
BLACK GENERATION Y STUDENTS' ATTITUDES TOWARDS THE DEMARKETING OF SMOKING AND ALCOHOL CONSUMPTION

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To whom it may concern

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The responsibility of implementing the recommended language changes rests with the author of the thesis.

Yours truly,

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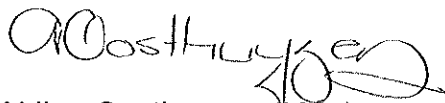
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To whom it may concern

This is to confirm that I, the undersigned, have done the statistical analysis for the Master of Commerce thesis entitled: Black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption by Christiaan Roets.

The interpretation of the statistical rests with the author of the thesis.

Yours truly,

A handwritten signature in black ink, appearing to read 'Aldine Oosthuyzen', with a stylized flourish at the end.

Aldine Oosthuyzen (MSc)

*To my grandmother,
Irene Wepener*

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A special word of thanks to the following persons who have assisted me in completing this study:

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Christiaan Roets

Vanderbijlpark

2012

OPSOMMING

DIE HOUDINGS VAN SWART GENERASIE Y-STUDENTE TEENoor DIE DE-BEMARKING VAN ROOK EN ALKOHOLVERBRUIK

SLEUTELWOORDE: De-bemarking, antirookpogings, alkoholverbruikbeheer, swart Generasie Y-studente, Suid-Afrika

Terwyl gemeenskappe regoor die wêreld deur onverbiddelike probleme ten opsigte van die verbruik van tabakprodukte en alkohol uitgedaag word, het die Regerings van hierdie gemeenskappe hul strategieë aangepas om die verbruik van hierdie skadelike produkte te verminder. Hierdie de-bemarkingstrategieë word geïmplementeer om die gebruik van die produkte te ontmoedig en sodoende die gesondheid van verbruikers te verbeter.

Hierdie strategieë sluit 'n swaar wettige perk in vir motorbestuur onder die invloed van alkohol en die plasing van waarskuwingsetikette op beide sigaretpakkies en alkoholiese drankies. Die hef van boetes vir wanneer hierdie geïmplementeerde wette nie nagekom word nie, prysverhogings, die beperking van beskikbaarheid, en die beperking van promosie en advertering is 'n paar ander strategieë wat ook toegepas word. Dit is dus gepas om die houdings van swart Generasie Y-studente teenoor die de-bemarking van rook en alkoholverbruik te ondersoek as gevolg van die navorsingsleemte onder swart Generasie Y-studente.

Die vernaamste doel van hierdie navorsingstudie is om die houdings van swart Generasie Y-studente teenoor die de-bemarking van rook en alkoholverbruik in Suid-Afrika, en meer spesifiek die Vaaldriehoekstreek, te bepaal.

Die teikenbevolking van hierdie studie bestaan uit swart Generasie Y-studente in die ouderdomsgroep van 18 tot 24 jaar. 'n Niewaarskynlikheidsteekproefneming van 200 respondente by beide van die twee hoër onderwysinstellings is ewekansig gekies om aan hierdie navorsingstudie deel te neem, wat die totale steekproefgrootte tot 400 laat styg. 'n Selfgeadministreerde vraelys is aan elk van die respondente gegee om te voltooi. Die vraelys het uit drie afdelings bestaan, naamlik Afdeling A – demografiese inligting, Afdeling B – tabakvraelys en Afdeling C – alkoholvraelys. Daar is van die respondente vereis om die drie

Opsomming

afdelings te voltooi en om op 'n vyf-punt Likert-skaal aan te dui of hulle saamstem met of verskil van de-bemarking.

Die literatuuroorsig wat in hierdie studie ingesluit is, bestaan uit bemarking as 'n organisasiefilosofie en -funksie, marksegmentasie, teikening en posisionering, asook de-bemarking. Die tradisionele bemarkingsamestelling, verbruikpatrone in Suid-Afrika rakende rook en alkohol en de-bemarking as 'n vorm van sosiale verantwoordelikheid word ook bespreek. Die term de-bemarking, die bemarkingsamestelling ten opsigte van de-bemarking en die Generasie Y-kohort word ook in die literatuuroorsig bespreek.

Die hoofbevinding volgens die hoofopname-vraelys is dat swart Generasie Y-studente 'n positiewe houding teenoor die de-bemarking van rook en alkoholverbruik het. Die oorblywende bevindinge word bespreek om begrip rakende die houdings van swart Generasie Y-studente se kohort te vergroot. Die doel van die aanbevelings wat in die studie gemaak word, is om die suksesvolle implementering van de-bemarking van sigarette en alkohol te lei.

Die afleiding word uit die navorsing gemaak dat swart Generasie Y-studente se houdings teenoor die de-bemarking van rook en alkoholverbruik positief is. Hulle is ten gunste daarvan om verbruikers van die produkte te oordeel om hul verbruik te verminder en uiteindelik heeltemal die verbruik van die gewoonte te staak. Op grond hiervan kan die stelling gemaak word dat organisasies en die regering moet voortgaan om hierdie de-bemarkingstrategieë wat betrekking het op rook en alkohol moet voortsit – veral onder die swart Generasie Y-studente.

ABSTRACT

BLACK GENERATION Y STUDENTS' ATTITUDES TOWARDS THE DEMARKETING OF SMOKING AND ALCOHOL CONSUMPTION

KEY WORDS: Demarketing, anti-smoking efforts, alcohol consumption control, black Generation Y students, South Africa

As societies across the world are facing grim problems regarding the consumption of tobacco products and alcohol, the Governments of these societies are adapting their strategies to reduce the consumption of these harmful products. These demarketing strategies are implemented to discourage the use of these products and increase the health of consumers.

These strategies include a strenuous legal limit when driving under the influence of alcohol, enforcing the placement of warning labels on both cigarette packages as well as alcoholic beverages. Also included are penalties when failing to adhere to these laws, increasing prices, limiting the availability, restricting promotion and advertising, the list goes on. It is therefore seen fit to examine the attitudes of black Generation Y students' towards the demarketing of smoking and alcohol consumption, because of the research gap concerning black Generation Y students.

The primary purpose of this research study was to conclude the attitudes towards the demarketing of smoking and alcohol consumption amongst black Generation Y students within South Africa, and more specifically the Vaal Triangle region.

The target population for this study comprised black Generation Y students, aged 18 to 24. A non-probability convenience sample of 200 respondents at each of the two higher education institutions was randomly chosen to participate in this research study making the total sample size 400. A self-administered questionnaire was handed out to each of the respondents to complete. The questionnaire consisted of three sections; Section A – demographical information, Section B – tobacco questionnaire and Section C – alcohol questionnaire. It was required of the respondents to complete the three sections, indicating their agreement or disagreement towards demarketing on a five-point Likert scale.

The literature review included in this study comprised marketing as an organisational philosophy and function, market segmentation, targeting and positioning, as well as demarketing. The traditional marketing mix, consumption patterns within South Africa concerning smoking and alcohol, demarketing as a form of social responsibility were also discussed. The term demarketing, the marketing mix in terms of demarketing and the Generation Y cohort were also included within the literature review.

The main finding obtained from the main survey questionnaire was that black Generation Y students' had a positive attitude towards the demarketing of smoking and alcohol consumption. The remaining findings obtained are discussed in order to enhance the understanding of the black Generation Y students' cohort attitudes. The recommendations for this study are given to guide the successful implementation of demarketing of cigarettes and alcohol.

It is concluded from the research, that black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption is positive, and that they are in favour of persuading consumers to reduce consumption and ultimately quit the consumption of these products. Therefore, organisations and the Government should continue to implement these demarketing strategies towards smoking and alcohol, especially amongst the black Generation Y students.

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CHAPTER 1

INTRODUCTION AND PROBLEM STATEMENT

1.1 INTRODUCTION

Demarketing, a term first coined by Kotler and Levy in 1971 (Lawther *et al.*, 1997:315), refers to the facet of marketing whereby customers in general, or a certain stratum of customers, are discouraged from consuming a product or service, whether this be on a permanent or temporary basis (Kotler & Levy, 1971:74). Demarketing often involves dissuading customers from using a product when there is a shortage in supply. While usually applied by government, the concept may be used to inhibit consumption or encourage the de-consumption of certain products. Encouraging the responsible consumption of a product, and the creation of a consciousness of the impact of consuming certain products, is an important type of demarketing (Sodhi, 2011:181).

Marketing experts (Kumar, 2010) regard demarketing as the reverse of marketing. However, this viewpoint is not without debate, and Beeton and Benfield (2002:499) suggest that demarketing is “an intrinsic aspect within marketing management”. Kumar (2010) states that demarketing refers to a general idea that involves focusing on the most economical customers while avoiding costly customers. While Cullwick (1975:52) indicates that organisations should have more knowledge about the consequences of their demarketing actions, Grinstein and Nisan (2009:107) question whether demarketing works.

There are several different types of demarketing efforts. The four types of demarketing according to Kotler and Levy (1971:75) are:

- General demarketing – when an organisation wishes to decrease their total demand level
- Selective demarketing – when an organisation wants to decrease the demand for their product from a certain customer group

- Ostensible demarketing – when an organisation feigns a desire to decrease demand as a ploy for actually increasing demand
- Unintentional demarketing – when an organisation unintentionally drives customers away through failed attempts to increase demand.

Commonly used demarketing strategies include public education, laws and penalties and restriction of access (Medway *et al.*, 2010:133-135). According to Shiu *et al.* (2009:270), demarketing marketing mix strategies include the following:

- Product – limiting the availability of products, increasing the availability of substitutes (for example, nicotine gum and non-alcoholic beer), enhancing the awareness of the harmful effects of the product
- Price – raising taxation on the product (for example, sin taxes)
- Place – Decreasing distribution space, restricting accessibility to the product, making firmer age restrictions, encouraging health themes
- Promotion – decreasing advertising and marketing of the product and making warning labels compulsory.

In South Africa, the risks attached to smoking, and more recently alcohol consumption, have increasingly come under the spotlight. Consequently, there has been a marked increase in demarketing efforts targeted at discouraging smoking and excessive alcohol consumption. Current smoking demarketing policy measures include the forbiddance of tobacco advertising and sponsorship, in accordance with the Tobacco Products Control Amendment Act (TPCAA) of 1999. According to this act, 20 percent of the front and 30 percent of the back of cigarette packets must comprise two of the eight health warnings, and the packets must indicate the nicotine and tar content (Tobacco Products Control Act of 1993). According to the TPCAA (1999), the sale of tobacco products to children under the age of 16 is prohibited. The Amendment Bill of 2003 changed this age limit to under the age of 18. Sin taxes on cigarettes have seen a dramatic increase since 1994. In terms of restaurants, pubs, bars and the like, the hospitality industry may grant a maximum of 25 percent of the floor space to a smoking section, according to the TPCAA (1999). As part of the Life Skills curriculum offered at public schools

in South Africa, children must be educated about the health risks regarding tobacco products. These acts were the recommendations made in 2003, following a 1988 report (South African Medical Research Council, 1988).

Strong laws are also in place for the consumption of alcohol and driving. According to the Road Traffic Act (93/96, 1998) Sections 122, 126 and 149 state that no person is allowed to operate a motor vehicle when that person's blood sample exceeds 0,05 grams of alcohol per 100 millilitres of blood, and if the breath exhaled by a driver exceeds 0,24 milligrams per 1000 millilitres (Arrive Alive, 2012).

According to Heineken (2012), a large brewery that operates in South Africa, their advertising campaigns abide by regional and national codes for alcohol advertising. Commercial communication is only placed where a minimum of 70 percent of the audience is older than the legal drinking age of 18, and only people over the age of 25 are featured in their advertisements. The primary and secondary packaging of Heineken includes the "Enjoy Heineken Responsibly" logo. Heineken is a major sponsor of the Union of European Football Associations (UEFA) and they enforce this logo in their sponsorship communication.

Similarly, South African Breweries (SAB) (2012) indicates that they direct their advertising campaigns at adults who have made a choice to consume alcoholic beverages. The primary objective of SAB's responsible advertising is to render the necessary information to the consumers when making brand choices. The codes of abidance of SAB include the regulations of advertising and responsible messaging, which is also based on the code of commercial communication. SAB has removed brand billboard advertising in areas with high poverty and areas where the foetal alcohol syndrome is high.

In Section 15 of the Foodstuffs, Cosmetics and Disinfectants Act (54 of 1972), the Minister of Health indicated that a container of alcohol must comprise a minimum of one health message ("Alcohol reduces driving ability, don't drink and drive", "Alcohol is a major cause of violence and crime" or "Drinking during pregnancy can be harmful to you unborn baby"). Another requirement concerning the container is that the message must be visible, legible and other

objects must not affect the legibility of the health message. The warning message must be placed in a space that is specially designated for the message, and be a minimum of one eighth of the total size of the container label. The health message must be printed in black on a white background.

An integral element of gaining acceptance of policies and control measures geared at discouraging behaviours such as smoking and excessive alcohol consumption is to understand the targeted segments attitudes towards such measures. Such an understanding serves to tailor existing demarketing strategies and inform future demarketing strategy formulation (Nieminen *et al.*, 2010:818).

According to generational research, Generation Y is the youngest defined generational cohort, and its members represent the future. While there is a lack of agreement as to the precise starting date of Generation Y, Markert (2004:21) suggests that this cohort should be defined as individuals born between 1986 and 2005. According to the 2011 mid-year population count, approximately 40 percent of South Africans may be classified as Generation Y members. African Generation Y members (hereafter referred to as black Generation Y) account for an estimated 84 percent of the South African Generation Y cohort (Statistics South Africa, 2011). The sheer size of this segment makes them significant to marketers. Those black Generation Y members pursuing a tertiary qualification are especially important to marketers, given that a higher education correlates with higher earning potential and higher social standing (Day & Newburger, 2002; Bevan-Dye & Surujlal, 2011:49). Higher earnings and social standing typically translate into having a greater influence within society (Baum & Payea, 2005; Bevan-Dye & Surujlal, 2011:49). In terms of demarketing, such influence, in the form of opinion leadership, may have an important impact on the success of demarketing policies and programmes. Published studies involving students at higher education institutions (HEIs) typically define them as between 18 and 24 years of age (Wolburg & Pokrywczynski, 2001; Scott, 2006; Davis & Bauman, 2011).

1.2 PROBLEM STATEMENT

The target market's attitude towards the policies discussed above influences the degree of support for demarketing (Shiu *et al.*, 2009:271). Feedback gleaned from a target market's

attitudes towards demarketing efforts serves to confirm/disconfirm the success of such efforts and is important in tailoring future demarketing strategies. While several studies have focused on public attitudes towards the demarketing of tobacco (Velicer *et al.*, 1994:346-355) and alcohol consumption controls (Wilkinson *et al.*, 2009:263-274) in other countries, there have only been two studies conducted in the South African context. Both of the studies conducted in South Africa (Reddy, Meyer-Weitz & Yach, 1996:1389-1393; Laforge *et al.*, 1998:241-246) focused exclusively on attitudes towards smoking controls. In addition, the information in these studies is relatively out-dated. Moreover, given the size of the South African black Generation Y market and the potential influence of those members with a tertiary education, there is a dire need for current information on black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption.

1.3 OBJECTIVES OF THE STUDY

The following objectives were formulated for the study:

1.3.1 Primary objectives

The primary objective of this study was to determine black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption in South Africa.

1.3.2 Theoretical objectives

In order to achieve the primary objective, the following theoretical objectives were formulated for the study:

- Review the literature on marketing as an organisational philosophy and as an organisational function.
- Provide an overview of tobacco and alcohol consumption patterns in South Africa, as per the literature.

- Review the literature on the concept demarketing as a societal marketing concept.
- Conduct a literature review on demarketing strategies targeted at discouraging smoking and alcohol consumption.
- Review the literature on the characteristics of the Generation Y cohort.

1.3.3 Empirical objectives

In accordance with the primary objective of the study, the following empirical objectives were formulated:

- Determine black Generation Y students' cigarette and alcohol consumption habits.
- Determine black Generation Y students' attitudes towards demarketing strategies aimed at discouraging smoking and alcohol consumption.
- Determine whether there is a relationship between black Generation Y students' attitudes towards the demarketing of smoking and their attitudes towards the demarketing of alcohol consumption.
- Determine whether black Generation Y students' attitudes towards the demarketing of smoking influences their attitudes towards the demarketing of alcohol consumption.
- Determine whether gender differences exist concerning black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption.

In line with the second to fifth empirical objectives, the following hypotheses were formulated for the study:

Ho1: Black Generation Y students do not have a positive attitude towards the demarketing of smoking.

Ha1: Black Generation Y students do have a positive attitude towards the demarketing of smoking.

Ho2: Black Generation Y students do not have a positive attitude towards the demarketing of alcohol consumption.

Ha2: Black Generation Y students do have a positive attitude towards the demarketing of alcohol consumption.

Ho3: There is no relationship between black Generation Y students' attitudes towards the demarketing of smoking and their attitudes towards the demarketing of alcohol consumption.

Ha3: There is a relationship between black Generation Y students' attitudes towards the demarketing of smoking and their attitudes towards the demarketing of alcohol consumption.

Ho4: Black Generation Y students' attitudes towards the demarketing of smoking do not predict their attitudes towards the demarketing of alcohol consumption.

Ha4: Black Generation Y students' attitudes towards the demarketing of smoking do predict their attitudes towards the demarketing of alcohol consumption.

Ho5: There is no difference between male and female attitudes towards the demarketing of smoking and alcohol.

Ha5: There is a difference between male and female attitudes towards the demarketing of smoking and alcohol.

The following section outlines the research design and methodology followed in the study.

1.4 RESEARCH DESIGN AND METHODOLOGY

The study comprised a literature review and an empirical study. Quantitative research, using the survey method, was used for the empirical portion of the study. The study focused on measuring attitudes and, as such, the research design to be followed is descriptive in nature.

1.4.1 Literature review

In order to support the research study, international and South African literature was used. This literature was obtained from secondary data sources, including the internet, journal articles, academic journals, textbooks and online databases.

1.4.2 Empirical study

The empirical portion of this study comprised the following methodology dimensions:

1.4.2.1 Target population

For this study, the target population was black Generation Y individuals between 18 and 24 years of age enrolled at South African public registered HEIs. Specifically, the target population was defined as follows:

- Element: black Generation Y Students between 18 and 24 years old
- Sampling unit: South African public registered HEIs
- Extent: South Africa
- Time: 2012

1.4.2.2 Sampling frame

The sample frame selected for the study consisted of the 23 public registered HEIs in South Africa (Council on Higher Education and Higher Education Quality Committee, 2012).

1.4.2.3 Sample method

From the sampling frame, a non-probability sample of two South African public registered HEIs' campuses situated in the Gauteng Province was taken; one belonging to a traditional university

and the other belonging to a university of technology. Thereafter, a non-probability convenience sample of 400 students (200 per campus) was taken.

1.4.2.4 Sample size

The selected sample size of 400 was in the range of previous studies of this nature, such as Wolburg and Pokrywczynski (2001) (Sample size: 368), Bush *et al.* (2004:108) (Sample size: 218) and Bevan-Dye *et al.* (2009:172) (Sample size: 400).

1.4.2.5 Measuring instrument and data collection method

A self-administered questionnaire was designed using the scales used by Velicer *et al.* (1994:350) and Wilkinson *et al.* (2009:265). The scale developed and validated by Velicer *et al.* (1994:350), called the Smoking Policy Inventory (SPI) was used to measure the South African black Generation Y students' attitudes towards the demarketing of smoking. The SPI scale comprised five sub-scales – advertising and promotion (seven items), public education (seven items), laws and penalties (seven items), taxes and fees (seven items) and environmental restrictions (seven items). These items were anchored on a five-point Likert scale ranging from disagree completely (1) to agree completely (5).

The Australian National Drug Household Survey were used to measure black Generation Y students' attitudes towards the demarketing of alcohol consumption, which Wilkinson *et al.* (2009:265) factor analysed. Wilkinson *et al.* (2009:265) obtained the four constructs of controlling accessibility (six items), promotion limits and warnings (four items), controlling hazardous behaviour (three items) and environmental restrictions (three items). These items were anchored on a five-point Likert scale ranging from disagree completely (1) to agree completely (5).

In addition, the questionnaire included a section designed to collect the respondents' demographic information, as well as information pertaining to their cigarette and alcohol

consumption. A cover letter outlined the purpose of the study and provided necessary contact details.

Permission was solicited from lecturers at each of the respective institutions to conduct the survey during class times. The questionnaires were hand-delivered to those lecturers from whom permission was obtained, and the completed questionnaires were collected at the end of the lecture. Participation in the survey was on a strictly voluntary basis.

1.4.3 Statistical analysis

The captured data was analysed using the Statistical Package for Social Sciences (SPSS), Version 20.0 for Windows. The following statistical methods were used on the empirical data sets:

- Reliability and validity analysis
- Descriptive analysis
- Significance tests

1.5 ETHICAL CONSIDERATIONS

Ethical considerations were applied at all times during this study. Ensuring that the participant granted permission and that he/she volunteered to be included in the study was included in these ethical considerations. The different institutions granted the necessary permission to conduct the study. Information provided by the respondents was kept confidential at all times, and is only reported in aggregate.

1.6 CHAPTER CLASSIFICATION

Chapter 2: Demarketing of tobacco and alcohol

Included in this chapter of the research study is a discussion on marketing as an organisational philosophy and as an organisational function. This is followed by a discussion of the tobacco and alcohol consumption patterns in South Africa. Demarketing as a societal marketing concept is explained, together with the various demarketing strategies used to dissuade consumption of tobacco and alcohol products. The chapter includes a description of the Generation Y cohort.

Chapter 3: Research design and methodology

This chapter outlines the sampling procedure, measuring instrument and data-collection method utilised in conducting the empirical study. The chapter includes a description of the statistical methods that were utilised to analyse the collected data.

Chapter 4: Results and findings

This chapter reports on the findings of the research study. The results were analysed, interpreted and evaluated.

Chapter 5: Conclusion and recommendations

This chapter provides a brief overview of the study and a discussion of the main findings of the study. Recommendations and suggestions for further studies will also be included in Chapter 5.

CHAPTER 2

DEMARKETING OF TOBACCO AND ALCOHOL

2.1 INTRODUCTION

Marketing refers to both an organisational philosophy founded on the pillars of the marketing concept (Hooley *et al.*, 1990:7) and an organisational function that focuses on market segmentation, targeting and positioning, and developing the marketing mix strategy (American Marketing Association, 2008; Kotler & Armstrong, 2010:62). Typically, the focus of marketing is on increasing demand, whether as a philosophy or as a function (Sodhi, 2011:177). Demarketing represents the antithesis of marketing (Kumar, 2010), in that it focuses on decreasing demand (Kotler & Levy 1971:74; Sodhi, 2011:181).

As governments around the world, including South Africa, seek to tackle growing health care costs, so unhealthy consumption behaviours are increasingly coming under the spotlight (Moore, 2005:704). Tobacco smoking and, more recently, excessive alcohol consumption are two such consumption behaviours that have received particular attention in recent years (Shiu *et al.*, 2009:270), with different demarketing strategies being implemented in an effort to dissuade the consumption thereof. While the effectiveness of these demarketing strategies may be measured directly by looking at changes in demand levels (Parry *et al.*, 2012a:603), little is known concerning consumer attitudes towards these strategies, even though an essential prerequisite for achieving their beneficial effects may depend on consumers having a positive attitude towards these strategies (Nieminen *et al.*, 2010:823; Andrews *et al.*, 1990:2).

The focus of this chapter is on establishing the theoretical framework for the empirical study on black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption. An understanding of marketing leads to an understanding of demarketing. As such, the chapter begins with a review of the literature on marketing as an organisational philosophy and as an organisational function. The section that follows provides an outline of South Africans' tobacco and alcohol consumption patterns. This is followed by a discussion on demarketing as a form of social responsibility, segmentation, targeting and positioning for

demarketing purposes and the demarketing mix. The chapter concludes with a description of the Generation Y cohort.

2.2 MARKETING AS AN ORGANISATIONAL PHILOSOPHY

In terms of marketing as an organisational philosophy, Walker and Mullins suggest (2011:11) that an organisation is market orientated, and according to Mostert and Du Plessis (2007:13), marketing was defined as an organisational philosophy in the 1950s. Jain (2000:2) presents marketing in terms of an organisational philosophy, as the marketing concept approach. In addition, Walker and Mullins (2011:11) define the marketing concept as the planning and coordination of the activities in the entire organisation with the objective of satisfying the needs of the consumers. Furthermore, they state that the marketing concept aims to achieve and maintain a competitive advantage and ultimately, achieve the objectives desired by the organisation.

Eventually, it was recognised that marketing needed to include the social process. The purpose of the societal marketing concept was to determine whether the untainted marketing concept ignores the wants of a consumer in the short-run, and the welfare of the consumer in the long run, and ensure that the value is brought to the consumer, whilst enhancing the welfare of society (Kotler & Armstrong, 2010:19). The introduction of the societal marketing concept came about because of concerns for the weakening environment, the hazards to consumer's health, shortages of natural resources, world hunger, and the growth of the world's population (Kotler, 2003:26).

Walker and Mullins (2011:14) highlight that by being market orientated and following the principles of the concept of marketing, an organisation shifts their focus towards their resources and towards that which they are capable of achieving, while ensuring profit. Furthermore, this emphasises the importance of the segmenting, targeting and positioning of a market, which will be discussed in Section 2.3.1.

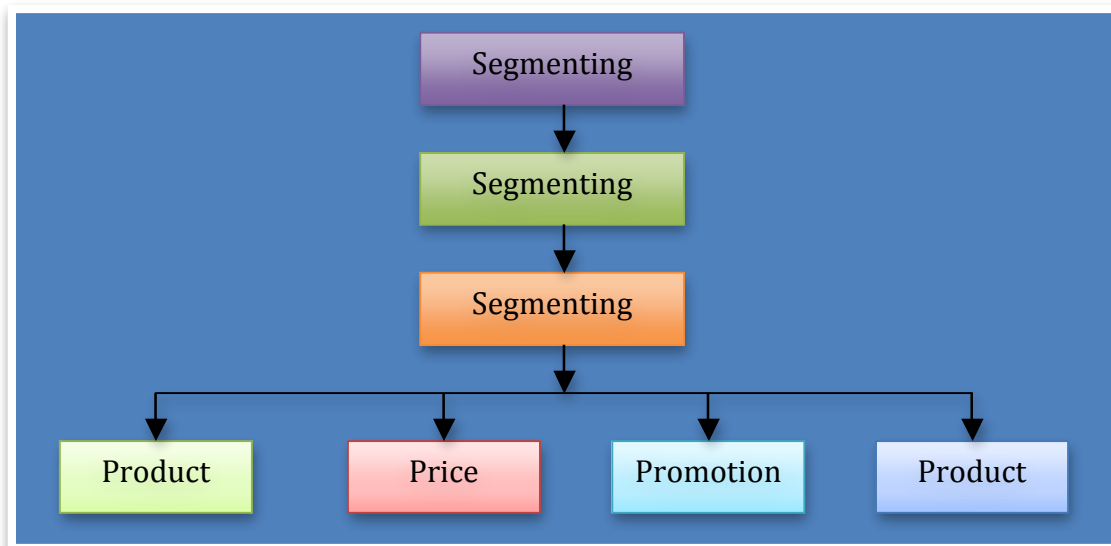
The following section will discuss marketing as an organisational function.

2.3 MARKETING AS AN ORGANISATIONAL FUNCTION

The effectiveness of the marketing concept is dependent upon whether or not the marketing function is present within an organisation and how effectively the marketing mix is managed (Baker, 2003:15). It is necessary to formulate marketing activities in order to apply the marketing concept. These market activities start with the marketing strategy, namely the segmenting, targeting and positioning, followed by the marketing mix (Kotler & Armstrong, 2010:62).

Marketing as an organisational function is summarised in Figure 2.1.

Figure 2.1: Marketing function task



2.3.1 Market segmentation, targeting and positioning

Dibb (1998:394) emphasises that it would be unrealistic for an organisation to satisfy the divergent needs of all the consumers in the marketplace. Therefore, it is necessary to implement market segmentation, targeting and positioning.

Market segmentation is a system used to divide large consumer markets into smaller, more manageable groups. These smaller groups are created by placing consumers with similar characteristics, needs and behaviours into one group (Mostert & Du Plessis, 2007:116). As such, market segmentation assists organisations in eliminating heterogeneity amongst consumers' needs through creating a balance with the limited resources available (Dibb,

1998:394). According to Lamb *et al.* (2011:182), for a market to be successfully segmented, the market must consist of four basic characteristics, the market should be substantially large enough, should be identifiable and measurable, should be accessible, and lastly, the market should be responsive. A successfully implemented market segmentation strategy can provide organisations with the benefits of a reduction in competitive opposition, price stability, security against product or service substitution and an opportunity to create product or service differentiation (Freathy & O'Connell, 2000:102). According to Bickert (1997:362), market segmentation may help an organisation to predict consumer reactions to new products, adjust brand loyalties, and determine consumers' responses to diverse media efforts.

Coulter (2003:215) states that after the organisation has segmented the market into relevant smaller groups, a decision needs to be made as to which of these smaller groups are the most attractive targets to sell their products to or allocate services to. In the simplest form, a target market is the market segment(s) to which an organisation aims to attract and sell its products or services. According to Wolburg (2005:287), target marketing can provide the organisation with the benefits of concentrating on their key consumers and increasing consumer satisfaction rates.

Positioning can be seen as the impression or image created by an organisation, product or service in the mind of the potential or existing consumers (Moschis *et al.*, 1997:284). Thus, positioning relates to the perceptions existing or held by potential consumers on the organisation, product or service. Mostert and Du Plessis (2007:129) highlight that the way in which an organisation, product or service is positioned within the market is vital, as existing and potential consumers will compare the organisation, products or services against its competitors. According to Fuchs and Diamantopoulos (2010:1764), when positioning a product or service, an organisation should design the offering in a manner that it will find a place in the minds of the target market. However, the organisation should keep in mind that a product or service that appeals to one market segment might not appeal to another and, as such, the organisation should adjust their positioning strategies accordingly (Moschis *et al.*, 1997:284). The organisation's strategic details of the positioning strategy are then characterised by the marketing mix (Evans, 2003:279).

The following section explains the traditional marketing mix of the product and/or service, pricing, promotion and distribution.

2.3.2 Traditional marketing mix

According to Kotler and Armstrong (2010:62), the definition of the marketing mix is the tools an organisation uses to generate the desirable objectives. Furthermore, the marketing mix is established for marketers to manage and ultimately satisfy, or exceed, the needs of the consumers better than any competitor can (Jobber, 2010:17). The four Ps of the marketing mix strategy are product, price, promotion (communication) and place (distribution). According to Walker and Mullins (2011:154) when making marketing decisions, and keeping the marketing mix elements in mind, the success of a brand's positioning within a target market is defined.

2.3.2.1 Product element of the marketing mix

The goods-and-services that an organisation offers to their target market are known as the product element of the marketing mix (Kotler & Armstrong, 2010:65). According to Schiffman *et al.* (2010:28) and Lamb *et al.* (1996:22), the product element of the marketing mix includes the design, attributes, branding, packaging, warranty, company image and service subsequent to sale. The offering by the organisation begins with the essential advantage, which is transformed into the simple product. Attributes are then added to create the projected product. Once these elements and benefits are added to the product, this fulfils the expectations of the target market (Kotler, 2003:407).

2.3.2.2 Pricing element of the marketing mix

According to Lamb *et al.* (1996:23), price in the marketing mix is what the consumer must forfeit to obtain a product and/or service, and this is the most adaptable of the four Ps in the marketing mix. Price, according to Kotler and Keller (2006:18), includes the list price, discounts, allowances, payment period and terms of credit. The price of an offering is influenced by a number of factors, namely business objective, marketing objectives, characteristics of the product, channel of distribution, characteristics of the target market, competition characteristics and the strengths and weaknesses of the organisation (Mostert & du Plessis, 2007:277). The price should also include both the production and marketing costs (Moore *et al.*, 2010:83). In addition, when the price of products such as tobacco and alcohol are determined, taxes should be kept in mind to add to the price.

2.3.2.3 Promotion element of the marketing mix

According to Moore *et al.* (2010:183), the promotion element is when the organisation creates consumer awareness about the offering and clarifies why the consumer ought to buy the offering. Promotion can be divided into five sub-categories, namely advertising, direct marketing, personal selling, sales promotions and public relations (Jobber & Fahy, 2009:9). Platforms on which the organisation can market their offering range from traditional channels (television, print, radio and billboards) (Kotler, 2003:564), to modern channels (the Internet, mobile telecommunication and virtual social networking sites) (Nicholas *et al.*, 2011:44). Notwithstanding the platform, promotion advises, encourages and reminds the consumer of the offerings (Lamb *et al.*, 1996:497).

2.3.2.4 Place strategy of the marketing mix

The main aim of the place strategy is to ensure that the correct offering will be available at the right time, in the right place and at the right quantity (Jobber & Fahy, 2009:9). The place strategy; therefore, also includes the suppliers of raw materials and components, through to the distributors, and finally, to the consumer (Kotler, 2003:503).

Before discussing demarketing strategies employed to decrease demand, it is necessary to review the literature on tobacco and alcohol consumption patterns in South Africa.

2.4 TOBACCO AND ALCOHOL CONSUMPTION PATTERNS IN SOUTH AFRICA

In order to contextualise the reasons for increased efforts targeted at the demarketing of tobacco and alcohol consumption in South Africa, it is necessary to gain an understanding of consumption patterns of these products within the country. This section also elaborates on the reported harmful consequences arising from the tobacco and alcohol consumption. Section 2.4.1 discusses the tobacco usage in South Africa, while Section 2.4.2 reviews the alcohol usage reported in the country.

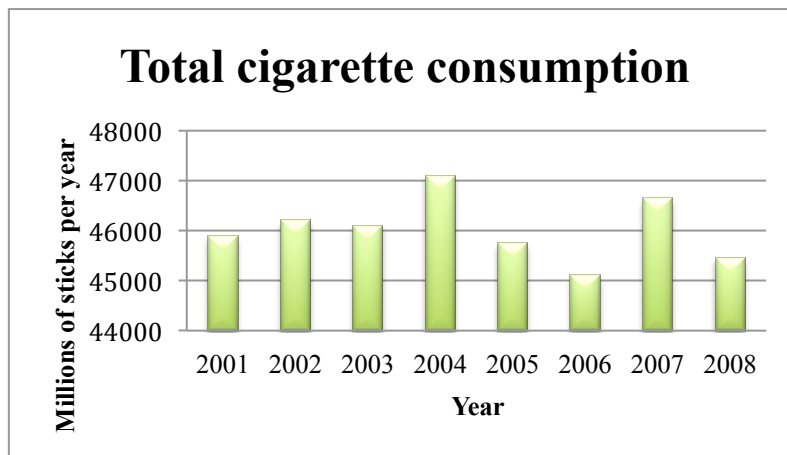
2.4.1 Tobacco usage in South Africa

According to the National Business Group on Health (2011) and Van Walbeek (2004:100), as a result of the negative attitude towards the consumption of tobacco products from the Government after the 1994 election, the tobacco control legislation has been revised to be more stringent. In 1993, one year before the 1994 election win by the ANC, the first tobacco control legislation was implemented in South Africa.

The imposition of taxation on cigarettes in South Africa occurred as early as the 1990s (Peer *et al.*, 2009:744). In 2009, President Jacob Zuma intensified anti-smoking regulations in South Africa. These included fines for consumers smoking in non-smoking areas, the restriction of smoking in certain spaces, enforcement of the legal age limit of 18, and the prohibition of social media and viral marketing sponsoring (National Business Group on Health, 2011).

The World Health Organisation (2012) speculates that only 19 countries worldwide have complete health-care services to aid consumers in breaking the habit of smoking. They also speculate that the complete ban of cigarette advertising has resulted in a decrease in consumption by 16 percent, followed by taxation reflecting a consumption decrease of 10 percent.

The Tobacco Institute of South Africa (2011) estimates that 7.7 million South African adults use tobacco products; 6.3 million of these consumers choose cigarettes as their preferred choice of tobacco product. Figure 2.2 presents a summary of the number of millions of cigarettes smoked per year by South Africans.

Figure 2.2: Total cigarette consumption

Source: Lemboe and Black (2012)

The average cigarette sticks consumed in South Africa within the year 2008 is estimated to be approximately 45 400 million, dropping from a 46 600 million sticks in 2007. The year 2004 estimated the highest amount to be of 47 100 million cigarette sticks.

To build on the argument of the validity of the effectiveness of demarketing, Nicorette® recently conducted a research study on more than 8 000 respondents in South Africa (smokers and ex-smokers) and their habits. Respondents were asked how many cigarettes they did or do smoke per day. The results showed that 42.27 percent of the respondents smoked 11 to 20 cigarettes per day, and 0.77 percent of the respondents consider themselves ‘chain smokers’. Respondents who smoke/smoked less than 10 cigarettes per day were calculated to be 27.32 percent, and 16.53 percent smoke/smoked 21-30 cigarettes per day (Brits, 2012). These statistics support the finding from another research survey conducted by Pfizer (2012), as they concluded that 32.22 percent of South Africans are regular smokers, 6.81 percent are social smokers, 24.31 percent have given up smoking and 36.66 percent do not smoke.

According to The Center for Disease Control and Prevention (2012), smoking can cause cancer (lung, bladder, mouth, stomach, et cetera), heart disease and strokes, only to name a few. Steyn (2007) emphasises the alarming rate of 93 men and 28 women, over the age of 30, dying of smoke-related deaths per day, in the year 2000.

2.4.2 Alcohol usage in South Africa

Alcohol is a major and multifaceted health issue, as well as a social issue. Irrespective of the harmful effects of alcohol, two billion people worldwide participate in restrained drinking (Freeman & Parry, 2006:2). Furthermore, research has shown that there has been an increase in the desire to know more regarding effects and risks concerning the consumption of alcohol (Andrews *et al.*, 1990:1). According to Govender (2012), the urge by Government to take control over the problem of alcohol has been sparked by the crisis amongst pupils who arrive intoxicated at schools across South Africa.

According to Kasolo (2012), alcohol is the third major disease concern worldwide, and although seven out of 10 people do not consume alcohol, those who do, consume too much. Freeman and Parry (2006:3) stipulate that South Africa is the 47th highest alcohol consuming country. They speculate on the reason for alcohol consumption in society as being because of its perception as a social lubricant, the use of alcohol as a ritual, peer pressure, stress reliever, the pleasure of the feeling of intoxication, and the lack of information. Child (2011) reports that according to the World Health 2011 Global Status Report on Health and Alcohol, South Africa placed in the top five countries in terms of the riskiest alcohol consumption patterns. Therefore, it is important to educate society against the harms of alcohol consumption (Fathelrahman *et al.*, 2009:248).

Without the knowledge concerning health and other risks, consumers face problems like traffic injuries, violence, risky sexual behaviour, miscarriage, neurological problems, cardiovascular problems, liver diseases and cancer, to name only a few (Center for Disease Control and Prevention, 2012). Anon. (2010) declares that South Africa has ten times the problem of male interpersonal violence, twice the global average of road injuries, and is amid the highest global frequencies of HIV/Aids and Foetal Alcohol Syndrome. Corrigall (2011) postulates that alcohol leads to HIV, TB, violence, crime, road injuries, poverty and unemployment, and that the tax payer pays the R38 billion bill for the evils that are caused by alcohol. Nebehay (2011) claims that 4 percent of worldwide deaths are caused by alcohol, this being a higher cause of mortalities than Aids, Tuberculosis or violence, and that 11 percent of consumers binge drink. South Africa has a problem with binge drinking in six of the nine provinces (Kalideen, 2010).

Parry *et al.* (2012a:602) suggest the use of the same demarketing strategies utilised towards smoking, and also adding the complete ban of alcohol advertisements, and making alcohol less available. Gordon *et al.* (2010:90) found that the complete ban on alcohol advertising decreases the consumption rate by 24 percent. This supports the finding by Atkin *et al.* (2008:323) that the attitudes towards the complete outlawing of alcohol advertising are positive. Holtzkampf (2012) compared the different alcohol consumption patterns in South Africa for the years 2006/2007 and 2010/2011. Table 2.1 indicates the volume of different alcoholic beverages (volume = '000L) and value. Alcoholic beverages like brandy, gin and total spirits have dropped in volume from the years 2006/2007 to 2010/2011. The value of these alcoholic beverages has increased, and this can be attributed to taxes on alcohol, which have increased every year in the national budget.

On the other hand, the volume of consumption of vodka, whiskey, sparkling wines and beer has increased for the periods 2006/2007 to 2010/2011.

Table 2.1: Overview of the alcoholic beverage market

Year End June Volume = '000L	2006/2007		2010/2011	
	Volume	Value	Volume	Value
BRANDY	46,600	4,102,664	39,000	4,688,970
Gin	6,300	483,714	5,320	574,879
Cane	2,300	124,752	1,800	139,968
Vodka	13,925	960,547	16,750	1,637,983
WHITE SPIRITS	22,525	1,569,013	23,870	2,352,830
Liquers	10,200	892,500	9,500	861,650
Whiskey	30,600	3,745,746	34,000	5,797,000
Rum	4,900	552,475	4,950	719,483
TOTAL SPIRITS	114,825	10,862,398	111,320	14,419,932
SPARKLING WINE	8,000	459,200	8,320	640,307
HP Natural	44,000	1,870,440	45,000	2,479,950
MP Natural	70,000	1,000,300	82,600	1,637,958
SD Still	121,000	999,460	91,000	1,093,820
Perle	43,600	715,476	52,800	1,048,080

Table 2.1: Overview of the alcoholic beverage market (continued...)

TOTAL NATURAL	278,600	4,585,676	271,400	6,259,808
TOTAL FORTIFIED WINES	29,660	889,800	28,595	1,163,817
RTDs	302,000	5,152,120	354,000	8,206,200
SUBTOTAL	733,085	21,949,194	773,635	30,690,064
BEER	2,778,600	25,007,400	2,937,000	35,831,400
GRAND TOTAL	3,511,685	46,956,594	3,710,635	66,521,464

Source: Holtzkampf (2012)

Freeman and Parry (2006:7) stipulate that an average of 45 percent of South African men and 17 percent of South African women over the age of 15 consume alcohol within South Africa.

2.5 DEMARKETING AND THE SOCIETAL MARKETING CONCEPT

Societal marketing, according to Kotler and Keller (2006:22), is based on the same principal as marketing but with the addition of enhancing the social well being of the consumers and society. The social marketing concept in terms of demarketing is, according to Sodhi (2011:177), how the governments, organisations and consumers will deal with diminishing resources, the complex environment, healthier lifestyles and ultimately, a safer planet. According to Medway *et al.* (2010:125), the reasons for employing demarketing are to shrink the consumption of consumers, and Beeton and Pinge (2003:312) suggest that demarketing is aimed at the health care and tourism industry. Kotler and Levy (1971:75) define demarketing as the marketing strategy used to discourage consumers, either on a short-term or long-term basis, and specify demarketing into general, selective, ostensible, and unintentional demarketing.

Lefebvre (2011:56) states six challenges regarding social marketing, namely fairness, social networks as element of conducts, dire marketing, sustainability, measurability and comprehensive programming. This author also uses practical examples such as maternal and child health, eradication of HIV/AIDS and the control of malaria, in order to explain the notion of social marketing. In this context, social marketing is the practice of marketing the use of condoms to prevent HIV/AIDS and bed nets for the control of malaria.

Demarketing as a form of social marketing, according to Kotler (2011:135), requires the use of the marketing strategy (segmentation, targeting and positioning) and Cullwick (1975:53) suggests that because demarketing is now employed, organisations need to give special attention to the marketing mix elements. In this section, the use of segmentation, targeting and positioning, together with the marketing mix, are discussed as demarketing tools, with specific reference to their use in the demarketing of tobacco and excess alcohol consumption. In addition to the four Ps of the traditional marketing mix, a fifth P is added – penalties.

2.5.1 Segmentation, targeting and positioning, and demarketing

Wolburg (2004:174) speculates that failure of demarketing is inevitable if the market is not segmented, targeted and positioned. Schumann *et al.* (2006:513) suggest that the attitudes towards smoking guidelines and alcohol strategies (Wilkinson *et al.*, 2009:264) show a significant difference between consumers of the products and the non-consumers, as well as between males and females. It is speculated that the reasons behind the Generation Y cohort starting to smoke, and the reasons for older generations to continue the habit, are different; therefore, different demarketing strategies should be implemented (Wolburg, 2004:174).

Westmaas *et al.* (2007:227) suggest that the over-consumption of alcohol is prevalent amongst students, and Shiu (2009:270) postulates that the youth are frequently targeted by industries that are threatened by demarketing; this includes the tobacco industry (Hastings & Aitken, 1995:6).

An example of an organisation being responsible in targeting consumers is SAB (2012) who has removed all billboard advertising in areas where high poverty and Foetal Alcohol Syndrome is apparent.

2.5.2 Demarketing mix

The following section discusses demarketing mix strategies utilised to discourage the use of tobacco and alcohol products.

2.5.2.1 Demarketing product strategy

According to Shiu *et al.* (2009:270), the product strategy in terms of the demarketing mix includes finding a replacement product for the product in question, and services and programs to assist the user in giving up the harmful product. In this instance, nicotine gum and non-alcoholic beer can be examples of replacing the products in need of demarketing, as well as the help-lines indicated on the packaging of cigarettes and alcohol.

In addition to these recommendations, Pfizer (2012) has concluded that 81.72 percent of respondents have heard of nicotine replacement therapies and 38.76 percent of support groups, this may include help-lines. Although respondents have heard of these cessation methods, Shiu *et al.* (2008:7) postulate that consumers of these products do not act positively towards these methods. Curry *et al.* (1998:673) theorise that only between 0.7 percent and 2.8 percent of smokers would quit the habit per year because of aiding programs and replacement products.

As stated earlier, packaging falls into the product strategy. The Tobacco Products Control Act (83 of 1993) clearly stipulates the mandatory placing of warning labels on cigarette packaging, as well as on alcohol packaging (The Foodstuffs, Cosmetics and Disinfectants Act 54 of 1972). Andrews *et al.* (1990:8) state that respondents believed the alcohol warning labels and had a positive attitude towards them. This also supports Beltramini (1988:29) who states that respondents had believability towards cigarette warning labels. According to Fathelrahman *et al.* (2009:248), the warning labels on cigarette packages had a positive effect on smokers, and made them think twice about smoking another cigarette. They also made them more conscious of the notion to give up the habit.

The South African government is one of 11 governments who are considering implementing pictures on cigarette packaging (Cunningham, 2007:1). The United States court recently ruled in favour of cigarette manufacturers, regulating that they are not obliged to utilise pictures on cigarette packaging (Anon., 2012b). On the other hand, Australian rulings have had the opposite verdict, as of 1 December 2012, they are obliged to add these pictures on their cigarette packaging. Health-E (2012) reports of findings concluding that smokers will think about the health risks when looking at these pictures and Anon. (2012a) states that the South African government are in talks regarding implementing this strategy, but not without a fight from British American Tobacco. South Africa is also considering removing branding from

cigarette packaging. Eadie *et al.* (1999:104) and Steyn (2012) suggest that the aim of this notion is to dislodge the use of packaging design to prevent differentiation of brands of tobacco manufacturers from their competing brands and inhibit brand loyalty. Parry *et al.* (2012a:603) suggest alcohol manufacturers should follow similar strategies to those that have been implemented, or are in the process of being implemented by cigarette manufacturers, to reduce the consumption of alcohol.

2.5.2.2 Demarketing pricing strategy

Innes *et al.* (2008:405) and Shiu *et al.* (2009:272) state the most evident demarketing price strategy is taxation (sin taxes in South Africa) of these products, which raise the ultimate price that the consumer pays for these products. According to Meier and Licari (1997:1126), the reason for imposing taxes is to increase revenue and/or dissuade consumers of cigarettes to continue with the habit. The authors state that before the 1964 report by the surgeon general postulating the health risks of smoking, the main reason for imposing taxes was to generate revenue. Grossman *et al.* (1993:212) propose the reason for imposing taxes on alcohol is because of the tax burdens consumers place on non-consumers, which ultimately surpasses the current tax level.

In the South African national budget of 2012, the tax on one litre of wine was increased by 18 cents, a 340 millilitre can of beer by nine cents, and a bottle of 750 millilitre strong alcohol by R6, the sin taxes on cigarettes were increased by 58 cents per packet of 20 cigarettes (Old Mutual, 2012). According to Muller (2012), this tax hike on tobacco and alcohol has been the norm over the last 20 years in South Africa. Botswana took a more intense approach and increased their alcohol prices in 2008 by 70 percent, to reduce alcoholism (Anon., 2008a).

According to KPMG (2012), many people believe that imposing taxes on cigarettes and alcohol will discourage the use of the products. This supports the findings by Pfizer (2012) and Brits (2012) who report that more or less 17 percent of respondents think tobacco taxes discourage consumers to continue smoking; 39.79 percent of respondents felt the desire to quit because of the price of cigarettes. Freeman and Parry (2006:22) suggest that the effectiveness of tax burdens on alcohol, to decrease the use of alcohol, is effectively high.

The SAB (2012:23) state that the taxes on alcohol collected by the government has contributed to R10 billion in the 2009/2010 fiscal year, as well as in the year of 2004 also with R10.3 billion (Freeman and Parry, 2006:21).

2.5.2.3 Demarketing promotion strategy

Shiu *et al.* (2008:2) specify the use of counter-marketing activities, educating the public about the risks, including the health risks, as well as the total ban of tobacco advertising, in the hopes of disheartening the consumers. Cullwick (1975:54) also suggests cutting back on advertising and marketing budgets, including outlawing the advertising of cigarettes and alcohol.

‘Advertise’, according to the TPCAA, is defined as commercial communication that aims to promote the sale, use, or act as a testimonial for tobacco products. This also includes product placements. The TPCAA substitution of Section 3 of Act 83 of 1993 stipulates that no individual will be allowed to advertise on tobacco or cigarette products, including trademarks, logos, brand names or the names of organisations. This includes the use of trademarks, logos, brand names or the names of organisations on tobacco products, with the intention of advertising any organisation, service activity or event.

Yach and Paterson (1994:838) emphasise the use of tobacco advertising in 1993 accumulated to 4.8 percent of the R3 billion spent on advertising in 1993 in South Africa. According to the Tobacco Control Laws (2012), South Africa became a part of the World Health Organisation Framework Convention on Tobacco Control in April 2005. They also stipulate that any advertising, promotions and sponsorships are banned, with the exception of certain media content produced outside of South Africa.

According to McCarty (2012), banning alcohol advertising in South Africa is not the solution, even though South Africa has problems with alcohol abuse, Foetal Alcohol Syndrome, physical and emotional abuse, driving under the influence of alcohol, and other social side effects. In contrast, Parker (2011) reports that the Department of Social Development proposed the complete banning of alcohol advertising at the second biennial summit. Magome and Segar (2012) report that the government is going ahead with the banning of marketing and advertising of alcohol in South Africa, the reason is that the

government believes the problems connected with alcohol usage outweigh the jobs lost from this proposal.

Alcohol advertising expenditure between January 2010 and November 2010 accumulated to R1.42 billion (Van der Spuy, 2011:56). According to Clark (2012), the figure is R1.8 billion of above-the-line advertising and R2.6 billion on sponsorships and below-the-line advertising.

Counter promotion efforts indicated by Hsieh *et al.* (1996:88), are informing the public on the harmful effects of cigarette smoking and anti-excess alcohol consumption campaigns (Giesbrecht & Kavanagh, 1999:14) and as discussed in Section 2.5.2.1, the warning labels on cigarette and alcohol packaging.

Wolburg (2004:174) indicates that the anti-smoking messages, the judgement towards smokers, and the distress of excessive use are often reasons for the consumers of cigarettes to have a rebellious attitude towards these strategies. The equivalent tactic suggested by De Mayrick (2001:103) is to target the youth with anti-smoking messages that have a consensus in tone and solid and provable messages. This can be useful in the demarketing strategy towards the Generation Y cohort regarding alcohol, especially in dealing with the issue of peer pressure.

In their study, Costa and Mossialos (2006:96) did not find robust support for the banning of tobacco product advertisements. In contrast, support was more robust towards educational policies in countries in the European Union. A study done by Laforge *et al.* (1998:243) also supports these findings, reporting on moderate support for banning tobacco advertising but solid support for public education regarding the risks of smoking. Wilkinson *et al.* (2009:266) concluded that respondents in Australia supported the limiting of television advertising for alcohol after 9:30 pm, as well as the banning of alcohol sponsorship at sporting events.

2.5.2.4 Demarketing place strategy

According to Shiu *et al.* (2008:2), the demarketing place strategy is limiting where the consumer can smoke cigarettes and consume alcohol (Giesbrecht & Kavanagh, 1999:14),

also limiting the availability of these products (Wall, 2007:127), ultimately focusing on the product allocation (Cullwick, 1975:55).

These measures may include increasing the legal drinking age, reducing trading hours of alcohol, decreasing alcohol selling points, and making public events and certain public areas alcohol-free zones (Wilkinson *et al.*, 2009:265). Payne (2012) states that there has not been as much activity in supporting responsible drinking within South Africa, than in the past year, and that the South African government is considering new restrictions on the accessibility of alcohol. Parker (2011) reports that at the second biennial summit by the Department of Social Development, one of the biggest recommendations was to raise the legal age limit of alcohol consumption from 18 to 21. Wagenaar and Streff (1990:193) concluded that 63 percent of respondents favoured the notion of limiting alcohol outlets in the United States. Wilkinson *et al.* (2009:266) concluded that fewer respondents in Australia felt positive towards raising the legal drinking age and controlling the availability of alcohol.

Restricting smoking according to Velicer *et al.* (1994:350) includes banning smoking at all restaurants and cafeterias, public places, public buildings, work sites and public transportation. This will hit consumers hard, as 21.86 percent of respondents smoke at work sites and 41.80 percent smoke when going out to public places. In addition, 90.34 percent of respondents are aware of the law restricting a person to smoke in any public place, indoor or partially-closed area (Pfizer, 2012).

Gallus *et al.* (2005:347) stipulate that 90.4 percent of respondents in Italy responded positively to the notion of banning smoking in places such as restaurants and cafes, and 86.8 percent agreed with the banning of smoking at worksites.

2.5.2.5 Penalties

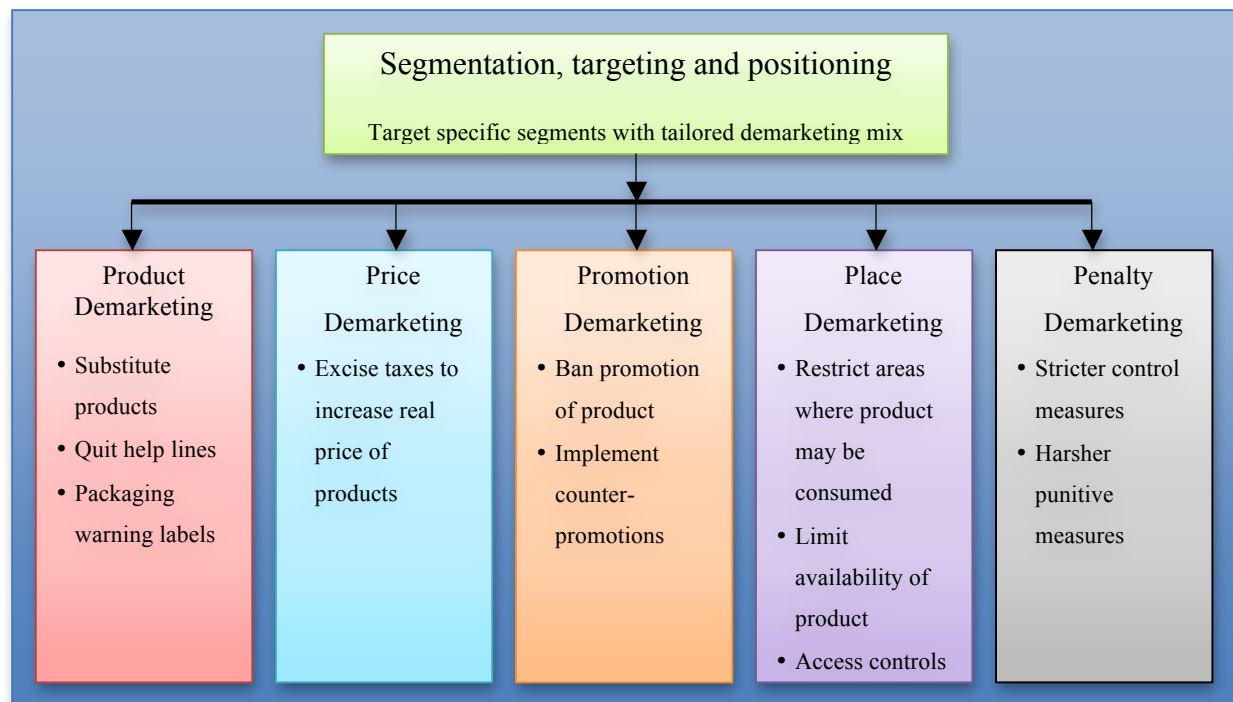
Penalties, in terms of the demarketing concept entail levying harsher control actions on tobacco and alcohol as well as stricter punishing measures on those who do not adhere to these controls. Respondents who agreed to adhere to smoking legislation accumulated to 83.89 percent, and 8.5 percent had stopped smoking because of smoking legislations in South Africa (Pfizer, 2012).

Consumers of cigarettes in the United States are set to be penalised by insurance companies (Abelson, 2011). Other possibilities for penalisations include, against minors who purchase cigarettes, as well as against persons selling cigarettes to minors. Pfizer (2012) also reports that 59.94 percent of respondents were aware that the penalties against consumers who do not adhere to tobacco legislation, can amount to between R500 and R50 000.

Penalties concerning alcohol included, having more severe legal implications towards consumers driving over the legal limit of alcohol, and stricter control measures against the serving of alcohol to consumers already under the influence (Wilkinson, 2009:267).

Public attitudes towards the penalisation of smoking and alcohol were positive amongst respondents for both smoking (Laforge *et al.*, 1998:243; Schumann *et al.*, 2006:513) and alcohol (Wilkinson *et al.*, 2009:263; Wagenaar & Streff, 1990:197).

A summary of the key demarketing strategies that may be used to dissuade consumers from smoking and alcohol consumption are depicted in Figure 2.3.

Figure 2.3: Major demarketing strategies

2.6 Generation Y cohort

Black Generation Y students' were chosen for this study because Africans represent approximately 84 percent of the South Africa's Generation Y cohort according to the mid-year count Stats SA (2011), and because Costa and Mossialos (2006:80) and Uusitalo and Niemelä-Nyrhinen (2007:29) suggest that even though adult smoking has decreased, the use of tobacco products is widespread amongst the youth. Alcohol manufacturers also target the youth (Parry *et al.*, 2012b).

As reported by Pfizer (2012), 45.16 percent of respondents were between the age of 16-19 and 33.52 percent were 15 years or younger, when they had their first cigarette. This further supports the reason for choosing the Generation Y cohort or Echo Boomers or Millennium Generation, as they are also referred to, for this research study, as the Generation Y cohort are members of the population born between 1986 and 2005 (Markert, 2004:21).

According to Mail & Guardian reporter (Anon., 2008b), the youth of the ANC Youth League would like to see less alcohol and more economic opportunities. They associate alcohol abuse with crime, violence and moral decay, and propose that the sale of alcohol be banned on

certain days and after certain hours, and that nightclubs and bars are more stringently regulated in terms of trading hours.

Black Generation Y students were chosen to be the sample for this study because of the research gap amongst the Generation Y cohort (Anantatmula & Shrivastav, 2012:10). Therefore, it is important that the attitudes towards the demarketing of smoking and alcohol consumption among Generation Y students be researched. Other reasons for choosing the Generation Y students are, as stated in Section 2.5.1, the youth are frequent targets of industries threatened by demarketing from the government; furthermore, black Generation Y students have the availability of media and educational opportunities, and grew up in an environment that is more global in nature.

If the university students who are aged between 18 and 24 years have a positive attitude towards the demarketing of smoking and alcohol and show a negative attitude towards the consumption of cigarettes and alcohol, it may be concluded that they will be noticeable role models to the overall black Generation Y cohort of Southern Africa.

Generation Y students have been brought up in a period of economic development and success, notwithstanding that they are entering a time where the economic environment is currently unsure (Eisner, 2005). Broadbridge *et al.* (2007) postulate that Generation Y students are determined to attain a degree, get a lucrative job, and excel in their chosen career, they are also well-educated and possess self-confidence. Cui *et al.* (2003:311) emphasise the importance of Generation Y in advertising and marketing in the twenty-first century.

According to Foscht *et al.* (2009:223) the Generation Y cohort has been using computers from an early age, and use electronic media (Facebook, Twitter, YouTube) extensively. According to Kumar and Lim (2008:570) and Vercueil *et al.* (2011:126), the Generation Y cohort is fond of using and investigating new and innovative technologies and use the Internet extensively, as well as mobile services.

African Generation Y students, according to Smith (2010), are the first black generation to have gained from the political change, and Smith emphasises that they are the progeny of the rising black bourgeoisie. More and more black South Africans are moving into suburban

areas, receiving private schooling, and achieving entrée into the global media. They are self-assured, independent, they make up their own minds, and are entrepreneurs in the making; therefore, influencing the remaining Generation Y cohort.

As the first tobacco law in South Africa was passed in 1993 (Tobacco.org, 2012), the Generation Y cohort has grown up with strenuous regulations regarding smoking. and has grown up with the knowledge that smoking is detrimental to health.

2.7 SYNOPSIS

The primary aim of this research study is to determine the attitudes towards the demarketing of smoking and alcohol consumption amongst black Generation Y students. The objective of this chapter was to discuss the marketing concept, before discussing the demarketing concept, in order to understand the latter better. The chapter included a portrayal of marketing as an organisational philosophy as well as an organisational function; together with this, a discussion of market segmentation, targeting, positioning and the marketing mix, was included. An outline of the consumption patterns of tobacco and alcohol within South Africa was given, followed by demarketing as a form of social marketing. Demarketing in terms of segmentation, targeting and positioning was discussed, followed by the marketing mix in terms of demarketing. The chapter concluded with a discussion of the Generation Y cohort.

The following chapter, Chapter 3, will discuss the research methodology used for this research study. Included is the research objectives formulation, research design, data requirements, instrument used within the study, the sample plan and the analysis of the statistics.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The purpose of this chapter is to outline the research methodology utilised in this study. According to Dillon *et al.* (1994:5), marketing research is a process comprising the stages involved in the collection, recording, processing and investigation of information pertaining to a marketing problem or issue. McDaniel and Gates (2001:6) support this description and add that marketing research includes the communication of the research findings to management for their consequent decision-making.

The objective of this study was to determine South African black Generation Y students' attitudes towards the demarketing of smoking and alcohol. In accordance with this objective, the following aspects were examined in the literature:

- Marketing as an organisational philosophy and as an organisational function
- Tobacco and alcohol consumption patterns in South Africa, as per the literature
- Demarketing as a societal marketing concept
- Demarketing strategies targeted at discouraging smoking and alcohol consumption
- Characteristics of the Generation Y cohort.

This chapter discusses the research design followed in the study, together with the sampling strategy, questionnaire design, data collection process and the techniques used to analyse the data.

3.2 RESEARCH DESIGN

A research design, according to Malhotra (2010:102), is the master plan for directing a research study and may be categorised as being exploratory or conclusive, which is further sub-divided

into descriptive or causal research. Exploratory research involves qualitative data and is typically a flexible and unstructured data collection process using small non-representative samples (Boyce, 2002:37). In contrast, conclusive research involves quantitative data and a formalised and structured data collection process using large representative samples (Malhotra & Birks, 2006:63).

A conclusive research design may be causal or descriptive in nature (Malhotra, 2010:104). The purpose of causal research designs is to investigate cause-and-effect relationships (Dillon *et al.*, 1994:41). The descriptive research design, which was followed in this study, focuses on describing the characteristics of the object under study and necessitates an exact delineation of the who, what, when, where, why and way of the research (Struwig & Stead, 2010:8). Descriptive research designs may be further sub-divided into single cross-sectional designs involving obtaining data once from one sample, multiple cross-sectional designs involving obtaining data once from more than one sample, or longitudinal designs involving obtaining data repeatedly from a fixed sample (Dillon *et al.*, 1994:41).

3.3 SAMPLING STRATEGY

This study utilised a single cross-sectional descriptive research design and this section outlines the sampling strategies used to select the sample for the study.

3.3.1 Defining the target population

The target population refers to a group of individuals, goods, organisations and the like that are of interest and have the information required to address a particular research problem or issue (Dillon *et al.*, 1994:220). It is important to define the population correctly, because failure to do so is likely to lead to the incorrect data being gathered (Boyce, 2002:233; Malhotra, 2010:372).

For the purpose of this study, the target population includes black Generation Y full- and part-time students between the ages of 18 and 24 years, enrolled at South African registered public

higher education institutions in 2012. In specific terms, the definition of the target population is as follows:

- Element: black male and female, full- and part time students, between the ages of 18 and 24 years
- Sampling units: South African registered public HEIs
- Extent: South Africa
- Time: 2012

3.3.2 Sampling frame

Malhotra (2010:373) indicates that a sampling frame is a comprehensive list of the elements of the target population. The reason for composing a sampling frame is to gain a better understanding of the population. Welman *et al.* (2005:57) use examples like telephone directories, mailing lists and university-enrolled students (as in the case of this study) as sampling frames. According to Malhotra (2010:373), even if it is not possible to compile an exact sampling frame, precise directions for identifying the target population need to be given.

The sampling frame for this study consisted of the 23 registered public higher education institutions (HEIs) in South Africa (Council on Higher Education and Higher Education Quality Committee, 2012).

3.3.3 Specifying the sampling method

According to Churchill (1995:578), there are two types of sampling methods - probability and non-probability sampling. Probability sampling differs from non-probability because in probability sampling each population element has a known, non-zero chance of being included in the sample. In contrast, with non-probability sampling there is no way of telling whether the population element will be included or not in the sample. In other words, there is no way of warranting that the sample will be representative of the population (Malhotra 2010:376).

Probability sampling includes simple random sampling, systematic sampling, stratified sampling and cluster sampling. The non-probability methods comprise convenience sampling, judgmental sampling, quota sampling and snowball sampling (Malhotra, 2010:376).

Convenience sampling, according to McDaniel and Gates (2001:347), is a sampling technique used because it is an easy method to gather the necessary data. This sampling technique is often used as it is less expensive and time consuming than the other methods, and the sampling units tend to be more accessible and accommodating (Malhotra, 2010:377; Welman *et al.*, 2005:70). However, Malhotra (2010:377) warns that this method is subject to a number of potential limitations and that caution should be exercised in interpreting the results of such studies. Even so, due to cost and time constraints, convenience sampling was adapted for this study.

From the list of 23 registered South African HEIs, a judgement sample of two institutions was chosen in order to include a university of technology and a traditional university. A non-probability convenience sample of 400 full- and part-time black Generation Y students between the ages of 18 and 24 was taken at these two HEIs in 2012.

3.3.4 Sample Size

Bradley (2010:173) emphasises that before deciding on the sample size, aspects like the purpose, nature of the people under the study, time, budget and resources available need to be considered. Malhotra (2010:374) defines sample size as the count of factors involved in the study.

A sample size of 400 students was selected for this study. This sample size is based on the size used in published studies of a similar nature such as Wolburg and Pokrywczynski (2001:41) (Sample size: 368), Bush, Martin and Bush (2004) (Sample size: 218) and Bevan-Dye *et al.* (2009) (Sample size: 400). The sample size of 400 respondents was divided into two groups, 200 respondents at each HEI.

3.4 DATA COLLECTION METHOD

According to Malhotra (2010:211), quantitative data can be collected via two methods - the survey method and observation method.

For the purpose of this study, the survey method was chosen as the data collection method. A self-administered questionnaire was used to obtain the data necessary. Lecturers at the two different HEIs handed out the questionnaire to the students. Permission to hand out the questionnaires was attained beforehand.

3.4.1 Design of the questionnaire

Chisnall (1992:39) points out that the questionnaire is the anchor of most surveys and that a lot of time and strategic thinking needs to go into the design thereof. According to Parasuraman (1991:208), a questionnaire is a mechanism of extracting and recording the findings of a study. Bradley (2010:187) defines a questionnaire as “two or more questions containing carefully chosen vocabulary. Its purpose is to assist in the investigation of a specific subject.”

Churchill (1995:432) believes that the look of the questionnaire can have a great impact on the respondent’s willingness in answering the questionnaire, and that the introduction and the cover letter play a crucial role in this regard. The scope of the questionnaire and layout of the questions are also vital in improving respondents’ willingness in answering it. Furthermore, when the questionnaire is not too long, the respondent is more willing to cooperate and better results will be achieved (Malhotra, 2010:361).

The objectives of the questionnaire used in this study were simple and brief. As such, it was possible to keep the questionnaire short. In order to ensure that all the respondents understood the questionnaire, regardless of whether their first language was English or not, the language in the questionnaire was straightforward. The questionnaire included a cover letter explaining the purpose of the questionnaire and the study being conducted. In addition, the cover letter explained the reason for the focus on black Generation Y students.

3.4.2 Format of the questions

This study used two scales to gather the necessary information. The first scale was designed by Velicer *et al.* (1994) and the second by Wilkinson *et al.* (2009).

The scale designed by Velicer *et al.* (1994) entitled “The development and initial validation of the smoking policy inventory”, was used to measure the attitudes of the South African black Generation Y students towards the demarketing of smoking. This scale comprises five constructs, namely advertising and promotion, public education, laws and penalties, taxes and fees and restrictions on smoking, with each construct consisting of seven items.

The scale designed by Wilkinson *et al.* (2009) entitled “Mapping Australian public opinion on alcohol policies in the new millennium” was used to measure black South African Generation Y students’ attitudes towards the demarketing of alcohol. The scale includes the four constructs of controlling accessibility (six items), promotion limits and warnings (four items), controlling hazardous behaviour (three items) and controlling public space (three items).

Items of both these scales were anchored on a five-point Likert scale, ranging from disagree completely (1) to agree completely (5).

McDaniel and Gates (2001:276) state that a Likert scale is commonly used because the participants find it easier to complete. A Likert scale also enables the participant to complete the questionnaire within a shorter time, as opposed to other scales. Chisnall (1992:170) adds that a Likert scale is easier for the researcher to construct, and that the results obtained on the participant’s feelings, thoughts and opinions are more reliable. Moreover, a Likert scale is seen to provide a level of consistency amongst the participant’s answers. As such, it was decided to use a Likert scale within the research questionnaire of this study.

3.4.3 Layout of the questionnaire

In this study, the questionnaire used (refer to Annexure A) contained three sections. Section A was designed to collect demographic information as well as data on each respondent's cigarette and alcohol consumption habits. Section B comprised the scale that was validated by Velicer *et al.* (1994), and Section C consisted of the scale developed by Wilkinson *et al.* (2009).

3.5 QUESTIONNAIRE PRE-TESTING AND PILOT TESTING

According to Churchill (1995:440), information that is not necessary should be avoided in a questionnaire, and this type of information can be identified when pre-testing the questionnaire. Comments from respondents in the pre-testing are very important to illuminate errors and problems. Furthermore, when there are major problems in the initial pre-test, the adapted questionnaire should then be pre-tested once again (Malhotra, 2010:354).

Malhotra (2010:354) describes pilot testing as the procedure for testing a questionnaire on a small group of respondents prior to embarking on the main survey, in order to determine if there are any mistakes in the questionnaire and, if so, to correct those mistakes before the questionnaire is used for the actual research. Boyce (2002:371) indicates that a pilot test may reveal several factors, including:

- whether every question in the questionnaire is understood in the same way that the researcher intended the question to be understood
- whether all the instructions to the respondent are clearly stated and simple to understand
- whether the introduction of the questionnaire is well-defined and understood.

Five individuals pre-tested the questionnaire used in this research study – two of whom were qualified researchers and the other three students. This group of respondents did not form part of the pilot test or the main sample of this study. During the pre-testing phase, face and content validity of the questionnaire were confirmed through determining how easily the respondents

understood the questionnaire and whether the questions were clearly stated in an understandable manner.

Once the pre-test was completed and the necessary changes to the questionnaire made, the questionnaire was then piloted on a convenience sample of 50 students, who did not form part of the main sample. This pilot test was done to test the reliability of the scale. The final questionnaire was then handed out, with permission, at the two HEIs.

3.6 QUESTIONNAIRE ADMINISTRATION

The main survey was conducted between April 2012 and May 2012 on a sample of 400 students. A structured format was applied, whereby the relevant lecturers of the two HEIs were contacted and permission to hand out the questionnaires to the students during normal class time was requested. A cover letter accompanied the questionnaire, which requested the student's participation, explained the purpose of the study and described the reasons for only including black Generation Y students in the study. It was ensured that the handing out and the answering of the questionnaire was convenient to the lecturer and was not distributed during test or examination periods. The lecturers of each HEI were then contacted again to enquire whether the questionnaires were completed. Once all the questionnaires were completed, the researcher arranged for collection.

3.7 PREPARATION OF THE DATA

The preliminary step in data preparation is the check-in procedure, as Dillon *et al.* (1994:41) emphasise. This simply means checking the data for comprehensiveness, quality, and to count the number of questionnaires that can be used for research purposes.

As discussed in the following sections, it is then necessary to edit and code the collected data (Malhotra, 2010:475).

3.7.1 Editing

According to Malhotra (2010:453), editing is the analysis of the questionnaire with the aim of increasing correctness and precision of the collected data. Factors to look at are unreadable, partial, varying or unclear responses from respondents. Unanswered questions are also problematic.

Parasuraman (1991:608) proposes that the editing of data is a type of quality check when the data is still in its raw form. It is crucial to identify problems and make the necessary changes to the data before it is too late, as ensuring quality in this step is important. The returned questionnaires were edited accordingly in this study.

3.7.2 Coding

According to Malhotra (2010:454), coding is the assignment of a number or a code to each response on each question. For structured questions in a questionnaire, pre-coding is used; that is, codes are assigned to each question before fieldwork is started. Welman *et al.* (2005:214) explain coding as making sense of the collected data and indicate that there are six types of codes. These include descriptive codes, interpretative codes, pattern codes, reflective remarks, marginal remarks and revising codes.

In the questionnaire used for this research study, the questions were divided into three sections: Section A – demographical information and tobacco and alcohol consumption habits; Section B – the respondents' attitudes towards the demarketing of smoking; and Section C – the respondents' attitudes towards the demarketing of alcohol. The questionnaire was pre-coded with the supervision of a research supervisor and assistance from a statistician.

Table 3.1 Coding information

TYPE OF DATA	VARIABLE	QUESTION NUMBER
Demographic and tobacco and alcohol consumption habits data	A1 to A8	Section A, Questions A1 to A8
Attitudes towards the demarketing of smoking	B1 to B35	Section B, Questions B1 to B35
Attitudes towards the demarketing of alcohol	C1 to C16	Section C, Questions C1 to C16

3.8 STATISTICAL ANALYSIS

The captured data was analysed with the Statistical Package for Social Sciences (SPSS), Version 20.0 for Microsoft Windows. The following sections explain the statistical methods applied on the empirical data sets.

3.8.1 Descriptive statistics

Welman *et al.* (2005:231) explain descriptive statistics as the report and/or summary of the acquired data for a collection of distinct units of investigation. According to Malhotra (2010:486), the three typically applied summary measures include measures of location, measures of variability and measures of shape.

3.8.2 Measures of location

Boyce (2002:441) refers to measures of location as measures of central tendency and highlights the three measures of location as being the mean, median and mode, and postulates that the meaning of ‘measure of central tendency’ can be defined as a statistic that enables the researcher to summarise large sets of data and understand this data better.

This study uses the mean as the measurement of location. This is the most suitable measure of location for data collected on an interval scale, such as the one used in this study. The mean is the average value, calculated by adding all the values in a data set and then dividing by the

number of values. The popularity of the mean is that it presents as a robust measure in that it does not change significantly, when adding or subtracting values (Malhotra, 2010:486).

3.8.3 Measures of variability

Measures of variability, according to Malhotra (2010:487), are statistics that point out a distribution's scattering and are estimated on interval or ratio data. Measures of variability include the range, inter-quartile range, variance, standard deviation and coefficient of variation. This study utilises the standard deviation measure. The standard deviation is the square root of the variance (Dillon *et al.*, 1994:401).

3.8.4 Measures of shape

Malhotra and Birks (2006:452) indicate two diverse procedures used to measure the shape of a distribution, namely skewness and kurtosis.

Skewness, according to Malhotra (2010:488), is the possibility of the deviations from the mean being greater in the one direction than they are in the other, whereby a distribution may be symmetrical, skewed to the right or skewed to the left.

Kurtosis can be either positive or negative. Within a positive kurtosis, the distribution is more peaked than that of a normal distribution. Conversely, within a negative kurtosis, the distribution is flatter than a normal distribution. Zero is the normal kurtosis for a distribution. Kurtosis measures the relative peakedness or flatness of the curve (Pallant, 2007:56; Malhotra 2010:488).

3.9 RELIABILITY

Reliability shows how consistent a particular scale measures that which is being measured. Reliability may be measured through several different measures. Two of the more popular criteria are test-retest and split-half reliability (Parasuraman, 1991:443). Welman *et al.*

(2005:145) state that reliability is an important indicator for credibility and indicate that if findings from research can be replicated, these findings are reliable.

Dillon *et al.* (1994:323) emphasise the use of Cronbach's alpha for measuring internal consistency reliability. Cronbach's alpha is the average reliability factor calculated from all potential split-half dividers of a measurement scale. Internal consistency reliability, according to Malhotra (2010:319), is implemented to calculate the reliability of a totalled scale where a number of items are added together to form one score. The Cronbach's alpha ranges from zero to one. A score of below 0.6 indicates disappointing internal consistency reliability. A factor to keep in mind is that the value of the coefficient increases as the number of items of a scale increases (Malhotra & Birks, 2006:314).

As with previous studies using the same scales, Cronbach's alpha was used for the two scales utilised in this study. These are set out in Table 3.2 and Table 3.3.

Table 3.2: The development and initial validation of the smoking policy

	Cronbach alpha
Advertising and promotion	0.91
Public education	0.83
Laws and penalties	0.9
Taxes and fees	0.92
Restriction on smoking	0.9

Source: Velicer *et al.* (1994)

Table 3.3: Mapping Australian public opinion on alcohol policies in the new millennium

	Cronbach alpha
Controlling accessibility	0.889
Promotion limits and warnings	0.803
Controlling hazardous behaviour	0.734
Controlling public space	0.849

Source: Wilkinson *et al.* (2009)

3.10 VALIDITY

Welman *et al.* (2005:142) indicate that validity is the degree to which the results of research are correctly illustrative of what, in reality, is encountered in the condition. Bradley (2010:60) explains this concept in simple terms, which is that the research instrument should measure that which it was designed to measure. Validity, according to Malhotra and Birks (2006:312), can be measured by a way of three perspectives, content validity, criterion validity and construct validity. These will now be discussed.

3.10.1 Content validity

Content validity, also referred to as face validity is, according to Parasuraman (1991:442), an estimate of how well the content of a scale characterises the dimension task that it is attempting to measure. Dillon *et al.* (1994:325) indicate that content validity is used to measure whether all the items in a scale measure the total domain.

3.10.2 Criterion validity

Criterion validity is the degree to which problem solving and range measurements correctly predict the variable that is to be diagnosed, or on which success is to be predicted (Welman *et al.*, 2005:144). These variables may include demographic and psychographic features, attitudes and behavioural measures or scores obtained from other scales (Malhotra, 2010:320).

3.10.3 Construct validity

Dillon *et al.* (1994:324) state that construct validity refers to whether the variances in the scores of the scale observed disclose differences in the characteristic being evaluated. Malhotra (2010: 321) indicates that this type of validity is the most difficult to prove and that construct validity includes convergent and discriminant validity. A discussion on these two types of construct validity follows.

According to Churchill (1995:538), if a number of items purport to evaluate the same construct, then the correlation between those items should be high, and that this ultimately represents convergent validity.

McDaniel and Gates (2001:262) indicate that discriminant validity is evident when there is a low degree of correlation between items measuring one construct and items measuring another construct. In other words, discriminant validity demonstrates that the different constructs in a scale measure different concepts (Malhotra, 2010:321).

3.11 TESTS OF SIGNIFICANCE

Boyce (2002:450) emphasises that when reporting on the research results, it is necessary to determine which results are significant and which are not. The procedure for testing a hypothesis begins with devising the null hypothesis (H_0) and the alternative hypothesis (H_1). Thereafter, it is necessary to select the appropriate statistical procedure, corresponding test statistic and the level of significance, followed by determining the sample size and collecting the required data. The test statistic value, together with its associated probability is then calculated on the sample's evidence, which is compared with the significance level in order to determine whether to reject or not to reject the stated null hypothesis (Malhotra, 2010:489). According to McDaniel and Gates (2001:414), hypothesis testing involves making inferences about the target population based on the evidence in the sample being studied.

The following sections discuss the statistical procedures employed in this study.

3.11.1 T-tests

T-tests may be computed on the means of one sample to measure differences between the observed mean against an expected mean, on one sample to measure the differences between two sets of observations (paired sample T-test), or on two separate samples to measure the differences between their observed mean (independent T-test) (Malhotra, 2010:503).

3.11.2 Cohen's D-Statistic

Cohen's D-statistic is an effect size statistic, used to measure variables and their size, and compare groups. This size is evaluated according to:

- $0.20 \leq d \leq 0.50$: a non-significant effect, that is extremely small
- $0.50 \leq d \leq 0.80$: applied significance is being reached with a medium influence
- $0.80 \leq d$: a significant effect, which is large, (Pallant, 2007:208).

3.11.2 Correlation analysis

According to Pallant (2007:126), "correlation analysis is used to describe the strength and direction of the linear relationship between two variables". This author also emphasises the fact that a perfect correlation is either +1 or -1, and should range between this. When the correlation is 0 it indicates that there is no relationship between the two variables.

Pearson product-moment correlation coefficient is a correlation measure that can be used to determine the correlation, and in this instance both variables are constant (Struwig & Stead, 2010:140).

3.11.3 Regression analysis

According to Bradley (2010:322), regression analysis is used to investigate relationships between two variables. Dillon *et al.* (1994:461) state that regression analysis is done to understand the influence of one variable (dependent) upon another variable (independent).

3.12 SYNOPSIS

This chapter outlined the research methodology employed in this study, which indicated that the study followed the descriptive research design. The sampling strategy used in the study was described, including the target population, sampling frame, sampling method and sample size. A

description of the data collection method and the data preparation procedure followed. The chapter concluded with a brief description of the statistical techniques utilised to analyse the collected data, which included descriptive statistics, T-tests, correlation analysis, regression analysis and Cohen's D-statistic.

Chapter 4 reports on, and explains, the results of the data collected in this study.

CHAPTER 4

ANALYSIS AND INTERPRETATION OF EMPIRICAL FINDINGS

4.1 INTRODUCTION

Chapter 4 includes the reporting and interpretation of the statistical findings of the study. Section 4.2 describes the results of the pilot test of the questionnaire and Section 4.3 discusses the initial data analysis. Section 4.4 explains the descriptive statistical analysis, including the reliability and validity of the main survey. The results of the testing of the hypotheses formulated in Chapter 1 are reported on and interpreted Section 4.5.

The statistical analysis program SPSS Version 20.0 for Windows was employed for analysing the collected data. The analysis of the data took place in two stages. The first stage consisted of the analysis of the pilot test results of the questionnaire and the second stage consisted of the analysis of the results of the main survey study.

The following section discusses the results of the pilot stage.

4.2 RESULTS OF THE PILOT TEST

The questionnaire was pilot-tested on a convenience sample of 50 students at a HEI campus that did not form part of the sampling frame in order to test the reliability of the multi-item scales in the questionnaire. After the questionnaire was pre-tested to ensure face and content validity, the pilot test was conducted.

Table 4.1 illustrates the results from the pilot test. According to Malhotra (2010:319), the Cronbach alpha needs to range between 0.6 and one for a satisfactory reliability. The Cronbach alpha is measured between zero and one. The closer the Cronbach alpha is to one, the more reliable the scale is. The results obtained from the pilot test, indicate a 0.959 Cronbach alpha for Scale B and 0.962 for Scale C. These results indicate a good reliability.

According to Clark and Watson (1995:316), the average inter-item correlation should range between 0.15 and 0.50. The average inter-item correlation was calculated as 0.419 for Scale B and 0.611 for Scale C. Although the average inter-item correlation for Scale C is slightly outside the recommended range, the scale was still used in the main survey, given that in previous studies it proved reliable and valid (Wilkinson *et al.*, 2009).

Table 4.1: Pilot test results summary

Items	Number of variables	Mean	Standard deviation	N	Cronbach alpha	Average inter-item correlation
B1 – B35	35	3.83	0.735	43	0.959	0.419
C1 – C16	16	3.21	1.030	43	0.962	0.611

The next section discusses the preliminary data analysis.

4.3 PRELIMINARY DATA ANALYSIS

Coding and tabulation are of the utmost importance before a data set can be analysed. Therefore, a preliminary data analysis was carried out.

4.3.1 Coding

According to Pallant (2007:11), coding involves describing and classifying the variables in the questionnaire, and allocating each possible response to the items in the questionnaire a numerical code.

Table 4.2 illustrates the coding of the questionnaire used in this research study.

Table 4.2: Coding

Section A: Demographic data			
Question	Code	Variable	Value assigned to responses
Question 1	A1	Name of HEI	HEI A (1); HEI B (2)
Question 2	A2	Academic Year	1 st Year (1); 2 nd Year (2); 3 rd Year (3); Post Graduate (4)
Question 3	A3	Gender	Male (1); Female (2)
Question 4	A4	Race	African (1); Asian/Indian (2); Coloured (3); White (4)
Question 5	A5	Age	
Question 6	A6	Amount of cigarettes smoked per day	I don't smoke at all (1); 0-10 cigarettes p/day (2); 11-20 cigarettes p/day (3); More than 20 cigarettes p/day (4)
Question 7	A7	Amount of alcoholic beverages consumed per week	I don't drink at all (1); 1-2 alcoholic beverages p/week (2); 3-5 alcoholic beverages p/week (3); More than 5 alcoholic beverages p/week (4)
Section B: Demarketing of smoking			
Item	Code	Construct measured	Value assigned to responses
Item 1	B1	Advertising and promotion	Disagree completely (1)
Item 2	B2		Disagree (2)
Item 3	B3		Neutral (3)
Item 4	B4		Agree (4)
Item 5	B5		Agree completely (5)
Item 6	B6		
Item 7	B7		
Item 8	B8	Public education	Disagree completely (1)
Item 9	B9		Disagree (2)
Item 10	B10		Neutral (3)
Item 11	B11		Agree (4)
Item 12	B12		Agree completely (5)
Item 13	B13		
Item 14	B14		
Item 15	B15	Laws and penalties	Disagree completely (1)
Item 16	B16		Disagree (2)
Item 17	B17		Neutral (3)
Item 18	B18		Agree (4)
Item 19	B19		Agree completely (5)
Item 20	B20		
Item 21	B21		

Table 4.2: Coding (continued...)

Section B: Demarketing of smoking			
Item	Code	Construct measured	Value assigned to responses
Item 22	B22	Taxes and fees	Disagree completely (1)
Item 23	B23		Disagree (2)
Item 24	B24		Neutral (3)
Item 25	B25		Agree (4)
Item 26	B26		Agree completely (5)
Item 27	B27		
Item 28	B28		
Item 29	B29	Restrictions on smoking	Disagree completely (1)
Item 30	B30		Disagree (2)
Item 31	B31		Neutral (3)
Item 32	B32		Agree (4)
Item 33	B33		Agree completely (5)
Item 34	B34		
Item 35	B35		
Section C: Demarketing of alcohol consumption			
Item	Code	Construct measured	Value assigned to responses
Item 1	C1	Controlling accessibility	Disagree completely (1)
Item 2	C2		Disagree (2)
Item 3	C3		Neutral (3)
Item 4	C4		Agree (4)
Item 5	C5		Agree completely (5)
Item 6	C6		
Item 7	C7	Promotion limits and warnings	Disagree completely (1)
Item 8	C8		Disagree (2)
Item 9	C9		Neutral (3)
Item 10	C10		Agree (4) Agree completely (5)
Item 11	C11	Controlling hazardous behaviour	Disagree completely (1)
Item 12	C12		Disagree (2)
Item 13	C13		Neutral (3)
			Agree (4) Agree completely (5)
Item 14	C14	Controlling public space	Disagree completely (1)
Item 15	C15		Disagree (2)
Item 16	C16		Neutral (3)
			Agree (4) Agree completely (5)

4.3.2 Tabulation

Tabulation takes place after the data has been coded. According to Moutinho and Evans (1992:70), tabulation involves indicating the responses that each item received from the respondents answering the questionnaire.

Table 4.3 illustrates the frequencies for Scale B and Scale C.

Table 4.3: Frequency table of responses

Scale item	Disagree Completely	Disagree	Neutral	Agree	Agree Completely
Scale B: Attitudes towards the demarketing of smoking					
B1	35	37	85	55	79
B2	34	49	51	54	103
B3	20	20	39	75	137
B4	30	50	70	56	85
B5	35	35	65	64	92
B6	19	20	36	65	151
B7	48	55	80	35	73
B8	22	16	46	64	143
B9	2	6	12	47	224
B10	1	5	7	62	216
B11	3	5	17	64	202
B12	5	7	39	73	167
B13	9	4	19	53	206
B14	8	9	26	80	168
B15	19	27	59	65	121
B16	17	26	51	46	151
B17	14	17	47	80	133
B18	10	14	52	98	117
B19	20	14	33	74	150
B20	16	20	27	84	144
B21	5	14	49	79	144
B22	23	29	61	77	101
B23	23	29	44	68	127
B24	23	19	53	69	127
B25	22	29	63	67	110
B26	14	27	47	67	136
B27	15	18	50	73	135
B28	22	24	47	86	112
B29	17	30	47	61	136
B30	24	36	52	49	130
B31	13	40	54	60	124
B32	42	36	50	52	111
B33	35	29	49	66	112
B34	25	25	60	60	121
B35	30	22	29	42	168

Table 4.3: Frequency table (continued...)

Scale item	Disagree Completely	Disagree	Neutral	Agree	Agree Completely
Scale C: Attitudes towards the demarketing of alcohol					
C1	63	49	39	48	92
C2	46	49	59	59	78
C3	53	44	56	41	97
C4	51	42	47	53	98
C5	49	31	56	72	83
C6	34	31	63	71	92
C7	35	42	86	62	66
C8	60	64	72	43	52
C9	9	20	85	95	82
C10	13	14	77	78	109
C11	15	20	60	87	109
C12	11	9	27	62	182
C13	20	21	53	67	130
C14	45	35	79	66	66
C15	35	31	70	71	84
C16	34	36	64	69	88

4.3.3 Data gathering process

The final questionnaire consisted of three sections. Section A was designed to gather demographic information, Section B measured attitudes towards the demarketing of smoking and Section C measured attitudes towards the demarketing of alcohol consumption.

Section A consisted of seven items, Section B of 35 items and Section C of 16 items. A cover letter was included to explain to the respondents what the research study was about and the reason for choosing black Generation Y students. This cover letter also provided an assurance of confidentiality of the names of the respondents, as well as the names of their institutions.

Lecturers at the respective HEI campuses granted permission to distribute the questionnaire during class times. Once the respondents received the questionnaire, time was allocated for the completion thereof, and upon completion, the questionnaire was returned to the lecturer.

Of the 400 questionnaires distributed, 291 completed questionnaires were received back, thereby providing a response rate of 73 percent.

The following section describes the characteristics of the respondents in the main survey.

4.4 SAMPLE DESCRIPTION

This section provides a description of the demographic characteristics of the sample, together with the respondents' reported tobacco and alcohol consumption.

4.4.1 Demographical information

As illustrated in Figure 4.1, of the 291 respondents, 52 percent came from a traditional university and 48 percent from a university of technology.

Figure 4.1: Institutions of respondents

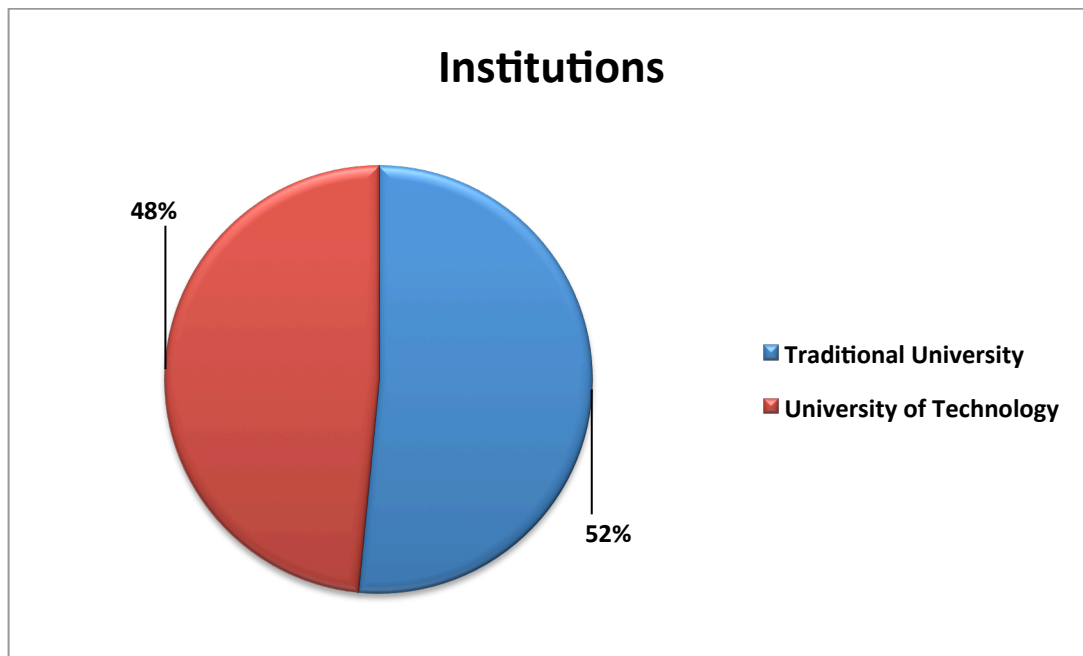
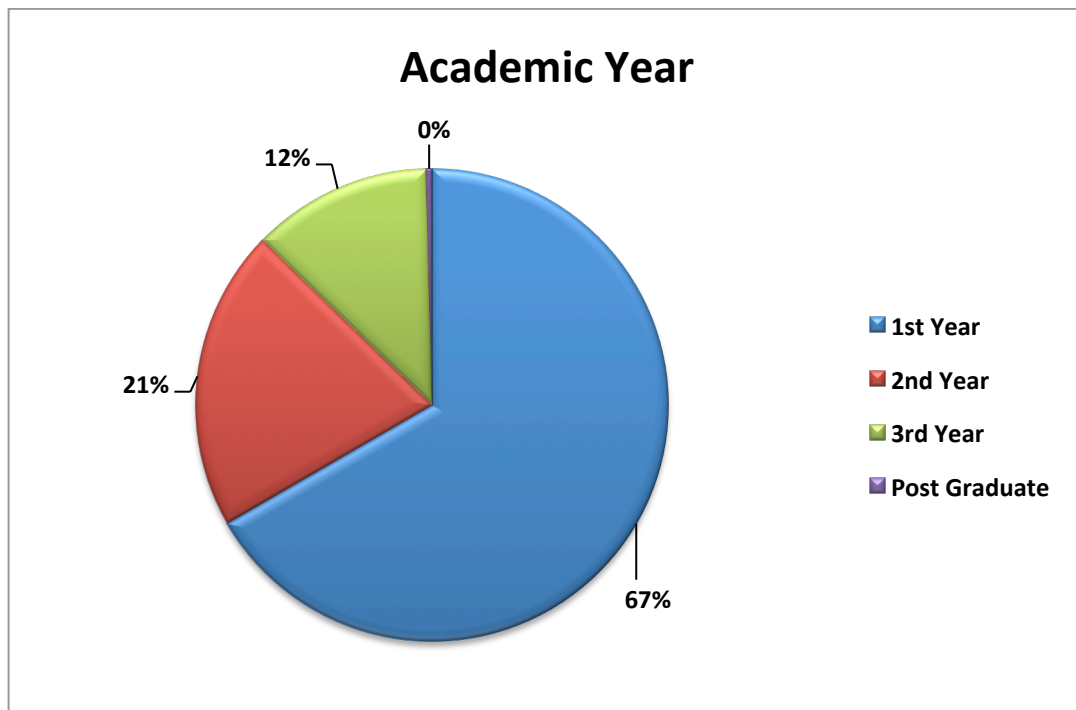


Figure 4.2 illustrates that 67 percent of the respondents were first-year students, 21 percent second-year students and 12 percent third-year students. There were no postgraduate students included in the sample.

Figure 4.2: Academic year of respondents

As shown in Figure 4.3, 58 percent of the respondents were female and 41 percent male. Of the respondents, 1 percent failed to answer this question. This 1 percent is categorised as missing.

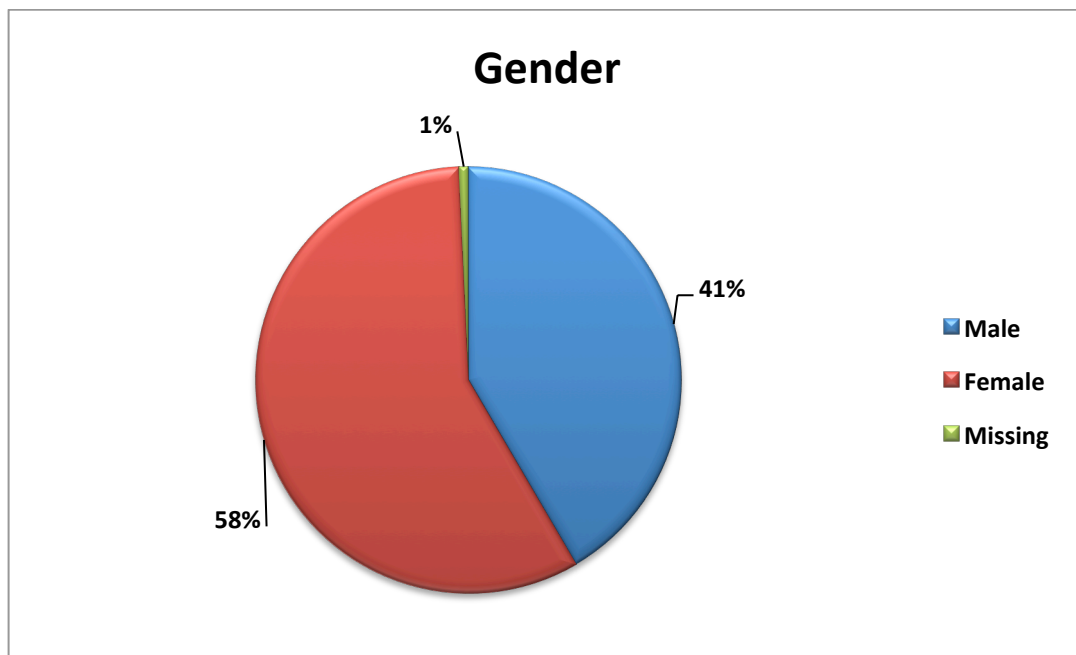
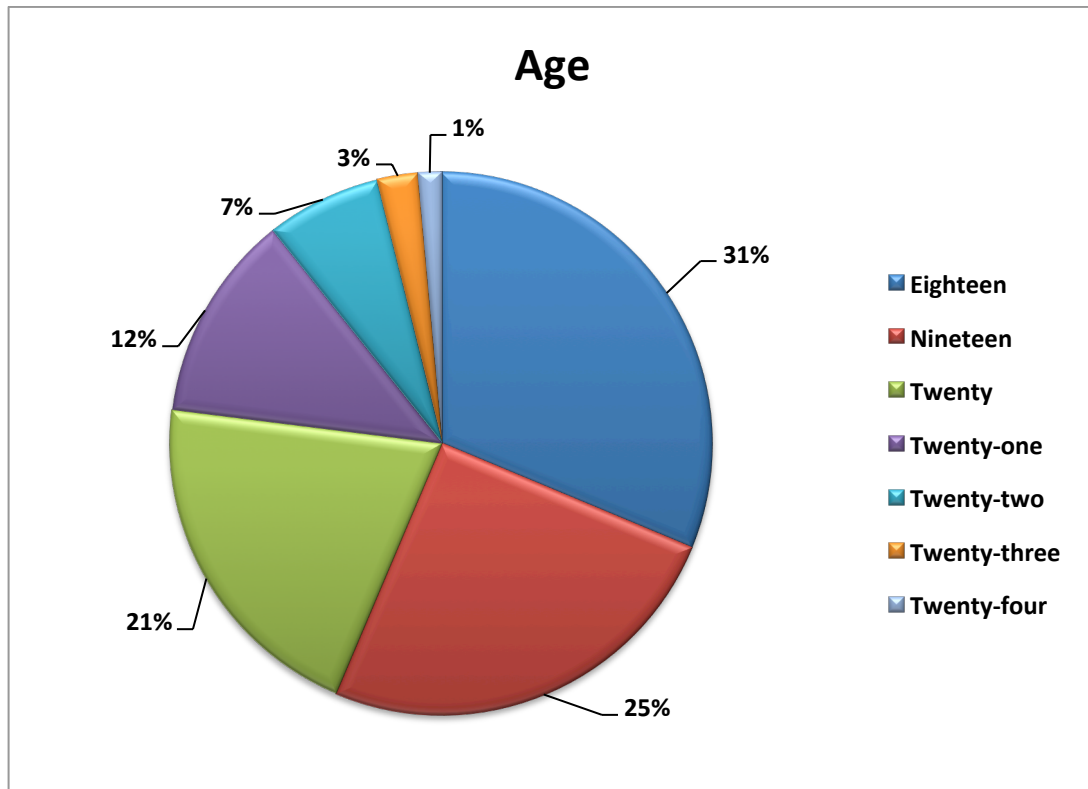
Figure 4.3: Gender of respondents

Figure 4.4 depicts the age spread of the respondents. Of the respondents, 31 percent were 18 years old, 25 percent 19 years old, 21 percent 20 years old, 12 percent 21 years old, 7 percent 22 years old, 3 percent 23 years old and 1 percent 24 years old.

Figure 4.4: Age of respondents



In accordance with the first empirical objective formulated in Chapter 1, Figures 4.5 and 4.6 illustrate black Generation Y students' smoking and alcohol consumption habits. Concerning the respondents' tobacco consumption, 89 percent stated that they do not smoke at all, 9 percent started smoking between zero and 10 cigarettes per day and 2 percent started smoking between 11 and 20 cigarettes per day. None of the respondents indicated that they smoked more than 20 cigarettes per day. Figure 4.5 illustrates this.

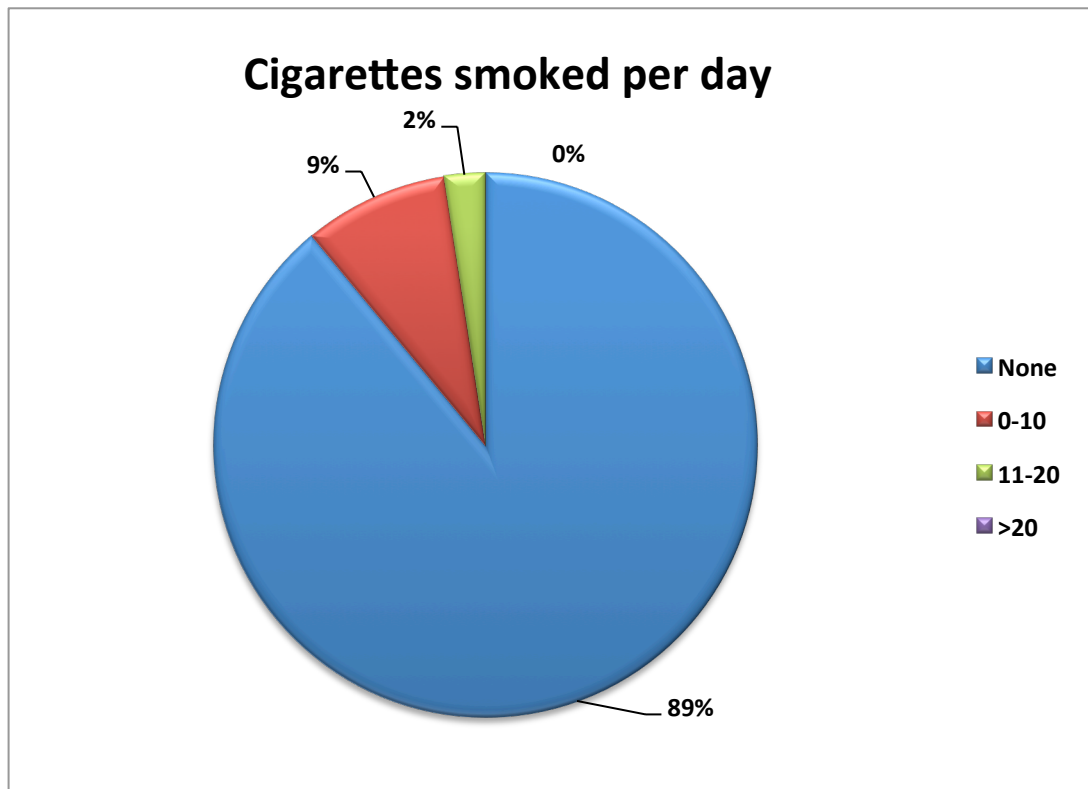
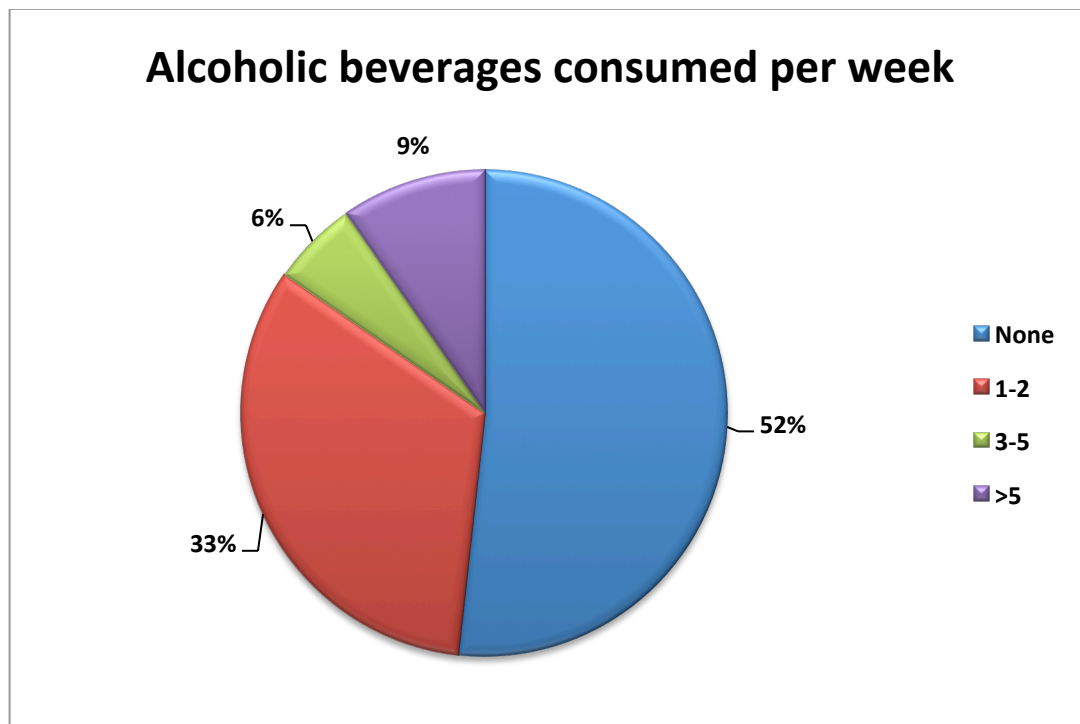
Figure 4.5: Cigarettes consumed per day

Figure 4.6 indicates the amount of alcohol consumed on a weekly basis. The majority of the respondents (52%) indicated that they did not drink on a weekly basis. Of the remaining respondents, 33 percent indicated drinking between 1 to 2 alcoholic beverages per week, 6 percent between 3 to 5 a week and 9 percent indicated that they consumed more than 5 alcoholic beverages per week.

Figure 4.6 Alcoholic beverages respondents consume per week

Against the background of the sample description and the reported tobacco and alcohol consumption by black Generation Y students, the following section reports on the summary measures of the data set.

4.4.2 Descriptive statistics

According to Pallant (2007:53), descriptive statistics provide the summary characteristics of the variables in a data set and include measures of central tendency, dispersion and shape.

A five-point Likert scale was used in this study to measure the scaled responses, which ranged from 1=Disagree Completely to 5=Agree Completely. Therefore, mean values higher than three indicate the respondents' agreement concerning the demarketing of alcohol and cigarettes.

Of the 35 items measuring attitudes towards the demarketing of smoking, 21 items scored means above three and 14 items scored means of above four. This suggests that black

Generation Y students have an overall positive attitude towards the demarketing strategies geared at dissuading smoking.

Construct 2, which dealt with the public education demarketing strategy, had the highest mean (mean = 4.44), followed by Construct 3 involving the demarketing strategy of imposing laws and penalties (mean = 4.03). All of the items within Construct 2 had means of four and above. The highest means within this construct were recorded on items B9 (parents should be educated about the dangers of second-hand smoke to children) (mean = 4.67), B10 (physicians should educate parents on the health risks of smoking) (mean = 4.67) and B11 (new mothers should undergo training on the health risks of smoking for themselves and for their children) (mean = 4.57). This suggests a positive attitude towards the demarketing of smoking by educating people of its dangers in general, and particularly towards educating parents concerning the health risks of smoking.

Within Construct 3, five of the seven items had means of four and above. The highest means within this construct were recorded on items B21 (costs of cigarette advertising should be increased to discourage manufacturers from advertising) (mean = 4.18), B20 (penalties should be gradually increased for storeowners who repeatedly sell cigarettes to minors) (mean = 4.100) and B19 (store owners should need a licence to sell cigarettes) (mean = 4.10).

Construct 1, which dealt with the demarketing of smoking through banning advertising and promotion, had the lowest mean (mean = 3.56), followed by Construct 5, which involved restricting where people are allowed to smoke (mean = 3.56). Within Construct 1, the lowest mean scores were recorded on items B7 (all cigarette advertising should be banned) (mean = 3.10), B1 (tobacco products should not be advertised at the front of a store) (mean = 3.36) and B4 (cigarette advertising on billboards and in the media should be banned) (mean = 3.40). Within Construct 5, the lowest mean scores were recorded on items B32 (all work sites should be smoke-free) (mean = 3.53) and B33 (smokers should be allowed to smoke in public buildings) (mean = 3.66). This suggests less support for the demarketing strategy of banning the promotion of cigarettes and restricting where people smoke, relative to that of educating people as to the dangers of smoking.

Construct 1 (advertising and promotion) experienced the highest standard deviation (SD = 1.050) and Construct 2 (public education) the lowest standard deviation (SD = 0.549). The

high standard deviation score is indicative of a lower degree of agreement amongst the respondents regarding their attitudes towards banning the promotion and advertising of cigarettes. The low standard deviation score indicates greater agreement amongst respondents regarding their positive attitude towards demarketing smoking through public education.

The total skewness of Section B was calculated as -0.366 indicating a slightly negative skew in the observed distribution. The kurtosis for this scale was computed as -0.263, which indicates that the observed distribution is slightly flatter than the standard normal distribution. This suggests a dispersion of opinion amongst the respondents. Table 4.4 presents the descriptive statistics for attitudes towards the demarketing of cigarettes.

Table 4.4: Descriptive statistics for attitudes towards the demarketing of smoking

Item	Valid N	Mean	Standard deviation	Skewness	Kurtosis
Construct 1: Advertising and promotion	291	3.56	1.050	-0.436	-0.504
B1	291	3.36	1.325	-0.299	-0.980
B2	291	3.49	1.415	-0.409	-1.194
B3	291	3.99	1.226	-1.117	0.239
B4	291	3.40	1.339	-0.281	-1.111
B5	291	3.49	1.360	-0.470	-0.969
B6	291	4.06	1.227	-1.200	0.372
B7	291	3.10	1.403	0.004	-1.225
Construct 2: Public education	291	4.44	0.549	-1.904	6.745
B8	291	4.00	1.247	-1.111	0.198
B9	291	4.67	0.716	-2.588	7.277
B10	291	4.67	0.643	-2.471	7.409
B11	291	4.57	0.769	-2.166	5.271
B12	291	4.34	0.920	-1.450	1.843
B13	291	4.52	0.915	-2.313	5.339
B14	291	4.34	0.961	-1.699	2.708
Construct 3: Laws and penalties	291	4.03	0.841	-0.987	0.678
B15	291	3.83	1.247	-0.785	-0.439
B16	291	3.99	1.258	-0.964	-0.260
B17	291	4.03	1.135	-1.108	0.462
B18	291	4.02	1.042	-1.043	0.656
B19	291	4.10	1.198	-1.333	0.842
B20	291	4.10	1.163	-1.309	0.820
B21	291	4.18	0.991	-1.093	0.570

Table 4.4: Descriptive statistics for attitudes towards the demarketing of smoking (continued...)

Item	Valid N	Mean	Standard deviation	Skewness	Kurtosis
Construct 4: Taxes and fees	291	3.86	1.011	-0.825	-0.229
B22	291	3.70	1.258	-0.686	-0.544
B23	291	3.85	1.296	-0.873	-0.414
B24	291	3.89	1.258	-0.945	-0.132
B25	291	3.74	1.268	-0.686	-0.591
B26	291	3.98	1.199	-0.957	-0.131
B27	291	4.01	1.163	-1.061	0.272
B28	291	3.83	1.238	-0.905	-0.164
Construct 5: Restrictions	291	3.78	0.801	-0.359	-0.156
B29	291	3.92	1.252	-0.897	-0.348
B30	291	3.77	1.348	-0.703	-0.805
B31	291	3.83	1.241	-0.679	-0.743
B32	291	3.53	1.460	-0.510	-1.142
B33	291	3.66	1.387	-0.687	-0.807
B34	291	3.78	1.302	-0.764	-0.542
B35	291	4.02	1.383	-1.149	-0.110
Total	291	3.937	0.607	-0.366	-0.263

Of the 16 items measuring attitudes towards the demarketing of alcohol, 15 scored means above three, suggesting that black Generation Y students have an overall positive attitude towards the demarketing strategies geared at discouraging the consumption of alcohol.

Construct 3, which dealt with the controlling hazardous behaviour demarketing strategy, had the highest mean (mean = 4.05), followed by Construct 2 involving the demarketing strategy of having promotion limits and warnings (mean = 3.44). The highest mean within Construct 3 was recorded on item C12 (more severe legal penalties for drunk driving should be implemented) (mean = 4.36). Within Construct 2, the highest recorded mean was on C10 (increasing the size of standard warning labels on alcohol containers (mean = 3.88).

Construct 1, which involved controlling accessibility, had the lowest mean (mean = 3.34). In the overall scale, the lowest means were recorded on items C8 (alcohol sponsorship of sporting events should be banned) (mean = 2.87) and C1 (the price of alcohol should be increased) (mean = 3.20). Lower mean scores were also recorded on items C14 (only low alcohol drinks, such as low alcohol beer should be served at sporting events or venues) (mean

= 3.25), C2 (the number of outlets that sell alcohol should be reduced) (mean = 3.25) and C7 (TV advertising for alcohol should be limited until after 09:30 pm) (mean = 3.28). This suggests that there is more support for demarketing excessive alcohol consumption rather than alcohol itself.

Construct 1 (controlling accessibility) experienced the highest standard deviation (SD = 1.184) and Construct 2 (promotion limits and warnings) the lowest standard deviation (SD = 0.814). This suggests less agreement amongst respondents regarding the use of price and access control demarketing mix strategies to decrease the consumption of alcohol, and greater agreement concerning limiting the promotion of alcohol and providing warnings of its negative effects.

The total skewness of Scale C was calculated as -0.394, indicating a slightly negative skew in the observed distribution. The kurtosis for this scale was computed as -0.024, which indicates that the observed distribution is slightly flatter than the standard normal distribution. This suggests a dispersion of opinion amongst the respondents. Table 4.5 presents the descriptive statistics for attitudes towards the demarketing of alcohol.

Table 4.5: Descriptive statistics for attitudes towards the demarketing of alcohol

Item	Valid N	Mean	Standard deviation	Skewness	Kurtosis
Construct 1: Controlling accessibility	291	3.34	1.184	-0.257	-1.017
C1	291	3.20	1.56	-0.17	-1.510
C2	291	3.25	1.421	-0.224	-1.257
C3	291	3.29	1.509	-0.239	-1.386
C4	291	3.36	1.501	-0.343	-1.334
C5	291	3.37	1.427	-0.437	-1.110
C6	291	3.54	1.342	-0.547	-0.850
Construct 2: Promotion limits and warnings	291	3.44	0.814	-0.264	0.239
C7	291	3.28	1.293	-0.238	-0.948
C8	291	2.87	1.378	0.167	-1.165
C9	291	3.76	1.036	-0.554	-0.168
C10	291	3.88	1.106	-0.776	-0.005
Construct 3: Controlling hazardous behaviour	291	4.05	0.957	-1.156	0.934
C11	291	3.88	1.144	-0.869	0.018
C12	291	4.36	1.029	-1.775	2.627
C13	291	3.91	1.239	-0.943	-0.126

**Table 4.5: Descriptive statistics for attitudes towards the demarketing of alcohol
(continued...)**

Item	Valid N	Mean	Standard deviation	Skewness	Kurtosis
Construct 4: Controlling public space	291	3.40	1.013	-0.431	-0.214
C14	291	3.25	1.348	-0.287	-1.025
C15	291	3.47	1.329	-0.485	-0.865
C16	291	3.48	1.345	-0.472	-0.942
Total	291	3.510	0.818	-0.394	-0.024

4.4.3 Reliability and validity analysis of main study

The Cronbach alpha, a commonly used method for testing the reliability of multiple-item scales, can take on values of between zero and one, with the recommended alpha being 0.6 or higher, thereby indicating sufficient internal consistency reliability (Malhotra, 2010: 319).

The Cronbach alpha was computed at 0.913 for the overall scale in Section B, and at 0.891 for the overall scale in Section C. Therefore, both scales showed good reliability.

The Cronbach alpha of the constructs of Scale B ranged from 0.697 to 0.914, which indicates sufficient reliability for all five constructs.

For the scale in Section C, the Cronbach alphas were as follows: Construct 1 – 0.893, Construct 2 – 0.598, Construct 3 – 0.786 and Construct 4 – 0.611. Whilst Constructs 1, 3 and 4 Cronbach alphas were above the recommended 0.6 level, that of Construct 2 fell slightly below. However, given that its average inter-item correlation fell within the recommended range of 0.15 and 0.50, this construct was deemed to have sufficient internal consistency (Clark & Watson, 1995:316).

In order to measure the validity, the average inter-item correlation needs to be calculated. Clark and Watson (1995:16) recommend the average inter-item correlation needs to range between 0.15 and 0.50. While the average inter-item correlation fell slightly above the 0.50 level on some of the constructs in Scale B and Scale C, the values for each of the overall scales fell within the 0.15 to 0.50 range. For the scale in Section B, an average inter-item correlation value of 0.230 was calculated. For the scale in Section C, an average inter-item

correlation value of 0.336 was computed. These values fell within the recommended values, which suggest that the two scales exhibit both convergent and discriminant validity.

Table 4.6 summarises the reliability measures for the instrument used for this research study.

Table 4.6 Reliability and validity measures summary

	Number of Items	Cronbach alpha	Average inter-item correlation
Scale B	35	0.913	0.230
Construct 1	7	0.899	0.559
Construct 2	7	0.710	0.299
Construct 3	7	0.850	0.453
Construct 4	7	0.914	0.601
Construct 5	7	0.697	0.254
Scale C	16	0.891	0.336
Construct 1	6	0.893	0.584
Construct 2	4	0.598	0.281
Construct 3	3	0.786	0.553
Construct 4	3	0.611	0.344

The following section, Section 4.5, discusses the hypotheses testing undertaken in this research study.

4.5 HYPOTHESES TESTING

In accordance with the empirical objectives formulated in Chapter 1, this study sought to determine black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption and whether there is a relationship between their attitudes towards the demarketing of smoking and their attitudes towards demarketing of alcohol consumption. Furthermore, the study sought to determine that, in the event of such a relationship existing, whether a positive attitude towards the demarketing of smoking predicts a positive attitude towards the more recent actions geared at demarketing alcohol consumption. In addition, the study aimed at determining whether gender differences exist concerning these attitudes.

In each of these tests of significance, the significance level is set at the conventional 5 percent, that is $\alpha=0.05$ and the decision rules applied are as follows:

- If $p\text{-value} \geq \alpha$, conclude H_0
- If $p\text{-value} < \alpha$, conclude H_a

4.5.1 One sample T-test

In accordance with the second empirical objective formulated in Chapter 1, a one tailed T-test was performed in order to determine whether black Generation Y students have a statistically positive attitude towards the demarketing of smoking and alcohol consumption as suggested by the descriptive statistical analysis. The expected mean was set at $X > 3$. The hypotheses were formulated as follows:

H_{01} : Black Generation Y students do not have a positive attitude towards the demarketing of smoking.

H_{a1} : Black Generation Y students do have a positive attitude towards the demarketing of smoking.

H_{02} : Black Generation Y students do not have a positive attitude towards the demarketing of alcohol consumption.

H_{a2} : Black Generation Y students do have a positive attitude towards the demarketing of alcohol consumption.

Table 4.7 reports on the calculated t-values and p-values of attitudes towards the demarketing of smoking and alcohol consumption.

Table 4.7: Black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption

	Mean	Standard Deviation	Standard error	t-value	p-value
Scale B: Demarketing of smoking					
Construct 1: Advertising and promotion	3.56	1.05	0.06	9.10	0.000*
Construct 2: Public education	4.44	0.549	0.03	44.74	0.000*
Construct 3: Laws and penalties	4.03	0.841	0.05	20.89	0.000*
Construct 4: Taxes and fees	3.86	1.011	0.06	14.51	0.000*
Construct 5: Restrictions	3.78	0.801	0.05	16.61	0.000*
Scale C: Demarketing of alcohol consumption					
Construct 1: Controlling accessibility	3.34	1.184	0.07	4.90	0.000*
Construct 2: Promotion limits and warnings	3.44	0.814	0.05	9.22	0.000*
Construct 3: Controlling hazardous	4.05	0.957	0.06	18.72	0.000*
Construct 4: Controlling public space	3.4	1.013	0.06	6.74	0.000*
*Significant at $p < 0.05$					

As is evident from Table 4.7, a p-value of $p < 0.05$ was computed on all of the demarketing of smoking scale's constructs. Therefore, H_{01} is rejected and H_{a1} concluded. Black Generation Y students do appear to have a statistically significant positive attitude towards each of the demarketing strategies levelled at discouraging smoking ($p = 0.000 < 0.05$). Similarly, p-values of $p < 0.05$ were computed on each of the demarketing of alcohol scale's constructs. As such, H_{02} is rejected and H_{a2} concluded. Black Generation Y students do appear to have a statistically significant positive attitude towards each of the demarketing strategies levelled at discouraging alcohol consumption ($p = 0.000 < 0.05$).

4.5.2 Correlation analysis

In line with the third empirical objective set out in Chapter1, correlation analysis, using Pearson's Product-Moment coefficient, was carried out to determine the relationship between black Generation Y students' attitudes towards the demarketing of smoking and their attitudes towards the demarketing of alcohol consumption. The hypothesis was formulated as follows:

Ho3: There is no relationship between black Generation Y students' attitudes towards the demarketing of smoking and their attitudes towards the demarketing of alcohol consumption.

Ha3: There is a relationship between black Generation Y students' attitudes towards the demarketing of smoking and their attitudes towards the demarketing of alcohol consumption.

Table 4.8 reports on the results of the correlation analysis.

Table 4.8: Relationship between attitudes towards the demarketing of smoking and attitudes towards the demarketing of alcohol consumption

	Attitudes towards the demarketing of smoking
Attitudes towards the demarketing of alcohol consumption	
Pearson's correlation	0.628
Significance	0.000*
N	219
*Significant at the 0.05 level (2-tailed)	

Table 4.8 shows that there is a statistically significant positive relationship between black Generation Y students' attitudes towards the demarketing of smoking and their attitudes towards the demarketing of alcohol consumption ($r=0.628$, $p=0.000<0.05$). Therefore, the

null hypothesis Ho3 is rejected and the alternative Ha3 is concluded. The more positive attitude that black Generation Y students have towards the demarketing of smoking, the more positive their attitude is towards the demarketing of alcohol consumption and vice versa.

Having established a relationship between black Generation Y students' attitudes towards the demarketing of smoking and their attitudes towards the demarketing of alcohol consumption, attention was then turned towards conducting a regression analysis.

4.5.3 Regression analysis

In accordance with the fourth empirical objective formulated in Chapter 1, regression analysis was carried out to determine whether black Generation Y students' attitudes towards the demarketing of smoking predict their attitudes towards the demarketing of alcohol consumption. The hypothesis was formulated as follows:

Ho4: Black Generation Y students' attitudes towards the demarketing of smoking do not predict their attitudes towards the demarketing of alcohol consumption.

Ha4: Black Generation Y students' attitudes towards the demarketing of smoking do predict their attitudes towards the demarketing of alcohol consumption.

Table 4.9 reports on the results of the regression analysis.

Table 4.9: Influence of attitudes towards demarketing of smoking on attitudes towards demarketing of alcohol consumption

	Standardised Beta	Adjusted R ²	t-value	Significance level
Independent variable:				
Demarketing of smoking				
Dependent variable:				
Demarketing of alcohol	0.628	0.392	13.702	0.000*
*Significant at the 0.05 level (2-tailed)				

Table 4.9 shows that black Generation Y students' attitudes towards the demarketing of smoking has a statistically significant positive influence on their attitudes towards the demarketing of alcohol consumption ($B=0.628$, $p=0.000<0.05$) and explains approximately 39 percent of the variance in their attitudes towards the demarketing of alcohol consumption. Therefore, the null hypothesis H_{04} is rejected and the alternative H_{a4} concluded. This means that black Generation Y students who have a positive attitude towards the measures taken to dissuade people from smoking, will also have a positive attitude towards the demarketing strategies geared at discouraging alcohol consumption.

The following section considers whether there are gender differences regarding these attitudes.

4.5.4 Independent T-test and gender differences

An independent sample T-test was conducted to determine whether gender differences exist concerning black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption. This test was conducted to achieve the fifth empirical objective of the study, as stated in Chapter 1. The hypothesis was formulated as follows:

H_{05} : There is no difference between male and female attitudes towards the demarketing of smoking and alcohol.

H_{a5} : There is a difference between male and female attitudes towards the demarketing of smoking and alcohol.

Table 4.10 reports on the results of the gender difference regarding attitudes towards the demarketing of smoking and alcohol consumption.

Table 4.10: Independent T-test

	Male Mean N=125	Male Std. Dev.	Female Mean N=174	Female Std. Dev.	t - statistic	P - value	Cohen's D
Section B							
Advertising and Promotion	3.46	1.11	3.62	1.01	-1.30	0.196	*****
Public Education	4.42	0.60	4.47	0.51	-0.75	0.457	*****
Laws and Penalties	3.82	0.97	4.19	0.69	-3.61	0.000*	0.384**
Taxes and Fees	3.74	1.08	3.94	0.96	-1.65	0.990	*****
Restriction on Smoking	3.62	0.78	3.90	0.80	-2.92	0.004*	0.342**
Total Section B	3.81	0.63	4.02	0.58	-2.96	0.003*	0.335**
Section C							
Controlling Accessibility	3.06	1.22	3.54	1.12	-3.50	0.001*	0.397**
Promotion Limits and Warnings	3.31	0.87	3.55	0.76	-2.48	0.140	*****
Controlling Hazardous Behaviour	3.79	1.10	4.23	0.80	-3.68	0.000*	0.393**
Controlling Public Space	3.28	1.09	3.49	0.94	-1.75	0.820	*****
Total Section C	3.30	0.88	3.66	0.74	-3.79	0.000*	0.413**
* Statistically significant at $p < 0.05$ ** Small effect, practically non-significant *** Medium effect and moving toward practical significance **** Large effect, practically significant ***** Cohen's d-statistic not calculated as the difference was not statistically significant							

In all of the constructs in both Scale B and Scale C, females scored higher means than males, indicating they females have a more favourable attitude towards the demarketing of smoking and alcohol consumption.

For the constructs of advertising and promotion, public education, taxes and fees in Scale B, and controlling public space and promotion limits and warnings in Scale C there were no statistically significant differences between male and female black Generation Y students. For these constructs, the null hypothesis H_05 cannot be rejected. Statistically significant differences between the male and female respondents were computed for Scale B's constructs of laws and penalties ($p=0.000<0.05$) and restriction on smoking ($p=0.004<0.005$), and Scale C's constructs of controlling accessibility ($p=0.001<0.005$) and controlling hazardous

behaviour ($p=0<0.005$). For these constructs, the null hypothesis H_05 is rejected and the alternative hypothesis H_a5 concluded.

Cohen's D-statistic was calculated for the statistically significant constructs in order to determine whether the differences are practically significant. Cohen's D-statistic for the statistically significant constructs were laws and penalties ($D=0.384$), restriction on smoking ($D=0.342$), controlling accessibility ($D=0.397$) and controlling hazardous behaviour ($D=0.393$), all of which represent a small effect, which is practically non-significant.

4.6 SYNOPSIS

The purpose of this chapter was to account and interpret the empirical findings for this research study. Section 4.2 in this chapter discussed the results found in the pilot study done for this research study, followed by the preliminary data analysis in Section 4.3; this section included the coding and tabulation for this research study.

Within Section 4.4 was the analysis of the descriptive data for the main survey of this research study, including the charts for the demographic section of the questionnaire. Reliability and validity was then tested and discussed for the study. Furthermore, the descriptive statistics, mean, standard deviation, skewness and kurtosis, were calculated.

The different hypotheses were tested in Section 4.5. A one-sample T-test was used to determine the black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption. Then, a correlation analysis was conducted to determine whether their attitudes towards the demarketing of smoking related to their attitudes towards the demarketing of alcohol. Furthermore, regression analysis was carried out to determine whether black Generation Y students' attitudes towards the demarketing of smoking influenced their attitudes towards the demarketing of alcohol consumption. An independent T-test, together with Cohen's D statistic, was performed to determine whether gender differences existed pertaining to black Generation Y students' attitudes towards the demarketing of tobacco and alcohol products.

The following chapter, Chapter 5, includes a discussion on the main findings of this study, together with the recommendations, limitations and concluding remarks for this research study.

CHAPTER 5

RECOMMENDATIONS AND CONCLUSION

5.1 INTRODUCTION

For centuries, the addiction to cigarettes and the binge-drinking of alcohol have been major problems to the health of consumers of these products, the health and wellbeing of those surrounding the consumers and a burden to the taxpayers of society. These have not only been a problem in South Africa, but in many countries around the world; in South Africa, the risks attached to smoking, and more recently alcohol consumption, have put these topics under the spotlight, especially with the growing health-care costs associated with the use of these products (Section 2.1). Governments across the globe have attempted to address these problems by implementing numerous strategies; demarketing is one of these strategies. By using the demarketing strategy, the Government and other organisations can effectively reduce the consumption of tobacco and alcohol products, which will lead to healthier lifestyles (Section 2.5).

Examples of demarketing strategies towards the discouragement of smoking and alcohol consumption include public health strategies, promotion of these products being stopped, the increase of prices, and the distribution of these products being restricted, ultimately leading to less desirability and accessibility of these products.

As the Government and organisations struggle to reduce consumption patterns of cigarettes and alcohol, several strategies in terms of the demarketing mix can be utilised to achieve this goal (Section 2.5.2). Evidence suggests that some of these demarketing strategies do have success in the discouragement. Research concerning the improvements to the general wellbeing and health of the population has been undertaken frequently, laws and strong regulations regarding the use of these products have been implemented, all for the sake of reducing the consumption of these products.

This study explored the attitudes towards demarketing strategies of smoking and alcohol within the South African context, and furthermore amongst the black Generation Y students,

as they signify the future and are role models for the rest of the black Generation Y cohort (Section 2.6).

In Section 5.2, the overview of the study will be discussed, followed by the main findings of the study in Section 5.3. Section 5.4 will comprise the recommendations of this research based on the findings of this study, followed by the limitations and future research opportunities in Section 5.5, and this chapter will end with the concluding remarks (Section 5.6).

5.2 OVERVIEW OF THE STUDY

The recommendations derived from this research study are concluded in Section 5.4 and are founded on the chapters from this research study. A summary of the chapters follows.

Chapter 1 comprised the problem statement in order to recognise the need to commence with this research study and identify the primary objective for this study. The primary objective was to determine black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption in South Africa (Section 1.3.1). In agreement with the primary objective, four theoretical objectives (Section 1.3.2), which served as the guideline for Chapter 2, and five empirical objectives (Section 1.3.3), were devised.

For this study, five hypotheses (Section 1.3.3) were formulated in line with the second to the fifth empirical objective. The research methodology employed for this study was included (Section 1.4), followed by the ethical considerations (Section 1.5), and chapter classification (Section 1.6).

Within Chapter 2, Section 2.2 discussed the marketing concept as an organisational philosophy. Section 2.3 explained marketing as an organisational function. The market segmentation, targeting and positioning was discussed in Section 2.3.1, followed by the traditional marketing mix, which included the product element of the marketing mix (Section 2.3.2.1), pricing element (Section 2.3.2.2), promotion element (Section 2.3.2.3) and the place strategy (Section 2.4.2.4). The smoking (Section 2.4.1) and alcohol consumption patterns (Section 2.4.2) in South Africa were discussed in Section 2.4 to gain a better understanding of the need for demarketing, followed by demarketing and the societal marketing concept within

Section 2.5. Section 2.5.1 rendered an understanding of the segmentation, targeting and positioning, followed by the marketing mix (Section 2.5.2), in terms of demarketing. The demarketing product, pricing, promotion, place and a fifth strategy – penalties – were discussed in Section 2.5.2.1 to 2.5.2.5. Section 2.6 gave attention to the sample for this research study – the Generation Y cohort.

Chapter 3 discussed the research methodology used for this study. Included in this chapter was the research design (Section 3.2), which specified the use of a descriptive research design. The sampling strategy was discussed in Section 3.3, defining the target population as black Generation Y students' between the ages of 18 and 24, enrolled at South African public registered higher education institutions in 2012 (Section 3.3.1), followed by the sampling frame (Section 3.3.2). Section 3.3.3 stated that a non-probability convenience sampling method was used followed by the sample size of 400 (Section 3.3.4). The data collection method was discussed in Section 3.4 with attention to the design of the self-administered questionnaire in Section 3.4.1. The pilot testing of the questionnaire was described in Section 3.5. Section 3.6 and 3.7 included the questionnaire administration and preparation of the data. The statistical analysis used for this study was examined in Section 3.8, followed by the reliability (Section 3.9) and validity (Section 3.10), and concluded with the tests of significance in Section 3.11.

The findings of the empirical study were discussed in Chapter 4 and will be further deliberated on in Section 5.3 under the main findings of this study. The results are in agreement with the empirical objectives of this research study.

5.2.1 Primary objective

The primary objective of this study was to determine black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption in South Africa.

5.2.2 Theoretical objectives

In order to achieve the primary objective, the following theoretical objectives were formulated for the study:

- Review the literature on marketing as an organisational philosophy and as an organisational function
- Provide an overview of tobacco and alcohol consumption patterns in South Africa, as per the literature
- Review the literature on the concept demarketing as a societal marketing concept
- Conduct a literature review on demarketing strategies targeted at discouraging smoking and alcohol consumption
- Review the literature on the characteristics of the Generation Y cohort.

5.2.3 Empirical objectives

In accordance with the primary objective of the study, the following empirical objectives were formulated:

- Determine black Generation Y students' cigarette and alcohol consumption habits
- Determine black Generation Y students' attitudes towards demarketing strategies aimed at discouraging smoking and alcohol consumption.
- Determine whether there is a relationship between black Generation Y students' attitudes towards the demarketing of smoking and their attitudes towards the demarketing of alcohol consumption
- Determine whether black Generation Y students' attitudes towards the demarketing of smoking influences their attitudes towards the demarketing of alcohol consumption
- Determine whether gender differences exist concerning black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption.

The conclusion regarding the primary objective is that black Generation Y students have a positive attitude towards the demarketing of smoking and alcohol consumption in South Africa, *inter alia* these students are in favour of demarketing.

5.3 MAIN FINDINGS OF THE STUDY

5.3.1 Consumption habits of black Generation Y students

The consumption habits of black Generation Y students regarding cigarettes and alcohol was the first empirical objective of this research study, and the results are indicated in Section 4.4, Figure 4.5 and Figure 4.6. The majority of black Generation Y students do not smoke, nor do they consume alcohol. Regarding the cigarette consumption amongst the respondents, 89 percent stated that they do not consume cigarettes at all, 9 percent smoked 0 to 10 cigarettes per day and 2 percent smoked 11 to 20 cigarettes per day. Regarding the consumption of alcohol, 52 percent indicated that they do not drink on a weekly basis, 33 percent indicated that they consumed 1 to 2 alcoholic beverages per week, 6 percent between 3 and to 5 beverages per week, and 9 percent consumed more than five alcoholic beverages per week. The smoking and alcohol consumption patterns of South Africa were discussed in Section 2.4. Furthermore, because of the increased consumption patterns amongst the population in recent years, focus has shifted towards the consumption habits of these products in other research studies, as stipulated in Section 2.1. Figure 2.2 in Section 2.4.1 indicates the consumption patterns of tobacco products in recent years as well as alcohol consumption in Section 2.4.2. Previous studies have shown that through the total outlawing of tobacco and alcoholic product advertising as well as the taxation on these products, the consumption rate decreased (Section 2.4.1 and Section 2.4.2).

5.3.2 Black Generation Y students' attitude towards the demarketing of smoking and alcohol consumption

The second empirical objective defined, was to determine black Generation Y students' attitudes towards demarketing strategies aimed at discouraging smoking and alcohol consumption. It was determined that the black Generation Y students' do have a statistically significant positive attitude towards the demarketing of smoking and alcohol consumption, as evidenced in Section 4.4.2 and Table 4.4; therefore, clarifying the research gap on the attitudes towards demarketing strategies as stated in Section 2.1. The attitude towards the demarketing of smoking and alcohol consumption was tested with a one tailed T-test (Section 4.5.1), and it was evident that black Generation Y students' do have a statistically significant positive attitude towards each of the demarketing strategies employed towards the discouragement of cigarette and alcohol consumption.

5.3.3 Relationship between black Generation Y students' attitudes towards the demarketing of smoking and their attitudes towards the demarketing of alcohol consumption

The third empirical objective was to determine whether a relationship exists between black Generation Y students' attitudes towards the demarketing of smoking and their attitudes towards the demarketing of alcohol consumption. As evidenced in Section 4.5.2 and Table 4.8, it was concluded, with correlation analysis using Pearson's Product-Moment coefficient that a statistically significant positive relationship exists between black Generation Y students' attitudes towards the demarketing of smoking, and their attitudes towards the demarketing of alcohol consumption. It is evident that the more positive the attitude amongst black Generation Y students' towards the demarketing of smoking, the more positive their attitude will be towards the demarketing of alcohol consumption and vice versa.

5.3.4 Influence of black Generation Y students' attitudes towards the demarketing of smoking predicts their attitudes towards the demarketing of alcohol consumption

The fourth empirical objective of this research study was to determine whether black Generation Y students' attitudes towards the demarketing of smoking influence their attitudes towards the demarketing of alcohol consumption. A regression analysis was carried out because of the relationship established between black Generation Y students' attitudes towards the demarketing of smoking, and their attitudes towards the demarketing of alcohol consumption. With regression analysis, it was determined that black Generation Y students' attitudes towards the demarketing of smoking has a significantly positive influence on their attitudes towards the demarketing of alcohol consumption. Section 4.5.3 elucidates that the demarketing strategies respondents felt positive towards discouraging smoking, will also have a positive attitude towards the same strategies when used to discourage alcohol consumption. This will assist in utilising the different demarketing strategies discussed in Section 2.5.2, as the effectiveness and attitude towards different strategies differ from product to product.

5.3.5 Black Generation Y students' gender differences in attitudes towards the demarketing of smoking and alcohol consumption

The fifth and last empirical objective was to determine whether gender differences exist concerning black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption. Section 4.5.4 examined the gender differences with an independent T-Test, if any, concerning black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption. Section 2.5.1 argues that differences are present. For all of the constructs within Scale B and C, female respondents scored a higher mean than male respondents did, indicating that females have an affirmative attitude towards the demarketing of smoking and alcohol consumption. For Scale B, the constructs laws and penalties and restriction on smoking, as well as for Scale C, constructs controlling accessibility and controlling hazardous behaviour, there were statistically significant differences between the genders of the respondents. For constructs advertising and promotion, public education, taxes and fees in Scale B, and controlling public space and promotion limits and warnings in Scale C, no statistically significant differences between the genders existed.

5.3.6 Black Generation Y students' attitudes towards different demarketing strategies aimed towards the discouragement of smoking

The respondents felt more positive towards some of the demarketing methods than they did towards others (Table 4.5, Section 4.4.2). As many different demarketing strategies were discussed within Chapter 2 and, therefore; also achieving the theoretical objective of conducting a literature review on demarketing strategies targeted at discouraging smoking, the following findings were made concerning the attitudes towards the different smoking demarketing strategies. Within the five constructs in Section B (demarketing of smoking), construct public education (Section 2.5.2.3), was the method the respondents felt the most positive towards, followed by laws and penalties. Unmistakable from these findings, the black Generation Y students' felt that society should be more informed regarding smoking and the use of tobacco products, especially concerning informing parents of the risks and dangers to children who are exposed to second-hand smoke. The respondents felt that society is not sufficiently informed regarding the dangers of smoking, and the benefits of not smoking.

Regarding the laws and penalties construct, respondents felt that the sale of cigarettes should be more strictly governed (Section 2.5.2.5).

The construct that scored the lowest out of the five constructs was advertising and promotion (Section 2.4.1 and 2.5.2.3), meaning that the respondents felt the least positive towards this demarketing strategy when it comes to the demarketing of smoking. Although the respondents felt the most negative towards this demarketing strategy, they mostly agreed, within this construct, to the banning of all smoking and tobacco advertising at sport and athletic events.

5.3.7 Black Generation Y students' attitudes towards different demarketing strategies aimed at the discouragement of alcohol consumption

Concerning the demarketing of alcohol amongst black Generation Y students' and as numerous different demarketing strategies were discussed in the context of the demarketing in Section 2.5.2, the respondents felt very strongly about controlling the hazardous behaviour and the promotional limits and warnings (Table 4.5, Section 4.4.2). The respondents felt serving customers' alcohol who are already drunk or over the legal limit, should be more strictly controlled and the legal implications of drunk-driving should also be re-evaluated and be stricter, this will ultimately help with the alarming alcohol consumption patterns within South Africa (Section 2.4.2). Even though South Africa has strict legal drinking limits, respondents are of the opinion that it can be modified to be even stricter.

Furthermore, the respondents felt that the second most important demarketing strategy is to increase the size of warnings on the containers of alcoholic beverages and also, similar to smoking, ban advertising of alcohol at sporting events. The respondents were of the belief that controlling accessibility was the least important demarketing strategy. This included increasing the price and tax on alcohol, increasing the legal drinking age, and reducing the trading hours of institutions selling alcohol. Every year the Government increases the tax on alcohol (Section 2.4.2 and 2.5.2.2), according to black Generation Y students', this is not the most effective way of demarketing alcohol.

As the findings of this research study indicate a positive attitude to some strategies more than to others, the different demarketing strategies that were discussed as an interconnecting role

with demarketing as a societal marketing concept. This includes affecting the product, price, promotion, place and penalty (Section 2.5.2).

The following section, will discuss the recommendations for this research study.

5.4 RECOMMENDATIONS

The following recommendations are proposed, after the literature review and the findings of the empirical study determining black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption.

5.4.1 Recommence with the different demarketing strategies towards tobacco consumption and focus on strategies with a more positive attitude

As Velicer *et al.* (1994:346-355) also concluded that respondents had a positive attitude towards the demarketing strategies of smoking, it is recommended that the Government and organisations persist with the different demarketing strategies towards smoking. This is confirmed by the positive attitude of the black Generation Y students' of this research study towards the demarketing of smoking, and because of the alarming rate of tobacco users in South Africa (Section 2.4.1).

Even though the respondents felt more positive towards some demarketing strategies than towards others, all the strategies had a positive attitude. The respondents felt extremely positive towards penalising stores that are selling cigarettes to minors, illegally. Therefore, it is advised that the control of the illegal sale to minors be carefully controlled.

The Government has put numerous, strenuous laws and penalties into place to encourage consumers to quit smoking, and it is advised that they continue with this strategy. This will ultimately add to the societal marketing concept (Section 2.5). Furthermore, the advertising and promotion of cigarettes should remain banned on platforms like TV, radio, magazines, billboards, newspapers, and so forth, and that no trademarks, logos, brand names or the names of organisations on tobacco products, with intention of advertising any organisation, service, activity or event, should be permitted (Section 2.5.2.3).

5.4.2 Focus demarketing strategies towards the black Generation Y cohort

Owing to the fact that Africans constitute the vast majority of South Africa's Generation Y cohort, and because of the use of these products and the targeting of the youth by industries threatened by demarketing (Section 2.5.1), it is advised to target this cohort with demarketing strategies.

The results of this research study indicate that black Generation Y students' have a positive attitude towards the demarketing of smoking and alcohol consumption; therefore, being role models for the overall black Generation Y cohort of South Africa (Section 2.6). Consequently, directing the focus of demarketing strategies towards the black Generation Y students' cohort will ultimately have an impact on the remaining black Generation Y cohort in South Africa.

Moreover, because of their opportunities to enter the economic and global media arena, the black Generation Y cohort will set an example for other cohorts, and be leaders in this regard.

5.4.3 Similar strategies used for the demarketing of smoking should be implemented for the demarketing of alcohol consumption

As the black Generation Y students' had a positive attitude towards the demarketing strategies of smoking, and because of the findings in Section 4.5.3 indicating their attitudes towards the demarketing of smoking predict their attitudes towards the demarketing of alcohol consumption, it is recommended that the demarketing towards alcohol, follow the same strategies employed for the demarketing of cigarette consumption. Parry *et al.* (2012:602a) also recommended this (Section 2.4.2).

Because of the alarming consumption rate amongst South Africans, it is suggested that the Government re-examine the warning labels on alcohol, the reason being that alcohol consumers need to have the same positive reaction towards the warnings, as cigarette consumers have, as indicated by Fathelrahman *et al.* (2009:248) in Section 2.5.2.1. In terms of the warning labels on cigarettes and alcohol, alcoholic warning labels can include the possible risks associated with the consumption of alcohol, for example liver diseases, high blood pressure, and so forth (Section 2.4.2).

Cigarette advertising is banned in South Africa (Section 2.5.2.3), and the same should be legislated for alcohol advertising. McCarty (2012) do not agree with this strategy, but amongst the respondents of this study, they felt positive towards promotion limits for alcohol. According to Magome and Segar (2012), the government is in talks regarding this strategy (Section 2.5.2.3).

5.5 LIMITATIONS AND FUTURE RESEARCH OPPORTUNITIES

With the primary objective of this research study being to determine black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption, this study, like other studies, is subject to limitations. As such, future research opportunities exist for this topic.

The first limitation of this research study was that the accumulation of data was from a non-probability convenience sample (Section 3.4.3), this is the most prominent limitation for this study, and therefore the analysis of the results should be interpreted with care.

Another limitation concerning this study is the focus on the Vaal Triangle, more so in only one South African province, namely Gauteng, and the respondents being from only two HEI campuses in this area. Future research across all nine provinces in South Africa at other HEIs is suggested. This will ultimately provide more insight and broad and accurate research results into the understanding of black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption.

Adopting a single, cross-sectional research design, the target population (Section 3.4.1) for this research study was South African black Generation Y students. Adopting a longitudinal research design for future research may provide future research with more accurate results. Keeping in mind that numerous factors have an influence on the attitudes towards demarketing of smoking and alcohol consumption, future research can be based upon other ethnic groups as well as other generational cohorts. These results can then be compared with each other to differentiate between the different ethnic and age groups' attitudes towards the demarketing of smoking and alcohol consumption.

Although the sample size (400 respondents) for this research study was sufficient (Section 3.4.4) for more accurate results and insights into the attitudes towards the demarketing of smoking and alcohol consumption, the sample size can be increased for future research studies. The following section will consist of the concluding remarks.

5.6 CONCLUDING REMARKS

The demarketing towards smoking and alcohol consumption, and more importantly the attitudes towards the demarketing, has been and is an important question. Possible future research can be built upon this research study. Demarketing has been implemented as the pillar for the discouragement of smoking and alcohol abuse, and future research can build upon this to assist society, and is an important question as the problem with tobacco use and alcohol abuse are widespread problems that need serious attention. Future research will assist in establishing additional strategies to reduce the use of cigarettes and alcohol.

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ANNEXURE A

Cover Letter



**BLACK GENERATION Y STUDENTS' ATTITUDES TOWARDS THE
DEMARKETING OF SMOKING AND ALCOHOL CONSUMPTION**

Dear Student,

My name is Christiaan Roets. I am registered as a full-time student for an M.Com in Marketing Management at the North-West University (Vaal Triangle Campus) and am currently working towards my dissertation under the supervision of Prof. A.L. Bevan-Dye. The study is on African Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption at two South African higher education institutions. African Generation Y students' were chosen because approximately 40% of the South African population can be classified as Generation Y students' and 84 % of these students are African.

Please take a few minutes to assist me and complete the attached questionnaire. All responses will be kept confidential and will merely be outlined in the form of statistical data in the analysis and used for research purposes only.

Thank you for your consideration in this regard.

Christiaan Roets

North-West University (Vaal Campus)

ANNEXURE B

Survey questionnaire – Section A

Questionnaire**Section A – Demographic Section**

Please mark each question with a cross (X) in the appropriate box.

A1	Name of institution	North West University (Vaal Campus)	North West University (Potch Campus)	Vaal University of Technology
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A2	Year	1 st Year	2 nd Year	3 rd Year	Post Graduate
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A3	Gender	Male		Female
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A4	Race	African	Asian/Indian	Coloured	White
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A5	Your age at last birthday	
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A6	How many cigarettes do you smoke average per DAY?			
I don't smoke at all		0-10 cigarettes per day	11-20 cigarettes per day	More than 20 cigarettes per day

A7	How many alcoholic beverages do you drink average per WEEK?			
I don't drink at all		1-2 alcoholic beverages per week	3-5 alcoholic beverage per week	More than 5 alcoholic beverages per week

ANNEXURE C

Survey questionnaire – Section B

Section B – Tobacco Questionnaire

This following section deals with your perceptions of tobacco products, the marketing, promotion, taxes, penalties, laws, education, and restriction of these products. Please rate your perceptions on a scale of 1-5, whereby 1= disagree completely and 5= agree completely by marking each corresponding number with a (X).

		Disagree Completely	Disagree	Neutral	Agree	Agree Completely
B1	Tobacco products should NOT be advertised at the front of a store.	1	2	3	4	5
B2	Tobacco companies should NOT be allowed to offer promotional items (t-shirts or free cigarettes) to encourage the purchase of cigarettes.	1	2	3	4	5
B3	Tobacco advertising should NOT be allowed to make cigarette smoking look relaxing or fun.	1	2	3	4	5
B4	Cigarette advertising on billboards and in the media should be banned.	1	2	3	4	5
B5	Advertising of cigarettes on clothing should be banned.	1	2	3	4	5
B6	Advertising of tobacco products at sports and athletic events should be banned.	1	2	3	4	5
B7	All cigarette advertising should be banned.	1	2	3	4	5
B8	The government should provide funding to help promote stop-smoking techniques.	1	2	3	4	5
B9	Parents should be educated about the dangers of second-hand smoke to children.	1	2	3	4	5
B10	Physicians should educate their patients about the health risks of smoking.	1	2	3	4	5
B11	New mothers should have to undergo training on the health risks of smoking for themselves and for their children.	1	2	3	4	5
B12	Public places that allow smoking should be required to post a sign warning of the health hazards of smoking.	1	2	3	4	5
B13	Physicians should educate their patients about the health benefits of not smoking.	1	2	3	4	5
B14	The dangers of second-hand smoke should be publicized.	1	2	3	4	5
B15	Minors that are caught buying cigarettes should be fined.	1	2	3	4	5
B16	People who sell cigarettes to minors should be prosecuted.	1	2	3	4	5

		Disagree Completely	Disagree	Neutral	Agree	Agree Completely
B17	Local police should strongly enforce laws against the sale of tobacco to minors.	1	2	3	4	5
B18	Laws should impose financial penalties for the sale of tobacco products to minors.	1	2	3	4	5
B19	A licence should be required to sell cigarettes.	1	2	3	4	5
B20	Store owners should need a licence to sell cigarettes (just like alcoholic beverages).	1	2	3	4	5
B21	Penalties should be gradually increased for store owners who repeatedly sell cigarettes to minors.	1	2	3	4	5
B22	The costs of cigarette advertising should be increased to discourage manufacturers from advertising.	1	2	3	4	5
B23	The government should increase taxes on tobacco products as a way of decreasing tobacco PRODUCTION.	1	2	3	4	5
B24	Taxes on cigarettes should be increased to DISCOURAGE SMOKING.	1	2	3	4	5
B25	The government should place a large tax on CIGARETTE ADVERTISING.	1	2	3	4	5
B26	Taxes on cigarettes should be increased to prevent YOUTH FROM STARTING TO SMOKE.	1	2	3	4	5
B27	Taxes on cigarettes should be increased to pay for smoking-related HEALTH CARE COSTS.	1	2	3	4	5
B28	The tax rate on cigarettes should be increased.	1	2	3	4	5
B29	Smoking should be banned in all restaurants and cafeterias.	1	2	3	4	5
B30	Smoking in public places should be illegal.	1	2	3	4	5
B31	Smoking should be banned in all public buildings.	1	2	3	4	5
B32	All work sites should be smoke-free.	1	2	3	4	5
B33	Smokers should be allowed to smoke in public buildings.	1	2	3	4	5
B34	Smokers should be able to smoke at work sites.	1	2	3	4	5
B35	Smoking should be banned on all public transportation.	1	2	3	4	5

ANNEXURE D

Survey questionnaire – Section C

Section C – Alcohol Questionnaire

This following section deals with the perceptions you have on alcohol products, the marketing, promotion, taxes, penalties, laws, education, and restriction of these products. Please rate your perceptions on a scale of 1-5, whereby 1= disagree completely and 5= agree completely by encircling the corresponding number.

		Disagree Completely	Disagree	Neutral	Agree	Agree Completely
C1	The price of alcohol should be increased.	1	2	3	4	5
C2	The number of outlets that sell alcohol should be reduced.	1	2	3	4	5
C3	The trading hours for all pubs and clubs should be reduced.	1	2	3	4	5
C4	The legal drinking age should be raised.	1	2	3	4	5
C5	Late night trading of alcohol should be restricted.	1	2	3	4	5
C6	The tax on alcohol products to pay for health, education, and the cost of treating alcohol related problems should be increased.	1	2	3	4	5
C7	TV advertising for alcohol should be limited until after 09:30 PM.	1	2	3	4	5
C8	Alcohol sponsorship of sporting events should be banned.	1	2	3	4	5
C9	Alcohol containers should require information on national drinking guidelines.	1	2	3	4	5
C10	The size of standard warning labels on alcohol containers should be increased.	1	2	3	4	5
C11	Enforcement of the law against serving customers who are drunk should be stricter.	1	2	3	4	5
C12	More severe legal penalties for drunk driving should be implemented.	1	2	3	4	5
C13	The monitoring of late night licensed premises should be stricter.	1	2	3	4	5
C14	Only low alcohol drinks, such as low alcohol beer should be served at sporting events or venues.	1	2	3	4	5
C15	The number of alcohol-free public events should be increased.	1	2	3	4	5
C16	The number of alcohol-free zones or dry areas should be increased.	1	2	3	4	5

Thank You!