Sense and respond
86. I trust the opinions of members in my social network (off or online)	Fragmentation	Dependence of network Similarly minded individuals Filter out relevant information – aids decision making	CRM Listen to networks Sense and respond
87. I value other buyers reviews of products/brands when I am interested in a product/brand	Fragmentation De-differentiation Anti-foundationalism	<b>Consumer to consumer</b> communications Filter out relevant information – aids decision making	CRM Listen to posts Sense and respond
88. I think user comments about products/brands are more authentic than professional articles written about products/brands	Fragmentation De-differentiation Anti-foundationalism Hyperreal	<b>Consumer to consumer</b> communications Filter out relevant information – aids decision making	CRM Listen to posts Sense and respond
89. I download branded applications	De-differentiation – interactivity Anti-foundationalism Hyperreal	Entertainment Interactive Time filler Control Escape	Applicable for brand communication reference – understanding consumer. Application development Useful application to fulfil a need – eg Charmin toilet locator in New York or Tesco product finder



## **APPENDIX B**

### **Invitation to participate in survey**

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Dear Tuks student in Marketing/Communication management

You are invited to participate in an academic research study conducted by Amaleya Goneos-Malka, a PhD student from the Department of Marketing and Communication Management at the University of Pretoria.

As an incentive for taking part in this survey, all respondents who submit a complete questionnaire will be eligible to participate in a lucky draw to stand a chance to WIN one of six ipods. Should you wish to enter the lucky draw please supply the relevant contact information as requested at the end of the survey. Please note that the information you supply will be used for the sole purpose of contacting the winners to redeem their prize.

The purpose of this study is to contribute to the development of guidelines for marketers to use digital media and digital applications (with particular reference to mobile phones) as effective platforms to communicate with young South African adults. The research proposes to investigate assumptions of postmodern behaviour of young South African adults in relation to digital media and marketing.

Please contact the supervisors, Prof Anské Grobler ([anske.grobler@up.ac.za](mailto:anske.grobler@up.ac.za)) or Dr Arien Strasheim ([arien.strasheim@up.ac.za](mailto:arien.strasheim@up.ac.za)) if you have any questions or comments regarding the study.

The survey requires approximately 20 minutes to complete. Please click on the following link to start the survey:

[http://www.surveymonkey.com/s/TUKS\\_SURVEY\\_SOCIAL\\_MEDIA](http://www.surveymonkey.com/s/TUKS_SURVEY_SOCIAL_MEDIA)

If you have to exit the survey before completing it, please access it again from the link above.

We really appreciate your time!

Kind regards

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## APPENDIX C

### Final questionnaire

#### Social Media Behaviour among Young Adults

##### TECHNOLOGY AND SOCIAL MEDIA

Dear respondent

The purpose of this study is to explore the use of social media and technology in the lives of young adults in a post-modern society.

Your participation in this study is voluntary. The answers that you give are confidential, and the responses will be aggregated in the study to examine trends and preferences as a group. Your individual responses will be held in strictest confidence.

As an incentive for taking part in this survey, all respondents who submit a COMPLETE questionnaire will be eligible to participate in a lucky draw to stand a chance to WIN one of six ipods. Should you wish to enter the lucky draw please supply the relevant contact information as requested at the end of the survey. Please note that the information you supply will be used for the sole purpose of contacting the winners to redeem their prize.

For the best view of the survey questions, please maximise the window by pressing the F11 key. If you do not see the "Next Page" button on the screen, you need to scroll down.

You may exit the survey at any time if you are interrupted by using the button at the top right corner of the screen. Please click on the "Next Page" button to start the survey questions.

**I have read and understand the information provided above. I hereby consent to participate in this study on a voluntary basis.**

Yes

No

#### Social Media Behaviour among Young Adults

##### INSTRUCTIONS FOR COMPLETING THE SURVEY

1. Please note that a response is required for every statement. A complete response means that you must provide an answer to each question, and only complete responses are eligible for the lucky draw.
2. There are no right or wrong answers.
3. Only one response per individual will be allowed to be entered into the lucky draw.
4. Please read all statements carefully before you provide an answer.
5. The integrity of the study depends upon your honest and reliable input.



**Social Media Behaviour among Young Adults**

**YOUR CELL PHONE**

Please indicate your opinion on the role your cell phone plays in your daily life.

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree		N/A
1. I feel like my cell phone is part of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. My cell phone is always on – I'm always connected so that I would not miss out on anything.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. My cell phone is my most important possession.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I mainly use my cell phone to access digital media applications and content I want to check, to see what is going on.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. My cell phone enables me to not only choose what digital media applications I want to use, but when I want to and for how long.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. My cell phone connects me to other media (e.g. if I enter a competition advertised in a magazine through SMS, or casting a vote for someone in reality TV, like Idols or Big Brother, or call into a radio station).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I think location based services delivered through my cell phone would be useful (e.g. using applications to navigate to specific products in a store, knowing which shops stock your brands, receiving special promotions from your stores valid for one day only).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Social Media Behaviour among Young Adults**

**The role of ADVERTISING in social media**

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree		N/A
1. Advertising keeps me informed about brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Advertising helps me decide what brands to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The wide range of messages and media available to me has increased the need for me to become proficient at multitasking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I feel confused if a brand transmits several different messages at once.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I only pay attention to communication from brands that interest me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I only want to receive brand communication on my cell phone from brands that I have given permission to contact me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I prefer short advertisements.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. If a brand communication interests me, I will seek out more information about the brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. With the many different messages I receive on a daily basis, I often change my mind about products and brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Media content is a popular topic of conversation amongst me and my friends. We chat about movies, TV programmes, radio shows, things we've seen or heard on the internet or read in magazines.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I would forward a brand communication to my friends if I think it would interest them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. I prefer receiving personalised communication through my personal media like my cell phone, or social network, or email.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Advertising sent to me through my personal media like my cell phone, or social network, or email has more meaning to me than advertising in mainstream media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I am more likely to make repeat purchases from brands that communicate directly with me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



### Social Media Behaviour among Young Adults

#### The role of INFORMATION in social media

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree	N/A
1. I search for information rather than waiting for it to only be sent to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I take the information I receive and form my own ideas from it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I find that I don't have to remember everything because I can search for what I need on the Internet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. It is important for me to keep informed about the latest trends in the product categories I am interested in.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I prefer to follow the latest trends rather than stick to the old ways of doing things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I prefer using digital media (cell phones, the Internet) to traditional media (print, TV) for information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Social Media Behaviour among Young Adults

#### THE SOCIAL SIDE OF SOCIAL MEDIA

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree	N/A
1. I participate in different social network groups to express different parts of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. My online social networking reinforces my offline friendships.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Social networks are very important to keep up and form new friendships.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. When I share interesting posts on my social network my popularity increases amongst my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I feel more connected to my friends on social networks sites when they post comments about things I share with them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I like to upload content of things I've done, seen or heard to my social network sites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I like to send and receive virtual gifts on social network sites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I like to play games on my social networking sites (e.g. Farmville).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Social Media Behaviour among Young Adults**

**THE SOCIAL SIDE OF SOCIAL MEDIA**

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree	N/A
9. I consider online social networks (like facebook) to be part of my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I think that social media sites have made the world a more connected place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I think brands should "listen" to my activities on my social network sites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. My social network platform is essential to keep me informed on the latest trends and innovations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I like to interact with my favourite brands on my social network sites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I usually pay attention to other fans' posts on brand fan pages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Social network sites help me share stories/things I've done/events with friends (e.g. I don't have to tell each friend individually I can just broadcast to my entire network).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. I participate in virtual reality sites like Second Life or World of Warcraft.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Social Media Behaviour among Young Adults**

**SHOPPING and PRODUCT RANGES**

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree	N/A
1. I love finding bargain buys.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I often buy things on impulse.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I tend to get things because I want them and not necessarily because I need them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Too many alternatives in the same product category make it difficult for me to choose a product (e.g. shampoo category variants for fine, coloured, greasy, dry, volume-seeking, curly, straight, shiny, combination).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. There are enough alternative product variants that I can choose which ones suit my specific needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. These days there are so many different products for different uses that I have discovered needs that I was not aware of previously.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. With such a wide range of products available these days I am not sure beforehand what I am going to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





**Social Media Behaviour among Young Adults**

**BRANDS IN SOCIAL MEDIA**

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree	N/A
1. I'd rather use trusted brands than to experiment or shop around.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I prefer products and brands that are innovative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I tend to think old brands/products belong to the past.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Free-stuff, samples, promotions help me decide which brands (products) to choose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Brands need to have clear value propositions to catch my interest.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I prefer to use brands that I see as being authentic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I specifically seek out brands that reflect who I am or who I want to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I like to participate in competitions to win things from my favourite brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I think that if brands listen to me they will be able to give me what I expect from them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I would like to tell my brands how to improve their products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I would like to feel part of my products' development process.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. I tell my friends about my product/brand experiences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Social Media Behaviour among Young Adults**

**BRANDS IN SOCIAL MEDIA**

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree	N/A
13. I think my opinions about products/brands are important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. The value of a brand /product is determined by the way I personally experience the brand when I use it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. I chat about brands on blogs, social networks sites, forums, email, instant messaging or Twitter when I am HAPPY with them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. When I am DISSATISFIED with brands I express this on blogs, social networks sites, forums, email, instant messaging or Twitter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Just as I rely on my social network to keep me informed about products/brands it relies on me to do the same (off or online).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. I trust the opinions of members in my social network (off or online).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. I value other buyers' reviews of products/brands when I am interested in a product/brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. I think user comments about products/brands are more authentic than professional articles written about products/brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. I download applications to use on my cell phone.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Social Media Behaviour among Young Adults**

**PEER-TO-PEER file sharing (music, movies etc.)**

PEER-TO-PEER sharing refers to the use of websites that allow you to download and upload music, movies or applications.

Please indicate how often you engage in any of the following activities.

	Daily	Weekly	Monthly	Never	N/A
1. I use file sharing networks to download files like music, movies or applications.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree	N/A
1. I like to explain to other users if they have technical problems with file sharing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I stay online until other users have finished their downloads.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I download files, not only for myself, but to share with my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I think that file sharing is based on reciprocity (a mutual or cooperative interchange of favours).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I feel obliged to share because I download from others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I watch series or movies that were downloaded.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I share music that I have downloaded with friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I have received music from friends that they have downloaded.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Social Media Behaviour among Young Adults**

**BACKGROUND INFORMATION**

Please indicate your gender:

- Male
- Female

Please indicate your age group:

- Younger than 18
- 18-20
- 21-22
- 23-24
- 25-29
- 30-34
- 35+



### Social Media Behaviour among Young Adults

#### BACKGROUND INFORMATION

Please indicate your ethnic group:

- Black
- White
- Indian
- Asian
- Coloured
- Other (please specify)

Please indicate the living arrangement that best describes your situation during the current semester.

- I live at home with my parent(s)
- I live in a home with other working adult(s)
- I live in a student commune
- I live in a flat on my own
- I share a flat with a friend/friends
- I live in a university student residence
- Other (please specify)

### Social Media Behaviour among Young Adults

Please indicate which of the following best describes your employment situation:

- Not employed
- Employed part-time
- Employed full-time
- Other (please specify)



**Social Media Behaviour among Young Adults**

**OTHER DEMOGRAPHIC INFORMATION**

**Please indicate which of the following ways do you use to access the internet. Please tick all that are applicable.**

- Access internet from home using broadband on a computer
- Access internet from campus on a computer
- Access internet from internet cafe using a computer
- Access internet from work using a computer
- Access internet on 3G on a computer
- Access internet through my cell phone
- Other (please specify)

**Which device do you use most often to access the internet with?**

- Computer
- Cell phone

**Social Media Behaviour among Young Adults**

**OTHER DEMOGRAPHIC INFORMATION**

**What make is the cell phone that you use most often?**

- Samsung
- Blackberry
- Nokia
- Iphone
- HTC
- Motorola
- Sony Ericsson
- LG
- Other (please specify)

**Do you own a smartphone?**

- Yes
- No





### Social Media Behaviour among Young Adults

#### BACKGROUND INFORMATION

##### Cellphone plan

- Contract
- Prepaid

##### I use internet bundles on my cell phone

- Yes
- No

##### On average, how much do you spend on airtime for talk and sms each month - EXCLUDING internet access?

- Not applicable
- Less than R50
- R51 - R100
- R101 - R200
- R201 - R300
- R301 - R400
- R401 - R500
- More than R500

### Social Media Behaviour among Young Adults

##### On average, how much do you spend on internet bundles each month.

- Not applicable
- Less than R50
- R51 - R100
- R101 - R200
- R201 - R300
- R301 - R400
- R401 - R500
- More than R500

##### Do you subscribe to Blackberry BIS?

- Not applicable
- Yes
- No



**Social Media Behaviour among Young Adults**

**BACKGROUND INFORMATION**

**Do you use social networks like MXit, Facebook, MySpace or BBM?**

Yes

No

**How often do you use social networks like MXit, Facebook, MySpace or BBM?**

Not applicable

About once a month

About once a week

About two to three times a week

About once a day

About twice a day

About three times a day

About four times a day

About five or more times a day

**Social Media Behaviour among Young Adults**

**BACKGROUND INFORMATION**

**How often do you think you use your cell phone for any of the following activities? (Tick the most relevant option)**

	Daily	Weekly	Monthly	Never	N/A
Talking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessing social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using the Internet to obtain information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Listening to or downloading music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playing games	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking photographs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calendar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calculator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Notes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Social Media Behaviour among Young Adults**

**ENTER THE LUCKY DRAW TO WIN ONE OF SIX IPODS**

You can only enter the lucky draw if you supply your contact details on this page. To enter the lucky draw you must have completed all the questions in the survey. Please make sure that you do enter your contact details accurately.

**Please give your contact details:**

Name:

Student number:

Email Address:

Cell Phone Number:

**Social Media Behaviour among Young Adults**

**THANK YOU!**

Thank you for completing the survey.  
We appreciate your input.