

**The feasibility of a youth magazine as a means of communication and information  
sharing in the Mafikeng area of the North-West province**

**By**

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## ABSTRACT

The aim of this study was to investigate the feasibility of a youth magazine as means of information sharing and communication in the Mafikeng area of the North West Province. The study focussed on students at the North West University and Taletso FET College, the reason for this being that youth described as the target population are easily available and accessible in these areas.

The research was conducted by means of a survey where the target group was approached and were required to complete a self administered questionnaire.

The research found out that although there is a rise in the level of access to information through mainstream media such as television, radio, the internet and below the line modes of marketing communication or advertising, there is in general a low level of transmission of information that is of interest to the youth of this area. The research suggests that there is a need for a youth magazine published in Mafikeng, particularly among the 18-25 year age group. This group has its own particular information needs which are to a high level influenced by their environment. Some of this information needs include opportunities available for youth in business, issues of culture and opportunities available for youth across the country's borders. The research further recommends that the idea of a youth magazine should be adopted as an entrepreneurial concept. This magazine should be marketed to the 18-25 year age group who purchase their magazines at chain supermarkets and stores at local shopping malls. The proposed name 'Simply' is also to be adopted as it appeals as a simple, unique and an easy read divorcing it from the pressures of society today.

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# CHAPTER 1

## ORIENTATION

### 1.1 INTRODUCTION

It has become a cliché to say that people live in a complex society and more so a complex world. True as the statement may be, it has implications for the manner in which people think about and understand the world. As the world and societies grow, so does the range of information they need. As countries and provinces grow, they need to constantly be informed about events happening within their areas as well as outside. According to McCullough (2002:13), the media play a big role in addressing this need. More specifically the media play the following roles:

- Information delivery and surveillance – The media are able to carry information to the public about events that the ordinary person cannot personally witness and that happen in places to which the person has no access. Through this, the media are able to create an indirect witness of events around the world. Through this the media are able to transform the world into to a global community.
- Information interpretation – The media also play the role of encoding messages into cues and languages that the people can understand. In a way the media are able to fashion the manner in which people understand what is happening around the world, positive or not, the media is able to fashion the actions taken by people.
- Value transmission – In their ability to interpret information the media are able to send off images and information that establish certain types of values.

- Entertainment – Entertainment makes the biggest part of media content be it fictional or informational. It can be argued that the biggest role that the media play presently is that of entertainment.

The main focus of the current study was the print media industry particularly the magazine industry. The print media industry in South Africa is fairly mature and this has taken years of innovation and creativity on the side of the pioneers. In South Africa, the industry is dominated by Media 24, which boasts a portfolio of thirty-three (33) titles (see Annexure A) targeted towards different segments of the market ([www.media24.co.za](http://www.media24.co.za)). These consumer magazines are circulated country wide in chain stores such as CNA, Shoprite, Pick 'n pay and Spar. They are also available at bookstores such as Exclusive Books countrywide. Media 24 is based in both Johannesburg and Cape Town respectively; the titles are thus published in these areas. Although these titles are available country wide, there exists no magazine that is published in the Mafikeng area of the North West Province. The current research is rooted within this environment

## **1.2 OBJECTIVES OF THE STUDY**

The media are an influential tool in any society. During the pre and post independence periods in Africa the media were used as a revolutionary tool for the African liberation and renaissance (Gadzekpo 1999). This was emphasised by Kwame Nkrumah when he said that Africa can only hope to develop if the mass media developed a revolutionary mission. Nkrumah saw mass media as an educator – a weapon, first and foremost, to overthrow colonialism and imperialism and to assist total African independence and unity (Gadzekpo 1999).

As the decades passed the world tuned into a new phase of globalisation. Globalisation has been defined by varied theorists, some of which are listed in the following discussions.

- Globalisation is the compression of the world and the intensification of consciousness of the world as a whole (Gadzekpo 1999).
- Globalisation is also all those processes by which the people of the world are incorporated into a single world society – a global society (Gadzekpo 1999).
- Globalisation is the social process in which the constraints of geography on social and cultural arrangements recede and in which people become increasingly aware that they are receding (Gadzekpo 1999).

It is argued in this study that the media are a powerful force facilitating the process of globalisation. The development of new media and communications does not include only the establishment of new mediums for the transmission of information between individuals whose basic social relationships remain intact. Rather the development of media and communications creates new forms of action and interaction with new kinds of social relationships – forms that are different from the kind of face-to-face interaction which has prevailed for most of human history (Rantanen, 2006: 1-8). This introduces the concept of quasi-interaction and mediated interaction whereby symbolic forms of communication are produced for an indefinite range of potential recipients. Secondly this method is monological in character, the sense that the flow of communication is predominantly one-way. Taking the argument further, people live a local life while their experiences are mass mediated and global.

Within the discourse of democracy there should be a long discussion and debate about how and through what means shall people communicate their views and wishes. The conception of the public sphere as a communicative and institutional space wherein the principles of democracy can be practised and the rights of citizenship can be nurtured and expressed, has been modified as democracy within nation-states has revolved. With the increasing social complexity and mobility that characterises present societies the mass media have been perceived as having an increasingly central role in

facilitating dialogue among citizens. The public sphere can be defined as the space between government and society in which private individuals exercise formal and informal control over the state, formal control is through the election of governments while informal control is through the pressure of public opinion and the media are central to this process. They distribute the information necessary for the formation of public opinion by providing an independent forum of debate in addition they enable the people to shape the conduct of government by articulating their views. The media are thus the principal institutions of the public sphere.

As significant as the role of the media was during the revolutionary days it can be deduced that the media is more so important today given the myriad challenges facing communities, namely poverty, unemployment, poor education and health facilities and a lack of adequate infrastructure (North West Provincial Growth and Development Strategy, 2004). This means that the media must play an even bigger role in mobilising communities to ensure that they have access to services and information that can assist them to better their lives capitalising on its ability to reach a vast amount of the population.

However reality is that those further removed from the central places of business (urban areas) have limited if no access to mass media (Gadzekpo 1999). In Mafikeng the same problem persists, although there is access to mass media through the vast distribution networks that have been created by the sellers of such medium, the area is unattractive to journalists and media houses therefore news is reported safely and in the comfort of the towns, the information interests and needs of those residing in the less urban areas are not catered for. This creates a problem because it means that there can not be any real equality in the access to information as well with regards to the development of the people.

The aim of this study was to investigate the feasibility of a Youth Magazine as a means for communication and information sharing in the North West Province, particularly rural and urban Mafikeng.

The following objectives were derived from the main aim:

- 1.2.1 To analyse the need for a youth magazine in Mafikeng
- 1.2.2 To identify trends, changes, attitudes and behaviours of the target population
- 1.2.3 To identify topics/subjects that the target population wants to read about
- 1.2.4 To investigate the accessibility of the target population
- 1.2.5 To identify the unique marketing mix (Product, price, place and promotion) required at the introduction and growth phases of the magazine

### **1.3 SCOPE OF THE STUDY**

The study was limited to the city of Mafikeng and its environs. The characteristics of the subjects in the study are reflected in Table 1.2.

**Table 1.2 Characteristics of study subjects**

<b>VARIABLE</b>	<b>DESCRIPTION</b>
AGE	18-35
GENDER	Male and Female
AREA OF RESIDENCE	Mafikeng
LIVING STANDARDS MEASURE (LSM)	5-10
EDUCATION	Learned, students from University and College
LANGUAGE	English and Setswana

#### **1.4 IMPORTANCE OF THE STUDY**

Conducting this study was important for two reasons, one it should make a contribution to the body of theoretical knowledge in the importance of the media in general terms and secondly in facilitating information dissemination within a specified community. Considering that not so much research has been undertaken in Mafikeng in media this study should inspire further interest and generate further research in the subject. In addition, the findings of the study should inform a decision on whether to implement the idea as an entrepreneurial venture. The study should provide instrumental ideas and information that could provide a basis for conceptualising the said magazine. By identifying all the environmental aspects and strategies it should be possible to come up with mechanisms that will render the magazine competitive during its life cycle.

#### **1.5 STUDY ENVIRONMENT**

This study was conducted in the North West province (in the City of Mafikeng). The North West Province is spatially a medium size province, covering 116 320 km<sup>2</sup> or

9.7% of the total surface area of South Africa. The economy is small with a 7% contribution to the national economy between 2002 and 2004 (North West Provincial Growth and Development Strategy: 2004-2014). The province is characterised by high levels of poverty, high unemployment and low literacy levels. While the province relies heavily on mining, another promising area is the tourism sector.

The population of the North West Province is made up of 91.2% (3.1 million African people), 6.6% Whites, 1.4% coloured and 0.3% Indians (North West Province state of the Province report: 2002). Based on this it can be assumed that the population of Mafikeng follows in fashion that of the province as a whole. +- 50.8% of the population is female and based on this it can be assumed that more females than male will be accessible for study in this research.

According to the North West Provincial growth and development strategy, 2004 (PGDS) the following are a number of challenges facing Mafikeng:

- The rural nature of Mafikeng.
- Low population densities and relative inadequate infrastructure especially in the remotely rural areas.
- The area has great inequalities between the rich and the poor as well as disparities between rural and urban.
- The area is faced with HIV/Aids as a social and economic challenge.

According to the Government Communicator's Handbook (2005) in terms of communication, the province is minimally covered by the media. National media do not report on events happening in Mafikeng. The only media available is small community media that is almost always funded by the provincial government. In funding these institutions the Government hopes to get them to communicate the successes of government. There is thus a low level of other types of information

transmission to the inhabitants about what is happening within and outside the city and the Province.

## 1.6 CLARIFICATION OF CONCEPTS

- **Magazine** - A Commercial publication that appears at regular intervals, under the same title, and is intended for a general, popular or specific audience. Magazine articles are usually short and generally do not contain footnotes or bibliographies ([www.google.co.za](http://www.google.co.za)).
- **Media** – In general terms media refers to a plurality of means of communication, for example, television, radio and the newspaper. The term can also be used as a collective noun for the press or news reporting agencies ([www.sharpenendg.net/glossary/definition/php?media](http://www.sharpenendg.net/glossary/definition/php?media)).
- **Product life cycle** – This concept provides a means to trace the stages of a product's market acceptance and growth (Lamb et.al., p 262). According to this concept a product progresses through four stages namely: - introduction, growth, maturity and decline. During these stages many variables change including customer needs and tastes, strategies, sales and profitability. The marketing of a product will be highly influenced by these changes.
- **Marketing Mix** – The controllable variables that a company puts together to satisfy a target group (Perreanaut and McCarthy: G-6). It is the unique blend of product/Service, pricing, promotion and distribution designed to meet the needs of a specific group of consumers.

- Product – The product element encompasses the physical good/service, including its features, benefits, quality level, accessories, packaging, installation, branding and product lines (Perreanaut & McCarthy: 39).
  - Place – where the goods are made available in the right quantities and locations and when the customers want them (Perreanaut and McCarthy: G-8).
  - Price – The amount of money which is charged for something of value (Perreanaut and McCarthy: G-8).
  - Distribution – Normally referred to as the channel of distribution and defined as a series (or individuals) that participate in the flow of products from producer to final user or consumer (Perreanaut and McCarthy: 39).
- **Prototype** – A sample product or innovation manufactured on a small scale to test product performance and market response ([www.answers.com](http://www.answers.com)).
  - **Target Market** – A fairly similar group of customers to whom a company wishes to appeal (Perreanaut and McCarthy: G-11).
  - **Stability** – Lack of change in results from test to test (McDaniel & Gates: 39).

## 1.7 PLAN OF THE STUDY

The research report is structured as follows:

Chapter 1 - Orientation

Chapter 2 – Theoretical foundation and literature review

Chapter 3 –Problem statement

Chapter 4 – Research design and analysis

Chapter 5 – Results

Chapter 6 – Discussions, Conclusions and Recommendations

## **CHAPTER 2**

### **THEORETICAL FOUNDATION AND LITERATURE REVIEW**

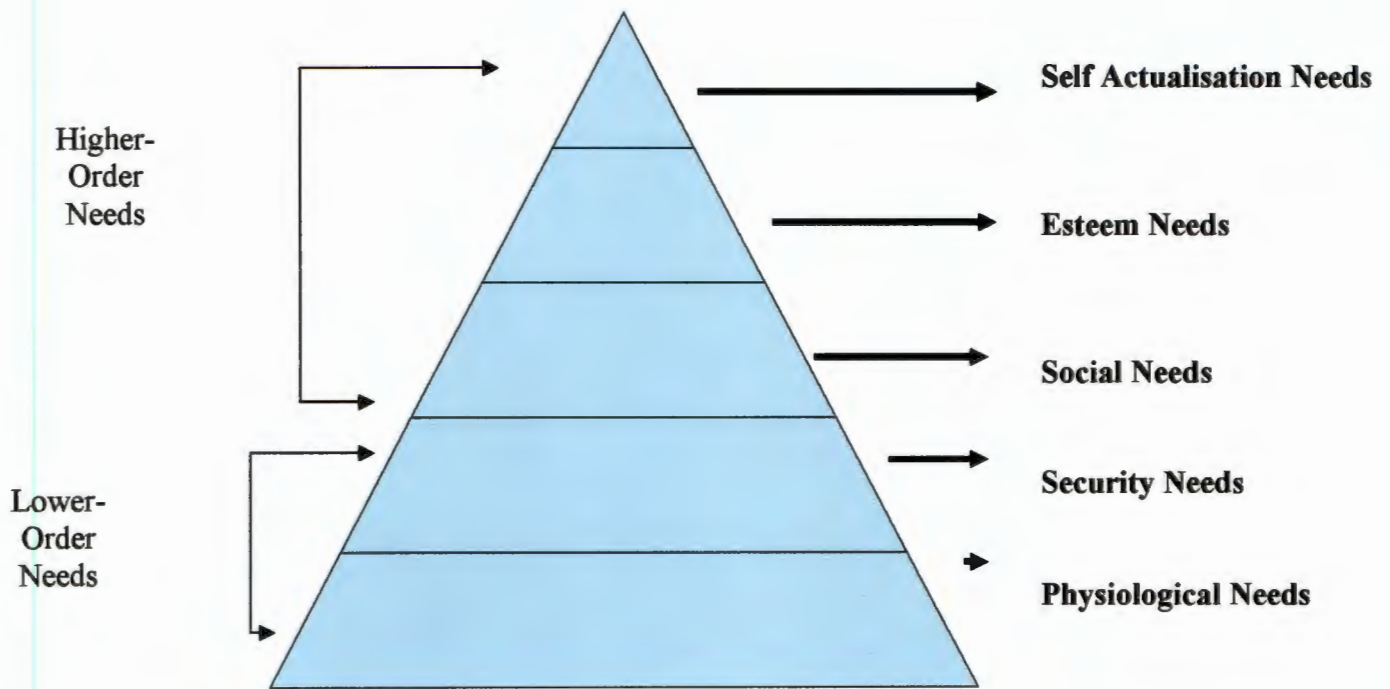
#### **2.1 INTRODUCTION**

This chapter focuses on two elements namely, the theory within which the current problem is rooted and literature in support of or assisting in achieving the objectives of the research. It puts the research problem in perspective in terms of a relevant theory and studies by other researches in the area of the research conducted.

#### **2.2 THEORETICAL FOUNDATION OF THE STUDY**

##### **2.2.1 Maslow's hierarchy of needs**

Maslow (1954) developed a theory of motivation that has influenced a number of different fields, as wide as education, marketing and human resource management (Simons, Irwin and Drinnien 1987). This wide influence is due to the high level of practicality of Maslow's theory. Maslow developed a hierarchic theory of five levels of basic needs and he believed that humans start with a very weak disposition that is fashioned as the person grows. If the environment is right, people will grow straight and beautiful, actualising their potentials and if not, then the opposite will prevail. Maslow's five levels of basic needs are reflected in diagram 2.1.



**Figure 2.1 Maslow's Hierarchy of Needs (Beardwell and Holden, 2001: 507)**

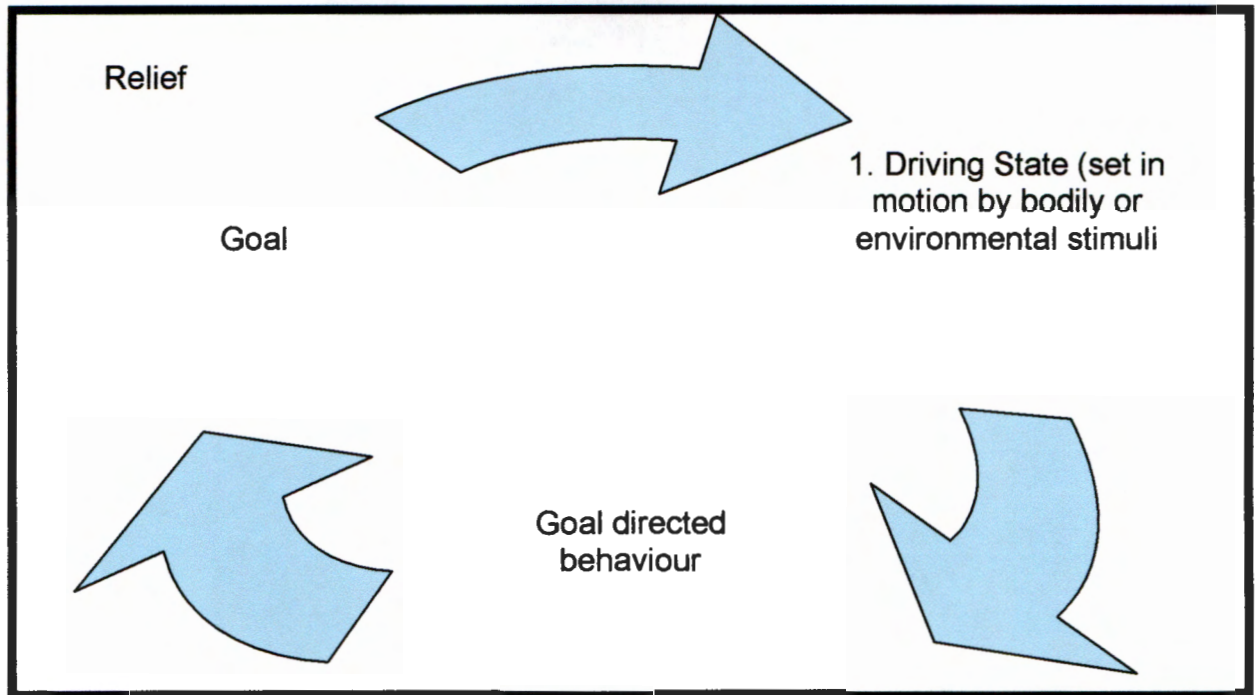
- **Physiological needs** – These cover biological needs such as needs for water and oxygen. They are important of all human needs, for the reason that they are first in one's search for satisfaction.
  
- **Security needs** – These occur once the first level of needs have been satisfied when the need for security surfaces.
  
- **Needs for love and affection/ Social needs** – People seek to overcome feelings of loneliness and alienation. This involves both giving and receiving love, affection and a sense of belong.
  
- **Needs for esteem** – Humans have a need for a stable, firmly based, high level of self-respect and respect from others. When these needs are satisfied, the individual feels self confident and valuable as a person. When these needs are frustrated, the person feels inferior.

- **Needs for self-actualisation** – when all the earlier needs are satisfied, the needs for self-actualisation are activated. Self-actualisation is a person's need to discover his or her potential and to become what s/he believe s/he was meant to become. A musician must make music, an artist must paint and the poet must write (Simons, Irwin and Drinnien 1987). These needs make themselves felt in signs of restlessness. The need for self-actualisation is often the most difficult need to satisfy. Unlike being able to eat as a physiological reaction it is not always clear what a person wants when there is a need for self actualisation. It could be anything depending on that person's personality.

### 2.2.2 DRIVE THEORIES

Drive theories can be described as push theories of motivation. The drive theories state that when an internal driving state is aroused, the individual is pushed to engage in behaviour which will lead to a goal that reduces the intensity of the driving state and this is shown in diagram 2.2 (Morgan et.al 1986: 269). Thus motivation consists of the following:

- A driving state.
- A goal directed behaviour that is initiated by the driving state.
- The attainment of an appropriate goal.
- The reduction of the driving state and subjective satisfaction and relief due to goal attainment. After which time the driving state will arise again to push behaviour to attaining satisfaction, in terms of the drive theory this is known as the motivational cycle.



**Diagram 2.2 The Motivational cycle (Morgan et.al 1986: 269)**

Following the above discussion on driving theories, Freud's Psychoanalytic theory is but one drive theory which can be applied to the current research problem. Freud psychoanalysis (1920, 1938, and 1940/1949) has three major parts namely:

- The theory of the structure of personality, where in the ego, id and superego are principal parts
- A theory of personality dynamics, in which conscious and unconscious motivation and ego- defence mechanisms play a major role
- The theory of psychosexual development, in which different motives and body regions influence the child at different stages of growth, with effects persisting in the form of adult personality traits

The following discussion focuses on the components of the drive theory.

### **Personality structure: id, ego and superego**

The id part is thought of as a storehouse for biological based urges, for example, the urge to eat and drink, also known as the pleasure principle. Freud contends that the id, if left to itself would satisfy urges as they arose with no regard to any set rules and morals. For this reason Freud says that the id is usually managed by the ego which consists of detailed conducts of behaviour and thinking which constitute the executive function of the person and thus delays the satisfaction of the id by channelling behaviour into socially acceptable deeds. The superego on the other hand can be closely equated to the conscience in that it consists of prohibitions learned from socialisation and the 'ideal' in terms of what the ego part can deduce (Beardwell and Holden, 2001: 507).

### **Personality dynamics and levels of consciousness**

In this section Freud proposed three levels of consciousness namely conscious, preconscious and unconscious. The conscious level means that the individual is aware of certain things around as well as of certain thoughts. The preconscious level holds memories and thoughts that are easily available within a moment's reflection. The unconscious level contains memories, thoughts and motives that the individual can not easily recall. According to Freud's psychoanalytic theory, all of id is unconscious whereas the ego and superego are made of all three levels of consciousness.

Directly aligned to the notion of drive theories and driving states is an individual's motive to know and to be effective. These motives seek a variety in stimulation to process information about the world, to explore and to be effective in mastering challenges from the environment. Morgan et al (1986) give the example of a child whose mind is dominated by the need to know and explore. The authors state that these needs persist throughout life and are difficult to satiate. They further state that even when an individual's biological and social needs have been met, humans continue to

seek contact with the external environment and to engage in never-ending activity. This means that humans have an innate will to learn and to explore. A direct relationship can be drawn between the concept of the id, ego and superego and the will to learn and to explore. It is therefore concluded that through the innate and never-ending will to explore and to know humans are able to guide the behaviours of the id, ego and the superego.

## **2.3 LITERATURE REVIEW**

### **2.3.1 Nature of the magazine industry**

Literature on this topic suggests that communication through magazines has a long history dating back to the pre-colonial times when the word 'magazine' referred to warehouses or depositories – a place where various types of provisions were stored under one roof. The earliest magazines were printed in the United States and were similar to the above– they existed as storehouses of varied literary materials gathered from books, pamphlets and newspapers and bound together under one cover to give them form (Dominick, 2002:121). From the 18<sup>th</sup> century, magazines grew in popularity and now contained a mix of political and topical articles directed at educated elite. Dominick, (ibid) states that the modern form of magazines can be traced back to this time. The boom or surge in the industry was resultant of the following primary factors:

- Increased consumer disposable income.
- Better technology (accelerated development thereof), especially in printing.
- Globalisation
- The general crusading and pioneering spirit of the press and media

Dominick, (ibid) suggests that magazines have the following defining features:

- Of all media, magazines attract the most specialised audiences (Niches).

- Magazines are the medium most in tune with social, demographic, economic, cultural and economic trends.

In South Africa however, magazines or the print media is speedily going towards the segmentation route, with more and more titles being directed towards a particular type of reader ([www.themedia.co.za](http://www.themedia.co.za)). The reason for this is that readers have become more complicated and more specific in what they want to read. The biggest players in this industry are Media 24, Johnnic publishing, Associated Magazines and Atoll Media ([www.adfocus.co.za](http://www.adfocus.co.za)). Research by the South African Advertising Research Foundation (SAARF) in collaboration with the All Media Products Survey 2004 (AMPS 2004) was based on a national representative sample of 24 489 respondents from different households, who were interviewed during field work between July 2003 and June 2004. The findings of this research suggest the following trends:

- Increase in electrification.
- Average household income increases are 0.1% under the Consumer Price Index (CPI).
- Employment levels have stayed constant.
- The Newspaper/ Magazine sectors have stayed constant
- Outdoor exposure to billboards, store and truck advertising continue to grow significantly.
- Internet usage remains constant

This research further suggests that the youth magazine market is also attractive. Not only are the established titles such as Y magazine and SL showing growth but the niche newcomers are also doing well. This according to the research resulted from the increase in the publishing of international titles locally. To further support the feasibility of these types of magazines is the trend by established newspapers of expanding into the magazine sector by producing a range of monthly and weekly magazines that are sent to subscribers as well as those that come as part of the newspaper when bought over the counter.

AMPS 2003 had this to say about the magazine sector:

- Magazine penetration is set at 40.1% with readership at 11 862 million
- Demographically and geographically magazines are down in Mpumalanga and Gauteng amongst 35+ year olds and in LSM 5-6 (this suggests that magazine consumption is still at its peak with the age ranges of 18-30)
- The more niche magazines are doing well and this is seen in the upward trends shown by titles such as FHM, Men's Health and Shape.

### **2.3.2 The youth market characteristics**

Alsine (2006:2) states that “everyone knows that the future lies in the hands of tomorrow’s leaders but their journey to leadership could easily be misconstrued as one big shopping spree”. The youth constitutes three types of markets and it is the marketer’s responsibility to assess where their brand lies as well as to get the brand to fit in the youths’ consideration set. These markets are the primary market, influencing market and the future market.

Currently the youth market cannot be approached in terms of opportunities and profitability today, one has to think of business in the future and this is linked to the ways in which these youth are raised. This is under restricted environments where the shopping mall becomes an important area for socialization, television, play station and the internet also become important to the lives of the youth. Marketers need to be aware of these elements as they will have a big influence on the product, place, price and promotion elements of whatever is sold to the youth market.

According to Trend youth; a UCT Unilever Institute for Strategic Marketing Study (June and September 2005) the South African youth spends between R6bn and R7bn on themselves each year while an additional R20bn is spent on them each year. While this market appears lucrative, gaining access to it is perhaps the most difficult part. Basing a strategy on one’s experience of being a youth once cannot be done. According to generation theory, the population consists of different generations Alsine (2006:2):

- The Silent Generation was born during 1930 and the 1940 during the great depression and World War II. They are seen to be conservative, structured and live by the rules.
- The baby boomers were born during the 1950 and 1960. They were confused as they did drugs, sex, and rock n roll was the theme of the era.
- Generation Xers were born 1970 and 1980 into an era of the collapse of communism. They need options and flexibility and strive for balance in their lives.
- Millennials were born after 1980. They are optimists who are willing to co-operate, work and learn. They value diversity and often do not notice it.

Intertwined with the generation theory are three forceful trends, namely:

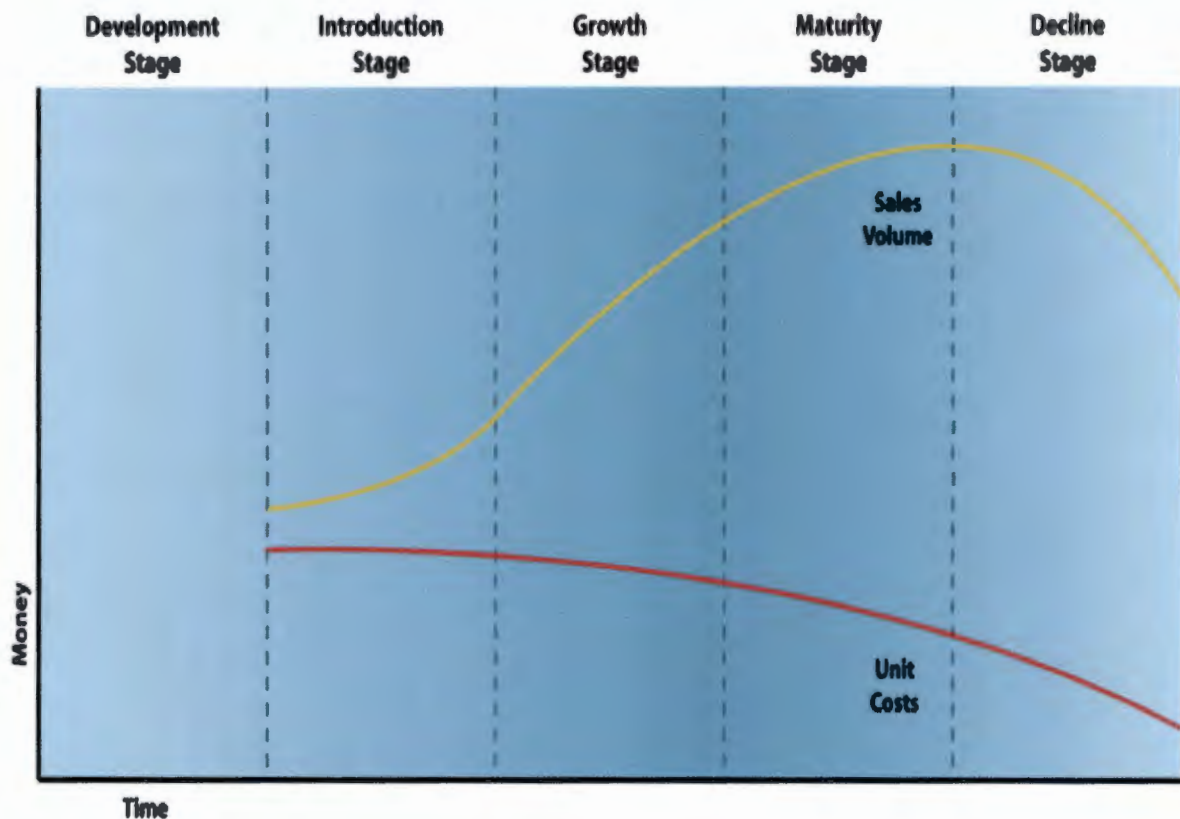
The convergence of culture,  
 Growth and access to technology  
 Rising materialism

Research by ACNielsen (April 2000) conducted on the youth market in Thailand, Bangkok suggests that changes anticipated in the future include:

- The breaking down of borders between neighbouring countries.
- One language all over the world.
- Ideas will be similar globally; people will be smarter and adopt the same ideas.
- The world will be smaller, and that products will be accessed through different types of media and buy everything on the internet.

The present study uses the product life cycle concept as a framework within which the research questions were answered. The product lifecycle refers to the succession of stages a product goes through as well as the succession of strategies used by management as a product goes through its life cycle. The product life cycle is made of five (5) stages that are characterised by the revenue generated by the product and may

be applied to a brand or a product category. The product life cycle curve is illustrated in diagram 2.3.



**Diagram 2.3 The Product life cycle curve (Robinson, 1986: 200)**

Robinson, (1986) states that the marketing of popular records and publications encompass the following:

- A number of life cycle phases exist.
- The main promotional variables varied across the life cycle as sources of trade and consumer influence.
- The sales curve of a new single publication followed a logistic or classical Product life cycle curve

In particular Robinson (1986) says that the life cycle stages correspond to:

- Pre-release – when the new release is critically examined to determine its likely market performance.
- Buzz creation – designed to gain favourable mass media coverage for the new release.
- Pre threshold – the period between market introduction, and entry into commercial birth.
- Commercial life – from entry to exit.
- Decline – the period commercial death or abandonment by the manufacturing company.

Also following the concept of the product life cycle is the gatekeeper concept which is also very critical to the marketing of publications and can serve as a framework to understanding the diffusion process: In marketing a new release the industry is heavily reliant on mass media to promote the release since mass media fulfils an opinion leadership/gate keeping role. Television is more important since television exposure connotes success, retailers can thus be influenced to carry the product during its introduction, growth and peak stages.

At the introductory stage customers are not aware of the product and its benefits. Advertising costs are high as there is a need to rapidly increase awareness. During this very stage a company is also likely to experience high additional costs with initial distribution of the product. The above makes the introductory stage particularly difficult. From this it can be deduced that during the introductory stage the marketer's primary objective is to establish a market and to build demand for the product.

One of the main objectives of this research was to establish the necessary marketing mix elements and the composition thereof that will heighten the success of the proposed magazine. The following can be used as a guideline as to how the marketing mix can be designed:

- Product: Includes the physical characteristics of the magazine. From content to design and look.

- Price: Generally high price, especially assuming that a skimming pricing strategy is adopted for a higher profit margin as early adopters buy the product and the company seeks to recoup development costs on an accelerated basis. If penetrative pricing strategy is used the company will charge lower prices to gain market share rapidly
- Distribution: Distribution is usually selective as the company is still finalising its distribution plan.
- Promotion: Samples may be directed towards early adopters. Intensive promotion is required to convince potential sellers to sell the product as well to convince possible customers to buy the product.

## **2.4 CONCLUSION**

Chapter 2 dealt with the theories of Maslow and Freud whose work give a background and an understanding of human motivation. The chapter further gave a literature review. These discussions were used as a basis for some of the contentions made in the ensuing parts of the study.

## CHAPTER 3

### PROBLEM STATEMENT

#### 3.1 INTRODUCTION

In the previous chapter the theoretical foundation and literature review were presented. Chapter three reflects the formation of the research problem.

#### 3.2 PROBLEM STATEMENT

The past decades in Africa have been characterised by commitment to the achievement of democracy and true equality among citizens. Democracy and equality can be achieved through both internal and external forces. The media are among the forces that have shaped and continue to define the establishment of change in the continent (Colomina, 1996:164). For this reason the media should play the important roles of the transmission of values, the interpretation of information, surveillance, objectivity and credibility. In addition citizens to legitimately take part in the change process it is imperative that they have access to knowledge which could serve as a basis for informed participation. One way that this can be achieved is through getting information which is mainly obtainable from mass media

Mass media output, as argued in the earlier sections is produced as well as consumed by the citizens who reside in urban areas. This means that most media is accessible only to the elites. This form of capitalism sets up structural barriers to the achievement of true equality among citizens. Having explained the role that the media plays or ought to play it follows that its limited scope in terms of reach results in two major disadvantages namely:

- The deprivation of a majority of citizens, particularly those living further from the capitals access to information.

- Much of the content does not address issues that derive from those remote communities, thus their views are not reflected in the media's discourse.

The above can be justified by the views of Lundby (1997:29) who conducted research in two communities one in Zimbabwe and another in Norway. The study found that local media is an important aspect in the functioning of a community and that it serves as a link between the community and the outside world. The present research aimed to investigate the feasibility of a youth magazine as a means for communication and information sharing in the Mafikeng area of the North-West province. To address the above concerns this study attempted to answer to the following questions:

- The need for a youth magazine in Mafikeng
- What are the trends, changes, attitudes and behaviours of the target population?
- Where topics/subjects are of interest to the target population?
- What is the unique marketing mix that will meet the needs of this specific market during the introductory and growth phases of the magazine?

### **3.4 CONCLUSION**

Chapter 3 reflected the problem statement, first in general and broad terms then in a narrowed form with a series of research questions. Chapter 4 outlines how the research was designed and what method of data analysis was used.

## **CHAPTER 4**

### **RESEARCH DESIGN AND ANALYSIS**

#### **4.1 INTRODUCTION**

In chapter three the research problem was formulated based on the theoretical foundation and literature review of chapter two. Chapter 4 reflects the research design and indicates how the data were analysed. More specifically the following aspects are covered: the sample, measuring instrument and data analysis.

#### **4.2 SAMPLE**

The target population is depicted in table 1.2.

Of the non probability sampling techniques that have been examined, judgemental sampling was used. This method of sampling was chosen because it satisfactorily met the sampling objectives. Since this was an exploratory study contact was made only with certain persons who conformed to the characteristics of the study subjects as outlined in Table 1.2. Non probability sampling calls for less planning as well as reduces the need for timeous and repeated call backs (Cooper and Schindler, 2001:193). Had it been necessary to perform these activities the research process would have been time consuming. Non probability sampling can be controlled to give acceptable results mainly through screening questions that have been built into the research questionnaire. A sample of 71 respondents was used.

#### **4.3 MEASURING INSTRUMENT**

According to MacDaniel and Gates (2001:30) survey research is a method of research that involves an interviewer (except in mail surveys) interacting with respondents to

obtain facts, opinions and attitudes. The authors further state that a questionnaire is usually used to provide an orderly and structured approach to data gathering while face-to-face interviews may take place within the respondent's home, in a shopping mall, or at a place of business (McDaniel and Gates 2001 p. 30). Surveys may be used for descriptive, explanatory and exploratory studies that centre on individuals and groups of people as units of analysis. Survey research has been used in this study for the following reasons:

- **The need to know the reasons.** In order to have some idea about why people do or do not do something, for example, why they would or would not buy the proposed youth magazine, what they like or dislike about it, Who or what influences them. This is not to imply that surveys can prove causation, only that it can be used to develop some idea of the causal forces at work.
- **The need to know the method.** It is necessary to understand the process consumers go through before taking some action - factors like when and where is the decision most likely to be made, and the consumer's plans of action.
- **The need to know the participants.** There is also a need to know who the participants, from a demographic or lifestyle perspective. Information on age, income, geographic, education and other factors will be necessary in the identification of market segments.

When assessing the quality of information obtained from the survey research it is necessary to make some determination of the accuracy of those results in relation to the types of error that might result as part of the method of research chosen, namely sampling error, systematic error and measurement error.

- **Sampling error** – Can be regarded as either random or systematic. The present research assumed that the total population was too large to measure therefore; it aimed to make inferences about the total population based on responses given by

respondents sampled. McDaniel, and Gates, (2001:173) state that even if all the aspects of the sample are executed properly, the results will still be subject to some amount of error.

- **Systematic error** – Also referred to as bias, results from the mistakes or problems in the research design or from flaws in the execution of the sample design. Systematic error can be categorized as (1) Frame error which results from using an incomplete or inaccurate sampling frame, (2) Population specification error which results from an incorrect definition of the population from which the sample is selected and lastly (3) Selection error which occurs when sampling procedures are incomplete or when appropriate selection procedures are not properly followed, for example, the researcher might decide to avoid students that do not appeal to his/her preconceived idea of the targeted reader but belong to the sample group that has been designed (Cooper and Schindler, 2001: 209).
- **Measurement error** – often the more serious threat to survey research. It occurs when there is a variation between the information being sought and that, which is actually obtained. This may include interviewer error where the interviewer may consciously or unconsciously influence the responses of the respondents and Non-response bias where not all sampled individuals respond (Cooper and Schindler, 2001: 209).

The following strategies were built into the research to ensure for the minimisation of error as explained above:

- Increasing sample size.
- Minimising sample design and measurement error, through adherence to:
  - Prescribed behaviour by the interviewer.
  - Careful questionnaire design and pre-testing.
  - Paying particular attention to the questionnaire design and avoiding questions that are hard to answer.

#### 4.4. Types of surveys

Asking questions is the essence of the survey approach and researchers tend to do this through the use of a questionnaire. A questionnaire is a set of questions designed to generate data necessary for accomplishing the objectives of the research project. There are varied surveys reflected in Annexure B.

Only the self-administered/ interviewer-administered questionnaire face questionnaire is examined in this section. In this study a questionnaire was administered by the researcher to enable her to explain to the respondents and to clarify responses to open-ended questions as well as to allow for probing. For example, if the respondent answered, "Because I don't like it", the researcher could ask why? The advantages of this method include:

- The ability to probe.
- Avoidance of non-response.
- This is also a non-expensive method of research because the respondents were available at venues that are accessible to the researcher.

The disadvantages include:

- The presence of the interviewer may be a source of bias on its own.
- The interviewer may influence responses through her actions, speech, or even dress.

The other advantages of using the interviewer administered questionnaire are the ability to explore topics in depth and to achieve a higher degree of interviewer control and to provide flexibility to meet unique situations (Cooper and Schindler, 2001:320). The face-to-face questionnaire was also carefully designed to ensure that the required results could be obtained. The elements that were taken to consideration are as follows:

- **Length of the questionnaire**

The length of the questionnaire represents the amount of time it would take an average respondent to complete the survey (McDaniel and Gates 2001:198). In this study on average the respondents took five to ten Minutes to complete the questionnaire, and for this reason it was possible to administer it on site while the respondents rush to and from their lectures.

- **The degree of structure of the questionnaire**

The degree of structure of the questionnaire was appropriate in choosing the method of survey used. Some of the questions were open-ended and this required the presence of the interviewer to respond to some of the uncertainties that arose during the completion of the survey.

- **Low response rate**

Since the questionnaire was self-administered, the chances of non-response or a low response rate were minimised because the researcher was constantly available to ensure that all respondents return the questionnaires. The questionnaire played an important role in this research. It is placed between the survey objectives (drawn from the problem) and the respondents' information. The objectives were translated into specific understandable questions to solicit information from respondents. The questionnaire was also designed so that responses could be easily tabulated into findings and recommendations that satisfy the researcher's information requirements. The questionnaire is made up of three question-response formats namely:

- **Open-ended questions** - These are questions which can be answered by the respondent's own words, often they require probe. A probe is an encouragement from an interviewer for a respondent to elaborate. The advantages obtained through using these questions included:

- The provision of a rich array of information.
- Additional light on motivations and attitudes.

- **Closed-ended questions** – These are questions that require the respondent to make a response from a list of responses. The primary advantage was that they provided was that they helped the researcher avoid the main problems of many open-ended questions.
- **Scaled-response questions** – These are multiple choice questions in which the choices are designed to capture the intensity of the respondents' answers, for example, derived from the attached questionnaire, question 10:

“If magazines above are you satisfied with the magazine you read?”

The flow and layout of the questionnaire were formulated as follows:

- **Use of screener questions to identify qualified respondents**

These are the questions 1-7 of the questionnaire, their main role is to ensure that only qualified respondents were interviewed. According to McDaniel and Gates (2001, p. 306), a survey wherein every one is going to be interviewed is costly.

#### **Catching the respondents' interest**

After the screener questions, the next question was made to be interesting, simple and none threatening and it can be answered without forethought.

- **Ask general questions first**

The research sought to reveal what the respondent enjoys before launching on the specific question with regard to the proposed youth magazine, with the help of the projective magazine cover.

- **Pre-testing the questionnaire**

Taking into consideration the possibility of error (discussed in section 4.3) great attention was paid to the concepts of reliability and validity. Reliability is defined as the degree to which measures are free from random error and therefore provide consistent data. Reliability can be assessed by posing the following three questions (MacDaniel & Gates 2001:300):

- Will the measures yield the same results on other occasions?
- Will similar observations be reached by other observers?
- Is there transparency in how sense was made from the raw data?

Pre-testing the questionnaire was the final stage in the questionnaire design and also the most important, as there is always the possibility of error (Babbie and Mouton 2004:244). Test –retest reliability is obtained by repeating the measurement using the same instrument under as nearly the same conditions as possible. The theory behind this method is that if random variations are present, they will be revealed by variations in the scores between the two tests. In this study the questionnaire was given to five colleagues who are also representative of the sample to complete. The questionnaire was administered to a further five colleagues, also representative of the sample. Based on the two tests performed there were very few differences in scores found between the first and the second test. It was thus concluded that the measuring instrument is stable.

Validity on the other hand is concerned with whether or not the findings are really about what they appear to be about and concerns itself with both systematic and random error. The first requirement for validity is reliability.

- **Implementation of the final questionnaires**

The final questionnaire was administered at the North West University (Mafikeng Campus), Taletso College and the Crossing shopping complex. It was administered personally by the researcher to all 71 respondents. The questionnaire appears in appendix C.

#### **4.4 DATA ANALYSIS**

The research design had elements of both descriptive and exploratory research. For purposes of exploration and description, the number of and percentages of the members of the population group who favoured the idea of a magazine and those who did not is calculated. When percentages are evaluated against one another, they should provide a good picture of the need for the said magazine. In terms that are more precise an attempt is made to discover patterns within the findings of the research. According to Earl Babbie (2001:359) there are five different ways of identifying these patterns, which were used to analyse the descriptive findings of this research:

- **Frequencies** were used to determine the number of times that a need for the magazine existed and the number when that need was non-existent.
- **Structures** were used to determine the different types of needs as expressed by the participants.
- **Processes** were used to determine any particular order among the elements of the structure.
- **Causes** were identified in order to understand the structure and the processes. To explain whether variations occur and based on what variables, for example, age, gender and ethnicity.
- **Consequences** were used to determine how the causes affect the results of the research.

The above were used interchangeably with Variable – Oriented analysis. Variables such as gender, age and socio-economic status were used to facilitate the research. A variable is an empirical property that is capable of taking two or more values. If a property can change in value or kind, it can be regarded as a variable. If a property cannot take more than one value, it is a constant. Variables may have particular roles. Some variables may influence others, determining the values of independent variables. Some are subject to influence by the values of other variables (Bless and Higson-Smith 2000:25-28). The use of variables helped the research in realising how the elements of the research related to one another.

#### **4.5 LIMITATIONS TO THE STUDY**

The following limitations presented themselves during the data collection process of the research:

- The research was carried out simultaneously to other requisite courses of the Master in Business Administration qualification and full time work, multitasking was thus necessary.
- A budget was not set aside for the completion of this project.
- Inability to access information from other publishing houses, at times the researcher was taken from pillar to post.

#### **4.6 SUMMARY**

The research problem called for the use of a survey as a method for gathering data. This method allowed for a self-administered questionnaire that enabled probing and made it possible to avoid some forms of bias as clarified in this chapter. A total of 71 qualifying respondents were required to respond to the questionnaire.

## **CHAPTER 5**

### **RESULTS**

#### **5.1 INTRODUCTION**

The previous chapter discussed the research design and spelled out how the data were analysed. This chapter shows the results of the study conducted.

#### **5.2 SAMPLE CHARACTERISTICS**

A total of 71 copies of the questionnaire were administered with a 100% response rate. A summary of the sample characteristics is presented in Table 5.1.

Table 5.1 highlights the different categories based on age, gender, race, area of residence, language and income level. This is important as it provided a basis against which all respondents were screened for suitability, based on the definition of the target audience as outlined in Chapter 4 of this report.

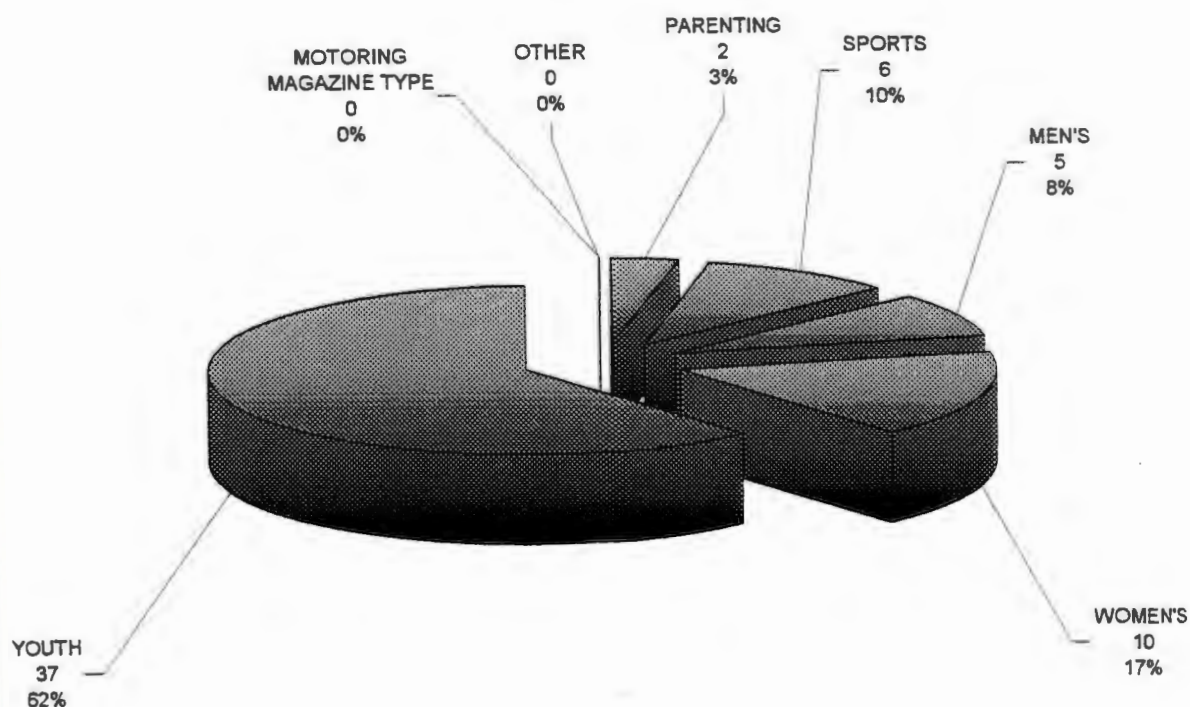
**Table 5.1: Summary of sample characteristics**

AGE				GENDER		RACE					
BELOW 18	18-25	26-35	OVER 35	MALE	FEMALE	AFRICAN	ASIAN	WHITE	OTHER		
1	66	4	0	26	45	70	0	1	0		
AREA OF RESIDENCE LAGUAGE							INCOME LEVEL				
URBAN	RURAL	OTHER	ENG	AFR	TSWANA	OTHER	0-1999	2000-3999	4000-5999	6000-7999	ABOVE 8000
41	29	1	13	1	55	2	56	6	3	2	4

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### 5.3 THE NEED FOR A YOUTH MAGAZINE IN MAFIKENG

Diagram 5.1 indicates that 62% of the respondents are in favour of a youth magazine.



**Diagram 5.2 Youth Market readership in Mafikeng**

The results shown in Diagram 5.2 show that the highest need for a youth magazine exists within the 18-25 year age group. Accordingly this group also reads magazines, although there are instances where the respondents ticked more than one activity such as clubbing, travelling and shopping as well as reading other materials such as newspapers and novels.

#### 5.4 WHAT ARE THE TRENDS, CHANGES, ATTITUDES AND BEHAVIOURS OF THE TARGET POPULATION?

The respondents confirmed the assertions by the secondary resource material consulted that the youth have moved away from certain information needs. They no longer want to read about things that made the news in the past, instead, they are more progressive – they want to read about information technology and the future thereof, business and the opportunities that lie ahead for them abroad.

The findings of this study revealed that there are varied trends and changes with respect to the youth market. Accordingly it was found that the following trends were on the rise:

- The convergence of sub-cultures and the adoption of many cultures.
- The rise of technocrats.
- Materialism.

#### 5.5 WHAT TOPICS/SUBJECTS ARE OF INTEREST TO THE TARGET POPULATION?

The data in Table 5.2 show that some of the sources referenced that topics such as politics are of less interest to the youth. Different categories were presented to the respondents, and it follows that youth find other types of topics more interest. These topics include business opportunities for youth, success story particularly those about women in business, opportunities for youth abroad and topics surrounding IT.

**Table 5.2 Summary of topics as presented to the respondents**

TOPICS						
HIV & AIDS	POLITICS	CAREERS	SEX	CULTURE	SPORTS	OTHER
9	1	1	6	5	4	36

## 5.6 WHAT IS THE UNIQUE MARKETING MIX THAT WILL MEET THE NEEDS AT THE INTRODUCTORY AND GROWTH PHASES OF THE MAGAZINE?

The marketing mix consists of the product, price, place and promotion elements (Jordaan and Prinsloo 2004, p. 92).

In terms of the place element as indicated in Table 5.3, 36% of the target population buy their magazines at chain supermarkets such as Pick n Pay, Shoprite, Spar and OK. Of the total respondents 18, buy their magazines from other providers. In terms of responses other areas wherein magazines are bought include restaurants, tuck shops and street vendors at taxi ranks or kiosks at the local shopping mall.

**Table 5.3 Areas where magazines are bought**

PLACE OF PURCHASE		
BOOKSHOP	SUPERMARKET	OTHER
5	36	18

According to the product life cycle concept that was introduced in chapter 3, a product goes through a series of life stages namely introduction, growth and decline (Robinson 1986). The findings of this study revealed that a product exists on three levels namely the core product, the actual product and the augmented product. The actual product element encompasses the physical attributes of the magazine. 40 of the respondents, that is, 58% of the respondents did not find the image presented as part of the questionnaire offensive. 93% of the same group would like to see Africans as the cover models for the said magazine, while 75% of the same group finds the proposed name 'Simply' appealing.

The study found that a price for a product corresponds directly to the underlying strategy. In the introduction and growth stages the objectives seems to be the gaining of patronage and to survival thus the pricing strategy most fitting for adoption is a skimming price as well as a penetrative price. The value that the proposed magazine proposes to offer to its readers is to ensure the facilitation of the sharing of relevant information that better the lives of its readers. It was found that a value pricing strategy can also be adopted for the proposed magazine.

In chapter 2 the study also suggested that promotion at these stages is an important tool. It was found that intensive promotion is important to convince potential buyers and sellers (Jordaan and Prinsloo 2004, p. 241-248). The secondary research in the literature review suggested that coupons and samples work in convincing buyers to try the product. Advertising through mass media especially through television is effective but yet expensive.

## **5.8 SUMMARY**

In this chapter the results of the research are presented in relation to the research questions and sub-questions. It can be deduced from the results that the need for a youth magazine exists within the 18-25 age group, living within both rural and urban areas of Mafikeng, who want to read about opportunities available for the youth of Mafikeng. They also buy their magazines at chain supermarkets but also use other below the line sources to acquire magazines that they read, these including the restaurants, internet subscriptions and tuck shops.

Chapter 6 focuses on the conclusions and recommendations based on the results presented in this chapter.

## **CHAPTER 6**

### **DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS**

#### **6.1 INTRODUCTION**

Chapter one provided the orientation of the study. The theoretical foundation and literature study followed in chapter two. In chapter three the problem was reflected. An exposition of the research methodology was given in chapter four and the research results were presented in chapter five. This chapter reflects a discussion of the research results. Conclusions are drawn and recommendations are made based on the findings.

#### **6.2 DISCUSSION**

The Media is a powerful institution in modern society in that it works as a common reference point for an understanding of change and culture (Lundby 1997:164). As such the low level of media representation in Mafikeng has resulted in the inability of the citizens in the area as well as the youth in particular to participate in the communication process. It has denied them access to knowledge as a basis for informed participation in society. This study found that there is a need for a youth magazine among the 18-25 age groups for to create a platform through which to communicate as well as to keep abreast of what is happening around them.

##### **6.2.1 THE NEED FOR A YOUTH MAGAZINE IN MAFIKENG**

There is a 62% need for a youth magazine in Mafikeng and this exists particularly within the 18-25 age groups both in rural and urban areas. This group is primarily Black/African and Setswana speaking.

In line with Maslow's theory introduced in chapter 2 humans experience needs on five basic levels. Each level of human needs is introduced as the previous layer of needs is satiated. In terms of the theory the needs for information, knowledge and communication occur at any of the three higher levels (social, esteem and self actualisation needs) once the basic physiological and security needs have been met. In line with Maslow's contention that if lower order needs are not met the person remains unsatisfied and continues to be in that stage of deprivation. The issue of a youth magazine as a means for communication and sharing information is very important and relevant. If an individual lacks access to information he or she does not become part of the change process as such the individual cannot move to the higher levels of need.

From a profile of the respondents it can be deduced that the target group's lowest order needs have indeed been met and that these individuals may be looking for other sources of satisfaction. Alsine (2006) suggests that, this age group having been socialised under the watchful and restrictive eye of their parents are now seeking to express their selves. This is when a person's identity is defined through material belongings and belonging to particular cultures and sub-cultures. This is also when they start to feel socially accepted, to feel proud and esteemed as well as to actualise their potential.

Chapter 2 introduced drive theories. Drive theories are push theories, this means that when a drive is aroused an individual is pushed to act in a manner that eliminates the driving state. Freud introduced the theories of personality under the realm of the ego, id and superego all of which are the embodiment of human personality. The id if left alone acts on impulse but requires cues of conduct which the individual acquires from learning. One of the ways in which learning occurs is through engaging with the external environment. The media is part of the external environment and can be effectively utilised to transmit values that ultimately fashion the functioning of the id in a socially acceptable manner.

## **6.2.2 WHAT ARE THE TRENDS, CHANGES, ATTITUDES AND BEHAVIOURS OF TARGET POPULATION?**

Alsine (2006) confirms that this age group has its own characteristics that will further impact on all the decisions to be taken with respect to the magazine. Accordingly, this group can be described as millennial because they were born after 1980. They are willing to learn, co-operate and work. They also value diversity and the expression of oneself. Their confidence can be equated to that of the GI generation, which produced personalities such as Nelson Mandela and the great Margaret Thatcher. Coupled with these characteristics we also see the adoption of three forceful trends namely converging cultures, rise in and access to technology particularly ICT, rising materialism and affluence. Affluence refers to material comfort and prosperity. All these are of great importance as they will guide all decisions and actions to be taken with regard to the youth magazine.

In this report child's play is truly not for the faint hearted. Marketing to the youth is a daunting task because cultures change as they converge and as a result form varied sub-cultures. Technology changes with tremendous speed. In the last couple of years alone, we have seen the birth of play station one, two and portable. The iPod has rocked electronic media, particularly radio at its feet by allowing the user to store and to have access to thousands of MP3 audio tracks at a single push of a button. Youth are also becoming more materialistic as well as sophisticated due to these constant and speedy changes. Youth are thus fickle and difficult to serve efficiently and thus as introduced earlier in the report, the idea of three different types of youth markets namely the primary, the influencing and the future market. However when one responds to the challenges of serving an inconsistent and fickle market, one has to choose within which of the markets they want their product or brand to fall (Alsine 2006). The argument herein is that it is rather important to have one's product or rather this particular one fall into all above markets due to the following reasons:

- One's primary market consists of the prime customers for whom the product has been developed.
- The influencing market is made up of opinion leaders who are seen by their peers as knowledgeable, stylish and cool. This group of people is able to influence the behaviour of others, especially in the reality that youth are highly driven by the need to distinguish themselves through the possession of particular materials, items and brands and lastly; also aligned to Maslow's theory of basic needs the social needs presents the individual's desire to be accepted by their peers. It follows that the youth want to be influenced so as to be accepted by their peers.
- The ability to create a good impression now increases a marketer's capacity to retain the customers even when they grow older, similarly, if experiences are authentic and even enriched by a brand, then it will be positively welcomed in the future (Alsfine 2006:3).

The proposed product can be considered on three levels namely core, actual and augmented product. The core product consists of the core benefit that the product delivers. In the view of the present paper the benefit of the proposed magazine is providing access to information that the youth can use to better their lives and environment.

The actual product refers to the physical product. In conducting the research a prototype magazine cover was developed for the purpose of gathering information. This magazine will be seen as a specialty and niche product with its own unique characteristics and brand identification for which the target group will be prepared to make a special purchase effort. What will make the proposed magazine unique is firstly, the proposed brand name SIMPLY to which there was general positive response. The following comments were made about the proposed name:

- Simple and non-complicated reading.
- Concepts contained therein will be easily applied to one's life in order to better it.

- It promises some form of escapism from everyday pressures.

Another important element of the actual product is the content of the proposed magazine. Earlier on in the text there was mention of the characteristics/ changing attitudes of the youth market namely:

- The breaking down of borders between neighbouring countries
- One language all over the world
- Similarity in ideas globally
- Towards both is on the decline because leaders behave badly
- Youth more ambitious now, they want to achieve more than earlier generations
- Things are easy to buy, so many shopping malls
- Education is on the rise, more interest in education
- Women are working more and are more efficient and capable
- Convenience drives access to goods and services, hence we see accelerated access to online transactions

### **6.2.3 WHAT TOPICS/SUBJECTS ARE OF INTEREST TO THE TARGET POPULATION?**

It is the view herein that the trends in the previous section must be used to guide the direction of the proposed magazine. Therefore concurrence must be made with the suggestions of the respondents as per topics suggested for the youth magazine as well as secondary research material consulted. The proposed youth magazine will feature issues around the following topics (which relate to the trends above as suggested by other research into the youth market):

- Opportunities for youth in business
- Opportunities for youth abroad
- Business success stories basing particularly on successful women in business
- Fashion
- Changes in technology

- Management of personal finance and
- Study opportunities

This will distinguish the proposed youth magazine from the existing mainstream youth magazines, such as seventeen, people and blunt and further put it in direct competition with titles such as Y magazine which is published by Y Fm in conjunction with biz-community.

#### **6.2.5 THE UNIQUE MARKETING MIX THAT WILL MEET THE NEEDS AT THE INTRODUCTORY AND GROWTH PHASES OF THE MAGAZINE**

With reference to chapter 2 and chapter 5 to the product life cycle, the following marketing mix can be considered:

Place: The environment plays a pivotal role in all facets of life ranging from the manner in which business is conducted, to the manner in which children are raised and socialized. From the research conducted, both primary and secondary, it is deduced that youth grew up behind security and barred fences, and that the shopping mall has, as a result of this phenomenon become an important contact point between the marketers and the youth, this is because the shopping mall provides a safety net for socialization away from the outside world. Also as the results of the survey suggest, that youth magazines are primarily bought at chain supermarkets which are located at the nearest shopping malls. The implication for the proposed magazine in terms of the place element of the marketing mix is that, the proposed youth magazine is to consider possible benefits that can be attained from using the chain store as a primary means of getting the product to the customer.

- Product: The following product decisions will need to be made

- The frequency of the magazine, for example, monthly or weekly
- The number of pages comprising the magazine
- Type of paper used, including the different colours
- The positioning of the product

- **Price:** A penetrative pricing strategy can be used to gain market share rapidly. Another method is the value pricing strategy, here the marketer will need to firmly understand what the values of the customers are. Value is generally subjective and personal thus this method will aim to maximise the profit of the organization from each client relationship. The key aim of this method is to relate price to value. Therefore, in the words of Reghubar, (Communica 2006: 10) again, “if you can add value to people, they will want to share that value and your brand with their friends, family, colleagues and associates”. In this way the proposed magazine will be able to build patronage.

The above discussions, although they are not an exhaustive list determine the cost of producing the magazine. This means that a pricing technique can not be determined by primary research alone but that it can be determined via the consideration of a myriad of different aspects. The paper thus suggests that the following pricing techniques be used for the reasons also provided:

- **Distribution:** Distribution is usually selective as the company is still finalising its distribution plan. To be based on convenience and the availability of the target population.
- **Promotion:** Samples may be directed towards early adopters. Intensive promotion is required to convince potential sellers to sell the product as well to convince possible customers to buy the product. Sample, coupons and sales promotion can be used effectively within and outside the shopping mall context. Adverts can be placed inside the chain stores as well as outside using mediums such as billboards as well as via short message services (sms) upon the availability of a database.

### **6.3 LIMITATION OF THE STUDY**

The study was conducted by studying a sample of the total population in Mafikeng only. The findings reflected problems and the recommendations were given based on the research. It was restricted only to Mafikeng because of financial constraints, proximity to the researcher's home area, and because of the feeling that the sample population was representative of the total of the youth market in South Africa. It is hoped that the findings of this study, will have universal applicability to the youth in Mafikeng in order to come up with a sustainable effort to communicate relevant information that can be used as a basis for informed participation in society.

### **6. 4 CONCLUSIONS**

Based on the findings of the research, the following conclusions are drawn:

- There is a need for a youth magazine in Mafikeng.
- The highest need exists in the 18-25 year age group.
- The shopping mall through chain supermarkets serve as the main contact point between magazine publishers and buyers and or end users.
- The proposed name 'Simply' appeals to the majority of the respondents as a simple, unique and an easy read that divorces the proposed magazine from the pressures of society today.

### **6.4 RECOMMENDATIONS**

Based on the findings of the research, the following recommendations are made:

- That a prototype youth magazine be developed in order to pre-test the market
- The primary target market should be female and between the 18-25 years age bracket

- The shopping mall to make an important contact point between the magazine publishers and the end consumer, chain stores to be essentially used as the main medium for distribution.
- The proposed name to be adopted as the respondents generally find it appealing.
- That further research should undertaken on the subject matter, particularly focussing on strategies that can be used to retain the target population as it grows older to attract a more mature readership.

## **6.5 CONCLUSION**

Chapter 6 dealt with conclusions and recommendations. It discussed and summarised the foundations of the study and then stated the conclusions and recommendations based on the findings.

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## ANNEXURE A Media 24 Portfolio ([www.media24.co.za](http://www.media24.co.za))

MAGAZINE	CIRCULATION	ESTABLISHED (YEAR)	FREQUENCY	LANGUAGE
<b>Business</b>				
Landbouwe ekblad	42 628	1919	Weekly	Afrikaans
Finance Week	16 898	1979	Weekly	English
Finasies & Tegniek	13 057	1985	Weekly	Afrikaans
<b>General Interest</b>				
Huisgenoot	355 487	1916	Weekly	Afrikaans
You	229 750	1987	Weekly	English
TV Plus	150 254	1999	Fortnight	English/Afrikaans
Drum	59 664	1951	Weekly	English/Zulu
Heat	67 441	2004	Weekly	English
Insig	15 091	1987	Monthly	Afrikaans
<b>Men's</b>				
FHM	117 365	1999	Monthly	English
Men's Health	91 849	1997	Monthly	English
<b>Parenting</b>				
Your Pregnancy	22 760	1998	Alternate-Monthly	English
Baba & Kleuter	26 195	2000	Monthly	Afrikaans
Your Baby	22 760	1995	Monthly	English
<b>Sport</b>				

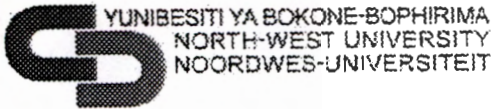
Kick Off SA	63 016	1994	Fortnightly	English
South African Sports Illustrated	39 695	1986	Monthly	English
Golf Digest	25 167	1995	Monthly	English
Runner's World	18 814	993	Monthly	English
Bicycling SA	18 532	2002	Alternate- Monthly	English
ZigZag Surfing Magazine	17 220	1976	Monthly	English
<b>Teen/Youth</b>				
Salt Water Girl	40 329	2001	Monthly	English
Seventeen	33 254	1997	Monthly	English
Blunt				
<b>Women's</b>				
Sarie	143 436	1949	Monthly	Afrikaans
True Love	115 904	1972	Monthly	English
Cosmopolit an		1984	Monthly	English
Fairlady		1965	Monthly	English
Dit		2001	Monthly	English
Women's Value		1980	Monthly	English
Shape		2000	Monthly	English

Move!		2005	Monthly	English
<b>Other Niche</b>				
Weg	74 396	2004	Monthly	Afrikaans
Tuis/Home	84 715	2004	Monthly	Afrikaans/English

**ANNEXURE B: Types of surveys (MacDaniel and Gates 2001: 181)**

TYPE OF INTERVIEW	DESCRIPTION
Door to door	Interviewer completes survey in respondents homes
Mail-intercept interviews/ Questionnaires	Interviewer interviews consumer at shopping malls or other high traffic locations. Interviews may be done in public areas of the mall or the respondent may be taken to a private test place
Self-administered/ Interviewer-administered questionnaires	Most frequently employed at high-traffic locations such as shopping malls or in captive audience situations such as classrooms. Respondents are given general information on how to fill in the questionnaire and are left to fill it out on their own.
Ad hoc (one shot) mail surveys	Questionnaires are mailed to a sample of consumers, instructions are included and respondents are requested to fill out the questionnaire and return it via mail. Sometimes some sort of incentive is offered for the return of a filled questionnaire
<b>EMERGING SURVEY APPROACHES</b>	
Point of service	Points of sales, e.g., kiosks are fitted with touch screen monitors as a means to capture information.
Fax	This is similar to the mail survey but the main medium is the fax which is more advantageous because it provides quicker response times.
Internet	The Internet facilitates the process. This is a fast growing medium as more and more people are connected to the Internet
E-mail	Surveys are being done via email.
Voice mail	Interactive voice response systems
Computer disc by mail	This method eliminates the need to encode data from paper surveys but the main difference is that the respondent must have access and must be willing to use a computer.

## ANNEXURE C



### Dear respondent,

The purpose of this research is to ascertain/analyse the need for a youth magazine in Mafikeng. This research is being conducted as a prerequisite for completing a Master in Business Administration qualification at the Graduate School of Business and Government Leadership at Uniwest University, Mafikeng Campus

### Guidelines for filling the questionnaire

Answer all questions of the survey.

Respond as accurately as possible.

Indicate where necessary the correct response with an X.

Choose one option per question.

### BIOGRAPHICAL DETAILS

#### 1.Age

Below 18	
18-25	
26-35	
Over 35	

#### 2.Gender

Male	
Female	

#### 3.Race

African	
Asian	
White	
Other	

(please specify)	
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**4. Area of residence**

Urban	
Rural	
Other (please specify)	

**5. Language**

Afrikaans	
English	
Tswana	
Other (Please specify)	

**6. Income Level (Rand Per Month)**

0-1999	
2000-3999	
4000-5999	
6000-7999	
Above 8000	

**7. What is your disposable income Per Month?**

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**ATTITUTINAL AND BEHAVIOURAL**

**8. What extra-mural activities do you partake in?**

Read	
Club	
Travel	
Shop	
Sports	

Music	
Other (Please specify)	

**9.If you chose 'Read' above, then what do you prefer to read?**

Newspapers	
Magazines	
Novels	
Journals	
Other (Please specify)	

**10. If Magazines above are you satisfied with the magazine you read?**

Very satisfied	
Satisfied	
Undecided	
Dissatisfied	
Very dissatisfied	

**11. If yes to question 9, what type of magazines do you read?**

Motoring	
Parenting	
Sport	
Men's	
Women's	
Youth	
Other (please specify)	

**12. Where do you buy your Magazines?**

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**REFER TO THE SAMPLE COVER**

**13. The image represented, do you find it offensive?**

Yes	
No	

**14. Please explain your answer in 13**

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**15. If you were to buy a youth magazine published in Mafikeng, whom would you prefer to see on the cover in terms of race?**

African	
Asian	
White	
Other (Please specify )	

**16. What topics do you want to read more about?**

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**17. Do you think that the proposed name 'SIMPLY' will appeal and attract readership?**

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A woman with dark hair, wearing a white, form-fitting dress and high-heeled sandals, is sitting on a white toilet. She is looking to her left with her hand raised near her face. The background is a textured blue. The word 'SIMPLY' is written in large, red, stylized letters at the top. Below it, 'Magazine' is written in a black, slanted font. There are several text blocks in different colors and fonts, including 'Great fashion buys', 'SCARY TREND: YOUNG GUYS USING VIAGRA', 'Is your FOOD personality making you OVEREAT?', and 'Spectacular SUMMER HAIR'.

**SIMPLY**

Price: \$15.99

*Great fashion buys*  
from  weekend to work  
 casual to cool

**SCARY TREND:**  
**YOUNG GUYS**  
**USING VIAGRA**

**Is your FOOD**  
**personality making**  
**you OVEREAT?**

*Spectacular*  
**SUMMER HAIR**