

The consumer at the epicentre of the impending Pan-African Wave

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KEYWORDS

Consumer

Consumers are persons who consume economic goods, ideas and services for their own use. However, the term also implies the buyer or decision-maker, as well as the ultimate consumer (Marketing Dictionary, 2020; Cambridge Dictionary, 2021; Merriam-Webster Inc., 2021).

Africa

Africa is, according to Geology.com (2021), a continent located south of Europe, between the Atlantic and the Indian Oceans. The reason for the focus on Africa was enunciated by Palmer (2021) who proclaimed that: “this continent possesses vast untapped economic potential, more so than any other continent.”

Pan-African Wave

Pan-Africanism is the ideology that people of African descent have a great deal in common in the sense of brotherhood and collaboration, that they deserve being noticed and should be unified (AHA, 2021; Encyclopaedia Britannica, 2021a). The Organization of African Unity was the precursor to the African Union (AU), which was the initiative of many African leaders who undertook to foster a Pan-African approach to the political and military affairs of Africa (Encyclopaedia Britannica, 2021b). Kamanzi (as cited by This is Africa.me, 2021) said: “Prepare. Here, there and everywhere. The next Pan-African wave is coming. Collective self-reliance. By any means necessary. From Venezuela to Mogadishu. From Garrisa to Baltimore. From Cape Town to Cairo. By any means necessary...”, to be embraced is the rising of Africa.

“Everyone wants continuous and genuine happiness.”

Baruch Spinoza (1677)

1. INTRODUCTION

An important subject we often contemplate is our well-being, and this we base on our health, our social relationships, and our availability and access to basic resources (HRQOL, 2018). This we then extrapolate into the unknown and assume (or hope) our future will be better for us and for future generations. The 3P Model, proposed by Durayappah (2010), categorises the components of subjective prosperity into the Present, the Past, and the Prospect (the Future). This model applies especially to the consumers of Africa – the past caused the present and this, presumably and optimistically, will then culminate into the impending Pan-African Wave, which is the convergence of positive and negative prospects shaping the prosperity of the future for today’s consumers and the consumers of the future.

The conceptualisation of this address is founded on the consumer – the epicentre of the past, the present and the future. Because, remove the consumer from the equation and there will not have been a past, no present, nor any future. The purpose of this address is to plant a seed (an idea), such as that of mustard, in the hope that it will germinate into a prospective research project, a dissertation or a thesis-tree, bearing the fruits of prosperity for you the beholder. Consequently, only a bird’s-eye view is taken for getting a glimpse of well-being and prosperity, consumers and their behaviour before proceeding unto an exploration of Africa and a selection of the main hurdles that hinder and the highlights that could hasten prosperity for you as consumers of Africa. This address concludes with expounding that the sustainable development goals were devised to place prosperity within the reach of Africa’s consumers, the epicentre of the impending Pan-African Wave.

2. WELL-BEING AND PROSPERITY

There are different theories for expressing the meaning of well-being and there is yet no consensus as different theories are applied to different situations. Well-being is a term often used and refers to what is good for a person, it is what makes life go well. The well-being theory of Seligman (2011) refers to the construct well-being (not happiness), this is positive psychology and includes five measurable elements (PERMA) that all contribute towards well-being. This theory is summarised in Table 1. Happiness, as per this theory, is based on satisfaction, but well-being is based on increased prosperity as our decisions today determine the state of our future.

Table 1: Well-being versus Happiness theory

Theory	Authentic Happiness Theory	Well-Being Theory
Topic	Happiness	Well-being
Measure	Life satisfaction	Positive emotion (including happiness), Engagement, positive Relationships, Meaning, and Accomplishment = PERMA
Goal	Increase life satisfaction	Increase <i>prosperity</i> * by increasing Positive emotion (including happiness), Engagement, positive Relationships, Meaning, and Accomplishment = PERMA

Source: adapted from Seligman (2011)

Note: * Prosperity is referred to for the purpose of this address as it encompasses well-being.

The theories of well-being, as explained by Moorhouse *et al.* (2020), are divided into three views:

- Hedonism – the greatest amount of happiness (pleasure over pain).
- Desire-based views – fulfilment in the satisfaction of desires.
- Objective list views – things making life better (such as success, friendship, knowledge, virtuous behaviour, and health).

In addition to prosperity is self-development, activating self-drive to prosper, to achieve. A relevant theory in this case is the McClelland theory of needs, as presented by ManagementStudyHQ (2021), where it is said that this theory “explains the process of motivation by breaking down what and how needs are and how they have to be approached.” McClelland developed the theory of needs and called it the achievement theory of motivation and this theory is based on three pillars, namely: achievement (the urge to achieve something in what you do), power (the need to enhance self-esteem and reputation), and affiliation (the urge of a person to have interpersonal and social relationships with a particular set of people). Sensitising the consumers of Africa about these three pillars could accelerate the drive of Africa’s consumer to create prosperity through taking action.

Brandstadter and Lerner (2012) have been instrumental in researching ‘action’ and affirmed that “action, as distinguished from behavior-constitutes the fundamental mechanism of human development” and that this translates into the lifespan implications of action, the future potential well-being of a consumer.

Bringing together the pillars of the achievement theory and the well-being theory with especially the objective list view to understand prosperity is where the impending Pan-African Wave could unveil unknown affluence to make life better for all the consumers of this vast continent.

3. CONSUMERS AND THEIR BEHAVIOUR

Performing a search with the keywords ‘why study consumers’ on Google Chrome and Firefox both yielded 442 million hits, affirming the significance of studying this phenomenon. By implication, all industrial and agricultural production and all services rendered are according to market demand. Not only do we study consumers, of utmost importance is probing deep to

acquire an understanding of the behaviour of consumers. This understanding is critical for transforming the wants, needs, preferences and demand of consumers into available and accessible products and services, to the point where a consumer's expected level of satisfaction is exceeded in the form of consumer delight (augmentation with the 'wow-effect').

What follows is a synopsis of consumers and their behaviour and we will only graze past some of the tributaries of this vast field of specialisation. The discussion commences with the classification of consumers and this is followed by an overview of the behaviour of these consumers.

3.1 Consumers classified

There are currently 7.87 billion people on planet earth, according to Worldometers.info on 22 June 2021, and all are not the same. Marketers need to find some way to make it manageable to satisfy the needs and wants of all of these people. Researchers and practitioners devised classification systems and there is yet no consensus on how to classify consumers and different scholars prefer different systems, depending on what perspective is relevant to what market. However, debating the most suitable typology falls outside the scope of this address and could even be a study on its own. Selecting an appropriate system is dependent on the market the classification is to be applied to because there are major differences between, for example, African and Asian consumers, although there are similarities between the many different African consumers.

Consumer demographic descriptors, such as gender and age, used to serve as basis for grouping consumers, and the nine-types classification of Gabriel and Lang of 1995 is regarded as the classical classification of consumers (as cited by Szmigin & Piacentini, 2018). Some scholars base their classification on the socio-demographic differences of consumers, while others profess personality traits as the best basis, such as that of Venkatraman and Price in 1990 or the Hofstede five dimensions, which are based on cultural differences (as cited by East *et al.*, 2017). Parumasur and Roberts-Lombard (2016) distinguish between consumer buying and business buying as main types. Moreover, searching 'types of consumers' on the Internet yielded a range of typologies, such as the 15 different types of consumers as presented by the Fat Stacks Blog (2021). However, wider-ranging variations are surfacing to incorporate technology and the way of life of today's consumer.

The focus of this address is on the consumers of Africa as the epicentre of the impending Pan-African Wave, and continental similarity outweighs differences for the purpose of this address. A closer look will be taken at the behaviour of consumers since precise prediction today is essential for securing future accomplishment.

3.2 Consumer behaviour

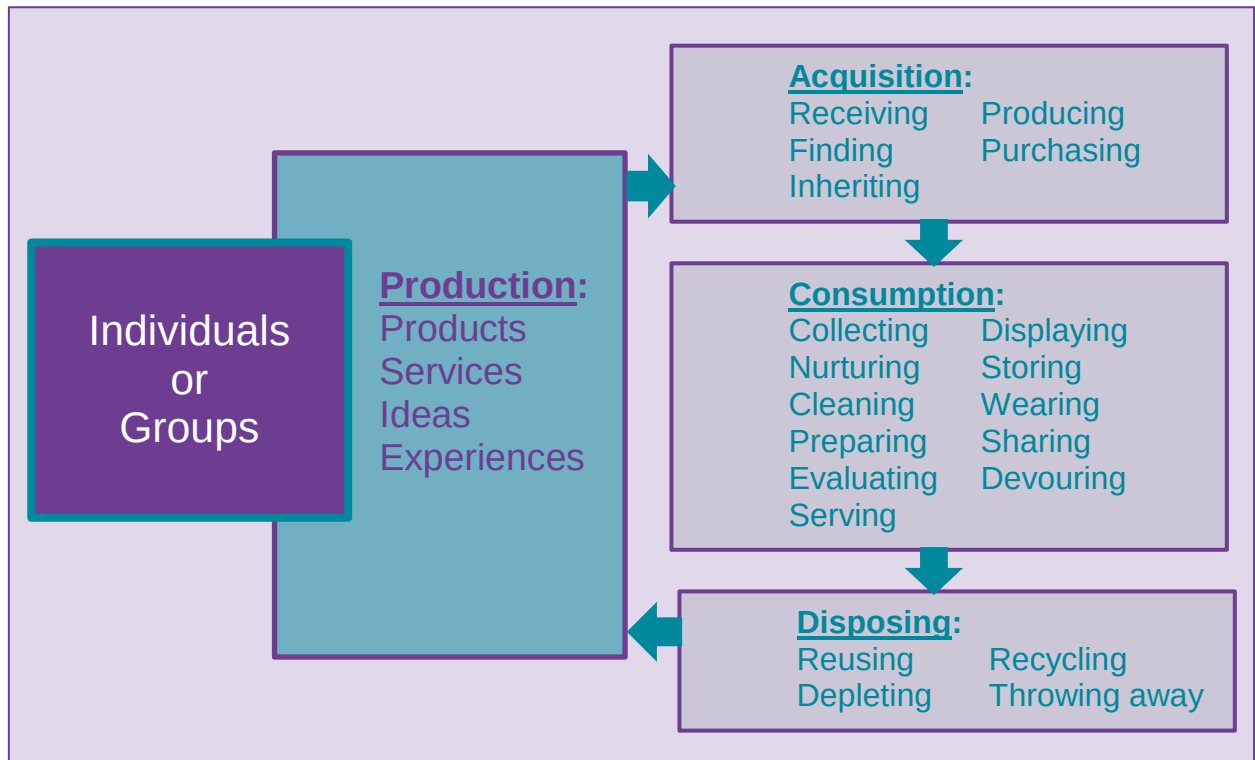
Ernest Dichter (1907-1991) is known as the ‘father of motivational research’, the precursor of present-day consumer behaviour. Ernest was followed by numerous academia and scholars, such as Hawkins *et al.* (1983), Kardes (2002), Hawkins and Mothersbaugh (2013), Bilgin *et al.* (2018), Schiffman and Wisenblit (2018) and Musumali (2019), whom are all ever devoted to understanding the consumer within the complexity of his/her make-up entwined with the myriad dynamic influences on the behaviour of each and every consumer. In order to unravel this intricacy, a closer look needs to be taken at what consumer behaviour is.

Consumer behaviour is the study of the processes consumers undergo when searching, evaluating, purchasing, using (and lately also disposing) of products and services to satisfy their needs and desires (Schiffman & Wiseblit, 2019; Solomon, 2019). However, what is of importance is the observation by Solomon *et al.* (2019:13) that “certain groups of consumers do show similar kinds of behaviour across national borders”, and this is especially applicable to the consumers of Africa as encapsulated by Lewis (2018) in the following words: “it is important to point out the great heterogeneity and rich heritage of African societies”. Consumer behaviour involves several disciplines and includes, *inter alia*, social sciences, economics, psychology, sociology, and anthropology, and more recently researchers from neuroscience knowledge and methods searching for “ever more concrete and definitive ways of modifying stimuli to elicit predictably positive responses from consumers” (Stephens, 2017).

The concept of the domain of consumer behaviour was devised by Arnould *et al.* (2004) and represents consumers and/or groups and their demand(s) with three constituents and these are: acquisition, consumption, and disposal, as illustrated in Figure 1. Each one of the constituents represents a range of activities, and every activity has its own set of dimensions, and the convergence of this all culminates into the complexed domain of consumer behaviour with its boundless boundaries. Interwoven into the domain of consumer behaviour is the infinite circle of consumption where one person’s disposing can be another’s production inputs, as in the case of the global drive to reduce, reuse and recycle. However, we are alerted by Polsa (2016) that some tend to go beyond into overconsumption, and that this can be detrimental to well-being. Another concern is the danger of ‘fast fashion’, an almost uncontrollable increase in something that becomes fashionable almost overnight (Bäunker, 2020).

For the consumer of Africa, it is vital to take cognisance that with innovative well-being prospects can come with some often hidden grave snares to be aware of.

Figure 1: The domain of consumer behaviour with the circle of consumption



Source: adapted from Arnould *et al.* (2004)

Consumer behaviour is a multidimensional phenomenon and denotes the multiple influences on a consumer's behaviour and prosperity. An anthology of the diverse facets of consumer behaviour is presented in Table 2 and no additional exploration of this fascinating domain, which never ceases to astound, will be undertaken for the purpose of this address. Conversely, consumer behaviour presents a plethora of prospects for the explorer.

Consumers and their behaviour were explored above and the multidimensional facets of this field of study were enunciated for the purpose of academia, practitioners and researchers who endeavour to understand consumers and their behaviour. Nonetheless, prosperity has been evading consumers within the Africa context and a closer look will be taken at Africa where these consumers are.

Table 2: The multidimensional facets of consumer behaviour

Dimension	Facet
What consumer behaviour is	Consumer behaviour as human behaviour Role of consumer behaviour Dynamics of consumer behaviour Value and consumer behaviour The value framework Marketing strategy Market characteristics, segmentation and differentiation Consumer lifetime value
Internal influences (micro-view & psychological issues)	Consumer learning Comprehension, memory, cognitive learning Perceptual mapping and processes Motivation and emotion Personality, lifestyle, self-concept Attitudes and attitude change
External influences (macro-view & sociological issues)	Group and interpersonal influences Social class Consumer culture and micro(sub)-cultures Reference groups Family and household influences Situational influences
Situations and decision-making	Consumers in situations Decision-making process
Consumption and beyond	Consumption to satisfaction New and repeat buying, post-purchase behaviour Consumer relationships Consumer loyalty Consumer and marketing misbehaviour Consumer innovation, digital technology Future trends Disposition, recycling and reuse Sustainable consumption

Sources: Arnould *et al.* (2004); Blythe (2013); Mpinganjira & Dos Santos (2013); Babin & Harris (2015); East *et al.* (2017); Szmigin & Piacentini (2018); Sethna & Blythe (2019)

4. AFRICA AND ITS CONSUMERS

Africa is sometimes nicknamed ‘The Mother Continent’, due to it being the oldest inhabited continent on planet Earth, where humans have been living for more than 5 million years (National Geographic, 2021). Leo Africanus (al-Hasan ibn Muhammad al-Wazan), a scholar in the early sixteenth century, suggested the word ‘Africa’ was derived from the Greek word ‘*a-phrike*’ (meaning ‘without cold’). However, some historians are of the opinion that the word Africa was derived from the Latin word ‘*aprica*’ (meaning sunny or hot). However, where the Romans got the name ‘Africa’ from remains a dispute (SAHO).

Africa is located south of Europe with the Mediterranean Sea in the north and it borders the Atlantic Ocean to the east and the Indian Ocean to the west. Africa is vast and there is a myriad of exceptional specifics about this continent; however, only a limited assortment is presented from some sources (MacDonald, 2019; Encyclopaedia Britannica, 2021; Lonely Planet, 2021; Trip101, 2021; Victoria Falls Guide, 2021) to illuminate the multitude of opportunities this continent has to offer its consumers. In a nutshell, Africa is and has:

- the second largest continent (11.7 mil km² with 55 countries – Algeria is the largest and the Seychelles the smallest);
- 1 500 languages are spoken (¼ of the world’s languages);

- the second most populated continent (1.37 billion with a median age of 19.7 and 2050 forecast is 2.489 billion with a median age of 24.8 – Nigeria with 206.14 million in 2021);
- Africa is dissected by the Equator and its highest point is Mt Kilimanjaro, the world's tallest free-standing mountain, at 5 895m and the lowest point is at Lake Assal at -157 metres;
- the Nile River, at 6 853 km, is the longest river in the world and cuts through 11 countries,
- Lake Victoria is the largest lake at 68 800 km²;
- the Pyramids of Egypt are one of the world's oldest and date back to about 3 000 BC;
- the Sahara Desert is the largest contiguous desert and the hottest in the world;
- the Victoria Falls are regarded as one of the seven natural wonders, and measuring 1 708 metres across it is the largest on the continent and the Tugela Falls, at 948 metres, are the second tallest waterfall in the world; and,
- Africa boasts 129 Unesco World Heritage Sites reserving the rich cultural and natural resources of this continent.

Africa, based on the above and not even to mention all the other various outstanding facts, is indeed a formidable continent.

Africa's population is characterised by a relatively young population with 41% of the people under the age of 15 years and, compared to the other regions in the world, people in Africa experience a low population density. It is predicted by the United Nations' World Population Review (2021) that the population will almost double by 2050, and this is in concurrence with the prediction of Worldometers.info as indicated in Table 3. This projected growth in population offers a plethora of challenges and prospects for academia, researchers and entrepreneurs.

Table 3: Africa population by sub-region: 2021

Region	Population	Year change	Density (p/km ²)	Fertility rate	Median age
Eastern Africa	444 405 606	2.65%	67	4.44	19
Western Africa	401 861 254	2.66%	66	5.18	18
Northern Africa	246 232 518	1.84%	32	3.25	26
Middle Africa	179 595 134	3.03%	28	5.53	17
Southern Africa	67 503 635	1.31%	25	2.50	27
AFRICA 2021	1 340 598 147	2.54%	45	4.44	19.7
AFRICA 2050	2 489 275 458	1.76%	84	4.69	24.8

Source: compiled from Worldometers.info (2021)

Africa, as detailed by Signé (2018), "is one of the fastest-growing consumer markets in the world" (second after Asia) and consumer expenditure has shown an accelerating trend since 2010. This will further be boosted with the implementation of the anticipated Continental Free Trade Area (CFTA) agreement by 2030. Considering the consumer market on a continental level for developmental and business purposes calls for caution (Ngari, 2021) due to regional differences between, for example, northern Africa versus sub-Saharan Africa, and eastern versus western Africa. In this regard, the following word of caution by Spivey *et al.* (2013): "making generalizations about its [Africa's] consumers is a risky proposition" and by Agyenim-Boateng *et al.* (2015): "The

most successful entrants into Africa are those that have been careful and selective about the markets they enter” are to be noted. Nevertheless, Africa shows incessant progression in terms of its continental gross domestic product (GDP), surpassing world averages with its young, urban, and connected consumers who are moving away from the nice-to-have’s to a must-have’s future with their perpetual increasing need for business, social development and technology.

Pan-Africanism provided the foundation for the formation of the Organisation of African Unity (OAU), as described by Oloruntoba (2020), and today the Africa Economic Community (AEC) is divided into eight Regional Economic Communities (RECs) within the African Union (AU) and these are: Arab-Maghreb Union (AMU); Common Market for Eastern and Southern Africa (COMESA); Community of Sahel-Saharan States (CEN-SAD); East African Community (EAC); Economic Community of Central African States (ECCAS); Economic Community of West African States (ECOWAS); Intergovernmental Authority on Development (IGAD); and the Southern African Development Community (SADC). Recently, the African Diaspora became the Sixth Region of the continent and bequeathed “the sons and daughters of Africa’s Old Diaspora the right to become ‘The 56th State’ of the continent” (Ankomah, 2020:738).

Each one of these Regional Economic Communities should be regarded as a market segment on its own calling for a differentiated marketing approach due to its own set of consumers with their own and often unique consumer behaviour. The following trade statistics reflect the imports and exports of these RECs from 2013 to 2019.

Table 4A: African Union trade by region – imports (US\$ millions)

Economic region	2013	2015	2017	2018	2019
AFRICA	621 828.3	638 170.5	592 117.5	508 071.7	510 782.7
AMU	153 608.9	150 182.4	124 489.0	120 479.1	123 201.7
CEN-SAD	305 272.0	307 443.1	269 406.4	261 969.1	263 720.6
COMESA	214 622.8	221 984.6	241 003.7	186 876.8	188 988.3
EAC	37 726.2	40 480.2	33 793.0	30 073.7	33 850.1
ECCAS	64 842.6	75 788.5	102 119.4	48 268.6	38 354.3
ECOWAS	109 596.5	110 177.9	90 597.9	88 008.7	87 680.2
IGAD	44 796.8	53 822.1	52 061.2	49 388.2	+ 54 053.5
SADC	217 285.4	217 077.7	219 939.2	149 545.3	160 599.4

Table 4B: African Union trade by region – exports (US\$ millions)

Economic region	2013	2015	2017	2018	2019
AFRICA	575 188.5	554 621.5	401 821.0	348 671.3	429 551.1
AMU	144 360.2	120 151.3	83 172.0	77 859.2	97 051.8
CEN-SAD	253 809.1	250 358.1	173 252.3	152 308.2	193 791.6
COMESA	133 368.8	117 953.8	93 581.1	87 827.7	113 626.0
EAC	14 193.8	14 805.1	13 211.2	13 376.8	13 866.1
ECCAS	110 140.2	97 888.6	71 273.8	47 262.4	65 598.5
ECOWAS	132 568.5	145 691.5	89 762.0	70 253.0	91 458.4
IGAD	15 381.6	21 402.6	17 214.4	16 077.8	+ 19 389.1
SADC	217 158.6	210 457.2	163 629.9	139 846.3	176 430.3

Source: AU (2020a:26)

Note: + increase

Imports show a decline, which is ideal, for all the RECs except for IGAD. The biggest import region is the Sahel-Saharan States, followed by COMESA (including South Africa) and imports are mainly from China. Exports ideally should increase over time, but only IGAD shows an increase. The biggest export region is once again CEN-SAD and this is followed by SADC (including South Africa) and the major export partners are China and India. To date, importing still exceeds exporting and ideally this should be reversed. Added to this is developing and increasing intra-Africa trade between the RECs, which is of utmost importance for realising the economic development and integration of Africa for the future prosperity of all its consumers.

Besides being the second driest continent, Champion (2020) remarked that Africa is “Unfortunately, alongside many of the positive things that Africa is known for, there is also the fact that Africa is the poorest continent in the world.” What is standing between prosperity and the consumers of Africa is in itself a vast specialty and it would not be possible to explore this in its entirety in a short span of time. Therefore, a closer look will be taken at the major hurdles presently keeping prosperity beyond the reach of Africa’s consumers.

5. HURDLES INHIBITING PROSPERITY IN AFRICA

The Council for the Development of Social Science Research in Africa (CODESRIA, 2011) acknowledged that “Africa has entered the 21st century with huge unresolved issues, such as poverty, rapid urbanisation, the national question, regional integration, gender inequality, food insecurity, violent conflict, political fragmentation, and the fact that it occupies a subaltern position in the global community, and in global governance.” It is crucial to detect the most important hurdles inhibiting development so that a way can be found to surmount or to circumvent such hurdles. Literature was scrutinised to obtain an impression of what constitutes the main hurdles deterring the development of Africa (excluding Covid-19) and a thematic taxonomy is presented in the subsequent table.

Table 5: Hurdles inhibiting prosperity in Africa

Source	Humans, poverty & employment	Infrastructure & technology	Fiscal crisis, business & income	Politics & governance	Climate change	Education	Agriculture
Sako & Ogiogio (2002)	✓	✓	✓	✓		✓	
Farah <i>et al.</i> (2011)			✓	✓	✓		
Islan & Digeffe (s.a.)	✓			✓		✓	
UN (2012)	✓	✓			✓	✓	✓
AfDB (2016)	✓		✓	✓		✓	
Lepapa (2017)	✓			✓	✓		✓
Manyuon (2018)		✓	✓	✓			✓
Flemming (2019)	✓	✓	✓	✓	✓		
Stietz <i>et al.</i> (2021)		✓	✓	✓	✓		
This address	✓	✓	✓	✓	✓	✓	✓

The above is an amalgamation of a complexed set of dimensions to continental development and every variable has its own set of infinite facets. Moreover, what is presented is not a conclusive list of variables, but merely an excerpt to shed some light on the prospects presented by this complexed topic. Some of these hurdles are very familiar and some are applicable to only some regions and/or countries and could also be applicable to other developing regions in the world. However, the focus of this address is on the consumers of Africa. A closer look will be taken at a selection of seven significant hurdles braking the development of prosperity in Africa and these are illustrated in Figure 2.

Figure 2: Seven hurdles inhibiting prosperity in Africa



What follows is only a synopsis of each one of the hurdles as every one of these can on its own be a fully-fledged dissertation or thesis that is beyond the scope of this address.

5.1 Income growth and income distribution

This hurdle is incorporated in the fiscal, business and income dimension indicated above and the specific facets included are poverty reduction, social protection and education.

5.1.1 Poverty reduction

Poverty reduction is listed in the Millennium Developmental Goals (MDGs) of 2000, the Sustainable Developmental Goals (SDGs) of 2030, and it is an item on the Agenda 2063 of the African Union. Poverty, in terms of the per capita gross domestic product (GDP), shows a decline as an upward trend of GDP for Africa was recorded since the turn of the century; but, unfortunately, the number of poor increased (WB, 2021a). It should be noted that the decline in poverty as recorded does not apply to all regions and/or countries where some are experiencing deepening poverty in that 712 million people were living in extreme poverty (below the \$1.90 per day threshold) on 6 July 2021, according to World Data Lab (2021). The Multidimensional Poverty Index (MPI) by the Oxford Poverty and Human Development Initiative at the University of Oxford and the Human Development Report Office of the United Nations Development Programme published its latest report on 16 July 2021 and indicated that the Corona-19 pandemic can set developing countries back by three to ten years in their endeavours to reduce poverty (UN, 2021). However, a concern is the multitude of reasons why Africa is lagging behind other developing regions of the world in reducing poverty; and this raises the question of whether research and policy development should focus on exploring the prevalence of poverty or on the scope of deprivation. Natural resources and its safeguarding are crucial for poverty reduction; but, regrettably, the poverty gap between resource-rich and resource-poor countries in Africa is broadening due to the unbridled escalation in exporting raw materials.

5.1.2 Social protection

Well-devised social protection programmes will ultimately contribute towards redistributing the achievements from growth and development and two areas requiring further research are: poverty as an obstacle to growth; and, realistic measures and projects that will secure growth. The challenge for today's scholars is to propose a pro-growth poverty reduction strategy with intervention policies. Omilola and Kaniki (2014) provided an elaborate report on social protection and indicate the measures used for realising social protection often include: welfare programmes, productivity enhancement, market intervention, and policy changes. Various instruments are then used for this purpose and can include: cash transfers and grants, public works programmes, micro-financing and financial services, fee waivers, subsidies and allowances. The International Labour Organisation (ILO, 2020a) emphasises that "social protection systems require a coherent policy framework which includes long-term strategies and planning", which goes together with the development of administrative and management capacity. South Africa, specifically, has made progress in this regard and currently over 17 million beneficiaries are reached, as reported by the Organisation for Economic Cooperation and Development (OECD, 2020).

5.1.3 Education

Literacy in Africa is estimated at around 70%, while the world average is 90% (Tasamba, 2019) with the Seychelles, Equatorial Guinea and South Africa at 95% and higher for the population of 15 years and older (WorldAtlas, 2021). Research established that there is a direct link between education and poverty and that with increased education comes a better chance to escape from dependency and poverty. A major concern is educational inequality because the literacy rate among African women is still lower than that of men (in Sub-Saharan Africa it is only 57% for women compared to the 65% average). However, GDP investment in education is showing an increasing trend for most African countries because the development of education determines growth. Furthermore, the absence of vocational training in the last three years of basic education has to be addressed soonest.

Gakusi (2008) and a guest author for The African Exponent (2019) lamented on the main educational challenges facing Africa, and these are:

- Access and equity – 43% of children in the world not attending school live in Africa (Wolfenden, 2021) together with endless poverty.
- Relevance and quality – most children in grades 2 and 3 cannot read (Wolfenden, 2021), together with ignorance of core intellectual principles.
- Limited education financing – spending on education in Africa is still far below that of other developing and emerging regions in the world (AfDB, 2020).
- Poor educational systems going hand-in-hand with never-ending military conflicts.

5.2 Domestic violence

Domestic violence is the direct result of gender inequality and complexed by numerous influencing factors. Ideally, all humans have a right to justice in all societies and equality holds economic and social benefits for all. However, this ideal is not reality due to disparities in, *inter alia*, education, health, politics, and economic participation. Disparity breeds violence and policy intervention is called for. It is estimated that almost one in three women in the world aged 15 and older has been subjected to domestic violence; but, fewer than 40% of such women seek help of any sort despite the 155 countries having passed laws on domestic violence (UN Women). Undoubtedly the incidence of violence is probably much higher than the number of cases reported, and this can be ascribed to fearing further consequences and ignorance of available measures to curb violence. However, appalling statistics released by the World Bank (2021a) indicate that 51% of the women in Africa reported that a beating from their husband is justified for going out without his permission, for neglecting the children, for arguing back, and for burning the food.

Gender inequality in Africa is reflected in girls and women not having the privilege of attending school or acquiring other forms of skills and therefore not having an equal chance of being employed or obtaining entitlement to the ownership of land. In effect, this is obstructing their participation in the economy and this then limits the flow of prosperity to the poor. While females account for 50% of the population in Africa, they account for 70% of the poor. African women are also mainly involved in agriculture and the informal sector with low and seasonal earnings. Africa is renowned for lower literacy rates and fewer years at school among females and this calls for policy intervention and the development of basic education.

Further investigation is required for the influencing social and cultural factors, such as the high school drop-out rate of girls and the early marriages with Africa recording the highest rate of child marriages in the world. Promising is South Africa, the most gender equal country in Africa (AfDB, 2016).

Counteracting domestic violence can be achieved through education and empowerment. Confrontational efforts should be put into place so that legal institutions can trace and prosecute perpetrators. Women will be aware of their civil rights and their fears of further aggression and possible consequences can be dealt with. Government intervention and policy implementation in this regard can put prosperity within the reach of far more consumers in Africa.

5.3 Youth employment

The world is entering a youth 'bulge' and 60% of the Africa population is below the age of 24 (Statista, 2021). The African Development Bank estimates that one third of the world's youth will live in Africa by 2050 (AfDB, 2016), and this translates into much needed innovating marketing and consumer behaviour philosophy, together with providing for an increasingly younger labour market. The UN forecasts rapid youth urbanisation at low income levels in especially Western, Central and Eastern African countries with urban slums being the main feature of cities (Freire *et al.*, 2014).

Most young Africans tend to find a temporary low-paid job, but still, 60% of Africa's unemployed are youth. Added to unemployment is under-employment where up to 80% of African workers are in 'poor jobs', mostly in the informal sector and this undermines social cohesion and political stability on the continent (Ighobor, 2017; ILO, 2020b). Today's young people are faced with weakening family and community structures and insufficient educational systems, and this leaves them very vulnerable as the youth constitutes the majority of the poor (those living on less than \$1.90 per day) in Africa. Youth today have a tendency to urbanise and this further contributes towards unemployment and underemployment with added social problems. The African Union

requests that countries should rather devise initiatives for rural and agriculture development. An added concern is the incessant escalation in 'educated unemployed', underemployment (not being able to work a full workload number of hours), as well as vulnerable unemployment (short term with no-contract work).

Currently, agriculture employs 55% of the youth in Africa and this is followed by the services sector. Hope is expressed that the 'African Youth Charter' (AU, 2006) will aid in placing prosperity within the grasp of the youth of Africa. This charter extended hope to those up to the age of 34 and sketches, besides the objectives of the charter, the responsibilities of youth in terms of the own development and that of their countries. Besides government intervention and policy implementation, the following requires further research in terms the youth and their future prosperity: HIV/AIDS, information and communications technology (ICT), expectations and democratic constitutions, and criminal and terrorist networks. However, reality is that there are no quick fixes for this hurdle hampering prosperity for the consumers of Africa. The African Union launched the AU Roadmap on Harnessing the Demographic Dividend through investments in youth and aims to provide opportunities in the areas of education, employment, entrepreneurship and engagement (4Es) (AU, 2020b).

5.4 Structural transformation

Africa's modern growth economics are replacing the former dual-economy models as convergence is taking place and traditional and modern sectors now contribute towards overall economic growth, together with the reallocation of resources. Growth in Africa is dependent on the pace of industrialisation; but, the manufacturing sector's contribution towards the continent's GDP fell from 12% in 1980 to 11% in 2013 (Tafirenyika, 2016) and Africa's only option is to industrialise through improving the effectiveness of manufacturers and strengthening investment agencies (IGC, 2021). The development of Africa and the prosperity of all its inhabitants hinge on structural transformation.

Africa is experiencing four changing economic structures and these ought to be developed into strong and sustainable sectors (AfDB, 2016). *Firstly*, is renewing the industrialisation of the continent by, *inter alia*, taking advantage of the rising production costs in Asia. However, Africa is notorious for its 'poor business climate' (Gelb *et al.*, 2014) in terms of the cost of power, transport, corruption, regulations, security, contract enforcement, and policy uncertainty. *Secondly*, Africa is experiencing growth in its service production, but this sector requires relatively high skills and Africa should target to become a breeding ground for new technologies that will transform services for its consumers. *Thirdly* is growth in natural resources, which is characterised by being highly capital intensive and low labour absorption, which is counter-effective for development. *Fourthly*,

growth in agriculture offers a multitude of uncharted prospects but diversification in this sector seems to be hampered, and high productivity initiatives need to be developed to complement traditional agriculture where up to 85% of poverty is prevailing. Proactive intervention that will activate structural transformation in this sector would be a significant influence in placing prosperity within reach of the consumers of Africa.

Focus areas to be considered for further research are: Africa's labour is moving out of agriculture and rural areas into services and informal activities; Africa can generate food surpluses to be traded on international markets; and, a range of high productivity industrialisation is essential for complementing agriculture, which is still employing more than 50% of the labour force.

5.5 Labour demand

What is needed in Africa is growth for unskilled labour demand in the manufacturing sector and not in the traditional agriculture and resource extraction sectors, but rather by a green revolution in agriculture that will create demand for manufactured produce. A very disconcerting statement documented by Bhorat *et al.* (2014) regarding labour in South Africa is: "Over the period 2001-12 employment within the primary sectors collapsed, employment in the manufacturing sector did not increase" and this is contradictory to what is needed for development. Development in Africa needs an expanding middle class as this will enhance and differentiate demand and generate opportunities for manufacturing (DIE, 2018) requiring labour. Investment is not only required for infrastructure, but also in human capital, and social policies are needed to promote health, education, and social capital, as well as providing safety nets (such as access to medical services) to protect the poor. Good governance determines development because development hinges on inclusiveness where society is partaking in political and economic decision-making with power resting within coalitions, often referred to a 'inclusive governance' (Urban Institute, s.a.). Added to this is the redistribution of assets (which is often associated with violence) and income (through taxes and concessions); but, most redistribution philosophies and approaches are very contentious issues and having the right instruments to achieve this is a major challenge (Bourguignon, 2018) for especially developing countries.

Market failures can be overcome by social safety nets where the vulnerable and poor are protected from market shocks, by means of cash transfers and public works. For example, proclaiming drought and flood areas as disaster areas entitling affected people to much needed support. However, concentrating on policies with short-term properties is strongly discouraged as policy should be based on curtailing the discounted sum of future poverty, meaning policy should not compromise consumption today at the expense of prosperity tomorrow (AfDB, 2016).

5.6 Diversification

The prosperity of other developing regions in the world differs in its patterns of diversification compared to that of Africa (Jha & Afrin, 2017), as well as from previous periods of economic growth because Africa today is under-industrialised. Two major Africa-related concerns are: manufacturing is not growing rapidly; and, agriculture is in a relative decline while the tertiary sectors (such as retailing, transportation and distribution, tourism and banking) are expanding. Various factors influence future growth and of importance is noting that the integration of the African economy into that of the world has changed, including Africa's dependency on external markets as the African economy is the least diversified in the world (AfDB, 2016). Africa, indisputably, will have to diversify its export partners and transform from specialising in exporting raw materials to exporting high-value-added products. This calls for the transforming of natural resources through low to medium technology manufacturing methods, and this will have a substantial impact on development and poverty reduction, and empower Africa to circumvent its 'natural resource curse' (Henri, 2019). Africa, as a developing country, needs to implement technological change (which ideally should be closer to the consumer) to boost growth, to create better jobs, and reduce poverty through promoting global value chain (GVC) participation and multilateral cooperation (World Bank, 2020).

5.7 Policy options

The leaders and governments of Africa face the challenges of eliminating extreme poverty together with achieving sustainable and inclusive growth, to be able to reach the 2030 Sustainable Development Goals. The Africa Union (AU, 2018) recommend the following three policy pillars for countries in Africa: sustainable economic development, social development, and institutional development. Policy-makers have to consider long-term trends and influencing factors (and these are: there are many low-income countries in Africa, the fragile political situation in many countries, and global factors) when designing policies appropriate for the national, regional, and global level. An overview of policies on these levels is subsequently presented.

5.7.1 National policies

A priority for all countries to reduce poverty is growth. There are two drivers, as pointed out by Rodrick (2013), and these are fundamental capabilities and structural transformation where:

- Fundamental capabilities are achievable through policies specific to incentives for restructuring, diversification and mobility; investment in physical and human capital and technology adoption skills; and strong institutions for accruing adequate reserves for probable future recessions.
- Structural transformation can be accomplished with infrastructure development and increasing people's quality of life (access to education and health services) and the

development of the private sector and social protection. Job creation and increasing agriculture productivity are vital for the future prosperity of the consumers of Africa. Added to this are highly protectionist policies for developing the domestic private sector (Diop, 2015).

Requiring special policy-related attention on national level is the unstable climate change taking place in many countries in Africa and this calls for anticipating a shift to 'green' growth, together with climate-proof infrastructure and natural resource management, specifically water (AfDB, 2016).

5.7.2 Regional policies

Regional integration in Africa is on the increase in terms of trade and foreign direct investment and this enables countries to specialise and establish comparative advantage because one of the benefits of increased intra-African trade is accelerated economic growth (Kwemo, 2017). A benefit of regional integration is collective 'insurance' (against for example food shortages) and a solution to collective challenges (such as climate change). The ideal of regional integration is to develop industrial complementary to boost trade capacity, regional infrastructure, to facilitate the movement of produce, services, capital and people. This can only be accomplished once "governments adopt accompanying measures and policy reforms at the country level", as proclaimed by Rot-Munstermann (2019), the Evaluator General of the African Development Bank. The World Bank Group has recommitted itself to strengthening regional integration in Africa with its latest 'Regional Integration and Cooperation Assistance Strategy (RICAS 2021-2023)' (WB, 2021b).

The African Continental Free Trade Area (AfCFTA) will be world's largest free-trade area and the Africa Regional Integration Index (ARII) measures regional integration on a scale with five dimensions (trade integration, productive integration, macroeconomic integration, infrastructure integration, and free movement of people) and 16 indicators (ARII, 2021). Currently, production and infrastructure are under-integrated.

5.7.3 Global policies

The development of Africa hinges on successful regional integration because African markets are small and fragmented and the only chance to compete in the international arena is by competitiveness through collectiveness (Eziakonwa, 2019). However, only 18 of the original 52 countries who signed the framework agreement for the African Continental Free Trade Area (AfCFTA) did ratify the agreement, leaving Africa still very vulnerable. Added to the AfCFTA is the African Union's Agenda 2063: The Africa We Want with the vision of "An integrated, prosperous

and peaceful Africa, driven by its own citizens, representing a dynamic force in the international arena” (AU, s.a.) – indeed an expression of the impending African Wave.

Global governance is to address the challenges of poverty, unemployment and inequality and these are to be complemented by the steps taken by and in Africa as global partnerships, cooperation and coordination have a direct impact on what happens in Africa. Global development, such as that of the G20 Agenda for Sustainable Development and the G20 Africa Partnership (OECD, s.a.), focus on strong, sustainable, balanced and inclusive growth and have been reaching out to non-G20 countries since 2015. Africa needs to be adequately represented as an equal partner in global key policy and decision-making structures. Added to this is that the better educated and empowered citizens of the future will hold their governments accountable for a prosperous, equitable and cleaner global economy (AfDB, 2016). Then, Africa will be able to generate trade rather than asking for harmful aid, which ideally should be eliminated (Kwemo, 2017).

When contemplating the future of consumers on the African continent, the words of Signé and Gurib-Fakim (2019) come to mind: “One thing is certain: the transformation that Africa has undergone in recent decades has been remarkable. Africa is shaping its own destiny and should be referred to as the ‘African opportunity’. Africa as a whole is a developing region, as indicated by Encyclopaedia Britannica (2021b), and this then brings us to the high-five opportunities that could bring prosperity within the reach of the consumers of Africa because the future is the result of what we do today.

This, nonetheless, should not be seen as an unsurmountable fissure standing between the consumers of Africa and prosperity, but should rather be considered as challenges and opportunities. An overview was taken of the major hurdles Africa needs to deal with in order to achieve growth and development for the betterment all its consumers and following is a synopsis of the major highlights that will realise prosperity for the consumers of Africa.

6. THE HIGH-FIVE FOR AFRICA PROSPERITY

Simon Allison (2019) remarked that “African nations are showing signs that the only route to continental peace and prosperity is through working together” and Steve Beck, co-founder and CEO of US-based SpringHill Equity Management, said “Investors are slowly starting to see Africa as a diver, huge consumer market” with many African countries reporting rapid and sustained growth in GDP per capita (Röhrbein, 2011). Added to this are the words of Adeyemi (2017): “Most young people in Africa are hungry to learn and to realize their potential.” This unlocks an abundance of prospects for the consumers of Africa.

Literature was scrutinised to obtain an impression of what constitutes the main prospects placing prosperity within reach of the consumers of Africa (excluding Covid-19) and a thematic taxonomy is presented in the subsequent table.

Table 6: Prospects for prosperity in Africa

Source	Feeding Africa	Powering Africa	Integrating Africa	Industrialise Africa	Improved standard of living for all	Digitalisation
Deloitte (2014)			✓		✓	✓
APP (2015)		✓		✓	✓	
AfDB (2016)	✓	✓	✓	✓	✓	
AU (2018)	✓		✓	✓	✓	
Signé (2018)			✓		✓	✓
Schneidman <i>et al.</i> (2019)			✓	✓	✓	✓
Brookings (2020)			✓	✓	✓	
This address	✓	✓	✓	✓	✓	

The above is an amalgamation of a complexed set of prospects to continental prosperity and every prospect has its own set of infinite facets. Moreover, what is presented is not a conclusive list of prospects, but merely an excerpt to shed some light on this complexed topic. Some of these prospects are very familiar and some are applicable to only some regions and/or countries and could also be applicable to other developing regions in the world. However, the focus of this address is on the consumers of Africa. A closer look will be taken at a selection of five significant prospects that could place prosperity within the reach of the consumers of Africa and these are illustrated in Figure 3.

Figure 3: Five prospects for prosperity in Africa



Subsequently is only a synopsis on each one of the prospects as every one of these can on its own be a fully-fledged dissertation or thesis, which is beyond the scope of this address.

6.1 Feeding Africa

The African Development Bank, in its African Development Report 2015, stated that “poverty reduction is highest when growth takes place in the agricultural sector” (AfDB, 2016). However, agriculture employment is decreasing and currently 54% of the African labour force is employed in agriculture, although agriculture offers ample prospects for sustainable growth if it is accompanied by a transformative approach where produce is cultivated, processed and consumed in Africa. The aim of transformation in agriculture is not only food security and a livelihood for the poor, it ought to be agro-based industrialisation for economic growth and development so that Africa can outgrow its dependency on natural resources. The major agriculture-specific challenges Africa committed to overcome, as per the 2014 Malabo declaration, are: mechanisation and modernisation, upgrading agro-value chains, financing access, markets access, and gender inclusion (AUDA-NEPAD, 2014).

The major agro-risks Africa has to deal with and provide for are price and climate-related and global initiatives should be consulted, such as the Africa Renewable Energy Initiative (AREI) and

the Africa Adaptation Initiative (AAI), together with Africa's own initiatives because agriculture is the backbone of the African economy. Disconcerting is that over 100 million people in Africa in 2021 are faced with catastrophic levels of food insecurity, which increased by over 60% in the past year due to Covid-19 (ACSS, 20021).

6.2 Powering Africa

Economic growth hinges on infrastructure development and this is one area where Africa is limited in its ability to fund major projects compared to its social investment needs. Compared to other developing regions, Africa's infrastructure development is the lowest and a recent initiative between major role-players came into being: The Program for Infrastructure Development in Africa (PIDA), with a focus on energy, transportation, water and sanitation, and information and communication on a continental level. PIDA resulted in the formation of Africa50, an infrastructure investment and financing platform and its three strategic pillars are: develop, accelerate and mobilise (Africa50, s.a.).

The African Development Bank launched the New Deal for Energy in Africa initiative in 2015 and will endeavour to surmount the energy gap of Africa by 2025. The number of people in Africa without access to electricity declined to 580 million in 2019 (with Nigeria having the least access at 78% of their population deprived) and an increase is expected due to the effects of Covid-19 (IEA, 2020). Renewable energy will facilitate growth as Africa is notorious for its darkness and alternative energy sources, together with transformation partnerships between countries and investors are to be encouraged.

6.3 Integrating Africa

Sustainable growth is based on well-interlinked markets enabling the flow of goods and services between producers and consumers. Nevertheless, linkages between rural and urban markets and intra-regional trade flows between countries and/or regions in Africa are problematic. This calls for the coordination of developmental plans and synergy and the African Development Bank implemented several initiatives to facilitate regional integration and these are based on two strategic pillars:

- Regional infrastructure development – bridging the hard and soft infrastructure gaps of transportation, energy, ICT, water and sanitation.
- Enhancing industrialisation and trade – increasing diversification and industrialisation between countries and regions and the international market in a search for larger markets.

The ideal of an integrated Africa came into being on 1 January 2021 under the African Continental Free Trade Area (AfCFTA) agreement. Added to this is the envisaged free movement of persons in Africa under the Protocol to the Treaty on Free Movement of Persons, Right of Residence and Right of Establishment, as well as a single currency at continental level through the African Central Bank (ABC) to establish monetary integration (AU, 2020b). Soon to be realised is the African Integrated High-Speed Railway Network Project (AIHSRN) connecting African capitals and hubs and tourism attractions.

6.4 Industrialise Africa

Africa now ought to focus on strategy and investment in order to not only maintain but also enhance growth rates and prosperity for all. Infrastructure development is fundamental for improving agriculture and building a vibrant manufacturing industry. Not debatable is that Africa must find ways to add value to its primary sector outputs instead of exporting its raw materials. Added to this is the need to create a robust private sector by investing in the development of entrepreneurial skill, such as through the Fund for African Private Sector Assistance (FAPA).

6.5 Improved standard of living for all in Africa

The standard of living for many Africans did not improve as was anticipated and to eradicate extreme poverty in Africa by 2030 seems not to be achievable, given the prevalent conditions and circumstances. Investment in sectors closely linked to the livelihood of the poor with accompanying policies and effective delivery systems are obligatory. Improving the quality of life is an anthology of factors and influences such as quality education, good healthcare, and productive employment, to mention just a few. The focus of all efforts should be on better opportunities for all in Africa – and this is prosperity. Nonetheless, unemployment and underemployment still need to be transformed into a ‘real economic divide’ through technical and vocational training specific to the needs of the labour market. One example of the African Union’s initiative in this is the Support for the Pan-African University (PAU).

In order to improve the standard of living for the people of Africa, the following need special attention:

- Gender issues – gender equality is a reality in Africa and decision-makers are urged to focus on improving gender outcomes through: legal status and property rights, economic empowerment, and knowledge management and capacity building.
- Fragility and resilience – extreme poverty and fragility are synonym and policy intervention is desperately needed. Fragility often is not country specific, but rather regional with spill-over effects. The African Development Bank uses a fragility lens consisting of a range of analytical

tools to assess and monitor the drivers of fragility and their manifestations (AfDB, s.a.). Africa achieved enhancing resilience as life expectancy is rising steadily, school enrolment and retention are increasing, and carbon emissions are below global averages. The World Bank is assisting Africa through the Global Facility for Disaster Reduction and Recovery (GFDRR) initiative to build resilience in urban and rural areas throughout the continent (WB, 2019).

In concluding the five prospects for prosperity in Africa, the following needs to be noted:

“The African consumer is a reality. Many investment opportunities on the continent are under-researched, underappreciated and, consequently, undervalued.”

(Mahinda, 2016)

Numerous attempts have been made to construct a compendium of the salient priorities for the development of Africa and below is a comparative table containing the priority lists of the four most prominent role-players devoted to generating prosperity for the consumers of Africa.

Table 7: Priority lists for development in Africa

African Development Bank (AfDB) ¹	Common African Position (CAP) ²	Overseas Development Institute (ODI) ³	Africa Agenda 2063 ⁴
1. Feeding Africa.	1. Involvement in infrastructure, agriculture, industry, manufacturing and services.	1. Leave no one behind.	1. A prosperous Africa based on inclusive and sustainable development.
2. Powering Africa.	2. Innovation, science and technology.	2. Building sustainable futures.	2. An integrated continent, politically united based on the ideals of Pan Africanism and the vision of Africa's Renaissance.
3. Integrating Africa.	3. Upgrading value chains.	3. Saving lives, reduce vulnerability.	3. An Africa of good governance, democracy, respect for human rights, justice and the rule of law.
4. Industrialise Africa.	4. Empowerment of youth and women.	4. Effective institutions and engage citizens.	4. A peaceful and secure Africa.
5. Improved standard of living for all.	5. Sustainable exploitation of natural resources.	5. Transformative growth.	5. An Africa with a strong cultural identity, common heritage, values and ethics..
	6. Promotion of peace and security.		6. An Africa, whose development is people-driven, relying on the potential of African people, especially its women and youth, and caring for children.
			7. Africa as a strong, united, resilient and influential global player and partner.

Notes:

1 – AfDB: <https://www.afdb.org/en>

2 – CAP: https://au.int/sites/default/files/documents/32848-doc-common_african_position.pdf

3 – ODI: <https://odi.org/en/>

4 – Africa Agenda2063: <https://au.int/en/agenda2063/overview>

All the dimensions and facets presented above are entrenched in the development goals of the United Nations. Following is a synopsis of the goals and its role in the possible future prosperity of the consumers of Africa.

7. DEVELOPMENT GOALS OF THE UNITED NATIONS

The United Nations is dedicated to establishing prosperity for the consumers of the world and an overview of the United Nations Millennium Development Goals (UN-MDGs) occurrences was constructed from News on Millennium Development Goals. The United Nations Millennium Declaration was adopted by world leaders at the Millennium Summit held in New York in September 2000, and 2015 was set as deadline for achieving the objectives. The UN Millennium Project followed in 2002 to develop an action plan and it was followed up with the 'Investing in Development: A Practical Plan to Achieve the Millennium Development Goals'. The 2005 World Summit involved 170 Heads of State and Government and the agenda was based on an achievable set of proposals to achieve the MDGs. New commitments were made during the 2008 High-level Event on the MDGs and this was followed by the 2010 Summit on the Millennium Developmental Goals at which time the global action plan, called 'Keeping the Promise: United to Achieve the Millennium Development Goals', was accepted. In 2013, the MDG Acceleration and Beyond 2015 event took place and it was agreed to hold a high-level Summit in 2015 at which time a new set of goals based on the achievements of MDGs, The Seventeen Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development, was adopted. The two sets of goals the world leaders agreed upon and that can bring prosperity to the consumers of Africa are presented in Table 8.

Table 8: The MDGs and the 17 Sustainable Development Goals

The MDGs for 2015	The 17 SDGs & 169 Targets for 2030
1. Eradicate extreme poverty and hunger. 2. Achieve universal primary education. 3. Promote gender equality and empower women. 4. Reduce child mortality. 5. Improve maternal health. 6. Combat HIV/AIDS, malaria and other diseases. 7. Ensure environmental sustainability. 8. Global partnership for development.	1. No poverty. 2. Zero hunger. 3. Good health and well-being. 4. Quality education. 5. Gender equality. 6. Clean water and sanitation. 7. Affordable and clean energy. 8. Decent work and economic growth. 9. Industry, innovation and infrastructure. 10. Reduced inequalities. 11. Sustainable cities and communities. 12. Responsible consumption and production. 13. Climate action. 14. Life below water. 15. Life on land. 16. Peace, justice and strong institutions. 17. Partnerships for the goals.

Source: News on Millennium Developmental Goals

The African Union incorporated the 17 SDGs into the Africa Agenda 2063 where the aspirations of the people of Africa are expressed. The hope is expressed that this initiative of the African Union, together with the United Nations, the African Development Bank, and all other

stakeholders will yield the impending Pan-African Wave and bring prosperity to the consumers of Africa.

8. CONCLUSION

An understanding of Africa's consumers, their behaviour, their well-being, and their anticipated prosperity encompasses our past, our present and our future, which will ultimately culminate into the impending Pan-African Wave.

Africa's higher education is crucial for development and more 'industry-ready' graduates and PhDs are needed. There are 1 225 officially recognised universities in Africa and this represents 8.9% of uniRank's listed universities in the world. The North-West University (NWU) is ranked as number 6 in Africa. The African Union launched the Pan African Virtual and E-University (PAVEU) in partnership with the African Council for Distance Education, UNESCO, African Virtual University and VMware. The African Union also recently launched the African Union Research Grant (AURG) programme promoting collaborative research on the continent.

Africa offers various opportunities for research, such as the African Research Institute and the National Research Foundation of South Africa. A number of studies undertaken within the framework of this address are presented in the table below.

Table 9: Post-graduate studies

Master's level	Doctoral level
NDEUDJEU, J.N. 2020. The influence of the social media promotion mix on car insurance purchases in Mahikeng. MCom dissertation, Mahikeng, NWU.	MATTHYSEN, A.M. s.a.(in process). Relationship marketing for alumni engagement. PhD thesis, Mafikeng, NWU.
MAPANGA, F.H. 2019. The effectiveness of fashion advertising on social media. MCom dissertation, Mafikeng, NWU.	GOMWE, G. s.a.(in progress). A framework for utilising innovative business intelligence as a competitive advantage for SMMEs in a selected district of the North West province of South Africa. Mahikeng, NWU.
MOOSA, A. 2019. Social responsibility and its benefits for SMMEs in Mahikeng. MCom dissertation, Mafikeng, NWU.	BASERA, C.H. s.a.(in progress). Internal marketing for SMMEs in Zimbabwe. PhD thesis, Mafikeng, NWU.
MUXITO, E.A.F. 2017. Customers' expectations of personal service at retail outlets in Mahikeng. MCom dissertation, Mafikeng, NWU.	EPOSI, E. 2020. A proposed service delivery framework for customer satisfaction in the South African Post Office. PhD thesis, Mahikeng, NWU.
KAGISO, N.P. 2017. Developmental requirements of SMMEs in the Mafikeng area. MCom dissertation, Mafikeng, NWU.	OLUTADE, E.O. 2019. Social media as a marketing strategy to influence young consumers' attitude for fast moving consumable goods. PhD thesis, Mahikeng, NWU.
EPOSI, E.M. 2017. Compliance with supply chain policy in the Ngaka Modiri-Molema District. MCom dissertation, Mafikeng, NWU.	ENWEREJI, P.C. 2018. A framework for establishing a payment culture for municipal services in the North West province. PhD thesis, Mafikeng, NWU.
LITHEKO, A.M. 2016. Residents' awareness and support of tourism in Mahikeng for strategic management purposes. MCom dissertation, Mafikeng, NWU.	LITHEKO, A.M. 2018. Strategic management of tourism stakeholder relations: Bakgatla-ba-Kgafela. PhD thesis, Mafikeng, NWU.
	RUNGANI, E.C. 2017. A new paradigm for the success of Small Micro and Medium enterprises in the Eastern

MEREOTLHE, E.K. 2016. Profiling the passengers of a South African domestic airline: Airlink. MTech dissertation, Pretoria, TUT.	Cape province, South Africa. PhD thesis, Mafikeng, NWU.
JACOBS, M. 2014. Incentive travellers' destination experiences as a revisitation influence. MTech dissertation, Pretoria, Tshwane University of Technology.	LOTTER, M.J. 2016. A conceptual model for segmenting niche tourism markets. DTech thesis, Pretoria, TUT.
MOKABE, M. 2013. Content preferences of packaged tours: a quantitative study of tourists in the Mafikeng area. M.Tech dissertation, Pretoria, Tshwane University of Technology.	TSHIPALA, N.N. 2013. Indicators for sustainable tourism destinations. DTech thesis, Pretoria, Tshwane University of Technology.
VAN ONSELEN, M.J. 2010. Profiling adventure tourists in Pretoria. MTech dissertation, Pretoria, Tshwane University of Technology.	DU PLESSIS, L. 2013. A visitor experience model: The case of an international airport in South Africa. PhD thesis, North West University.
SIME, L. 2004. Tourism opportunities for women in the Vredefort Dome area. MTech dissertation, Pretoria, Tshwane University of Technology.	

Prosperity is within the reach of the consumers of Africa if the hurdles inhibiting development are turned into prospects enabling prosperity. Then, the small mustard seeds planted throughout this address will sprout into a steadfast tree bearing the fruit of dedication and prosperity.

You, the consumer, are at the epicentre of the impending Pan-African Wave and should always keep in mind the vision of the African Union's **Agenda 2063: The Africa We Want**

“An integrated, prosperous and peaceful Africa, driven by its own citizens, representing a dynamic force in the international arena.”

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APPENDIX A

PRESENTATION

The consumer at the epicenter of the impending Pan-African Wave

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FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES

30 September 2021

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Consumers at the epicenter of the Pan-African Wave

- 1 Introduction
- 2 Well-being & Prosperity
- 3 Consumers & Behaviour
- 4 Africa and its Consumers
- 5 Hurdles inhibiting prosperity
- 6 The high-five for Africa prosperity
- 7 Development Goals of the UN

Consumer

Africa

Pan-African Wave

3P Model = Past + Present + Prospect

"Everyone wants continuous and genuine happiness."

Baruch Spinoza (1677)

Consumers at the epicenter of the Pan-African Wave

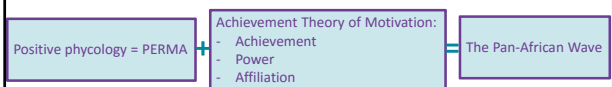
- 1 Introduction
- 2 Well-being & Prosperity
- 3 Consumers & Behaviour
- 4 Africa and its Consumers
- 5 Hurdles inhibiting prosperity
- 6 The high-five for Africa prosperity
- 7 Development Goals of the UN

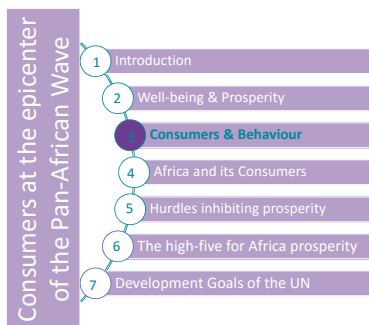
Well-being versus Happiness

Theory	Authentic Happiness Theory	Well-Being Theory
Topic	Happiness	Well-being
Measure	Life satisfaction	Positive emotion (including happiness), Engagement, positive Relationships, Meaning, and Accomplishment (PERMA)
Goal	Increase life satisfaction	Increase prosperity* by increasing Positive emotion (including happiness), Engagement, positive Relationships, Meaning, and Accomplishment (PERMA)

Source: adapted from Seligman (2011)

Note: * Prosperity is referred to for the purpose of this address as it encompasses well-being.





Types of consumers

7.87 billion – all different but the same = segmentation

Consumer type	Description
Chooser	The rational problem-solving consumer, requiring genuine options, finance options, and information.
Communicator	Uses goods to communicate. Material objects are used for the messages they convey, often relating to status to buy.
Explorer	Consumers increasingly have places to explore, and often we explore with little idea of what, or even if, we wish to buy.
Identity-seeker	Creating and maintaining personal and social identity through consumption.
Hedonist/artist	Consumption as pleasure can fulfil needs for emotional aesthetic pleasure and fantasy.
Victim	The exploited consumer, the consumer may lack knowledge or be unaware of choices, or they may have limited choice because of their socio-economic situation.
Rebel	Using products in new ways as a conscious rebellion: this can include consuming differently, or less, or boycotting, and can also refer to active rebellion (e.g. joyriding, looting, taking over consumption spaces).
Activist	Presented historically from the cooperative movement, the value-for-money movement, especially fighting against corporate greed and political activism, seeking more ethical consumption.
Citizen	Consumers are also citizens with right and responsibilities: awareness that consumerism encroaches on areas such as housing, healthcare, and education as well as consumer goods.

Source: Szmigin & Piacentini (2018:24)



The domain of consumer behaviour

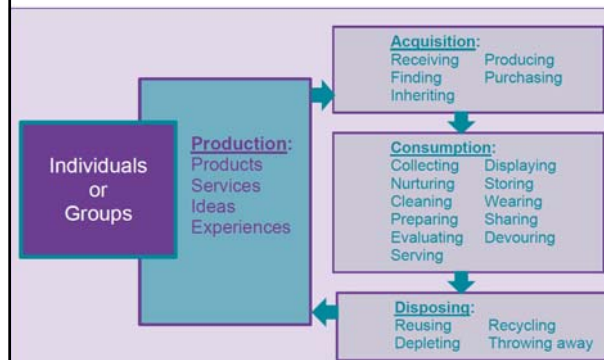
“...It is important to point out the great heterogeneity and rich heritage of African societies.”
Lewis (2018)

“...certain groups of consumers do show similar kinds of behaviour across national borders...”
Solomon et al. (2019)

Source: Arnould et al. (2004)



The domain of consumer behaviour



Source: adapted from Arnould et al. (2004)

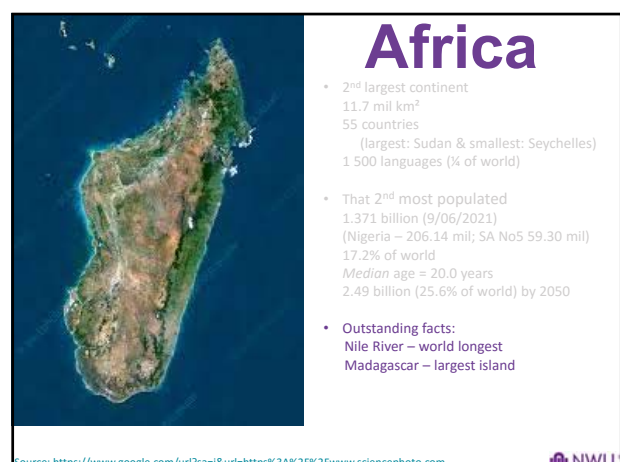
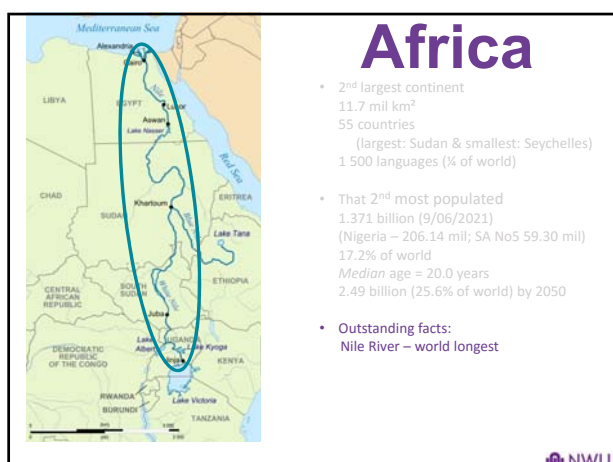
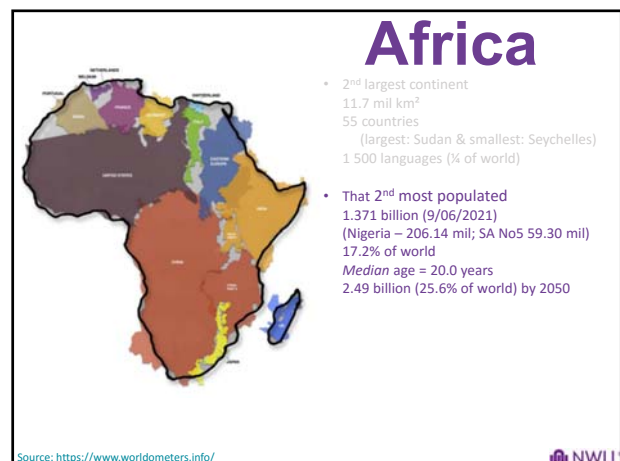
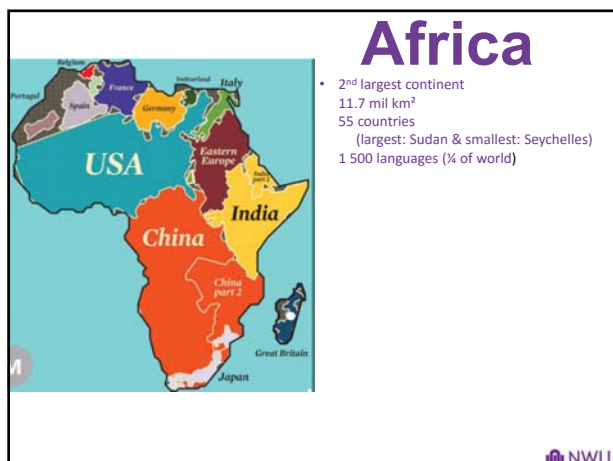
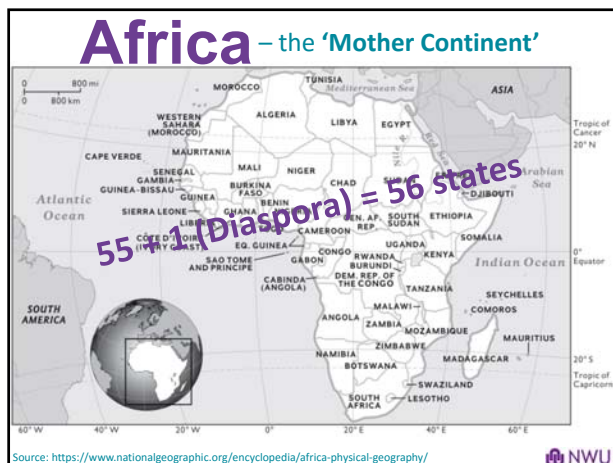


Multidimensional facets of consumer behaviour

Dimension	Facet
What consumer behaviour is	Consumer behaviour as human behaviour Role of consumer behaviour Dynamics of consumer behaviour Value and consumer behaviour The value framework Marketing strategy Market characteristics, segmentation and differentiation Consumer lifetime value
Internal influences (micro view & psychological issues)	Consumer learning Comprehension, memory, cognitive learning Perceptual mapping and processes Motivation and emotion Personality, lifestyle, self-concept Attitudes and attitude change
External influences (macro view & sociological issues)	Group and interpersonal influences Social class Consumer culture and micro(sub)-cultures Reference groups Family and household influences Situational influences
Situations and decision-making	Consumers in situations Decision-making process
Consumption and beyond	Consumption to satisfaction New and repeat buying, post-purchase behaviour Consumer relationships Consumer loyalty Consumer and marketing misbehaviour Consumer innovation, digital technology Future trends Disposition, recycling and reuse Sustainable consumption

Sources: Arnould et al. (2004); Blythe (2013); Mpinganjira & Dos Santos (2013); Babin & Harris (2015); East et al. (2017); Szmigin & Piacentini (2018); Sethna & Blythe (2019)





Africa



- 2nd largest continent
11.7 mil km²
54 countries
(largest: Sudan & smallest: Seychelles)
1 500 languages (% of world)
- That 2nd most populated
1.371 billion (9/06/2021)
(Nigeria – 206.14 mil; SA No5 59.30 mil)
17.2% of world
Median age = 20.0 years
2.49 billion (25.6% of world) by 2050
- Outstanding facts:
Nile River – world longest
Madagascar – largest island
Victoria Falls – seven wonders of world

Source: <https://www.adventures-abroad.com/blog/2019/06/victoria-falls-zimbabwe-tour-africa/>



Africa

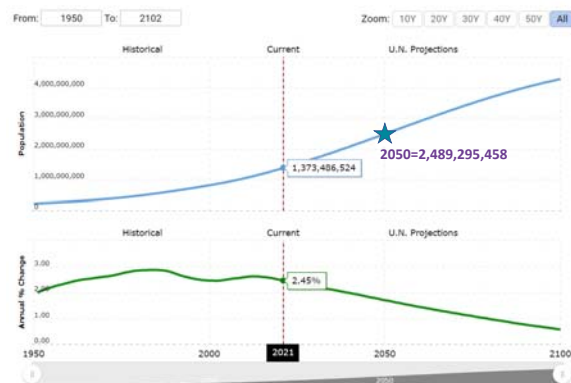


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Source: <https://www.overv.eu/lake-victoria/>



Africa population: 1950 - 2021



Source: <https://www.macrotrends.net/countries/AFR/africa/population>



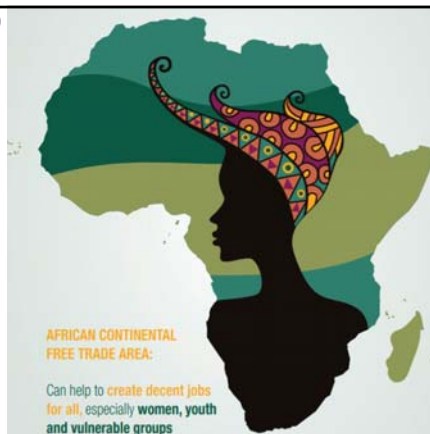
Africa population by sub-region: 2021

Region	Population	Year change	Density (p/km ²)	Fertility rate	Median age
Eastern Africa	444 405 600	2.65%	67	4.44	19
Western Africa	401 881 254	2.66%	66	5.18	18
Northern Africa	246 232 518	1.84%	32	3.25	26
Middle Africa	179 586 134	3.03%	28	5.53	17
Southern Africa	67 503 635	1.31%	25	2.50	27
AFRICA 2021	1 340 598 147	2.54%	45	4.44	19.7
AFRICA 2050	2 489 275 458	1.76%	84	4.69	24.6

Source: compiled from Worldometers.info (2021)



...by 2030



Source: https://unctad.org/system/files/official-document/edara2019_en_ch1.pdf



African Union



Source: <https://au.int/en/about/symbols>



Africa Union trade: 2020

African Union trade by region – imports (US\$ millions)

Economic region	2013	2015	2017	2018	2019
AFRICA	621 828.3	638 170.5	592 117.5	508 071.7	510 782.7
AMU	153 608.9	150 182.4	124 489.0	120 479.1	123 201.7
CEN-SAD	305 272.0	307 443.1	269 406.4	261 969.1	263 720.6
COMESA	214 622.8	221 984.6	241 003.7	186 876.8	188 988.3
EAC	37 726.2	40 480.2	33 793.0	30 073.7	33 850.1
ECCAS	64 842.6	75 788.5	102 119.4	48 268.6	38 354.3
ECOWAS	109 596.5	110 177.9	90 597.9	88 008.7	87 680.2
IGAD	44 796.8	53 822.1	52 061.2	49 388.2	+ 54 053.5
SADC	217 285.4	217 077.7	219 939.2	149 545.3	160 599.4

African Union trade by region – exports (US\$ millions)

Economic region	2013	2015	2017	2018	2019
AFRICA	575 188.5	554 621.5	401 821.0	348 671.3	429 551.1
AMU	144 360.2	120 151.3	83 172.0	77 859.2	97 051.8
CEN-SAD	253 809.1	250 358.1	173 252.3	152 308.2	193 791.6
COMESA	133 368.8	117 953.8	93 581.1	87 827.7	113 626.0
EAC	14 193.8	14 805.1	13 211.2	13 376.8	13 866.1
ECCAS	110 140.2	97 888.6	71 273.8	47 262.4	65 598.5
ECOWAS	132 568.5	145 691.5	89 762.0	70 253.0	91 458.4
IGAD	15 381.6	21 402.6	17 214.4	16 077.8	+ 19 389.1
SADC	217 158.6	210 457.2	163 629.9	139 846.3	176 430.3

Source: AU (2020a:26)

Note: + increase



CEN-SAD member countries



Source: <https://archive.uneca.org/oria/pages/cen-sad-community-sahel-saharan-states>



Consumers at the epicenter of the Pan-African Wave

- 1 Introduction
- 2 Well-being & Prosperity
- 3 Consumers & Behaviour
- 4 Africa and its Consumers
- 5 **Hurdles inhibiting prosperity**
- 6 The high-five for Africa prosperity
- 7 Development Goals of the UN



Hurdles inhibiting prosperity in Africa

Source	Humans, poverty & employment	Infrastructure & technology	Fiscal crisis, business & income	Politics & governance	Climate change	Education	Agriculture
Sako & Ogiogio (2002)	✓	✓	✓	✓	✓	✓	✓
Farah et al. (2011)	✓	✓	✓	✓	✓	✓	✓
Isian & Digefie (s.a.)	✓	✓	✓	✓	✓	✓	✓
UN (2012)	✓	✓	✓	✓	✓	✓	✓
AfDB (2016)	✓	✓	✓	✓	✓	✓	✓
Lepapa (2017)	✓	✓	✓	✓	✓	✓	✓
Manyuon (2018)	✓	✓	✓	✓	✓	✓	✓
Flemming (2019)	✓	✓	✓	✓	✓	✓	✓
Stietz et al. (2021)	✓	✓	✓	✓	✓	✓	✓
This address	✓	✓	✓	✓	✓	✓	✓



Prosperity inhibiting hurdles

1. Income growth & distribution
2. Domestic violence
3. Youth employment
4. Structural transformation
5. Labour demand
6. Diversification
7. Policy options

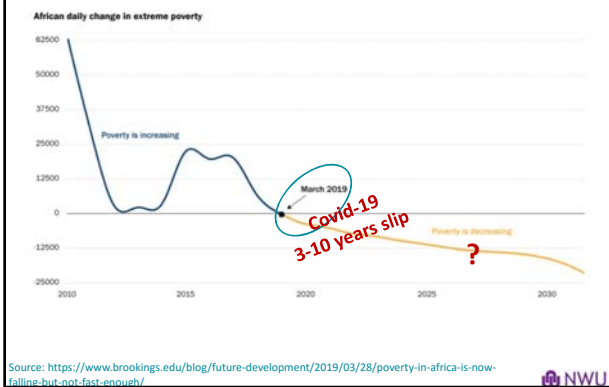


Prosperity inhibiting hurdles

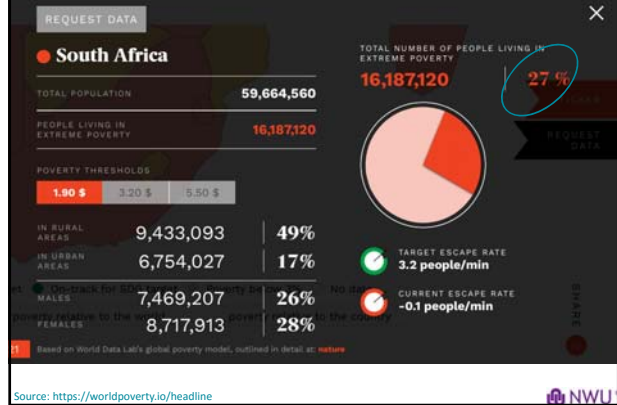
1. Income growth and income distribution:
 - Poverty reduction
 - Social protection
 - Education



Decline in the poverty rate of Africa



South Africa Poverty Clock – 2021



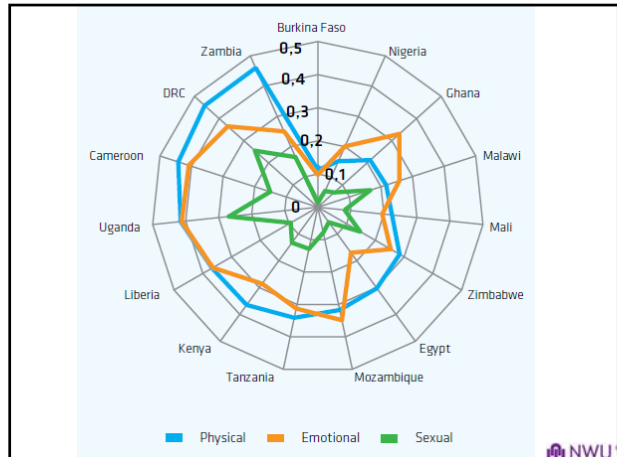
Prosperity inhibiting hurdles

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Prosperity inhibiting hurdles

1. Income growth and income distribution:
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 - Social protection
 - Education
2. Domestic violence



Prosperity inhibiting hurdles

1. Income growth and income distribution:
 - Poverty reduction
 - Social protection
 - Education
2. Domestic violence
3. Youth employment



Source: <https://www.alamy.com/stock-photo/youth-unemployment.html>



Prosperity inhibiting hurdles

1. Income growth and income distribution:
 - Poverty reduction
 - Social protection
 - Education
2. Domestic violence
3. Youth employment
4. Structural transformation



Source: <https://www.africanparks.org/our-work/Management-Infrastructure>



Prosperity inhibiting hurdles

1. Income growth and income distribution:
 - Poverty reduction
 - Social protection
 - Education
2. Domestic violence
3. Youth employment
4. Structural transformation
5. Labour demand



Source: <https://www.nepad.org/caadp/publication/malabo-declaration-accelerated-agricultural-growth>



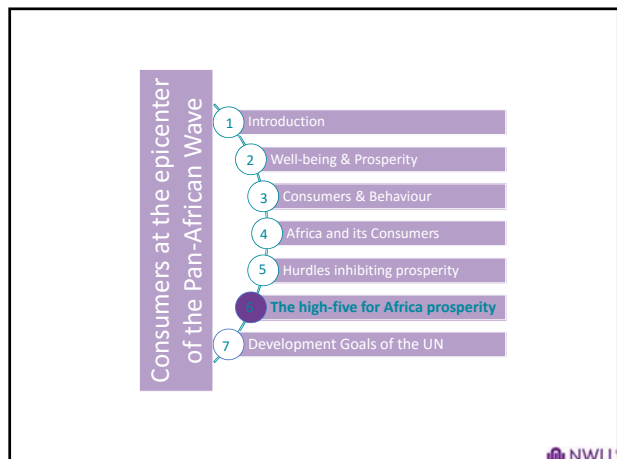
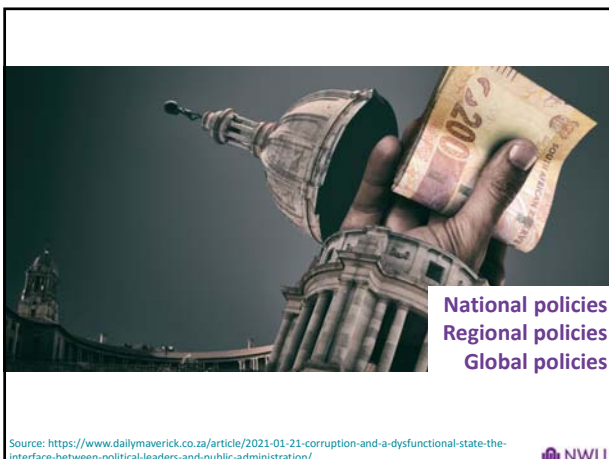
Prosperity inhibiting hurdles

1. Income growth and income distribution:
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 - Education
2. Domestic violence
3. Youth employment
4. Structural transformation
5. Labour demand
6. **Diversification**



Prosperity inhibiting hurdles

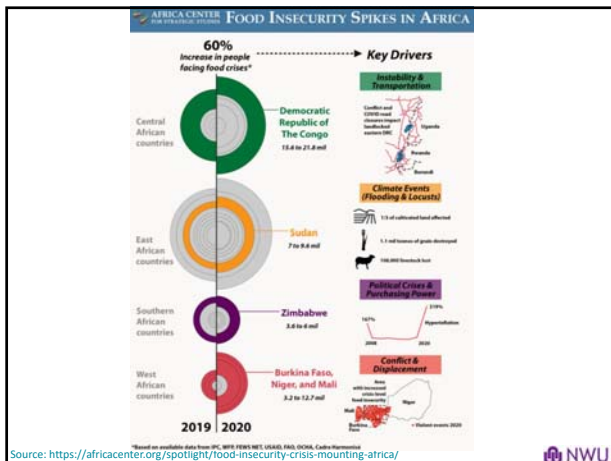
1. Income growth and income distribution:
 - Poverty reduction
 - Social protection
 - Education
2. Domestic violence
3. Youth employment
4. Structural transformation
5. Labour demand
6. Diversification
7. **Policy options:**



Africa High-Five

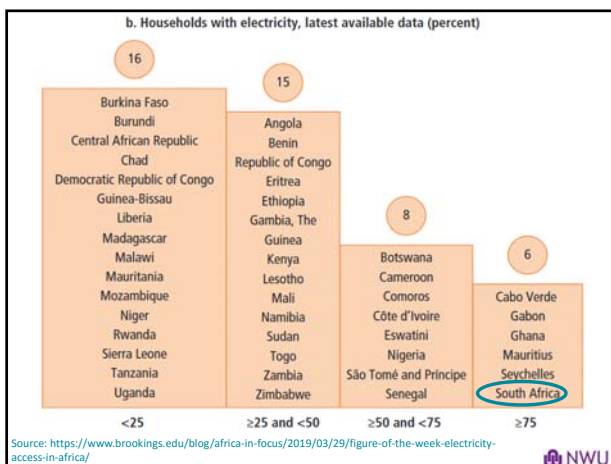
1. **Feeding Africa**
- 2.
- 3.
- 4.
- 5.





Africa High-Five

1. Feeding Africa
2. Powering Africa
- 3.
- 4.
- 5.



Africa High-Five

1. Feeding Africa
2. Powering Africa
3. Integrating Africa
- 4.
- 5.



Africa High-Five

1. Feeding Africa
2. Powering Africa
3. Integrating Africa
4. Industrialise Africa
- 5.



