

GENERATIONAL DIFFERENCES IN SOUTH AFRICAN CONSUMERS' BRAND EQUITY PERCEPTIONS

by

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DECLARATION

I, SEBILARO SYBIL LEBOGANG NTSIOLE MOSUPYOE, student number 28350686, do hereby declare that this thesis entitled, “**Generational differences in South African consumers’ brand equity perceptions**”, is my own work, and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

SIGNATURE

DATE

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ABSTRACT

GENERATIONAL DIFFERENCES IN SOUTH AFRICAN CONSUMERS' BRAND EQUITY PERCEPTIONS

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South Africa has undergone profound political and social transformations since 1990. These changes influenced the perceptions of individuals in Generations X and Y. In South Africa, the members of Generation X experienced their formative years during the transitional years of South Africa's young democracy during the 1990s, while the members of Generation Y were born during the last decade of apartheid. For the purpose of this study Generation X was classified as those consumers who were born in the period of 1961 to 1981, while Generation Y was born in the period of 1982 to 1994. Generation Y would recall the release of Nelson Mandela from prison and the political transition in the country.

The study focused on generational cohorts instead of generations. Generational cohorts are distinct from generations as they are defined according to their transition from childhood to adulthood. A generation on the other hand is defined by its year of birth.

This study investigated possible differences in the brand equity perceptions of South African consumers in Generations X and Y. It generated insights regarding generational differences in consumers' perceptions of four specific brand equity dimensions, namely

brand awareness, brand associations, perceived quality and brand loyalty. Equally important was a comprehensive understanding of how consumers in Generations X and Y differed with regard to the aforementioned four consumer-based brand equity (CBBE) dimensions when making a purchase decision regarding electronic consumer goods, particularly a television set. Consequently, this study extended the existing knowledge of consumer behaviour and CBBE by investigating pertinent perceptual differences between Generations X and Y.

A mall intercept survey using a self-completion questionnaire was used to gather quantitative data from 223 respondents in Generations X and Y who purchased or were exposed to television sets.

A demographic profile of the respondents who participated in the study indicates that 67 of the 114 respondents in Generation X (i.e., 53.2%) were males, compared to 59 of 108 respondents in Generation Y (i.e., 46.8%). The majority of respondents in both Generations X and Y had a diploma as their highest qualification. The Generation X sample contained a higher proportion of African respondents (i.e., 59.5%) compared to the Generation Y sample (i.e., 40.5%). The income profile suggested that there were distinct differences in terms of net monthly household income between respondents from the two generations.

Several exploratory factor analysis (EFA) were conducted in which the Likert scale statements in question 3 to 6 (see Appendix A p.170-174) measuring different sub-dimensions of consumer-based brand equity dimensions were subjected to a principal components analysis (PCA) with varimax rotation. The results of the final EFA analysis involved 17 Likert scale items. The PCA revealed four factors (components). These components were brand associations in terms of product quality and value, brand awareness, brand loyalty and brand associations in terms of product manufacturer.

Further statistical analysis was conducted based on the four components to test for significant mean differences. The non-parametric test, Mann-Whitney U Test, was conducted. The results confirmed the alternative hypothesis that, there are significant differences between Generation X and Y with regard to their perceptions of brand loyalty. The implications of the findings of the study, to marketing practitioners and brand

managers is that they need to understand the type of association Generation X and Y have regarding their brands for effective and strategic planning in order to remain competitive. In addition to that, Generation X's perception of quality does not differ significantly to that of Generation Y, thus it will be beneficial for practitioners to develop unique quality features. Consequently, they must intensify awareness around their brands.

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CHAPTER 1: INTRODUCTION, BACKGROUND AND OBJECTIVES OF THE STUDY

1.1 INTRODUCTION

A generation can be defined as an identifiable group of people who share birth years, age, location and significant life events at critical development stages (Kupperschmidt, 2000:66). These life events influence a generation's attitudes, values, perceptions, preferences and behaviour. Differences between generations are unique, with changes due to ageing, experience, life stage and career stage. However, this study will focus on generational cohorts instead of generations. Generational theory posits that people in the same generational cohort share life experiences which cause them to develop similar attitudes and beliefs (Meriac, Woehr & Banister, 2010:317). These shared life experiences cause each generational cohort to develop different beliefs, expectations and views regarding their lives and consequently also different behaviours (Dries, Pepermans & De Kerpel, 2008:909). These differences result in generational cohorts developing distinct characteristics that can be used by marketers to define cohorts (Kupperschmidt, 2000:66). Therefore, generational cohorts not only capture differences in age, but also differences in values as well as in attitudes, beliefs and behaviours (Meriac *et al.*, 2010:317; Schewe & Meredith, 2006:51). This study aims to investigate differences in the brand equity perceptions of South African consumers in Generations X and Y across four specific brand equity dimensions, namely brand awareness, brand associations, perceived quality and brand loyalty

South Africa has undergone profound political and social transformation since 1990. This transformation influenced the perceptions of consumers in Generations X and Y in terms of how they view and interpret the environment around them. Furthermore, the transformations affecting generational cohorts have lifelong effects on them. The perceptions, beliefs and value systems of different generational cohorts are believed to reflect societal trends, as a result of the shared experiences of people in the same generational cohort. It is, therefore, conceivable that consumer in the same generational

cohort would develop a so-called “peer personality” or certain shared “generational characteristics”, at least to some extent (Kupperschmidt, 2000:68).

The search for a unique definition of Generations X and Y in a South African context proved to be futile because these terms have not found the same footing in South Africa as they did elsewhere in Western societies. Consequently, for the purposes of this study, the two generations were defined according to characteristics identified in other Western societies.

Generation X includes people born in the period 1965 – 1976. In South Africa, some of Generation X experienced their formative years during the transitional years of South Africa’s young democracy during the 1990s. This is the case with Generation X people who were born in the mid 1970s. Generation X can, therefore, be loosely defined as people born in the late sixties (1961 to 1981) who were in their early twenties in the mid to late 80s and could have been involved in the struggle against apartheid. They would therefore remember the violence and protests of the 1980s more vividly and may even have participated in it more actively than their compatriots in Generation Y.

The South African Generation Y was born during the last 15 years of apartheid that is, in the period 1982 - 1994. Many members of Generation Y have childhood memories of protests, violence and armoured vehicles patrolling their streets, and an inherent distrust of authority (Schenk & Seekings, 2010:3). However, their formative years were also during the intense post-apartheid period of building a new nation and becoming a truly democratic country.

Brands looking to strategically increase their market share need to understand the perceptions of Generation X and Generation Y. These generations need to be validated as consumers who have the potential to make or break a product or service (Anon, 2011:2). Consumer needs are ever evolving. For this reason, it is important for marketers to understand the influences that the consumer-based brand equity dimensions have on consumers. Furthermore, it is also important to understand consumers’ perceptions of these dimensions. In understanding these dimensions, it is fundamental to define a brand.

This chapter includes ten sections. The next section provides background to the study. This is followed by sections outlining the problem statement, purpose statement and research objectives that guided the study respectively. The academic value and contribution of the study is then discussed, followed by a discussion of the delimitations and assumptions of the study. Key terms used in the study are defined next, followed by a brief summary of the methodology used. The last two sections provide a demarcation of the study and also summarises the structure of the rest of the dissertation.

1.2 BACKGROUND

A brand is an invaluable asset for most companies. It is widely recognised that brands can provide value and strength in the market well beyond that which is provided by the intrinsic characteristics of the products (Wilcox, Laverie, Kolyesnikova, Duhan & Dodd, 2008:202). However, brands can appreciate or depreciate in value. Although the focus of this study is on consumers' perceptions on electronic consumer goods, the Nike case is a good example of a brand that depreciated in value. This is evident in the value of Nike which was estimated at 7.7 billion dollars in 2010 and the subsequent loss of sales that occurred when fake Nike products infiltrated the market. Most successful brands provide a competitive advantage critical for the success of a company. Consumer-based brand equity occurs when the consumer has a high level of awareness and familiarity with a specific brand and holds some strong, favourable and unique brand associations in memory (Keller, 2003:67).

Positive and negative associations with a brand have an impact on the value of the brand. Positive associations lead to increased sales, market share and loyalty from the customers, while negative associations result in decreased sales, loyalty and market share as in the Nike case. Keller (2003:67) points out that brands represent enormously valuable pieces of legal property, capable of influencing behaviour, being bought and sold, and providing the security of sustained future revenue to their owners.

This study focused on a specific category of electronic consumer goods, namely television sets. A survey undertaken by TNS Research Surveys in 2011, assessed the top brands in

South Africa. In the category of electronic consumer goods, the three top brands were Samsung, LG and Sony. These three brands were announced as the top brands at the thirteenth annual 2011 Sunday Times Top Brands Awards (Anon, 2011:2). Since the focus of this study was on electronic consumer goods, the study was based on brands of television sets.

The study focused on differences in the perceptions of consumers in Generations X and Generation Y who reside in the Tshwane Metropolitan area, with regard to four consumer-based brand equity dimensions in the context of electronic consumer goods. Perceptual differences were accessed based on the following four brand equity dimensions: brand awareness, brand associations, brand loyalty and perceived quality. Both Generation X and Generation Y were likely to interpret consumer-based brand equity dimensions differently, based on their respective frames of reference and this is likely to influence their purchase decisions.

It is important to understand consumer behaviour in general when studying consumers' brand equity perceptions. Consumer behaviour is defined as the manner in which consumers search for products or services as well as purchase, use, evaluate and consume these products or services to satisfy their needs (Joubert, 2010:2; Schiffman & Kanuk, 2004:8). A consumer's decision to purchase a specific brand is likely to be influenced by the dimensions of consumer-based brand equity.

The purpose and objectives of this study were achieved by means of an empirical analysis that was aimed at providing insights into perceptual differences between Generation X and Generation Y in the Tshwane Metropolitan area. The underpinning theories that guided this study were generational, consumer behaviour and consumer-based brand equity theory. However, the focus was on the dimensions perceived by these two generations to be important when purchasing electronic consumer goods.

1.3 PROBLEM STATEMENT

As far as could be determined, no previous South African studies have considered generational differences in brand equity perceptions. Existing international research focused mainly on developing and validating consumer-based brand equity scales (Aaker, 1991; Buil, de Chernatony & Martinez, 2008; Christodoulides & de Chernatony, 2009; Davis, Golicic & Marquardt, 2009; Keller, 2003; Keller, 2008; Netemeyer, Krishnan, Pullig, Wang, Dean, Ricks & Wirth, 2004; Yoo & Donthu, 2001). Equally important are consumers' perceptions of consumer-based brand equity, particularly the measurement of the difference in generational perceptions of South African consumers with regard to electronic consumer goods. Based on this information, it is of the utmost importance that research on perceptual differences of South African generations be conducted to address the gap.

As far as could be determined, no empirical study in South Africa has specifically focused on perceptual differences between Generation X and Generation Y with regard to the consumer-based brand equity dimensions of electronic consumer goods. Therefore, the problem of this study was to investigate differences between Generation X and Generation Y with regard to their perceptions of electronic consumer goods in a South African context.

1.4 PURPOSE STATEMENT

The main purpose of this study was to examine differences in the brand equity perceptions of members of Generation X and Generation Y who reside in the Tshwane Metropolitan area (Tshwane Metropole). More specifically, the study examined generational differences in consumers' perceptions of their preferred electronic consumer goods brands across four brand equity dimensions, namely brand awareness, brand associations, perceived quality and brand loyalty. The main purpose was achieved by replicating and expanding on an existing study by Buil *et al.* (2008). In replicating and expanding on this study, the construct of brand equity and its associated dimensions was operationalised, based on existing literature. As far as could be determined, this study was the first in South Africa to

consider generational differences with reference to perceptions of brands in a specific product category, namely electronic consumer goods.

1.5 RESEARCH OBJECTIVES

The following research objectives guided the study:

- To determine whether consumers in Generations X and Y who live in the Tshwane Metropole differ significantly in their levels of brand awareness with regard to preferred brands in the electronics consumer product category.
- To determine whether consumers in Generations X and Y who live in the Tshwane Metropole differ significantly in their brand associations with regard to preferred brands in the electronics consumer product category
- To determine whether consumers in Generations X and Y who live in the Tshwane Metropole differ significantly in their brand loyalty with regard to preferred brands in the electronics consumer product category
- To determine whether consumers in Generations X and Y who live in the Tshwane Metropole differ significantly in their perceptions of perceived quality with regard to preferred brands in the electronics consumer product category.

Four specific hypotheses related to the aforementioned research objectives were tested in this study. These four hypotheses are introduced in Chapter 4 and the results of the hypothesis tests are reported in Chapter 6.

1.6 ACADEMIC VALUE AND CONTRIBUTION OF THE PROPOSED STUDY

The contributions of this study to the marketing discipline are both theoretical and practical. From a theoretical perspective, this study generated insights regarding generational differences in perceptions regarding four specific brand equity dimensions. A comprehensive understanding of how consumers in Generation X and Generation Y differ with regards to consumer-based brand equity dimensions is important. Therefore, this

study extended the existing knowledge of generational theory, consumer behaviour and consumer-based brand equity by revealing the pertinent generational differences between Generation X and Generation Y. Both Generation X and Generation Y constitute the majority of the economically-active population (EAP) in South Africa and, therefore, hold a major stake in terms of purchasing power in the economy (Malka, 2012:173).

From a practical perspective, this study provided valuable guidelines for brand managers and marketing practitioners in order to develop effective communication, positioning and branding strategies. These guidelines will help these practitioners to carry out their functions more effectively. The results will also guide brand managers to leverage on perceptual differences of Generation X and Generation Y, in order to ensure that their brands are clearly visible and recognised. In this way, it was hoped that organisations will be able to yield better returns from their marketing investments as a result of empirically-informed decisions that this study seek to contribute towards.

The theoretical and managerial implications of the findings of this study are discussed in more detail in Sections 7.3 and 7.4 of Chapter 7.

1.7 DELIMITATIONS AND ASSUMPTIONS

1.7.1 Delimitations

The study had several delimitations that were taken into consideration when reviewing the demarcation of the study. This study was limited to the Tshwane Metropole. Consequently, the findings were only generalised to the study area. Similarly, in terms of demographic characteristics, the study was limited to the age ranges defining the target generations. The units of analysis consist of people who were born from 1961 to 1994 and who are currently between the ages of 18 and 51. The study did not take into account the Baby Boomers and Generation Z. The motivation for not considering these two generations was that it was not feasible to investigate all generations. The study did not take into consideration the interrelations of the consumer-based brand equity dimensions, and focused more specifically on electronic consumer goods. Another delimitation is the fact

that the study only focused on preferred brands.

1.7.2 Assumptions

Assumptions are equivalent to axioms, self-evident truths, the *sine qua non* of research (Leedy & Ormrod, 2010:5). This study was underpinned by the following assumptions:

- Generational cohorts have distinct characteristics (Arsenault, 2004:129; Wong, Gardiner, Lang & Coulon, 2008:879). Thus it was envisaged that there will be differences in the brand equity perceptions of Generation X and Generation Y.
- Respondents had previous purchase experience with electronic consumer goods and would, therefore, be able to respond to questions pertaining to the consumer-based brand equity dimensions that influenced their decision to purchase a particular brand.
- Respondents had an adequate level of literacy and are able to distinguish between different product brands.
- Implied also is that required data can be collected efficiently using a structured questionnaire.

Section 1.8 provides definitions and abbreviations of key terms used in this study. It is important to take cognisance of the major constructs in this study, that is, brand awareness, brand associations, brand loyalty and perceived quality. Consequently, each term listed in Section 1.8 is related to the study.

1.8 DEFINITION OF KEY TERMS

This study includes a number of key terms and constructs, namely *brand awareness*, *brand associations*, *brand equity*, *brand loyalty*, *consumer behaviour* and *perceived quality*. The manner in which these constructs are defined for the purpose of the study is considered below. Each of these key terms is discussed in more detail in the literature review presented in Chapters 2 to 4.

A **brand** is a sign, symbol, logo or name, or a combination of these elements, that defines a product or company and distinguishes it from its competitors (Dubois, Jolibert & Mühlbacher, 2007:237; Kerin, Hartley & Rudelius, 2007:243).

Branding is a consistent and disciplined way of communicating the desired brand image to stakeholders (Lamb, Hair, McDaniel, Boshoff & Terblanche, 2004:230).

Brand awareness is the consumer's ability to recognise or recall a brand under aided and unaided conditions (Keller, 2003:730).

Brand associations refer to images and symbols "linked" in memory to a brand (Aaker, 1991:109). It also includes all the other perceptions a consumer has about a specific brand.

Brand loyalty is "... a deeply-held commitment to repurchase a preferred product or service consistently, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour" (Oliver, 1999:34).

Consumer behaviour is defined as the manner in which consumers search for products or services as well as purchase, use, evaluate and consume these products or services to satisfy their needs (Joubert, 2010:2; Schiffman & Kanuk, 2004:8).

Perceived quality is customers' perceptions of the overall quality or superiority of a product or service compared to alternatives, with respect to its intended purpose (Keller, 2008:195).

Perception a classical definition of this term is "... a mental process by which humans interpret and organise sensation to produce a meaningful experience of the world" (Lindsay & Norman, 1977:125). Solomon (2011:83) defined perception as "... a process by which people select, organise and interpret sensations".

Table 1.1 lists the abbreviations used in the document and their meanings.

Table 1.1: Abbreviations used in this document

Abbreviation	Meaning
CBBE	Consumer-based brand equity
EAP	Economically-active population
ECG	Electronic consumer goods

1.9 RESEARCH DESIGN AND METHODOLOGY

This section provides a brief summary of the research design and methodology used in this study. The study's research design and methodology is discussed in more detail in Chapter 5.

Based on the generic descriptors of a research design proposed by Cooper and Schindler (2011:139-142), this study can be described as a formal, descriptive, cross-sectional study with an ex-post facto (i.e. non-experimental) research design. The study collected data and thus communicated with respondents through a structured questionnaire which modified their normal routine. The study was formal, as it sought to test specific hypotheses to meet the research objectives. The method of data collection rendered the study to be a communications study. The rationale was that the researcher and the fieldworkers questioned respondents and collected their responses by means of a self-administered structured questionnaire at selected shopping malls in the Tshwane Metropole.

Since the researchers did not manipulate any of the variables in the study to investigate cause-effect relationships, the study has an ex-post facto research design. Neither the researcher nor the fieldworkers had any control over the variables under study. They could only report instead on what the respondents stated as their responses. The purpose of the study was to describe the characteristics and perceptions of the respondents. The study was conducted once and was not repeated over an extended period. Although research on cohorts groups tends to be longitudinal in nature, this particular study was conducted

within a limited time frame and a limited budget, thus cannot be longitudinal. A suggestion for further longitudinal research was made, however.

Attempts were made to capture the target population's characteristics and perceptions. Descriptive statistics suggested the characteristics of the two cohorts, that is, Generation X and Generation Y. Hypotheses were statistically tested using SPSS and the findings were generalised, based on the representativeness of the sample and the validity of the instrument. The researcher and fieldworkers screened potential respondents to ensure that they fell into the target population of the study.

This study used a self-administered questionnaire intended to elicit the respondents' answers to the structured questions. The target population for this study consisted of consumers in Generations X and Y who have bought or viewed electronic consumer goods, particularly a television set. The respondents' ages ranged from 18 to 51 years and they all resided in the Tshwane Metropole. Respondents were expected to at least own a television set or had an influence in purchasing one.

The study used a non-probability quota sampling method and the unit of analysis were individuals who fell within the Generation X and Y categories. The sample size was determined, based on the sample size used by Buil *et al.* (2008) as well as the guidelines offered by Tustin, Ligthelm, Martins and Van Wyk (2005:319).

As mentioned earlier, a self-administered structured questionnaire, containing eleven questions, was used to collect data. The first question was an unaided recall question to determine respondents' awareness of brands in the product category of television sets. In the second question, respondents had to indicate their most preferred brand. The third question was used to determine respondents' awareness of their preferred television set brand. The fourth question was used to investigate the associations respondents have about their preferred television set brand. Question 5 was used to determine respondents' perceptions of quality with reference to their preferred brand. The sixth question determined respondents' brand loyalty. Questions 7 - 11 focused on respondents' demographic information.

Questions 3, 4, 5 and 6 each had a minimum set of four items. In addition, these questions measured the four brand equity dimensions, namely brand awareness, brand associations, perceived quality and brand loyalty. Question 3, *brand awareness*, consisted of five items; Question 4, *brand loyalty*, contained four items; Question 5, *perceived quality*, contained four items and lastly, *brand associations*, Question 6, included eight items (see Appendix A on p. 170). A five-point Likert-type multiple-item rating scale was used to set the questions to measure the constructs. This was done to adequately capture the four dimensions studied. Scale points were labelled ranging from 1 (Strongly disagree) to 7 (Strongly agree). The multiple-item rating scales employed in this study have been tested for reliability and validity. The researcher who conducted the study that was being replicated did this, that is, they tested the scale for reliability and validity.

The respondents received no incentives to encourage their participation in the study. Data was collected over two months during August and September 2012. Permission was obtained from the management of the shopping centres where data was collected. The next section focuses on a demarcation of the study.

1.10 DEMARCATION OF THE STUDY

This study focused on differences in the consumer-based brand equality perceptions of consumers in Generation X and Generation Y in the context of electronic consumer goods. Electronic consumer goods are durable products, such as television sets, radios and electric kitchen appliances that most consumers use daily.

Demarcation concerns three aspects pertaining to the study. Firstly, it is concerned with the context and population of the study. Secondly, it is concerned with the main constructs involved in the study and, thirdly, with the academic disciplines from which literature was reviewed.

Context and population: The target population of the study were consumers in Generations X and Y who reside in the Tshwane Metropole. These are consumers who own or have been exposed to electronic consumer goods, particularly a television set. The respondents

were intercepted at selected shopping malls located in the geographic area of the Tshwane Metropole.

The main constructs of the study are brand awareness, brand associations, brand loyalty and perceived quality. The study focused on determining perceptual differences between the two generations with reference to the main constructs.

Academic discipline: The study draws from two streams of literature, namely literature on consumer-based brand equity (cf. Aaker, 1991; Buil *et al.*, 2008; Christodoulides & de Chernatony, 2009; Davis *et al.*, 2009; Keller, 2003; Keller, 2008; Netemeyer *et al.*, 2004; Yoo & Donthu, 2001) and literature on generational cohorts (cf. Hawkins & Mothersbaugh, 2010; Knipe & du Plessis, 2005; Mason & Fienberg, 1985; Noble & Schewe, 2003; Schewe & Noble, 2000).

The next section provides an overview of the chapters in this dissertation.

1.11 STRUCTURE OF THE DISSERTATION

This dissertation consists of the following seven chapters:

Chapter 1 introduced the study and provided the problem statement, purpose statement and the research objectives that guided the study. The academic value and contribution of the study was discussed, followed by an overview of the delimitations and assumptions that underpinned the research. The chapter also included definitions of key terms, as well as a brief summary of the research design and methods used. Finally, the structure of the dissertation was outlined.

Chapter 2 discusses consumer-based brand equity (CBBE). The focus of the chapter is on defining consumer-based brand equity. The components (i.e. dimensions) and measurement of CBBE are also discussed. The role of CBBE in consumer decision-making are explored. The chapter concludes with a discussion of age differences in consumers' brand equity perceptions.

Chapter 3 focuses on generational theory. The chapter starts with a discussion of generational marketing and generational segmentation. The characteristics of Generation X and Generation Y are also discussed in detail.

Chapter 4 deals with the conceptual framework and research hypotheses tested in the study.

Chapter 5 focuses on describing the study's research methodology. Firstly, the research design is reviewed, followed by the sampling approach adopted for the study. Then, the data management is discussed. Statistical data analysis is also discussed. Then assessing and demonstrating quality and rigour of the research design. The chapter concludes with the issues on ethics as they are important more so that the study involves human beings.

Chapter 6 provides information on the empirical findings of the study.

Chapter 7 outlines the main purpose of the study, the importance of the study and a summary of findings. Then the theoretical implications of the study is discussed. This is followed by a section on managerial implications of the study. Then the limitations of the study are discussed. The chapter concludes with recommendations for future research.

CHAPTER 2: CONSUMER-BASED BRAND EQUITY

2.1 INTRODUCTION

The purpose of this chapter is to define consumer-based brand equity (CBBE), as the focus of the study is to investigate differences in the brand equity perceptions of consumers in Generations X and Y. CBBE is the fundamental construct of the current study. It is, therefore, imperative to discuss the dimensions of CBBE comprehensively.

This chapter focuses on the following critical topics pertaining to the study:

- A definition of CBBE
- The dimensions of CBBE
- Measures of CBBE
- The roles of CBBE in consumer decision-making

2.2 AN OVERVIEW OF CONSUMER-BASED BRAND EQUITY

Consumer-based brand equity (CBBE) is based on the premise that the power of a brand lies in what consumers have seen, felt, heard and learnt over time. Keller (2003:41) posits that CBBE assists management in their endeavour of brand-building. It is, therefore, important to understand what CBBE is.

2.3 WHAT IS CONSUMER-BASED BRAND EQUITY?

Brand equity has been of interest to marketing researchers since the 1980s. The importance of brand equity stems from companies' interest in creating strong brands in an attempt to obtain a sustainable competitive advantage (Aaker, 1991:5; Keller, 2003:42). A strong brand with positive brand equity offers several advantages, such as higher profit margins, brand extension opportunities, more powerful communication effectiveness and stronger consumer preferences and purchase intentions (Keller, 1993:9).

Academics have studied brand equity from two distinct perspectives, namely the financial and consumer-based perspectives (Atilgan, Aksoy & Akinci, 2005:238; Christodoulides & de Chernatony, 2009:46; Keller, 1993:1). The financial perspective views brand equity as the monetary value of a company's brand-related assets. For financial-based brand equity measures, researchers collect financial market, accounting, and store-level scanner data without contacting consumers (Christodoulides & de Chernatony, 2009:46). These measures are then used to determine financial brand equity at the firm or brand level. The problem with this perspective is that it is limited to financial terms and does not consider consumers' perceptions (Atilgan *et al.*, 2005:238). Marketing acknowledges that consumers are at the centre of all company activities. What is implied is that consumers determine the success or failure of a company. For this study, brand equity will be defined from a consumer perspective.

According to Wood (2000:662), in marketing literature the term brand equity encapsulates a myriad of ideas that stem from scholars who have attempted to define the relationship between consumers and brands. Consumer-based brand equity (CBBE) signifies a product's position in the minds of consumers. A basic premise of CBBE is that the power of a brand lies in the minds of consumers. What consumers have experienced and learnt about the brand over time has a direct and indirect impact on its equity. A brand has equity if it has the ability to influence consumers' attitudes, preferences and behaviour (Yasin, Noor & Mohamad, 2007:39). Drawing from the discussions above, it is important to define brand equity.

Brand equity is defined as a set of assets or liabilities linked to a brand's name and symbol that adds to or subtracts from the value provided by a product or service to a company (Aaker, 1991:15; 1996:7). Thus, brand equity can be considered as the "added value" endowed to a product in the thoughts, words and actions of consumers (Yoo & Donthu, 2001:1). There are many different ways that this added value can be created. There are also many different ways in which the value of a brand can be manifested or exploited to benefit the firm.

Using a consumer-based behavioural view of brand equity, it can also be the differences in consumers' responses to a focal brand and an unbranded product when both have the same level of marketing stimuli and product attributes. The different consumer responses in this perspective refer to their purchase behaviour. The difference in consumer response may be attributed to the brand name and demonstrates the effects of the long-term marketing invested into the brand (Yoo & Donthu, 2001:1).

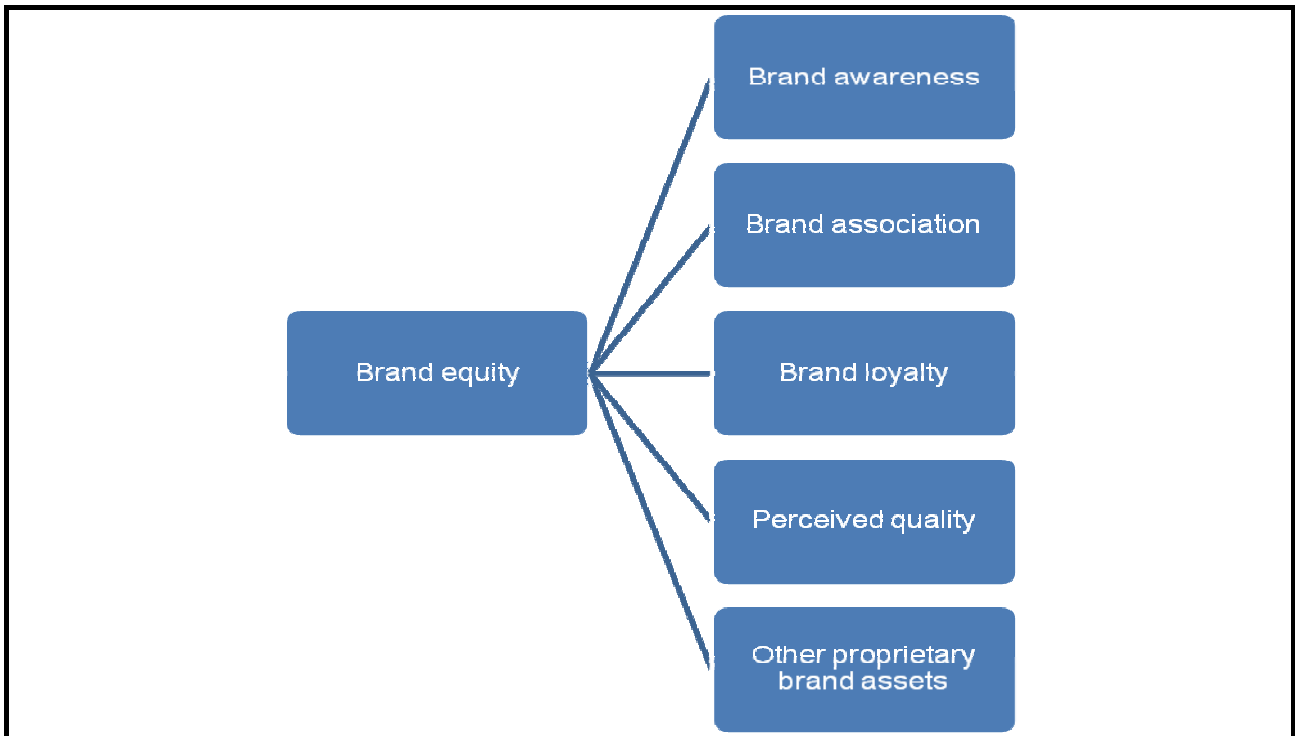
CBBE was conceptualised as a multi-dimensional construct consisting of five dimensions, namely brand awareness, brand associations, brand loyalty, perceived quality and other proprietary brand assets (Aaker, 1991:17; Aaker, 1996:9; Buil *et al.*, 2008:384). Figure 2.1 (on p. 18) illustrates the five dimensions of CBBE. This study draws from Aaker's five core brand equity dimensions. However, the fifth dimension, other proprietary brand assets, will be omitted, as it is not directly related to consumers. Other proprietary brand assets are patents, trademarks and channel relationships that are attached to the brand (Aaker, 1991:21; 1996:8). These other proprietary assets serve as barriers to entry into the market and also protect the brand against direct competition (Aaker, 1991:21). Other studies (cf. Buil *et al.*, 2008; Christodoulides & de Chernatony, 2009; Davis *et al.*, 2009; Keller, 2003; Keller, 2008; Netemeyer *et al.*, 2004; Yoo & Donthu, 2001) have ignored this dimension.

2.4 THE DIMENSIONS OF CONSUMER-BASED BRAND EQUITY (CBBE)

CBBE is a useful strategic function and guides marketing decisions. It is important for marketers to fully understand the dimensions of CBBE, how these dimensions affect outcomes of interest, and how the sources and outcomes change over time (Yasin *et al.*, 2007:38). It is, therefore, imperative to discuss these dimensions. This study draws from Aaker's (1991:17) five core brand equity dimensions. As mentioned in Section 2.3, the fifth dimension, other proprietary assets, will be omitted as it is not directly related to consumers.

Figure 2.1 depicts the dimensions of consumer-based brand equity.

Figure 2.1: The five dimensions of consumer-based brand equity (CBBE)



Source: Aaker (1991:17).

The dimensions of CBBE help managers understand and focus on what drives the equity of their brands. These dimensions also serve as determinants of how and where brands add value to consumers. The four dimensions of CBBE relevant to this study, namely brand awareness, brand associations, brand loyalty and perceived quality, are discussed next.

2.4.1 Brand awareness

Consumers have to be aware of a product or brand before they can engage in purchase decision-making. It is therefore important to understand the role of brand awareness when developing marketing strategies. Radder and Huang (2008:232) posit that brand awareness is the crucial first phase in consumers' readiness to develop a brand preference and advance to the point of purchase. Consequently, when creating and

building brand awareness, it is important to reach consumers' minds and encourage them to develop a preference for the brand. Anything that causes consumers to experience a brand name, symbol, logo, packaging or slogan can potentially increase awareness and familiarity of that brand element (Keller, 2003:69).

Brand awareness refers to the strength of a brand's presence in the consumer's mind (Aaker, 1991:61; 1996:10). Wilcox *et al.* (2008:202) define brand awareness as the ability of the individual to recall a brand name in a product category, whereas Keller (2003:67) defines it as the consumer's ability to identify a brand under different conditions. In essence, brand awareness refers to how aware existing and potential consumers are of a company's products and services. These definitions imply that brand awareness is related to the strength of the brand in a consumer's memory.

Brand awareness significantly impacts on consumer decision-making. Consumers generally use brand awareness as a decision heuristic (Huang & Sangöllü, 2012:93). This means that consumers rely on brand awareness strategies such as advertisements to help them make purchase decisions. Brand awareness strategies normally highlight brand features and benefits. Marketers should develop strategies to create a high level of brand awareness if the equity of the company brand products is to be increased. This can be beneficial to a company, as brand awareness offers several advantages. Keller (2003:68; 2008:54) proposed the following advantages of brand awareness:

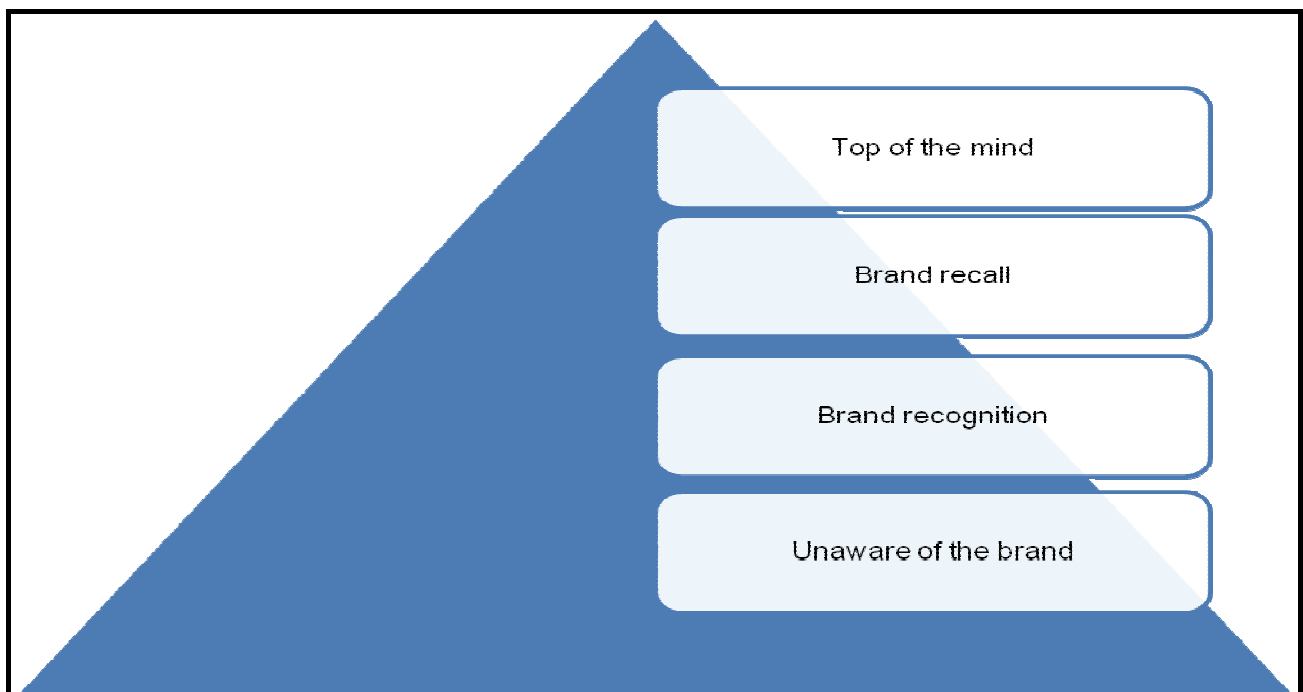
- *Learning advantage*: Brand awareness influences the formation and strength of brand associations.
- *Consideration advantage*: Consumers will consider the brand if it could satisfy and fulfil their needs.
- *Choice advantage*: Brand awareness can affect choices among brands, as consumers tend to purchase the brand they are most familiar with.

According to Keller (2008:54), brand awareness refers to whether consumers can recognise or recall a brand. Simply put, brand awareness is concerned with consumers being exposed to the brand that is, whether they know about the brand. There are four levels of brand awareness, namely top of the mind, brand recognition, brand recall and

unaware of the brand. However, in this study, the focus was on brand awareness and brand recognition. Figure 2.2 depicts the different levels of awareness. The lowest level indicates that consumers are not aware of the brand, whereas the highest level, top of the mind, indicates that consumers can recall the brand with ease. It also means that the brand has been positioned well in the minds of consumers. Consumers are initially unaware of a brand until they are exposed to it. Brand exposure can occur through word-of-mouth (WoM) communication and advertising cues. Once consumers have been exposed to a brand, they can recognise the brand and are able to recall it. However, a favourable brand experience results in the brand being at the top of consumers' minds.

Brand recognition and brand recall will be discussed in more detail below, as most scholars classify brand recognition and recall as the two sub-dimensions of brand awareness (Aaker, 1991:62; Aaker, 1996:10; Huang & Sarigollu, 2011:92; Keller, 2003:67; Keller, 2008:54; Radder & Huang, 2008:233) thus, ignoring the top and lowest levels of the pyramid shown in Figure 2.2.

Figure 2.2: The brand awareness pyramid



Source: Aaker (1991:62).

2.4.1.1 Brand recognition

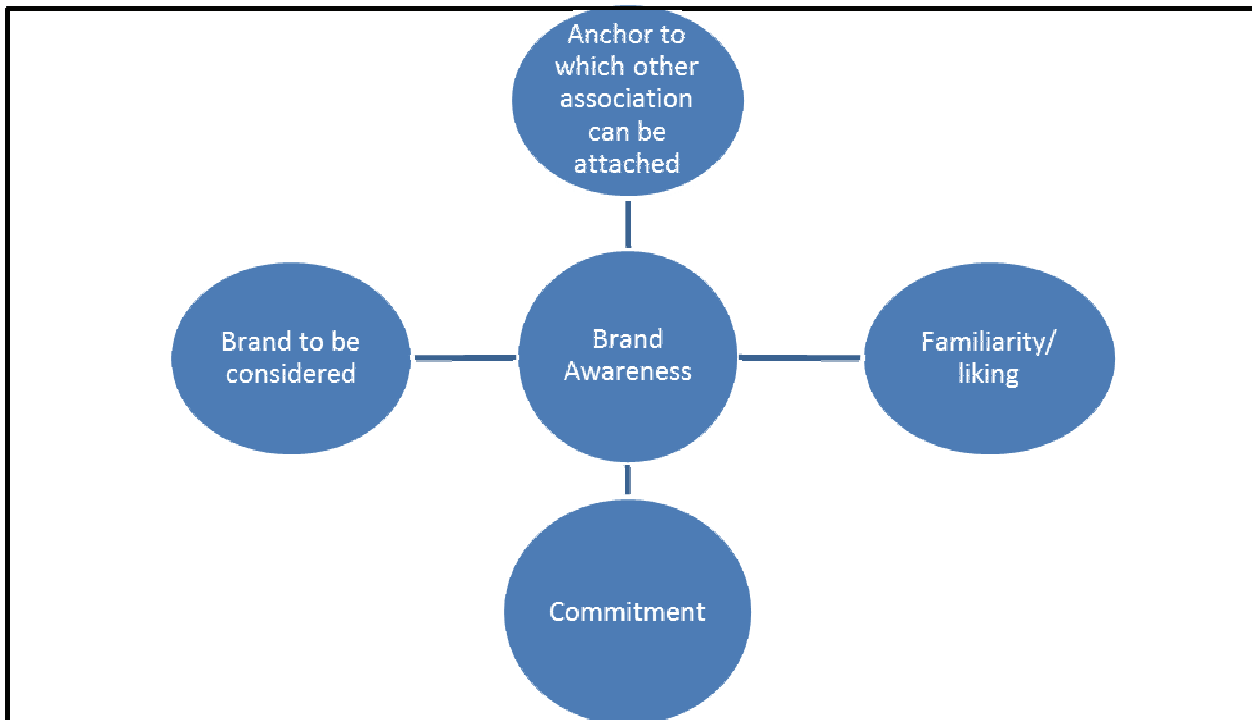
Brand recognition is a measure adopted to determine the ways in which consumers remember a brand. It is concerned with whether consumers have been exposed to the brand. Brand recognition is defined as consumers' ability to confirm prior exposure to a specific brand when given a cue (Keller, 2008:54; Radder & Huang, 2008:233). What this means is that consumers are likely to recognise and identify a brand when given cues. So, brand awareness relies on aided recall. In other words, consumers are more likely to be aware of a brand when they are exposed to the logo or name (Aaker, 1991:62). Brand recognition is particularly important at the point of purchase. It is, therefore, important for marketing strategists to take cognisance of point of purchase branding when developing brand strategies. However, brand recognition is considered to be the lowest form of awareness. The higher level of awareness is considered to be brand recall. Brand recall occurs when consumers can remember a brand when their memories are triggered by usage situations.

2.4.1.2 Brand recall

Brand recall is also termed "unaided recall" (Aaker, 1991:62). The rationale is that consumers would be able to remember and name a brand without any form of aid. Since the consumer can recall a brand unaided, not having the name provided, brand recall implies that a brand holds a stronger brand position in the consumer's mind (Radder & Huang, 2008:234). Keller (2008:54) defined brand recall as the consumers' ability to retrieve the brand from memory when given the product category.

Brand awareness can be surmised as depending on memory aids such as cues (in the case of brand recognition) and can also be achieved without using cues (in the case of brand recall). Both brand recognition and brand recall rely on consumers being exposed to the brand. Brand awareness creates value to companies. The value created through brand awareness is depicted in Figure 2.3.

Figure 2.3: The value of brand awareness



Source: Aaker (1991:63).

As shown in Figure 2.3, brand awareness creates value in four ways:

- First, it enables brand associations by serving as an anchor to which these associations can be attached.
- Secondly, it aids in brand recognition, especially when consumers are familiar with or like a brand.
- Thirdly, consumers commit to brands they are aware of, and
- Lastly, it influences consumers to consider the brand when making purchase decisions, as consumers are inclined to purchase the brands they are aware of.

Once consumers are able to identify a brand under different conditions and are aware of company products and services, they begin to link the brand to the images, logos or colours that define the brand. Thus, it is important to discuss brand associations as the second brand equity dimension.

2.4.2 Brand associations

Consumers will intentionally or unintentionally develop associations about brands (Low & Lamb, 2000:351). These associations are developed as a way of differentiating competitive brands in an environment where brand proliferation is inevitable. It is, therefore, important to define the construct brand associations.

Brand associations are defined as other informational nodes linked to the brand node in memory and which contain the meaning of the brand for consumers (Keller, 1993:3). Brand associations also include all the other perceptions a consumer has about a specific brand, such as the fact that the brand is of a high or low quality, that it is reliable or unreliable, that it is expensive or affordable. Furthermore, brand associations are the heart and soul of a brand (Aaker, 1991:109; 1996:25; Keller, 1993:3-4). The link can take the form of any of the brand elements such as a slogan, logo or symbol. Aaker (1991:109) states that a link can be strong when it is based on many experiences and exposure to brand communications. What can be deduced from Aaker's (1991:109) definition is that marketing managers must ensure that awareness campaigns are extensive. It is important for brand managers to note that associations and images represent perceptions which may or may not reflect objective reality (Aaker, 1991:110). How a consumer interprets advertising messages or cues depends entirely on his or her mindset or frame of mind at the time of exposure.

Brand associations are important to brand managers for a variety of reasons (Aaker, 1991:111; Till, Baack & Waterman, 2011:93):

- They help consumers to process and retrieve information about the brand.
- They can also help differentiate or position a brand in the minds of consumers.
- They create beneficial attitudes and feelings as well as a reason to buy if the associations are positive.
- Companies may exploit positive brand associations to create brand extensions.

Since the importance of brand associations have been highlighted, it is necessary to discuss the different types of brand associations. Table 2.1 summarises the eleven types of associations identified by Aaker (1991:115).

Table 2.1: Types of brand associations

TYPE OF BRAND ASSOCIATIONS	DESCRIPTION
Product attributes	A brand is differentiated using product attributes or characteristics. There are product-related and non-product-related attributes. Product-related attributes refer to the physical composition of a product, whereas non-product related attributes refer to a logo or brand name. Examples of product-related attributes are product features, quality and style and design.
Intangibles	Intangible associations refer to those associations that cannot be touched, seen or tasted. Intangible and tangible attributes are useful in distinguishing between products and services. Thus, the marketing of products and services differs. As a result, associations of services and products will differ. Examples of intangible services are travel, insurance and health care, whereas tangible goods refer to products such as television sets, washing machines and cars.
Customer benefits	Customer benefits can take the form of a product characteristic or a customer benefit. These product characteristics are similar to examples of product attributes such as style and design. Customer benefits differ, depending on customer needs. There are rational and psychological benefits. Psychological benefits relate to consumers' feelings when purchasing the brand, while rational benefits rely on a product attribute in a decision process.
Relative price	Relative price is the basis that customers use to evaluate the quality of a product. Customers perceive high priced products to be of a high quality. They use price as a cue for quality for both goods and services. Marketers use relative price as a strategic positioning tool. For example, Sony Bravia television sets are perceived by customers to be of a higher quality, given their higher price ranges.
Use/application	According to Aaker (1991:123), a positioning-by-use strategy often represents a second or third position for the brand, as it deliberately attempts to expand the brand's market. What it means is that a use or application associations is adopted by marketers to ensure market penetration and to increase their customer base. A brand can be associated with its product use, for example, Royal Baking Powder was associated with baking and it is now also associated with cooking. LG products are associated with convenience. For example, the LG smart French-door refrigerator is equipped with Smart manager technologies which transform the refrigerator into a food management system.
User/customer	A brand is positioned to be associated with certain types of consumers. User or customer associations are effective in segmenting the market. Market segmentation is defined as a process of grouping heterogeneous customers into homogenous subsets to achieve maximum customer satisfaction (Paramasur & Roberts-Lombard, 2012:17). The rationale for segmentation is that customers with similar needs and wants tend to possess similar characteristics. LG segmented its users as high income earners.

TYPE OF BRAND ASSOCIATIONS	DESCRIPTION
Celebrity/person	Celebrities are perceived to have strong, positive associations; hence companies link them to their products. However, some of the celebrities have strong negative links. Tiger Woods, for example, endorsed Nike brand. After his immoral conduct, the brand associations was affected. Aaker (1991:125) suggests that there is more control over associations of a fictional character than a real person who either ages or changes over time. LG and Samsung have Wonder Girls as endorsers of their products. These endorsers are better known in the United States and Europe.
Lifestyle/personality	A brand is viewed as having a personality. It is suggested that a brand can imbue a personality and life-style characteristics similar to human beings (Aaker, 1991:126; Aaker, 1997:347). Furthermore, Aaker (1997:347) proposes the “big five” human personality structure as a framework for brand personality dimensions. These brand personality dimensions are sincerity, excitement, competence, sophistication and ruggedness.
Product class	A brand is used to develop product class association. Samsung, LG and Sony have positioned their electronic consumer products into different product classes. The different product classes are home electronics and appliances such as television sets and refrigerators.
Competitors	Companies tend to develop associations by positioning their brand explicitly or implicitly against competitors. An example of a company that explicitly positioned itself against its competitor is BMW. In one of its advertisements, BMW stated that it “beats the bends” implying that it beats Mercedes Benz. An example of a company that adopted an implicit strategy is that of FNB in the financial sector. FNB advertisements imply that it offers better services as opposed to its competitors. Aaker (1991:127) suggests that positioning with respect to a competitor can be an excellent way to create a brand position, especially if it is against price and quality.
Country/geographic area	A country can be a strong symbol; it has close connections with products, materials and capabilities. For example, Germany is associated with quality automobile products, whereas Korea is associated with quality electronic products. Yasin <i>et al.</i> (2007:38) found that a brand’s country-of-origin image positively and significantly influences dimensions of brand equity. Consumers therefore use country-of-origin to evaluate and associate products.

Source: Aaker (1991:115) and Keller (1993:3).

Keller (1993:4) posits that brand associations differ in three important ways:

- Associations have different *strengths*. They are either weak or strong;
- Associations also differ in terms of *favourability* as they can be evaluated positively or negatively by consumers; and
- Associations are *unique* to a particular brand.

Till *et al.* (2011:93) concur with Keller (1993:4) but suggest two other important ways in which brand associations differ, namely relevance and number. They, therefore, propose

that brand associations have five distinct features. These five features of brand associations are summarised in Table 2.2 below.

Table 2.2: The five features of brand associations

FEATURES	DEFINITION
Strength	Brand associations can vary in strength; the strength of brand associations are determined by how strong the associations are in a consumer's memory.
Favourability	The degree to which associations are perceived as positive or negative features of a brand.
Uniqueness	The degree to which the associations are perceived as distinct and different brand features within a product category.
Relevance	Refers to how much people perceive the associations as valuable and purchase decision driving features for a brand within a product category.
Number	Refers to the number of associations in the consumer's associative network for a brand.

Source: Till *et al.* (2011:93).

From Table 2.2 it can be deduced that positive brand associations can contribute to enhancing consumer loyalty. While building consumer loyalty is a challenging task, a loyal customer base holds important benefits (Rowley, 2005:575). Loyalty can result in a free form of marketing communication about a brand in the form of positive word-of-mouth communication (Rowley, 2005:574).

2.4.3 Perceived quality

Perceived quality is a competitive necessity. Many companies have realised this and are, therefore, focused on customer-driven quality. Companies create customer satisfaction and value by consistently and profitably meeting customers' needs and preferences for quality (Atilgan *et al.*, 2005:240). Quality can be defined in different ways. Companies and consumers hold different views of quality in terms of its meaning. According to Ophuis and Van Trijp (1995:177), quality is a core concept in building customer value and satisfaction and thus a competitive market advantage. For this study, perceived quality is defined from a consumer-based perspective.

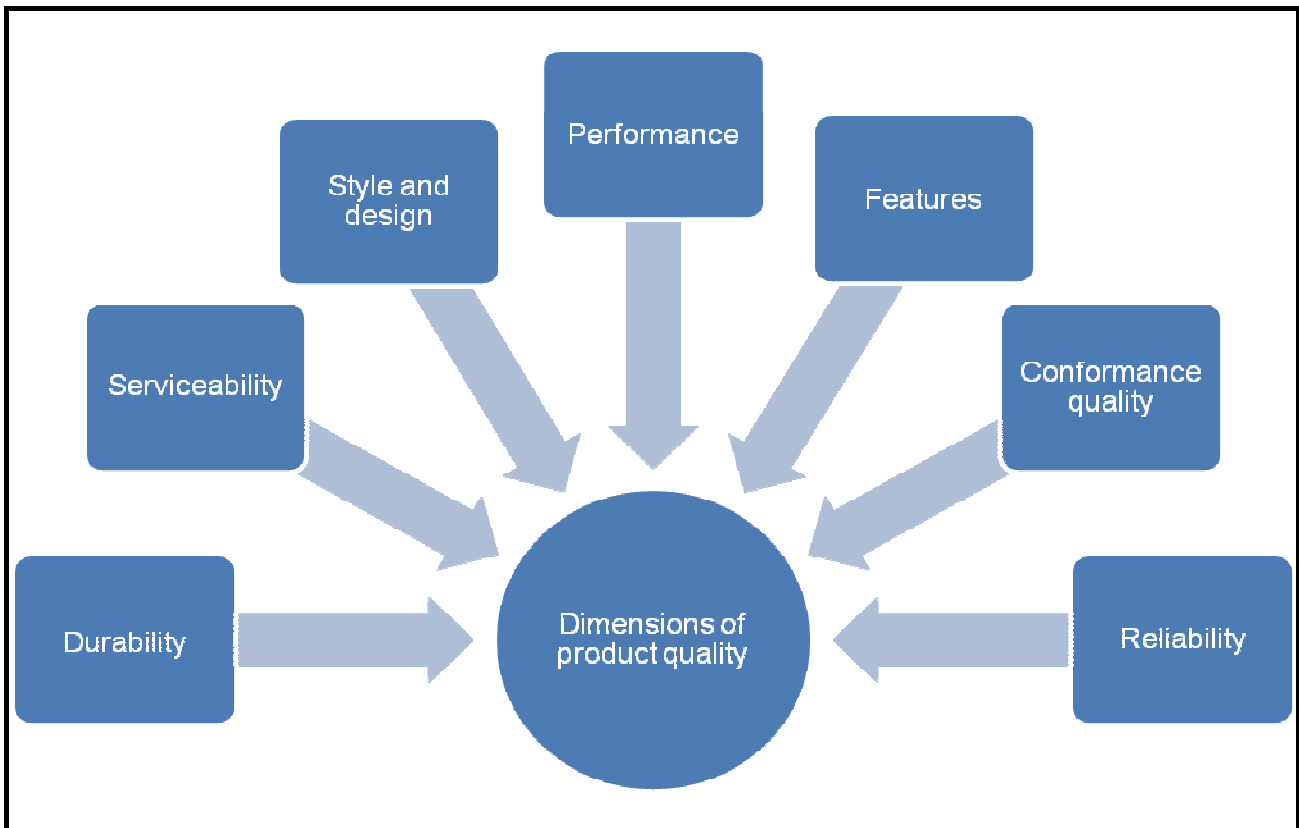
Perceived quality is defined as the consumer's judgement about a product's overall excellence or superiority (Aaker, 1991:85; Keller, 2003:238; Zeithaml, 1988:3). It is not the objective quality of the product, but the consumers' subjective evaluations which depend on their perceptions (Buil *et al.*, 2008:385). Since perceived quality is a perception, it differs from several related concepts such as (Aaker, 1991:85):

- *Actual or objective quality* which refers to the extent to which the product or service delivers superior service;
- *Product-based quality* which refers to the nature and quality of the ingredients, features or services included; and
- *Manufacturing quality* which refers to conforming to specifications, the zero defect goal, and doing it right the first time.

Aaker (2004:238) identified general dimensions of product quality which influence consumers' attitudes and behaviour toward a brand. These dimensions determine whether a consumer will have a positive or negative attitude towards a brand. If consumers have a positive attitude towards a brand, then they will purchase the product. Unfortunately, the opposite holds if consumers have a negative attitude towards a brand. Figure 2.5 shows the general dimensions of product quality. These dimensions are:

- *Performance* which refers to the levels at which the primary characteristics of a product operate.
- *Features* which are secondary elements of a product that complement the primary characteristics.
- *Conformance quality* or the degree to which the product meets specifications and does not have defects.
- *Reliability* which refers to the product's performance being consistent over time from purchase to purchase.
- *Durability* which refers to the life span of the product.
- *Serviceability* which refers to the ease with which a product can be serviced.
- *Style and design* which refers to the product's appearance, aesthetics or feel of quality.

Figure 2.4: The dimensions of perceived product quality



Source: Aaker, (1991:91); Keller (2003:238).

Perceived quality will vary in accordance with consumers' perceptions, preferences and experiences. Thus, perceived quality is subjective. Consumers use various cues to access quality. Quality cues are categorised into two main groups, namely intrinsic and extrinsic cues. Ophuis and Trijp (1995:178) distinguish between the two main categories of quality cues and suggest that intrinsic cues are part of the physical product, whereas extrinsic cues are related to the product but not part of the product (for example, price and brand name). Furthermore, they suggest that price and brand name are the two most important extrinsic indicators of quality. Perceived quality, as a brand equity dimension, adds value to a product.

2.4.4 Brand loyalty

The fact that a customer repeatedly buys a specific brand may indicate that he/she is loyal to the brand. Consumers may be loyal to a brand for other reasons, such as not being

exposed to alternative brands. This may, for example, be the case with consumers in rural areas. However, this loyalty may be spurious if it is not supported by a psychological commitment to the brand. Accordingly, for true brand loyalty to exist, a consumer must exhibit a psychological commitment to the brand (Paramasur & Roberts-Lombard, 2012:301). Paramasur and Roberts-Lombard (2012:301), however, concur with Aaker (1991:39) by defining brand loyalty as a measure of the attachment that a consumer has to a brand. Following the definition, it can be said that satisfaction with a brand is an antecedent of brand loyalty which, in turn, leads to repeat purchase behaviour. Buil *et al.* (2011:385) suggest that brand loyalty can be conceptualised in two ways that is, behavioural and attitudinal loyalty.

According to Aaker (1991:39), brand loyalty is often the core of a brand's equity. There is a notion that brand loyalty can be translated to profit. Implied in Aaker's (1991:39) statement is that loyalty plays a role in repeat purchase. Repeat purchase can be translated to the brand being an asset to a company as it generates revenue. Furthermore, brand loyalty is viewed as the strength of the relationship between an individual's relative attitude and repeat patronage (Dick & Basu, 1994:99). Attitudes are related to behaviour in that they determine whether a customer will purchase a brand or not. As Gounaris and Stathakopoulos (2004:284) explain, an increase in attitudinal brand loyalty would lead to an increase in behavioural loyalty. It is, therefore, important to acknowledge that there are two perspectives on loyalty, namely behavioural loyalty and attitudinal loyalty (Dick & Basu, 1994:100). Conversely, Gounaris and Stathakopoulos (2004:284) state that brand loyalty has been viewed from three different, albeit complementary perspectives, namely from a behavioural, attitudinal and reasoned action perspective.

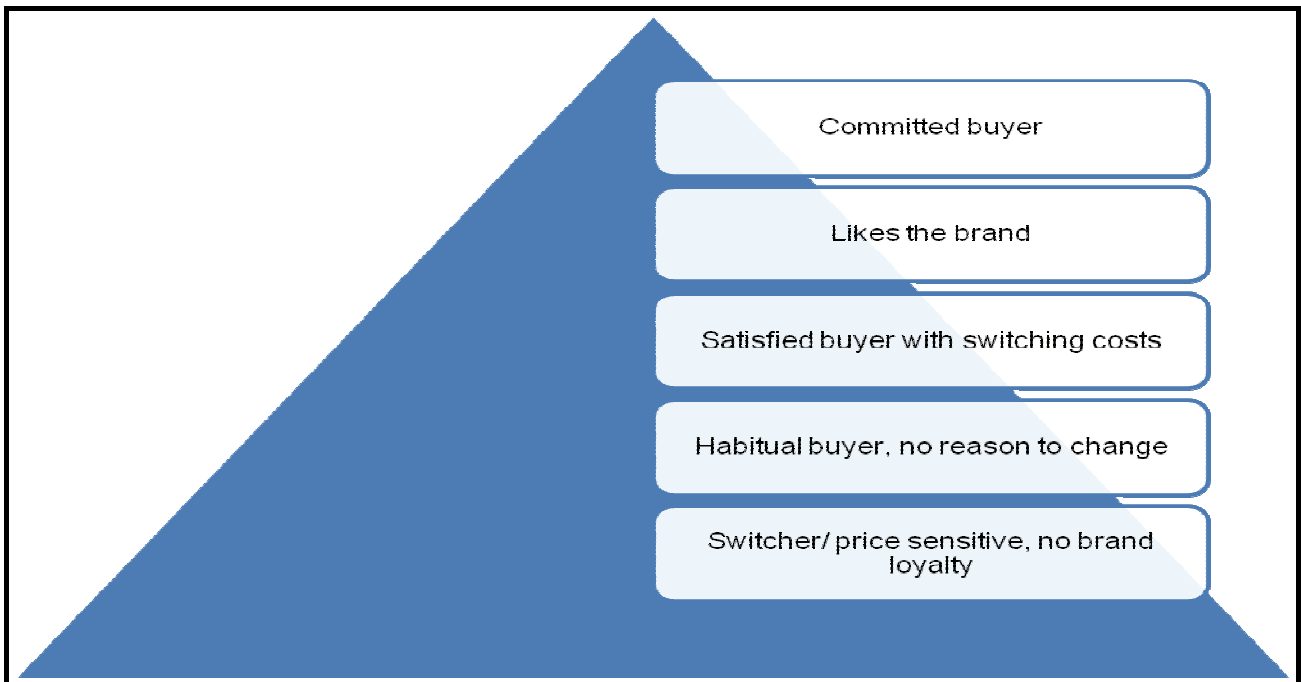
From a behavioural perspective, brand loyalty is conceptualised in terms of repeated purchases. Behavioural loyalty conceives brand loyalty to be an enactment of a promise to consistently purchase only one brand. This consideration does not necessarily hold, as consumers can be loyal to a particular brand, yet purchase other brands. Accordingly, Dick and Basu (1994:101) proposed that behaviour loyalty, that is, repeat purchases, without attitudinal loyalty is spurious and results from the fact that consumers may be loyal to a specific brand because they do not have other options. The behavioural school of thought

defines brand loyalty in behavioural terms; that is in terms of the number of times a consumer buys the brand (Paramasur & Roberts-Lombard, 2012:310). Furthermore, the behaviourists argue that what consumers think or believe is unimportant. The behaviourists' argument does not hold, as they do not consider consumers as rational beings (Paramasur & Roberts-Lombard, 2012:311).

The attitudinal perspective, on the other hand, looks at the reasons behind this repeat purchase behaviour and conceives brand loyalty as being based on stated preferences, commitment, or purchase intentions (Dick & Basu, 1994:100; Gounaris & Stathakopoulos, 2004:284). The attitudinal school of thought acknowledges that consumers are rational beings who think through their decisions to purchase a branded product (Dick & Basu, 1994:100). Additionally, from a purely stochastic approach, informally, loyalty is considered synonymous to repeat purchasing (Dick & Basu, 1994:100). However, from a deterministic approach, brand loyalty is conceptualised more like an attitude or intention to purchase (Gounaris & Stathakopoulos, 2004:287). Repeat purchase is not just an illogical response, but the result of some preceding factors.

It is evident that consumers are motivated by various brand aspects when making purchase decisions. Marketers, therefore, acknowledge that consumers vary in their levels of loyalty as a result of their purchase decisions. Aaker (1991:40) proposed the five levels of brand loyalty shown in Figure 2.4.

Figure 2.5: The brand loyalty pyramid



Source: Aaker (1991:40).

The different levels of consumer brand loyalty depicted in Figure 2.4 are discussed below. These loyalty levels pose marketing and management challenges, as consumers at each level differ in terms of their loyalty towards a brand. These loyalty-based consumer segments have different needs and wants and may be grouped according to their loyalty to the brand.

2.4.4.1 Committed buyers

This is the highest level in the brand loyalty pyramid. Consumers on this level are committed to the brand. They are confident and proud of using the brand and tend to engage in positive word-of-mouth communication about the brand. These consumers can be termed brand ambassadors, as they are likely to recommend the brand to others. Committed buyers view the brand as an expression of who they are. To them, the brand is an expression of their personal values (Aaker, 1991:41).

2.4.4.2 Consumers who like the brand

This level of brand loyalty embodies consumers who truly like the brand. These consumers are similar to committed buyers. They are emotionally attached to the brand. According to Aaker (1991:40), these consumers consider a brand to be their friend. This association may be based on a symbol, use experience or high perceived quality. Consumers who like the brand have emotional connections with the brand as a result of a long-term relationship created with the brand. Aaker (1991:40) furthermore suggests that a long-term relationship can create a powerful effect even in the absence of a symbol. Consumers who like the brand and committed buyers are very similar. Consequently, for this study, these two loyalty levels will be combined into one and termed “committed buyers”.

2.4.4.3 Satisfied buyers

Satisfied buyers have a tendency to switch to other brands. There are various reasons that influence their decision to switch. Some of these reasons are performance risks, psychological risks and costs of time and money (Aaker, 1991:40). The challenge for marketers is to keep satisfied buyers. It is, therefore, imperative that marketers provide satisfied buyers with augmented services.

2.4.4.4 Habitual buyers

This level of brand loyalty epitomises habitual buyers. Habitual buyers are consumers who are neither satisfied nor dissatisfied with the brand. These are consumers who are vulnerable to a competitor’s strategies developed to persuade them to purchase the competitor’s brands. However, these consumers can never be loyal to a particular brand (Aaker, 1991:40). Habitual buyers purchase branded products out of habit instead of commitment.

2.4.4.5 Switcher or price-sensitive buyers

The lowest level of consumer brand loyalty is characterised by consumers who are price-sensitive. These consumers are unlikely to be influenced by the brand name when making purchase decisions. Brand switchers purchase the brands that are on sale or convenient for them. This implies that the brand name, logo, slogan or other brand elements are not significant.

It is important to note that consumers may at any stage in their lives combine the loyalty levels. This may be evident with consumers who are price-sensitive. For example, habitual buyers may purchase competitors' brands when the products are marked down.

Since consumer loyalty levels pose challenges to marketing managers, it is important to highlight the benefits of brand loyalty to companies. These benefits include (Aaker, 1991:47; Rowley, 2005:574):

- Lower consumer price sensitivity
- Reduced expenditure on attracting new customers
- Improved organisational profitability
- Reduced marketing costs

Brand loyalty implies purchasing the same brand more than once, assuming that it is the preferred brand. When consumers purchase a brand repeatedly, it denotes that they are satisfied with the quality of the brand.

Now that the dimensions of consumer-based brand equity have been discussed, it is important to examine issues associated with the measurement of consumer-based brand equity.

This section defined brand equity from a consumer-based perspective. Aaker's (1991) consumer-based brand equity dimensions are considered as the basis of the literature review. As Yasin *et al.* (2007:38) observed, brand equity cannot be fully understood

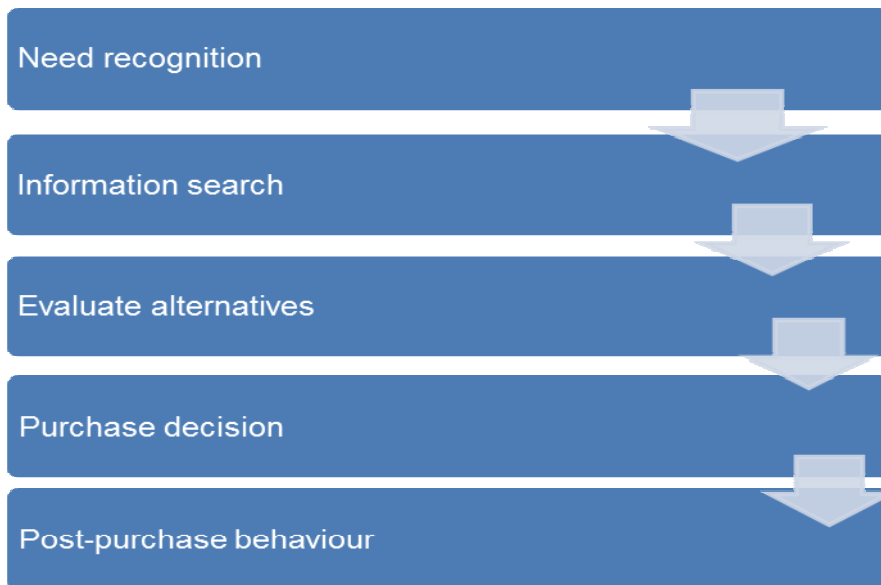
without carefully examining its sources, that is, the factors contributing to the formation of brand equity in the minds of consumers.

In this section, the four dimensions of consumer-based brand equity - brand awareness, brand associations, brand loyalty and perceived quality were discussed. The sub-dimensions of brand awareness, namely, brand recall and brand recognition, were addressed as they influence consumers' purchase behaviour directly or indirectly. Brand associations were discussed focusing on the various types and features of brand associations. Brand loyalty was addressed from both a behavioural and attitudinal perspective. Lastly, perceived quality was discussed with the focus on intrinsic and extrinsic cues. The next section focuses on the role of CBBE in consumer decision-making.

2.5 THE CONSUMER DECISION-MAKING PROCESS

Consumers make purchase decisions constantly regarding products and services. Some of the decisions are trivial while others are complex. Since the study focused on electronic consumer goods, the decisions consumers make with regard to these goods are complex. Thus Blackwell, Miniard and Engel (2006:70) posit that consumer decision making process is a road map of how consumers make purchase decisions. The process involves five phases that the consumers go through. Figure 2.6 depicts the phases in consumer decision-making process. The stages are discussed in more detail below Figure 2.6.

Figure 2.6: Consumer decision-making process



Source: Kardes, Cline & Cronley (2011:71).

2.5.1 Need recognition

Problem or need recognition occurs when consumers realise that their current product does not meet their needs. Problem recognition occurs when consumers are aware of their needs and want to meet their desires (Lamb *et al.*, 2004:73; Paramasur & Roberts-Lombard, 2012:252; Schiffman & Kanuk, 2004:555). There are factors that influence need recognition. These are individual differences, environmental influences and information stored in the consumer's mind (Cant, Brink & Brijball, 2006:196).

Need recognition is the result of expanded desires, new information, assortment inadequacies and expanded or reduced means (Schiffman & Kanuk, 2004:556). Expanded desire refers to consumers' need to improve their lives, while new information is when consumers are exposed to communication that they see as a solution to their problems (Cant *et al.*, 2006:197). Assortment inadequacies, on the other hand, refers to when consumers' products or services run out, while expanded or reduced means refers to demographical changes in terms of income (Cant *et al.*, 2006:197). When consumers recognise their needs and are aware of them, they take action to meet these needs by searching for information in order to make a decision.

2.5.2 Information search

Once they have recognised their needs, consumers search for information to satisfy their needs. At this stage, consumers search for information from various sources including internal memory, personal friends and family, marketing advertisements, experiential samples or demonstrations by salespeople and the Internet and other public sources of information (Lamb *et al.*, 2004:74-75; Cant *et al.*, 2006:67; Schiffman & Kanuk, 2004:556). While searching for information, consumers consider the benefits of searching. They search for their desired products or best price for the product at a convenient place.

There are factors that influence the extent to which a consumer conducts an external search. One of these factors is perceived risk. Perceived risk refers to the uncertainty about the decision or consequences of poor decision-making (Cant *et al.*, 2006:199; Lamb *et al.*, 2004:76). When consumers are not certain of their decisions, they tend to conduct an extensive search to minimise the risks associated with their decision (Joubert, 2010:135). Perceptions of a brand play a major role in the decision-making. When consumers have sufficient information, they require less information search (Joubert, 2010:133). Also, consumers with prior experience of using the product require less information search. Lastly, consumers who have interest in the product search for information extensively (Lamb *et al.*, 2004:75). Once consumers have searched for information pertaining to the product, they evaluate alternatives to ensure that they make the correct choices.

2.5.3 Evaluation of alternatives

Consumers have to evaluate the information that they have gathered on the product they want to purchase to meet their needs. A consumer will use the information stored in memory and obtained from other sources to develop a set of criteria with which to evaluate alternatives (Lamb *et al.*, 2004:76). Furthermore, evaluation is an internal process that occurs in the minds of the consumers and they *inter alia* base their evaluation on the price, quality and performance of the product (Lamb *et al.*, 2004:76).

According to Schiffman and Kanuk (2004: 559), consumers evaluate potential alternatives using two types of information that is, a “list” of brands from which they plan to make their selection and criteria they will use to evaluate each brand. Accordingly, the goal of marketing managers should be to determine the attributes that are important in influencing consumers’ choices (Lamb *et al.*, 2004:77).

2.5.4 Purchase decision

Once consumers have evaluated their alternatives, they may decide to purchase or not to purchase. Where consumers decide to purchase a corporate branded product, they need to make a decision regarding the brand that they will purchase. In addition to selecting a brand, they also have to decide where to purchase, how many products to purchase and the time and method of payment for the purchase. The influence of others may also affect the decision that consumers make, along with situational factors such as sales promotions on other brands (Schiffman & Kanuk, 2004:569). Despite gathering much information and evaluating alternatives, consumers may be satisfied or dissatisfied with their purchase decision. This aspect is discussed below.

2.5.5 Post-purchase behaviour

Consumers purchase a corporate brand with expectations that it will satisfy their needs. Satisfied consumers tend to engage in positive word-of-mouth communication and recommend the brand to others. Lucero (2008:334) suggests that there are three types of post-purchase behaviours. These behaviours are as follows: repeat purchase without modification, repeat purchase with modification and no re-buy. Repeat purchase without modification refers to the consumer buying the same product or service from the same supplier without giving much consideration for better offers (Lucero, 2008:334). An example will be that of consumers who repeatedly purchase LG products, regardless of whether Samsung provides better deals or offers. The second type of behaviour, repeat purchase with modification, involves a change in purchase criteria by the consumer (Lucero, 2008:334). For example, a consumer may change his/her mind and purchase an alternative brand when he/she waits for too long to receive his/her LG goods.

Lucero (2008:334) defines 'no re-buy' as a situation where a consumer discontinues purchasing due to problems such as geographical distance or dissatisfaction. Lucero (2008:334) recommends that this is the most critical form of post-purchase behaviour. The aforementioned types of behaviour are important, as they identify behaviours of consumers once they have bought the product or service of the corporate brand. The behaviours suggest the reasons consumers purchase various corporate brands.

Since the consumer decision-making process was been discussed, it is important to consider the role of CBBE in the decision-making process.

2.6 THE ROLE OF CONSUMER-BASED BRAND EQUITY IN CONSUMER DECISION-MAKING

Consumers make decisions about services and products daily. Consumer decision-making is a cognitive process that consists of mental activities that determine activities undertaken to satisfy needs (Paramasur & Roberts-Lombard, 2012:250). There are two fundamental reasons why individuals must make decisions (Paramasur & Roberts-Lombard, 2012:250). These reasons are:

- They have to satisfy their needs and desires
- Frequently, choice and alternatives will satisfy their needs.

These needs and desires may result from exposure to products and services. Exposure can occur when a consumer sees an advertisement. Advertisements are strategic tools that marketing managers use to communicate their companies' brands and products in order to stimulate purchase.

Brand equity is fragile as it is founded in consumers' beliefs and thus can be prone to large and sudden shifts outside of management's control because of consumers' exposure to new information, among other factors (Dawar & Pillutla, 2000:215). According to Taylor, Hunter & Lindberg (2007:242), brand equity focuses on how the customer sees the characteristics of the firm's offerings, recognising that these characteristics only assume meaning when the brand interacts with them.

Brand equity is defined as an enhancement of consumers' perceptions of the overall product superiority conferred by a brand name (Lassar, Mittal & Sharma, 1995:13). There are five consumer-based brand equity dimensions. However, this study only focused on four of the five dimensions (Aaker, 1991:17; Aaker, 1996:9; Buil *et al.*, 2008:384).

Brand awareness affects the perceptions and tastes of consumers (Aaker & Joachimsthaler, 2000:17). Furthermore, Aaker and Joachimsthaler (2000:17) suggest that brand associations refer to product attributes, symbols or logos that connect the consumer to the brand. Brand loyalty refers to the strength and intensity with which consumers are loyal to the brand. Perceived quality influences consumers' decisions to purchase and affects brand profitability. There is a notion that perceived quality influences brand associations that may influence purchase behaviour. A number of factors can influence consumer behaviour. Since the main objective of the study is to determine generational differences in consumer perceptions, it is important to dedicate a chapter on generational theory.

2.7 CONCLUSION

This chapter focused on the dimensions of CBBE. It started with an overview of CBBE. Then CBBE and brand equity were defined based on existing literature. Next, the dimensions of CBBE were discussed in detail. This was followed by the discussion on consumer decision-making process, with a focus on each phases of a decision model. The chapter concluded with a discussion on the role of CBBE in consumer decision-making.

Chapter 3 will provide an overview of generational theory focusing mainly on Generation X and Generation Y. Chapter 4 will expand on the discussion on CBBE dimensions, see Section 4.3 in Chapter 4.

CHAPTER 3: GENERATIONAL THEORY

3.1 INTRODUCTION

This chapter defines the meaning of the terms *generation* and *generational cohorts*, as the focus of this study is on determining generational perceptual differences. A generation is a group or cohort of people who share birth years and experiences as they move through time together, influencing and being influenced by a variety of critical factors (Kupperschmidt, 2000:66). These critical factors can be social, technological, political or economic in nature. Accordingly, it is fundamental to describe the traits of Generation X and Generation Y as this would provide an in-depth understanding of these two generations.

This chapter focuses on the following critical sections:

- Defining a generation,
- Discussing generational marketing and generational market segmentation,
- Age as a factor that influences consumer behaviour
- Discussing the characteristics of Generation X, and
- Discussing the characteristics of Generation Y.

3.2 GENERATIONAL THEORY

Generational theory focuses on similarities and shared experiences within age groups, which allows for the identification of similarities within and differences across age cohorts (Berkowitz & Schewe, 2011:191; Griffin, 2004:545). The belief is that consumers who fall within the same generation tend to be overtly or covertly similar in their behaviour. The reason is that their behaviour is shaped and formed as a result of being exposed to the same events during their transition from childhood to adulthood. However, generational theory has been criticised as overestimating the similarities between generational cohorts worldwide, due to different cultural upbringing (Yelkur, 2002:13). The argument is that

each country experiences unique political, economic and socio-cultural events. Schewe and Meredith (2006:55) concur that, while many countries may experience the same defining global moments, socio-economic, cultural, geographical, religious and political differences can profoundly change the impact that these events have from country to country. A good example will be that of South Africa which experienced the apartheid regime prior to 1994, whereas western society in particular shared similar dramatic events which influenced generational cohort development (Schewe & Meredith, 2006:56). Furthermore, Meredith and Schewe (2002:107), as well as Wilson and Gerber (2008:30), postulate that consumers in different countries do experience a considerably different social context. In addition, there have been world events broadcast widely which have had a similar impact on people within generational cohorts, for example, the global financial crisis, the internet, social media and the war on terrorism. In contrast, there have been empirical studies that investigated the differences between similar cohorts in different countries and the researchers found that there are significant similarities between generational cohorts, regardless of where they live (Yelkur, 2002). There are, however, external and group factors that influence consumer behaviour as they develop.

Generational theory differs from other theories such as life span theory or developmental psychology theories. While developmental psychology theories focus on the specific characteristics of people within a specific age group, generational theories look at specific generations with reference to the events that occurred during their coming of age. Generational theory posits that behaviour is not only shaped by age but also by the social context that a generation is brought up in (Berkowitz & Schewe, 2011:191). Consumer attitudes, behaviour and consumption patterns are acquired via socialisation agents such as mass media, peers and family. The social context shapes their preferences, desires, attitudes and buying behaviour. In addition, generational theory provides a broad socio-cultural approach rather than an individual focus on the consumer. Generation theorists postulate that changes in the macro-environment influence the profile of consumers born in a specific time period, forging a specific and common purchase and consumption behaviour (Gurău, 2012:103). Since generational cohorts, generation and generational theory have been defined and discussed, it makes logical sense to provide a description of the main generational cohorts identified in the literature. In addition to that, it is also

important to summarise evidence to substantiate the existence of such cohorts (globally or within specific countries) and the differences between them. Table 3.1 provides a profile of seven American generational cohorts.

Table 3.1: Seven American generational cohorts

Cohort profile	Cohort description
Depression cohort (born from 1912–1921; came of age during the Great Depression; aged 83–92 in 2004)	This group’s coming of age experience consisted of economic strife, elevated unemployment rates and having to take menial jobs to survive. Financial security was what they most lacked when coming of age rules their thinking.
Second World War cohort (born from 1922–1927; came of age during the Second World War; aged 78–82 in 2004)	Sacrifice for the common good was widely accepted among members of this cohort, as evidenced by women working in factories for the war effort and men going off to fight. Overall, this cohort was focused on defeating a common enemy and their members are more team-oriented and patriotic than those of other generational cohorts.
Post-war cohort (born from 1928–1945; came of age after WWII; aged 59–76 in 2004)	These individuals experienced a time of remarkable economic growth and social tranquillity, a time of family togetherness, the Korean conflict, McCarthyism, school dress codes and moving to the suburbs. Overall, this cohort participated in the rise of the middle class, sought a sense of security and stability, and expected prosperous times to continue indefinitely.
Leading-edge Baby Boomer cohort (born from 1946–1954; came of age during the turmoil of the 1960s; aged 50–58 in 2004)	This group remembers the assassinations of John and Robert Kennedy and Martin Luther King, Jr. It was the loss of JFK that largely shaped this cohort’s values. They became adults during the Vietnam War and watched as the first man walked on the moon. Leading-edge boomers were dichotomous: they championed causes (Greenpeace, civil rights, women’s rights), yet were simultaneously hedonistic and self-indulgent (pot, ‘free love’, sensuality).
Trailing-edge Baby Boomer cohort (born from 1955–1965; came of age during the first sustained economic downturn since the Depression; aged 39 – 49 in 2004)	This group witnessed the fall of Vietnam, Watergate and Pres. Nixon’s resignation. The oil embargo, the raging inflation rate and the more than 30 per cent decline in the S&P Share index led these individuals to be less optimistic about their financial future than the leading-edge boomers.

Cohort profile	Cohort description
Generation X cohort (born from 1965–1976; came of age during a time of instability and uncertainty; aged 28 – 38 in 2004)	These are the latchkey children of divorce who have received the most negative publicity. This cohort has delayed marriage and children, and they do not take these commitments lightly. More than other groups, this cohort accepts cultural diversity and puts quality of personal life ahead of work life. They are ‘free agents’, not ‘team players’. Despite a rocky start into adulthood, this group shows a spirit of entrepreneurship unmatched by any other cohort.
Generation Y cohort (born from 1977–1994; came of age during the ‘Information Revolution; aged 27 and under in 2004)	The youngest cohort is called the Y Generation or ‘N-Gen’ because the advent of the internet is a defining event for them, and because they will be the ‘engine’ of growth over the next two decades. While still a work in progress, their core value structure seems to be quite different from that of Gen X. They are more idealistic and social-cause oriented, without the cynical, ‘What’s in it for me?’ free agent mindset of many Gen-Xers.

Source: Schewe and Meredith (2006:54).

Table 3.2 depicts the generational characteristics of four generations. The table outlines, amongst others, cohort experiences, core values and buying habits that distinguish between the different generational cohorts.

Table 3.2: Generational characteristics

	Silent	Baby Boomers	Generation X	Generation Y
Year born	1933-1945	1946-1964	1965-1976	1977-2003
Also known as	Swing		Baby bust	Millennial
Economy	Economic growth	Economy Economic prosperity	Downsizing economy	Capitalism rules
Cohorts experience	New technology	Vietnam war and cold war	Death of socialism	Rise of China and high technology
Core values	Adaptive personality	Idealistic and individuality	Pessimistic and diversity	Positive and globalisation
Buying habits	Quality for the price is important	Spend a lot and brand loyalty	Very sceptical consumers	Products with cool images are important

Source: Schewe and Meredith (2006:57).

Schewe and Meredith (2000:54) suggest that within a given country, defining moments come from both national and international events. These defining moments influence generational cohorts' attitudes, values, beliefs, lifestyles and behaviours which, in turn, differentiate them from one another. The defining moments are unique to a nation, for example, the economic situation, political change or even the proliferation of technology within a society. Events that occur outside the country can also be a defining moment for generational cohorts.

The underlying understanding of cohort theory extends beyond marketing to management and even to everyday interactions between individuals from different age categories or cohorts (Motta & Schewe, 2008:1097). Generations, however, differ significantly from cohorts (Markert, 2004) as they are defined by year of birth. It is, therefore, important to define the two terms, generational cohorts and a generation. A generation is defined as "an identifiable group that shares birth year, age location, and significant life events at critical development stages, divided by five - seven years into the first wave, core group, and last wave" (Kupperschmidt, 2000:64). However, Meredith and Schewe (2006:57) posit that a generation extends from 20 to 25 years of duration, or approximately the time necessary for a person to grow up and procreate. With a life expectancy of 78 today, there are generally three generations within a family at any point in time: children, parents and grandparents. Motta and Schewe (2008:1097), however, argue that age alone masks many events influential in shaping differences between age groups.

Generational cohorts are not the same as generations (Markert, 2004). A generation is defined by its year of birth, unlike cohorts which are defined according to their life experiences during their transition from childhood to adulthood. While a generation typically is 20–25 years in length, or roughly the time it takes a person to grow up and have children, a cohort can be as long or short as the external events which define it (Berkowitz & Schewe, 2011:191). Furthermore, rather than using time of birth to determine different generations, generational cohorts are set apart by specific defining events that produce a change in the values, attitudes and predispositions in a society (Berkowitz & Schewe, 2011:191).

As generational cohorts experience different events in their formation of attitudes and beliefs, they come to exhibit distinct group differences across cohorts (Meriac et al., 2010:318). Different scholars use different terms and periods to describe each generation. Codrington and Grant-Marshall (2004:18) as well as Hawkins and Mothersbaugh (2010:125) suggest that generational theory should ultimately be viewed as a form of generalisation, without sharp and fixed boundaries between the different generations. It is the nature of the defining moments within a culture that defines the landscape of the cohort territory. Thus, different defining moments create cohorts with different dates, different lengths and different values. While some events cover numerous countries and regions, others are local by nature.

While it is clear that generations are distinct from cohorts by their year of birth, it is therefore worth defining a cohort. Motta and Schewe (2008:1097) suggest that a cohort considers more than age. It explores the life journey of individuals through their transition from childhood to adulthood. A cohort can be as long or short as the external events that define it. Cohort effects are lifelong. Rather than using birth time to differentiate generations, generational cohorts focus on fundamental events that produce a change in the value structure of society (Berkowitz & Schewe, 2011:191).

Kjeldgaard and Askegaard's (2006) study found that similar youth cultures and ideologies exist globally, but are interpreted differently according to the local context. The local context provides important information with regard to the different generational segments, for instance, consumers in Generation X observe cultural customs and beliefs, while the opposite is true for consumers in Generation Y.

In the USA, individuals in the Boomers II cohort were born between 1956 and 1965, came of age between 1973 and 1983, and are now between 48 to 58 years. This cohort is seeing the first indications of ageing and mortality. In 1973, three major events changed the social topography in the USA: Watergate, the energy crisis and the end of the Vietnam War (Berkowitz & Schewe, 2011:192). While the US Generation X, born between 1966 and 1976, came of age from 1984 to 1994 they are aged between 19 to 29 today. Generation Y, born between 1977 and 1994, in the US is still coming of age. The event

impacting most on this cohort's experiences was that they have grown up during the technology era, meaning that they came of age with the Internet.

In South Africa, generational cohorts can be defined according to experiences during the apartheid era. In South Africa, non-white young people would probably fall into Generation X if born between 1965 and 1990. White, English-speaking young people would probably be Generation X if born from 1970 to 1990 and white Afrikaans-speaking people if born between 1975 and 1990 (Knipe & du Plessis, 2005:30). It is worth noting that this applies to South Africa because of its diverse culture. Thus the definition by Knipe and du Plessis (2005:30) can be broadly generalised to urban and middle class citizens of all races.

Apart from peers and parents influencing the development of a consumer, there is also culture and significant events that occur during important formative years and these profoundly influence consumers (Twenge & Campbell, 2008:864). Culture is a way of doing things and it also shapes the beliefs of consumers, particularly the youth. However, youth culture is predominantly shaped by global cultural flows (Kjeldgaard & Askegaard, 2006:234). Global culture is disseminated via various media platforms. As a consequence, young people are exposed to global culture through broadcast, print and electronic media. These media exposures influence their consumption patterns in their respective countries. It is for this reason that marketers use generations to ascertain consumer similarities within generational cohorts, allowing for more effective targeting of consumers (Schewe & Meredith, 2006:52). However, marketers can utilise these global ideas and similarities across a generational cohort like Generations X or Y, but allow for differences at the national level.

Generational cohorts experience different events in their formation of attitudes and beliefs, so they tend to exhibit distinct group differences across cohorts (Meriac *et al.*, 2010:316). Furthermore, in their study, Meriac *et al.* (2010:322) found that generational cohorts differed on several dimensions of work ethics. These work ethics epitomise and embody a person's attitudes and beliefs, since they influence an individual's behaviour. In a study on validating generational differences, Arsenault (2004:135) found that the responses strongly

indicated that each generation created its own culture, traditions, attitudes, preferences and dispositions.

3.3 AN OVERVIEW OF GENERATIONAL MARKETING

The use of age groups in marketing efforts has been labelled generational marketing or cohort marketing (Motta & Schewe, 2008:1097). Researchers have used the labels interchangeably. A generational marketing perspective suggests that age definitions should be based on the generation during which a person was born (Norum, 2009:53).

Marketers are faced with the task of targeting brands at consumer groups with diverse preferences. These diverse preferences pose a challenge to marketers as they are ever evolving. Consumers form lifelong attachments to products that they encountered in their late teens and early twenties (Schindler & Holbrook, 2003:280). It is through these encounters that consumer preferences are sustained throughout their lives. These encounters take place in consumers' social and family environments. The social and family environments play a critical role in shaping beliefs, values, attitudes and consumption patterns, as well as preferences. Consequently, generational lifestyles and social values have an influence on buying and purchasing decisions. Twenge and Campbell (2008:868) concur, as they postulate that research has found many generational differences in personality traits, attitudes, mental health and behaviours. Thus, it is important that marketers take cognisance of consumers' perceptions in relation to their brands.

Generational marketing is a marketing approach aimed at focusing marketing strategies and customising marketing messages to appeal to the shared attitudes, values, beliefs and consumer behaviour of market segments defined by generational groups (Schewe & Meredith, 2004:52). It is, therefore, fundamental to have a clear understanding of the different generations, in order to effectively develop marketing strategies to appeal to them. Marketing to a specific generation impacts the development of strategies that overtly or covertly influence consumers' perceptions of a brand.

It is important to market effectively to a generation. In order to do that, marketers must develop communication strategies that will resonate with a specific generation.

Demographic factors such as income, education and gender are important to marketers as they provide an invaluable demographic profile of a specific generation cohorts. In order for generational marketing to be effective and successful, there is a need to understand the correlation between consumers' motivations and their underlying values, particularly of the specific generation. The values are critical, as they shape consumers' behaviour. These values implicitly influence consumers' consumptions.

Generations follow observable historical patterns and the media play a critical role in exposing these generations to global events (Motta & Schewe, 2008:1098). Consequently, historical patterns offer a significant tool for predicting future trends. People of a given age may vary quite dramatically from epoch to epoch as a result of socio-cultural changes; hence companies hardly ever offer their products to all consumers (Motta & Schewe, 2008:1098). Marketers and brand managers prefer to focus on specific market segments.

3.4 GENERATIONAL MARKET SEGMENTATION

Segmentation is important in marketing and branding. It is a strategy adopted by both marketing and brand managers to group viable, sustainable and profitable markets. This section firstly focuses on the definition of segmentation. Secondly, the bases of segmentation are discussed. This is followed by a discussion on generational segmentation and concludes with criticism of market and generational segmentation.

3.4.1 Segmentation defined

Marketing practitioners and academics have enthusiastically adopted the concept of segmentation. Accordingly, Hoek, Gendall and Esslemont (1996:25) posit that there is a widespread endorsement of segmentation as an important marketing tool. It is, therefore, important to define the concept of segmentation. Segmentation is the process of dividing a heterogeneous market into more homogeneous segments of customers that share characteristics and are distinct from other segments (Paramasur & Roberts-Lombard, 2012:221). This process is based on the premise that consumers with similar characteristics tend to have similar consumption needs and patterns. There are various

bases of segmenting consumers of similar characteristics. It is evident from the theoretical literature dedicated to marketing that defining segmentation and its bases is important in generation theory.

3.4.2 Bases of market segmentation

There are four generally acceptable bases of consumer market segmentation. Table 3.3 lists and briefly describes these four segmentation bases.

Table 3.3: Bases of market segmentation

Bases	Description
Geographic	Consumers are divided, based on their physical location. In South Africa, consumers can be segmented according to the provinces, regions, municipalities and suburbs where they reside.
Demographic	When segmenting markets according to demographics, marketers group the segments by age, gender, income, social class, marital status, family life cycle, culture and education.
Psychographic	Marketers group consumers according to their beliefs, attitudes and personalities.
Behaviouristic	Consumers are grouped, based on their preferences for products. These preferences depend on product attributes, benefits, usage occasion, user status and loyalty status.

Source: Joubert (2010:102)

From the foregoing discussion, it is evident that the bases of segmentation are important for marketers as they provide valuable information on social influencers. Marketing practitioners emphasise the need to gain a greater understanding of particular markets and some practitioners have recognised segmentation approaches as a logical step towards gaining consumer insight. Thus, marketers can focus their strategies to capture specific cohorts and monitor their social changes to meet cohorts' needs.

It is also logical to focus on generational segmentation and discuss it in general terms. Furthermore, Mittal, Holbrook, Beaty, Raghbir and Woodside (2008:226) suggest cohorts as a basis for segmenting consumers.

3.4.3 Generational segmentation

Researchers have termed marketing to segments based on their date of birth “generational marketing” (Berkwitz & Schewe, 2011:191). Generational cohort segmentation provides another method of separating consumer markets, apart from market segmentation. Age has long been a demographic segmentation variable. However, generational marketing theory suggests that it is the defining moments that shape mindsets and provide the true value of age targeting (Knipe & du Plessis, 2005:28). Thus, having knowledge about when people were born can be key to marketers in predicting behaviour.

Although very little empirical research has been done to test the relevance of the generational theory in a marketing context, some ground-breaking American studies (Schewe, 2000; Smith & Clurman, 1997; Zill & Robinson, 1995) have illustrated its use as a segmentation tool and recently Robinson and Codrington (2002) have provided some empirical evidence that South African generations differ in their processing of advertising. In a South African study, Knipe and du Plessis (2005) sought to determine whether generational cohorts were viable and useful consumer segments. The study investigated whether these cohorts have similar characteristics within each group and whether there was dissimilarity on those same characteristics between different groups. Furthermore, an analysis of variance indicated that there were only a few significant differences between Generation X and Baby Boomers with regard to their personal values and activities, interests and opinions about brands, advertising and shopping behaviour. Measures of association further indicated that a weak correlation exists between age as a predictor variable and the various response variables (Knipe & du Plessis, 2005:39).

Each generation has characteristics that define it. As a result, marketers can segment markets by generations. Age alone, however, cannot be used to define Generation X or Generation Y as a global market segment or dictate shared consumption patterns or culture. Compared to income, age is probably the most important segmentation base to use when dividing a target market into smaller and more homogeneous groups (Macchiette & Roy, 2001:266). It also forms the foundation for the theory of how the

marketing affects different generations, as generational theorists claim that age-based generation cohorts have unique norms and values (Andreasen & Kotler, 2003:149; Macchiette & Roy, 2001:266). However, whether this is indeed the case remains unclear, as there have not been studies of the values and norms of different generations, especially studies conducted in a South African context. Understanding the different generations allows marketers to predict the types of products and services that will be bought and consumed by these consumers.

Cohorts such as Leading-edge Boomers, Trailing-edge Boomers and Generation X, for example, are generally associated with marketing opportunities, consumer behaviour and segmentation (Noble & Schewe, 2003: 978). Targeting generational cohorts is helpful in developing goods and services that are more aligned with cohorts' wants and desires. It is also useful in developing marketing communication campaigns. Generation X, also referred to as the 'baby bust', was born between 1965 and 1976 (Hawkins & Mothersbaugh, 2010:129). Generation Y, also known as the millennial generation, was born between 1977 and 1994 (Hawkins & Mothersbaugh, 2010:129; Joubert, 2010:47). However, there is no clear definition of the two generations. Researchers who have studied these two generational cohorts have defined them according to their transition from childhood to adulthood.

Marketers often use generational cohorts to segment their markets. Generational cohorts offer a valuable segmentation base for marketers, as these generational cohorts are generally associated with marketing opportunities and explain changes in consumption patterns (Knipe & du Plessis, 2005:29; Noble & Schewe, 2003:979; Schewe & Noble, 2000:130). An underlying notion exists that consumers with similar characteristics tend to have similar consumption patterns. In understanding cohorts and social changes, it is important to provide a synopsis of the origin of the study of social change.

In South Africa, the defining moments that distinguish different generational cohorts are unique compared to those of other countries. What defines South Africa is its historical transformation from the apartheid era to the current democratic era. As a result, the South African cohorts are interesting groups for this study. This is based on the notion that there

are differences in the perceptions of the generations, as they are distinctly based on their historical experiences. These historical experiences have shaped their beliefs, attitudes, values and perceptions. Fernandez's (2009:25) study found that with regard to work-related beliefs there was a significant difference between Generation X and Generation Y in the belief of work engagement. This provides evidence that there are generational differences in beliefs which were shaped by historical experiences and their transition from childhood to adulthood. In the same view, Meriac *et al.* (2008:5) found that there were significant differences between the Generation X and Generation Y cohorts in terms of ethics.

The South African Generation X cohorts born between 1961 and 1981 and Generation Y cohorts were born between 1982 and 1994 experienced a political transition in the country. Prior to 1994, South Africa experienced a political transition that led to South Africa today being a democratic country. Although Generation X and Generation Y in South Africa were born prior to 1994, there are historical experiences that set them apart. South African Generation Y has been growing up in times of major transition, during a political transition with deep social impacts, accelerating urbanisation, and widening and deepening globalisation (Hewitt & Ukpere, 2012:6000). Consequently, the South African Generation Y is expected to be unified and non-racial. The South African Generation Y have childhood memories of protests, violence, and police vehicles patrolling their streets, and an inherent distrust of authority (Lynton & April, 2011:69). However, their formative years were also during the intense post-apartheid period of building a new nation and becoming truly democratic (Lynton & April, 2011:69). The South African Generation X, on the other hand, are those who were involved in the liberation struggle during the sanctions imposed on the country due to the political situation at the time.

The Generation X and Generation Y cohorts have spending power, as they are economically active. They constitute about 61% of the South African population (Statistics South Africa, 2011:2).

Table 3.4 below provides a classification of the four South African age cohorts based on Statistics South Africa's 2011 mid-year data. While researchers seem to agree that there

are four age cohorts, there seem to be discrepancies in terms of how the four generational cohorts are classified. There seems to be an overlap of the generations (Evans, Jamal & Foxall, 2010; Hawkins & Mothersbaugh, 2010; Joubert, 2010; Knipe & du Plessis, 2005; Noble, Haytko & Phillips, 2008; Schewe & Meredith, 2006; Wood, 2000; Wong *et al.*, 2008). Therefore, for this study the four cohorts will be categorised as is shown in Table 3.4.

Table 3.4: A classification of four generational cohorts in South Africa

Veterans	Baby Boomers	Generation X	Generation Y
Prior to 1946	1946 – 1960	1961 – 1981	1982 – 1994
66 years and older	48 – 51	31 – 52	18 – 30
± 1.5 million of South African population	± 6 million of South African population	± 7 million of South African population	± 20 million of South African population

Source: Statistics South Africa (2011).

Although there are benefits of segmentation, there are also criticisms of it.

3.4.4 Criticism of market and generational segmentation

It is important in hypothesis development and in determining the practical implications of cohort analysis to be cautious in cohort identification and definition. This is necessary because experiences that forge cohorts may at any moment be co-mingled with an individual's present life cycle stage or by present economic, political and social conditions. Many forces shape individuals' values and those values attributable to shared environmental events represent only one such force. In short, great caution is needed to identify cohort values because several plausible, rival forces shape values, predispositions and attitudes (Motta, 2008:1097).

Since cohorts are tied to historical events, they should be understood within a specific historical context, and even so with great caution since, while values are always identifiable, the age cohorts within which they reside may not be (Motta, 2008:1097).

Segmentation approaches have for long been known to employ descriptive variables such as demographic and geographic methods, along with psychographic approaches that attempt to go beyond the surface of consumers in order to understand buying motivation among other behavioural issues concerning consumers (Parment, 2013:191). It is, however, regarded as being subjective, as selection of the bases of segmentation depends on the manager. Furthermore, market segments are determined by the manager's strategic view of the market. The manager's perspective determines the way homogeneous groups of potential customers are to be identified by market research.

The segmentation process involves a number of assumptions and arbitrary decisions which contribute towards segmentation solutions that are neither vigorous nor constant. An important point that is often overlooked in the literature, as Wedel and Kamakura (2000:336) explain, is that segments are not homogeneous groupings of consumers naturally occurring in the marketplace. McCrindle and Beard (2008) argue that the generational segmentation approach may be too general to be of any utility to marketers and suggest the need to apply other segmentation models, such as the life stage theory.

3.5 THE CHARACTERISTICS OF GENERATION X

Generation X, "The Why Me?" generation, reached adulthood during difficult economic times in the mid-1980s. This generation is called "The Why Me?" generation as they are more individualistic and self-focused (Twenge and Campbell., 2008:868). However, Knipe and du Plessis (2005:30) defined Generation X as nomad archetypes, as they are remembered for their rising adult years and mid-life years of hands-on, get-it-done leadership. Generation X inherited a world filled with the debris the Baby Boomers left in their wake, characterised by divorce, latchkey kids, homelessness, soaring national debt, a bankrupt government, holes in the ozone layer, crack, downsizing and layoffs, urban degeneration and gangs (Knipe & du Plessis, 2005:31). Thus, these circumstances shaped them to be determined to be involved, responsible and in control.

Generation X value family first, but are sceptical and disillusioned with almost everything else (Joubert, 2010:46). They consider hard work as necessary and are materialistic as

well as impatient. Generation X is viewed as a cohort that does not take commitment lightly and puts quality of personal life ahead of work life (Hawkins & Mothersbaugh, 2010:130; Schewe & Meredith, 2006:54). The core values of this generation are diversity and thinking globally (Hawkins & Mothersbaugh, 2010:130). In addition, they have been exposed to the global world and have been influenced by the global trends, even though they are sceptics (Joubert, 2010:46). A generation has characteristics that apply globally even though they are not stable across countries and cultures, these characteristics also ascribe to a generational cohort. However, the characteristics can be adopted according to a country's historical events.

In South Africa, Generation X can be loosely defined as all those young people old enough to remember apartheid and be judged by history to have been part of it and yet not quite old enough to have been involved (Knipe & du Plessis, 2005:29). The South African Generation X refused to conform or to be marginalised. These consumers were at the forefront of an historical evolution that led to a democratic South Africa. The difficult economic times of the mid- and late 1980s were a result of investors who had reconsidered investing in South Africa due to sanctions imposed on the country. The main political agenda of this generation was "*emancipation*". Furthermore, in South Africa, Generation X are characterised and remembered for their unequivocal stance against apartheid. This cohort is sceptical and irreverent, values clear and useful information and is pragmatic. Generation X are the most enthusiastic embracers of technology, even though they tend to be sceptical and apprehensive of technology (Evans *et al.*, 2010:160; Knipe & du Plessis, 2005:32). As contradictory as the statement may seem, Generation X consumers do not necessarily adopt technology readily.

The historical moments that define different cohorts are unique to a nation and, while many countries may experience the same global defining moments, differences can profoundly change the impact that these events have from country to country (Schewe & Meredith, 2006:55). However, generational theorists agree on the characteristics that define Generations X and Y (Evans *et al.*, 2010; Hawkins & Mothersbaugh, 2010; Joubert, 2010; Knipe & du Plessis, 2005; Noble *et al.*, 2008; Schewe & Meredith, 2006; Wood, 2000; Wong *et al.*, 2008). Thus, drawing from researchers' mutual definitions of

Generation X and Generation Y, it can be surmised that the characteristics can be generalised across nations. Generational theory posits that generational cohorts share life experiences which cause them to develop similar attitudes and beliefs (Meriac *et al.*, 2010). These shared life experiences and social contexts cause each generational cohort to develop different beliefs, expectations and views regarding their lives and consequently different behaviours.

3.6 THE CHARACTERISTICS OF GENERATION Y

Generation Y consumers, also known as Echo boomers or Millennials (or even the hip-hop, kwaito or Facebook generation), are the offspring of the Baby Boomers or Generation X (Berndt, 2007:4; Dotson & Hyatt, 2005:35). Born between 1982 and 1994, these consumers are the children of parents who can be classified into two generations, namely the “Baby Boomers” and “Generation X”. Generation Y consumers are also known as ‘the DotNet or Next’ generation (Berndt, 2007:4). These consumers are perceived to have time, money and are self-sufficient. They have knowledge about investments, maintains credibility with their parents and are techno-literate. These consumers are techno-literate because they have grown up with technology and are used to having technology as a large part of their lives (Wong *et al.*, 2008:880). They are brand-conscious, brand loyal and are interested in value and concerned about image (Noble *et al.*, 2008:617). Relevant to Generation Y is constructing a sense of identity more so than other generations such as Baby Boomers and Generation X. Brand image fit is relevant and important to Generation Y because they utilise brands to express and construct their self-identity. They are described as a group that value skills development and challenging opportunities (Parry & Urwin, 2010:86). These descriptors of Generation Y by international scholars apply to South African generations too, as they exhibit similar traits. The South African youth think and behave more like developed market teenagers (Jordaan & Ehlers, 2009: 27).

The characteristics and behaviour of Generation Y might be difficult to distinguish in comparison with older cohorts because of their young age (Howe & Strauss, 2000:25). Generation Y consumers are classified into two groups, namely students and working adults. Consequently, several studies outlined that Generation Y should not be considered

as a homogeneous group (Foscht, Schloffer, Maloles & Chia, 2009:220). Furthermore, Henderson (2010) postulates that the “myth” of Generation Y homogeneity and distinctiveness may be determined by the choice of specific groups as populations of study, such as university students.

Generation Y consumers’ common and distinct consumption choices are heavily influenced by the macro-environment during their formative socialisation, resulting in characteristics such as their high media literacy, high expectations of choice and strong image consciousness. These consumers have a unique attitude towards brands, unlike Generation X (Lazarevic, 2012:47). They have been raised at a time where just about everything is branded and are, therefore, more comfortable with brands than previous generations and respond to them differently (Lazarevic, 2012:47). Generation Y’s unique approach to brands and marketing stems from changes that affect a whole generation of consumers. Their marketing knowhow and brand consciousness results from growing up in a marketing and brand-saturated environment (Heaney, 2007:198).

Generation Y consumers seeks to differentiate themselves from Generation X through their consumption patterns (Ferguson, 2011:267). Individuals classified as being part of the Generation Y cohort have grown up in a world dominated by the Internet, mobile technologies and global media which has led to them being more informed, more connected and more technologically literate than any previous generation (Autry & Berge, 2011; Nicholas, Rowlands, Clark & Williams, 2011). In South Africa, commercial and public Internet access came about in late 1993, followed by access to mobile cellular phones in mid-1994. Thus, Generation Y in South Africa are the first generation to grow up not only in the digital age, but also in the post-apartheid era. In its quest to be different, Generation Y are seen to be seeking a sense of “*rebellion*”. They want their own identity in terms of defining their beliefs, norms and values. Generation Y cohort exhibits the spirit of entrepreneurship more than any other group (Knipe & du Plessis, 2005:32; Schewe & Meredith, 2006:54).

South Africa’s Generation Y has been growing up in times of major transition, namely a political transition with deep social impacts, accelerating urbanisation, and widening and

deepening globalisation (Hewitt & Ukpere, 2012:6000). Exposure and access to media made it possible for them to enter global platforms. However, there is a need for them to develop and maintain their own cultures and customs, while being integrated into a global society. Generation Y accept the “latest new thing” with ease in their lives and have a positive self-esteem (Fogarty, 2008). They have been brought up in a world of instant access to information, as they have been exposed to advanced technology and social networking (Fogarty, 2008).

As South Africa's first multicultural generation, Generation Y has far more opportunities than previous generations. They have been “*freed*” of dependence on conventional media, and are more interested in being successful and expressing themselves. Individuals in this generation are more interested in making their mark and expressing themselves than being in “paternalistic conversations” that push information to them (Hewitt & Ukpere, 2012:6001). They want to belong to a niche, as well as stand out as individuals within a group. South African Generation Y consumers comprise approximately 50% of the population and are classified as people born between 1977 and 1994 (Berndt, 2007:3; Morton, 2002:46). However, for this study Generation Y is defined as consumers born in the period 1982 - 1994, as there is no general consensus regarding the years of birth. Generation Y consumers in South Africa tend to be culturally tolerant and open-minded. They accept and embrace diversity in their country. As far as race is concerned, they are South Africa’s first generation to know only freedom and no racial boundaries.

Some researchers regard Generation Y as brand loyal while others see them as not being brand loyal. There are two conflicting perspectives regarding the brand loyalty of Generation Y consumers. These consumers are described as self-centred, techno-savvy, environmentally-conscious individuals, who spend more than previous generations and display low levels of brand loyalty (BrandAmplitude, 2009:2; Greenberg, 2011:3). Noble *et al.*, (2008:617) viewed Generation Y as brand-conscious consumers who are interested in value and concerned about image. Studies by Caplan, (2005), Greenberg (2011), Phillips (2007) and Ritchie (1995) suggested that most members of Generation Y are not brand loyal. However, the study of Ritchie (1995) indicates that Generation Y are less brand loyal than previous generations, due to their constant exposure to price promotions. Caplan

(2005) concurs by noting that Generation Y consumers demand products that epitomise their personality and lifestyle, thus pay little attention to brands. Phillips' (2007) findings outline that Generation Y consider themselves as rationally-oriented consumers, for which price and product features are more important than brand names.

Generation Y consumers as a target market present a particular challenge, as they are resistant to traditional marketing efforts and difficult to capture and retain as loyal consumers (Wolburg & Pokrywczynski, 2001:35). They are notoriously disloyal to brands, and continued repeat purchase is difficult to secure, unlike Generation X consumers who are very loyal and committed to brands (Ritchie, 1995; Sebor, 2006; Wood, 2004). Understanding the approach of Generation Y to brands is key to any branding strategy targeting this segment (Saxton, 2007:21).

3.7 CONCLUSION

The chapter began with an overview of generational theory. The discussion pertaining to generational theory began with the theory in general. Researchers seem to concur that there is a distinct difference between generations and age cohorts and this difference is clear in definitions of their two terms. Thus, the two concepts are set apart by the fact that generations are defined according to their year of birth, whereas cohorts are defined by their journey through their transition from childhood to adulthood characterised by historical events. The South African cohorts are defined according to their experiences during apartheid and the post-apartheid era. The chapter also summarised the characteristics of American age cohorts and generations. The interest in American age cohorts was triggered by the notion that South African cohorts seem to be following the trends of their American counterparts.

The chapter then focused on generational marketing which is a defining term of the use of age groups in marketing efforts. What is prevalent in generational marketing is that marketers focus their marketing strategies and customise marketing messages to appeal to the shared attitudes, values, beliefs and consumer behaviour of age cohorts. Since the

strategies and messages explicitly and implicitly segment cohorts, it was inevitable to discuss generational market segmentation.

Researchers defined the concepts as marketing to segments based on their date of birth. Knipe and du Plessis (2005) in their South African study found that there were significant differences between Generation X and Baby Boomers with regard to their personal values and interests. This translated to the logic that the same would apply to the different generations. However, McCrindle and Beard (2008) argued that the generational segmentation approach may be too general.

The chapter concluded with a discussion on characteristics of Generations X and Y. Many of the characteristics of Generations X and Y are drawn from international studies. There is a lack of empirical evidence that is available for the distinguishing characteristics of these two generations in South Africa. Available research thus far focused on the difference between the two generations in their workplace. Although the historical global and local events that had the strongest influence in shaping the world views of these two generations seem to be unique, they are at the same time similar in some way or the other in that they are political and affected the economy in each country.

Chapter 4 focuses on the conceptual framework and hypotheses tested in the study.

CHAPTER 4: THE CONCEPTUAL FRAMEWORK AND HYPOTHESES TESTED IN THE STUDY

4.1 INTRODUCTION

This chapter provides an overview of the conceptual framework on which the current study is based and also describes the different dimensions of consumer-based brand equity (CBBE) investigated in this study. In addition, the chapter also provides motivation for the hypotheses tested in the study. The chapter concludes with a reflection on what was discussed.

4.2 THE CONCEPTUAL FRAMEWORK TESTED IN THE STUDY

This study empirical investigated the perceptions that consumers in Generation X and Generation Y have of the four dimensions of CBBE. These four dimensions are brand awareness, brand associations, perceived quality and brand loyalty. CBBE is underpinned by the knowledge that consumers hold about brands in their memory (Keller, 2003:55). CBBE is thought to drive brand purchase in the sense that consumers are influenced by their perceptions of the brand with reference to quality and loyalty towards the brand. It is, therefore, important to consider a brand as a point of departure when conceptualising the dimensions of CBBE.

Conceptually, branding appears to be a necessary means of building sales by identifying products and services. These products and services are identified by logos, signs and names that distinguish them from those of competitors. Accordingly, branding is the initial means of building brand awareness (Kay, 2006:744). The logos, signs and names serve as cues in facilitating consumers' awareness of a brand. Once consumers are aware of a brand, they develop perceptions regarding the brand.

Brand perceptions have two important functions in the brand choice process: they facilitate brand recall at the time of decision-making and are used to evaluate the evoked options (Aaker, 1991:25; Nedungadi, 1990:264). The premise is that when consumers have a favourable perception regarding a brand, they are likely to recall its logo, sign and name. This likelihood can result in consumers purchasing the brand.

Brand equity is often associated with an increased likelihood that a customer will choose a specific brand and with the customer's willingness to pay a premium price for the specific brand. As such, brand equity focuses on the assessment of the value of a firm's relationship with its customers (Wilcox *et al.*, 2008:203).

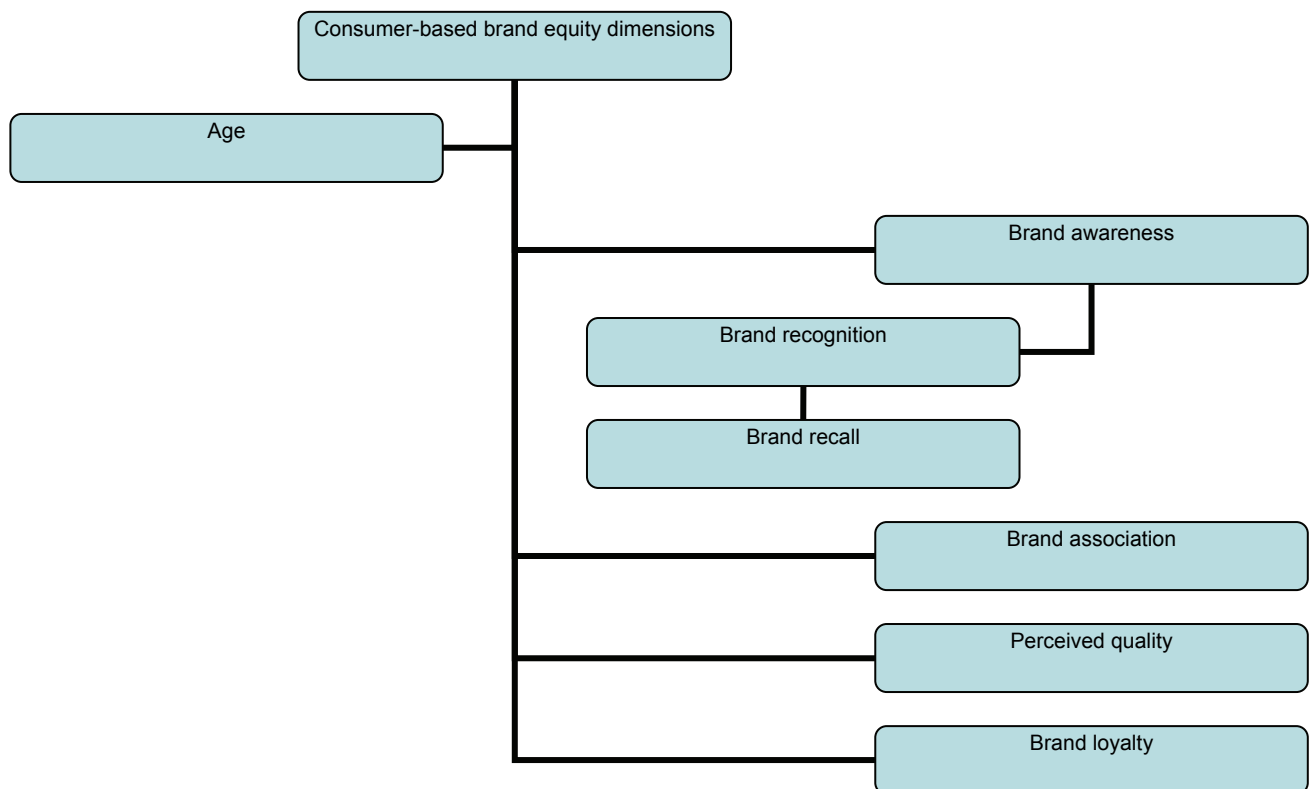
CBBE refers to the value that a brand adds to a product from a consumer's perspective (Aaker, 1991:18). Consumers respond to communication of their preferred brand. This response results from the effects of all marketing activities designed to create positive, strong and unique associations in consumers' memory, so that consumers have a favourable perception of, and positive attitude towards, the brand (Aaker, 1991:21; Keller, 1993:3; Yoo, Donthu & Lee, 2000:196; Yoo & Donthu, 2001:3). Brand equity consists of two distinct components, namely the functional and symbolic components (Keller, 2001:19). The functional component, which is associated with functional features and the branded product's performance, describes how the product or service meets customers' functional needs (Keller, 2001:19). The symbolic component, on the other hand, refers to more intangible aspects of the brand, such as image associations which link only indirectly to the tangible characteristics of the product.

4.2.1 An overview of the conceptual framework tested in the current study

Figure 4.1 depicts the conceptual framework tested in the study. The framework was based on the four CBBE dimensions, namely brand awareness, brand associations, perceived quality and brand loyalty. The framework was informed by the main objectives of the study which were to determine whether there are generation differences among consumers in Generations X and Y with regard to brand awareness, brand associations, perceived quality and brand loyalty. Since generations are defined purely in terms of their

year of birth, but in terms of dramatic historic events that happen during their coming of age, the independent variable in the framework is age and the dependent variables are the four CBBE dimensions.

Figure 4.1: The conceptual framework tested in this study



Now that framework has been outlined, the next section aims to discuss the dimensions of CBBE as measured in the study. It is important to take cognisance of the fact that the relationships indicated in Figure 4.1 were correlational relationships in a cross-sectional, non-experimental study; not causal relationships. The dimensions included in the conceptual framework were identified from Aaker (1991)'s CBBE dimensions.

4.3 THE FOUR DIMENSIONS OF CONSUMER-BASED BRAND EQUITY

This study focused on measuring the four dimensions of CBBE, as defined by Aaker (1991) and Keller (2003). Each of the four CBBE dimensions is discussed below. This

discussion forms the basis for the hypotheses tested in this study. The discussion also builds on and expands the discussion in Section 2.4 of Chapter 2, then you need to clearly indicate this

4.3.1 Brand awareness

Brand awareness is critical in consumer decision-making. Consumers must first be made aware of a brand in order to purchase it (Rossiter & Percy, 1997:41). Brand awareness is crucial in buyer readiness to develop a brand preference and move closer to the point of purchase. This is made possible by television advertisements and other marketing communication strategies developed by the manufacturer of the brand. Keller (2003:56) concurs by positing that brand awareness is created and enhanced by increasing the familiarity of the brand through repeated exposure, which ultimately results in consumers having “experienced” the brand. Consumers can experience the brand through demonstrative advertisements. Accordingly, when consumers have enough experience of the brand by seeing, hearing or thinking about it, the brand will be entrenched in memory (Radder & Huang, 2008:3).

Brand awareness refers to whether consumers can recall or recognise a brand, or simply whether or not consumers know about a brand (Keller, 2008:54). Brand recall or recognition is facilitated by the brand name. The brand name provides the memory nodes in consumers' minds (Aaker, 1991:41). Consumers may link their related brand knowledge to the brand name which finally constitutes brand equity (Aaker, 1991:21; Keller, 1993:7). Brand awareness affects consumer decision-making, especially for low-involvement packaged goods. However, it has the same effect for electronic consumer goods. Brand awareness makes it possible for brands that consumers know to be more likely included in the consumers' consideration set (Hoyer & Brown, 1990:144; MacDonald & Sharp, 2000:2). A consideration set is the set of brands that a consumer gives serious deliberation to when making a purchase decision. Brand awareness significantly impacts consumer decision-making, as consumers generally use brand awareness as a decision heuristic. Hence, a known brand has a much better chance of being chosen by consumers

over an unknown brand (Hoyer & Brown, 1990:144). The chances are facilitated by brand elements.

Brand elements such as the name, logo, symbol, slogan or packaging can be chosen to enhance brand awareness, to identify the brand in general, as well as to differentiate it from other brands (Keller, 2003:61). Brand elements thus make it easier to achieve the objectives of creating and enhancing brand awareness. A relationship exists between the level of brand awareness and the purchase decision (Huang & Sarigöllü, 2012:93; Wilcox *et al.*, 2008:204; Woodside & Wilson, 1985:42). The more easily the consumer recalls the brand in an unaided recall situation, the higher the purchase intention and the more likely the purchase of the brand (Keller, 2003:65). In other words, top-of-mind brands have the highest possibility of purchase.

Ross and Harradine (2004:17) investigated the relationships between school children and branding. The findings of their study were that brand recognition commences at an early age. This can be so, because children are exposed to various media at an early age. In addition, the findings indicated that there as children grow older, their brand awareness increases

Chen and Green (2012:241) conducted a study to compare the CBBE perceptions and perceptions of marketing strategies of consumers in three age groups. This is the only study the researcher could find that specifically dealt with age differences in consumers' CBBE perceptions. The three age groups were young shoppers (aged 18-34 years), middle age shoppers (aged 35-44 years) and older shoppers (aged 45 years and older). The older shoppers had significantly higher mean score than middle age shoppers for brand awareness. Although not hypothesized, older shoppers had significantly higher brand equity than younger and middle age customers. Based on the above discussion and suggested relationship in the literature, it seems logical that there will be a significant difference between Generations X and Y consumers with regard to brand awareness. Thus, the following hypothesis is formulated:

H₁: There are differences between consumers in Generations X and Y who live in the Tshwane Metropole with regard to their brand awareness.

4.3.2 Brand associations

Brand associations, intended or unintended, represent an important dimension of brand equity. Accordingly, brand associations are considered to be the “heart and soul of a brand” (Aaker, 1996:8). Thus, it can be said that consumers associate themselves with brands that epitomise and reflect their values and beliefs. Brand associations help consumers process and retrieve information concerning the brand (French & Smith, 2013:1357; Nenycz-Thiel & Romaniuk, 2009:252). Additionally, brand associations can help differentiate or position the brand. When brand associations are positive, these associations can create favourable attitudes and feelings toward a brand, thus providing a reason to purchase the brand (Aaker, 1996:9). It could therefore be argued that perceived quality is one type of brand associations that people may develop since perceived quality influences purchase decisions. However, for the study, brand associations and perceived quality are viewed as different dimensions. The associations measured in this study are brand recall and brand recognition which were discussed in Chapter 2 (see Sections 2.4.1.1 and 2.4.1.2).

Brand associations may consist of descriptive information, benefits, purchase and consumption situations (Aaker, 1991:61). Descriptive information basically provides consumers with details of the brand, whereas benefits refer to what consumers will derive from purchasing the brand. Brand associations have two important functions in the brand choice process: they facilitate brand retrieval at the time of decision-making and are used to evaluate the evoked options (Nenycz-Thiel & Romaniuk, 2009:252). When consumers make a decision to purchase a brand, they tend to refer to information that they have been exposed to. The consumers then use the information to evaluate the brand.

Marketers use brand associations to differentiate, position and extend brands. They also use a brand to create positive attitudes and feelings toward brands, and to suggest attributes or benefits of purchasing or using a specific brand. Attitudes and beliefs are

unique to individuals, as they are influenced by several factors including personality and the coming of age. It is, therefore, logical that there will be a difference between Generation X and Generation Y with regard to their brand associations. Thus, the following hypothesis is developed and examined:

H₂: There are differences between Generations X and Y in the Tshwane metropole area with regard to their perceptions of brand associations.

4.3.3 Perceived quality

Perceived quality, which is the third element of brand equity, is defined as the customer's perceptions of a product's superior quality in relation to other products (Aaker, 1991:63). Consumers compare brands based on various factors when they make purchase decisions. In most instances, consumers evaluate brands on the basis of their quality. Brands with high quality are conceived by consumers to be of value, thus presenting them with reasons to purchase the brand (Yee, San & Khoon, 2001:49).

The customer's subjective assessment of product quality means that each consumer's perceptions of the same product or service's quality may differ. There is not much empirical evidence on perceptual differences with regard to quality between Generation X and Generation Y. However, Chen and Green (2012) found that the older shoppers (aged 45 and older) in their study had significantly higher mean perceived quality scores than the younger shoppers (aged 18 to 34 years). These findings suggest that there may be significant age differences in the perceived quality perceptions of consumers in different generational groups, such as consumers in Generations X and Y. It is, therefore, logical that Generation X and Generation Y will perceive quality differently. It can thus be hypothesised that:

H₃: There are differences between Generations X and Y in the Tshwane metropole area with regard to their perceptions of perceived quality.

4.3.4 Brand loyalty

In the literature on brand loyalty, loyalty is defined from behavioural, attitudinal and choice perspectives. The behavioural perspective is based on the number of repeat purchases for a particular brand, while the attitudinal perspective views loyalty to include consumers' preferences and dispositions towards brands (Atilgan *et al.*, 2005:239). Consumers' preferences and dispositions towards brands are viewed with reference to their attitudes, commitment, and intention to recommend the brand to others. The choice perspective, on the other hand, focuses on the reason for purchase or the factors that may influence choices. There are various factors that may influence consumers' brand choices including factors such as age, income, culture and social class (Atilgan *et al.*, 2005:239). These are some of the factors that distinguish between the different generations.

Aaker (1991:35) defines brand loyalty as a situation that reflects a consumer's likelihood of switching from one brand to another brand. The likelihood of switching might be influenced by changes made to the brand, such as product features. Changes in product features can be the result of changes in consumer preferences and are also undertaken by companies to remain competitive in the turbulent environment where there is a proliferation of brands. Brands that make the customer "happy", "joyful" or "affectionate" cause a stronger attitudinal commitment and purchase loyalty (Matzler, Bidmon & Grabner-Kräuter, 2006:427).

Keller (2003:72), however, defines brand loyalty with reference to "brand resonance". Brand resonance refers to the nature of customer-brand relationship. Brand resonance suggests that consumers are loyal to brands that reflect their personality. Customers with true brand resonance have a high degree of loyalty, actively seek means to interact with the brand and share their experiences with others (Keller, 2003:72). These definitions of brand loyalty point to a direct relationship between brand loyalty and brand equity where brand loyalty is often known to be a core dimension of brand equity (Aaker, 1991:37). Thus it is important to investigate Generation X and Y's perceptions of brand loyalty.

Generation Y consists of astute, well-informed consumers who are on the lookout for bargains. Many firms treat Generation Y as a homogeneous market, even though the literature indicates they are more heterogeneous (Foscht *et al.*, 2009:224). There are differences among Generation Y consumers. The rationale is that Generation Y consumers in various geographical areas have different consumption patterns. Another rationale is that within Generation Y there are university students and individuals who work full-time. Generation Y consumers as a target market present a particular challenge, as they are resistant to traditional marketing efforts and difficult to capture and retain as loyal consumers (Bush, Martin & Bush 2004:160). Furthermore, Generation Y consumers are believed to be infamously disloyal to brands, thus making it difficult to secure continued repeat purchase from them (Sebor, 2006:25; Wood, 2004:15).

In a study of the brand purchasing behaviour of consumers between the ages of 18-24, Wood (2004:13) found that there was no significant difference in loyalty between coffee, toothpaste and breakfast cereal. However, coffee had significantly greater brand loyalty than trainers, soap and jeans. Furthermore, toothpaste and breakfast cereal had significantly greater brand loyalty than soap and jeans. As the findings of Wood (2004) could be interpreted as implying that brand loyalty among the 18–24 age group differs by product type.

There are two conflicting theories that have been developed regarding brand loyalty of Generation Y consumers and they are based on empirical evidence. In their studies, Greenberg (2011) and Phillips (2007) stated that most Generation Y consumers are not brand loyal. Greenberg (2011) studied five product categories: the baby products, consumer electronics, food and beverage, health and beauty, and fashion. The findings were that the idea of loyalty has changed for 97% of 865 Generations X and Y consumers. Phillips' (2007) findings, however, outlined that Generation Y consumers consider themselves as rationally-oriented consumers for whom price and product features are more important than brand names. By contrast, Ritchie (1995:44) found that Generation Y consumers are less brand loyal than generations before them, due to their constant exposure to price promotions.

The fundamental values and attitudes about the marketplace of consumers in Generation X pose challenges to marketers. Nonetheless, Gurău (2012:109) found that there was a high similarity between the loyalty patterns of single professionals in Generations X and Y. In addition, there was also a similarity between married professionals in Generations X and Y. Furthermore, the Generation Y students had a particular loyalty profile compared to single and married professionals. The study suggested that there is inconsistency with regard to loyalty patterns in different market and economic contexts. Thus, Phillips (2007) and Gurău (2012) concur that the brand loyalty behaviour is influenced by the type of product, the culture and spending power of the different generations.

Reisenwitz and Iyer (2009:93) posit that previous research studies revealed that Generation X are less loyal than Baby Boomers and are likely to experiment with other brands. These previous studies suggest that there might be a difference between generations with respect to brand loyalty. Furthermore, Reisenwitz and Iyer (2009:93) suggest that Generation Y are immune to tried and true brand strategies and will switch their loyalty instantly to those marketers that get ahead of fashion. In addition, a study conducted by Bakewell and Mitchell (2003) revealed that adult female Generation Y consumers have higher loyalty than younger Generation Y consumers. Reisenwitz and Iyer (2009:96) found that their independent t-test analysis with a t-value of 3.43 supported the hypothesis that members of Generation X have greater brand loyalty than members of Generation Y.

Although South African consumers in Generation X prefer rational and honest communication, they are impulsive and emotional buyers. They embrace change and are very open-minded. They are willing to try out new brands and regularly switch between certain accepted brands within a category, but are very specific about the type of brands they choose. They prefer buying brands that are fashionable and indicate quality (Knipe & du Plessis, 2005:41).

From the above discussion, it is clear that there are differences among Generation X and Generation Y in terms of brand loyalty. Based on the above discussion, it would be interesting to know whether there are indeed differences in the brand loyalty of South

African consumers in Generations X and Y. Thus, the following hypothesis is stated:

H₄: There are differences between Generations X and Y in the Tshwane metropole area with regard to their perceptions of brand loyalty.

4.4 CONCLUSION

This chapter focused on the four hypotheses formulated for this study. These hypotheses included four constructs, namely brand awareness, brand associations, perceived quality and brand loyalty. The chapter provided a theoretical background on each of these constructs. The key focus was to provide support for each of the constructs as a foundation for the formulation of sound hypotheses.

In the next chapter, Chapter 5, the research design and methodology are discussed to test both the application and relevance of the CBBE scales within the South African context. The objective is to determine generational differences with regard to electronic consumer goods.

CHAPTER 5: RESEARCH DESIGN AND METHODOLOGY

5.1 INTRODUCTION

This chapter describes the research design and methodology applicable to this study. The research design is informed by the objectives of the study. The first section in this chapters focuses on the descriptors used to classify the study's research design. The second section deals with the sampling method adopted for this study. The third section is dedicated to data collection. The discussion on data collection covers the survey method, questionnaire design, the research objectives and their related variables. This section advances by explaining the constructs and measurement scales used prior to describing pre-testing. The fourth and fifth sections shed light on data management and statistical data analysis followed by section six which discusses quality and rigour pertaining to the study. Section seven provides an overview of the ethical issues relevant to the study. The chapter concludes with a synopsis of the contents discussed.

5.2 RESEARCH DESIGN

This section describes the research design of this study. A research design comprises the methodology and procedures employed to conduct scientific research (Burns & Grove, 2003:195). The research design is important, as it outlines the type of study, data collection methods and statistical analyses involved in the study. The study's strategy of inquiry is also discussed. Then the survey as a form of quantitative research is discussed, including a highlight of its advantages and disadvantages. The section concludes with a discussion on a classification of the study, which specifically focuses on the descriptors of the study.

5.2.1 A description of the study's strategy of inquiry

Studying generational perceptual differences in the South African context is quite intriguing, given the transformation that has taken place in the country since 1994. South Africa transformed from a country characterised by racial segregation to a democratic country. This transformation shaped the perceptions and worldviews and thus the consumption patterns of the various generations in South Africa.

Since the main objective of this study was to investigate generational differences in consumers' perceptions of consumer-based brand equity dimensions, a quantitative, survey strategy of inquiry was used. A survey enables researchers to study a sample in order to infer the characteristics of a population, that is, to generalise research findings from a sample to a larger population (Page & Meyer, 2005:1154). Cooper and Schindler (2011:242) define survey research as a process used to collect information during a highly structured interview, sometimes with a human interviewer or at times without. The rationale for this decision is based on the study by Buil *et al.* (2008) who administered a questionnaire at several locations in the cities under study. Other previous studies on consumer-based brand equity also employed survey research (Aaker, 1991; Christodoulides & de Chernatony, 2009; Davis *et al.*, 2009; Keller, 2003; Keller, 2008; Netemeyer *et al.*, 2004; Yoo & Donthu, 2001).

The main purpose of this study was to replicate and expand on the existing study of Buil *et al.* (2004). This was achieved by operationalising the construct of consumer-based brand equity and its associated dimensions. Based on existing literature and theory on consumer-based brand equity, the dimensions that appeal to both Generations X and Y in the Tshwane Metropolitan area were investigated.

5.2.2 The survey as a form of quantitative research

The information gathered in a survey is unique, depending on the objectives of a study. The main advantages and disadvantages of survey research are summarised in Table 5.1 below.

Table 5.1: The main advantages and disadvantages of survey research

Advantages	Disadvantages
Quick and inexpensive	Can measure the wrong variable if the questionnaire is not properly designed.
Efficient and accurate way of gathering data about the population.	Survey data are sometimes very simple and context specific.
Flexible, as it allows for communication with a representative sample of people and allows the researcher to generate findings that are representative of the whole population.	High on errors, as respondents and researchers might be biased when completing the questionnaire or collecting data from respondents.
High measurement reliability and validity if the questionnaire is properly constructed.	

Source: Zikmund and Babin (2010:147-148).

5.2.3 A classification of the study's overall research design

The following are the general descriptors that best reflect the core characteristics of the current study:

- *Empirical study*: The study was an empirical study, as the researcher collected primary data from a sample drawn from the target population. Data were collected through a survey, using a structured questionnaire that was designed for the purpose of this research.
- *Basic study*: Zikmund and Babin (2005:7) define basic research as research that is conducted to expand the limits of marketing knowledge in general and that is not aimed at solving a particular managerial problem. The main purpose of this study is to replicate and expand on the existing study of Buil *et al.* (2008) by operationalising the construct of consumer-based brand equity and its associated dimensions. The researcher compared the perceptions of Generation X and Generation Y in the Tshwane Metropolitan area across previously identified and defined dimensions of CBBE.
- *Descriptive study*: The objective of this study was to investigate the characteristics of Generations X and Y in relation to their perceptions of four consumer-based brand

equity dimensions. The results of the study yielded a profile of each age cohort in terms of their brand equity perceptions.

- *Cross-sectional study*: Leedy and Ormrod (2010:186) state that cross-sectional studies focus on describing the characteristics of a specific target population at a specific point in time. Therefore, this study is a cross-sectional study, given the fact that it investigates the brand equity perceptions of the two age cohorts at a particular point in time. Each respondent completed a questionnaire only once during the period of data collection.
- *Non-experimental study*: This was a non-experimental study as it does not encompass a planned process designed to manipulate independent variables systematically, while holding constant other variables, in order to observe and measure the outcomes in relation to theory (Page & Meyer, 2005:316). This study instead sought to determine if there were perceptual differences between Generations X and Y with regard to CBBE dimensions in relation to television sets.
- *Primary data*: Primary data refers to data that are specifically collected by the researcher for a particular research purpose (Page & Meyer, 2005:40; Saunders Lewis & Thornhill, 2009:598). Data were collected specifically to analyse the perceptions of Generation X and Generation Y.
- *Quantitative data*: Quantitative data are predominantly used for any data collection technique such as questionnaires and data analysis procedure that generates or uses numerical data (Saunders, Lewis & Thornhill, 2009:151). The data that were collected for this study were quantitative, as the responses to the questions in the questionnaire were assigned numbers for statistical analysis. Data were analysed using appropriate descriptive and inferential statistical techniques.

5.3 SAMPLING

This section describes the sampling approach adopted for the study. The section focuses on the target population, sampling method and the sample size for this study. In most social research studies, interest is not necessarily on the respondents who directly participate in the study. It is on the generalisation of the findings, instead of being confined to the respondents who are in the study (Trochim, 2006). Sampling is a process whereby a sample is drawn from the population (Cant, Nel, Nel & Kotzé, 2005:163; Page & Meyer, 2006:43).

5.3.1 Target population, context and unit of analysis

The target population for this study is comprised of consumers in Generations X and Y who live in the Tshwane Metropolitan area. Generation X refers to consumers born between 1961 and 1981 (i.e. individuals aged 32 to 52), while Generation Y refers to consumers born between 1982 and 1994 (i.e. individuals aged 19 to 31). The investigation of these two generations could be valuable to scholars and marketers as they constitute the majority of the South African population (Statistics South Africa, 2011). Their perceptions are shaped by their coming of age and the political landscape they were exposed to, thus the attitudes, values and beliefs of consumers in Generations X and Y differ which, in turn, influence their decision-making. In addition, consumers in these two generations have a huge spending power (Dias, 2003:78).

Respondents from the target population were intercepted at two major shopping malls, the Quagga Centre and Wonder Park, situated in the west and north of Pretoria. These two malls granted the researcher permission to collect data. The Quagga Centre had two main entrances. However, the eastern entrance had the highest volume of shoppers. Thus, the researcher collected more data from that entrance. Most shoppers at the Quagga Centre were African and coloured consumers from Generations X and Y. Most of the shoppers were in groups and a few shopped as a family. The Wonder Park mall had six main entrances. The management of the centre advised the researcher and fieldworkers of entrances with high traffic volumes and the times when visitor numbers were high. The

mall was mostly frequented by Africans and there were also white shoppers ranging from Baby Boomers to Generation Z. Consumers who frequented the mall on Sundays were mostly families, especially in the afternoons. The researcher and fieldworkers discovered this through interacting with shoppers.

Attempts were also made to obtain permission from shopping malls in the east (Menlyn Centre) and south (Centurion Mall) of Pretoria, but these attempts were unsuccessful. The reason for initially selecting the four shopping malls was to attempt to have a diverse sample of consumers who reside in the Tshwane metropolitan area and to reduce the possibility of biased results. Apart from that, in marketing, geographic segmentation is adopted to group consumers according to their geographic location. The reason for geographic segmentation is that consumers who reside in the same area tend to have similar consumption patterns, social class, income and education levels (Schiffman & Kanuk, 2004:53). The other reason for choosing these particular shopping malls is that the malls are accessible to the researcher.

5.3.2 Sampling method

Since the purpose of the study was to expand on an existing study of CBBE dimensions, it is important to highlight the sampling method used in the original study, as it forms the basis for the sampling method used in the current study. In existing studies, Buil *et al.* (2008) used quota sampling. Lassar *et al.*, (1995) also used quota sampling. The quotas were divided according to respondents' age and gender. It is for this reason that the sampling method chosen for this study is quota sampling.

The sampling method for every research study is unique and is guided by the study's objectives. The lack of a sample frame means that a non-probability sampling technique should be used (Saunders *et al.*, 2007:226). As there is no sample frame available listing consumers from Generation X and Generation Y who live in the Tshwane Metropole, probability sampling was not a feasible sampling method for the current study.

Since respondents were intercepted at specific shopping malls, it became clear that a non-probability sampling technique should be used to identify and approach respondents for the completion of the questionnaires. Quota sampling is a non-probability sampling in which quotas, based on demographic or classification factors selected by the researcher, are established for population sub-groups (Malhotra, 2010:380). The aim of quota sampling is to produce a sample that reflects a population in terms of the relative proportions of people in different demographic sub-groups (Bryman & Bell, 2011:193; Churchill & Brown, 2004:406; Lacobucci & Churchill, 2010:287). Furthermore, Malhotra (2010:380) views quota sampling as a two-stage restricted judgement sampling approach. The first stage consists of developing control categories based on specific characteristics of the target population. The second stage entails a selection of sample elements based on convenience or judgement. The control characteristics relevant for the study were age, gender and ethnicity. Table 5.2 shows the initial planned composition of the sample. There are two versions of quota sampling. In the “classical” version, quotas are developed to proportionally represent the size of existing demographic groups in the target population. This requires knowledge of, and secondary data about, the demographic composition of the target population. In the second version, the researcher determines the nature, size and proportional composition of the quotas based on the specific objectives of the study (Malhotra, 2010:381). For the purpose of this study, the latter approach was used. The individual respondents within each quota group were recruited on a convenience basis.

Table 5.2: A matrix showing the initial, planned composition of the study’s quota sample

Control characteristics	Sample composition	
	Percentage	Total number
Gender		
Male	50%	200
Female	50%	200
Age		
18-30	50%	200
31-51	50%	200
Race		
African	25%	100
White	25%	100
Indian	25%	100
Coloured	25%	100

The rationale for choosing this specific sampling method was its advantages. Quota sampling allows the researcher to choose respondents that qualifies based on pre-defined demographic characteristics (Tustin *et al.*, 2005:347). As stated, the target population for this study is Generation X and Generation Y. The sample was therefore confined to respondents whose ages fall within these two generational age categories. The other advantage is that quota sampling is that it is cheap and quick to implement (Saunders *et al.*, 2009:235).

Quota sampling is not without its disadvantages. The main disadvantages of quota sampling are that fieldworkers may approach respondents who are easily accessible and friendly. This is a problem, as some of these respondents may not possess the required control characteristics. The second disadvantage is that fieldworkers may fail to adhere to the stated quotas (Aaker, Kumar, Day & Leone, 2011:351). The researcher attempted to minimise these disadvantages by training fieldworkers to comply, by following a pre-defined sampling plan.

The researcher and fieldworkers asked respondents qualifying questions such as their age and race. The respondents were intercepted during the weekend at the Quagga Centre and Wonder Park malls. The initial sample had to be balanced before the data could be analysed. (see Section 5.3.4) for the discussion on balancing the sample). The initial sample was balanced, leading to the final sample composition shown in Table 5.3 below.

Table 5.3: A matrix showing the composition of the study's final sample

Control characteristics	Sample composition	
	Percentage	Total number
Sex		
Male	56.5%	126
Female	43.0%	96
Age		
18-30	48.4%	108
31-51	51.6%	115
Race		
African	70.9%	158
White	15.2%	34
Indian	3.1%	7
Coloured	4.9%	11

The reason for the difference between the planned sample composition (shown in Table 5.2) and the final sample composition (shown in Table 5.3) is that the fieldworkers allowed respondents who were within the age groups to participate but failed to ensure that the respondents fell within the specified gender and race quotas. Another reason for the mismatch can be attributed to fieldworkers conveniently approaching consumers they could relate to and who were of the same age as them. The observation made by the researcher was that most consumers who frequented the two malls and who were willing to participate in the research were fairly young. They mostly fell within Generation Y.

Non-probability quota sampling was also used in the study by Knipe and du Plessis (2005). In this study, the sampling quotas and their control variables within the different groups were structured according to their configuration in the South African marketplace. The quotas were determined using Gauteng-based AMPS data. Age, income, gender and race were used as the quota control variables (Knipe & Du Plessis, 2005:34).

5.3.3 Sample size

Buil *et al.* (2008) collected primary data from 825 consumers using a survey. The researchers were comparing consumers from different countries. The focus of the researchers' study was on cultural differences. However, in this current study, the focus was on generational difference of consumers in South Africa who live in the Tshwane

Metropolitan area.

Similar studies investigating CBBE dimensions (Buil *et al.*, 2008; Lassar *et al.*, 1995) used varied sample sizes. Lassar *et al.* (1995:14), for instance, administered their questionnaire to 113 consumers, while Buil *et al.* (2008:386) collected a total of 417 completed questionnaires in the UK and 414 in Spain.

Hair, Black, Babin, Anderson and Tatham (2006:196) posit that an adequate sample size should ensure statistical power of outcomes. The results from statistical analysis should be practically generalisable to the population under study. The decision concerning sample size involved a number of issues such as the number of predictors, desired power and expected effect sizes when analysing data (Tabachnick & Fidell, 2001:117). However, given that the study seeks to determine generational perceptual differences, the researcher decided to collect data from 800 respondents. Another rationale for increasing the sample size is that the minimum size from previous studies was 400. Data for this study were collected from a total of 582 respondents, although a total of 800 responses had been envisaged.

A filter question based on age was included to ensure that potential respondents were from the two focal generations, X and Y. The use of such a filter question was necessary, based on the definition of the study's target population and led to adequately collected observations. For this reason, a larger sample was favoured.

5.3.4 Re-balancing of the sample size

A total of 582 usable questionnaires were obtained from the target sample. However, preliminary analysis of the data indicated a serious imbalance in the sample composition relative to the purpose of this study. The data obtained were skewed towards Generation Y. This anomaly had to be corrected by reducing the Generation Y respondents to balance the size of the two sample cohorts. About 19.7% (n=115) were in Generation X and 80.3% (n=467) in Generation Y. The composition of the sample was, therefore biased in favour of Generation Y. Because such an extreme disparity in the sample sizes of the two

generational groups could increase the probability of a Type I error, which was likely to affect the power of statistical tests to be performed, it became essential for the sample to be balanced. While equal group size is not a requirement for the use of the independent sample t-test, the power of this test is maximised when groups are equal in size. Unequal group sizes can also have a negative impact on the Type I error rate and power of the independent samples t-test (Zimmerman, 2013:169). As a result, a statistician advised that the sample should rather be re-balanced.

To re-balance the sample, the researcher randomly selected 115 respondents from 467 Generation Y respondents. The researcher, assisted by a statistician, attempted to match the 115 respondents from Generation Y with the Generation X respondents to meet the requirements of quota sampling. However, after re-balancing the two generational samples were not 100% comparable in terms of their demographic composition. This process yielded a final total sample of 223 respondents, unequally representing both Generation X and Generation Y. The final demographic composition was 114 Generation X respondents and 109 Generation Y respondents. The discrepancy was a result of misclassified respondents from Generation X and Generation Y. The respondents were re-classified thus leaving Generation X respondents to a total of 114 while the total of Generation Y was 109. There was 1 respondent from Generation X and 6 respondents from Generation Y who were removed from the data set as they did not complete the whole questionnaire. These respondents were problematic when conducting statistical tests.

Consequently, the statistical analysis in this study was based on the total sample of 223 respondents. The demographic profile of the final sample was reported based on cross-tabulations.

5.4 DATA COLLECTION

The primary objective of the study was to determine generational differences in consumers' perceptions of consumer-based brand equity dimensions. In order to achieve the research objectives, primary data were collected from consumers in Generation X and Generation Y residing in the Tshwane metropolitan area. These were consumers who had

purchased or had an influence in purchasing electronic consumer goods. This section describes the survey method and measurement scales used. The pre-testing of the survey questionnaire is also described.

5.4.1 Survey method

The survey method that was used for this study was a mall intercept survey, using a self-completion questionnaire. A mall intercept survey is a survey conducted in a shopping mall by intercepting consumers who visit the mall (Aaker *et al.*, 2011:681). Bush and Hair (1985:158) stated that the costs associated with door-to-door interviewing resulted in marketers conducting face-to-face interviews in central locations, typically regional shopping centres. According to Bush and Hair (1985:158), a mall intercept usually involves a face-to-face or personal interview. However, for this study the researcher used self-completed questionnaires. The advantage of mall intercept surveys is mainly the convenience of using a central location frequented by a large number of people from the target population (Nowell & Stanley, 1991:475).

It was initially envisaged that data would be collected at four malls. However, the researcher could only obtain permission from two malls and the fieldworkers therefore collected data at these two malls. The malls were chosen for convenience and for the fact that they were frequented by many consumers from the target population. Mall intercept surveys, however, have a disadvantage associated with obtaining a representative sample. This was hoped to be overcome by the sampling technique chosen for the study, namely quota sampling. A quota sample can only claim to be representative if quota groups are proportional to the groups' size in the target population, if fieldworkers adhere strictly to the quota requirements and if the quota variables are indeed strongly correlated with the main variables under study. It would have been unwise to create the impression that quota samples are necessarily representative. Another disadvantage was that only consumers who visit a particular mall have a chance of being included in the study.

A self-completion survey is an instrument delivered to the participant via intercept or non-personal means. In other words, it is completed by the respondents without additional

contact with the interviewer (Cooper & Schindler, 2011:727). Self-completion questionnaires cannot be used on a population that is illiterate (Kumar, 2005:130). Although there is a high illiteracy level in South Africa, the target population is literate and can read and understand the English language.

As indicated by Saunders *et al.* (2009:362), the advantages and disadvantages of a self-completion questionnaire are as follows:

Advantages of a self-completion questionnaire:

- It is less expensive compared to telephone and mail questionnaires.
- It saves time, as it is normally short and easy to follow. If the questionnaire is constructed correctly, analysing data could be time-efficient (Kumar, 2005:130).
- It offers anonymity, because respondents do not have to include personal details such as their names and surnames.
- It affords the potential to get information from a large number of people in a very short time.

Disadvantages of a self-completion questionnaire:

- It suffers from a lack of accuracy, as the researcher cannot probe respondents.
- It may lack honesty, as respondents can conveniently complete the questionnaire without reading the questions carefully, to save their time.
- It is difficult to remember critical details due to time pressure.

Furthermore, Saunders *et al.* (2009:363) posit that the choice of a survey method is influenced by the research objectives or questions. The factors that influence the choice of a survey method are:

- the characteristics of the respondents.
- the importance of reaching particular respondents.
- the importance of the respondent's answers not being distorted.
- the size of sample required for analysis.
- the types of questions to be asked to collect data.
- the number of questions required to collect data.

To save time and costs and to ensure a sufficiently large sample, the researcher employed two friends who are currently studying towards their MCom degrees as fieldworkers.

There are, however, challenges associated with the use of fieldworkers. According to Bradley (2010:325), fieldworkers can be biased when collecting data. This can involve fabricating responses. The fieldworkers may also recruit respondents who do not meet the sampling requirements. This may occur when the fieldworkers do not adhere to pre-defined characteristics that qualify respondents to be surveyed. They may choose respondents, as it may be convenient for them to do so, the reason being *inter alia* that the respondents may seem easy to approach.

In order to minimise fieldworker bias, the researcher trained the fieldworkers. The fieldworkers that were employed for this study had a clear understanding of what a mall intercept study entails. They were also familiar with research ethics. The training involved briefing fieldworkers about the objectives of the study, who the target respondents are, how to conduct themselves in the field and how to approach respondents. The researcher was present at all malls on the first day of data collection to ensure that the fieldworkers adhered to what was agreed upon during the briefing. The researcher also collected data at the two malls to ensure compliance to the pre-defined sample quotas.

The researcher and the fieldworkers first greeted respondents, introduced themselves and then asked the respondents if they had time to complete a questionnaire. Once the respondents agreed to participate, they were asked if they fell within the age groups being studied. The purpose of the research was explained to the respondents. Once it had been established that the potential respondents qualified to participate, the researcher and fieldworkers handed out the questionnaire. Respondents who agreed to participate were given a clipboard, pencil, consent form and a questionnaire, and directed to a sitting area where they could complete the survey. The researcher and fieldworkers stood close by the respondents in order to clarify any confusion that might arise when answering the questions.

5.4.2 Questionnaire design

The final questionnaire used to collect data in this study is included in Appendix A (p. 170). The questionnaire included questions to measure the four CBBE dimensions. The questions allowed the researcher to achieve the research objectives. The questions included in the questionnaire were borrowed from an existing study and adapted according to the research objectives for the study. These questions are described in more detail in Section 5.4.3 below.

Table 5.4 matches each of the research objectives of the study with the relevant questions in the questionnaire.

Table 5.4: Research objectives and related question number and variables in the questionnaire

Research objective	Question number and variables in questionnaire
To determine whether consumers in Generations X and Y who live in the Tshwane Metropole differ significantly in their levels of brand awareness with regard to brands in the consumer electronics product category of television sets.	Q3, 5 items: 3.1 – 3.5
To determine whether consumers in Generations X and Y who live in the Tshwane Metropole differ significantly in their brand associations with regard to the consumer electronics product category of television sets.	Q6, 8 items: 6.1 – 6.8
To determine whether consumers in Generations X and Y who live in the Tshwane Metropole differ significantly in their levels of loyalty with regard to brands in the consumer electronics product category of television sets.	Q4, 4 items: 4.1 – 4.4
To determine whether consumers in Generations X and Y who live in the Tshwane Metropole differ significantly in their perceptions with regard to brands in the consumer electronics product category of television sets.	Q5, 4 items: 5.1 – 5.4

5.4.3 Measurement

The final questionnaire was divided into six sections and was structured as follows:

- First section – unaided recall
- Second section – measurement of brand awareness
- Third section – measurement of brand loyalty
- Fourth section – measurement of perceived quality

- Fifth section – measurement of brand associations
- Sixth section – demographic information

Four abstract constructs – brand awareness, brand associations, brand loyalty and perceived quality – were measured through separate Likert scales. Table 5.5 shows these four constructs, the scale items used to measure each construct and the sources of these scale items.

Table 5.5: Final measures used in the current study

Construct	Item wording	Source of the scale	Cronbach's alpha values
Brand awareness (4 items, Q3)	3.1 I am aware of the brand. 3.3 I am very familiar with my preferred brand. 3.4 I know what the brand logo looks like. 3.5 I can recognise the brand amongst other competing brands of television sets	Yoo <i>et al.</i> (2000); Netemeyer <i>et al.</i> (2004)	Cronbach's alpha values ranged from 0.82
Brand associations in terms of product quality and value for money (7 items, Q5-6)	5.1 The brand offers very good quality products. 5.2 The brand offers products of consistent quality. 5.3 The brand offers very reliable products. 5.4 The brand offers products with excellent features. 6.1 The brand offers good value for money. 6.2 Within the television sets, I consider the brand a good buy. 6.3 Considering what I would pay for the brand, I would get much more than my money's worth.	Lassar <i>et al.</i> (1995); Aaker (1996); Netemeyer <i>et al.</i> (2004); Pappu <i>et al.</i> (2005, 2006)	Cronbach's alpha values ranged from 0.84
Brand loyalty (3 items, Q4)	4.1 I consider myself to be loyal to my preferred brand. 4.2 The brand will be my first choice when considering buying a television set. 4.3 I will not buy other brands of television sets if my preferred brand is available at the store.	Yoo <i>et al.</i> (2000)	Cronbach's alpha values ranged from 0.76
Brand associations in terms of product manufacturer (3 items, Q6)	6.6 I trust the company that makes the brand. 6.7 I like the company that makes the brand. 6.8 The company that makes the brand is credible.	Pappu <i>et al.</i> (2005, 2006)	Cronbach's alpha values ranged from 0.84

Source: Buil *et al.* (2008:387).

The four constructs investigated in the study are listed in the first column of Table 5.5. The number of items used to measure each construct was mentioned under each construct in the first column of Table 5.5. For example, the construct “brand awareness” was measured with five items. The items associated with each construct are listed in the second column of Table 5.5. This column also contains a cross-reference to the relevant variable number in the questionnaire. The third column shows the source of the scale (group of items)

used. The Cronbach's alpha values listed in the fourth column were from the current study involving the adapted scales.

The four abstract constructs were all measured with seven-point Likert scales. All the scale points were labelled, as follows: 1 = "Strongly disagree"; 2 = "Moderately disagree"; 3 = "Mildly disagree"; 4 = "Neutral", 5= "Mildly agree"; 6 = "Moderately agree" and 7 = "Strongly agree". There were no reversed scored items.

In the next section, the pre-testing of the questionnaire is discussed.

5.4.4 Pre-testing the questionnaire

According to Hair *et al.* (2006:780), a pre-test of the questionnaires used in a research study should be conducted. The pre-testing is primarily conducted to identify possible errors in, or problems with, a questionnaire. Cant *et al.* (2005:156), Tustin *et al.* (2005:413) as well as Zikmund and Babin (2010:178) all suggest that pre-testing the questionnaire is important, as it ensures that the instrument provides relevant and accurate data.

A requirement for a pre-test is that the sample selected for pre-testing should be similar to the final sample to be selected for the main study (Hair *et al.*, 2006:780). The size of the pilot group may range from 25 to 100 respondents, depending on the pre-test method to be used (Cooper & Schindler, 2011:89).

The main objectives for conducting a pre-test for this study were to check for the following:

- Were there any unclear or ambiguous words or questions in the questionnaire?
- Were there any questions, especially ones dealing with the frequency of behaviour, where the participant had to guess an answer or give a rough estimate?
- Were there any duplicate or repetitive questions?
- Does the order of the questions seem logical?
- Do the participants understand specific key questions in the questionnaire? This was

done to ensure that the participant correctly understood the intended meaning.

- Do they understand the instructions correctly?
- Were there variations in participants' answers to rating scales? In cases where most of the participants selected either the two lowest or the two highest scale points on a rating scale item, the scale had to be changed.

Pre-testing was conducted in three phases. The *first phase* took place amongst ten experts. These experts were colleagues who have experience and expertise in research. In addition to being researchers, they are familiar with the subject matter. The experts reviewed the questionnaire with emphasis on the structure, wording, meaning, length and timing.

The *second phase* of pre-testing was conducted at Quagga Centre. The researcher approached a total of twenty respondents at Quagga Centre who were respondents who met the pre-defined qualifying demographic characteristics. The pre-testing conducted for the study used a collaborative pre-testing method. A collaborative pre-test is an approach taken by researchers where the respondents are informed that the completion of the questionnaire is part of a pre-testing and refinement process (Cooper & Schindler, 2011:358). Respondents were approached informally to ensure that they did not feel intimidated and were informed about the purpose of pre-testing. According to Cooper and Schindler (2011:358), probing plays an important role in a collaborative pre-test, as the respondents need to be asked a number of questions in order to detect any problems or deficiencies in the questionnaires. Respondents were asked if they understood Question 1 (see Appendix B, p. 175) which was an unaided recall question. They were also asked to explain their understanding of Question 6.4 (see Appendix B, p. 175).

The researcher made changes to the introductory paragraph of the questionnaire, to make it simple for a layman to comprehend the purpose of the research. The same was done to Q1 and Q2. The researcher explained to the respondents that the questions in the instrument are about their favourite make or brand of a television set, not about television channels. The new Q6.4 referred to excitement, while Q6.6 and Q6.8 referred to sincerity. Excitement and sincerity are brand personality dimensions (Aaker, 1997:352).

The *third phase* of pre-testing focused on participants with lower literacy levels. Pre-testing was conducted among 10 illiterate consumers in a residential area not far from Sunnypark Mall in Pretoria. Respondents were known to the researcher. These respondents were identified according to their highest level of qualification. During this phase, it became clear that the participants misunderstood Question 1. Six of the 10 participants listed television channels, such as SABC 1 2 3 and eTV, instead of television set brands in response to Question 1. The question was therefore changed to: Give the names of television sets that you know. It took respondents an average of 8 minutes to complete the questionnaire. Based on this, the maximum time to complete the questionnaire was indicated as 10 minutes. Question 6.4 was still not clear to most of the respondents.

Initially, Question 2 read as follows: Other than Toshiba, which other television set is your favourite? This question was misleading. The question suggested that participants whose favourite television brand was Toshiba would insist on the brand. In addition, the questions seemed to actually exclude respondents who favoured the Toshiba brand. The researcher therefore changed the question (see Appendix C, p. 179). Question 2 was changed to: Please indicate a television brand you prefer most. Question 6.4 was deleted, as respondents had difficulty in understanding the question (see Appendix B, p. 175).

If a respondent selected the “neither agree nor disagree”, “don’t know” or “not applicable” options in a rating scale, the researcher needed to explore why he/she gave that specific response. Cooper and Schindler (2011:731), for example, indicate that different respondents can ascribe different meanings to the “neither agree nor disagree” mid-point in a Likert scale. For some it means, “I really don’t know”, while for others it may mean “I feel neutral about the issue” or “I have not thought about the issue”. If a large proportion of the participants in the pre-test selected the scale mid-point, then it may be necessary to change the scale to a scale with no mid-point. The researcher therefore evaluated if respondents ascribed different meaning in the questionnaires for the study by pre-testing the questionnaire which was initially a five-point Likert-scale. The result of the pre-testing highlighted that most responses were biased towards extreme points, thus the researcher reviewed the scales and changed them to a seven point Likert-scale.

The following aspects were evaluated during pre-testing:

- Participant interest: This is concerned with whether participants find the questionnaire interesting and appealing. The questions must stimulate participants' minds to identify repeated or redundant questions (Cooper & Schindler, 2011:731). The researcher asked participants to identify questions that were redundant or repeated in the questionnaire. The feedback from the participants was that the questions were neither redundant nor repetitive.
- Meaning: Most of the questions adapted in a study are borrowed from the work of experienced researchers. However, it is important to ensure that the questions carry the same meaning to the target population under study (Cooper & Schindler, 2011:731). The pre-testing of the questionnaires in the study should ensure that the meaning of the questionnaire is clear to the respondents. The questionnaire for the study was borrowed from the study by Buil *et al.* (2008) being replicated and, as such, the questions were adapted for the purpose of achieving the research objectives of the current study.
- Question transformation: Individuals' frame of reference differs, thus it is logical that the same will apply to the two generations. It is, therefore, important to make sure that the respondents' understanding of the constructs measured is similar to the conceptual definition of the construct. Pre-testing allows for probing that is necessary to discover how respondents have transformed questions (Cooper & Schindler, 2011:731). Questions are transformed when they are edited according to the manner in which respondents understand them, i.e. in layman's terms. Questions 1, 2 and 6.4 were edited according to respondents' understanding. The respondents explained to the researcher their understanding of the questions and thus the questions were edited accordingly.
- Continuity and flow: A logical flow of the questions is important and this can be discovered through pre-testing (Cooper & Schindler, 2011:731). Equally important to the flow is readability. The questions must be easy to read, more so because there is a concern in South Africa about the literacy level of its citizens.
- Question sequence: Pre-testing permits some form of experimentation with question sequence (Cooper & Schindler, 2011:731). For this study both the respondents and

research experts made invaluable contributions in terms of question sequence. In this study, the question on awareness had to be asked before that on associations, as consumers first become aware of the brand before they develop associations (see Appendix A, p. 170 and Appendix B, p. 175). It is also important to place sensitive questions at the end of the questionnaire. Questions on sensitive demographic details such as income and education level were placed at the end of the questionnaire.

- Variability: It is a “term for measure of spread or dispersion within a data set” (Cooper & Schindler, 2011:731). Furthermore, it is an important concept for descriptive statistics as it reveals the amount of variability within the data set. The difference with a measurement instrument should reflect the true differences among the two generational cohorts drawn as a sample.
- Length and timing: The time that it takes for respondents to complete the questionnaire was tested, as there is always the possibility that a draft questionnaire could suffer from lengthiness (Cooper & Schindler, 2011:731).

5.5 DATA MANAGEMENT

Before data can be analysed, it should be prepared. Data preparation refers to the process of checking the quality of the data gathered and converting responses into an electronic format so that the data can be read and manipulated by computer software (Cant *et al.*, 2005:186; Page & Meyer, 2005:144; Zikmund & Babin, 2010:59).

The questionnaires that were handed out to participants had numbers instead of respondents' names to ensure anonymity. Most of the questions in the questionnaire were pre-coded by assigning numbers to each question for ease of capturing data once it was collected. Data were captured in an MS Excel spread sheet and stored as an Excel file for statistical analysis. Before the researcher began with statistical analysis, data were validated.

5.5.1 Data validation

The data were validated to determine if participant bias occurred while respondents were completing the questionnaire. The researcher looked for response bias. The researcher and the fieldworkers ensured that the respondents completed their questionnaires seated apart. This form of bias, response bias, is evident if the respondents provided illogical and irrational responses. Once data were validated, the next step was to edit and code the data.

There are essentially two parts to data validation: namely data screening and data verification.

Data screening: The researcher screened all the data for questionable and erroneous responses. What the researcher did was to check whether respondents ticked a single rating in all Likert scales. In addition, the researcher checked whether respondents indicated a single brand of preference for Question 2.

Data verification: The researcher dealt with responses on a case by case basis. The researcher made decisions as to whether to retain problematic completed questionnaires as valid or reject them as invalid. The researcher applied personal judgment based on key responses that aid in achieving the research objectives.

5.5.2 Data editing and coding

Once the questionnaires have been completed, the researcher edited the data by checking it for omissions, legibility and consistency. The data editing process corrects problems such as interviewer errors and participant errors before data are transferred to the computer (Zikmund & Babin, 2010:59). The researcher physically checked each completed questionnaire for errors. The following are errors that the researcher checked:

- Completeness of the questionnaire,

- The consistency of answers or whether the respondents provided contradictory and illogical answers (Cant *et al.*, 2005:189; Malhotra, 2010:453). It is very difficult to identify this through a visual inspection of questionnaires.

In so doing, data quality was high for statistical analysis. The quality of data had a direct effect on reporting the research results and recommendations. This is especially the case where research was conducted to advise an organisation. As stated previously, the items in the questionnaire were pre-coded. Coded questions enable the researcher to transfer data easily, to be read by statistical analysis software such as SPSS.

5.5.3 Data entry and cleaning

The data gathered for this study were transferred to the SPSS statistical software programme after they had been edited and coded. In cleaning the data, the researcher checked for errors that might have occurred during data entry. When cleaning the data, the researcher checked whether the number of questionnaires and respondents corresponded.

5.5.4 Other requirements in data analysis

Data analysis requires the expertise of a statistician and knowledge of the SPSS software package. The researcher used SPSS version 21 to analyse the data and also employed the assistance of a statistician. Arrangements were made with the supervisor to have access to the software and be allocated a statistician who assisted in validating the questionnaire before data were collected. The statistician was instrumental in confirming whether the items in the questionnaire assisted in achieving the research objectives. Data analysis and interpretation for this study took about a month to complete.

5.6 STATISTICAL DATA ANALYSIS

The study used exploratory factor analysis, assessed the reliability of rating scales through Cronbach's alpha, used descriptive analysis to create a demographic profile of respondents, used descriptive analysis for all the rating scales and also conducted hypotheses tests. In this section, a synopsis of the analysis is provided. The statistical analysis techniques used in this study are discussed in detail in the next chapter, Chapter 6.

5.6.1 Exploratory factor analysis

Exploratory factor analysis (EFA) was conducted to look for items in the scales that are inter-correlated. In addition, an EFA was conducted to evaluate the four Likert-type scales measuring brand awareness, brand associations, perceived quality and brand loyalty. The key benefit of EFA was that a researcher could refine and reduce items to form a number of coherent sub-scales before testing scales for reliability, (see Section 6.6 p.119 in Chapter 6) for the analysis output.

5.6.2 Reliability assessment of rating scales

Cronbach's alpha as a statistical measurement was used to assess the internal consistency reliability of the multi-item scales. The four constructs and the items in the scales measuring them as defined by the EFA tests were tested for reliability. The minimum level that was scientifically acceptable for the Cronbach's alpha coefficient of a scale was 0.70. See the results in Section 6.7 of Chapter 6.

5.6.3 Descriptive statistics for demographic questions

Cross-tabulations were done to profile the demographics of the respondents. Cross-tabulation was done between age and gender, income, education and race. See Section 6.4 in Chapter 6 for the frequency percentages and interpretation of the results.

5.6.4 Descriptive statistics for individual questions in the questionnaire and total scores

A descriptive analysis was conducted for the unaided recall questions in the questionnaire. These were questions pertaining to brands and CBBE dimensions (see Section 6.5 and 6.8 of Chapter 6 for questions and results). The mean and standard deviation of the CBBE dimensions in the study were reported for composite scores. The constructs investigated in this study were measured using a 7-point Likert scales represented by 1 = **strongly agree** and 7 = **strongly disagree**. Furthermore, the composite scores for each dimension were determined by calculating the mean of each respondent's answers across the items in a scale.

5.6.5 Hypotheses tests

The hypotheses for the study were tested. The test for normality was done first to determine an appropriate test for the hypotheses. Normality was violated, thus a non-parametric Mann-Whitney U test was the relevant test (see Section 6.10 in Chapter 6 for tests and results).

5.7 ASSESSING AND DEMONSTRATING THE QUALITY AND RIGOUR OF THE RESEARCH DESIGN

The focus of quantitative research is on a precise measurement of concepts and constructs of a concerned study in numeric terms. It is, therefore, important that the research design is rigorous and of a high quality to yield reliable and valid results.

5.7.1 Sources of bias

Bias in research is an influence, condition or set of conditions that singly or in combination distort data. It attacks the integrity of facts (Leedy & Ormrod, 2010:215). There are two major sources of bias, namely response (interviewee) bias and researcher (interviewer) bias.

5.7.1.1 Response bias

Response bias occurs when respondents become sensitive to questions asked in the questionnaire. In the case of this study, respondents were sensitive to questions on age, education level and income. To overcome this problem, the researcher and fieldworkers explained to the participants the purpose of the study and reassured them that the information they provided would be treated with strict confidentiality (Cant *et al.*, 2005:91; Saunders *et al.*, 2009:326). Also, the researcher and fieldworkers ensured that the questionnaire was as precise as possible and did not take long to complete.

Participants might unconsciously misrepresent their responses due to the content or format of the questions (Cant *et al.*, 2005:91). The researcher overcame this bias when pre-testing the questionnaire, as the main aim of pre-testing was to identify ambiguous questions and rephrase the questions.

5.7.1.2 Interviewer bias

Interviewer bias is an attempt by an interviewer to introduce bias when conducting an interview or where the appearance of the interviewer has the effect of introducing bias in the interviewee's responses (Saunders *et al.*, 2009:593). This may occur when the researcher and the fieldworkers stand too close to the respondents. This creates bias in that respondents may need space to complete the questionnaires. To mitigate this, the researcher and fieldworkers allowed respondents to complete questionnaires on their own and only stood close to the respondents when the respondents sought clarity with some of the questions.

5.7.2 Types of errors

The types of errors that were experienced in this study were respondent error and administrative error.

5.7.2.1 Respondent error

Respondent error occurs when participants refuse to participate (Cooper & Schindler, 2011:246). This may also occur when respondents are reluctant to express strong positive or negative feelings (Cooper & Schindler, 2011:247). Since the questionnaire was structured, expressing feelings was not a problem to respondents. This type of error might also occur if respondents are tired, bored or impatient. To manage this, the researcher and fieldworkers intercepted respondents at the start of their visit as they entered the shopping malls.

5.7.2.2 Administrative errors

Administrative errors that might have influenced this study were data processing error and sample selection error (Cant *et al.*, 2005:92). The researcher causes both these errors. Data processing error might occur as a result of incorrect data entry. This was minimised by verifying captured data before disposing of the questionnaires. The other administrative error, sample selection error, occurs when the researcher fails to select a representative sample (Churchill & Brown, 2004:724). This error was overcome by adhering to the pre-defined characteristics that qualify participants.

The reliability and validity of a measuring instrument influence the extent of data analysis and of drawing meaningful conclusions (Leedy & Ormrod, 2010:28). The reliability and validity of measurement are discussed in the next section.

5.7.3 Reliability

Reliability is defined as the ability of a measurement instrument to constantly generate similar and consistent findings (Leedy & Ormrod, 2010:29; Saunders *et al.*, 2009:156). The questionnaire was pre-tested to ensure that the results were consistent. In addition to that, Cooper and Schindler (2011:283) posit that reliability is described as the degree to which the responses given by the sample are consistent across all scale items measuring the

same construct. There are three perspectives on reliability, namely, stability, equivalence and internal consistency (Cooper & Schindler, 2011:283):

Stability – refers to the test-retest coefficient, where reliability is measured by administering the same test to the same respondents twice.

Equivalence – considers how much error can be introduced by different samples of items being studied in the scales.

Internal consistency – uses a single test to assess the homogeneity among items. It is concerned with the ability of an instrument to measure consistently the same underlying construct being evaluated.

This study was interested in evaluating the ability of the scale to measure consistently the same underlying constructs (Brand awareness, brand associations, perceived quality and brand loyalty), the focus was thus be on internal consistency.

5.7.3.1 Internal consistency

Internal consistency is defined as a measure of reliability that focuses on the homogeneity among the items that measure an underlying construct (Cooper & Schindler, 2011:285). Thus, internal consistency assisted the researcher in this study in interpreting composite scores. Internal consistency reliability was important for this study, as the four constructs measured in the study were all uni-dimensional and were measured through uni-dimensional measures.

The study being replicated (Buil *et al.*, 2008) which used similar scales, assessed the reliability of the measures using Cronbach's alpha and the item-total correlation. Therefore, this study also used Cronbach's alpha to measure reliability of the scales.

The next section focused on a discussion of Cronbach's alpha.

5.7.3.2 Cronbach alpha

Cronbach's alpha is a coefficient that describes how well a group of items focuses on a single construct (Bryman & Bell, 2011:159; Cooper & Schindler, 2011:284). Cronbach's alpha was used to assess the internal consistency reliability of the multiple-item scales included in the questionnaire. Cronbach's alpha measured internal consistency; if the coefficient is less than 0.6 it indicates that internal consistency reliability is unsatisfactory (Malhotra, 2010:319). However, if the coefficient is more than 0.7 it will indicate that there is acceptable internal consistency reliability (Bryman & Bell, 2011:159; Cooper & Schindler, 2011:284). The results of the reliability analyses conducted as part of the study are reported in Chapter 6 (see Section 6.7).

5.7.4 Validity

Validity has to do with whether a scale indeed measures the specific construct it claims to be measuring (Zikmund & Babin, 2010:250). There are different types of validity, namely external, face, content, discriminant and construct validity. In this study, external validity refers to the extent to which results can be generalised from a sample to the larger population from which the sample was drawn (Page & Meyer, 2005:86). However, since the researchers used a non-probability sampling approach, it proved difficult to claim confidently that the results of the study have external validity in the sense that these results could not be applied to a larger target population. This is even truer, since the quotas set for this study were not based on secondary data about the demographic composition of Generations X and Y consumers in Tshwane.

Face validity was determined through pre-testing, as the results will yield items in the questionnaire that are ambiguous. In determining whether the items represent the area under study with no omission, content validity was considered (Churchill, 2010:256; Churchill & Brown, 2004:333). Discriminant validity is used to demonstrate the validity of an instrument by showing a strong negative correlation with other distinctly different constructs (Churchill, 2010:258; Page & Meyer, 2005:86). Construct validity is concerned with whether a scale measures the construct, concept or trait it is supposed to measure

(Bryman & Bell, 2011:160; Churchill, 2010:257; Churchill & Brown, 2004:334; Page & Meyer, 2005:86). It is important to show that validity was assessed in the study being replicated.

Content validity pertains to the extent to which a specific set of questions reflects a particular construct. A scale is said to have content validity if the items used to measure the construct are relevant and there is no ambiguity in the construct that it is measuring. Face validity, on the other hand, is similar to content validity, except that it is not dependent on experts in that area of research. In this study, content validity was established with the help of subject-matter experts while face validity was established with the help of a consumer sample.

Convergent validity is concerned with establishing whether the measures that should be related are in reality related. Convergent validity for this study established whether the items in the Likert scale measuring brand awareness, for example, are indeed related. Exploratory factor analysis was conducted to test for convergent validity. The dimensions loaded as follows See Chapter 6 Table 6.14: Brand awareness (Q3.1, Q3.3, Q3.4 and Q3.5), Brand associations in terms of perceived quality and value for money (Q5.1, Q5.2, Q5.3, Q5.4, Q6.1, Q6.2 and Q6.3), Brand loyalty (Q4.1, Q4.2 and Q4.3) and Brand associations in terms of product manufacturer (Q6.6, Q6.7 and Q6.8).

Ethical considerations have implications for both qualitative and quantitative studies. It is for this reason that ethical considerations are discussed for this study in the next section..

5.8 APPROVAL OF THE ETHICS COMMITTEE

There are ethical considerations for any form of research, whether the subject is an entity, animal or human being. South Africa is a diverse country that has undergone transformation to be a democratic country and it puts great emphasis on human rights. The state advocates human dignity, respect and protection. Accordingly, Saunders *et al.* (2009:183) define ethics as the appropriateness of a researcher's behaviour in relation to the rights of those who become the subject of the researcher's work or are affected by it.

Furthermore, Saunders *et al.* (2009:184) posit that the philosophical standpoint in business and management research, the deontological view, argues that the ends served by the research can never justify the use of research that is unethical. Consequently, the researcher will adhere to ethical considerations as strictly as possible.

Key ethical issues of concern pertaining to this study were obtaining permission from the management of the identified shopping malls where data were to be collected and informed consent, as well as ethical issues during data collection, analysis and reporting.

- Obtaining permission from the management of the shopping malls where data were collected

Since respondents for this study were intercepted at shopping malls, it was necessary to request permission from the management of the targeted malls prior to collecting data. The targeted malls were Centurion Mall, Menlyn Park, Quagga Centre and Wonder Park Shopping Centres. Permission had to be granted by the management of these shopping malls, as the study involved their customers. The researcher eventually only managed to obtain permission from the management of the Quagga Centre and Wonder Park Shopping Centres respectively (see Appendix E, p. 186).

- Informed consent

As the study involved humans, it is important that respondents be handed an informed consent form. See Appendix B (p. 175) for a final version of the informed consent form used in the study. The informed consent form was presented to the respondents during mall intercepts. The researcher and fieldworkers first approached the respondents by greeting them and introducing themselves and briefly explaining the purpose of the study. The respondents were informed that they could withdraw from the study at any time if they felt any discomfort. Then the researcher and fieldworkers handed the informed consent form to the respondents to read and sign before completing the questionnaire. The informed consent form served as a guarantee of confidentiality and anonymity. The design of the questionnaire was in a manner that ensured privacy. This was done by assigning a

unique number to each questionnaire. The respondents could not be identified as the unique numbers had meaning only to the researcher. In addition to that, respondents were not asked for their name, surname nor identification number that would be traced back to them.

- Ethical issues during data collection

The respondents were reminded of their rights and that they could still withdraw from participating once they had signed the consent form. The respondents who did not sign the form could also still withdraw from participating. However, their completed questionnaires were rendered invalid as it translated to not consenting to participate. The researcher and fieldworkers by no means influenced the respondents' responses to the questions.

- Ethical issues related to analysis and reporting

It is vital that the researcher is objective during the analysis stage to make sure that data collected are not misrepresented (Saunders *et al.*, 2009:199). The researcher upheld integrity and objectivity in analysing and reporting data in order to provide clear and accurate conclusions and recommendations. The researcher analysed and reported data on all questionnaires received, except questionnaires that were not completed; as such, some questionnaires will contain missing data.

Formal approval for this study was obtained from the Research Ethics Committee of the Faculty of Economic and Management Sciences at the University of Pretoria on 9 May 2012 (see Appendix D, p. 184).

5.9 CONCLUSION

In this chapter, the research design and the methodology of this study were discussed. In addition, this chapter covered the sampling approach used in the study. Furthermore, it covered the data collection and the data analysis approach that was used.

The sampling approach used in this study, as well as the target population, was defined whereas the sample size of 582 was specified. The sampling technique used was identified as quota sampling. The data-collection method used was outlined in this chapter. This focused on the survey method, the questionnaire design, the measurement, as well as the pre-testing.

In an attempt to reach the research objectives of the study, Aaker's (1991) CBBE scales for measuring the dimensions of brand equity were adapted. The chapter identified this study to be a non-experimental empirical study that is descriptive and conducted cross-sectionally. The focus of the next chapter will be on the empirical findings of the study.

CHAPTER 6: EMPIRICAL FINDINGS OF THE STUDY

The focus of this chapter is on the empirical findings of the study. This chapter focuses on the following critical sections:

- Sample distribution,
- Demographic profile of respondents,
- Descriptive profile of respondents,
- Exploratory factor analysis,
- Reliability analysis,
- Composite scores,
- Tests for data normality and
- Test for significant mean differences.

6.1 INTRODUCTION

This chapter presents the findings of the research and consists of nine sections. These sections dealt with the demographic profile of the respondents, exploratory factor analysis results, the results of reliability tests on various dimensions of the study, the descriptive statistics results, the interpretation of the univariate descriptive statistics for the composite scores, and the hypotheses test results.

The initial data that were collected comprised 582 questionnaires of which 42 were rejected on the basis of incomplete responses and failure to indicate the most preferred brand that was key in completing questions relating to the four constructs in the study. Furthermore, there was an imbalance of responses between Generation X and Generation Y as discussed in Section X of Chapter 5. As a result, **223** completed questionnaires were analysed.

6.2 SAMPLE DISTRIBUTION

This section profiles the respondents who participated in the research with reference to the total number per shopping centres and per generation. The total number of respondents was 223. Table 6.1 shows the number of respondents from each generation that were surveyed at the two shopping centres, Quagga Centre and Wonder Park Centre, respectively. These two shopping centres both fall within the Tshwane Metropole.

Table 6.1: The total number of respondents from Generations X and Y interviewed at each of the shopping centres

		Shopping centres		Total
		Quagga Centre	Wonder Park Centre	
Age	Generation X	38	76	114
	Generation Y	56	53	109
Total		94	129	223

The results in Table 6.1 indicate that there were more Generation X respondents from Wonder Park Centre who participated in the study compared to Quagga Centre.

The results in Table 6.1 indicate that 33.0% of the Generation X respondents were surveyed at the Quagga Centre and the remaining 66.6% at the Wonder Park Centre, while 51.4% of the Generation Y respondents were surveyed at the Quagga Centre and the remaining 48.6% were surveyed at the Wonder Park Centre.

6.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

This section presents the demographic information of respondents. Table 6.2 provides a demographic profile of the respondents who participated in the research.

Table 6.2: A demographic profile of the total sample

Demographic profile of respondents (n = 223)		
Variable	Frequency	Valid Percent
Gender		
Male	126	56.5
Female	96	43.0
Age		
Generation X	114	51.1
Generation Y	109	48.9
Education		
Below Matric	10	4.5
Senior Certificate	52	23.3
Diploma	85	38.1
Degree	35	15.7
Honours	30	13.5
Master's	11	4.9
Race		
African	158	70.9
Indian	7	3.1
White	34	15.2
Coloured	11	4.9
Income		
R800 - R1 399	23	10.3
R1 400 - R2 499	16	7.2
R2 500 - R4 999	20	9.0
R5 000 - R7 999	21	9.4
R8 000 - R10 999	25	11.2
R11 000 - R19 999	48	21.5

Table 6.2 indicates that 126 respondents were males, which meant that there were more males respondents as opposed to female respondents. Generation X sample consisted of 115 respondents, while Generation Y respondents were 108. The majority of respondents had at least a diploma as their minimum qualification. Table 6.2 shows that the other races were under-represented in both generations. 21.5% respondents indicated that their net monthly income was above R11 000.

6.4 DESCRIPTIVE PROFILE OF THE RESPONDENTS

6.4.1 A cross-tabulation between gender and generational cohort

Table 6.3 shows a cross-tabulation between gender and generational cohort

Table 6.3: A cross-tabulation between gender and generational cohort

			Age		Total
			Generation X	Generation Y	
Gender	Male	Count	67	59	126
		% within Gender	53.2%	46.8%	100.0%
		% within Age	58.8%	54.6%	56.8%
		% of Total	30.2%	26.6%	56.8%
	Female	Count	47	49	96
		% within Gender	49.0%	51.0%	100.0%
		% within Age	41.2%	45.4%	43.2%
		% of Total	21.2%	22.1%	43.2%
Total	Count	114	108	222	
	% within Gender	51.4%	48.6%	100.0%	
	% within Age	100.0%	100.0%	100.0%	
	% of Total	51.4%	48.6%	100.0%	

The results reported in Table 6.3 indicated that 67 of the 114 respondents in Generation X (i.e. 53.2%) were males, compared to 59 of the 108 respondents in Generation Y (i.e. 46.8%). Females constituted 49.0% of the Generation X sample and 51.0% of the Generation Y sample. These results indicated that females are slightly under-represented in both Generation X and Y samples. The Generation X sample also had slightly more male respondents and slightly fewer female respondents compared to the Generation Y sample. One respondent in Generation Y did not indicate his/her gender and is listed under “Non-response” in the first row.

6.4.2 A cross-tabulation between education and generational cohort

Table 6.4 shows a cross-tabulation between education and generational cohort.

Table 6.4: A cross-tabulation between education and generational cohort

			Age		Total
			Generation X	Generation Y	
Education	Below Matric	Count	3	7	10
		% within Education	30.0%	70.0%	100.0%
		% within Age	2.6%	6.4%	4.5%
		% of Total	1.3%	3.1%	4.5%
	Senior Certificate	Count	21	31	52
		% within Education	40.4%	59.6%	100.0%
		% within Age	18.4%	28.4%	23.3%
		% of Total	9.4%	13.9%	23.3%
	Diploma	Count	42	43	85
		% within Education	49.4%	50.6%	100.0%
		% within Age	36.8%	39.4%	38.1%
		% of Total	18.8%	19.3%	38.1%
	Degree	Count	22	13	35
		% within Education	62.9%	37.1%	100.0%
		% within Age	19.3%	11.9%	15.7%
		% of Total	9.9%	5.8%	15.7%
	Honours	Count	18	12	30
		% within Education	60.0%	40.0%	100.0%
		% within Age	15.8%	11.0%	13.5%
		% of Total	8.1%	5.4%	13.5%
Masters	Count	8	3	11	
	% within Education	72.7%	27.3%	100.0%	
	% within Age	7.0%	2.8%	4.9%	
	% of Total	3.6%	1.3%	4.9%	
Total	Count	114	109	223	
	% within Education	51.1%	48.9%	100.0%	
	% within Age	100.0%	100.0%	100.0%	
	% of Total	51.1%	48.9%	100.0%	

The results reported in Table 6.4 indicate that 70% of Generation Y respondents did not have Matric, while 59.6% had a Senior Certificate. This might have had implications on how these respondents understood the questions, since the degree of qualification reflects the literacy levels of individuals.

Table 6.4 further indicated that Generation X and Generation Y respondents who had a Diploma as their highest qualification were equally spread, compared with Generation X and Generation Y who indicated other qualifications. This constituted a high percentage of Generation X and Y respondents having a Diploma.

6.4.3 A cross-tabulation between race and generational cohort

Table 6.5 shows the results of a cross-tabulation between the variables race and generational cohort.

Table 6.5: A cross-tabulation between race and generational cohort

			Age		Total
			Generation X	Generation Y	
Race	African	Count	94	64	158
		% within Race	59.5%	40.5%	100.0%
		% within Age	86.2%	63.4%	75.2%
		% of Total	44.8%	30.5%	75.2%
	Indian	Count	1	6	7
		% within Race	14.3%	85.7%	100.0%
		% within Age	0.9%	5.9%	3.3%
		% of Total	0.5%	2.9%	3.3%
	White	Count	12	22	34
		% within Race	35.3%	64.7%	100.0%
		% within Age	11.0%	21.8%	16.2%
		% of Total	5.7%	10.5%	16.2%
	Coloured	Count	2	9	11
		% within Race	18.2%	81.8%	100.0%
		% within Age	1.8%	8.9%	5.2%
		% of Total	1.0%	4.3%	5.2%
Total	Count	109	101	210	
	% within Race	51.9%	48.1%	100.0%	
	% within Age	100.0%	100.0%	100.0%	
	% of Total	51.9%	48.1%	100.0%	

The results in Table 6.5 indicated that 94 of the 109 respondents in Generation X (or 59.5%) were African, compared to 64 of the 101 respondents in Generation Y (or 40.5%). The Generation X sample therefore comprised a higher proportion of African respondents compared to the Generation Y sample. Thirteen respondents did not indicate their race.

The imbalance in the racial composition of the two generational samples could be attributed to fieldworker bias. The fieldworkers used in the study were Africans and there is a possibility that they might have preferred to approach people of their own race. The rationale could be that the respondents were more easily approachable. The fieldworkers were, however, trained and briefed about such bias creeping in when collecting data. The other reason is based on observations made by the researcher. The observation was that

most consumers who frequented the Quagga and Wonderpark shopping centres were Africans (see Table 6.2).

The issue of concern in this regard was not that the sample as a whole was predominantly African, but rather the fact that the racial composition of the two sub-samples was not equal. If the two generations differ in their racial composition, then the implications are that any differences found in CBBE scores may not be because of age but because of race.

6.4.4 A cross-tabulation between income and generational cohort

Table 6.6 below shows the results of a cross-tabulation between the variables income and generational cohort. The income referred to net monthly household income after tax and other deductions.

Table 6.6: A cross-tabulation between net monthly income and generational cohort

		Age		Total	
		Generation X	Generation Y		
Income	R800 - R1 399	Count	4	19	23
		% within Income	17.4%	82.6%	100.0%
		% within Age	3.7%	20.9%	11.6%
		% of Total	2.0%	9.6%	11.6%
	R1 400 - R2 499	Count	5	11	16
		% within Income	31.3%	68.8%	100.0%
		% within Age	4.7%	12.1%	8.1%
		% of Total	2.5%	5.6%	8.1%
	R2 500 - R4 999	Count	8	12	20
		% within Income	40.0%	60.0%	100.0%
		% within Age	7.5%	13.2%	10.1%
		% of Total	4.0%	6.1%	10.1%
	R5 000 - R7 999	Count	12	9	21
		% within Income	57.1%	42.9%	100.0%
		% within Age	11.2%	9.9%	10.6%
		% of Total	6.1%	4.5%	10.6%
	R8 000 - R10 999	Count	16	9	25
		% within Income	64.0%	36.0%	100.0%
		% within Age	15.0%	9.9%	12.6%
		% of Total	8.1%	4.5%	12.6%
	R11 000 - R19 999	Count	27	21	48
		% within Income	56.3%	43.8%	100.0%
		% within Age	25.2%	23.1%	24.2%
		% of Total	13.6%	10.6%	24.2%
R20 000+	Count	35	10	45	
	% within Income	77.8%	22.2%	100.0%	
	% within Age	32.7%	11.0%	22.7%	
	% of Total	17.7%	5.1%	22.7%	
Total	Count	107	91	198	
	% within Income	54.0%	46.0%	100.0%	
	% within Age	100.0%	100.0%	100.0%	
	% of Total	54.0%	46.0%	100.0%	

Table 6.6 indicated that 77.8% of the 107 Generation X respondents were in the income bracket of R20 000+, compared to only 22.2% of the 91 Generation Y respondents. The largest proportion of Generation Y respondents (i.e. 43.8%) were in the R11 000 – R19 999 income bracket, followed by another 82.6% in the R8000 – R1 399 bracket. This income profile suggested that there were distinct differences in terms of net monthly household income between the two generations. These income differences may differentially influence the sensitivity of consumers in Generation X and Generation Y towards price.

Figure 6.1 provides a graphical representation of the two generations' income level

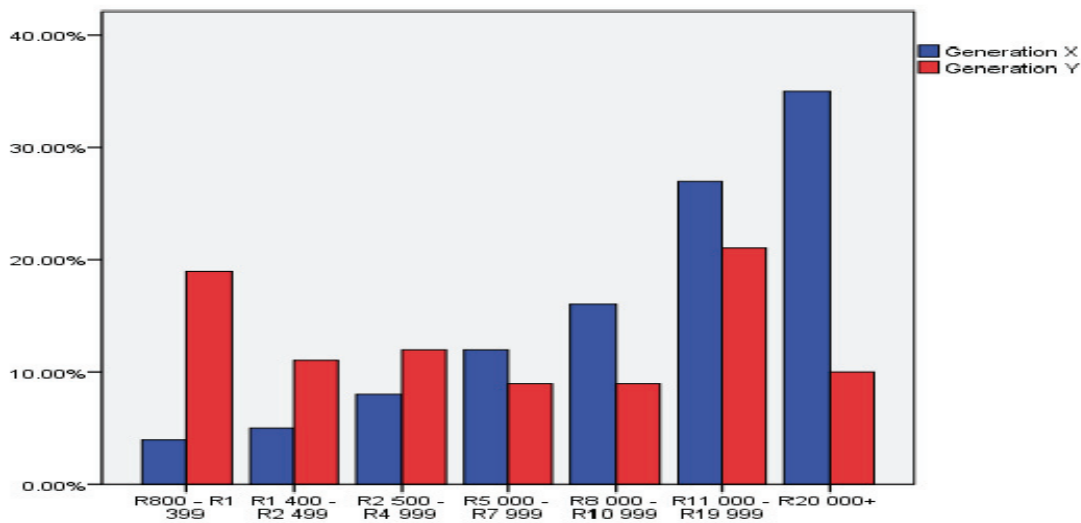


Figure 6.1: A comparison of the net monthly household income levels of respondents in Generations X and Y

Figure 6.1 above, which is based on the column percentages in Table 6.6, shows that the two generational samples are not matched in terms of income. The Generation X sample, shown in blue, is apparently more affluent than the Generation Y sample, shown in red.

6.5 UNAIDED RECALL QUESTIONS FREQUENCY COUNTS

Question 1 was an unaided recall question in which respondents had to list up to four brands of television sets that they could recall. The question was analysed to determine which brands were mentioned most as the first, second, third and fourth brand to be recalled respectively. The findings are presented in Tables 6.7 to 6.10.

Table 6.7 indicates responses to Question 1, an unaided recall question in which respondents had to indicate the first television set brand that came into their mind. Samsung, Sony, LG and Telefunken were the four brands mentioned most frequently by the respondents as the first brand they could recall.

Table 6.7: First unaided recalled television set brand

	Frequency	Valid Percent
Samsung	65	29.1
Sony	61	27.4
LG	55	24.7
Telefunken	12	5.4
Sansui	10	4.5
Panasonic	8	3.6
Hisense	4	1.8
Sinotec	2	.9
Tek	2	.9
Ecco	1	.4
JVC	1	.4
Tedelex	1	.4
No response	1	.4
Total	223	100.0

Table 6.8 indicated responses to Question 1 in which respondents had to indicate the second television set brand that came to their mind. LG, Samsung, Sony and Telefunken were the four brands mentioned most frequently by respondents as the second brand they could recall.

Table 6.8: Second unaided recalled brand

	Frequency	Valid Percent
LG	60	26.9
Samsung	48	21.5
Sony	47	21.1
Telefunken	26	11.7
Panasonic	9	4.0
Sansui	5	2.2
Phillips	4	1.8
Logik	4	1.8
Tedalex	3	1.3
Hisense	2	.9
Pioneer	2	.9
Tek	1	.4
Aim	1	.4
Toshiba	1	.4
Daewoo	1	.4
Sharp	1	.4
No response	8	3.6
Total	223	100.0

Table 6.9 indicated responses to Question 1 in which respondents had to indicate the third brand that came to their mind. Samsung, LG, Telefunken and Sony were the four brands that came third in the minds of respondents.

Table 6.9: Third unaided recalled brand

	Frequency	Valid Percent
Samsung	41	18.4
LG	40	17.9
Telefunken	33	14.8
Sony	31	13.9
Panasonic	19	8.5
Sansui	8	3.6
Logik	5	2.2
Hisense	4	1.8
Phillips	3	1.3
JVC	3	1.3
Daewoo	3	1.3
Pioneer	2	.9
Ecco	1	.4
Tek	1	.4
Tedalex	1	.4
Solsonic	1	.4
Kingston	1	.4
Aiwa	1	.4
Sharp	1	.4
No response	24	10.8
Total	223	100.0

Table 6.10 indicated responses to Question 1 in which respondents had to indicate the fourth brand that came to their minds. Telefunken, LG, Sansui and Samsung and Sony were the four brands that came fourth in the minds of respondents.

Table 6.10: Fourth unaided recalled brand

	Frequency	Valid Percent
Telefunken	53	23.8
LG	21	9.4
Sansui	17	7.6
Samsung	16	7.2
Sony	16	7.2
Panasonic	12	5.4
Phillips	9	4.0
Hisense	9	4.0
Sinotec	6	2.7
Logik	5	2.2
Tedalex	4	1.8
Pioneer	2	.9
Toshiba	2	.9
Solsonic	2	.9
Daewoo	1	.4
Akail	1	.4
Wharfedale	1	.4
No response	46	20.6
Total	223	100.0

Tables 6.7 to 6.10 suggested that the most prevalent brands in all four responses were Samsung, Sony, LG and Telefunken. The manufacturers seem to have positioned their brands well. This was evident in the 2013 Sunday Times top brands survey results. The Sunday Times results suggested that Samsung, LG and Sony were the top brands in electronic goods.

The results in Table 6.11 were based on Question 2, an open-ended question where respondents had to indicate their most preferred television set brand. Of the 223 respondents, 39.9% preferred Sony, 27.8% preferred Samsung and 20.6% preferred LG. Although Telefunken was top in the respondents' minds, a very low percentage of 2.7% indicated it as a preferred brand. However, 4.5% of respondents indicated Panasonic as their preferred brand. This suggests that a brand that is top of the mind is not necessarily a preferred brand.

Table 6.11: Respondents' most preferred television set brands

	Frequency	Valid Percent
Sony	89	39.9
Samsung	62	27.8
LG	46	20.6
Panasonic	10	4.5
Telefunken	6	2.7
Sansui	6	2.7
Hisense	3	1.3
Pioneer	1	.4
Total	223	100.0

In the next section, the results of exploratory factor analysis are presented.

6.6 EXPLORATORY FACTOR ANALYSIS

In this section the results of an exploratory factor analysis (EFA) conducted on responses to the Likert scale statements in question 3 to 6 of the questionnaire are presented. The analysis was conducted using SPSS 21 on the whole sample ($n=223$) of respondents. The EFA was used to:

- a) Investigate the factor structure of responses to the Likert scale statements in questions 3 to 6;
- b) Evaluate the discriminant validity of the four sub-scales included in questions 3 to 6; and
- c) Evaluate the convergent validity of the four sub-scales included in questions 3 to 6.

The Likert scale statements in questions 3 to 6 were meant to measure the four consumer-based brand equity (CBBE) dimensions, namely brand awareness, brand associations, perceived quality and brand loyalty, respectively. A four-factor solution was, therefore, expected with the items measuring a specific CBBE dimension all loading strongly together on the same factor with no sizable cross-loadings of items across multiple factors. The results of the EFA are reported below.

6.6.1 Sample adequacy

Exploratory factor analysis is based on a correlation matrix of the variables included in the analysis. A more generally accepted rule of thumb is that the sample size in an EFA should at least be 5 times the number of variables included in the analysis and ideally a sample-to-variable ratio of 10:1 (Hair, Black, Babin & Anderson, 2010:102). 21 variables were included in the EFA analysis with a sample size of 223, so the sample-to-variable ratio was 10.6:1 which was ideal.

The suitability of the data included in the final EFA analysis was first evaluated. The value of the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was .895 in the final EFA analysis which is above the minimum recommended value of .6 (Pallant, 2009:183). Table 6.12 shows the results of Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and the Bartlett's test of sphericity. These tests had to be conducted to establish sample adequacy and appropriateness of the correlation matrix for factoring. The values of the KMO measure of sampling adequacy should vary between 0 and 1, while values closer to 1 are preferred. According to Tabachnick and Fidell (2001:588), the minimum acceptable value for the KMO measure for further analysis is .60.

The KMO index for this study was .895 which indicates that the items in the dimensions are very suitable for factor analysis. KMO measures how much the items in a scale have in common. Thus, a value closer to 1 indicates that the variables have a lot in common.

Table 6.12: KMO and Bartlett's Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.895
	Approx. Chi-Square	1704.629
Bartlett's Test of Sphericity	df	136
	Sig.	.000

The Bartlett's Test of Sphericity was conducted to test the null hypothesis that the correlation matrix is an identity matrix. An identity matrix is a matrix in which all the diagonal elements are 1 and off-diagonal elements are 0 (Tabachnick and Fidell, 2001:589). As is shown in Table 6.12, Bartlett's test of sphericity also reached statistical

significance ($p < 0.001$). Both the KMO measure and Bartlett's test, therefore, support the factorability of the correlation matrix used in the final EFA analysis (Pallant, 2009:199).

6.6.2 Factor structure for further rotation

Several exploratory factor analyses were conducted using SPSS 21 in which the Likert scale statements in questions 3 to 6 of the questionnaire were simultaneously subjected to a principal components analysis (PCA) with varimax rotation. Table 6.13 shows the four factors with eigenvalues greater than 1. Although an eigenvalue of 1 represents the norm in SPSS, a cut-off point of 1.10 eigenvalue was used to extract the factors in this study. In addition, factors with items loading of .4 and higher were used for extraction even though it was higher than the .3 rule of thumb for minimum factor loadings. As a result, only 4 factors were considered for further statistical analysis in this study. Since the four sets of Likert scale statements in questions 3 to 6 each measure a different sub-dimension of consumer-based brand equity, a four-factor solution which corresponds to these four sub-dimension was initially expected. These factors were determined based on theory, the research objectives and hypotheses. This was to ensure that the factors would yield the most interpretable results.

Unfortunately, four of the Likert scale items cross-loaded strongly (i.e., with loadings $\geq .40$) on more than one factor or loaded strongly on a factor along with other items to which they should not conceptually be related. These four problematic items were removed in an iterative manner and the analysis repeated until a final interpretable and conceptually defensible factor solution was obtained. The results of the final EFA analysis, involving the remaining 17 Likert scale items, are reported in Table 6.13.

The principal components analysis revealed four factors (or components) with eigenvalues larger than 1. These four components each explained 40.3%, 9.2%, 7.6% and 6.7% of the variance in the original data respectively, or a total of 63.8% of the total variance as shown in Table 6.13.

Table 6.13: Factor extraction using Principal Component Analysis (CPA)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.852	40.303	40.303	6.852	40.303	40.303	3.506	20.626	20.626
2	1.569	9.232	49.535	1.569	9.232	49.535	2.851	16.768	37.394
3	1.288	7.579	57.114	1.288	7.579	57.114	2.332	13.718	51.112
4	1.137	6.690	63.804	1.137	6.690	63.804	2.158	12.692	63.804
5	.823	4.842	68.646						
6	.724	4.259	72.905						
7	.684	4.025	76.930						
8	.602	3.544	80.474						
9	.486	2.862	83.336						
10	.470	2.766	86.102						
11	.451	2.654	88.756						
12	.390	2.297	91.053						
13	.379	2.231	93.284						
14	.360	2.119	95.403						
15	.302	1.775	97.179						
16	.262	1.539	98.717						
17	.218	1.283	100.000						

Extraction Method: Principal Component Analysis.

An inspection of the scree plot shown in Figure 6.2 also supported the interpretation of a four-factor solution. The scree plot was included as an alternative test for factor retention. Pallant (2011:129) suggests that when looking at the scree plot, a researcher must look for a change or “elbow” in the shape of the plot. The components above the elbow point are retained. Thus component 1, 2, 3 and 4 in Figure 6.2 were retained.

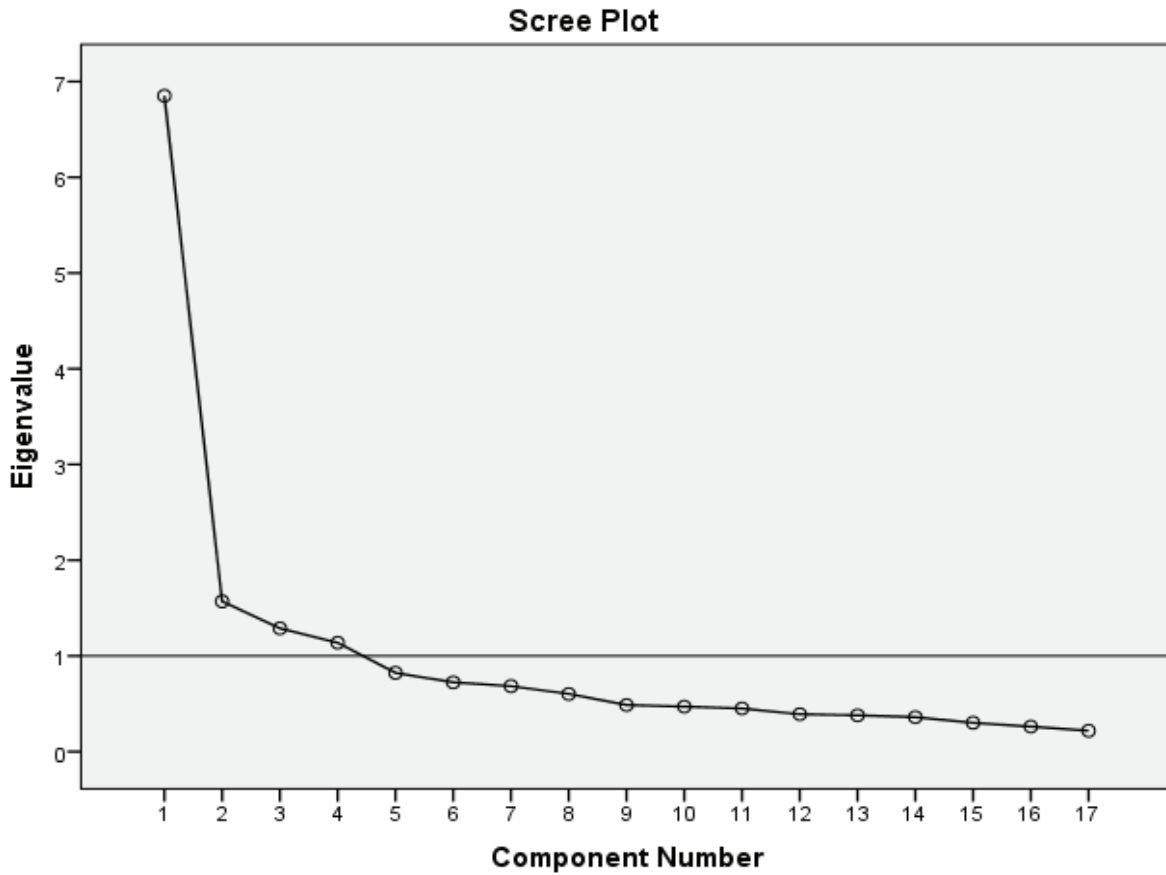


Figure 6.2: Scree plot for factor retention

To aid in the interpretation of the results, an orthogonal varimax rotation was performed. The rotated component matrix is shown in Table 6.14, see Appendix A p.170 for the questionnaire.

Table 6.14: Item loading per factor

	Component			
	Component 1 Brands associations in terms of product quality and value for money	Component 2 Brand loyalty	Component 3 Brand awareness	Component 4 Brand associations in terms of product manufacturer
q5_3	.771			
q5_2	.765			
q5_1	.707			
q5_4	.657			
q6_2	.619			
q6_1	.525			
q6_3	.437			
q3_5		.797		
q3_3		.780		
q3_1		.753		
q3_4		.712		
q4_3			.791	
q4_1			.783	
q4_2			.676	
q6_7				.810
q6_6				.794
q6_8				.698
Percentage variance explained:	40.303	9.232	7.579	6.690

Note: Extraction Method: Principal Component Analysis; Rotation Method: Varimax with Kaiser Normalization; Rotation converged in 6 iterations; Only factor loadings > .40 are shown.

Items from questions 5 and 6 loaded strongly on the first component. These items reflect respondents' brand associations in terms of product quality (items 5.1 to 5.4) and value for money (items 6.1 to 6.3). This component can, therefore, be labelled as *brand associations in terms of product quality and value for money*. This component represents a partial merging of two of the original CBBE dimensions, namely perceived quality and brand associations. Items from question 3 loaded strongly on the second component. These items all reflect *brand loyalty* and the component can, therefore, be labelled as such. Items from question 4 loaded strongly on the third component. These items all reflect *brand awareness* and the component was thus labelled as such. Finally, items 6.6, 6.7 and

6.8 all loaded strongly on the fourth component. These three items reflect respondents' trust in, liking of and perceptions of the credibility of the company that makes their preferred television set brand. This component was, therefore, labelled as *brand associations about the brand manufacturer*.

The results of the factor analysis, therefore, showed that the 17 items retained in the final factor analysis measured four underlying consumer-based brand equity dimensions, namely a) brand associations in terms of product quality and value for money, b) brand loyalty, c) brand awareness and d) brand associations about the brand manufacturer. These four CBBE dimensions differ somewhat from the original conceptual CBBE dimensions discussed in Chapter 4. The original brand loyalty and brand awareness dimensions have been confirmed and correspond to components 2 and 3 in Table 6.14. The original brand associations and product quality dimensions have, however, not been confirmed. Instead, the results of the factor analysis indicated that statements measuring perceived product quality and statements measuring value for money load together on component 1 to form a dimension labelled *brand associations in terms of product quality and value for money*. Statements measuring respondents' trust in, liking of and perceptions of the brand manufacturer's credibility load together to form a separate component, component 4, which reflect respondents' brand associations about the brand manufacturer. These results suggest that respondents distinguish between two separate dimensions of brand associations, namely product-related associations and manufacturer-related associations. It is not surprising as Buil *et al.* (2008) in their study also found that the items of brand associations dimension loaded on more than one factor, to be precise, it was three factors. The first brand association dimension referred to the product associations (perceived value). The second dimension referred to the brand personality. The third dimension was related to organisational associations.

The aforementioned four CBBE components in Table 6.14 derived from the results of the factor analysis were used as a basis for all subsequent analysis. The items associated with each of the four components (or factors) shown in Table 6.14 were next subjected to a reliability analysis using Cronbach's alpha. The results of these reliability analyses are discussed in the next section.

6.7 RELIABILITY ANALYSIS

Reliability is described as the ability of an instrument to constantly generate similar and consistent findings (Saunders, Lewis & Thornhill, 2007:149). Furthermore, Leedy and Ormrod (2005:29) concur by stating that reliability is the consistency with which an instrument measures an entity, where this entity is kept constant. In this regard, a reliable research instrument must produce similar results if applied in a homogeneous population.

Reliability also refers to the degree of consistency between multiple measurements of a variable (Hair *et al.*, 2006:137). According to Cooper and Schindler (2011:283), there are three different perspectives on reliability, namely stability, equivalence and internal consistency. However, for the current study the researcher focused on internal consistency. Cronbach's alpha is a statistical measurement that is widely used to assess the internal consistency reliability of multi-item scales at an interval level of measurement (Cooper & Schindler, 2011:284). Thus, Cronbach's alpha was used as an indicator of internal consistency reliability for the current study, to test the degree to which the set of items of the four dimensional Consumer based brand equity (CBBE) scale are internally consistent in their measurements and to determine whether or not they measure the same underlying dimension. A scale's internal consistency is one of the important aspects of reliability (Pallant, 2005:90). The minimum level that is generally agreed upon for the Cronbach's alpha coefficient of a scale is 0.70 (Hair *et al.*, 2006:137; Pallant, 2005:90). The Cronbach's alpha reliability coefficients of the four dimensions measured in this study are provided in Tables 6.16 to 6.19.

Table 6.15 presents the results of internal consistency reliability analysis for CBBE scales.

Table 6.15: The overall coefficient value for the CBBE scale

Dimension	Cronbach's alpha	Number of Items
Brand associations in terms of product quality and value for money	.84	7
Brand awareness	.82	4
Brand loyalty	.76	3
Brand associations in terms of product manufacturer	.84	3

Table 6.16 showed internal consistency reliability for *brand awareness* sub-scale. Items 3.1, 3.3, 3.4 and 3.5 loaded strongly together on component 2 in the final EFA analysis. These four items all reflect brand awareness (see Question 3 in the questionnaire included in Appendix A, p. 170). A reliability analysis conducted on these four items obtained a Cronbach's alpha of .82 which is above the generally expected minimum of .7 (Pallant, 2010:100). The item diagnostics shown in Table 6.16 showed that the Cronbach's alpha could not be improved by deleting any of the items. The item-to-total correlations were also all above .50. These four items were, therefore, used as a measure of brand awareness.

Table 6.16: Internal consistency reliability for brand awareness sub-scale

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q3_1	19.2735	8.191	.599	.810
q3_3	19.2287	9.222	.682	.765
q3_4	19.1973	8.555	.630	.787
q3_5	19.0359	9.368	.726	.752

Table 6.17 showed internal consistency reliability for *brand associations: quality and value* sub-scale. Items 5.1, 5.2, 5.3, 5.4, 6.1, 6.2 and 6.3 loaded strongly together on component 1 in the final EFA analysis. These seven items all reflect brand associations: quality and value (see Question 4 and 5 respectively in the questionnaire included in Appendix A, p. 170). A reliability analysis conducted on these seven items obtained a Cronbach's alpha of .84 which is above the generally expected minimum of .7 (Pallant, 2010:100). The item diagnostics shown in Table 6.17 show that the Cronbach's alpha cannot be improved by deleting any of the items. The item-to-total correlations are also all above .50. These seven items were, therefore, used as a measure of brand associations: quality and value.

Table 6.17: Internal consistency reliability for brand associations: quality and value sub-scale

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q5_3	38.0000	19.518	.668	.811
q5_2	38.0090	19.473	.652	.813
q5_1	37.8869	19.474	.654	.813
q5_4	38.0181	18.763	.686	.806
q6_2	38.1719	18.052	.596	.819
q6_1	38.3348	18.387	.534	.831
q6_3	38.5385	18.395	.493	.841

Table 6.18 showed internal consistency reliability for *brand associations: manufacturer associations* sub-scale. Items 6.6, 6.7 and 6.8 loaded strongly together on component 4 in the final EFA analysis. These three items all reflect brand associations: manufacturer associations (see Question 6 in the questionnaire included in Appendix A, p. 170). A reliability analysis conducted on these three items obtained a Cronbach's alpha of .76 which is above the generally expected minimum of .7 (Pallant, 2010:100). The item diagnostics shown in Table 6.18 below show that the Cronbach's alpha cannot be improved by deleting any of the items. The item-to-total correlations are also all above .50. These seven items were, therefore, used as a measure of brand associations: manufacturer associations.

Table 6.18: Internal consistency reliability for brand associations: manufacturer associations sub-scale

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q6_6	12.5605	3.166	.598	.681
q6_7	12.5740	3.255	.651	.626
q6_8	12.6413	3.303	.544	.742

Table 6.19 showed internal consistency reliability for brand loyalty sub-scale. Items 4.1, 4.2 and 4.3 loaded strongly together on component 3 in the final EFA analysis. These three items all reflect brand associations: manufacturer associations (see Question 4 in the questionnaire included in Appendix A, p. 170). A reliability analysis conducted on these three items obtained a Cronbach's alpha of .76 which is above the generally expected minimum of .7 (Pallant, 2010:100). The item diagnostics shown in Table 6.19 below show that the Cronbach's alpha cannot be improved by deleting any of the items. The item-to-

total correlations are also all above .50. These seven items were, therefore, used as a measure of brand loyalty.

Table 6.19: Internal consistency reliability for brand loyalty sub-scale

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q4_1	11.0538	8.871	.615	.664
q4_2	10.5112	9.494	.642	.653
q4_3	11.8879	7.145	.571	.746

Based on the results of the reliability analyses, four composite scores were created to represent each of the underlying CBBE dimensions identified in the exploratory factor analysis. These four composite scores are discussed in the next section. The mean and standard deviation of the four sub-dimensions are discussed in the next section.

6.8 COMPOSITE SCORES

This study used a questionnaire containing Likert scale questions. The univariate descriptive statistics that should be reported for an interval level of measurements is the mean and standard deviation of the reported data (University of Pretoria, 2008:96). The mean and standard deviation of the final CBBE dimensions used in the study are reported in Table 6.20 to 6.22.

Furthermore, a composite score for each dimension was determined by calculating the mean of each respondent's answers across the items associated with the specific dimension. Then the mean of these "mean scores" across all respondents were calculated. For example, the **brand loyalty** construct has three items. The mean (M) of these items was calculated from the "mean score" of each respondent from Generation X and Generation Y. The composite score for the **brand loyalty** construct, the mean (M) of the three items for Generation X and Generation Y were added together and divided by the number of items.

Table 6.20: Descriptive statistics on the composite scores of the four brand equity sub-dimensions

	n	Mean	Std. Deviation
Total: Brand associations in terms of product quality and value for money	223	6.350	.724
Total: Brand awareness	223	6.410	.958
Total: Brand loyalty	223	5.600	1.329
Total: Brand associations in terms of product manufacturer	223	6.314	.827
Valid N (listwise)	223		

The highest total score ($M = 6.410$, $SD = 0.958$) is associated with **brand awareness**, while the lowest total score is associated with **brand loyalty** ($M = 5.600$, $SD = 1.329$) which means both generations indicated that they are brand loyal. The total scores for **brand associations: product quality and value for money** ($M = 6.350$, $SD = 0.724$) and **brand associations: product manufacturer** ($M = 6.314$, $SD = 0.827$) indicate that the two generations have positive perceptions regarding their preferred brands. All of the total scores are above 6, with the exception of brand loyalty. The mid-point of the Likert scale was 4; all the mean scores are above 4.

The fact that the mean values on all the composite scores are above the scale midpoint was somewhat expected as respondents had to evaluate their most preferred brand. It is therefore logical to expect respondents to have very positive perceptions about their most preferred brand.

Table 6.21 shows Generation X composite scores of the four brand equity sub-dimensions. The respondents in this generation indicated positive perceptions towards their most preferred brand with regard to the four sub-scales. The respondents moderately agreed with the statements regarding their most preferred brand. The total scores for **brand associations in terms of product quality and value for money** ($M = 6.383$, $SD = 0.701$), ($M = 6.278$, $SD = 1.176$) was associated with **brand awareness**, while the total score associated with **brand loyalty** is ($M = 5.818$, $SD = 1.279$) and **brand associations in terms of product manufacturer** ($M = 6.328$, $SD = 0.830$) indicate that the two generations have positive perceptions regarding their preferred brands. The mid-point of the Likert scale was 4; all the mean scores were above 4.

Table 6.21: Generation X descriptive statistics on the composite scores of the four brand equity sub-dimensions

	n	Mean	Std. Deviation
Total: Brand associations in terms of product quality and value for money	114	6.383	.701
Total: Brand awareness	114	6.278	1.176
Total: Brand loyalty	114	5.818	1.279
Total: Brand associations in terms of product manufacturer	114	6.328	.830
Age	114	1.000	.000
Valid N (listwise)	114		

Table 6.22 shows Generation Y composite scores of the four brand equity sub-dimensions. The respondents in this generation indicated positive perceptions towards their most preferred brand with regard to the four sub-scales. The respondents moderately agreed with the statements regarding their most preferred brand. The total scores for **brand associations in terms of product quality and value for money** ($M = 6.315$, $SD = 0.749$), ($M = 6.548$, $SD = 0.634$) was associated with **brand awareness**, while the total score associated with **brand loyalty** was ($M = 5.370$, $SD = 1.349$) and **brand associations in terms of product manufacturer** ($M = 2.000$, $SD = 0.826$) indicated that the two generations have positive perceptions regarding their preferred brands. The mid-point of the Likert scale was 4; all the mean scores were above 4.

Table 6.21 and Table 6.22 composite score indicated that Generation X and Generation Y consumers indicated similar scores with regard to their perceptions of the four CBBE sub-scales.

Table 6.22: Generation Y descriptive statistics on the composite scores of the four brand equity sub-dimensions

	n	Mean	Std. Deviation
Total: Brand associations in terms of product quality and value for money	109	6.315	.749
Total: Brand awareness	109	6.548	.634
Total: Brand loyalty	108	5.370	1.349
Total: Brand associations in terms of product manufacturer	109	6.299	.826
Age	109	2.000	.000
Valid N (listwise)	108		

The focus of the next section is tests of normality followed by the section on hypothesis testing.

6.9 TESTS FOR DATA NORMALITY

The assumption of normality may be tested by using different statistical tests for normality, such as the Shapiro-Wilk, Kolmogorov-Smirnov, Cramer-Von Mises or Anderson-Darling tests (Razali & Wah, 2011:22). However, for this study the Kolmogorov-Smirnov and Shapiro-Wilk tests were used. Table 6.23, below, provides the results of the normality tests conducted on the composite scores representing the four CBBE dimensions. The test for normality was done to check the nature of the sample from which data were obtained. The purpose was to enable the researcher to use the correct statistical test when checking for mean differences between the two generational groups in the sample. When normality and homogeneity of variance assumptions are not satisfied, a non-parametric test must be conducted to test mean differences. Table 6.23 indicates the significant values for all scales and sub-scales measuring CBBE dimensions.

Table 6.23: Tests for normality

Age		Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Total: Brand associations in terms of product quality and value for money	Generation X	.190	114	.000	.775	114	.000
	Generation Y	.183	108	.000	.803	108	.000
Total: Brand awareness	Generation X	.270	114	.000	.671	114	.000
	Generation Y	.238	108	.000	.735	108	.000
Total: Brand loyalty	Generation X	.205	114	.000	.833	114	.000
	Generation Y	.123	108	.000	.910	108	.000
Total: Brand associations in terms of product manufacturer	Generation X	.220	114	.000	.796	114	.000
	Generation Y	.202	108	.000	.816	108	.000

The above Table 6.23 presented the Kolmogorov-Smirnov Test and the Shapiro-Wilk test for normality results. The results indicated that data was not normal as it was below 0.05. this meant that data significantly deviated from a normal distribution.

An analysis was done to compare the perceptions of the two generations on the four dimensions of CBBE measured in the study. The composite scores representing the four

brand equity dimension were negatively skewed, because most respondents selected the two highest scale points (see Table 6.24). The assumption of normality was, therefore, violated. A non-parametric Mann-Whitney U test, consequently, had to be conducted to compare the two generational cohorts on each of the four total scores representing the four brand equity dimensions.

Table 6.24: Skewness coefficients

	Generational cohort	Statistic	Std. Error
Brand associations in terms of product quality and value for money	Generation X	-2.460	.226
	Generation Y	-2.064	.231
Brand awareness	Generation X	-2.225	.226
	Generation Y	-1.954	.231
Brand loyalty	Generation X	-1.489	.226
	Generation Y	-1.070	.233
Brand associations in terms of product manufacturer	Generation X	-1.457	.226
	Generation Y	-1.282	.231

6.10 TESTS FOR SIGNIFICANT MEAN DIFFERENCES

The tests for significant mean differences are presented in this section. The non-parametric tests conducted were Mann-Whitney U Test. The Mann-Whitney U test is essentially done to determine whether there are statistically significant differences in the mean rankings of scores across two groups. In this study, the two generational cohorts, Generations X and Y, form the two groups and they are compared based on their mean rankings on the four composite scores representing the four CBBE dimensions in the study.

Table 6.25: Mann-Whitney U Test

	Generational cohort	n	Mean rank	p-value (two-tailed) of the Mann-Whitney U test
Brand associations in terms of product quality and value for money y	Generation X	114	114.62	.532
	Generation Y	109	109.26	
Brand awareness	Generation X	114	110.22	.655
	Generation Y	109	113.86	
Brand loyalty	Generation X	114	123.87	.003
	Generation Y	108	98.44	
Brand associations in terms of product manufacturer	Generation X	114	113.25	.757
	Generation Y	109	110.69	

Note: The statistically significant p-values are highlighted in bold red font in the table.

The results essentially indicated that there was only a statistically significant difference in the brand loyalty scores of the two generations ($p = 0.003$), with Generation X, on average, having higher brand loyalty scores compared to Generation Y. The two generations do not differ significantly on the other three dimensions of brand equity. There were some outliers in the dataset for these analyses as well. The analysis was, therefore, repeated with the extreme outliers removed and the conclusions remained the same.

6.10.1 Integration of research objectives, hypotheses and discussion of results

The research objectives, hypotheses and results of the Mann-Whitney U tests are integrated and presented in this section.

Literature suggests that differences between the generations are unique. The uniqueness is due to developments in consumers' life stages, age and experience. Accordingly, generational cohorts develop distinct characteristics that influence how they perceive the world around them. This study was guided by four research objectives. These four objectives were linked to the four hypotheses. The research objectives, hypotheses and the results of the hypothesis tests are stated and discussed below.

Research objective 1: To determine whether consumers in Generations X and Y who live in the Tshwane Metropole differ significantly in their levels of brand awareness with regard to preferred brands in the consumer electronics product category.

The first research objective sought to determine whether there were generational differences between consumers in Generation X and Generation Y with regard to their level of brand awareness in the consumer electronics product category and, in particular, with reference to the brand of television set that they most preferred. The results of an exploratory factor analysis found that four items (i.e., Q3.1, Q3.3, Q3.4 and Q3.5) loaded together on a factor representing the brand awareness construct.

The research objective was achieved because brand awareness was measured and statistical tests to determine whether the brand awareness levels of the two generations differ or not were conducted. The fact that there were no statistically significant difference in brand awareness levels does not mean that the objective was not achieved. It simply meant that the hypothesis in this regard could not be confirmed.

The results of a Mann-Whitney U test indicated that there is no statistically significant difference in the brand awareness scores of the the two generations. These findings, therefore, did not support the following hypothesis:

H₁: There are statistically significant differences between Generations X and Y in the Tshwane metropole area with regard to their brand awareness.

Because the respondents all answered the brand awareness statements with reference to their *most preferred* television set brand, this finding is not a surprise. One would expect that all respondents would be highly familiar with their most preferred brand in any product category. These high awareness levels are confirmed by the fact that both generations have high average brand awareness scores and similar median brand awareness scores (Generation X: $M = 6.27$, $SD = 1.17$, $Mdn = 6.75$; Generation Y: $M = 6.54$, $SD = .63$, $Mdn = 6.75$). Future researchers should perhaps determine whether the two generations differ

when their awareness levels are tested for a fixed set of brands in a specific product category instead of for their most preferred brand.

Research objective 2: To determine whether consumers in Generations X and Y who live in the Tshwane Metropole differ significantly in their brand associations (about product quality and value for money) with regard to preferred brands in the consumer electronics product category

The second research objective sought to determine whether there are generational differences between consumers in Generations X and Y with regard to the brand associations they have about the brand of television set that they prefer most. The results of an exploratory factor analysis indicated that respondents distinguish between two types of brand associations, namely brand associations about product quality and value for money (measured by Q5.1, Q5.2, Q5.3, Q5.4, Q6.1, Q6.2 ad Q6.3) as well as brand associations about the product manufacturer (measured by Q6.6, Q6.7 and Q6.8). The focus here is on the first category of brand associations – associations in terms of product quality and value for money. This research objective was not achieved, as the results of a Mann-Whitney U test indicated that there was no statistically significant difference in the mean rankings of the scores representing respondents' brand associations regarding product quality and value for money of the two generations. These findings, therefore, did not support the following hypothesis:

H₂: There are statistically significant differences between Generations X and Y in the Tshwane metropole area with regard to their brand associations about product quality and value for money.

Respondents may hold several distinct associations regarding a specific brand in their minds, including associations about the brand's perceived quality, value for money, credibility, trustworthiness and their overall liking of the brand. These different brand associations are not necessarily highly correlated, which, as was the case in the current study, could create problems in obtaining a single factor in a factor analysis representing the construct *brand associations*. To avoid this problem, future researchers should

perhaps first identify the specific brand associations that consumers have about the brand or brands being studied through qualitative research and then ensure that they include multiple items reflecting each distinct brand associations in a questionnaire. The items measuring each distinct brand associations (e.g., perceived quality, perceived value for money or brand credibility) should then, in principle, form more clearly defined and distinct factors in a factor analysis. This could make it possible to investigate generational differences regarding specific brand associations, instead of with regard to an overall '*brand associations*' construct that seems to be problematic in the sense that it cannot be empirically confirmed in a factor analysis.

In addition, in this study, the respondents were asked to indicate the strength of the brand associations they have about their *most preferred* television set brand. One would again expect that most respondents would have very positive brand associations about their most preferred brand in any product category. These positive brand associations in terms of quality and value for money are confirmed by the fact that both generations have high average scores and similar median scores (Generation X: $M = 6.38$, $SD = .70$, $Mdn = 6.42$; Generation Y: $M = 6.31$, $SD = .74$, $Mdn = 6.43$) on the composite score representing the construct *brand associations about product quality and value for money*. Future researchers should perhaps determine whether the two generations differ when the strength of specific brand associations are measured for a fixed set of brands in a specific product category instead of only for their most preferred brand.

Research objective 3: To determine whether consumers in Generations X and Y who live in the Tshwane Metropole differ significantly in their brand loyalty with regard to preferred brands in the consumer electronics product category

The third research objective sought to determine whether there were generational differences between consumers in Generation X and Generation Y with regard to their brand loyalty in the consumer electronics product category and, in particular, with reference to the brand of television set that they most preferred. The results of an exploratory factor analysis found that three items (i.e., Q4.1, Q4.2 and Q4.3) loaded together on a factor representing the brand loyalty construct.

The research objective was achieved because brand loyalty was measured and statistical tests to determine whether the brand loyalty of the two generations differ or not were conducted. The results indicated that there were statistically significant difference in brand loyalty between Generation X and Generation Y. Thus, the research objective was achieved. This simply meant that the hypothesis in this regard was confirmed:

H₃: There are statistically-significant differences between Generations X and Y in the Tshwane metropole area with regard to their perceptions of brand loyalty.

Because the respondents all answered the brand loyalty statements with reference to their most preferred television set brand, this finding is not a surprise. One would expect that all respondents would be loyal to their most preferred brand in any product category. This brand loyalty was confirmed by the mean and median scores (Generation X: $M = 5.81$, $SD = 1.28$, $Mdn = 6.33$; Generation Y: $M = 5.37$, $SD = 1.35$, $Mdn = 5.50$).

Research objective 4: To determine whether consumers in Generations X and Y who live in the Tshwane Metropole differ significantly in their brand associations (about product manufacturer) with regard to preferred brands in the consumer electronics product category.

The fourth research objective sought to determine whether there are generational differences between consumers in Generations X and Y with regard to their perception of perceived quality they have about the brand of television set that they prefer most. The results of an exploratory factor analysis indicated that respondents conceived perceived quality as another type of brand associations. Respondents perceived this dimension as brand association in terms of product manufacturer (measured by Q6.6, Q6.7 and Q6.8). This research objective was not achieved, as the results of a Mann-Whitney U test indicated that there was no statistically significant difference in the mean rankings of the scores representing respondents' brand associations regarding product manufacturer of the two generations. These findings, therefore, did not support the following hypothesis:

H₄: There are statistically-significant differences between Generations X and Y in the Tshwane metropole area with regard to their brand associations about product manufacturer.

It is clear from the exploratory factor analysis that respondents held several distinct associations regarding perceived quality. The respondents comprehended trust, credibility and their feelings towards the manufacturer as brand associations in terms of product manufacturer. These different brand associations (in terms of perceived quality and value for money and in terms of product manufacturer) are not necessarily highly correlated, which, as was the case in the current study, could create problems in obtaining a single factor in a factor analysis representing the construct brand associations. Consequently, future researchers should perhaps first identify the specific brand associations that consumers have about the brand or brands being studied through qualitative research and then ensure that they include multiple items reflecting each distinct brand associations in a questionnaire. The items measuring each distinct brand associations (e.g., trust, credibility and their feelings towards the manufacturer) should then, in principle, form more clearly defined and distinct factors in a factor analysis. This could make it possible to investigate generational differences regarding specific brand associations, instead of with regard to an overall 'brand associations' construct that seems to be problematic in the sense that it cannot be empirically confirmed in a factor analysis.

In addition, in this study, the respondents were asked to indicate their brand associations with regard to their most preferred television set brand. It would be logical to expect that most respondents would have very positive brand associations about their most preferred brand in any product category. These positive brand associations in terms of product manufacturer were confirmed by the fact that both generations have high average scores and similar median scores (Generation X: $M = 6.37$, $SD = .83$, $Mdn = 6.66$; Generation Y: $M = 6.29$, $SD = .83$, $Mdn = 6.66$) on the composite score representing the construct brand associations in terms of product manufacturer. Future researchers should perhaps determine whether the two generations differ when the strength of specific brand associations are measured for a fixed set of brands in a specific product category instead of only for their most preferred brand.

6.11 CONCLUSION

This chapter provided a demographic profile of the respondents who participated in the study. Several demographic variables were cross-tabulated with the generational classification of respondents to create a demographic profile for each generation.

An exploratory factor analysis (EFA) was conducted to investigate the underlying dimensionality of responses to the Likert scale statements measuring the dimensions of consumer-based brand equity. In addition, EFA attempts to capture most of the variables in the pattern of correlation (Pallant, 2011:182). The analysis included the KMO measure of sampling adequacy and Bartlett's test as well as a principal components analysis with varimax rotation.

Tests for normality were conducted which indicated a violation of the assumption of normality. As a consequence, non-parametric Mann-Whitney U tests were conducted to test the four hypotheses formulated in Chapter 4. The results of the Mann-Whitney U tests did not support the hypotheses on brand awareness, brand associations and perceived quality, as there were no statistically significant differences between the mean rank scores of Generations X and Y for these three variables. The Mann-Whitney U tests did indicate that there was a statistically significant difference between Generation X and Generation Y with regard to their perceptions of brand loyalty. This supported the hypothesis on brand loyalty.

The next chapter, Chapter 7, focuses on discussions that emanate from the statistical results of the study reported in this chapter. Chapter 7 considers the implications of the current study's findings and compares these findings to that of previous studies.

CHAPTER 7: CONCLUSIONS AND RECOMMENDATIONS

7.1 INTRODUCTION

The purpose of this chapter is to integrate the theory relating to the study as discussed in Chapters 2 to 4. The empirical findings were discussed in Chapter 6 and the research objectives were achieved in the sense that all issues that were set out to be investigated were achieved. The issue is therefore not whether the research objectives were achieved or not, but rather the extent to which the findings confirm or contradict existing theory on the topic. In addition to that, the purpose is also to determine whether or not the hypotheses were supported by the results from the statistical analyses.

The chapter focused on summarising the conclusions drawn from the study. Furthermore, the limitations and implications of the findings and recommendations of this research proceeded from both the theoretical and empirical findings. Conclusions were made, based on the interpretation and discussion in Chapter 6. The limitations of the research were also presented and the chapter ended with the recommendations for future research.

The chapter contains five sections. The first section focuses on a discussion relating to the research objectives, hypotheses and empirical findings. The main focus of the first section is on the main purpose of the study, the importance of the study and on a summary of findings. The theoretical implications of the study are discussed in Section 2. Section 3 focuses on the managerial implications of the study, followed by Section 4 which contains a discussion of the limitations of the study. The chapter concludes with recommendations for future research.

7.2 DISCUSSION

In this section, the main purpose and importance of the study are discussed. The findings of the empirical analysis are also discussed.

7.2.1 Main purpose of the study

The main purpose of the study was to determine whether there are statistically significant generational differences between Generations X and Y in their levels of consumer-based brand equity with regard to their preferred television set brands. The four dimensions of consumer-based brand equality investigated in this study were brand awareness, brand associations, perceived quality and brand loyalty. The study sought to empirically investigate the differences in consumers' perceptions of the four consumer-based brand equity (CBBE) dimensions in a South African context across the two generations.

7.2.2 The importance of the study

This study was important conceptually, empirically and practically. Conceptually, this study was important for three main reasons. Firstly, the study made a theoretical contribution to the discipline of marketing and branding regarding the CBBE dimensions. The theoretical contribution made is with regard to the two forms of brand associations- brand associations: quality and value and product manufacturer associations. Secondly, the study discussed CBBE in a South African context, thus contributing to the limited body of local academic knowledge on this topic. As far as could be determined, this was the first South African study to have focused on generational differences and the CBBE dimensions. In addition, it is also the first in South Africa to focus on the specific product category, namely electronic consumer goods. Furthermore, the study contributed to an understanding of generational differences in South African consumers' perceptions with regards to the CBBE dimensions. Thirdly, the study discussed the characteristics of Generations X and Y in South Africa and highlighted the strategic importance of CBBE dimensions in understanding generational differences in consumer perceptions, particularly consumers' perceptions regarding electronic consumer goods.

Empirically, the study was important for the following reason: The study contributed empirically in terms of the findings pertaining to the dimensions of CBBE with particular focus on Generation X and Generation Y consumers perceptual difference with regard to CBBE dimensions in a South African context. The results indicated that there is no

statistically significant difference among the generations with regard to brand awareness, brand associations in terms of perceived quality and value for money and brand associations in terms of product manufacturer in a South African context.

Practically, this study provided valuable guidelines for brand managers and marketing practitioners in order to develop effective communication, segmentation, positioning and branding strategies (see Chapter 2 and 3). These guidelines will not only assist branding and marketing practitioners to function effectively, but they will also be able to develop competitive advantageous strategies to sustain their organisations. The results also guide brand managers to leverage on perceptual differences of Generations X and Generation Y, in order to ensure that their brands are clearly visible and recognised. In this way, organisations will be able to yield better returns from their marketing investments as a result of empirically-informed decisions that this study contributed towards. Since the importance of the study has been stated, it is important to focus on the summary of findings.

7.2.3 Summary of findings

This section provides a summary of the main findings of the current study with reference to the hypotheses that were tested.

This study tested four hypotheses using a non-parametric Mann-Whitney U test. The results of these hypothesis tests are summarised in Table 7.1.

Table 7.1: The results of four hypotheses tested in the study

Wording of the alternative hypothesis	Summary of results
H ₁ : There are statistically significant differences between Generations X and Y in the Tshwane metropole area with regard to their perceptions of brand awareness.	H ₁ . accepted null hypothesis.
H ₂ : There are statistically significant differences between Generations X and Y in the Tshwane metropole area with regard to their perceptions of brand associations.	H ₂ . accepted null hypothesis
H ₃ : There are statistically significant differences between Generations X and Y in the Tshwane metropole area with regard to their perceptions of brand loyalty.	H₃. accepted alternative hypothesis
H ₄ : There are statistically significant differences between Generations X and Y in the Tshwane metropole area with regard to their perceptions of perceived quality.	H ₄ . accepted null hypothesis.

According to the results of the first hypothesis, there is no statistically significant difference between Generation X and Generation Y with regard to their **brand awareness**. However, the finding was not anticipated, as Ross and Harradine (2004:17) suggested that brand recognition commences at an early age. Subsequent to that, their findings revealed that there is a great difference in terms of the level of brand awareness as consumers age. Thus, it was logical to expect generational differences in relation to brand awareness, as these generations fall within different age groups and historical experiences that might have shaped their values and beliefs and thus their perception of the world and consumption patterns. Chen and Green (2012:241) in their study found that there was significantly higher brand equity among older generations with reference to the four dimensions, compared to the younger generations. Although the finding indicated that there was no statistically significant differences in brand awareness it was unexpected. Logically, as respondents answered the brand awareness items with reference to their most preferred brand which they are highly aware of, their responses would be skewed. However, statistically it could be proven otherwise though it was not the case with this study.

The results of the factor analysis suggest that the respondents in this study distinguished between two forms of brand associations – brand associations in terms of product quality and value for money and brand associations regarding the product manufacturer. The fact that there was no statistically significant difference between Generation X and Generation Y with regard to **brand associations** was rather unexpected. Brand associations facilitate

the brand choice process, they aid in brand retrieval at the time of decision-making and are used to evaluate the evoked options (Nenycz-Thiel & Romaniuk, 2009:252). Marketing and brand practitioners use brands to create positive attitudes and feelings toward brands, thus influencing purchasing or using a specific brand. These attitudes and feelings influence consumers as they come of age. It was, therefore, logical to hypothesise that there will be statistically significant differences between the two generations with regard to their perception of brand associations. However, this hypothesis could not be confirmed.

The hypothesis on **perceived quality** was not accepted, as there was no statistically significant difference between Generation X and Generation Y regarding it. The results are, however, unexpected as Dries *et al.* (2008) found that there were differences in the four generations they studied. These were the Silent Generation, Baby Boomers, Generation X and Generation Y, with regard to their beliefs about careers meanings. Generation X had a significantly lower score than Generation Y on organisational security. Beliefs shape the manner in which consumers perceive things. It was, therefore, logical to expect a statistically significant difference in perceived quality between Generation X and Generation Y.

In the next section, the theoretical implications of the study are discussed.

7.3 THEORETICAL IMPLICATIONS OF THE STUDY

This section focuses on the theoretical implications of the study by considering the literature pertaining to the study. From a theoretical point of view, this research contributes to the scarce body of knowledge regarding consumer-based brand equity in a South African context. The theory extends on the current discourse on perceptions of brand equity dimension among Generation X and Generation Y customers. The discourse is however limited both in international and South African studies. The discourse does not extend to various product categories and electronic consumer goods brands.

A research study is theoretically significant if it necessitates an investigation of an area of ambiguity to define constructs, dimensions and explain their roles in accepted theory. A

theoretical contribution alters the mindset of researchers and relevant stakeholders in the field of research. Thus, the conceptualisation of the dimensions comprised of an integrated theoretical review. In addition to that, contribute in the South African context thus allowing for the construction of a descriptive and theoretically sound knowledge of the dimensions of brand equity.

The study also contributed towards understanding the influence of CBBE dimensions on the perceptions of South African consumers. The importance of each dimension, as outlined in theoretical discussions in Chapters 2 and 3, contributes to the effectiveness of management of the dimensions in the South African context.

The findings in this study seem to contradict the literature. The reasons for these unanticipated findings could be that the sample representing each generation was not balanced in terms of other factors such as gender and ethnicity. Another reason could be that the two generations are close in terms of age and therefore possibly do not differ that much even though the literature suggests that the transition from childhood to adulthood does shape values and beliefs of the generations. Also, it could be that generational differences are only pronounced when generations are far apart, such as Boomers versus Generation X.

A coherent understanding of CBBE dimensions should be effectively managed and evaluated by researchers, as well as brand and marketing managers in a South African context.

7.4 MANAGERIAL IMPLICATIONS OF THE STUDY

This section focuses on the managerial implications of the study. It is important that brand and marketing managers analyse consumers' perceptions of the different dimensions of consumer-based brand equity. This will explain how and why these dimensions influence the brand perceptions and consumer behaviour of consumers in Generations X and Y. In addition, the knowledge will be advantageous to managers, as they will acquire and focus on resources necessary for building strong brand equity for their organisations and brands.

Brand management is considered useful in fully exploiting the assets of an organisation and in generating additional value from the investments already made into brands (Pappu, Quester & Cooksey, 2005:143).

Different products have different quality cues and attributes. It is, therefore, important for brand and marketing managers to understand the quality cues consumers use to form quality perceptions across different generations. An understanding of quality cues will enable managers to ascertain whether a relevant and customised message is targeted to the relevant consumer generation. There are contextual and situational factors that can have various effects on perceived quality. It was noted in the literature review that historical events shape the perceptions of consumers. The events determine how consumers internalise quality (Pappu *et al.*, 2006:698), even though the results of the current study indicated that there is no statistically significant difference in perceptions of product quality between the two generations. It is, therefore, critical that managers explore the importance of various quality cues and quality attributes and their interactions.

Scholars agree that consumer brand loyalty is important for the future of the business and that brand loyalty deserves special attention (Rowley, 2005:575; Taylor, Celuch & Goodwin, 2004:219). Since loyalty is key to customer development and profitability, it is important for brand and marketing managers to understand loyalty in more detail. An understanding of brand loyalty can assist to develop further the relationship with customers in the loyal category. The findings of the study revealed that there was a statistically significant difference in the levels of brand loyalty of consumers in Generations X and Y. Therefore, understanding the key determinants of brand loyalty will benefit managers in leveraging the brand loyalty of consumers in the different generations. In addition to that, knowledge of the key determinants of brand loyalty can enhance the relationship with consumers. Brand loyalty segment consumers and segmentation is important in understanding the basis of customer relationships, particularly with the brand. Marketers must ensure that they build positive attitudes towards their brands to sustain loyal consumers.

From the literature, brand awareness was defined as the ability of the consumers to recall a brand name in a product category. Consumers tend to recall brands that are well positioned in their minds. Brand elements such as the name, logo, symbol, slogan or packaging can be chosen to enhance brand awareness and managers must ensure that consumers are exposed to these elements repeatedly. Since the results revealed that there were no statistically significant generational differences with regard to brand awareness, it is important for managers to investigate and invest in intensifying brand awareness for brand survival in the highly competitive marketing environment. When there are many brands to be considered, extrinsic attributes become more important in the consumers' decision processes, thus it is important for managers to understand these extrinsic attributes.

Yoo *et al.* (2000) found that brand associations have a positive influence on consumer choice, preferences and intention of purchase, their willingness to pay a price premium for the brand, accept brand extensions and recommend the brand to others. Since brand associations are important to brand managers for various reasons such as information processing and retrieval, it is important that managers harness positive associations. Positive associations afford the organisation an opportunity to create brand extensions, if that is the direction the organisation wants to exploit. It is difficult in the discipline of marketing and branding to change negative associations and it can be a costly exercise for the organisation. Managers must understand the types and features of brand associations which were outlined in Chapter 2. The results of the analysis indicated that there were no statistically significant differences between Generation X and Generation Y with regard to their perceptions of brand associations. Although the results did not support the hypothesis on this dimension, it is important for managers to develop brand associations strategies relevant to each generation. There can never be a blanket strategy for both generations, as this will contradict the definition and use of segmentation in marketing discipline.

7.5 LIMITATIONS OF THE STUDY

This study had some limitations which are outlined below:

The target population of this study was consumers in Generation X and Generation Y who reside in the Tshwane Metropole. The sample of the study was therefore limited to consumers living in one geographic area. The findings of the study should, therefore, not be generalised to the overall South African consumer population.

Because of the lack of a suitable sampling frame, a quota sampling approach had to be used. This use of a non-probability sampling approach further limits the ability to generalise the findings of this study.

Another limitation of this research is that it only focused on Generation X and Generation Y, thus largely ignoring other generations such as Baby Boomers and Generation Z. In addition, the study only focused on electronic consumer products, particularly television sets, and the results may, therefore, not necessarily be generalised to other product categories.

The sample was selected at only two shopping centres in the Tshwane Metropole, namely at the Quagga and Wonder Park shopping centres. This again limits the ability to generalise the findings to all consumers in Generations X and Y in Tshwane or in South Africa. It was not possible for the researcher to get permission from other shopping centres in the Tshwane Metropole, such as Menlyn and Centurion Mall. It was also not practical to collect data at all the entrances to the two shopping centres that permitted the researcher to collect data.

A major limitation of the study emanates from the fact that respondents answered the CBBE questions with reference to their most preferred television set brand and the fact that respondents did not all focus on the same brand, but on different brands.

The fact that respondents focussed on a most preferred brand contributed to restricting variance in their responses and to a negative skewness in the distribution of their responses. This occurred even though the Likert scale was changed from a 5-point to a 7-point scale based on the results of pre-tests. It is logical to expect that people would have very positive perceptions of the brand they most prefer (leading to a consistent choice of the highest scale points on a rating scale) with little variance in responses across respondents.

Furthermore, the fact that respondents focussed on different most preferred brands instead of a single brand could also have influenced the findings. The rationale being that the respondents did not all evaluate a single brand.

Recommendations for future research are discussed in the next section.

7.6 RECOMMENDATIONS FOR FUTURE RESEARCH

This research focused on generational differences with regard to dimensions of CBBE. To enrich the body of knowledge in marketing discipline and research, it will be valuable to investigate the influence of CBBE dimensions on consumer decision-making processes. The variables that future researchers should investigate are brand awareness, brand associations, perceived quality and brand loyalty at each level of the decision-making phases.

Further academic research on the reasons for consumer brand loyalty orientation in relation to other product categories of brands in a South African context would enhance understanding of the brand loyalty construct. The rationale for this recommendation is that the results indicated a statistically significant difference between Generation X and Generation Y with regard to the brand loyalty dimension. An investigation into the association between marketing mix elements and brand loyalty could also benefit the marketing and branding discipline.

Since data was collected at the Quagga and Wonder Park Shopping Centres in the Tshwane Metropole, it would be beneficial for academic research to focus on a study with

a wider geographic scope. Researchers could conceptualise CBBE studies in a South African context for further research. This research could facilitate a better understanding of the correlation between demographic variables and the dimensions of CBBE amongst Generation X and Generation Y to determine if there are differences. Thus, the findings would reveal how the variable influences perceptions of the generations with regard to the dimensions.

The future research should replicate this study in other consumer-packaged goods categories and possibly high-involvement decision products.

Based on the exploratory factor analysis results, the respondents distinguished between two forms of associations, namely, brand associations: quality and value, and manufacturer associations. Thus, it will be worthwhile for future researchers to investigate the types of brand associations with reference to CBBE. In addition to that, the research will validate the types of associations and enhance understanding of customer brand associations.

Future researchers should not ask respondents to answer questions on the CBBE dimensions with reference to a most preferred brand. They should rather ask these questions with reference to a specific brand or specific competing brands so that all respondents answer the questions with reference to the same brand or set of brands. In addition to that, future researchers should not focus on a most preferred brand, but rather on one specific brand to ensure more diversity in respondents' perceptions.

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APPENDIX A
- Final data collection instrument -

Resp. no.

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- Brand equity survey -

Dear Respondent

Thank you for your willingness to complete the brand equity survey. The purpose of the survey is to establish your perceptions of various television brands. The survey should not take more than **10 minutes** to complete. This is an anonymous and confidential survey. You will not be identified at all and the answers you provide will be used for the purposes of this academic research only.

Please answer all the questions. Where applicable, please place a cross (✕) in the appropriate block or circle the chosen answer. There are no right or wrong answers.

Q1 Please provide the names of television brands that you know:

	1
	2
	3
	4

Q2 Please indicate a television brand you prefer most:

.....

Q3. Please indicate your level of agreement or disagreement with the following statements on brand awareness with reference to the brand you indicated in Question 2.

		Strongly disagree	Moderately disagree	Mildly disagree	Neutral	Mildly agree	Moderately agree	Strongly agree
3.1	I am aware of the brand.	1	2	3	4	5	6	7
3.2	When I think of a television set, my preferred brand is one of the brands that come to mind.	1	2	3	4	5	6	7
3.3	I am very familiar with my preferred brand.	1	2	3	4	5	6	7

	Strongly disagree	Moderately disagree	Mildly disagree	Neutral	Mildly agree	Moderately agree	Strongly agree	
3.4	I know what the brand logo looks like.	1	2	3	4	5	6	7
3.5	I can recognise the brand amongst other competing brands of television sets.	1	2	3	4	5	6	7

Q4. Please indicate your level of agreement or disagreement with the following statements on brand loyalty with reference to the brand you indicated in Question 2

	Strongly disagree	Moderately disagree	Mildly disagree	Neutral	Mildly agree	Moderately agree	Strongly agree	
4.1	I consider myself to be loyal to my preferred brand.	1	2	3	4	5	6	7
4.2	The brand will be my first choice when considering buying a television set.	1	2	3	4	5	6	7
4.3	I will not buy other brands of television sets if my preferred brand is available at the store.	1	2	3	4	5	6	7
4.4	If my preferred brand is not available it makes little difference to me.	1	2	3	4	5	6	7

Q5. Please indicate your level of agreement or disagreement with the following statements on perceived quality regarding the brand you indicated in Question 2.

	Strongly disagree	Moderately disagree	Mildly disagree	Neutral	Mildly agree	Moderately agree	Strongly agree	
5.1	The brand offers very good quality products.	1	2	3	4	5	6	7
5.2	The brand offers products of consistent quality.	1	2	3	4	5	6	7
5.3	The brand offers very reliable products.	1	2	3	4	5	6	7

5.4	The brand offers products with excellent features.	1	2	3	4	5	6	7
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Q6. Please indicate your level of agreement or disagreement with the following statements on brand association regarding the brand you indicated in Question 2. (This question continues on the next page)

		Strongly disagree	Moderately disagree	Mildly disagree	Neutral	Mildly agree	Moderately agree	Strongly agree
6.1	The brand offers good value for money.	1	2	3	4	5	6	7
6.2	Within the television sets, I consider the brand a good buy.	1	2	3	4	5	6	7
6.3	Considering what I would pay for the brand, I would get much more than my money's worth.	1	2	3	4	5	6	7
6.4	The brand is interesting.	1	2	3	4	5	6	7
6.5	I have a clear image of the type of person who would buy the brand.	1	2	3	4	5	6	7
6.6	I trust the company that makes the brand.	1	2	3	4	5	6	7
6.7	I like the company that makes the brand.	1	2	3	4	5	6	7
6.8	The company that makes the brand is credible.	1	2	3	4	5	6	7

Q7. Please indicate your gender.

1	2
Male	Female

Q8. Please indicate your age in years:

Q9. Please indicate your highest educational qualification.

Below Matric	1
--------------	---

Senior Certificate/ Matric	2
Diploma	3
Degree	4
Honours degree	5
Master's degree	6
Doctorate	7

Q10. Please indicate your race:

African/ Black	1
Indian	2
White	3
Coloured	4
Other	5

If other, please specify your race.

Q11. Please indicate your monthly household income after tax and other deductions:

R 800 – R 1 399	1
R 1 400 – R 2 499	2
R 2 500 – R 4 999	3
R 5 000 – R 7 999	4
R 8 000 – R 10 999	5
R 11 000 – R 19 999	6
R 20 000+	7

**Thank you for completing the survey.
I appreciate your assistance.**

APPENDIX B
- 1st draft of data collection instrument -

Resp. no.

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- Consumer-based brand equity dimensions survey -

Dear Respondent

Thank you for your willingness to complete the consumer-based brand equity dimensions survey. The purpose of the survey is to determine your perceptions of selected brands of electronic consumer goods. The survey should not take more than **15 minutes** to complete. This is an anonymous and confidential survey. You cannot be identified and the answers you provide will be used for academic research purposes only.

Please answer all the questions by placing a cross (✕) in the appropriate block. There are no right or wrong answers.

Q1 Please indicate the brand elements of your preferred brand:.....

Q2 Please indicate your preferred television brand.

Hi-sense	1
Hitachi	2
LG	3
Sony	4
Samsung	5
Panasonic	6
Phillips	7
Other	8

If other, please indicate your preferred brand:

Q3. Please indicate your level of agreement or disagreement with the following statements regarding the brand you indicated in Question 2.

		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
3.1	I consider myself to be loyal to my preferred brand.	1	2	3	4	5
3.2	The brand will be my first choice when considering a television set.	1	2	3	4	5
3.3	I will not buy other brands of television sets if my preferred brand is available at the store.	1	2	3	4	5
3.4	If my preferred brand is not available it makes little difference to me.	1	2	3	4	5

Q4. Please indicate your level of agreement or disagreement with the following statements below regarding the brand you indicated in question 2.

		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
4.1	I am aware of the brand.	1	2	3	4	5
4.2	When I think of a television set, my preferred brand is one of the brands that come to mind.	1	2	3	4	5
4.3	My preferred brand is a brand of a television set I am very familiar with.	1	2	3	4	5
4.4	I know what the brand looks like.	1	2	3	4	5
4.5	I can recognise the brand amongst other competing brands of television sets.	1	2	3	4	5

Q5. Please indicate your level of agreement or disagreement with the following statements below regarding the brand you indicated in question 2.

		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
5.1	The brand offers very good quality products.	1	2	3	4	5
5.2	The brand offers products of consistent quality.	1	2	3	4	5
5.3	The brand offers very reliable products.	1	2	3	4	5
5.4	The brand offers products with excellent features.	1	2	3	4	5

Q6. Please indicate your level of agreement or disagreement with the following statements below regarding the brand you indicated in question 2. (The questions continue in the next page)

		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
6.1	The brand is good value for money.	1	2	3	4	5
6.2	Within the television sets, I consider the brand a good buy.	1	2	3	4	5
6.3	Considering what I would pay for the brand, I would get much more than my money's worth.	1	2	3	4	5
6.4	The brand has a personality.	1	2	3	4	5
6.5	The brand is interesting.	1	2	3	4	5

		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
6.6	I have a clear image of the type of person who would buy the brand.	1	2	3	4	5
6.7	I trust the company that makes the brand.	1	2	3	4	5
6.8	I like the company that makes the brand.	1	2	3	4	5
6.9	The company that makes the brand has credibility.	1	2	3	4	5

Q7. Please indicate your gender.

1	2
Male	Female

Q8. Please indicate your age:

17 – 24	1
25 – 32	2
33 – 40	3
41 – 47	4

Q9. Please indicate your highest qualification.

Below secondary level	1
Secondary level	2
Diploma	3
Degree	4
Honours degree	5
Master's degree	6
Doctorate	7

Q10. Please indicate your race:

African	1
Indian	2
White	3
Other	4

If other, please specify your race.

Q11. Please state your gross income:

Thank you for completing the survey.

I appreciate your assistance.

APPENDIX C
- 2nd draft of data collection instrument -

Resp. no.

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- Brand equity survey -

Dear Respondent

Thank you for your willingness to complete the brand equity survey. The purpose of the survey is to determine your perceptions of selected brands of electronic consumer goods. The survey should not take more than **10 minutes** to complete. This is an anonymous and confidential survey. You will not be identified at all and the answers you provide will be used for the purposes of this academic research only.

Please answer all the questions. Where applicable, please place a cross (✕) in the appropriate block or circle the chosen answer. There are no right or wrong answers.

Q1 Please provide the names of television sets that you know:

	1
	2
	3
	4

Q2 Other than Toshiba, which other television set is your favourite?

.....

Q3. Please indicate your level of agreement or disagreement with the following statements on brand awareness with reference to the brand you indicated in Question 2. (This question continues on the next page)

		Strongly disagree	Moderately disagree	Mildly disagree	Neutral	Mildly agree	Moderately agree	Strongly agree
3.1	I am aware of the brand.	1	2	3	4	5	6	7
3.2	When I think of a television set, my preferred brand is one of the brands that come to mind.	1	2	3	4	5	6	7
3.3	My preferred brand is a brand of a television set I am very familiar with.	1	2	3	4	5	6	7
3.4	I know what the brand logo looks like.	1	2	3	4	5	6	7

	Strongly disagree	Moderately disagree	Mildly disagree	Neutral	Mildly agree	Moderately agree	Strongly agree	
3.5	I can recognise the brand amongst other competing brands of television sets.	1	2	3	4	5	6	7

Q4. Please indicate your level of agreement or disagreement with the following statements on brand loyalty with reference the brand you indicated in Question 2.

	Strongly disagree	Moderately disagree	Mildly disagree	Neutral	Mildly agree	Moderately agree	Strongly agree	
4.1	I consider myself to be loyal to my preferred brand.	1	2	3	4	5	6	7
4.2	The brand will be my first choice when considering a television set.	1	2	3	4	5	6	7
4.3	I will not buy other brands of television sets if my preferred brand is available at the store.	1	2	3	4	5	6	7
4.4	If my preferred brand is not available it makes little difference to me.	1	2	3	4	5	6	7

Q5. Please indicate your level of agreement or disagreement with the following statements on perceived quality below regarding the brand you indicated in Question 2.

	Strongly disagree	Moderately disagree	Mildly disagree	Neutral	Mildly agree	Moderately agree	Strongly agree	
5.1	The brand offers very good quality products.	1	2	3	4	5	6	7
5.2	The brand offers products of consistent quality.	1	2	3	4	5	6	7
5.3	The brand offers very reliable products.	1	2	3	4	5	6	7
5.4	The brand offers products with excellent features.	1	2	3	4	5	6	7

Q6. Please indicate your level of agreement or disagreement with the following statements on brand association below regarding the brand you indicated in Question 2.

	Strongly disagree	Moderately disagree	Mildly disagree	Neutral	Mildly agree	Moderately agree	Strongly agree	
6.1	The brand is good value for money.	1	2	3	4	5	6	7
6.2	Within the television sets, I consider the brand a good buy.	1	2	3	4	5	6	7
6.3	Considering what I would pay for the brand, I would get much more than my money's worth.	1	2	3	4	5	6	7
6.4	The brand is interesting.	1	2	3	4	5	6	7
6.5	I have a clear image of the type of person who would buy the brand.	1	2	3	4	5	6	7
6.6	I trust the company that makes the brand.	1	2	3	4	5	6	7
6.7	I like the company that makes the brand.	1	2	3	4	5	6	7
6.8	The company that makes the brand has credibility.	1	2	3	4	5	6	7

1	2
Male	Female

Q7. Please indicate your gender.

Q8. Please indicate your age in years:

Q9. Please indicate your highest educational qualification.

Below secondary level	1
Secondary level	2
Diploma	3
Degree	4
Honours degree	5
Master's degree	6
Doctorate	7

Q10. Please indicate your race:

African/ Black	1
Indian	2
White	3
Coloured	4
Other	5

If other, please specify your race

Q11. Please indicate your household income:

R 800 – R 1 399	1
R 1 400 – R 2 499	2
R 2 500 – R 4 999	3
R 5 000 – R 7 999	4
R 8 000 – R 10 999	5
R 11 000 – R 19 999	6
R 20 000+	7

**Thank you for completing the survey.
I appreciate your assistance.**

APPENDIX D
- Approval of the study -



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

FACULTY OF ECONOMIC AND
MANAGEMENT SCIENCES

RESEARCH ETHICS COMMITTEE

Tel: +27 12 420-2306

E-mail: anske.grobler@up.ac.za

9 May 2012

Mr TG Kotzé
Department of Marketing Management

Strictly Confidential

Dear Mr Kotzé

Project: *Generational differences in South African consumers' brand equity perceptions*
Researcher: SSLN Mosupyoe
Student No: 28350686
Supervisor: TG Kotzé
Department: Marketing Management ✓

Thank you for the application you submitted to the Committee for Research Ethics, Faculty of Economic and Management Sciences.

I have pleasure in informing you that the Committee formally approved the above study on an ad hoc basis on 24 April 2012. The approval is subject to the candidate abiding by the principles and parameters set out in her application and research proposal in the actual execution of the research.

The approval does not imply that the researcher, student or lecturer is relieved of any accountability in terms of the Codes of Research Ethics of the University of Pretoria if action is taken beyond the approved proposal.

The Committee requests you to convey the approval to Ms Mosupyoe.

We wish you success with the project.

Sincerely

PROF AF GROBLER
CHAIR: COMMITTEE FOR RESEARCH ETHICS

APPENDIX E
- Permission letters -

P O Box 392
UNISA
0003
2012-06-18

The Manager
Centurion Mall
Pretoria

Request for permission to conduct research among patrons of your shopping mall

Dear Pierre

I am a Master's student in Marketing Management at the University of Pretoria. As part of my study, I have to conduct research on Generations X and Y consumers' perceptions of brand equity. In order to have a representative of the target population, I have identified your shopping mall as a place where my potential respondents frequent.

I hereby request permission to conduct a survey research study among 200 patrons of your shopping mall.

Please note that the study will be guided by the following principles:

- Once I have received permission from you, the University of Pretoria's Research Ethical Committee will be notified for approval and will comply with all the ethical requirements of this committee.
- Respondents will participate in the study on an anonymous and voluntary basis and will not receive any incentives to encourage their participation.
- I will agree on a method for distributing my questionnaires to the patrons that will minimise the disruptive impact on them and on your business.
- I will ask you to check and approve my final questionnaire.
- I will provide you with a copy of my final report.

Please feel free to contact me if you need additional information about my study. You are also welcome to contact my study leader, Mr Theuns Kotzé (tel. 012 420 4844, e-mail: theuns.kotze@up.ac.za) to confirm that this is a legitimate research project.

Your kind co-operation is highly appreciated.

Yours sincerely

Sebilaro Lebogang Mosupyoe (Miss)
Cell: 082 677 4440
E-mail: mosupsln@unisa.ac.za

P O Box 392
UNISA
0003
2012-03-09

Mrs Leone White
The PR Manager
Menlyn Park
Pretoria

Request for permission to conduct research among patrons of your shopping mall

Dear Mrs White

I am a Master's student in Marketing Management at the University of Pretoria. As part of my study, I have to conduct research on Generations X and Y consumers' perceptions of brand equity. In order to have a representative of the target population, I have identified your shopping mall as a place where my potential respondents frequent.

I hereby request permission to conduct a survey research study among 200 patrons of your shopping mall.

Please note that the study will be guided by the following principles:

- Once I have received permission from you, my study will be submitted to the University of Pretoria's Research Ethical Committee for final approval and will comply with all the ethical requirements of this committee.
- Respondents will participate in the study on an anonymous and voluntary basis and will not receive any incentives to encourage their participation.
- I will agree on a method for distributing my questionnaires to the patrons that will minimize the disruptive impact on them and on your business.
- I will ask you to check and approve my final questionnaire.
- I will provide you with a copy of my final report.

Please feel free to contact me if you need additional information about my study. You are also welcome to contact my study leader, Mr Theuns Kotzé (tel. 012 420 4844, e-mail: theuns.kotze@up.ac.za) to confirm that this is a legitimate research project.

Your kind co-operation is highly appreciated.

Yours sincerely

Sebilaro Lebogang Mosupyoe (Miss)
Cell: 082 677 4440
E-mail: mosupsln@unisa.ac.za



13 March 2012

RE: Permission for conducting the survey study at Quagga

To whom it may concern

This letter serves to confirm that Miss Sebilaro Lebogang Mosupyoee has approached Quagga Centre and asked for permission to conduct a survey study in the centre.

At the moment the date has not been confirmed, but Miss Lebogang will continuously update the Centre regarding the date.

Quagga Centre has agreed to participate in the study, we will therefore allocate our Pick 'n Pay court which is 6x6 m².

Feel free to contact me should you require further details.

PASCALINA MAKWELA

PUBLIC RELATIONS OFFICER

QUAGGA CENTRE & THE TRAMSHED

Direct Line (012) 327 2295/6

Facsimile (012) 327 6076

Email p.makwela@eris.co.za

Web www.eris.co.za



APPENDIX F

- Final version of the informed consent form -



**Informed consent for participation in an academic
research study**

Dept. of Communication and Marketing Management

**GENERATIONAL DIFFERENCES IN SOUTH AFRICAN CONSUMERS' BRAND EQUITY
PERCEPTIONS**

Research conducted by:

Ms. S.S.L.N Mosupyoe (28350686)

Cell: 082 677 4440

Dear Respondent

You are invited to participate in an academic research study conducted by Lebogang Mosupyoe, a Master's student from the Department Marketing and Communication Management at the University of Pretoria.

The purpose of the study is to investigate whether there are differences between consumers in Generations X and Y with regard to their perceptions of the brands of companies that manufacture television sets.

Please note the following:

- This study involves an anonymous survey. Your name will not appear on the questionnaire and the answers you give will be treated as strictly confidential. You cannot be identified in person, based on the answers you give.
- Your participation in this study is very important to me. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences.
- Please answer the questions in the attached questionnaire as completely and honestly as possible. This should not take more than 10 minutes of your time
- The results of the study will be used for academic purposes only and may be published in an academic journal. I will provide you with a summary of our findings on request.
- Please contact my supervisor, Mr. T.G. Kotzé or tel. 012 420-4844 or via e-mail at theuns.kotze@up.ac.za if you have any questions or comments regarding the study.

Please sign the form to indicate that:

- You have read and understand the information provided above.
- You give your consent to participate in the study on a voluntary basis.

Respondent's signature

Date