THE MARKETING GENERATIONS OF SOUTH AFRICA



Mini Dissertation submitted in partial fulfillment of the requirements for the degree Masters in Business Administration at the North West University (Potchefstroom Campus)

by

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Dedicated to:

Emél

Duwayne

Michael

And

Jadon

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ABSTRACT

THE MARKETING GENERATIONS OF SOUTH AFRICA

Since the abolishment of the Apartheid-era, it is evident that the marketing generations in SA changed considerably. The increased job opportunities for Black people have important implications, by providing them with a stable income and opportunities for advancement for themselves and their children. The black upcoming middle class, as well as the low-end of the black consumer market, are contributing strongly to a rapid rise in the profits and share values of companies in the retail sectors.

The four American generations at work today have unique work ethics, different perspectives on work, distinct and preferred ways of managing and being managed and idiosyncratic styles. It is therefore important to become more attuned to generational preferences in order to market and sell more successfully.

An empirical research on the spending patterns of Black Africans was conducted using the Black Emerging Generations (BEG) Model as the questioning technique. The questionnaire was completed by 462 respondents, answering 48 questions in the following criteria: (1) Demographic detail, (2) Residence, (3) Clothing (4) Transport (5) Music, (6) Technology and (7) Advertising. From the literature review and the empirical research it was possible to establish the consumer behaviour of the Buppies, as well as compare their preferences and habits with the US Model. Specific conclusions and recommendations were established.

Traditional sales and marketing methods will need to be re-evaluated. Stepping beyond "business as usual" takes many established businesses outside of their comfort zones; while new competitors and existing competitors are embracing their entrepreneurial spirit. The strategies formulated around targeting unique customer profiles (diversity and/or age) and implementing an integrated set of tactics required to serve those strategies, will mean the difference between those who realise their goals and those who fall short.

It is evident that generational values influence consumer decisions more than the traditional demographic factors of income, education, etc. Buying- and shopping preferences, expected treatment as a customer and product information demands will vary from one generation to the next. Therefore businesses have no choice; it must understand generational influences on the marketplace and workplace, because those influences are powerful and permanent. Those who learn the values, motivations and attitudes of each generation will succeed much better than the ignorant.

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LIST OF ACRONYMS

BCEA	Basic Conditions of Employment Act
BEE	Black Economic Empowerment
BEG	Black Emerging Generations
BEMP	Black Emerging Market Perceptions
CBD	Central Business Development
CD	Compact Disk
DVD	Digital Video Device
EE	Employment Equity
EEA	Employment Equity Act
LRA	Labour Relations Act
MP3	Media Player 3
SA	South Africa
SAARF	South African Advertising Foundation Research
SDA	Skills Development Act
TV	Television
USA (US)	United States of America

LIST OF TERMS

Bappies: lower-middle class, who are booming, aspirational and previously poor.

Buppie: up-and-coming degreed young (25 to 35) professional who owns a house and a car and is in a white collar position.

Entrepreneur: young (21 to 35), typically not well educated, lives in a flat or could still be living at home and has own business such as the repair and sale of electronic goods.

Small business owner: older than 35, not well educated, started own business and may employ up to six people in a business like a taxi service, spaza shop or funeral home.

Young employee: not well educated, stays at home with parents, works as apprentice or sales assistant, is studying part time and wants to prove that a rags-to-riches story can come true.

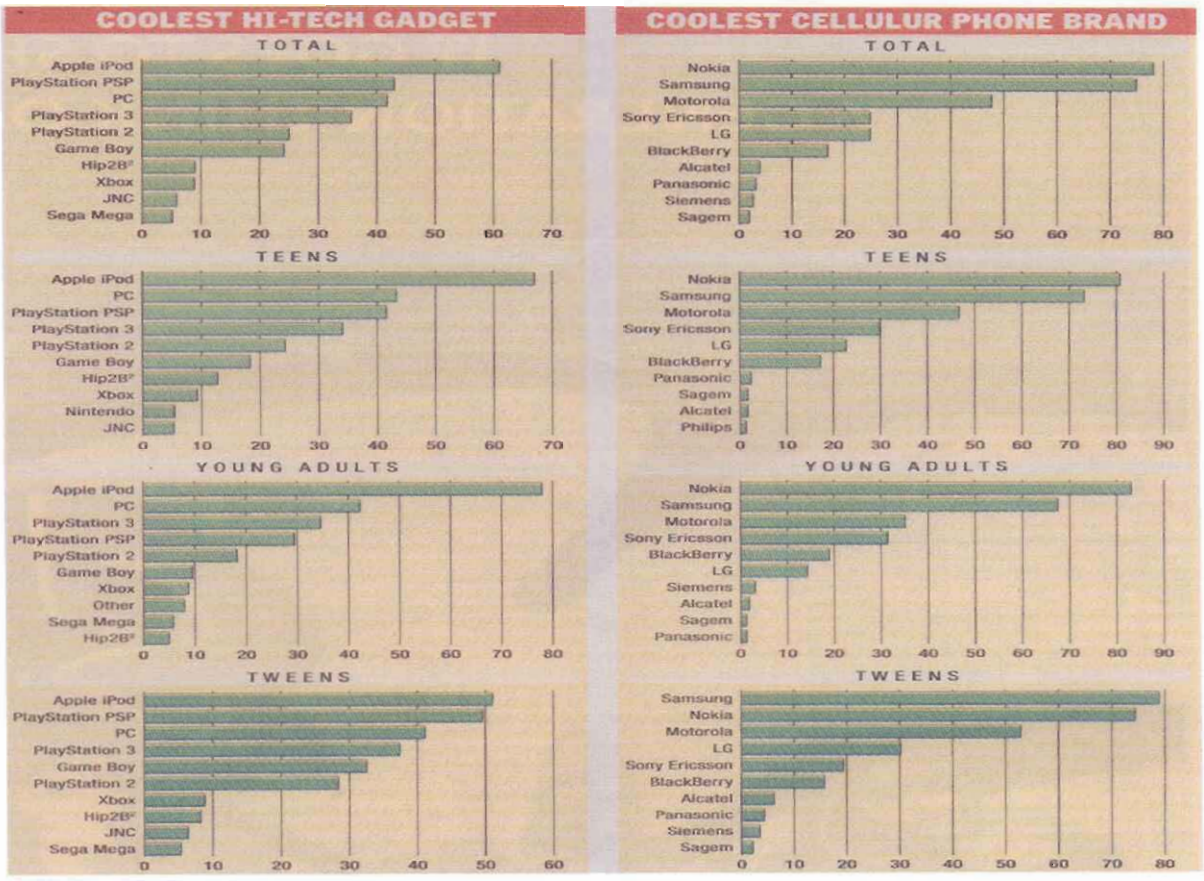
CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION AND BACKGROUND

For the first time in South Africa (SA) four different generations are working side-by-side in the workplace. Definite rules exist as to how the manager is treated and how older workers treat younger workers. According to Naidoo (2005:1) there is a new generation entering the workplace, presenting new challenges to managers. Alsfine (2006:2) emphasises that society is changing continuously, causing children to do things at an earlier age than before: they are better educated, are better connected through cellphones and computers, are making their own buying decisions, have more influence (especially in single-parent homes) and have more spending power (see Figure 1.1). Statistics of Cellular in SA (2006:1) states that from 1998 cellphone users increased from 2,5 million to 19 million in 2006 – an increase of 760%.

Figure1.1: CURRENT MOBILE PHONE AND GAMING TRENDS



Source: Gordon (2006:7)

The seven US generations, as defined by Wellner (2000:53-58), are being used as a marketing tool around the world. It is evident that the marketing generations in SA changed since the abolishment of the Apartheid-era, allowing all races to enter the workforce. This enabled the previously disadvantaged people to earn a better income and make their own spending decisions. According to the Generation Next study (Loubser, 2006:2) every generation sees certain developments transform. For instance, the introduction of mass media defines the *Baby Boomers* (those born before 1960), the *Generation X* group grew up with television and they are the first generation of video gamers, while members of the new Generation Next (born after 1975) are defined by their infinite media choices and ability to multitask.

Table 1.1 shows the SA mid-year population estimates for 2006 by group and gender. According to Stats SA (2006:6) the mid-year population is estimated at 47,4 million. Africans are in the majority (37,7 million) and constitute about 80% of the total SA population. The white population is estimated at 4,4 million, the coloured population at 4,2 million and the Indian/Asian population at 1,2 million. A total of 51% (24,1 million) of the population is female. There are 15,3 million children (32%) aged 0–14 years and 3,7 million people older than 60 years (7,7%) in the population.

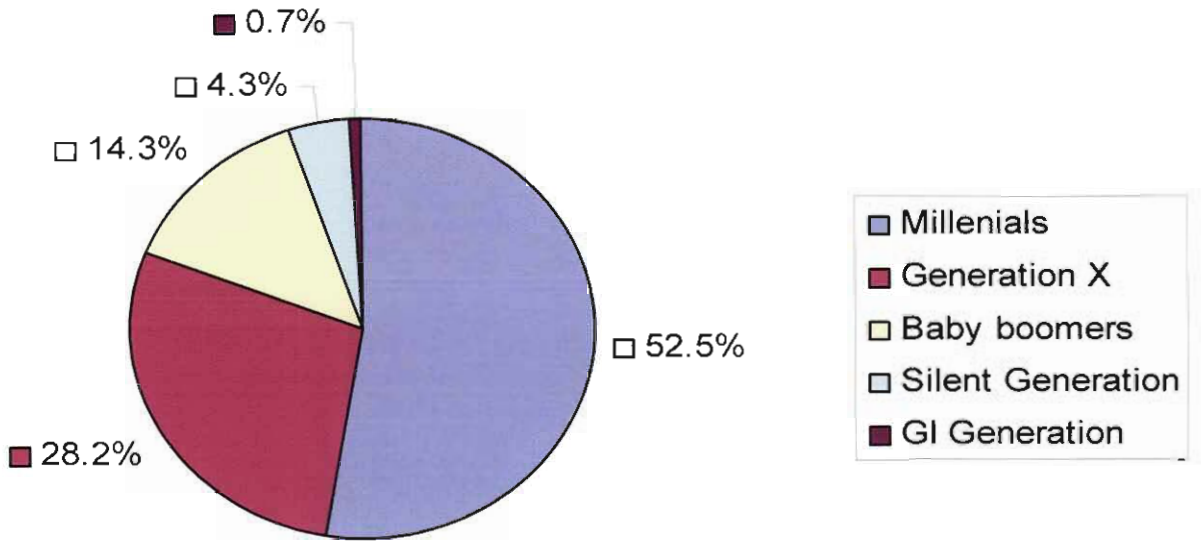
Table 1.1: MIDYEAR POPULATION ESTIMATES BY GROUP AND GENDER: 2006

Group	Male		Female		Total	
	Number	%	Number	%	Number	%
African	18 558 500	79,6	19 104 400	79,4	37 662 900	79,5
Coloured	2 060 000	8,8	2 138 800	8,9	4 198 800	8,9
Indian/Asian	570 200	2,4	593 700	2,5	1 163 900	2,5
White	2 138 900	9,2	2 226 400	9,3	4 365 300	9,2
Total	23 327 600	**100**	24 063 300	**100**	47 390 900	**100**

Source: Stats SA (2006:6)

In SA more than 50% of the population is under the age of 18, compared to the United States of America (USA) where 50% of the population is over 55 (Sampson, 2005:1). Stats SA (2006:7-8) continues to divide the total population according to age groups (see Figure 1.2).

Figure 1.2: GENERATIONS IN SA



Source: Stats SA (2006:7-8)

Doke (2006:16) further explains that from a developmental perspective teenagers are moving from childhood to adulthood. This is an intense, complex time of rapid growth and change in which they are learning to be independent and mature on an emotional, cognitive, social and occupational level. Today choices are more in the hands of young consumers, rather than the marketer.

According to Powell (2003:1) the African consumer is extremely brand aware, but also unsophisticated in terms of socio-economic status. Marketing that appears sophisticated and affluent, as well as appealing to the market's unique South African identity, finds popularity. In a study of the upcoming Black middle class by Marais (2005:1), SA marketers will have to start building status trade marks if they wish to attract the buying power of Black yuppies (Buppies). They will not spare any money or effort to increase their status.

The South African market offers lucrative opportunities for the shrewd marketer, but they will not abide ignorance. Companies wishing to go to market in SA should ensure that they have concluded significant research into, and understanding of this fascinating market.

1.2 PROBLEM STATEMENT

Some of the most significant insights to come from a study by Marais (2005:1) include the fact that Buppies are a truly multicultural group with a unique South African culture. Any divide that exists is defined by socio-economic factors and access to technology, rather than along the traditional racial boundaries of the past. Buppies are the most multi-ethnic youth group in the South African history and share a common group of behavioural characteristics and culture. They view one another as equals and refer to the same brands across the board to define their identity. They also share very similar aspirations for the future. The generation gap is however more evident than with previous generations especially with regard to communication, education and home life.

With this information in mind, the following questions are inevitable:

- can the US Generations Model be used as a marketing tool in SA with its past?
- has the political and financial freedom that all races experience now, changed the way they think about brands?
- since Black Economic Empowerment (BEE) occurred, how did it influence their spending pattern?
- as the majority group in SA, can the same conceptual marketing strategy used in the USA be implemented locally, regarding the generation gaps?

The purpose of this study is therefore to determine whether Black people of different age groups, in particular, have different shopping preferences than what the USA model (see Table 1.2) suggests. A measurement tool will be developed to validate these preferences within the following categories (Kotler & Armstrong, 2004:112-4):

Table 1.2: US GENERATIONS

Generation	Year of Birth
GI Generation	1901 – 24
Silent Generation	1925 – 42
Baby Boomers	1943 – 60
Generation X	1961 – 81
Generation Y	1982 – 94
Millennials	1995 – now

Knowledge of each local market must be embraced and fully investigated to leverage indigenous wisdom. SA is often under-estimated, because it is more First World in a marketing sense, where marketing tactics do not translate directly into an African context. The outcomes will therefore give a broad spectrum of companies and industries a better understanding of the customer and enable management in their marketing strategy.

1.3 OBJECTIVES

The primary objective of this study is to provide marketing managers with meaningful feedback on the performance of their communications with their customers. This will be determined by setting the objectives to:

- determine the shopping preferences of each generation;
- determine what types of media they prefer to use;
- compare the outcomes with the American Model; and
- identify key factors important to marketers.

1.4 MOTIVATION

The SA Business Guidebook (2003:1) explains that SA's labour market has undergone a transformation since 1994, with an emphasis on strategies that eliminate the labour inequalities of the past to improve the general working conditions for all South Africans. The introduction of new labour legislation has had a profound impact on the SA labour market, notably in terms of the Labour Relations Act (LRA), the Basic Conditions of Employment Act (BCEA), the Employment Equity Act (EEA) and the Skills Development Act (SDA).

The purpose of the EEA is to end unfair discrimination and promote affirmative action, particularly for designated groups (i.e. Blacks, women and people with disabilities) in the workplace. Larger employers are obliged by law to correct any disadvantages. Special measures are being taken to encourage greater fairness and adjusting the workplace to accommodate disadvantaged workers (Department of Labour, 2005:11).

The increased job opportunities for Black people have important implications. It provides a stable income and offers opportunities for advancement for themselves and their children.

There is a growing number of Black South Africans moving into the higher income brackets, meaning far more spending power. These people are hard-working, dedicated and willing to make sacrifices for the well-being of themselves and their community. This population group is made up of approximately 13.2 million people. They live mostly in the metropolitan areas of SA, Nguni languages are most prominent, followed by English (Anon., 2006:1). This phenomenon is mostly due to the following factors:

- the number of Black employees appointed in white-collar public sector jobs;
- the increase of Black employees in the private sector – due mostly to a jump in tertiary education;
- the development of Black business enterprises; and
- BEE.

The emerging Black market consists of more than 70% of the SA population and earns 44% of the total income (Smith, 2005:1). It is therefore important to determine their spending patterns, as well as research their consumer behaviour within the different age groups.

1.5 RESEARCH METHODOLOGY

1.5.1 Literature Review

An in-depth study will be done to determine changes that occurred within the Black workforce before and after Apartheid. This will be compared with other research done in the same field and different opportunities will be explored that exist for further research.

1.5.2 Empirical Research

The application of a questionnaire among Black working people in SA seeks to provide answers to the previous questions. It therefore includes the development of a tool for measuring the spending habits of the Black emerging group which will then be used to determine the differences between the generations. The steps will be as follows:

1.5.2.1 Questionnaire Development

The questionnaire developed attempts to identify specific shopping preferences of the Black emerging market in different industries to improve the marketing strategies of companies. The aim is to successfully guide companies through their challenges to achieve the optimum solution. Black working people in different age groups are targeted to be involved.

1.5.2.2 Collection of data for the development of the evaluation model

The objective is to identify all possible input variables for the model, test and select those variables that have a high influence on the model and then determine and collect the correct quantity of raw data that is required. These questionnaires will be completed in all provinces. After these questionnaires are completed, it will be analysed through the study. The scope of this research is constrained to boundaries of the South African borders. All literature used for reference purpose is chosen from 1994 to 2006. Active participation and documentation takes place between 2005-2006, a literature survey concludes during the next two months, while the final analysis, interpretation, integrating of results and the writing of the thesis will take place within the next 3 months.

1.5.2.3 Development of the Black Emerging Generations Model using the questioning technique

A questionnaire is developed to determine the different shopping preferences of the Black upcoming middle class within different industries.

1.5.2.4 Analysis of questionnaire outputs to determine if the questionnaire accurately addresses the problem statement.

Determine which statistic type best shows the accuracy of the questionnaire. Evaluate the different questionnaires and select that questionnaire architecture that reveals the best results.

1.6 DEMARCATION OF STUDY

Chapter 1 undertakes to introduce the research to the reader by means of the problem statement, sub-problems and research methodology. It continues by outlining the project objectives and motivation for the study and concludes with the research methodology approach to undertake this research.

Chapter 2 represents an extensive literature study to identify current and previous research in this field and the opportunities that exist for further research. This chapter gives a detailed analysis of the different existing marketing generations as well as the cultural changes regarding Black persons in SA since 1994.

Chapter 3 deals with the empirical research which includes the development of a research tool (questionnaire) for measuring the different shopping preferences and characteristics in each age group. The tool will then be offered to Black persons to complete. Chapter 3 also presents the results of the research.

Recommendations and conclusions in Chapter 4 are based on the literature study from Chapter 2 and the empirical research conducted in Chapter 3. The results from the questionnaire are used to accurately determine the consumer behaviour of the different age groups within SA.

1.7 CONSTRAINTS

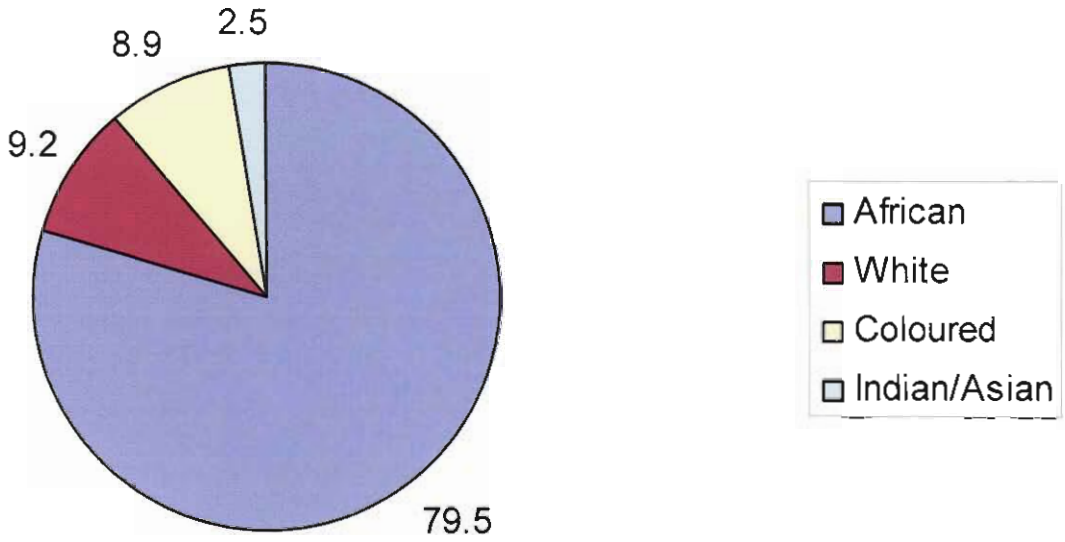
The scope of this research is constrained to the fact that no other research of this nature could be found in SA.

It is important to note that this is an exploratory study, as there are specific contraints regarding the sample used in the research. Therefore the sample should not be seen as respresentative of SA, due to the following:

- a total of 462 questionnaires were completed in a population of approximately 37.7 million (see Figure 1.3); and
- the division of the population according to the nine provinces, as Mpumulanga and Western Cape did not participate at all, as well as low participation rates of some provinces like the Eastern Cape contributing only 3% to the sample.

The results of this study are therefore limited to the respondents only and could further be used to substanciate, expand or investigate specific tendencies in any future research.

Figure 1.3: SOUTH AFRICA'S POPULATION BY RACE



Source: Anon (2006:1)

A lot of research has been done in general on consumer behaviour, but not specifically on the upcoming Black middle class according to age groups and the different generations.

The following challenges were identified (Department of Labour, 2004:26), relating directly to the upcoming Black middle class:

- HIV Aids plays an important and integrated role as many people die daily of the disease. This causes the population statistics to change drastically and future objectives for unemployment not to be accomplished. The HIV Aids pandemic's deleterious impact in terms of a potential reduction of supply of skilled workers is noted.
- Cross-border migration refers to economic refugees who have left their country and settled in the urban areas of SA, hoping to find employment. This bears the risk of increasing the numbers of unemployed people in large urban centres, with the concomitant greater pressure on public services and utilities.
- A shortage of specific skills required by firms in order to both expand production and increase global competitiveness.

These external problems have a direct influence on the working place and environment, due to the fact that people has to be replaced frequently. As the research was done in a short period of time, the above constraints had no visible effect on the outcomes.

1.8 SUMMARY

Since 1994 the SA workplace has been under tremendous pressure to reflect a more diverse workforce, both from a racial and age perspective. This process is driven by BEE, appropriate Black shareholding, employment equity, commercial equity and cultural empowerment with no emphasis on other equally important diversity issues, such as gender equality and generational differences. This study deals specifically with the importance of generational differences in the spending habits of the upcoming Black middle class.

The next chapter will focus on research done in SA regarding the Black upcoming middle class, as well as investigate trends set by the US Generations Model.

CHAPTER 2

LITERTURE REVIEW

2.1 INTRODUCTION

In 1994, South Africa's democratic government inherited a labour market that was characterised by economic deprivation, adversarial labour relations, denial of worker rights, a cheap and migrant labour system, massive income and wealth disparities, systematic discrimination against Black people, women and other groups, and high levels of unemployment (see Table 2.1). This labour market was a cornerstone of the repressive and unjust system of Apartheid, and it was from 1996 to 2001 that it was extensively transformed into one that is closer to being just, equitable and capable of meeting the demands of a dynamic economy (Department of Labour, 2002:3).

Table 2.1: UNEMPLOYMENT RATE BY POPULATION GROUP AND GENDER

Group and Gender	Mar '01	Mar '02	Mar '03	Mar '04	Mar '05	Mar '06
Male	%	%	%	%	%	%
Black African	29.4	31.4	32.8	29.4	26.7	25.8
Coloured	19.9	21.4	20.3	16.2	18.6	18.3
Indian/Asian	14.4	17.5	18.2	14	15.4	11.8
White	6.0	5.0	5.6	3.9	4.4	3.6
Average	24.6	26.1	27.2	23.9	22.4	21.6
Female	%	%	%	%	%	%
Black African	33.0	39.5	42.6	39.9	37.6	36.2
Coloured	22.8	27.2	24.7	20.2	21.2	19.6
Indian/Asian	20.5	24.0	28.7	21.0	22.6	10.2
White	8.2	8.6	7.7	6.3	5.9	6.2
Average	28.6	33.9	35.9	32.9	31.4	30.3

Source: Statistics SA (2006:23)

The first democratic government elected in 1994 had inherited an economy characterised by an unsustainably high fiscal deficit, surging interest rates and a volatile currency. The upshot was an economy caught in a severe low-growth trap. In the decade preceding 1994, economic growth declined to below 1% per annum and by the early 1990's economic growth had stalled with the 1992 recession and drought (Department of Labour, 2004:5).

As a result of legislative interventions and the trajectory of economic growth in the pre-1994 era, the SA labour market had a number of key features and characteristics, which ultimately served as the challenges for the new democratic government. Gender and racial discrimination clearly found expression in the labour market. The new government has been beset with the longer term and more inertial economic consequences of apartheid. These consequences can be represented as the economic outcomes shaped by the policy of legislated racial exclusivity.

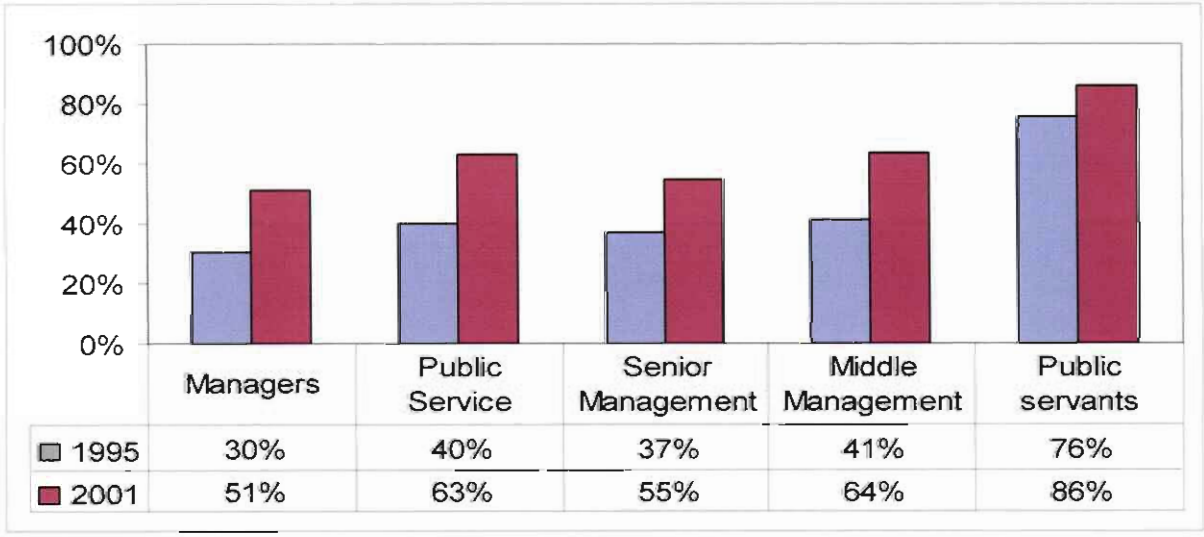
The prevention of Black people and women (in general) by law from entering certain professional categories led to internal labour markets that were not reflective of the composition of the labour force. These areas were addressed by government since 1994 and are the most important cause of the creation of the Black Upcoming Middle Class (from here referred to as Buppies).

2.2 CHANGES REGARDING THE BLACK WORK FORCE – POST APARTHEID

2.2.1 Black Representation in the Workplace 1995-2001

Figure 2.1 shows the Black Representation in the Workplace from 1995 to 2001 (Department of Labour, 2002:53). There was a visible increase of Black Africans in all levels of management within this period. They were promoted and recruited as part of the affirmative action initiative.

Figure 2.1: BLACK REPRESENTATION IN THE WORKPLACE 1995-2001



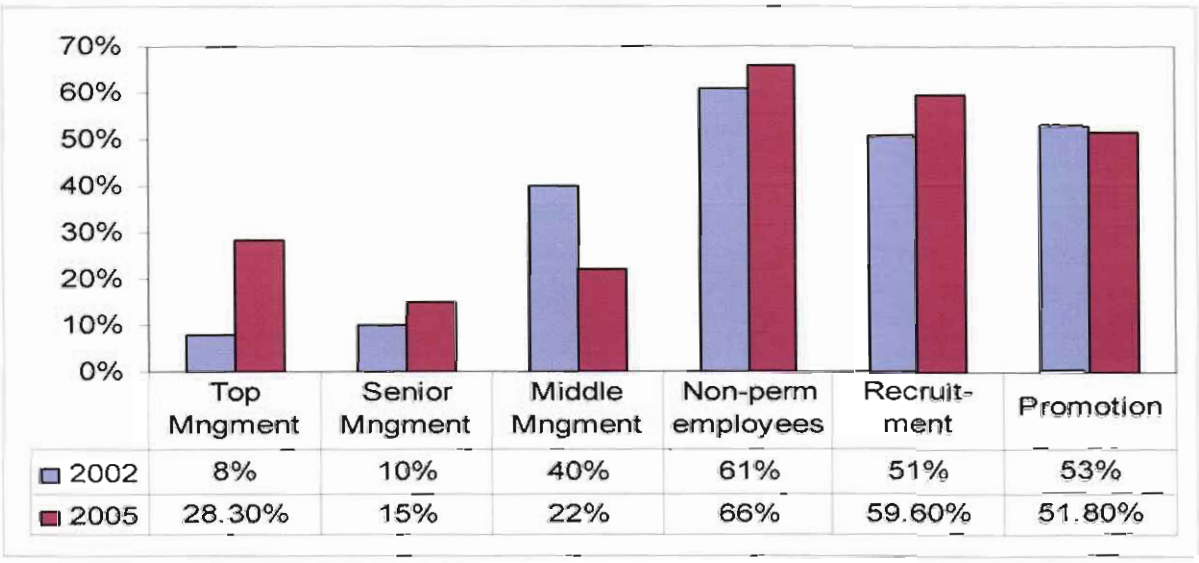
	Managers	Public Service	Senior Management	Middle Management	Public servants
1995	30%	40%	37%	41%	76%
2001	51%	63%	55%	64%	86%

Source: Department of Labour (2002:53)

2.2.2 Black Representation in the Workplace 2002-2005

Figure 2.2 indicates the Black Representation in the Workplace between 2002 and 2005 (Department of Labour, 2005:8). Middle management declined mainly due to recruitment in top- and senior positions. The continuous growing of the Black population entering the labour market, has an upward spinning effect on the private sector. BEE and affirmative action also contributed to the higher management levels.

Figure 2.2: BLACK REPRESENTATION IN THE WORKPLACE 2002-2005



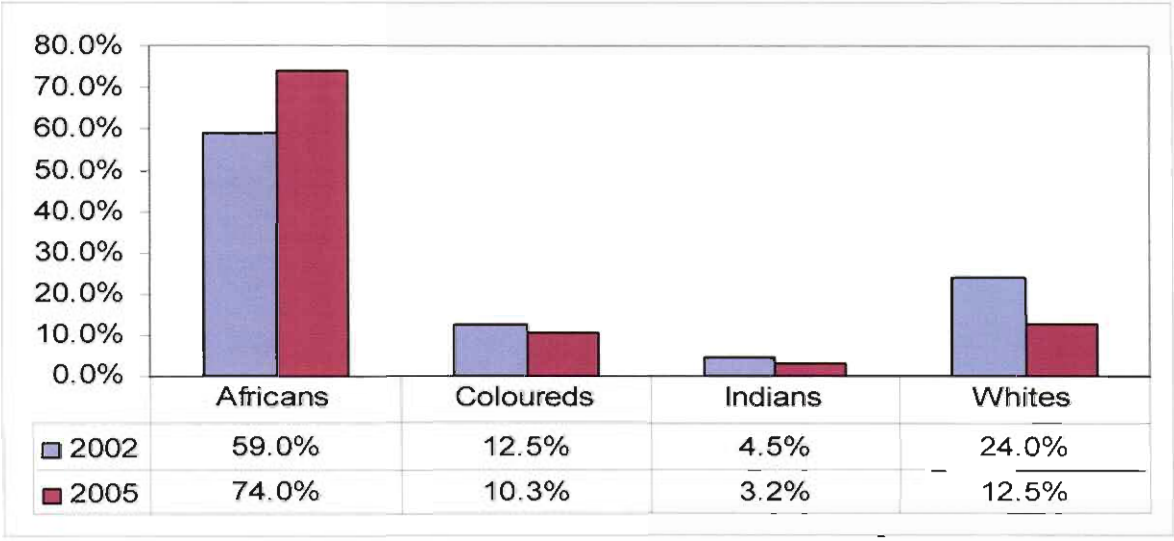
	Top Mngment	Senior Mngment	Middle Mngment	Non-perm employees	Recruit-ment	Promotion
2002	8%	10%	40%	61%	51%	53%
2005	28.30%	15%	22%	66%	59.60%	51.80%

Source: Department of Labour (2005:8)

2.2.3 Population and work force distribution by race

The Black workforce increased with approximately 15% (see Figure 2.3) between 2002 and 2005 (Department of Labour, 2005:15). Many Africans were recruited, promoted (especially from middle management) and Black Economic Empowerment (BEE) was also implemented. These factors led to millions of Black people finding a job, being promoted to a higher level of income or starting their own businesses. These people, earning a good salary shifted in many ways: they wanted to move from townships to previously white suburbs, have their own transport, etc.

Figure 2.3 : Population and work force distribution by race



	Africans	Coloureds	Indians	Whites
2002	59.0%	12.5%	4.5%	24.0%
2005	74.0%	10.3%	3.2%	12.5%

Source: Department of Labour (2005:15)

2.3 THE UPCOMING BLACK MIDDLE CLASS

A rise in the spending power of Black consumers is boosting key retail sectors (Anon., 2004:1). Motor vehicles, furniture, clothing, media, property and cellphone retailers are all benefiting from SA's buppie class. There is measurable growth in the number of Black middle class South Africans, a result of a combination of factors, including the government's BEE drive. Buppies, as well as the low-end of the Black consumer market, are contributing strongly to a rapid rise in the profits and share values of companies in retail sectors.

Self-fulfilment, acceptance and status play a big part in the spending patterns of Black households, with a lot of money being spent on a limited number of luxury items. This trend is typical of young medium-to high-income earners. Black South Africans spend 3,5% of their household income on clothing, while whites spend 1,5%. They spend 0,86% of their income on appliances and 2% on furniture, compared to 0,58% and 0,81% among whites. Luxury auto dealers report above-average sales among their Black clientele (Anon., 2004:2).

Another study (Anon., 2004:1) shows that almost 300 000 Black South Africans have become middle-income earners since 2001. It also stipulates that 500 000 upped their class status to the lower middle-income group.

Although 95% of the poorest 20% of all households in the country are Black, 38% of the top-earning 20% of households are also Black. While the numbers are small they are considered the first evidence that SA's racially divided economy is moving towards equilibrium.

Figure 2.4: UPCOMING BLACK MIDDLE CLASS



According to the Black Emerging Market Perceptions (BEMP) study (Anon., 2004:3) there is a wealth of quantitative demographic data on the Black market, but insufficient research information on how this market thinks. It is important to know how upcoming Black people (see Figure 2.4) see the world around them so that their needs in terms of product and service offerings can be met.

They continue that as far as the Black emerging market's general spending habits are concerned, Buppies categorised themselves as "quality conscious". A total of 90% reported they felt strongly that it was more important to spend extra on quality items than to save money buying cheaper items. A total of 9% labelled themselves as "brand conscious". Over 12% felt they were best described as "price conscious", while just under a quarter felt that they were quality, brand and price conscious, rolled into one (Anon., 2004:3).

Buppies are clear on where culture, traditions and family values fit into their lives. They respect people who stay with their traditional beliefs and feel that it is important to respect traditional customs. Almost 50% of this market felt that social values have changed for the worse. On the other hand, advertising gives them important information needed to choose the right product. A total of 30% felt that advertising can also be misleading. Other criticisms levelled at SA's advertising were that Black people are often misrepresented in local advertising, that advertising project the incorrect picture as far as being a multi-racial society is concerned, and that there is too much advertising in the media.

As SA celebrates 10 years of democracy, the majority of Black up and coming professionals still perceive that more change are needed in the workplace. Almost 54% of Black professionals feel strongly that Black people are employed in certain positions as window dressing. A total of 40% feel that Black people are often made managers without the necessary training and skills to fulfil affirmative action quotas. Over 72% feel that Black people are constantly underestimated in terms of what they are able to contribute. Over 75% of respondents felt strongly that positions should be awarded on merit. Similarly, promotions and increases should be based on merit only, according to 53% of respondents (Anon., 2004:5).

Recent research by Smith (2005:3) reports on the following household classification:

Table 2.3: HOUSEHOLD CLASSIFICATION

Classification	No of people	Income	Household run by:	Electricity	Water	No of households	No of income
Family survivors	6-8	less than R2 499	a married unemployed, uneducated African man older than 65	50%	No running water	11%	3%
Stand-alone survivors	6-8	less than R2 499	widowed African woman	50%	No running water	8%	3%
Young strugglers	4-5	less than R2 499	unemployed men or women aged 25-44 with little education	50%	most homes don't have water	8%	2%
Dual strugglers	2-4	R2 499	employed young married men (25-44) with high school education	Most homes are electrified	some have running water	17%	7%
Single struggler	1	less than R2 499;	African women (25-54); have high school education, unmarried (mostly with children), employed	most have electricity	20%	7%	2%
Extended emergers	5-7	More than R2 499;	African and Coloured; heads of equal gender, relatively old, some education but mostly unemployed;	all houses have electricity	50%	9%	5%
Steady striver	3-5	R3000+	employed male (25-44) high school graduates;	almost all homes have electricity	almost all have running water	12%	13%
Young aspirers	1 or 2	R5000+	Under 25; educated and mostly employed; live in rented houses	with electricity	with running water	8%	10%
Affluent splendours	4-5	R9 000+	Mostly white households headed by educated men	with electricity	with running water	12%	46%

According to Philp (2006:2) Buppies are SA's hottest economic group. More than 2 million people have moved from poverty since 1998 to the "lower middle class". Banks and retailers are focusing on the R160-billion-a-year spending power. The South African Advertising Foundation Research (SAAFR) showed that a third economic wave had followed the rise of the Black elite and Buppies in the 1990s. It is considered SA's biggest economic wave to date: they are newcomers to the lower-middle class, called the "Bappies". This group is mostly employed as shop cashiers, security guards and junior policemen, telephone operators, students and semi-skilled mineworkers. The Bappies had improved their circumstances by taking advantage of the booming economy, low inflation and a number of new tax and subsidy breaks. This third wave has been largely created by 10 years of economic growth and the success of the Black elite and Buppies above them on the ladder. Many Bappies are still "below-average consumers", and many still unemployed in the formal economy, but they are "closing the gap" on middle-income earners. Philp (2006:3) continues with the following attributes:

- no need for a formal education to make it in the economy. Although a third of Bappies have a matric education or higher, almost 13% of adults with no formal education have managed to create a life - up from 8% in 1998;
- leaving a RDP or extended-family township house to rent in the inner city is an effective way to escape poverty. Many Bappies would rather be independent and rent flats near their workplaces than commute;
- newcomers to the lower middle class are starting to behave like the middle class, spending heavily on education, security and status items;
- hopes of a high-status lifestyle are paramount, with approximately 50% regularly buying lottery tickets; and
- children of the bappie generation are set to move directly into the suburbs.

Bruggemans (2006:3) emphasises that debt (personal or household) has led to the rise and fall of cultures. In SA currently 7% of annual GDP has to be set aside to service debt. From 1994 SA has seen a whole new middle class appear, with more previously disadvantaged people joining the higher end labour force. The bulk of the net worth of this new middle class is financed from interest bearing debt. The easier credit is available, the more loans people will enter into in order to buy luxuries and even unnecessary goods, causing inflation to increase.

At $5000 per capita income, SA is not a mature economy, compared to the majors at $30 000 plus. A long period of above-average catch-up growth is required as a middle-range developing country with a projected long-term population of 50-60 million (including future net immigration), before reaching the growth frontier of mature leading economies.

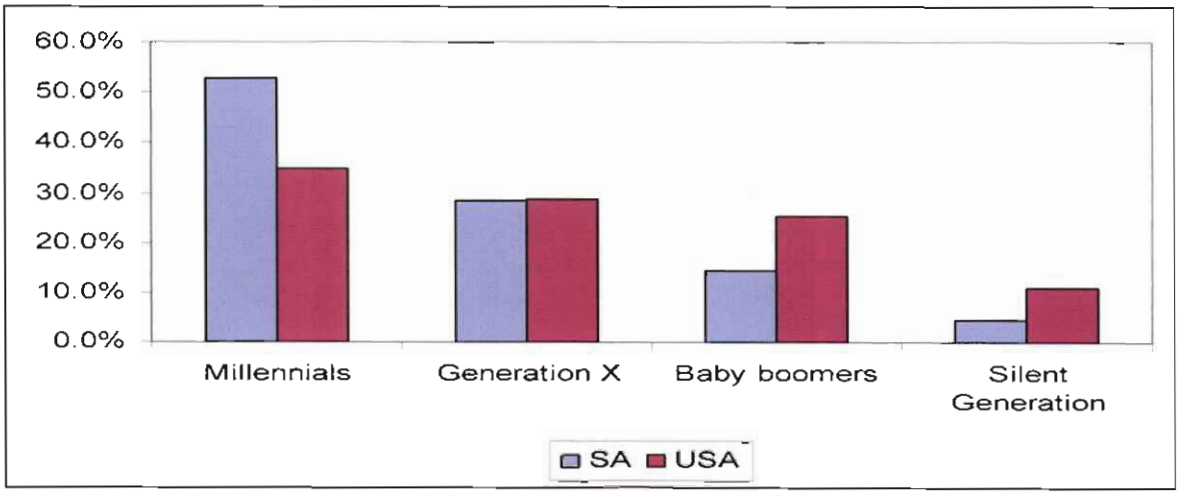
It is important to note that Buppies and Bappies are unique to SA and they are the product of the extreme circumstances of politics and economics. Similar to the Hispanic, Asian, African-American ethnic groups who have specific preferences in consumer behaviour, the Buppies should also be acknowledged. Their specific needs, wants, desires and fantasies should be targeted in strategic marketing plans in SA. Ignoring this group will have a negative impact on companies and the SA economy as a whole.

2.4 MARKETING GENERATIONS OF THE USA

Solomon (2006:1) explains that the era in which a person is born has a lasting influence on their value system. It is this lack of understanding of different generations that leads to much of the conflict in workplaces and in particular mismatched approaches to sales and marketing. In order to effectively convince a customer to buy a product or service, it is necessary to know the customer and his/her buying behaviour. It is crucial to examine the sales skills through the perspectives of the different generations, look at the attitudes of the different generations on certain products and services, as well as know what kind of communication styles and selling techniques will be successful in each generational context. Understanding these generational differences is critical to those who are willing to adapt their personal styles to meet their customers' needs.

The key to success is understanding how to adapt the sales message so that it sells to all generations. Knight (2000:4) continues to explain that it is important in sales and marketing strategies to get a generation gap advantage. In marketing, value perceived is value achieved. When planning sales and marketing strategies it is important to break down the generational biases to achieve sales in markets that have different value systems.

Figure 2.5: POPULATION OF GENERATIONS



Source: Stats SA (2006:9) and US Census Bureau (2005:31)

The explosive world population has major implications for business. A growing population means growing human needs to satisfy. Depending on purchasing power, it may also mean growing market opportunities. Marketers of global corporations keep close track of demographic trends and developments in their markets, both at home and abroad (Kotler & Armstrong, 2004:114). They track changing age and family structures, geographic population shifts, educational characteristics and population diversity.

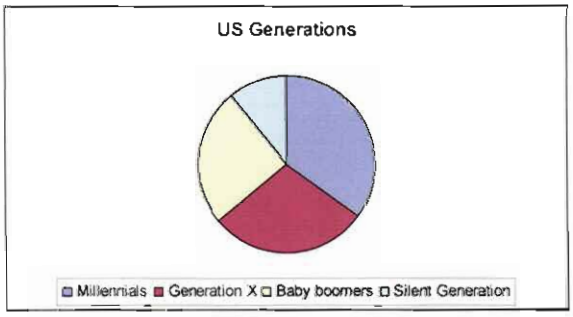
Many industries in the USA have been using this generational information successfully in identifying and reaching their target market (see Figure 2.5). Companies across the world, including SA, can only benefit by knowing their generational needs and character. This knowledge opens up a new way of approaching them without resistance, assuring a growth in sales and revenue.

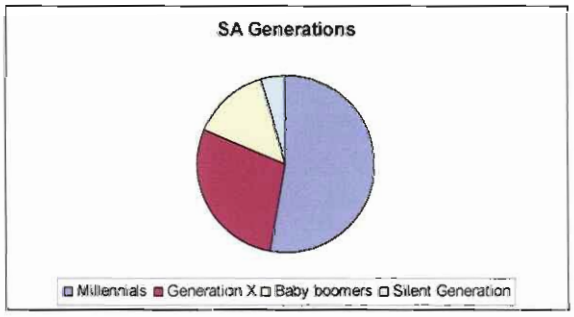
The different size of generational populations between SA and the USA are depicted in Figure 2.5. It is interesting to note that the *Millenials* are much bigger in SA than in the USA and that the *Baby Boomers* and *Silents* in the USA is much bigger than in SA. It is easy to assume that the *Millenials* lack income and therefore it will be more profitable to target the older generations. Loubser (2006:2) explains that the younger generation has a strong purchasing power, influencing most parents in buying branded items, but most marketers underestimate them. It is therefore of the utmost importance for South African companies to investigate all generations before determining their marketing strategies.

All people can be placed in one of four generational categories: Mature citizens born between 1909 and 1945; *Baby Boomers* born between 1946 and 1964; *Generation Xers* born between 1965 and 1980; and *Millennials* born after 1980 (Brenner, 1998:5). Each generation has its own characteristics and one can usually place a prospective customer in a generation by age, the way they speak, act and believe.

This new marketing methodology involves selling to the individual or targeted customer, rather than selling to the masses. Since each generation responds differently, it is important to adjust advertisements, signage and direct mailings to focus on generational selling. The idea is to design messages and communications that speak to generational idiosyncrasies.

Figure 2.6: SIZE OF US GENERATIONS **Figure 2.7: SIZE OF SA GENERATIONS**





Source: US Census Bureau (2005:31) Stats SA (2005:9)

2.4.1 Silent generation

They are retired (age: 65-80, 2 million of SA population, see Figure 2.6 and 2.7). They were extremely hard working, economically conscious and trusting of the government, optimistic about the future and hold a strong set of moral obligations. This is the least technology-oriented, but value generation. This generation responds well to coupons and discount offers. Many rely on their children, who are the *Baby Boomers or Generation X*. This market grew up in tough times and learned to appreciate discipline, hard work and self denial. They are typically social and financially conservative, but slow to accept change and embrace new technology. When they spend their money, they enjoy products perceived as rewards for discipline, hard work, self-denial and conservatism (Brenner, 1998:6).

2.4.2 Boom generation

Baby Boomers (age: 45-64, 6,7 million of SA population, see Figure 2.6 and 2.7) have a strong set of ideals and traditions, are family-oriented, fearful of the future, politically conservative and fairly socially liberal. They have money, as many are in the prime of their earning years. They manage their own finances and investment portfolios (Knight, 2000:3). This is the professional generation who guarantees fast human technical support. *Baby Boomers* enjoyed profitable times and respond to "feel good" scenarios. They feel entitled to the "good life" and want to be treated as individuals. They take good things for granted and expect to live well; they also look for those things that make them feel better. Women in the Boomer generation have made a huge market for fine cars, Rolex watches and power suits.

The *Boomers* believe in working hard to gain the success they enjoy. Both spouses work long hours to have a big house, three-car garage and vacation cottage on Maui. To them time is valuable and they seek things that give instant gratification and deep personal fulfilment. Being typically liberal and idealistic, this generation will buy from companies who return part of their revenue to support social programs. They push recycling and are willing to pay more for socially- and ecologically-positioned products and services. This generation is sensitive to marketing messages that make political, social or environmental statements to motivate their desire for sophistication and impertinence.

2.4.3 Generation-X (Baby busters)

Generation X'ers (age: 25-44, 13,4 million of SA population, see Figure 2.6 and 2.7) are selfish, cynical, live in the present, like to experiment, look for fast and immediate results and many depend on their parents financially. They question authority, while some call them slackers, disloyal, independent, money hungry, transient and disrespectful. They are technologically savvy and known for their impulsive buying patterns (Knight, 2000:3). *Baby Busters* relate primarily to their own generation. With low expectations of a good future, they tend to live for today. They do not believe in starting at the bottom of the job chain, but push for high pay and fast payoff. They tend to be distrustful, especially of those older than them.

They are repulsed by hype and insincerity. They are cause sensitive and therefore buy things that fill a perceived and genuine need; as they need to stay in touch and in control. Tiered products and services sell well to this group (Brenner, 1998:6). Many have called this the "me, me, me" generation, and marketing messages appeal to their selfish desires, specifically how they can get what they want most, whether it be shopping, instant access to work, the weather report or any other information that is important to them. They have a sense of information overload, so messages should be clear, brief and concise. They respond to sharp, focused images, humour and music. Emphasize a balance and perspective with products and services that give more leisure and family time while also providing sound economical and functional solutions.

2.4.4 Millennial generation

The *Millennials* (age: 0-24, 24,9 million of SA population, see Figure 2.6 and 2.7) were born during a time of economic growth and stability in the US. Then the economy changed and the tragic attack on the World Trade Centre on the 9th of September happened. This event and the dramatic shifts in the economy and national security had the effect that younger children begin to have a different life experience from the previous generation. The USA changed, the economy changed and the pace of change itself quickened (Anon., 2006:1).

The *Millennials* (also referred to as Generation Y) are lifestyle-centred, impatient and socially aware. Managers see them as having 'self-esteem on steroids' and confidence that exceeds their competence. They are street smart, independently dependent, informal, sceptical, stimulus junkies and impatient (Shaehan, 2004:4). They can also be described as materialistic, selfish, disrespectful, aware of the world and technologically literate. They are trying to grow up too fast and do not have good role models to look up to, possibly because of the selfish and self-centred nature of their *Generation-X* parents. Kids under 14 years old have serious buying power and influence on product preference. Their materialistic needs can be used by co-branded promotions with brands that they know and trust. In most cases the parents will be paying for products their children want. It is thus important to help the kids to press the right buttons with their parents (Knight, 2000:2).

Millennials are usually optimistic about the future, willing to accept responsibility for correcting the improprieties of their predecessor generations. This group focuses on their own plan, they seek solutions. Showing mutual respect, this group is open to a wide range of marketing options. They are technologically astute and will go on-line for product information before they will look in a printed directory. Marketing to this generation requires using more involved techniques than the traditional ones used to attract their parents. The demographics show that they are more racially diverse; 1 out of every 4 members lives in a single-parent environment; and 3 in every 4 have working mothers.

This market is sensitive to how much fun they will have connecting with their friends using instant messaging, e-mail, live chat, etc. Their desires, fantasies and dreams of self-reliance can be addressed with information obtained through the Web, not to mention shopping opportunities. A colourful and useful presence with a web site that they can find easily is recommended. Clear messages with solutions are essential, including colour, graphics, sound, audio and a guarantee. The products and services should free time and save money (Brenner 1998:4).

2.5 SUMMARY

After the elections in 1994 a plan of action was launched in SA to provide specifically for the basic needs of people, in order to readdress the social inequities of the past. The Bill of Rights as a whole introduced a human rights culture in SA. Because a large part of the population was previously not granted full and equal citizenship, large backlogs developed. This created the upcoming Black middle class.

The growing mix of diverse customers and the lessons learned from generational segmentation foreshadow changes that businesses should accept if they want to reap the benefits generated by targeting customers. In order to build a strong customer relationship, the marketer must know the customer and understand their perceptions and lifestyle. Businesses with an established niche, customer base and reputation will face increased competition from competitors emerging from the diverse population and target specific "hot buttons" found among generation types.

The challenge for established businesses is to become adaptable and flexible in how they target customers to maintain or increase sales.

Retailers are riding the new wave of luxury spenders, who see it as their job to meet the aspirations of the middle class dream. On the other hand, Buppies realize their dreams are achievable, and it is the responsibility of the marketing team to ensure that they can meet the demand.

In the next chapter the empirical study will be done through the collection of data for the development of the evaluation model. In this process, a questionnaire will be developed, completed and analysed.

CHAPTER 3

RESEARCH METHODOLOGY AND RESULTS

3.1 INTRODUCTION

The empirical research on the marketing generations of SA was done by means of a field study using a structured questionnaire as the main component. The aim of the field study was to determine the consumer behaviour and generational trends of the upcoming Black middle class.

This chapter opens with a discussion on the development of the questionnaire for measuring the consumer preferences; which was used as part of the field study to determine the consumer behaviour and differences between generations. It includes some literature to enforce the method used to analyse the data that is presented following the questionnaire's completion.

The questionnaire was then offered to a number of working Black Africans in order to determine their position within the different generations, as well as their spending preferences.

The chapter concludes with an evaluation of the results obtained from the questionnaire and discussion thereof.

3.2 COLLECTION OF DATA FOR THE DEVELOPMENT OF THE EVALUATION MODEL

Empirical research usually making choices in four areas (Wood, 2001:9):

1. Are you going to study the existing situation, or are you going to do an experiment or a "quasi-experiment" – i.e. change something and see what effect it has? Experiments and quasi experiments are particularly useful for gathering support for recommendations.

2. What sort of sample are you going to take? Large sample, small sample or study of a single case?

3. Are you going to use a standard theory or framework (and if so which?), or are you going to develop your own theory? In either case, theories are important.

4. How is the empirical data going to be gathered? The possibilities include: written questionnaire, interview, observation, participant observation, document and data archive analysis, the internet, etc.

"You should not be restricted by these: good research generally uses a combination of these patterns as well as strategies which do not fit neatly into any of them" (Wood, 2001:9).

3.2.1 Method of Choice for this Empirical Study

For the purpose of the study, a survey of the existing scenario using a questionnaire is used to collect the necessary data in order to draw some conclusions on the state of the upcoming Black middle class in SA.

A survey involves the collection of information from a (usually fairly large) number of "units". These units may be people, organisations, towns, families, departments, etc. The information collected may be of any kind, for example financial information or opinions in the case of surveys of people, or information about number of employees and organisational structures in the case of a survey of companies. A survey provides a snapshot of the situation as it is at a particular time, usually with a view to analyzing patterns and trends applying to the group as a whole. Most surveys are based on a sample of the population of interest. Surveys often use questionnaires to collect data, but interviews or observation may sometimes be preferable (Wood, 2001:10)

Before developing the questionnaire, it was essential to identify all possible input variables for the model, then test and select those variables that have a high influence on the model, and finally to determine and collect the correct quantity of data that is required.

When designing questionnaires consider (Wood, 2001:11 & Neuman, 1997:231-237):

- exactly what do you want to find out;
- why should people fill it in (Anonymity, confidentiality, reward for returning it?);
- will they tell the truth;
- length and sequence of questions;
- wording: avoid leading, long, complicated questions asking several things, incomprehensible, unanswerable, silly, rude, annoying questions; and
- the covering letter explaining who you are and what the research is for.

There are three main types of questions you can ask in a questionnaire (Neuman, 1997:237):

- closed questions asking for a category (In which Province do you operate from? – tick the appropriate box); closed questions asking for a number (Questions asking respondents to rate their agreement with a series of statements); and
- open ended questions. These may either be coded for analysis (in which case it may be better to use a closed question in the first place) or simply read and used for quotations and as a means of coming to understand the respondent.

Particularly with closed questions you need to cater for respondents who do not know the answer. You don't want to force them to make up an answer!

Wood (2001:14) identifies the following common problems with questionnaires:

- low response rate (What should you do about this?);
- too much information to analyse;
- inconclusive answers; and
- only find what people want to (and can) tell.

Given this advice a questionnaire was then developed.

3.2.2 Identification and Selection of Possible Input Variables

An extensive literature study (Chapter 2) was conducted to develop an understanding of the upcoming Black middle class and US generations. These aspects were used as the basis for formulating the input variables of the questionnaire that would be used during the field study.

Data collected through the questioning technique can be classified as either variables or attributes. Variables are those characteristics which are measurable, such as amount spent on clothing or music, while attributes are characterised by either a conformance or non-conformance to a specification (Wisniewski, 1997:15).

It is important that the input variables identified relate to the objective of the study which has been proposed. With the objectives of this study in mind, (as set out in Chapter 1), the input variables were then selected based on two criteria:

- input variables by other studies; and
- a selection of criteria that addresses the objectives posed in Chapter 1 of this dissertation.

The intent of using input variables from other past studies is to conduct a benchmark of how SA perceptions compare with those of the USA. In the case of variables more specific to SA, the second set of variables was selected to match the objectives of this study.

3.2.3 Determination of Populations and Sample Size

In order to conduct a statistical analysis of the results of a questionnaire one must first develop an understanding of the theory of statistical techniques. This section details those techniques used for this research.

3.2.3.1 Definition of statistics

According to Wisniewski (1997:91) statistics has two generally accepted meanings:

- a collection of quantitative data pertaining to any subject or group especially when the data are systematically gathered and collated; and
- the science that deals with the collection, tabulation analysis, interpretation and presentation of quantitative data.

He continues that statistics has two phases:

- descriptive or deductive statistics, which endeavours to describe and analyse a subject or group, to determine some measure of an average and some measure of variability around the average; and
- inductive statistics, which endeavours to determine from a limited amount of data (sample) an important conclusion about a much larger amount of data (universe or population).

Wisniewski (1997:99) describes the population as the entire set of data that is of interest and a sample as that representative part of that population that we can economically and practically use to reflect a meaningful result for the entire population.

Due to the nature and limited period available for this research, it is the second option of inductive statistics which was used to develop a solution to the problems identified in Chapter 1. The size of the population usually makes it impractical and uneconomical to involve all members of the population in a research project. Consequently, a sample was taken of the population and that was assumed to be representative of the population. Ellis (2006:1) advises that if the sample size in a South African study of this capacity is 100, then the sampling variation is 20%, while if the sample size is 400, then the sampling variation is only 5%.

3.2.3.2 Members of the sample

According to the Department of Labour (2002:ix) Black employees are collectively best represented in the Provincial Government Sector (88.5%) and least represented in the Academic Sector. In line with this, the initial population chosen for this study was selected mainly from the Local and Provincial Government Sector.

As the purpose of this study is to understand how all Black Africans spend their earnings, a number of people in the corporate sector were also approached to take part in the study.

3.3 DEVELOPMENT OF THE BLACK EMERGING GENERATIONAL MODEL USING THE QUESTIONNING TECHNIQUE

Pilot testing of a questionnaire is absolutely essential. Based on the input variables selected above, a trial questionnaire with research questions that addresses the output requirements and objectives of this study was developed in order to determine the consumer behaviour of the different age groups in SA.

The trial questionnaire was given to five close associates of the author who have an interest in marketing. Following a number of discussions, the final version of the questionnaire was agreed upon.

An introductory letter was attached to each questionnaire to emphasise the importance of the study and its intent (Appendix 1 refers). The finalised questionnaire was then distributed to the respondents via e-mail and facsimile.

3.3.1 Structure of the questionnaire

In order to simplify the questionnaire, check boxes and option boxes are mainly used, with space given where more specific answers are needed. The questionnaire is broken up into seven sections as listed below (Appendix 2 refers):

Section 1 – Demographic Details

Biographical and demographic data regarding the respondent such as age, highest level of education, household monthly income, etc. is collected to develop an overall view of the people that have taken part in the study. It is also used to sort the data for the following sections, based on these demographics.

Section 2 – Residence

The emphasis is on where and how the respondent live and what their monthly expenditure is on their homes. It also determines whether the respondents own or rent a place to stay.

Section 3 – Clothing

This section determines the respondent's monthly spending habits on clothing, like whether the respondent is an account holder at listed companies, how much they spent monthly, as well as what influences their choice of clothing.

Section 4 – Transport

It determines which transportation method is used by the respondents. Other criteria offer information such as the type and make of the respondent's vehicle, what influences the respondent's choice of vehicle and what they spent on a monthly basis.

Section 5 – Music

This section collects information on what format the respondent prefers to listen, as well as what type of music they listen to, what they spent on music and live shows and how often they attend live performances. This category shows the entertainment level of the respondents.

Section 6 – Technology

A list of technological equipment is offered and the respondent needs to identify which they already own. The use of computers and the internet is specifically emphasised.

Section 7 – Advertising

This section indicates the spending habits and influence of advertising on the individual. Different lists are offered to determine what kind of advertisements they enjoy, how they spend their spare time, what time they listen to the radio on which stations, what time they watch television on which channels. The last question consists of five questions per generation group to determine whether the US model can be implemented on the Buppies.

3.4 ANALYSIS OF QUESTIONNAIRE OUTPUTS

The intent of this section is to summarise the results of the empirical research, based on the replies to the questionnaires that were distributed. A total of 1800 questionnaires were distributed to all nine provinces – 1700 via e-mail and 100 were sent via facsimile, due to their offices being destroyed in a fire and therefore the e-mail facilities were still disconnected. Two centres per province were targeted to participate.

A total of 462 completed questionnaires were received and used for the purpose of this analysis. This represents an effective response rate of 25.7% of the questionnaires distributed, with a 5% sampling variation.

In order to represent the data in easy terms, the results of the questionnaires are represented using frequency distributions. These results show the number of times each characteristic was observed by the respondents in their replies, which can take the form of a figure (e.g. a histogram, frequency polygon or a table).

The results of the questionnaire are presented in tables, using pie-charts and histograms as graphical presentations. Nominal measurement is used as the categories are mutually exclusive with respect to the attribute being measured, and the categories are different with respect to that attribute.

The answers of Section 2 to Section 7 will be linked to the different generations, as stipulated in Section 1, question 2. It will require a more detailed statistical analysis of the data and will be used as a measure of the perception of the generational preferences of the Buppies.

3.4.1 Section 1 – Demographic Detail

This section focuses on the individual participating in this survey. Important demographic data like the respondent's age, highest level of education, household monthly income, their distribution, etc. is collected to develop an overall view.

3.4.1.1 Geographical dispersion of respondents

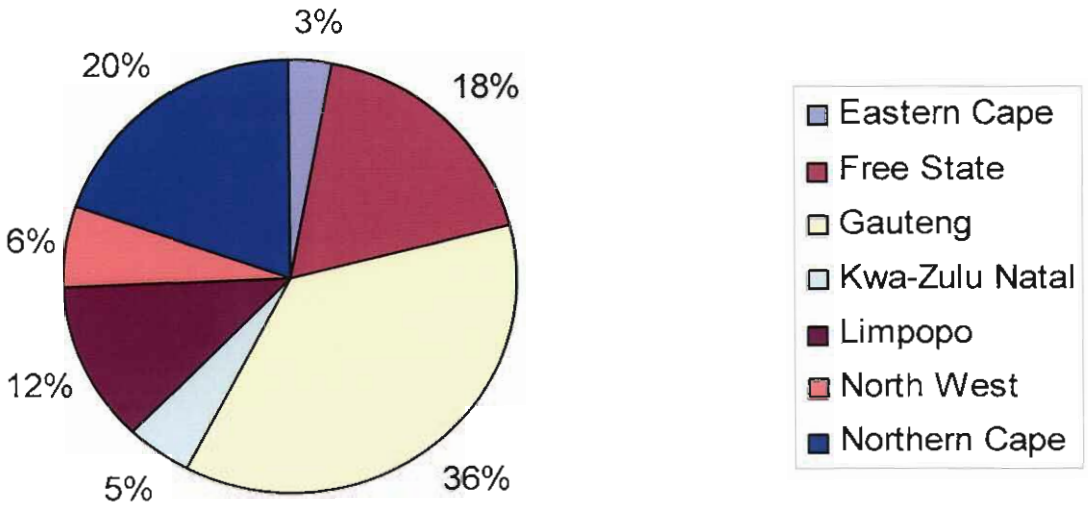
Table 3.1 and Figure 3.1 detail the geographic distribution of the respondents.

Table 3.1: DISTRIBUTION OF RESPONDENTS

Province	Number of respondents	% of total respondents
Eastern Cape	14	3.0
Free State	84	18.1
Gauteng	168	36.4
Kwa-Zulu Natal	21	4.6
Limpopo	56	12.1
Mpumalanga	0	0.0
North West	28	6.1
Northern Cape	91	19.7
Western Cape	0	0.0

From Table 3.1 and Figure 3.1 it is evident that the bulk of the responses were received from the Gauteng province (36.36%) with Northern Cape (19.7%), Free State (18.18%) and Limpopo (12.12%) provinces constituting a large sum of the remaining responses. Mpumalanga and Western Cape did not participate at all. Figure 3.1 represents the distribution of origin in SA.

Figure 3.1: DISTRIBUTION OF THE RESPONDENTS ORIGIN



3.4.1.2 Respondent's Age

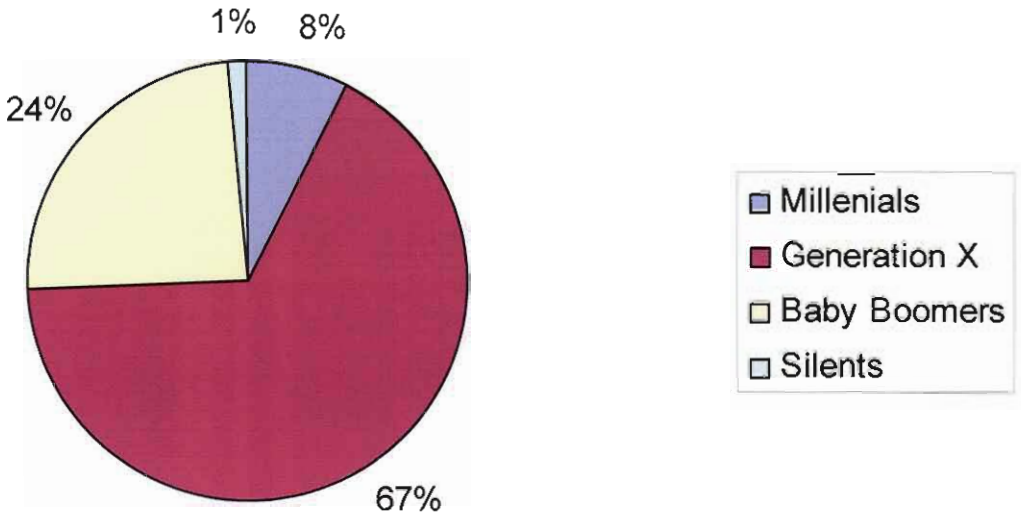
A breakdown of the respondents by age is represented in Table 3.2, which is presented in Figure 3.2 in graphical form.

Table 3.2: RESPONDENT'S AGE

Age Group	Number of respondents	% of total respondents
0 – 24	35	7.6
25 – 44	308	66.7
45 – 64	112	24.2
65 – 79	7	1.5
80+	0	0.0

The age group 25 – 44 (*Generation X*) accounts for more than two thirds of the respondents that replied to the questionnaire. Respondents between 45 and 64 of age *(Baby Boomers)* account for almost a quarter of the sample. The age group 0-24 (*Millennials*) offers only 7.6% of the respondents, while people between the ages of 65 and 79 (*Silent*) represents 1.5% of the total respondents. Persons of 80+ years (*GI*) could not be found in the work place and therefore are completely excluded.

Figure 3.2: AGE GROUPS



3.4.1.3 Gender

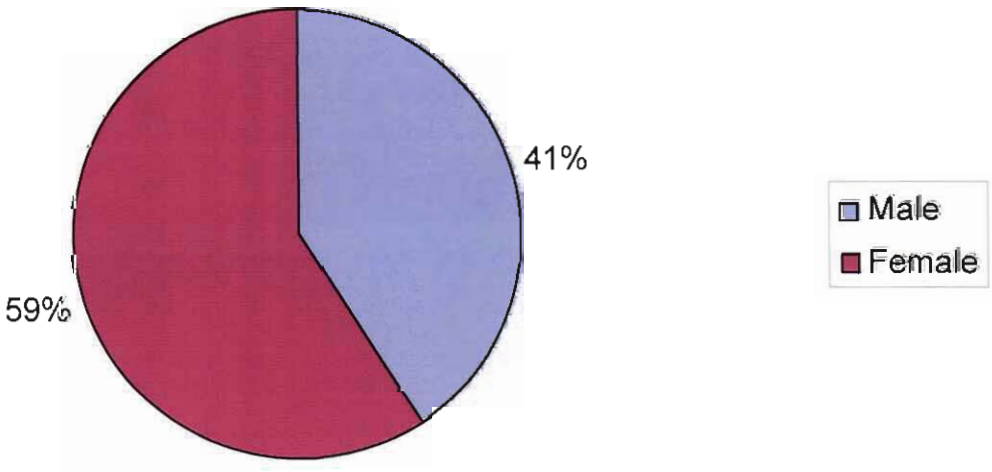
Table 3.3 and Figure 3.3 represent the respondents by gender.

Table 3.3: GENDER OF RESPONDENTS

Gender	Number of respondents	Percentage of total respondents
Male	189	40.9
Female	273	59.1

A total of 40.9% of all respondents were male, whilst 59.1% of these respondents were female.

Figure 3.3: GENDER



3.4.1.4 Level of education

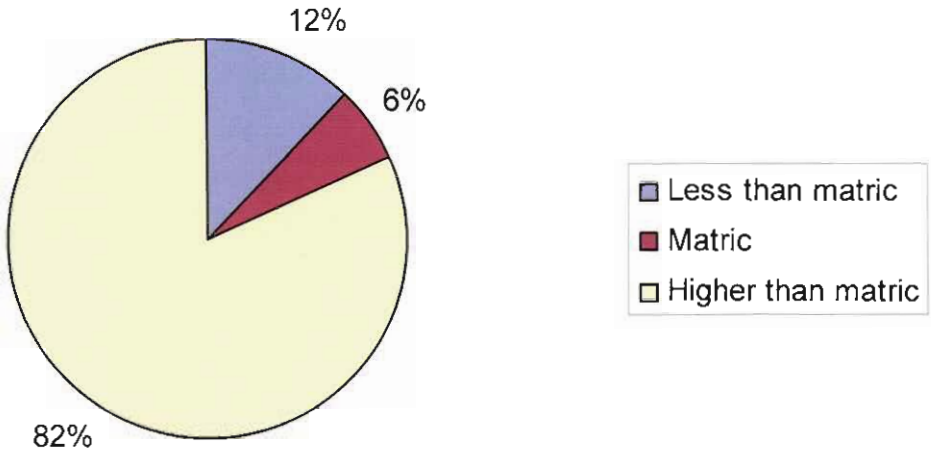
A breakdown of the respondents by highest level of education is represented in Table 3.4, which is presented in Figure 3.4 in graphical form.

Table 3.4: HIGHEST LEVEL OF EDUCATION

Highest level of education	Number of respondents	Percentage of total respondents
No schooling	0	0.0
Grade 0-2	7	1.5
Grade 3-6	0	0.0
Grade 7-9	14	3.0
Grade 10-12	28	6.1
Less than matric & certificate	7	1.5
Matric only	28	6.1
Matric & certificate	63	13.6
Matric & diploma	161	34.8
Matric & Bachelors degree	77	16.7
Matric & Honours degree	21	4.5
Matric & Masters degree	28	6.1
Matric & Doctors degree	0	0.0
Matric & other qualification	28	6.1

From Table 3.4 and Figure 3.4 it is evident that more than a third of the respondents have acquired Matric with a diploma. A total of 16.7% of the respondents reported to have Matric with a bachelor's degree, while 13.4% claimed to have matric with a certificate. Grade 10-12, Matric only, Matric with a Masters' Degree and Matric with other qualification was reported by 6.1% of each group. A total of 4.6% of the respondents claim to have a Matric with honours degree. No respondents were found with any schooling, grade 3-6 or matric with a doctoral.

Figure 3.4: HIGHEST LEVEL OF EDUCATION



More than 80% of the respondents recorded an education higher than matric, where 6% claimed to have matric and 13% had less than matric.

3.4.1.5 Household income (monthly)

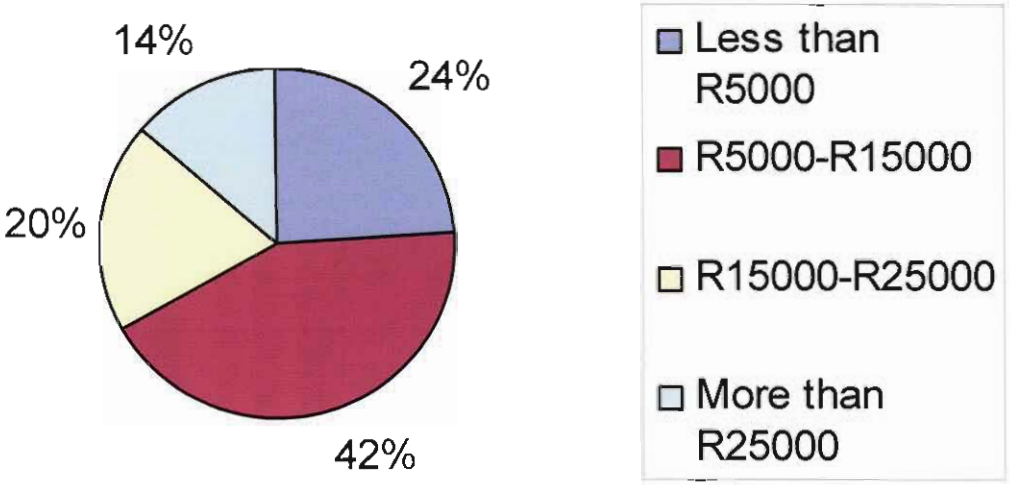
Table 3.5 and Figure 3.5 represent the respondents by monthly household income.

Table 3.5: HOUSEHOLD INCOME

Household income	Number of respondents	% of total respondents
R500 and less	0	0.0
R501 – R1000	7	1.5
R1001 – R1500	7	1.5
R1501 – R3000	28	6.1
R3001 – R5000	70	15.2
R5001 – R8000	112	24.2
R8001 – R12000	56	12.1
R12001 – R15000	28	6.1
R15001 – R18000	42	9.1
R18001 – R25000	49	10.6
R25000 – R30000	21	4.5
R30000+	42	9.1

A total of 24.2% respondents recorded a monthly household income of R5001-R8000. A total of 15.2% earn between R3001 – R5000, while 12.1% of respondents earn between R8001-R12000. A monthly income of higher than R30 000 was recorded by 9.1% of the respondents.

Figure 3.5: HOUSEHOLD INCOME



More than 40% of the respondents claim to earn between R5000 and R15 000 per month, where 24% earn less than R5000. Almost 15% of the respondents earn more than R25 000 per month.

3.4.1.6 Size of household

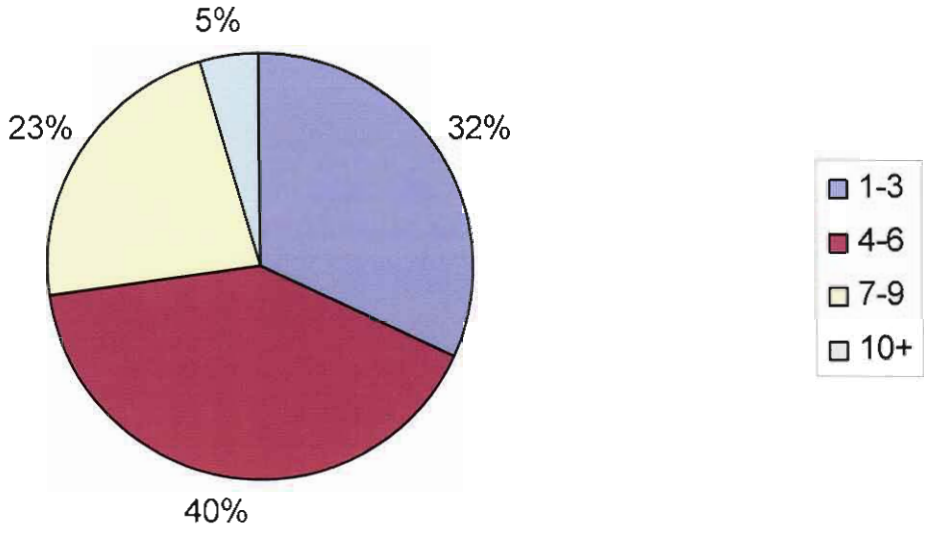
Table 3.6 and Figure 3.6 indicate the size of the respondent's household. The respondent is therefore included in the number of the household.

Table 3.6: SIZE OF HOUSEHOLD

Household Size	Number of respondents	% of total respondents
1	15	3.2
2	76	16.5
3	56	12.1
4	63	13.6
5	84	18.1
6	42	9.1
7	63	13.6
8	28	6.1
9	14	3.0
10	21	4.5
10+	0	0.0

A total of 18.1% respondents recorded their household to consist of 5 members, while 16.5% claimed to be only 2 members. A total of 13.6% is respectively recorded for families of 4 and 7 members, while 12.1% claimed 3 members. No respondents recorded more than 10 family members.

Figure 3.6: SIZE OF HOUSEHOLD



A total of 40% responded that their households consist of 4-6 members, while 32% consists between 1 and 3 members. Only 5% claim to have 10 or more members in their household.

3.4.1.7 Financial contribution per household

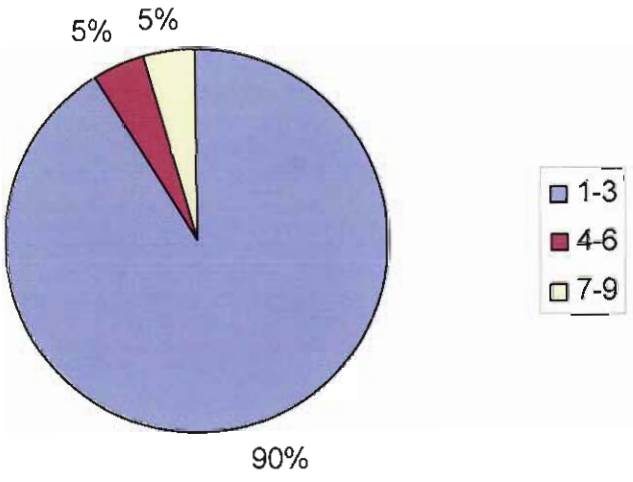
The size of the household is determined in 3.4.1.6. It is therefore important to determine how many of these family members contribute financially to the household income on a monthly basis (see Table 3.7 and Figure 3.7).

Table 3.7: FINANCIAL CONTRIBUTION PER HOUSEHOLD

Financial Contribution	Number of respondents	% of total respondents
1	189	41.0
2	217	47.0
3	14	3.0
4	7	1.5
5	14	3.0
6	0	0.0
7	7	1.5
8	7	1.5
9	7	1.5
10	0	0.0
10+	0	0.0

A total of 41% of the respondents has only one financial contributor in the household, while 47% recorded two financial contributors in the household. This is almost 90% of all the respondents. This could be due to black people moving away from their parents at a younger age or not living in extended homes anymore. The other 12% includes contributions made between 3 and 9 contributors per household.

Figure 3.7: FINANCIAL CONTRIBUTION PER HOUSEHOLD



A total of 90% responded that only 1-3 members of the household contribute financially.

3.4.1.8 Employment

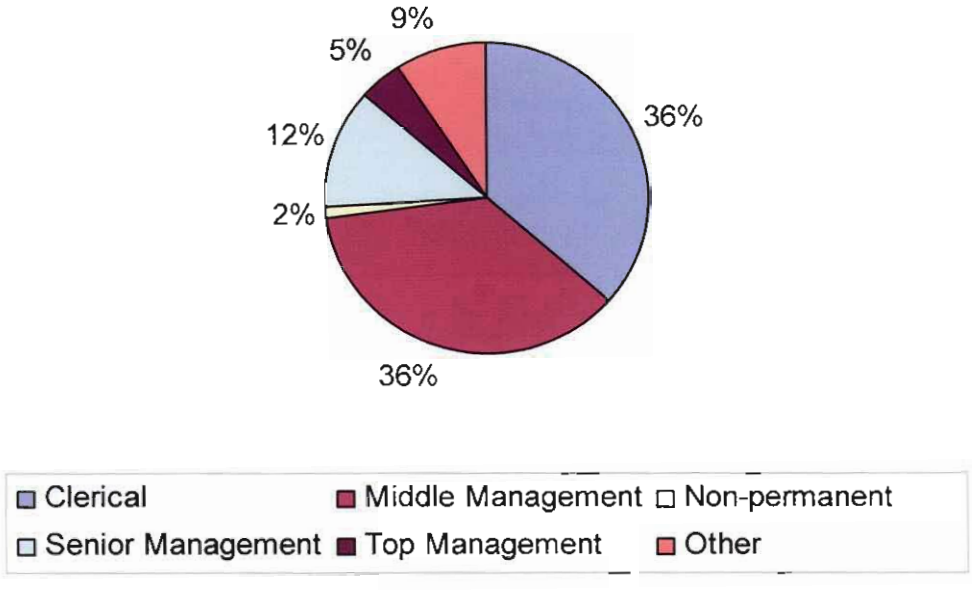
Table 3.8 and Figure 3.8 show the respondents' positions at work.

Table 3.8: EMPLOYMENT

Current Employment	Number of respondents	% of total respondents
Clerical	168	36.4
Middle Management	168	36.4
Non-permanent	7	1.5
Professional	0	0
Self-employed	0	0
Senior Management	56	12.1
Top Management	21	4.5
Other	42	9.1

A total of 36.4% was recorded for Clerical work and Middle Management. A total of 12.1% was indicated by Senior Management, while 4.5% is in Top Management. No respondents were self-employed or regarded as professionals (lawyers, medial doctor, etc). A total of 9.1% recorded their position as "Other", including positions like reception, customer services, etc.

Figure 3.8: EMPLOYMENT



3.4.1.9 Marital status

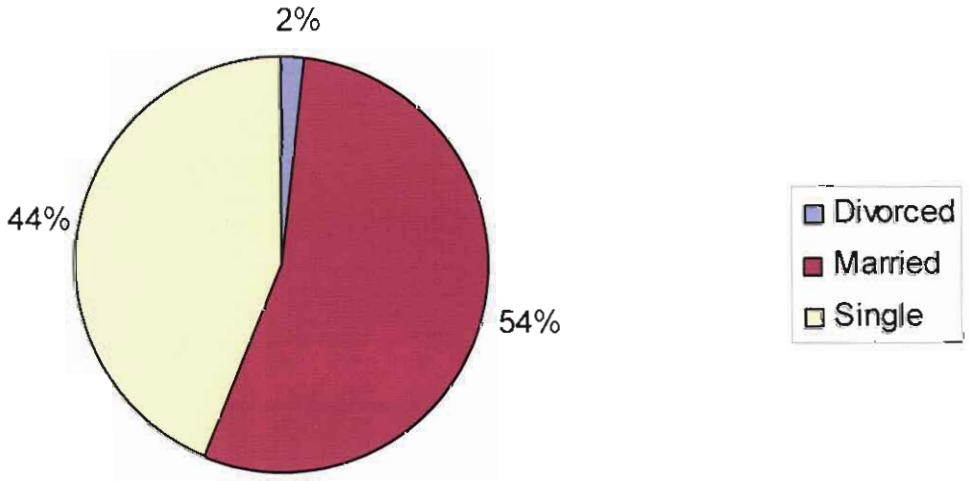
Table 3.9 and Figure 3.9 show the marital status of the respondents.

Table 3.9: MARITAL STATUS

Marital Status	Number of respondents	% of total respondents
Divorced	7	1.5
Married	252	54.5
Single	203	43.9
Widowed	0	0

More than half of all the respondents are married, while 43.9% indicated that they are single. Only 1.5% was divorced and none of the respondents were widowed.

Figure 3.9: MARITAL STATUS



3.4.2 Section 2 – Residence

Section 2 details the respondents' living arrangements. It includes factors like where they live, whether it is owned or rented and how much they spend on a monthly basis. From this part onward, the research will also include the different generations to indicate specific preferences.

3.4.2.1 Live in

Table 3.10 indicate the respondents' living standards. The respondents had to indicate whether they stay in a flat, a house, a RDP house, a shack or a townhouse.

Table: 3.10: LIVE IN

Live in	Millennials		Generation X		Baby Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Flat	28	6.1	14	3.0	0	0.0	0	0.0	9.1
House	7	1.5	259	56.1	105	22.7	7	1.5	81.8
RDP house	0	0.0	7	1.5	0	0.0	0	0.0	1.5
Shack	0	0.0	7	1.5	0	0.0	0	0.0	1.5
Townhouse	0	0.0	21	4.6	7	1.5	0	0.0	6.1
Total		7.6		66.7		24.2		1.5	100

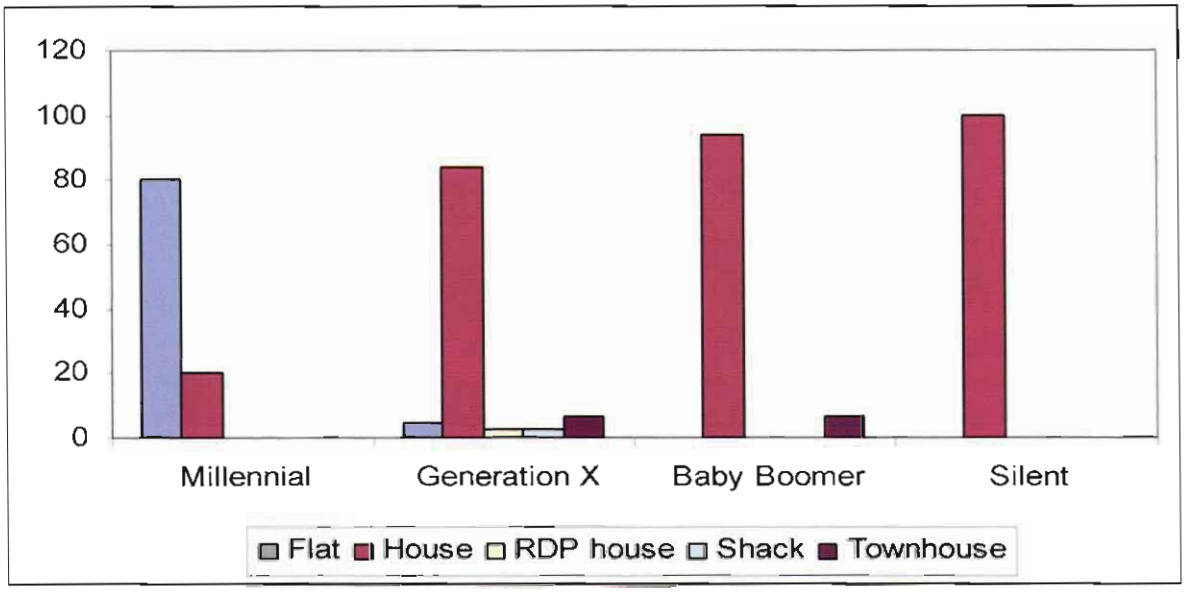
More than 80% of the respondents live in a house, while 9.1% live in a flat and 6.1% live in a townhouse. A total of 1.5% respectively lives in a RDP house or a shack. Table 3.11 and Figure 3.10 shows the results according to the different generations:

Table 3.11: GENERATIONAL LIVING ARRANGEMENTS

Live in	Millennial		Generation X		Baby Boomer		Silent	
Respondents	No	%	No	%	No	%	No	%
Flat	28	80	14	4.6	0	0.0	0	0.0
House	7	20	259	84.1	105	93.8	7	100
RDP house	0	0.0	7	2.3	0	0.0	0	0.0
Shack	0	0.0	7	2.3	0	0.0	0	0.0
Townhouse	0	0.0	21	6.7	7	6.2	0	0.0
Total		100		100		100		100

A total of 80% of the *Millennials* stay in a flat, while the rest reported to stay in a house. More than 80% of the *Generation X* group indicated that they live in a house, while 6.7% reported to live in a townhouse. A total of 4.6% showed that they live in a flat, and 2.3% still live in a shack. The rest of the *Generation Xers* live in a RDP house which is also experienced as empowerment. More than 90% of the *Baby Boomers* lives in a house, while the rest lives in a townhouse. The *Silents* all indicated that they live in a house.

Figure 3.10: GENERATIONAL LIVING ARRANGEMENTS



3.4.2.2 Location

Table 3.12 show the location of where the respondents are living, for example, in town (white suburb), in township, central business development (CBD), small holdings, a farm, etc. This indicates the migration to cities.

Table: 3.12: LIVING LOCATION

Location	Millennials		Generation X		Baby Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
CBD	7	1.5	28	6.1	0	0.0	0	0.0	7.6
White suburb	21	4.6	105	22.7	35	7.5	0	0.0	34.8
Township	7	1.5	161	34.9	77	16.7	7	1.5	54.6
Farm	0	0.0	7	1.5	0	0.0	0	0.0	1.5
Small holding	0	0.0	7	1.5	0	0.0	0	0.0	1.5
Total		7.6		66.7		24.2		1.5	100

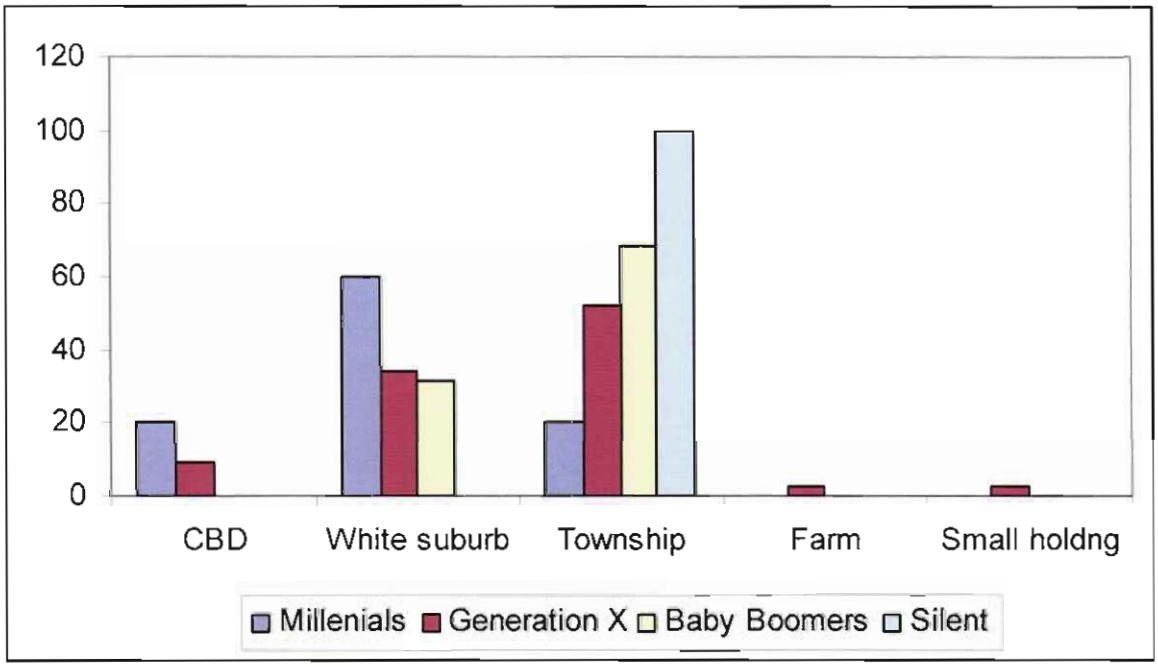
More than half of all the respondents live in the township, and more than a third moved into a white suburb. A total of 7.6% lives in the CBD, while 1.5% respectively lives on a farm or small holdings. Table 3.13 and Figure 3.11 shows the results according to the different generations:

Table 3.13: GENERATIONAL LIVING LOCATION

Location	Millennials		Generation X		Baby Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
CBD	7	20	28	9.1	0	0.0	0	0.0
White suburb	21	60	105	34.1	35	31.3	0	0.0
Township	7	20	161	52.2	77	68.7	7	100
Farm	0	0.0	7	2.3	0	0.0	0	0.0
Small holdng	0	0.0	7	2.3	0	0.0	0	0.0
Total		100		100		100		100

Millennial: A total of 60% of this group stays in a white suburb, while 40% is equally divided between living in the CBD and township. *Generation X:* More than half of this group indicated that they still live in the township, while more than a third lives in a white suburb. Only 9.1% live in the CBD. *Baby Boomer:* More than two thirds of this group lives in a township, while the rest live in a white suburb. *Silent:* All of the respondents in this group indicated that they live in the township.

Figure 3.11: GENERATIONAL LIVING LOCATION



3.4.2.3 Property

Table 3.14 explain whether the respondent is the owner of the premises or renting.

Table: 3.14: PROPERTY

Property	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Owned	0	0.0	224	48.5	98	21.2	0	0.0	69.7
Rented	35	7.6	84	18.2	14	3.0	7	1.5	30.3
Total		7.6		66.7		24.2		1.5	100

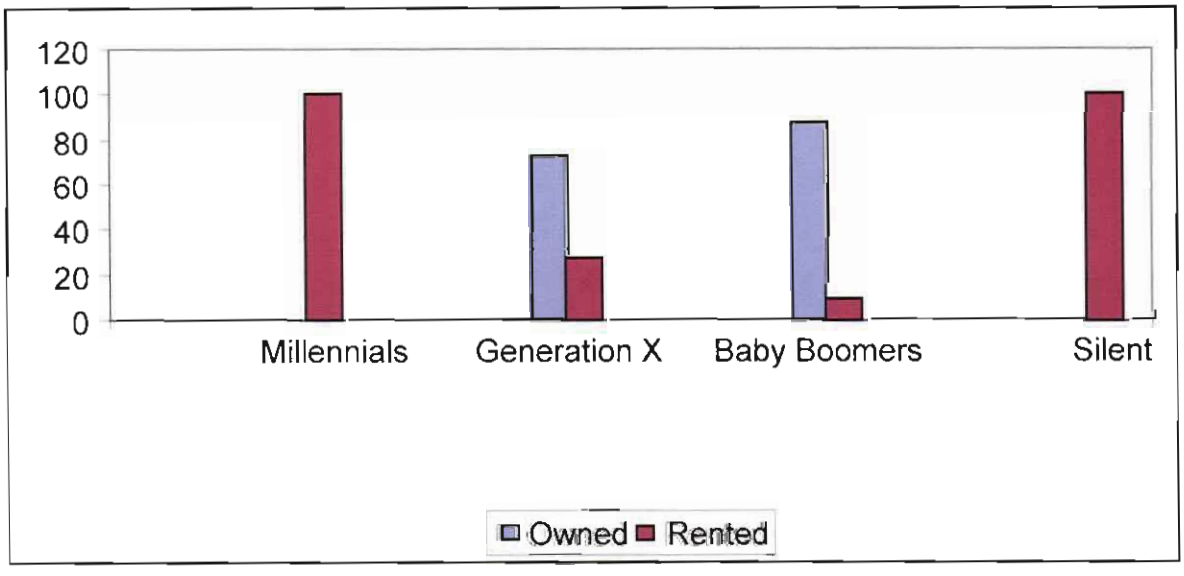
A total of 69.7% of the respondents reported that they own their property, while 30.3% only rent. Table 3.15 and Figure 3.12 show the results according to the different generations:

Table 3.15: GENERATIONAL PROPERTY OWNERSHIP

Property	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Owned	0	0.0	224	72.7	98	87.5	0	0.0
Rented	35	100.0	84	27.3	14	9.5	7	100.0
Total		100		100		100		100

Millennial: The total group of *millennials* reported to be renting their premises. *Generation X*: More than 70% of the respondents in this group own their property, while 27.3% is renting. Baby Boomer: Almost 90% of this group owns their property, while 9.5% is renting. *Silent*: The total group is only renting.

Figure 3.12: GENERATIONAL PROPERTY OWNERSHIP



3.4.2.4 Monthly payment

Table 3.16 show the monthly payment on property.

Table: 3.16: PROPERTY MONTHLY PAYMENTS

Payments	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
R200-R500	7	1.5	56	12.1	21	4.6	0	0.0	18.2
R500-R1000	0	0.0	35	7.6	14	3.0	0	0.0	10.6
R1000-R2000	21	4.6	70	15.2	28	6.1	0	0.0	25.9
R2000-R3000	7	1.5	49	10.5	14	3.0	0	0.0	15.0
R3000-R4000	0	0.0	28	6.1	14	3.0	7	1.5	10.6
R4000-R5000	0	0.0	0	0.0	7	1.5	0	0.0	1.5
R5000-R7500	0	0.0	28	6.1	0	0.0	0	0.0	6.1
R7500-10000	0	0.0	0	0.0	0	0.0	0	0.0	0.0
R10 000+	0	0.0	14	3.0	0	0.0	0	0.0	3.0
Paid up	0	0.0	28	6.1	14	3.0	0	0.0	9.1
Total		7.6		66.7		24.2		1.5	100

More than a quarter of the respondents pay between R1000 and R2000 on their residence every month. A total of 18.2% pay between R200 and R500, while 15% claim to pay between R2000 and R3000. A total of 10.6% of the respondents are respectively paying between R500 and R1000, as well as R3000 and R4000.

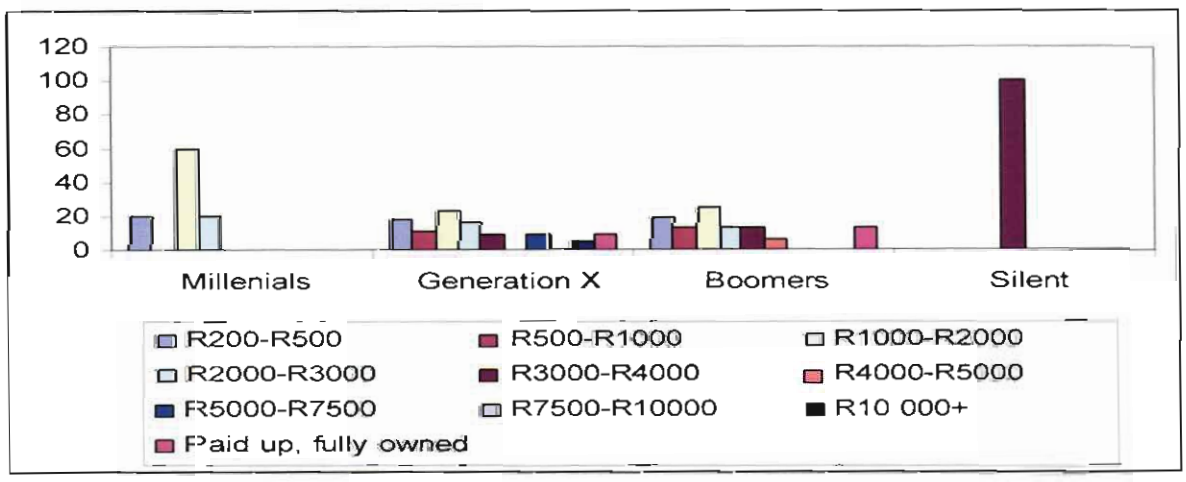
Table 3.17 and Figure 3.13 show the results according to the different generations:

Table 3.17: GENERATIONAL PROPERTY PAYMENTS

Monthly	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
R200-R500	7	20.0	56	18.1	21	18.7	0	0.0
R500-R1000	0	0.0	35	11.4	14	12.5	0	0.0
R1000-R2000	21	60.0	70	22.7	28	25.0	0	0.0
R2000-R3000	7	20.0	49	15.9	14	12.5	0	0.0
R3000-R4000	0	0.0	28	9.1	14	12.5	7	100.0
R4000-R5000	0	0.0	0	0.0	7	6.3	0	0.0
R5000-R7500	0	0.0	28	9.1	0	0.0	0	0.0
R10 000+	0	0.0	14	4.6	0	0.0	0	0.0
Paid up	0	0.0	28	9.1	14	12.5	0	0.0
Total		100		100		100		100

Millennial: A total of 60% of this group responded that their monthly payment is between R1000 and R2000. The other 40% is equally divided between *millennials* paying R200 - R500, and R2000 - R3000. *Generation X*: More than 20% of this group pay between R1000 and R2000, while 18.1% reported paying R200-500. A total of 15.9% pay between R2000 and R3000 monthly, while 9.1% has paid their bonds in full. Only 4.6% pay more than R10 000 per month. *Baby Boomer*: A quarter of the group pay between R1000 and R2000, while another quarter falls between R2000 and R4000. The third quarter can be divided between R500 - R1000 and paid up in full. The last quarter is made up from R200-R500 and R4000-R5000. *Silent*: The total group pays R3000 – R4000.

Figure 3.13: GENERATIONAL PROPERTY PAYMENTS



3.4.3 Section 3 – Clothing

Section 3 details the spending habits regarding clothing by he respondents who were requested to indicate their current preferences including information like whether they have an account, where they have accounts, how much thy spent on clothing on a monthly basis, as well as what influences their choice of clothing.

3.4.3.1 Clothing account

Table 3.18 shows whether the respondents have clothing accounts.

Table: 3.18: CLOTHING ACCOUNTS

Accounts	Millennials		Generation X		Boomers		Silent		Total
	No	%	No	%	No	%	No	%	
Yes	35	7.6	266	57.6	98	21.2	7	1.5	87.9
No	0	0.0	42	9.1	0	0.0	0	0.0	9.1
Would like to have one	0	0.0	0	0.0	7	1.5	0	0.0	1.5
Don't want one	0	0.0	0	0.0	7	1.5	0	0.0	1.5
Total		7.6		66.7		24.2		1.5	100

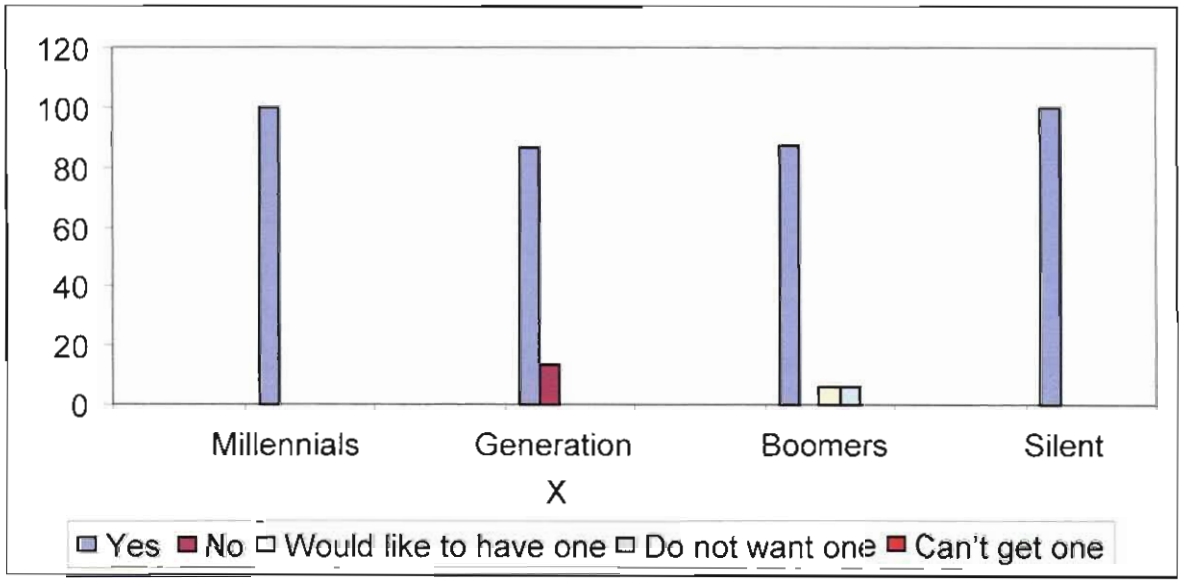
Almost 90% of all the respondents have a clothing account, while 9.1% indicated that they do not have an account. A total of 1.5% showed that they would like to have an account, but 1.5% indicated that they do not want an account. Table 3.19 and Figure 3.14 shows the results according to the different generations:

Table 3.19: GENERATIONAL CLOTHING ACCOUNTS

Accounts	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Yes	35	100.0	266	86.3	98	87.4	7	100.0
No	0	0.0	42	13.7	0	0.0	0	0.0
Would like to have one	0	0.0	0	0.0	7	6.3	0	0.0
Do not want 1	0	0.0	0	0.0	7	6.3	0	0.0
Can't get one	0	0.0	0	0.0	0	0.0	0	0.0
Total		100		100		100		100

All *Millennials* have a clothing account. More than 85% of the *Generation Xers* have an account, while the rest do not have an account. Almost 90% of the *Baby Boomers* have an account, while none of them indicated that they do not have an account. A total of 6.3% indicated that they would like to have an account, but 6.3% also indicated that they do not want one. All *Silents* have an account.

Figure 3.14: GENERATIONAL CLOTHING ACCOUNTS



3.4.3.2 Accounts at

Table 3.20 shows the respondents' accounts. It is important to note that in this question, the respondents could mark more than one of the accounts listed.

Table: 3.20: ACCOUNTS AT

Accounts at	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Ackermans	0	0.0	63	8.9	0	0.0	0	0.0	8.9
Edgars	7	1.0	105	14.8	49	6.9	0	0.0	22.7
Foschini's	14	2.0	98	13.8	0	0.0	0	0.0	15.8
Jet	0	0.0	56	7.9	35	5.0	7	1.0	13.9
Markhams	7	1.0	35	5.0	42	5.9	7	1.0	12.9
Miladys	0	0.0	14	2.0	14	2.0	0	0.0	4.0
Mr Price	0	0.0	14	2.0	0	0.0	0	0.0	2.0
Smart Cntre	0	0.0	0	0.0	7	1.0	0	0.0	1.0
Other	7	1.0	105	14.8	21	3.0	0	0.0	18.8
Total		5.0		69.2		23.8		2.0	100

A total of 22.7% of the respondents have an account with Edgars, while 18.8% indicated that they have accounts with other companies than listed. Frequent other companies were Woolworths, Legit and Exact. A total of 15.8% of the respondents showed that they have an account with Foschini's, while 13.9% marked Jet Stores and 12.9% marked Markhams.

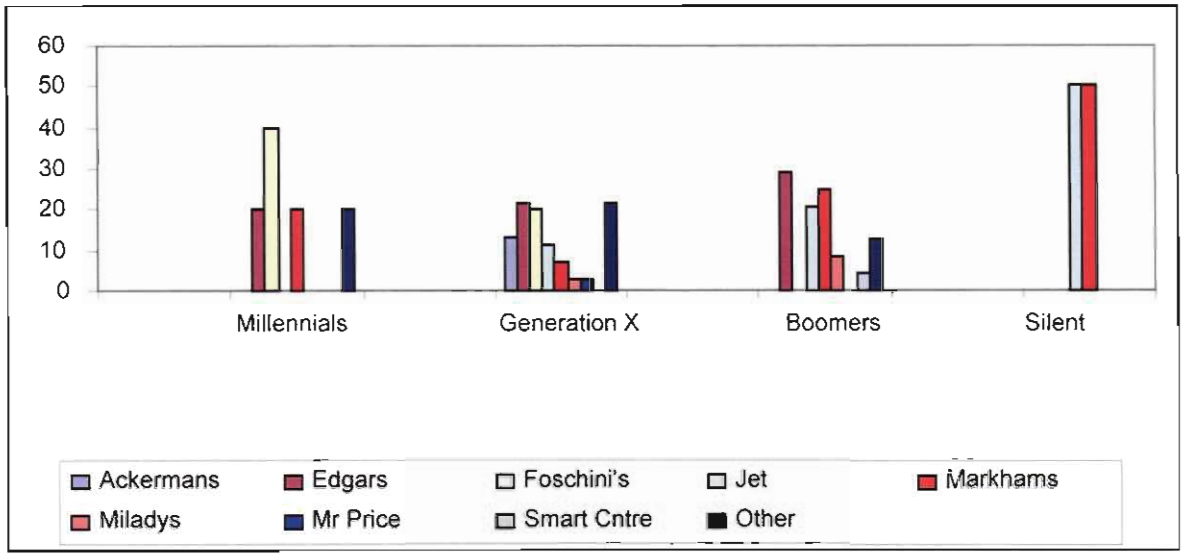
Table 3.21 and Figure 3.15 shows the results according to the different generations:

Table 3.21: GENERATIONAL ACCOUNTS AT

Accounts at	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Ackermans	0	0.0	63	12.9	0	0.0	0	0.0
Edgars	7	20.0	105	21.4	49	29.2	0	0.0
Foschini's	14	40.0	98	20.0	0	0.0	0	0.0
Jet	0	0.0	56	11.4	35	20.8	7	50.0
Markhams	7	20.0	35	7.1	42	25.0	7	50.0
Miladys	0	0.0	14	2.9	14	8.3	0	0.0
Mr Price	0	0.0	14	2.9	0	0.0	0	0.0
Smart Cntre	0	0.0	0	0.0	7	4.2	0	0.0
Other	7	20.0	105	21.4	21	12.5	0	0.0
Total		100		100		100		100

A total of 40% of the *Millennials* have an account with Foschini's. More than 20% of the *Generation X* group have an account with Edgars. Almost 30% of the *Baby Boomers* shops at Edgars, while 25% spend their money at Markhams and 20.8% at Jet. All *Silents* are equally divided by Jet and Markhams.

Figure 3.15: GENERATIONAL ACCOUNTS AT



3.4.3.3 Monthly clothing payments

Table 3.22 show the monthly payment on clothing.

Table: 3.22: CLOTHING MONTHLY PAYMENTS

Monthly payment	Millennials		Generation X		Baby Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Less R250	7	1.5	63	13.6	7	1.5	0	0.0	16.6
R250-R350	0	0.0	21	4.6	28	6.1	0	0.0	10.7
R350-R450	7	1.5	105	22.7	21	4.5	0	0.0	28.7
R450-R750	21	4.6	49	10.6	21	4.5	0	0.0	19.7
R750-R1000	0	0.0	28	6.1	28	6.1	7	1.5	13.7
R1000-R1500	0	0.0	35	7.6	0	0.0	0	0.0	7.6
R1500+	0	0.0	7	1.5	7	1.5	0	0.0	3.0
Total		7.6		66.7		24.2		1.5	100

Almost 30% of all the respondents spend R350-R450 on a monthly basis on clothing, while almost 20% spend between R450 and R750.

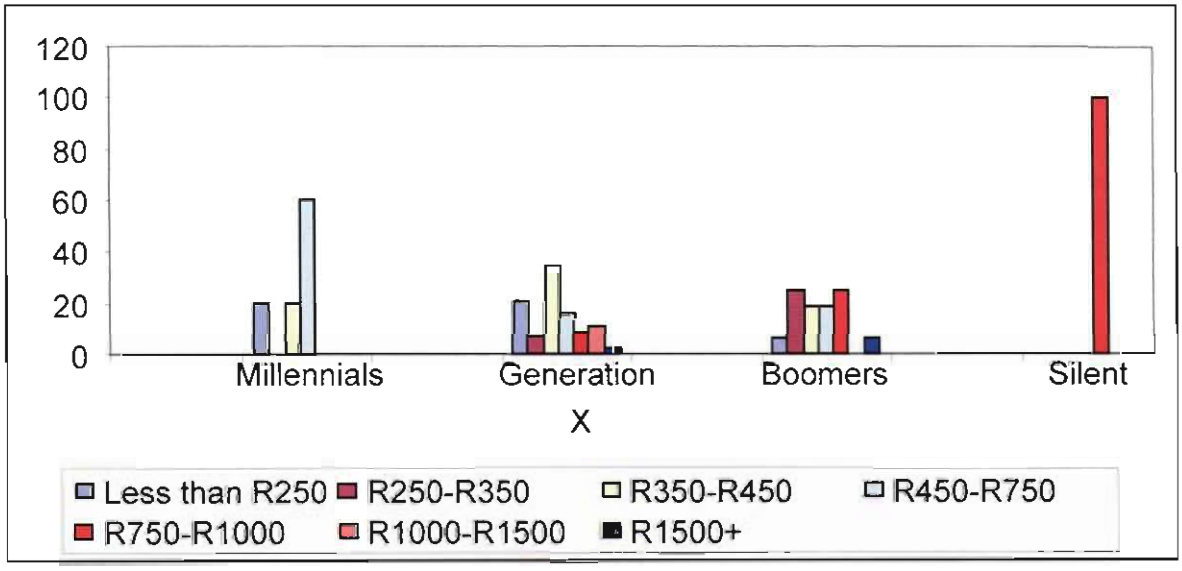
Table 3.23 and Figure 3.16 show the results according to the different generations:

Table 3.23: GENERATIONAL CLOTHING MONTHLY PAYMENTS

Payment	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Less R250	7	20.0	63	20.5	7	6.3	0	0.0
R250-R350	0	0.0	21	6.8	28	25.0	0	0.0
R350-R450	7	20.0	105	34.1	21	18.7	0	0.0
R450-R750	21	60.0	49	15.8	21	18.7	0	0.0
R750-R1000	0	0.0	28	9.1	28	25.0	7	100.0
R1000-R1500	0	0.0	35	11.4	0	0.0	0	0.0
R1500+	0	0.0	7	2.3	7	6.3	0	0.0
Total		100		100		100		100

Millennial: A total of 60% responded that their monthly payment for clothing is between R450 and R750. The other 40% is equally divided between R350 and R450; and less than R250. *Generation X*: More than a third pays between R350 and R450, while 20.5% pay less than R250. Only 2.3% spend more than R1500 per month. *Baby Boomer:* A quarter pay between R750 and R1000, while another quarter fall between R250 and R350. *Silent*: They pay between R750 and R1000 per month.

Figure 3.16: GENERATIONAL CLOTHING MONTHLY PAYMENTS



3.4.3.4 *Influences of Choice*

Table 3.24 shows the influences of choice for buying clothes. It is important to note that in this question, the respondents could mark more than one preference listed.

Table: 3.24: INFLUENCES OF CHOICE (CLOTHING)

Influences	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Design	0	0.0	14	2.3	7	1.1	7	1.1	18.2
Fit	0	0.0	28	4.5	0	0.0	0	0.0	10.6
Quality	14	2.3	252	40.9	77	12.5	7	1.1	25.9
Pricing	0	0.0	98	15.9	42	6.9	0	0.0	15.0
Specific brnd	21	3.4	21	3.4	14	2.3	0	0.0	10.6
Other	0	0.0	0	0.0	14	2.3	0	0.0	1.5
Total		5.7		67.0		25.1		2.2	100

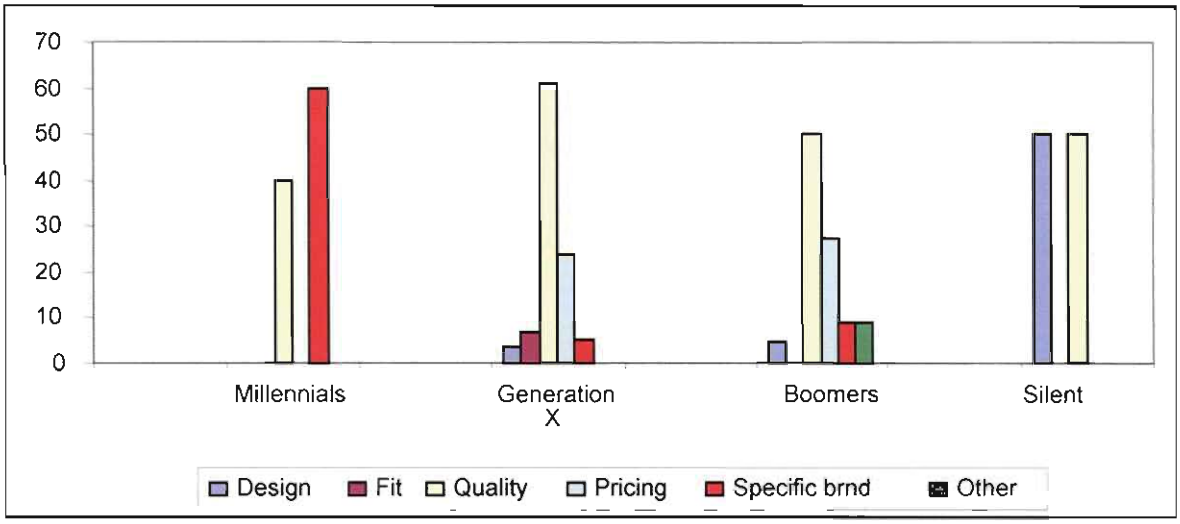
More than a quarter of the respondents recorded that quality influences their spending habits regarding clothing. A total of 18.2% regard design important, while 15% look at the price of the garment. Colour and non-creasing material were identified as "Other" factors of influence. Table 3.25 and Figure 3.17 show the results according to the different generations:

Table 3.25: GENERATIONAL INFLUENCES OF CHOICE (CLOTHING)

Influences	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Design	0	0.0	14	3.4	7	4.5	7	50.0
Fit	0	0.0	28	6.8	0	0.0	0	0.0
Quality	14	40.0	252	61.0	77	50.0	7	50.0
Pricing	0	0.0	98	23.7	42	27.3	0	0.0
Specific brnd	21	60.0	21	5.1	14	9.1	0	0.0
Other	0	0.0	0	0.0	14	9.1	0	0.0
Total		100		100		100		100

Millennial: A total of 60% responded that they are mostly influenced by the specific brand when buying clothes, while 40% prefer quality of product. *Generation X*: More than 60% is being influenced by quality when buying clothes, while 23.7% look at pricing when deciding. *Baby Boomer:* Half of this group is influenced by quality when buying clothing, while 23.7% make their decision based on pricing. A total of 9.1% buys a specific brand, while another 9.1% reported other influences like colour, non-creasing material, etc. *Silent*: The total group is divided by design and quality.

Figure 3.17: GENERATIONAL INFLUENCES OF CHOICE (CLOTHING)



3.4.4 Section 4 – Transport

The intent of Section 4 is to determine the respondents' spending habits on transportation and vehicles. The respondents were requested to indicate their spending preferences regarding their method of transportation, influences regarding choice of vehicle, type of vehicle, make of vehicle and monthly instalments. The results are described in the following tables and graphs.

3.4.4.1 Method of transportation

Table 3.26 show what method of transportation the respondents' prefer to use. It is important to note that in this question, the respondents could mark more than one preference listed.

Table: 3.26: METHOD OF TRANSPORTATION

Transport	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Aeroplane	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Bus	0	0.0	14	2.8	7	1.4	0	0.0	4.2
Own vehicle	0	0.0	210	42.3	63	12.7	0	0.0	55.0
Ship	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Taxi	35	7.0	98	19.7	35	7.1	7	1.4	35.2
Train	0	0.0	7	1.4	21	4.2	0	0.0	5.6
Other	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Total		7.0		66.2		25.4		1.4	100

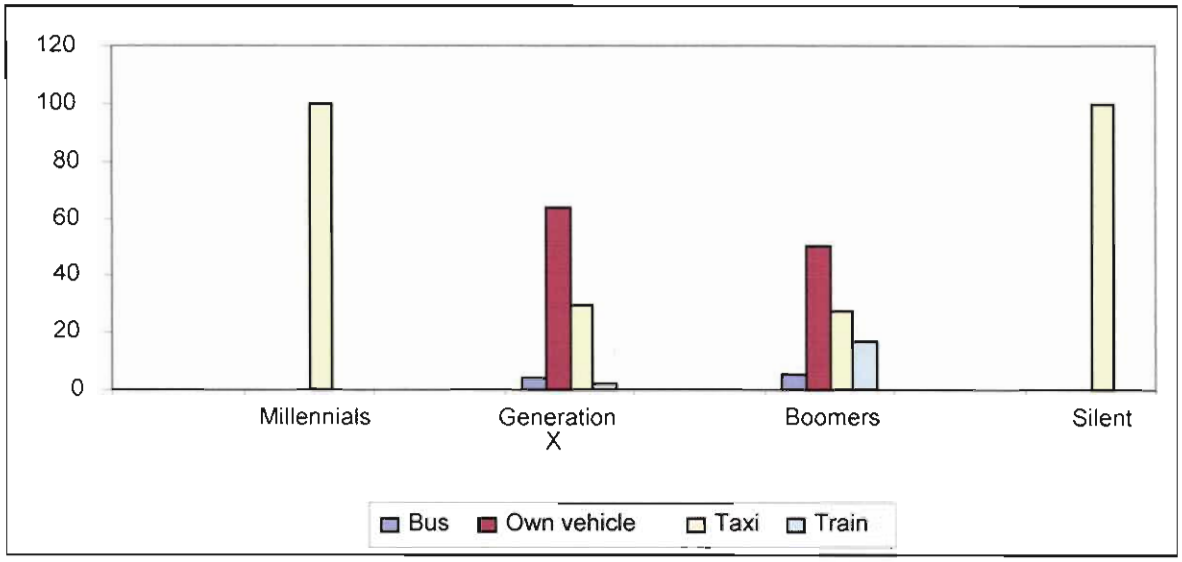
More than 50% of the respondents use their own vehicles for transportation, while more than a third use taxis. A total of 5.6% use a train and 4.2% use a bus. Table 3.27 and Figure 3.18 shows the results according to the different generations:

Table 3.27: GENERATIONAL METHOD OF TRANSPORTATION

Transport	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Aeroplane	0	0.0	0	0.0	0	0.0	0	0.0
Bus	0	0.0	14	4.3	7	5.6	0	0.0
Own vehicle	0	0.0	210	63.8	63	50.0	0	0.0
Ship	0	0.0	0	0.0	0	0.0	0	0.0
Taxi	35	100.0	98	29.8	35	27.8	7	100.0
Train	0	0.0	7	2.1	21	16.6	0	0.0
Other	0	0.0	0	0.0	0	0.0	0	0.0
Total		100		100		100		100

The group *Millennials* use taxis as their method of transportation, while more than 60% of the *Generation X* group use their own vehicle, while almost 30% still make use of a taxi. A total of 50% of the *Baby Boomers* use their own vehicles for transportation, followed by taxis, trains and busses. All *Silents* still use taxis as their method of transportation.

Figure 3.18: GENERATIONAL METHOD OF TRANSPORTATION



3.4.4.2 Influences of Choice

Table 3.28 shows the respondents' influence of choice regarding transportation. It is important to note that in this question, the respondents could mark more than one of the influences listed.

Table: 3.28: INFLUENCES OF CHOICE (TRANSPORTATION)

Influences	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Design/style	0	0.0	63	9.7	21	3.3	0	0.0	13.0
Fuel consmp	0	0.0	133	20.7	7	1.1	0	0.0	21.8
Pricing	0	0.0	105	16.2	21	3.3	0	0.0	19.5
Interior	0	0.0	21	3.3	0	0.0	0	0.0	3.3
Luxury	0	0.0	28	4.3	14	2.2	0	0.0	6.5
Safety	7	1.1	98	15.1	14	2.2	7	1.1	19.5
Specific brnd	0	0.0	56	8.7	14	2.2	0	0.0	10.9
Other	7	1.1	21	3.3	7	1.1	0	0.0	5.5
Total		2.2		81.3		15.4		1.1	100

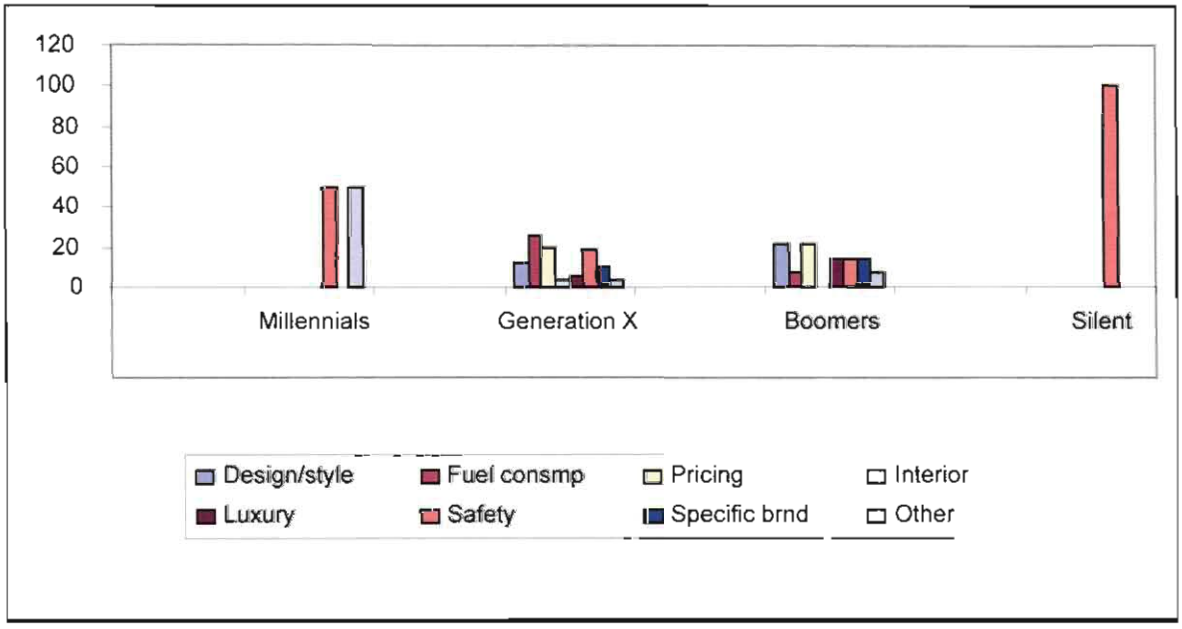
A total of 21.8% of the respondents prefer fuel consumption as an influence of choice, while 19.5% prefer pricing and another 19.5% prefer safety features. Table 3.29 and Figure 3.19 show the results according to the different generations:

Table 3.29: GENERATIONAL INFLUENCES OF CHOICE (TRANSPORTATION)

Influences	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Design/style	0	0.0	63	12.0	21	21.4	0	0.0
Fuel consmp	0	0.0	133	25.3	7	7.1	0	0.0
Pricing	0	0.0	105	20.0	21	21.4	0	0.0
Interior	0	0.0	21	4.0	0	0.0	0	0.0
Luxury	0	0.0	28	5.3	14	14.3	0	0.0
Safety	7	50.0	98	18.7	14	14.3	7	100
Specific brnd	0	0.0	56	10.7	14	14.3	0	0.0
Other	7	50.0	21	4.0	7	7.1	0	0.0
Total		100		100		100		100

Millennial: A total of 50% prefer safety features as an influence of choice when buying a vehicle. *Generation X*: More than 25% indicated that fuel consumption is the most important influence, while 20% showed that pricing is also an important influence in their decision making process. *Baby Boomer*: A total of 21.4% prefers design/style and pricing (21.4%) as an influence of choice. *Silent*: The whole group identifies safety features as their influence of choice when buying a vehicle.

Figure 3.19: GENERATIONAL INFLUENCES OF CHOICE (TRANSPORTATION)



3.4.4.3 Type of vehicle

Table 3.30 show the type of vehicle that the respondents prefer to drive. It is important to note that in this question, the respondents could mark more than one of the preferences listed.

Table: 3.30: TYPE OF VEHICLE

Type vehicle	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
4 x 4	0	0.0	21	6.7	7	2.3	0	0.0	9.0
Combi	0	0.0	14	4.6	0	0.0	0	0.0	4.6
Entry level	0	0.0	28	9.1	0	0.0	0	0.0	9.1
Family car	0	0.0	126	41.0	42	13.6	0	0.0	54.6
Sports	0	0.0	7	2.3	7	2.3	0	0.0	4.6
SUV	0	0.0	7	2.3	0	0.0	0	0.0	2.3
Other	0	0.0	42	13.5	7	2.3	0	0.0	15.8
Total		0.0		79.5		20.5		0.0	100

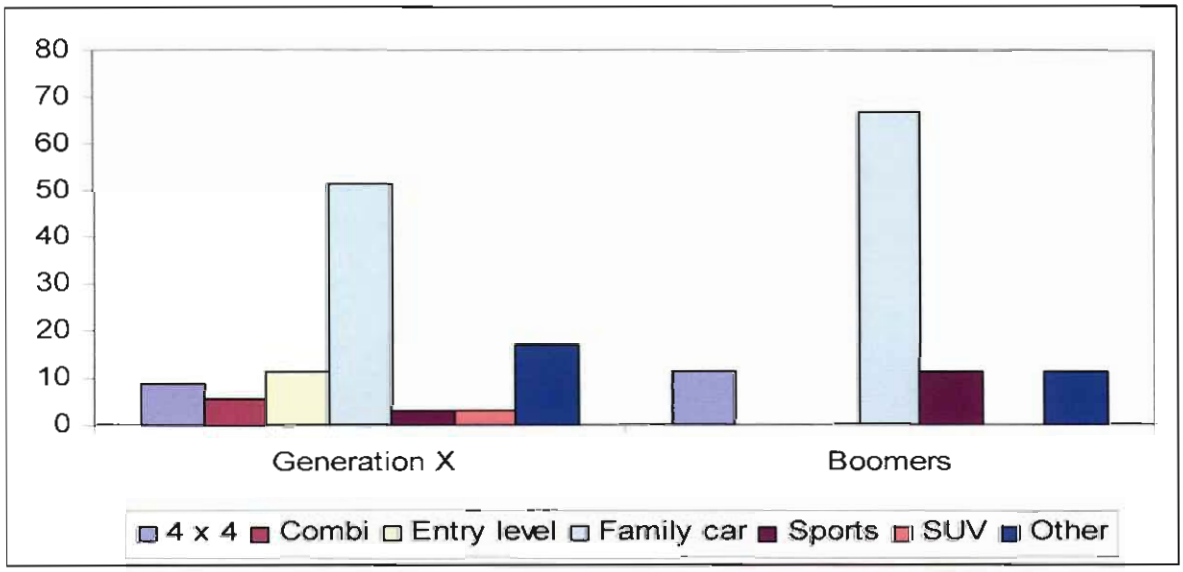
More than 50% of all the respondents drive family cars, while 15.8% identified trucks and bakkies as their type of vehicle under "other". A total of 9.1% prefer entry level vehicles, while 9.0% recorded 4 x 4 vehicles as their preference. Table 3.31 and Figure 3.20 show the results according to the different generations:

Table 3.31: GENERATIONAL TYPE OF VEHICLE

Vehicle	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
4 x 4	0	0.0	21	8.6	7	11.1	0	0.0
Combi	0	0.0	14	5.7	0	0.0	0	0.0
Entry level	0	0.0	28	11.4	0	0.0	0	0.0
Family car	0	0.0	126	51.4	42	66.7	0	0.0
Sports	0	0.0	7	2.9	7	11.1	0	0.0
SUV	0	0.0	7	2.9	0	0.0	0	0.0
Other	0	0.0	42	17.1	7	11.1	0	0.0
Total		100		100		100		100

The *Millennials* and the *Silents* indicated that they do not own a vehicle (using taxi services for transportation). *Generation X*: More than 50% drive family cars, while bakkies and trucks are identified under "Other" (17.1%). *Baby Boomer*: Two thirds drive family vehicles, while the rest is equally divided by 4 x 4 vehicles (11.1%), Sports cars (11.1%) and "Other" (11.1%).

Figure 3.20: GENERATIONAL TYPE OF VEHICLE



3.4.4.4 Make of vehicle

Table 3.32 show the make of vehicle that the respondents are driving. It is important to note that in this question, the respondents could mark more than one preference listed.

Table: 3.32: MAKE OF VEHICLE

Make	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
BMW	0	0.0	21	6.7	7	2.3	0	0.0	9.0
Chevrolet	0	0.0	7	2.3	0	0.0	0	0.0	2.3
Daimler Chrysler	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Fiat	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Ford	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Honda	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Hyundai	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Jaguar	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Jeep	0	0.0	7	2.3	0	0.0	0	0.0	2.3
Mercedes-Benz	0	0.0	7	2.3	7	2.3	0	0.0	4.6
Kia	0	0.0	14	4.6	0	0.0	0	0.0	4.6
Land Rover	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Mitsubishi	0	0.0	7	2.3	0	0.0	0	0.0	2.3
Nissan	0	0.0	21	6.7	7	2.3	0	0.0	9.0
Peugeot	0	0.0	14	4.6	0	0.0	0	0.0	4.6
Renault	0	0.0	14	4.6	0	0.0	0	0.0	4.6
San Yong	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Tata	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Toyota	0	0.0	77	25.0	21	6.7	0	0.0	31.7
Volkswagen	0	0.0	42	13.5	7	2.3	0	0.0	15.8
Other	0	0.0	14	4.6	14	4.6	0	0.0	9.2
Total		0.0		79.5		20.5		0.0	100

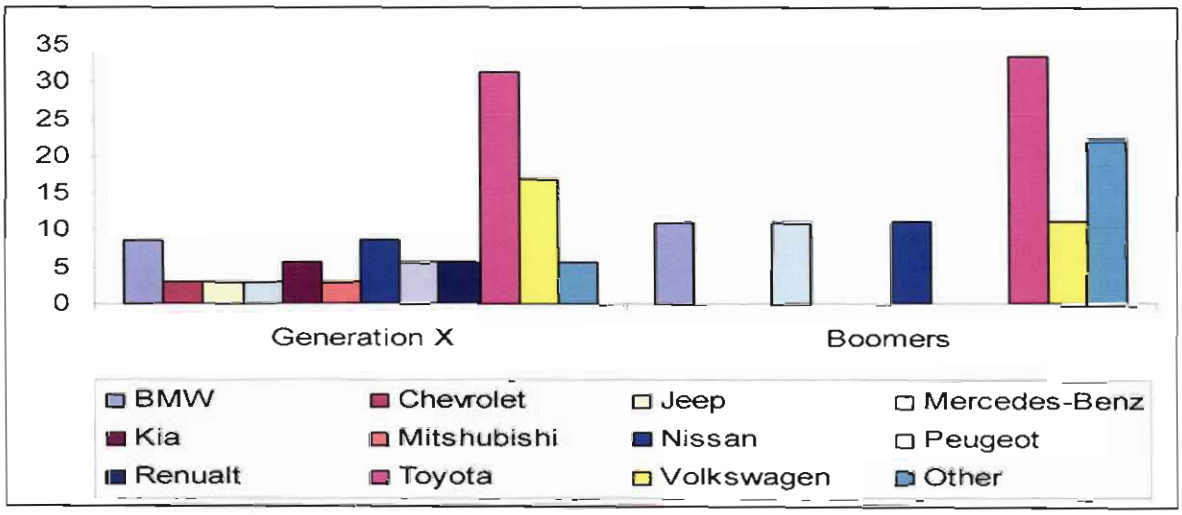
More than 30% of the respondents drive Toyota, while 15.8% drive Volkswagen. A total of 9.2% specified their make of vehicle as Opel and Mazda under "other", while BMW (9.0%) and Nissan (9.0%) follow. The rest is divided by Chevrolet (2.3%), Jeep (2.3%), Mercedes Benz (4.6%), Kia (4.6%), Mitsubishi (2.3%), Peugeot (4.6%) and Renault (4.6%). Table 3.33 and Figure 3.21 shows the results according to the different generations:

Table 3.33: GENERATIONAL MAKE OF VEHICLE

Make	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
BMW	0	0.0	21	8.6	7	11.1	0	0.0
Chevrolet	0	0.0	7	2.9	0	0.0	0	0.0
Daimler Chrysler	0	0.0	0	0.0	0	0.0	0	0.0
Fiat	0	0.0	0	0.0	0	0.0	0	0.0
Ford	0	0.0	0	0.0	0	0.0	0	0.0
Honda	0	0.0	0	0.0	0	0.0	0	0.0
Hyundai	0	0.0	0	0.0	0	0.0	0	0.0
Jaguar	0	0.0	0	0.0	0	0.0	0	0.0
Jeep	0	0.0	7	2.9	0	0.0	0	0.0
Merc-Benz	0	0.0	7	2.9	7	11.1	0	0.0
Kia	0	0.0	14	5.7	0	0.0	0	0.0
Land Rover	0	0.0	0	0.0	0	0.0	0	0.0
Mitsubishi	0	0.0	7	2.9	0	0.0	0	0.0
Nissan	0	0.0	21	8.6	7	11.1	0	0.0
Peugeot	0	0.0	14	5.7	0	0.0	0	0.0
Renault	0	0.0	14	5.7	0	0.0	0	0.0
San Yong	0	0.0	0	0.0	0	0.0	0	0.0
Tata	0	0.0	0	0.0	0	0.0	0	0.0
Toyota	0	0.0	77	31.4	21	33.3	0	0.0
Volkswagen	0	0.0	42	17.0	7	11.1	0	0.0
Other	0	0.0	14	5.7	14	22.3	0	0.0
Total		0.0		100.0		100.0		0.0

The *Millennials* and the *Silents* indicated that they do not own a vehicle. *Generation X*: More than 30% of this group drives Toyota, while 17% drives Volkswagen. *Baby Boomer*: More than 30% of this group drives Toyota, while more than 20% drives other vehicles specified as Mazda and Opel. The rest is equally divided by BMW (11.1%), Mercedes-Benz (11.1%), Nissan (11.1%) and Volkswagen (11.1%).

Figure 3.21: GENERATIONAL MAKE OF VEHICLE



3.4.4.5 Monthly vehicle payments

Table 3.34 shows the monthly payment on vehicles.

Table: 3.34: VEHICLE MONTHLY PAYMENTS

Payments	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
R500-R1000	0	0.0	28	9.1	14	4.5	0	0.0	13.6
R1000-R2000	0	0.0	14	4.5	0	0.0	0	0.0	4.5
R2000-R3000	0	0.0	42	13.6	28	9.1	0	0.0	22.7
R3000-R4000	0	0.0	49	15.9	0	0.0	0	0.0	15.9
R4000-R5000	0	0.0	49	15.9	7	2.3	0	0.0	18.2
R5000-R7500	0	0.0	7	2.3	0	0.0	0	0.0	2.3
R7500–10000	0	0.0	7	2.3	7	2.3	0	0.0	4.6
R10 000+	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Paid up	0	0.0	14	4.5	7	2.3	0	0.0	6.8
Paid cash	0	0.0	35	11.4	0	0.0	0	0.0	11.4
Total		0.0		79.5		20.5		0.0	100

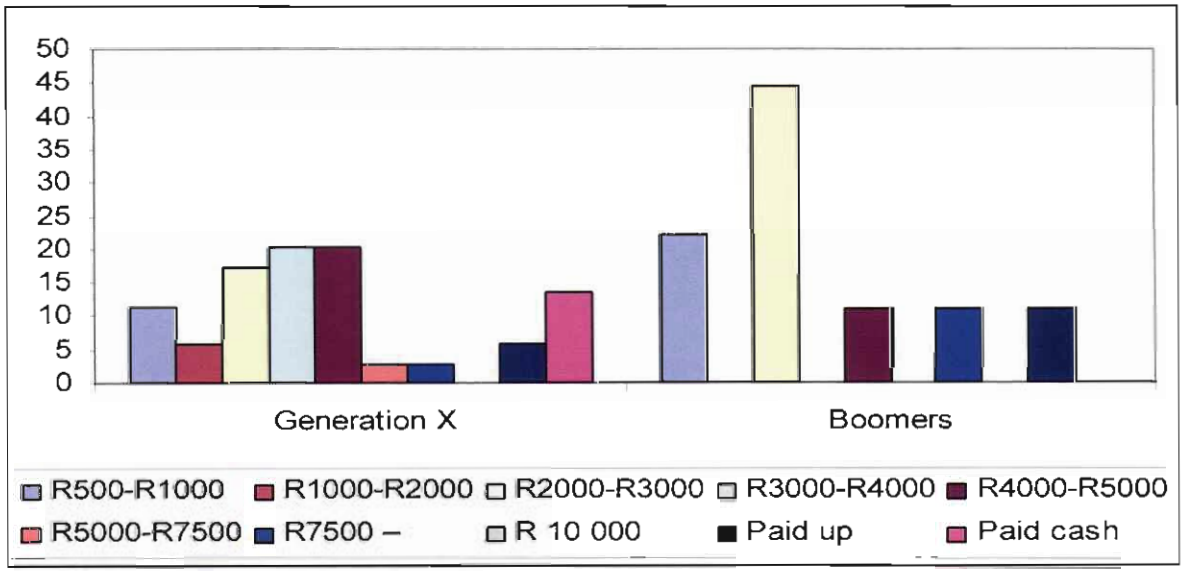
More than 20% of all the respondents spend between R2000 and R3000 on a vehicle monthly, while almost 20% spend between R4000 and R5000. A total of 15.9% spend between R3000 and R4000, while 13.6% spend between R500 and R1000. None of the respondents pay more than R10 000 per month on their vehicle. Table 3.35 and Figure 3.22 show the results according to the different generations:

Table 3.35: GENERATIONAL VEHICLE MONTHLY PAYMENTS

Payments	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
R500-R1000	0	0.0	28	11.5	14	22.2	0	0.0
R1000-R2000	0	0.0	14	5.9	0	0.0	0	0.0
R2000-R3000	0	0.0	42	17.2	28	44.5	0	0.0
R3000-R4000	0	0.0	49	20.1	0	0.0	0	0.0
R4000-R5000	0	0.0	49	20.1	7	11.1	0	0.0
R5000-R7500	0	0.0	7	2.9	0	0.0	0	0.0
R7500–R10 000	0	0.0	7	2.9	7	11.1	0	0.0
R10 000+	0	0.0	0	0.0	0	0.0	0	0.0
Paid up	0	0.0	14	5.9	7	11.1	0	0.0
Paid cash	0	0.0	35	13.5	0	0.0	0	0.0
Total		0.0		100.0		100.0		0.0

As the *Millennials* and the *Silents* indicated that they do not own a vehicle, they therefore did not respond to this question (see 3.4.4.1). *Generation X*: More than 20% of this group pays between R3000 and R4000, while another 20.1% pay R4000 – R5000 per month on their vehicle. A total of 5.9% recorded that their vehicle is fully paid, while 13.5% bought their vehicle in cash. *Baby Boomer*: Almost 45% of this group pays between R2000 and R3000, while more than 20% pay between R500 and R1000. A total of 11.1% claim to have paid up their vehicle in full.

Figure 3.22: GENERATIONAL VEHICLE MONTHLY PAYMENTS



3.4.5 Section 5 – Music

Section 5 gives the respondent an opportunity to rate their preference in terms of music. It includes which format they prefer, type of music, how much they spend on a monthly basis on music and live performances, as well as how often they watch shows.

3.4.5.1 Music format

Table 3.36 shows which format the respondents prefer to use. It is important to note that in this question, the respondents could mark more than one preference listed.

Table: 3.36: MUSIC FORMAT

Music format	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Cassette	0	0.0	0	0.0	14	2.1	0	0.0	2.1
CD	21	3.2	189	28.7	56	8.5	0	0.0	40.4
DVD	0	0.0	189	28.7	49	7.5	7	1.1	37.3
MP3	14	2.1	84	12.7	14	2.1	0	0.0	16.9
VHS	0	0.0	7	1.1	0	0.0	0	0.0	1.1
Other	0	0.0	7	1.1	7	1.1	0	0.0	2.2
Total		5.3		72.3		21.3		1.1	100

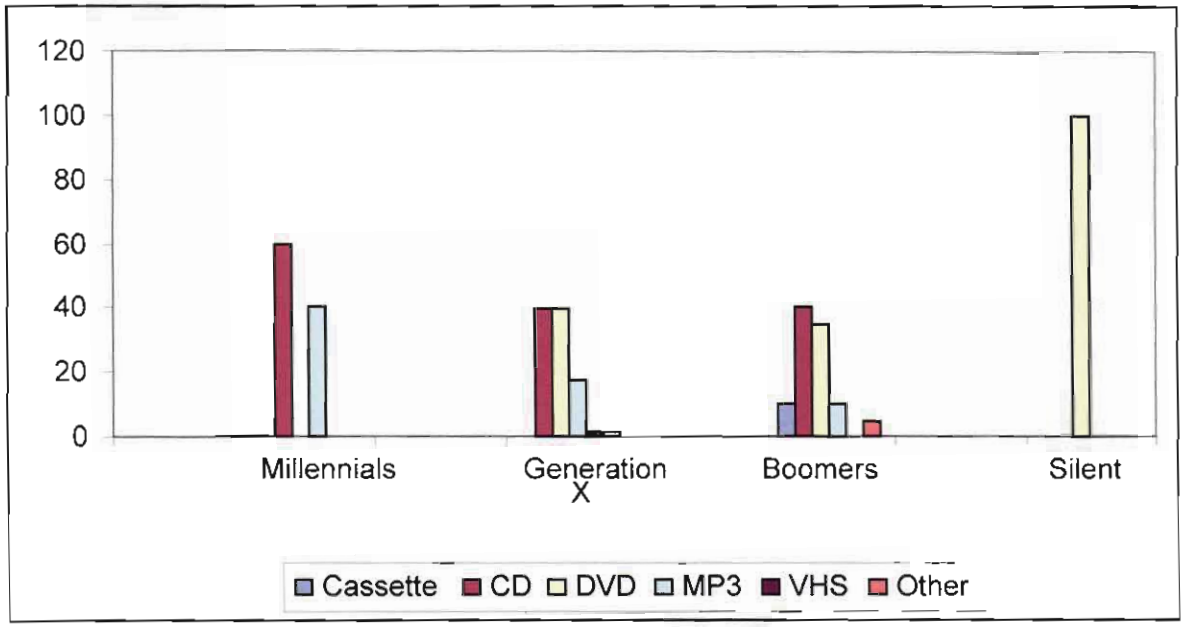
More than 40% of the respondents use CD format, while 37.3% use DVD. A total of 16.9% prefer to use MP3, 2.1% use audio cassettes. Only 1.1% of the respondents use VHS format. Listening to the radio (2.2%) was identified under "Other". Table 3.37 and Figure 3.23 show the results according to the different generations:

Table 3.37: GENERATIONAL MUSIC FORMAT

Music format	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Cassette	0	0.0	0	0.0	14	10.0	0	0.0
CD	21	60	189	39.7	56	40.0	0	0.0
DVD	0	0.0	189	39.7	49	35.0	7	100.0
MP3	14	40	84	17.6	14	10.0	0	0.0
VHS	0	0.0	7	1.5	0	0.0	0	0.0
Other	0	0.0	7	1.5	7	5.0	0	0.0
Total		100		100		100		100

Millennial: A total of 60% use CD format, while 40% use MP3. *Generation X*: Both CD and DVD format are used by 39.7% of this group respectively. *Baby Boomer*: A total of 40% use CD format, while 35% use DVD. The rest is equally divided by audio cassette (10%) and MP3 (10%) formats. *Silent*: This group prefer to use DVD format.

Figure 3.23: GENERATIONAL MUSIC FORMAT



3.4.5.2 *Type of Music*

Table 3.38 shows the respondents' preference of music type. It is important to note that in this question, the respondents could mark more than one of the preferences listed.

Table: 3.38: TYPE OF MUSIC

Music Type	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Jazz	7	0.7	84	8.9	35	3.7	0	0.0	13.3
Pop	0	0.0	28	3.0	7	0.7	0	0.0	3.7
Classical	7	0.7	56	5.9	21	2.3	0	0.0	8.9
Kwaito	0	0.0	63	6.7	21	2.3	0	0.0	9.0
Hip Hop	14	1.5	28	3.0	7	0.7	0	0.0	5.2
Opera	0	0.0	28	3.0	7	0.7	0	0.0	3.8
Reggae	0	0.0	21	2.3	14	1.4	0	0.0	3.7
Country	0	0.0	14	1.5	21	2.3	0	0.0	3.8
Traditional	0	0.0	70	7.4	21	2.3	0	0.0	9.7
Gospel	7	0.7	168	17.8	77	8.0	7	0.7	27.2
Rock	0	0.0	28	3.0	7	0.7	0	0	3.7
Rap	0	0.0	7	0.7	0	0.0	0	0	0.7
Other	0	0.0	56	5.9	14	1.4	0	0.0	7.3
Total		3.6		69.0		26.7		0.7	100

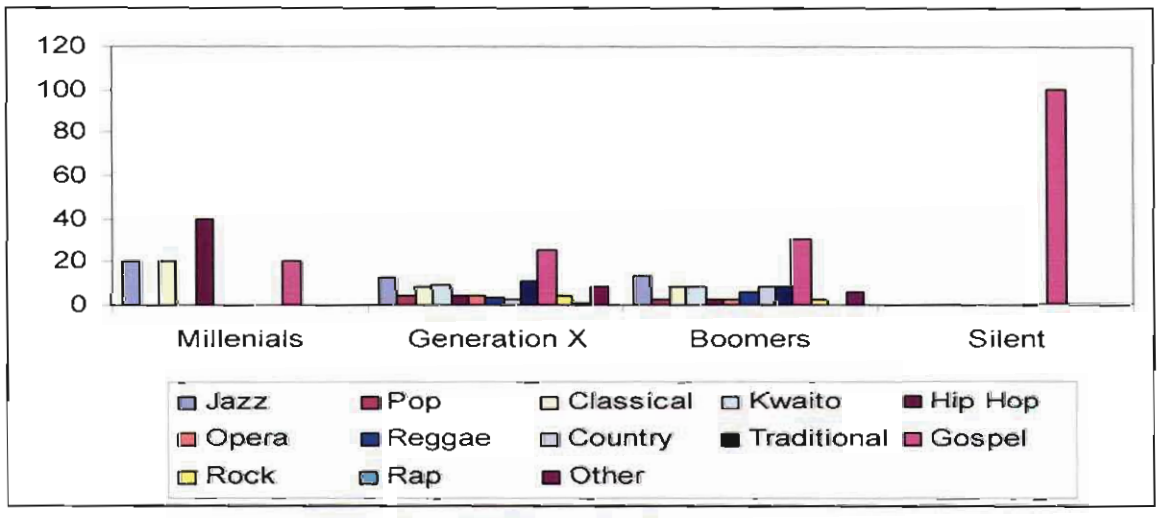
Almost 30% of the respondents prefer gospel music, while 13.3% prefer jazz. A total of 9.7% enjoy traditional music, kwaito (9%) and classical music (8.9%). Other music styles were identified as R&B (7.3%). Table 3.39 and Figure 3.24 show the results according to the different generations:

Table 3.39: GENERATIONAL TYPE OF MUSIC

Music Type	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Jazz	7	20.0	84	12.9	35	13.9	0	0.0
Pop	0	0.0	28	4.3	7	2.8	0	0.0
Classical	7	20.0	56	8.6	21	8.3	0	0.0
Kwaito	0	0.0	63	9.7	21	8.3	0	0.0
Hip Hop	14	40.0	28	4.3	7	2.8	0	0.0
Opera	0	0.0	28	4.3	7	2.8	0	0.0
Reggae	0	0.0	21	3.2	14	5.6	0	0.0
Country	0	0.0	14	2.2	21	8.3	0	0.0
Traditional	0	0.0	70	10.8	21	8.3	0	0.0
Gospel	7	20.0	168	25.7	77	30.5	7	100.0
Rock	0	0.0	28	4.3	7	2.8	0	0
Rap	0	0.0	7	1.1	0	0.0	0	0
Other	0	0.0	56	8.6	14	5.6	0	0.0
Total		100.0		100.0		100.0		100.0

A total of 40% of the *Millennials* prefer hip hop, as well as jazz (20%), classical (20%) and gospel (20%). More than 25% of the *Generation X* group prefers gospel music, jazz (12.9%) and traditional music (10.8%). The respondents specified another preferred music types as R&B (8.6%). More than 30% of the *Baby Boomers* prefer gospel music and jazz (13.9%), while the *Silents* prefer to listen to gospel music only.

Figure 3.24: GENERATIONAL TYPE OF MUSIC



3.4.5.3 *Monthly spending on music*

Table 3.40 shows how much the respondents normally spend on music per month.

Table: 3.40: MONTHLY SPENDING ON MUSIC

Spending	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
R100-R200	35	9.4	195	52.8	56	15.1	7	1.9	79.2
R200-R500	0	0.0	35	9.4	7	1.9	0	0.0	11.3
R500-R750	0	0.0	28	7.6	0	0.0	0	0.0	7.6
R750-R1000	0	0.0	0	0.0	7	1.9	0	0.0	1.9
Total		9.4		69.8		18.8		1.9	100

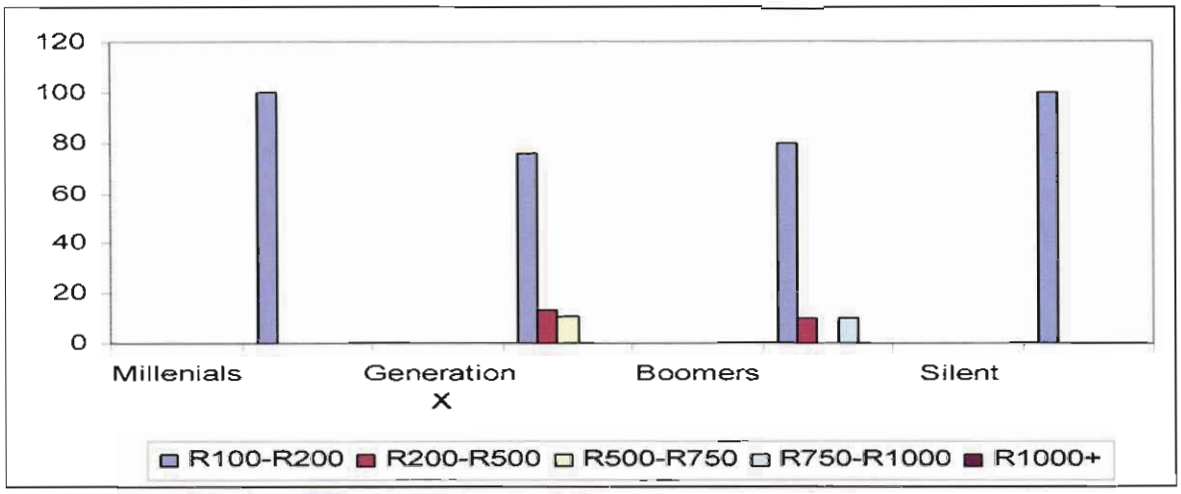
Almost 80% of the respondents spend R100 - R200 on music on a monthly basis. None of the respondents spends more than R1000 per month on music. Table 3.41 and Figure 3.25 show the results according to the different generations:

Table 3.41: GENERATIONAL MONTHLY SPENDING ON MUSIC

Music spend	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
R100-R200	35	100.0	195	75.6	56	80.0	7	100.0
R200-R500	0	0.0	35	13.6	7	10.0	0	0.0
R500-R750	0	0.0	28	10.8	0	0.0	0	0.0
R750-R1000	0	0.0	0	0.0	7	10.0	0	0.0
Total		100		100		100		100

All the *Millennials* indicated that they spend between R100 and R200 per month on music. More than 75% of the *Generation X* group pay R100-R200 per month, while 13.6% spend R200-R500. A total of 80% of the *Baby Boomer*s pay R100-R200 per month, while 10% spend R200-R500. Only 10% is spending R750-R1000 per month. *Silents* pay between R200 and R300 per month on music.

Figure 3.25: GENERATIONAL MONTHLY SPENDING ON MUSIC



3.4.5.4 Monthly spending on live performances

Table 3.42 shows how much the respondents normally spend on live performances.

Table: 3.42: SPENDING ON LIVE PERFORMANCES

Spending	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
R75-R150	21	5.2	168	42.1	84	21.1	7	1.8	70.2
R150-R300	7	1.8	49	12.2	7	1.8	0	0.0	15.8
R300-R500	7	1.8	49	12.2	0	0.0	0	0.0	14.0
Total		8.8		66.5		22.9		1.8	100

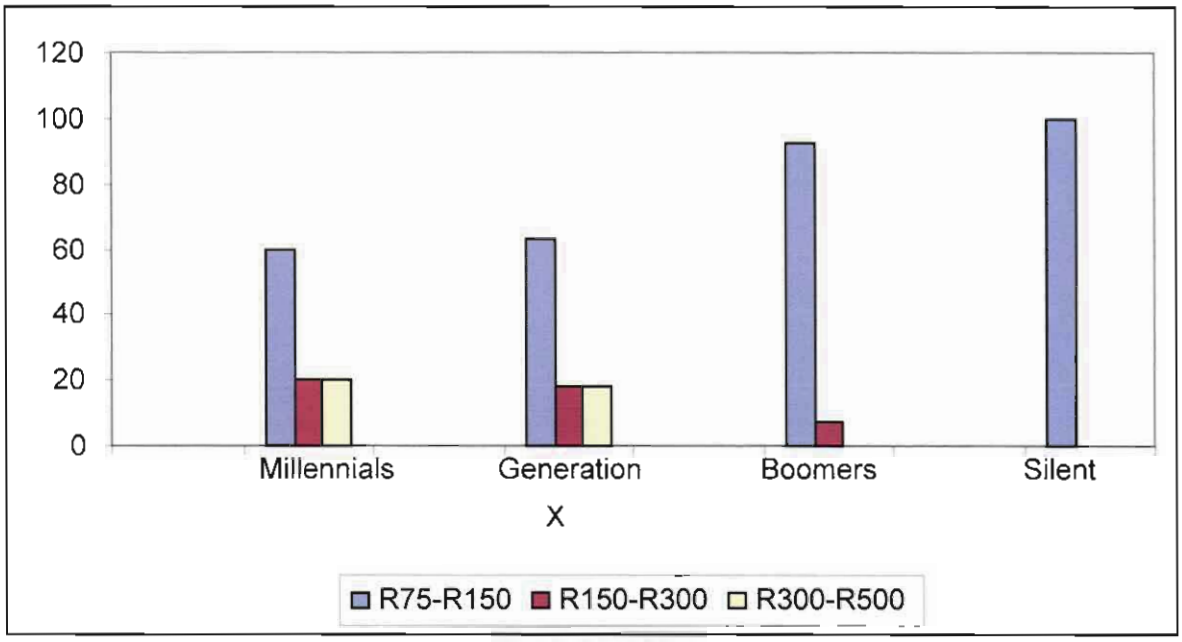
More than 70% of all the respondents spend R75-R150 on live performances. A total of 15.8% pay R150-R300, while 14.0% pay between R300 and R500. None of the respondents were paying more than R500 to attend live performances. Table 3.43 and Figure 3.26 show the results according to the different generations:

Table 3.43: GENERATIONAL SPENDING ON LIVE PERFORMANCES

Show spend	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
R75-R150	21	60.0	168	63.2	84	92.3	7	100.0
R150-R300	7	20.0	49	18.4	7	7.7	0	0.0
R300-R500	7	20.0	49	18.4	0	0.0	0	0.0
Total		100.0		100.0		100.0		100.0

A total of 60% of the *Millennials* spend R75-R150 to attend a live performance, while 20% pay R150-R300 and 20% pay R300-R500. Almost two thirds of the *Generation X* group pay between R75 and R150 on live performances, while 18.4% spend between R150 and R300 and 18.4% spend between R300 – R500. More than 90% of the *Baby Boomers* spend only R75-R150 to attend live performances, while 7.7% pay R150 – R300. The *Silents* pay between R75 and R150 on live performances.

Figure 3.26: GENERATIONAL SPENDING ON LIVE PERFORMANCES



3.4.5.5 Live performances

Table 3.44 show how often the respondents watch a live performance or show.

Table: 3.44: LIVE PERFORMANCE FREQUENCY

Frequency	Millennials		GenerationX		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Twice a week	0	0.0	7	1.6	0	0.0	0	0.0	1.6
Once a week	7	1.6	14	3.2	7	1.6	0	0.0	6.4
Monthly	0	0.0	28	6.3	0	0.0	7	1.6	7.9
Bi-monthly	0	0.0	14	3.2	0	0.0	0	0.0	3.2
Bi-annually	7	1.6	105	23.8	21	4.8	0	0.0	30.2
Once a year	21	4.8	91	20.6	112	25.3	0	0.0	50.7
Total		8.0		58.7		31.7		1.6	100

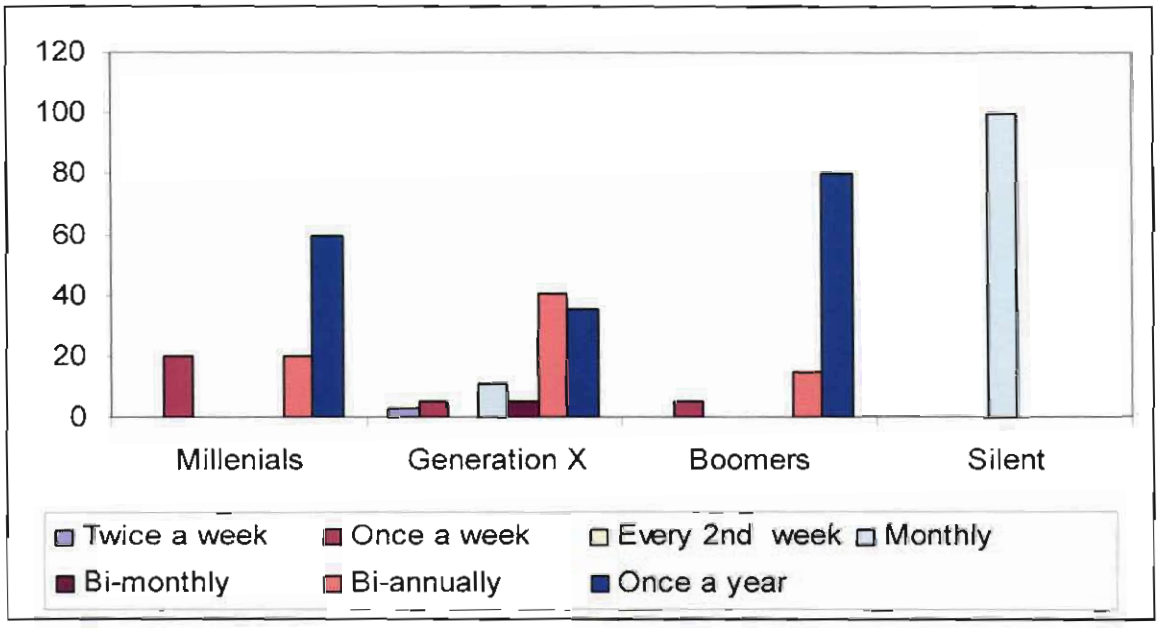
More than half of the respondents recorded that they attend live shows once a year, while almost a third stated that they attend live performances bi-annually. None of the respondents recorded that they attend these functions every second week. Table 3.45 and Figure 3.27 show the results according to the different generations:

Table 3.45: GENERATIONAL LIVE PERFORMANCE FREQUENCY

Frequency	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Twice a week	0	0.0	7	2.7	0	0.0	0	0.0
Once a week	7	20.0	14	5.4	7	5.0	0	0.0
Monthly	0	0.0	28	10.8	0	0.0	7	100
Bi-monthly	0	0.0	14	5.4	0	0.0	0	0.0
Bi-annually	7	20.0	105	40.5	21	15.0	0	0.0
Once a year	21	60.0	91	35.2	112	80.0	0	0.0
Total		100.0		100.0		100.0		100.0

Millennial: A total of 60% attend live performances once a year, while 20% attend a live performance once a week and 20% bi-annually. *Generation X*: More than 40% attends live shows bi-annually, while more than 35% attend it once a year. *Baby Boomer*: A total of 80% attends live shows once a year, while 15% attend it bi-annually and 5% once a week. *Silent*: They attend live concerts on a monthly basis.

Figure 3.27: GENERATIONAL LIVE PERFORMANCE FREQUENCY



3.4.6 Section 6 – Technology

Section 6 details how technologically advanced the respondents are. It entails information like: does the respondent own a MP3 player, hi-fi system, surround sound, big screen television, computer or laptop. It further enquires about the main application of their computers, how many computers are installed at home, their level of computer literacy, subscription and internet connection.

3.4.6.1 MP3 device

Table 3.46 and Figure 3.28 show whether the respondents own a MP3 device.

Table: 3.46: MP3 DEVICE

MP3 device	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Yes	14	3.1	154	33.8	28	6.2	0	0.0	43.1
No	14	3.1	154	33.8	84	18.5	7	1.5	56.9
Total		6.2		67.6		24.7		1.5	100

More than 40% of the respondents own a MP3 device, while the rest does not.

Figure 3.28: MP3 DEVICE

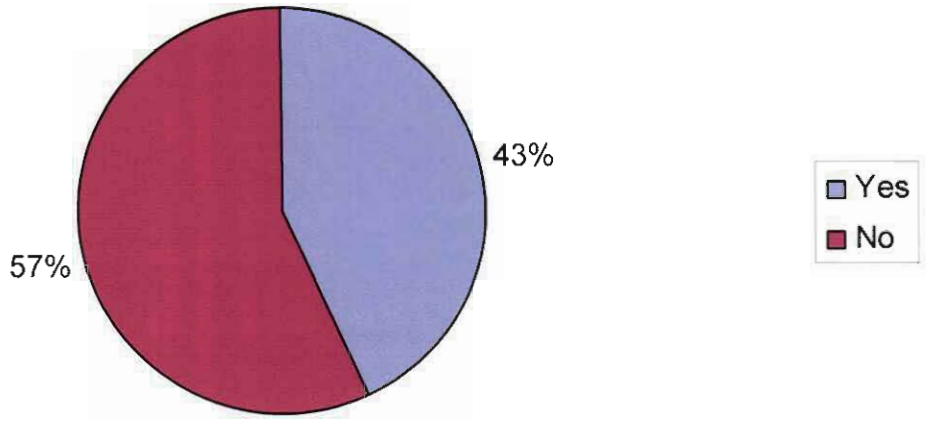


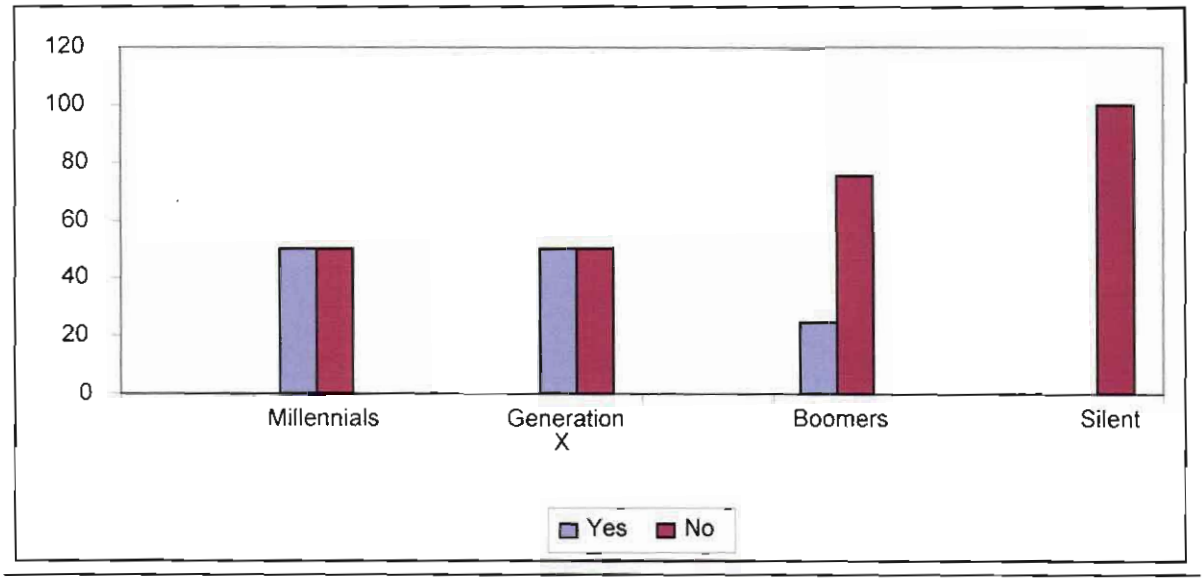
Table 3.47 and Figure 3.29 show the results according to the different generations:

Table 3.47: GENERATIONAL MP3 DEVICE

MP3 device	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Yes	14	50.0	154	50.0	28	25.0	0	0.0
No	14	50.0	154	50.0	84	75.0	7	100.0
Total		100.0		100.0		100.0		100.0

Half of the *Millennials* and *Generation X* group own a MP3 device, while a total of 25% of the *Baby Boomers* own a MP3 device. None of the *Silents* own a MP3 device.

Figure 3.29: GENERATIONAL MP3 DEVICE



3.4.6.2 Hi-Fi

Table 3.48 and Figure 3.30 shows whether the respondents own a good hi-fi system.

Table: 3.48: HI-FI SYSTEM

Hi-Fi	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Yes	14	3.1	217	47.7	77	16.8	7	1.6	69.2
No	14	3.1	91	20.0	35	7.7	0	0.0	30.8
Total		6.2		67.7		24.5		1.6	100

Almost 70% of the respondents own a good hi-fi system.

Figure 3.30: HI-FI SYSTEM

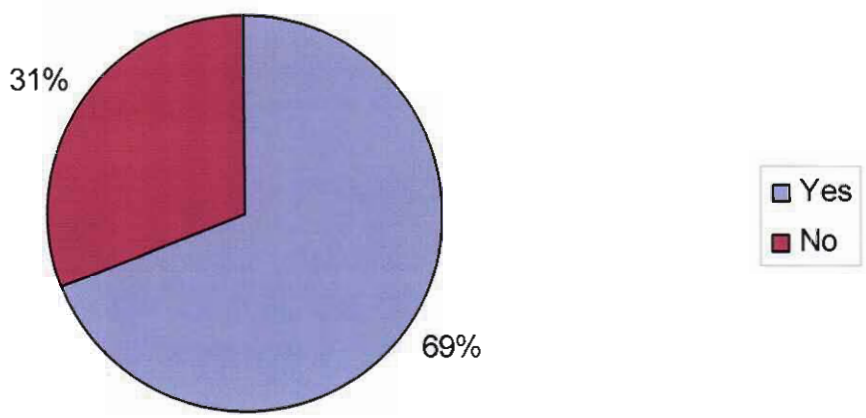


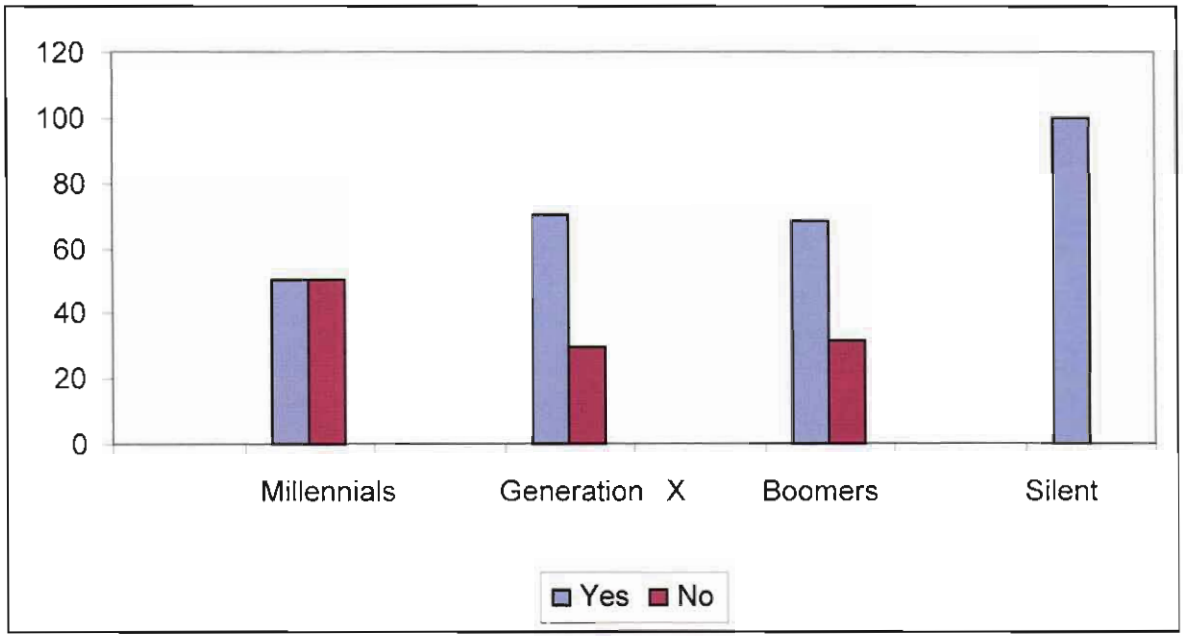
Table 3.49 and Figure 3.31 show the results according to the different generations:

Table 3.49: GENERATIONAL HI-FI SYSTEM

Hi-Fi	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Yes	14	50.0	217	70.5	77	68.7	7	100.0
No	14	50.0	91	29.5	35	31.3	0	0.0
Total		100.0		100.0		100.0		100.0

Half of the *Millennials*, 70% of the *Generation X* group, almost 70% of the *Baby Boomers* and all the *Silents* own a good Hi-Fi system.

Figure 3.31: GENERATIONAL HI-FI SYSTEM



3.4.6.3 *Surround Sound System*

Table 3.50 and Figure 3.32 show whether the respondents own a surround sound system, or not.

Table: 3.50: SURROUND SOUND SYSTEM

Sound	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Yes	7	1.6	217	47.7	42	9.2	0	0.0	58.5
No	21	4.6	91	20.0	70	15.3	7	1.6	41.5
Total		6.2		67.7		24.5		1.6	100

Almost 60% of all the respondents own surround sound systems in their homes.

Figure 3.32: SURROUND SOUND SYSTEM

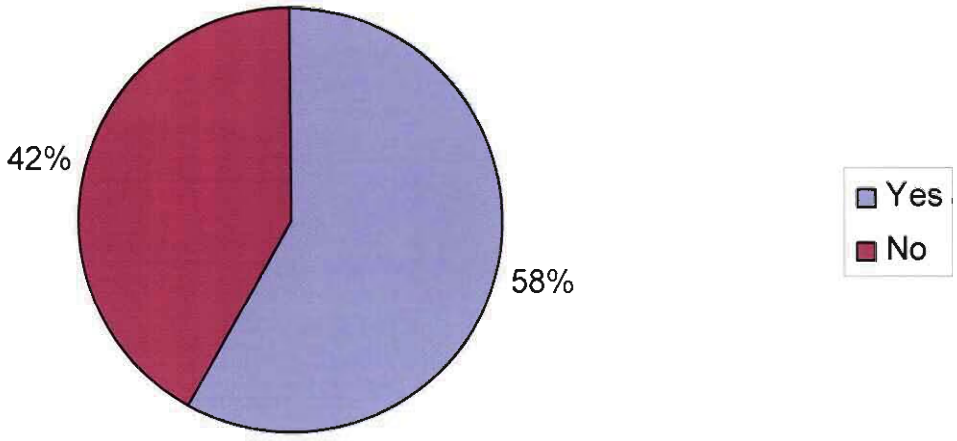


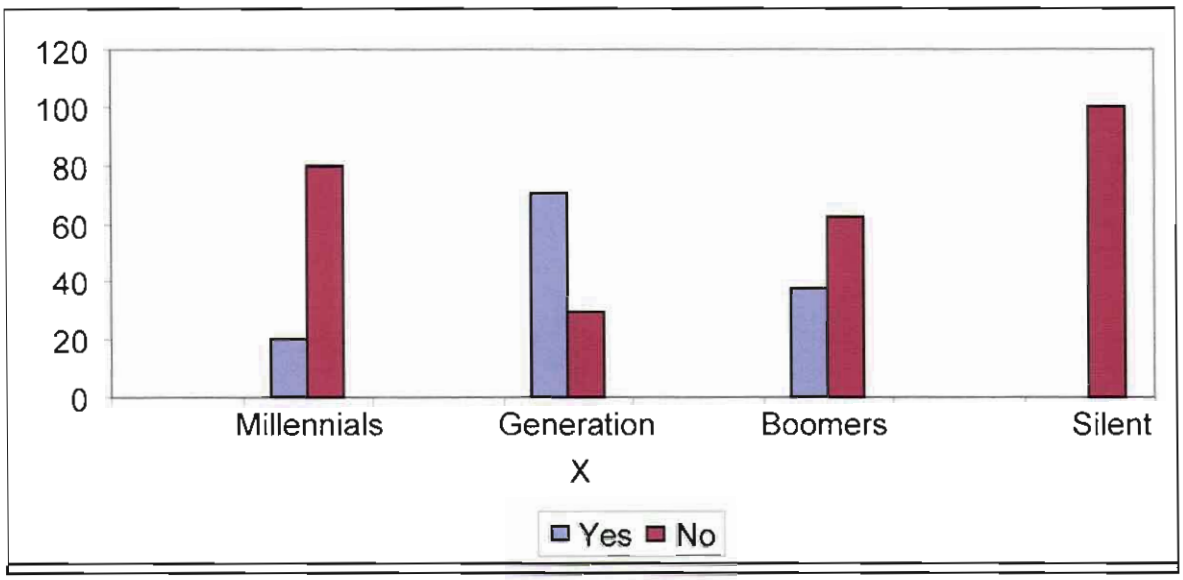
Table 3.51 and Figure 3.33 show the results according to the different generations:

Table 3.51: GENERATIONAL SURROUND SOUND SYSTEM

Sound	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Yes	7	20.0	217	70.5	42	37.5	0	0.0
No	21	80.0	91	29.5	70	62.5	7	100.0
Total		100.0		100.0		100.0		100.0

Only 20% of the *Millennials*, more than 70% of the *Generation X* group, a total of 37.5% of the *Baby Boomers* and none of the *Silents* own a surround sound system.

Figure 3.33: GENERATIONAL SURROUND SOUND SYSTEM



3.4.6.4 Big screen TV or video projector

Table 3.52 and Figure 3.34 indicate whether the respondents own a big screen TV of video projector to watch TV or movies on.

Table: 3.52: BIG SCREEN TV OR VIDEO PROJECTOR

Big screen	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Yes	21	4.6	161	35.4	49	10.8	0	0.0	50.8
No	7	1.6	147	32.3	63	13.7	7	1.6	49.2
Total		6.2		67.7		24.5		1.6	100

More than 50% of the respondents own a big screen TV or video projector.

Figure 3.34: BIG SCREEN TV OR VIDEO PROJECTOR

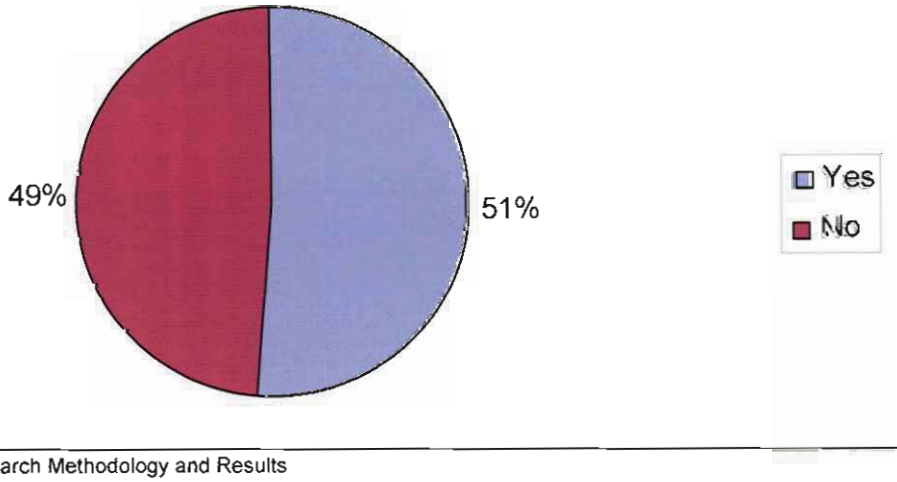


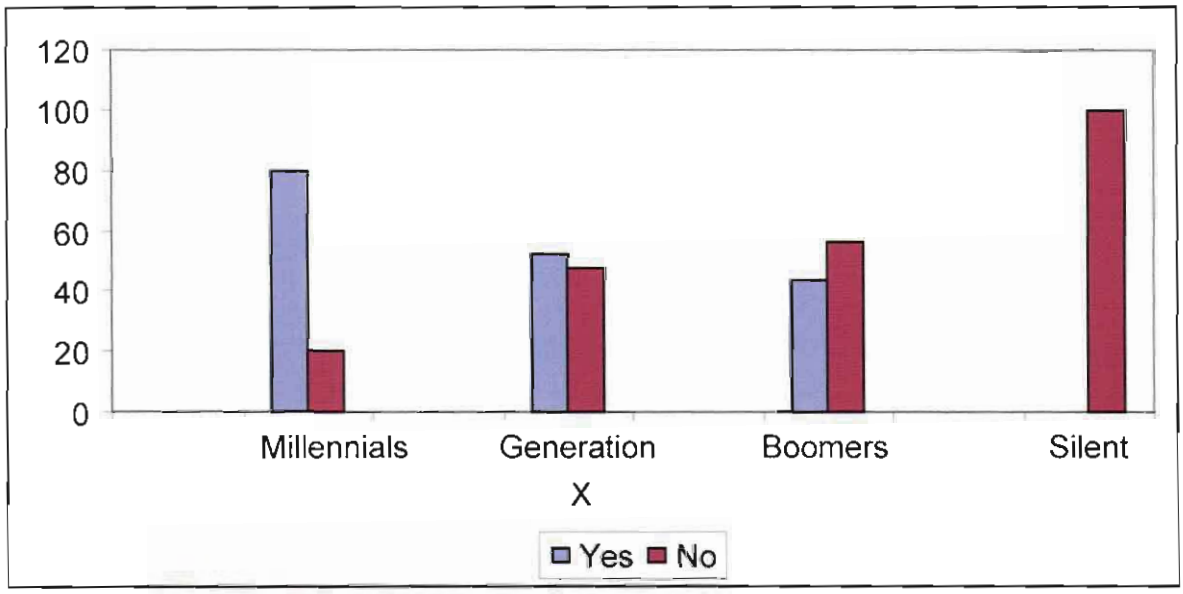
Table 3.53 and Figure 3.35 shows the results according to the different generations:

Table 3.53: GENERATIONAL BIG SCREEN TV OR VIDEO PROJECTOR

Big screen	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Yes	21	80.0	161	52.3	49	43.7	0	0.0
No	7	20.0	147	47.7	63	56.3	7	100.0
Total		100.0		100.0		100.0		100.0

A total of 80% of the *Millennials, m*ore than 50% of the *Generation X* group, more than 40% of the *Baby Boomers* and no *Silent* own a big screen TV or video projector.

Figure 3.35: GENERATIONAL BIG SCREEN TV OR VIDEO PROJECTOR



3.4.6.5 Computer

Table 3.54 and Figure 3.36 show whether the respondents use a computer, or not.

Table: 3.54: USE A COMPUTER

Computers	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Yes	28	6.2	273	60.0	63	13.8	2	0.4	81.6
No	0	0.0	35	7.7	49	10.7	5	1.2	18.4
Total		6.2		67.7		24.5		1.6	100

A total of 81.6% of all the respondents indicated that they use a computer.

Figure 3.36: USE A COMPUTER

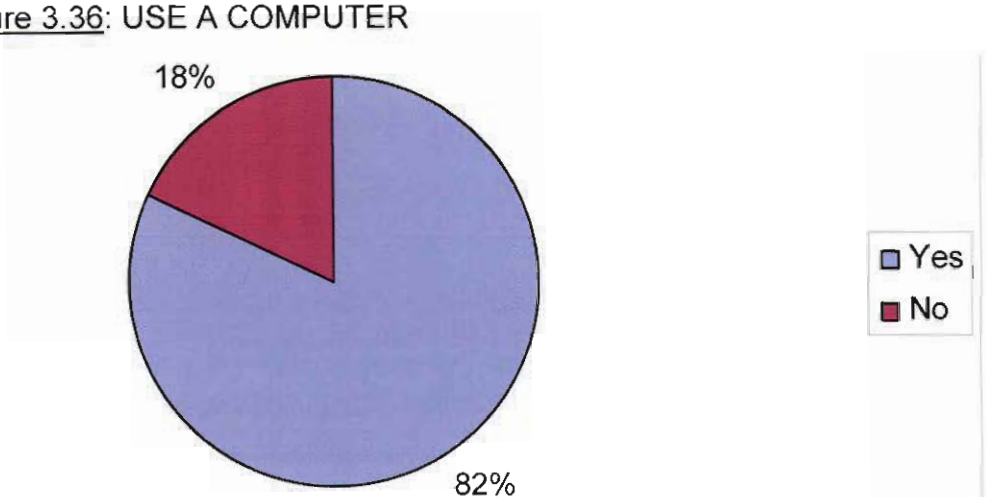


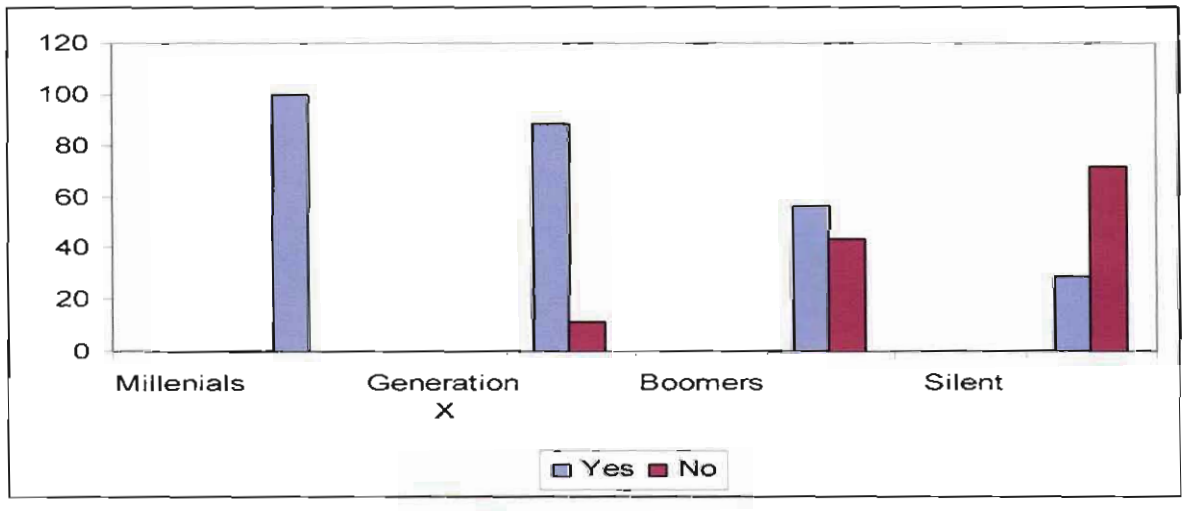
Table 3.55 and Figure 3.37 show the results according to the different generations:

Table 3.55: GENERATIONAL USE A COMPUTER

Use	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Yes	28	100.0	273	88.6	63	56.3	2	28.6
No	0	0.0	35	11.4	49	43.7	5	71.4
Total		100.0		100.0		100.0		100.0

All of the *Millennials*, a total of 88.6% of *Generation Xers* , more than 50% of the *Baby Boomers and* a total of 28.6% of the *Silents* indicated that they use a computer.

Figure 3.37: GENERATIONAL USE A COMPUTER



3.4.6.6 Laptop/notebook

Table 3.56 and Figure 3.38 show whether the respondents use a laptop or notebook.

Table: 3.56: USE OF LAPTOP/NOTEBOOK

Laptop	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Yes	0	0.0	126	27.6	7	1.6	0	0.0	29.2
No	28	6.2	182	40.0	105	23.0	7	1.6	70.8
Total		6.2		67.6		24.6		1.6	100

Almost 30% of the respondents indicated that they use a laptop or notebook.

Figure 3.38: USE OF LAPTOP/NOTEBOOK

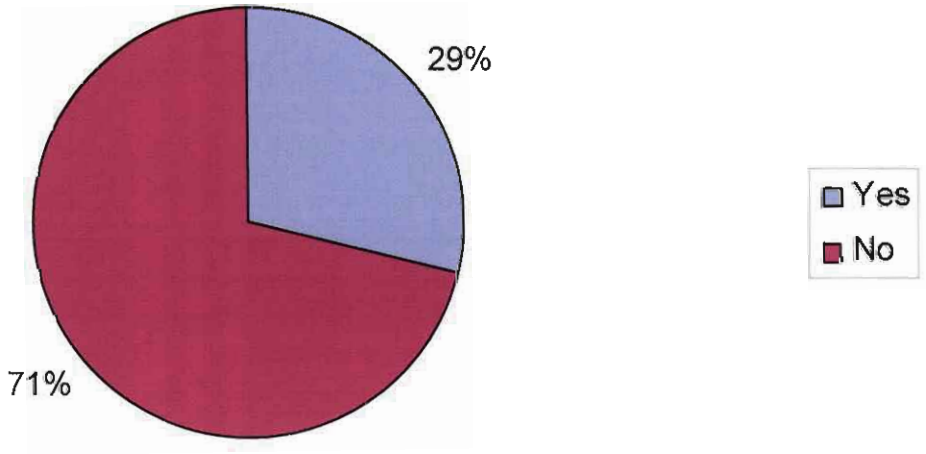


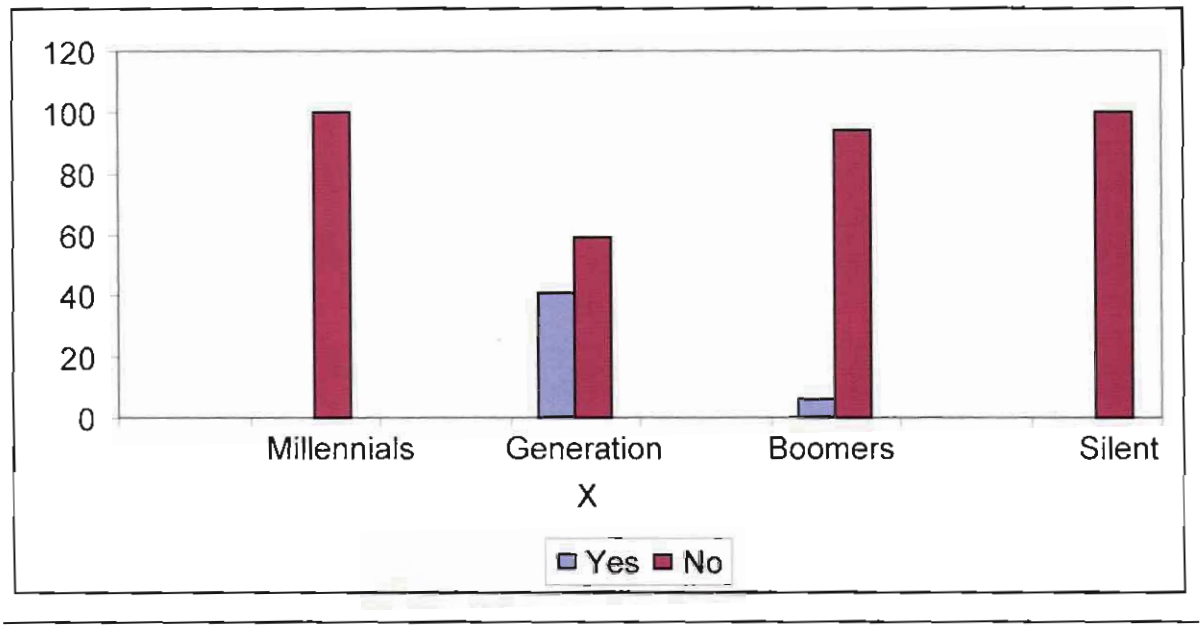
Table 3.57 and Figure 3.39 show the results according to the different generations:

Table 3.57: GENERATIONAL USE OF LAPTOP/NOTEBOOK

Laptop	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Yes	0	0.0	126	40.9	7	6.3	0	0.0
No	28	100.0	182	59.1	105	93.7	7	100.0
Total		100.0		100.0		100.0		100.0

None of the *Millennials* and *Silents* use a laptop or notebook. A total of 40.9% of the *Generation X* group and 6.3% of the *Baby Boomers* use a laptop or notebook.

Figure 3.39: GENERATIONAL USE OF LAPTOP/NOTEBOOK



3.4.6.7 Application of computers

Table 3.58 show the respondents main application of their computers. It is important to note that in this question, the respondents could mark more than one preference listed.

Table: 3.58: APPLICATION OF COMPUTER

Application	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Personal	7	1.3	91	16.5	35	6.3	0	0.0	24.1
Work	14	2.5	189	34.1	42	7.6	0	0.0	44.2
Internet	0	0.0	98	17.7	7	1.3	0	0.0	19.0
Leisure	0	0.0	35	6.3	7	1.3	0	0.0	7.6
Other	0	0.0	28	5.1	0	0	0	0.0	5.1
Total		3.8		79.7		16.5		0.0	100

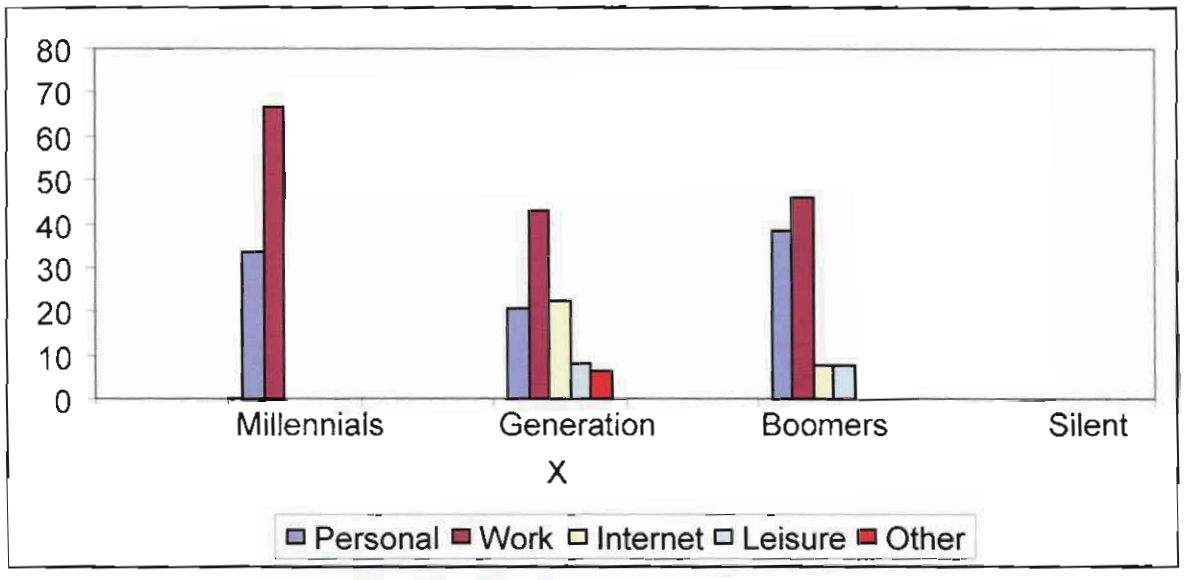
A total of 44.2% of the respondents use their computers for the purpose of work, while 24.1% use their computers for personal use. The rest of the votes are divided between internet use (19%) and leisure (7.6%). Other factors (5.1%) were identified as gaming. Table 3.59 and Figure 3.40 show the results according to the different generations:

Table 3.59: GENERATIONAL APPLICATION OF COMPUTER

Application	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Personal	7	33.3	91	20.7	35	38.4	0	0.0
Work	14	66.7	189	42.9	42	46.2	0	0.0
Internet	0	0.0	98	22.2	7	7.7	0	0.0
Leisure	0	0.0	35	7.9	7	7.7	0	0.0
Other	0	0.0	28	6.3	0	0	0	0.0
Total		100.0		100.0		100.0		0.0

Millennial: Two thirds applies their computer for work related purposes, while the other third use it for personal reasons. *Generation X*: More than 40% applies their computer for work reasons, followed by internet (22.2%) and personal (20.7%) related purposes. *Baby Boomer:* Almost 50% applies their computer for work related purposes, while 38.4% use it for personal reasons, followed by internet (7.7%) and leisure (7.7%). *Silent*: None of this group uses a computer.

Figure 3.40: GENERATIONAL APPLICATION OF COMPUTER



3.4.6.8 *Computers at home*

Table 3.60 show how many computers the respondents have at home.

Table: 3.60: COMPUTERS AT HOME

Computers	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
None	14	3.2	140	31.7	56	12.7	4	0.9	48.5
1	14	3.2	133	30.2	42	9.5	3	0.7	43.6
2-4	0	0.0	35	7.9	0	0.0	0	0.0	7.9
Total		6.4		69.8		22.2		1.6	100

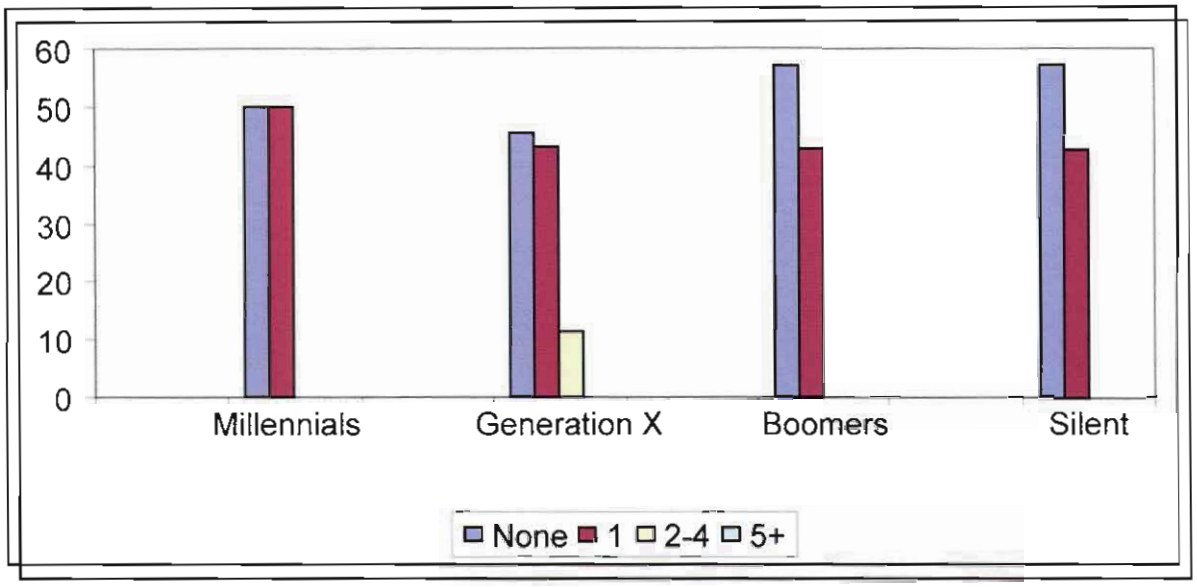
A total of 48.5% of the respondents recorded that have no computers at home, while 43.6% claim to have one computer at home. Only 7.9% of the respondents have 2-4 computers, while none of the respondents have more than 5 computers at home. Table 3.61 and Figure 3.41 show the results according to the different generations:

Table 3.61: GENERATIONAL COMPUTERS AT HOME

At home	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
None	14	50.0	140	45.5	56	57.1	4	57.1
1	14	50.0	133	43.1	42	42.9	3	42.9
2-4	0	0.0	35	11.4	0	0.0	0	0.0
Total		100.0		100.0		100.0		100.0

The *Millennials* are equally divided by none computers and 1 computer at home. A total of 43.1% of the *Generation X* group have 1 computer at home, while 42.9% of the *Baby Boomers and Silents* have 1 computer at home.

Figure 3.41: GENERATIONAL COMPUTERS AT HOME



3.4.6.9 Level of computer literacy

Table 3.62 shows the level of computer literacy of the respondents.

Table: 3.62: LEVEL OF COMPUTER LITERACY

Literacy level	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Entry level	14	3.3	14	3.3	7	1.6	3	0.7	8.9
Intermediate	14	3.3	70	16.4	42	9.8	0	0.0	29.5
Experienced/skilled	0	0.0	210	49.2	35	8.2	0	0.0	57.4
None of the above	0	0.0	14	3.3	0	0.0	4	0.9	4.2
Total		6.6		72.2		19.6		1.6	100

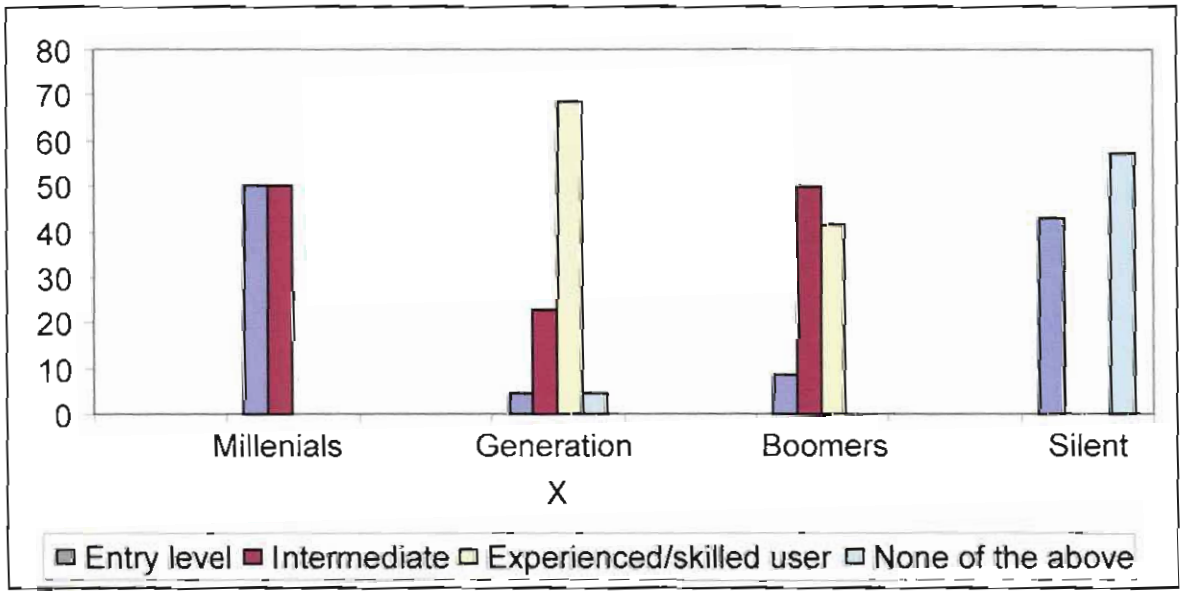
More than 50% of the respondents claim to be experienced skilled computer users, while 29.5% are on intermediate level. A total of 8.9% are on entry level and 4.2% chose none of the above. Table 3.63 and Figure 3.42 show the results according to the different generations:

Table 3.63: GENERATIONAL LEVEL OF COMPUTER LITERACY

Literacy	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Entry level	14	50.0	14	4.5	7	8.3	3	42.9
Intermediate	14	50.0	70	22.7	42	50.0	0	0.0
Experienced/skilled	0	0.0	210	68.3	35	41.7	0	0.0
None of the above	0	0.0	14	4.5	0	0.0	4	57.1
Total		100.0		100.0		100.0		100.0

Millennial: This group is equally divided between entry level and intermediate level. *Generation X*: More than 65% are experienced skilled users, while 22.7% is considered to be on intermediate computer literacy level. *Baby Boomer*: A total of 50% is on intermediate level, while 41.7% is considered experienced skilled computer users. *Silent*: Only 42.9% find themselves on entry level, while 57.1% consider themselves computer illiterate.

Figure 3.42: GENERATIONAL LEVEL OF COMPUTER LITERACY



3.4.6.10 Subscription

Table 3.64 shows whether the respondents are subscribers of different services, or not. It is important to note that in this question, the respondents could mark more than one of the preferences listed.

Table: 3.64: SUBSCRIPTION

Subscription	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
M-Net	7	1.5	7	1.5	14	2.8	0	0.0	5.8
DSTV	0	0.0	126	26.1	21	4.4	0	0.0	30.5
Internet	0	0.0	70	14.5	0	0.0	0	0.0	14.5
None of above	21	4.4	119	24.6	77	15.9	7	1.5	46.4
Other	0	0.0	14	2.8	0	0.0	0	0.0	2.8
Total		5.9		69.5		23.1		1.5	100

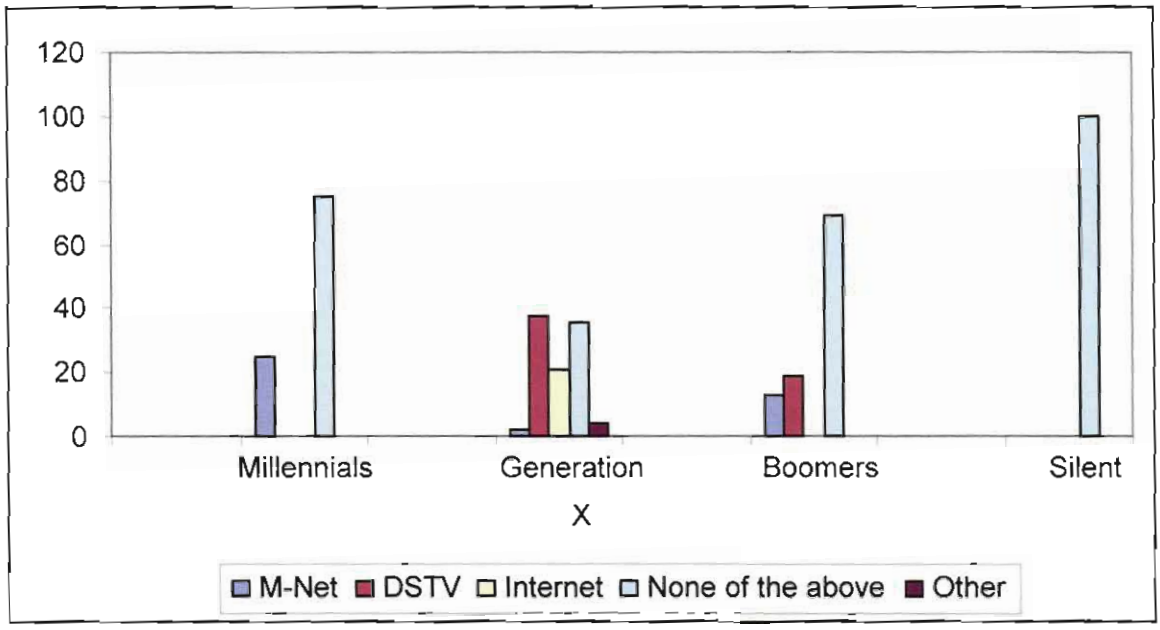
A total of 46.4% of all the respondents indicated that they have no subscriptions, while 30.5% is subscribed to DSTV. The internet has 14.5% subscribers and M-Net has 5.8%. A total of 2.8% identified subscription to newspapers and magazines under "Other". Table 3.65 and Figure 3.43 shows the results according to the different generations:

Table 3.65: GENERATIONAL SUBSCRIPTION

Subscription	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
M-Net	7	25.0	7	2.1	14	12.5	0	0.0
DSTV	0	0.0	126	37.5	21	18.7	0	0.0
Internet	0	0.0	70	20.8	0	0.0	0	0.0
None	21	75.0	119	35.4	77	68.8	7	100.0
Other	0	0.0	14	4.2	0	0.0	0	0.0
Total		100.0		100.0		100.0		100.0

Millennial: Three quarters have no subscription, while the other quarter is members of M-Net. *Generation X*: Although 25.4% has no subscription, 37.5% are members of DSTV, followed by 20.8% subscribing to the internet and 2.1% members of M-Net. *Baby Boomer*: More than two thirds of this group has no subscriptions. A total of 18.7% are subscribers of DSTV, while 12.5% subscribed to M-Net. *Silent*: This group has no subscriptions.

Figure 3.43: GENERATIONAL SUBSCRIPTION



3.4.6.11 Internet connection

Table 3.66 shows how the respondents are connected to the Internet.

Table: 3.66: INTERNET CONNECTION

Internet	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Fixed line	0	0.0	77	18.7	14	3.4	0	0.0	22.1
Wireless broadband	0	0.0	21	5.1	0	0.0	0	0.0	5.1
ISDN	0	0.0	7	1.7	0	0.0	0	0.0	1.7
Satellite	7	1.7	0	0.0	0	0.0	0	0.0	1.7
ADSL	0	0.0	14	3.4	0	0.0	0	0.0	3.4
None of the above	21	5.1	147	35.5	84	20.3	7	1.7	62.6
Other	0	0.0	14	3.4	0	0.0	0	0.0	3.4
Total		6.8		67.8		23.7		1.7	100

A total of 62.6% of all the respondents is not connected to the internet. Almost 25% is connected to the internet via a fixed line. The rest is divided between wireless broadband (5.1%), ISDN (1.7%), satellite (1.7%) and ADSL (3.4%). Only 3.4% recorded other connections, specified as using an internet café for connection.

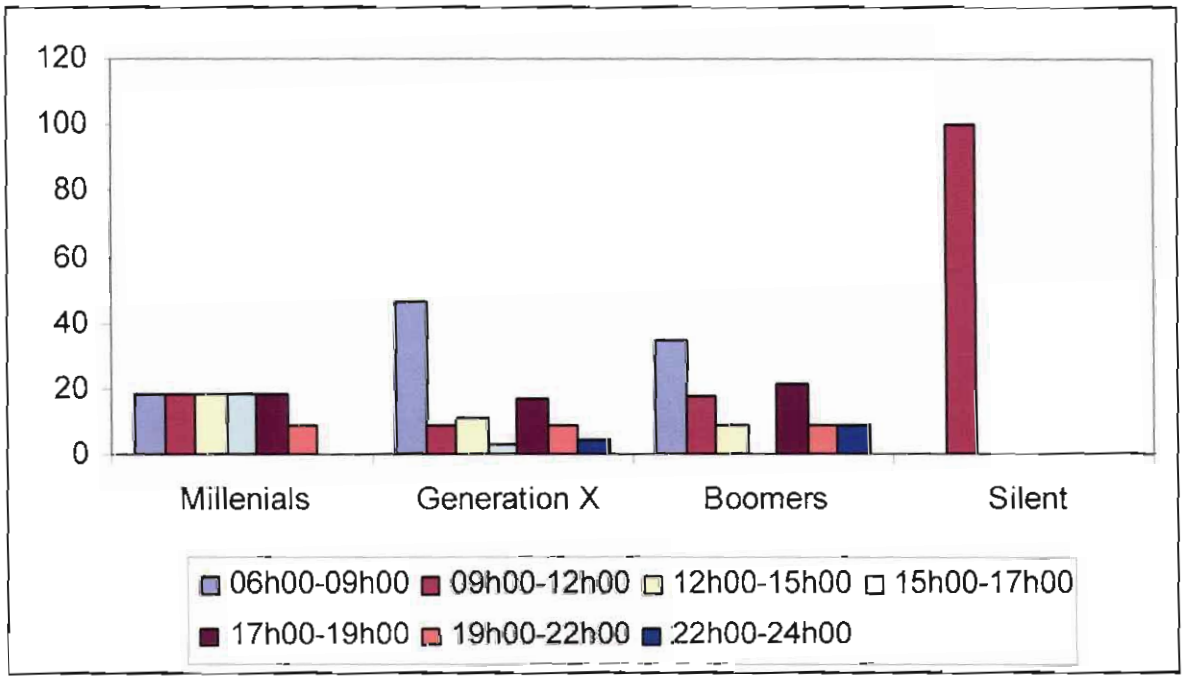
Table 3.67 and Figure 3.44 show the results according to the different generations:

Table 3.67: GENERATIONAL INTERNET CONNECTION

Internet Connectn	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Fixed line	0	0.0	77	27.5	14	14.3	0	0.0
Wireless broadbnd	0	0.0	21	7.5	0	0.0	0	0.0
ISDN	0	0.0	7	2.5	0	0.0	0	0.0
Satellite	7	25.0	0	0.0	0	0.0	0	0.0
ADSL	0	0.0	14	5.0	0	0.0	0	0.0
None of the above	21	75.0	147	52.5	84	85.7	7	100.0
Other	0	0.0	14	5.0	0	0.0	0	0.0
Total		100.0		100.0		100.0		100.0

Millennial: A total of 75% is not connected to the internet, while 25% is connected via satellite. *Generation X*: More than 50% is not connected to the internet, but 27.5% is connected via a fixed line. *Baby Boomer*: More than 85% is not connected to the internet, while 14.3% connects via a fixed line. *Silent*: None of this group is connected to the internet.

Figure 3.44: GENERATIONAL INTERNET CONNECTION



3.4.6.12 Internet use

Table 3.68 shows whether the respondents are subscribers of different services, or not. It is important to note that in this question, the respondents could mark more than one preference listed.

Table: 3.68: INTERNET USE

Internet use	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Work	14	3.2	91	20.2	21	4.7	0	0.0	28.1
Personal	0	0.0	56	12.4	7	1.6	0	0.0	14.0
Studies & Research	7	1.6	119	26.5	7	1.6	0	0.0	29.7
Banking	0	0.0	84	18.7	7	1.6	0	0.0	20.3
Other	0	0.0	28	6.3	7	1.6	0	0.0	7.9
Total		4.8		84.1		11.1		0.0	100

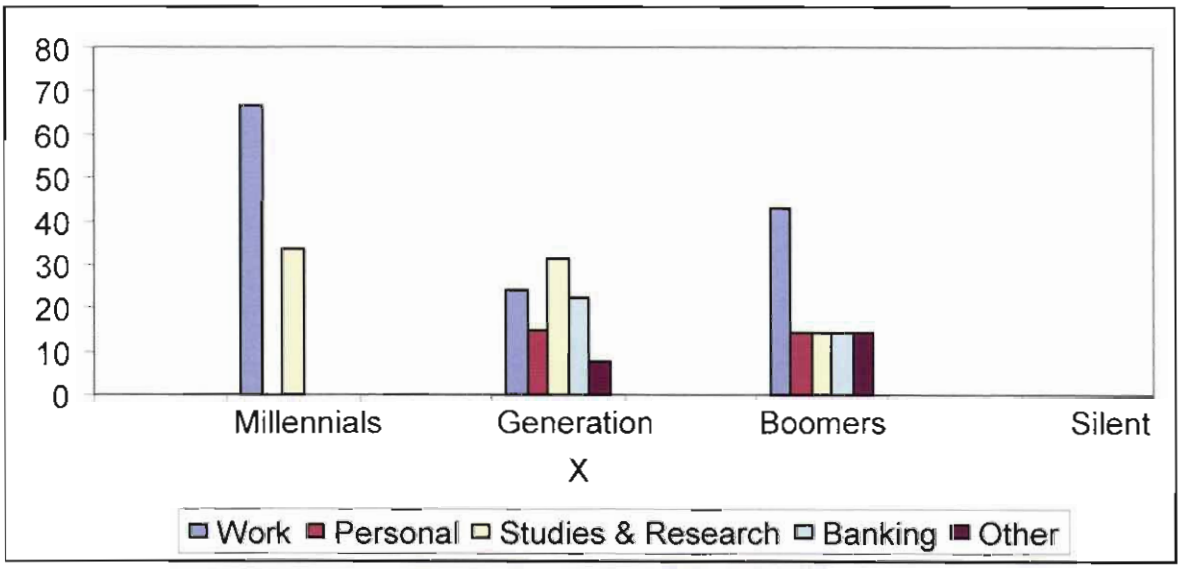
Almost 30% of all the respondents indicated that they use their internet connection for studies and research purposes, while 28.1% use it mainly for work. A total of 20.3% use their connection for banking on the internet, while 14% use it for personal use and 7.9% use it for other purposes, specified as gaming. Table 3.69 and Figure 3.45 show the results according to the different generations:

Table 3.69: GENERATIONAL INTERNET USE

Internet use	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Work	14	66.7	91	24.1	21	42.8	0	0.0
Personal	0	0.0	56	14.8	7	14.3	0	0.0
Studies & Research	7	33.3	119	31.5	7	14.3	0	0.0
Banking	0	0.0	84	22.2	7	14.3	0	0.0
Other	0	0.0	28	7.4	7	14.3	0	0.0
Total		100.0		100.0		100.0		100.0

Two thirds of the *Millennials* use their internet connection for work, while the other third use it for studies and research. A total of 31.5% of the *Generation X* group use the internet connection for studies and research, while 24.1% use it for the purpose of work. A total of 42.8% of Baby *boomers* use their internet connection for work, while the rest is equally divided between personal (14.3%), studies and research (14.3%), banking (14.3%) and other (14.3%). The *Silents* has no internet connections.

Figure 3.45: GENERATIONAL INTERNET USE



3.4.7 Section 7 - Advertising

Section 7 describes the general advertising preferences of the respondents. This is done in terms of their spending habits, why they use certain products, what kind of advertising they enjoy most, how they spend their spare time, when they listen to the radio and to which stations, when they watch TV and which channels they prefer, as well as a description of themselves. These preferences are described in the following tables and graphs.

3.4.7.1 Spending habits

Table 3.70 shows how the respondents prefer to spend their money. This is determined by their consciousness. It is important to note that in this question, the respondents could mark more than one preference listed.

Table: 3.70: SPENDING HABITS

Habits	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Brand	21	4.5	14	2.9	14	2.9	0	0.0	10.3
Price	7	1.5	98	21.0	21	4.5	7	1.5	28.5
Quality	14	2.9	175	37.4	21	4.5	0	0.0	44.8
All the above	0	0.0	42	8.9	21	4.5	0	0.0	13.4
Other	0	0.0	7	1.5	7	1.5	0	0.0	3.0
Total		8.9		71.7		17.9		1.5	100

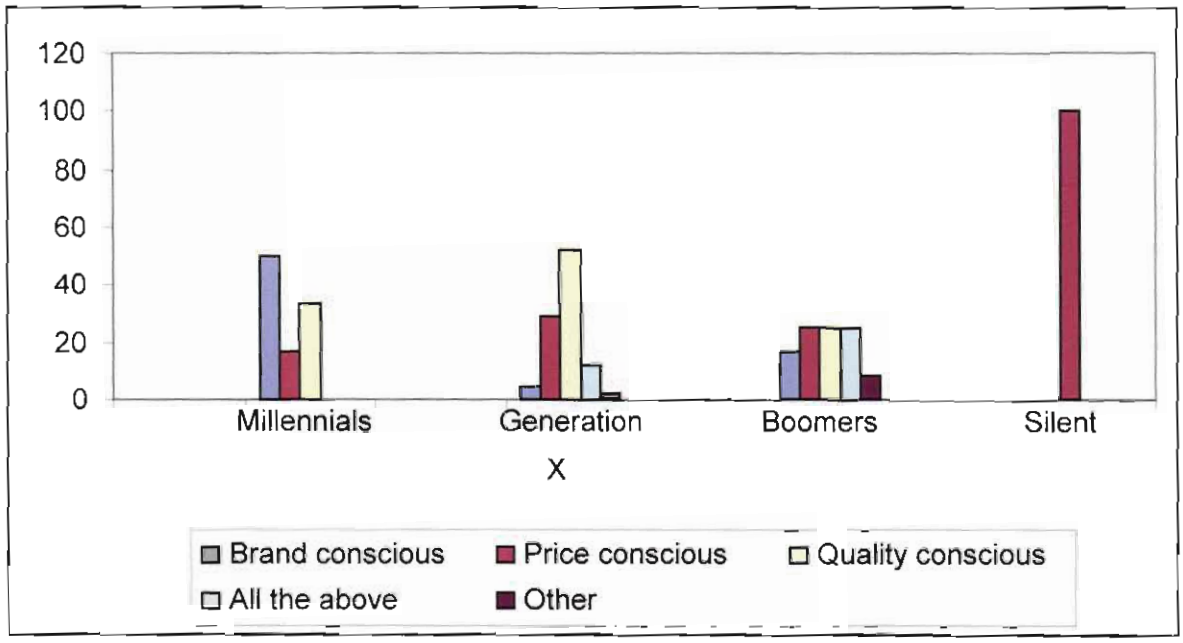
A total of 44.8% of the respondents claimed to be quality conscious, followed by price consciousness (28.5%) and brand consciousness (10.3%). Almost 15% of the respondents claimed to be brand-, price- and quality conscious. Table 3.71 and Figure 3.46 show the results according to the different generations:

Table 3.71: GENERATIONAL SPENDING HABITS

Habits	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Brand	21	50.0	14	4.2	14	16.7	0	0.0
Price	7	16.7	98	29.1	21	25.0	7	100.0
Quality	14	33.3	175	52.1	21	25.0	0	0.0
All the above	0	0.0	42	12.5	21	25.0	0	0.0
Other	0	0.0	7	2.1	7	8.3	0	0.0
Total		100.0		100.0		100.0		100.0

Millennial: A total of 50% is brand conscious, while 33.3% is quality conscious and 16.7% is price conscious. *Generation X*: More than 50% is quality conscious, while 29.1% is price conscious and 4.2% is brand conscious. A total of 12.5% identified brand-, price- and quality consciousness in their spending habits. *Baby Boomer*: A total of 75% is equally divided between price conscious (25%), quality conscious (25%) and all the above (25%). Only 16.7% is brand conscious. *Silent*: This whole group is price conscious.

Figure 3.46: GENERATIONAL SPENDING HABITS



3.4.7.2 Reason for using certain products

Table 3.72 shows the reason why the respondents use certain products. It is important to note that in this question, the respondents could mark more than one preference listed.

Table: 3.72: REASON FOR USING CERTAIN PRODUCTS

Reasons	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Parents used it	0	0.0	35	5.1	14	2.0	0	0.0	7.1
Works for me	14	2.0	273	39.8	63	9.2	7	1.0	52.0
Like the advert	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Convinced by ad	0	0.0	28	4.2	0	0.0	0	0.0	4.2
Availablility	7	1.0	28	4.2	14	2.0	0	0.0	7.2
No similar product to buy	0	0.0	14	2.0	7	1.0	0	0.0	3.0
Packaging	14	2.0	14	2.0	7	1.0	0	0.0	5.0
Recommended	0	0.0	91	13.3	14	2.0	0	0.0	15.3
None of above	0	0.0	21	3.1	21	3.1	0	0.0	6.2
Other	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Total		5.0		73.7		20.3		1.0	100

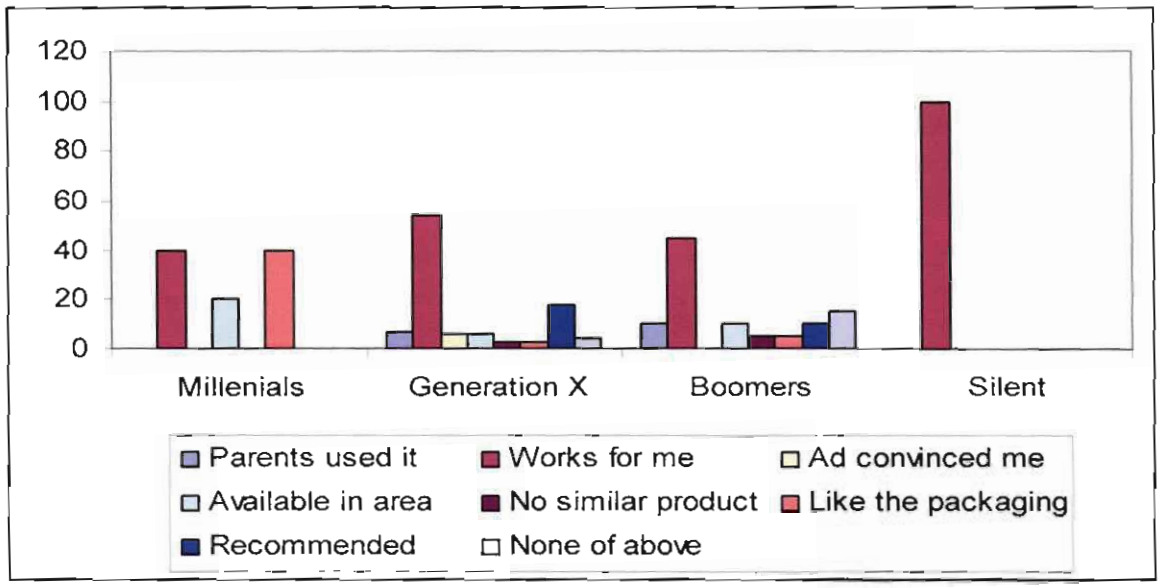
A total of 52% of the respondents confirmed that they used certain products because it works for them, while 15.3% were influenced by a friend or family member who recommended the product. Table 3.73 and Figure 3.47 show the results according to the different generations:

Table 3.73: GENERATIONAL REASON FOR USING CERTAIN PRODUCTS

Reasons	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Parents used it	0	0.0	35	6.9	14	10.0	0	0.0
Works for me	14	40.0	273	54.2	63	45.0	7	100.0
Like the ad	0	0.0	0	0.0	0	0.0	0	0.0
Convinced by advert	0	0.0	28	5.5	0	0.0	0	0.0
Availability	7	20.0	28	5.5	14	10.0	0	0.0
No similar product to buy	0	0.0	14	2.8	7	5.0	0	0.0
Like the packaging	14	40.0	14	2.8	7	5.0	0	0.0
Recommended	0	0.0	91	18.1	14	10.0	0	0.0
None of the above	0	0.0	21	4.2	21	15.0	0	0.0
Other	0	0.0	0	0.0	0	0.0	0	0.0
Total		100.0		100.0		100.0		100.0

Millennial: A total of 80% is equally divided by Works for me (40%) and Like the packaging (40%), while 20% reported that they buy a product or service if available in their area. *Generation X*: More than 50% use certain products because it works for them and almost 20% use a product because it was recommended by a friend or family member. *Baby Boomer*: A total of 45% use a certain product because it works for them, while they also use it because their parents used it (10%) or the product/services were available in the area (10%). *Silent*: This whole group used a product that works for them.

Figure 3.47: GENERATIONAL REASON FOR USING CERTAIN PRODUCTS



3.4.7.3 Kind of advertising

Table 3.74 shows what kind of advertising the respondents enjoy the most. It is important to note that in this question, the respondents could mark more than one preference listed.

Table: 3.74: KIND OF ADVERTISING									
Advertising	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Animation	0	0.0	21	1.9	7	0.6	2	0.2	2.7
Clever	0	0.0	98	8.8	0	0.0	1	0.1	8.9
Funny	7	0.6	98	8.8	21	1.9	1	0.1	11.4
International	0	0.0	7	0.6	0	0.0	0	0.0	0.6
Local	7	0.6	56	5.0	21	1.9	0	0.0	7.5
Informative	0	0.0	140	12.5	49	4.4	0	0.0	16.9
My language	0	0.0	35	3.1	14	1.2	1	0.1	4.4
Multi racial	7	0.6	56	5.0	21	1.9	1	0.1	7.6
Real life	0	0.0	126	11.3	28	2.6	0	0.0	13.9
Testimonials	0	0.0	14	1.2	14	1.2	1	0.1	2.5
With families	0	0.0	35	3.1	7	0.6	0	0.0	3.7
With children	0	0.0	56	5.0	21	1.9	0	0.0	6.9
With animals	0	0.0	14	1.2	14	1.2	0	0.0	2.4
With music	14	1.2	77	6.9	28	2.5	0	0.0	10.6
Other	0	0.0	0	0.0	0	0.0	0	0.0	0.0
Total		3.0		74.4		21.9		0.7	100

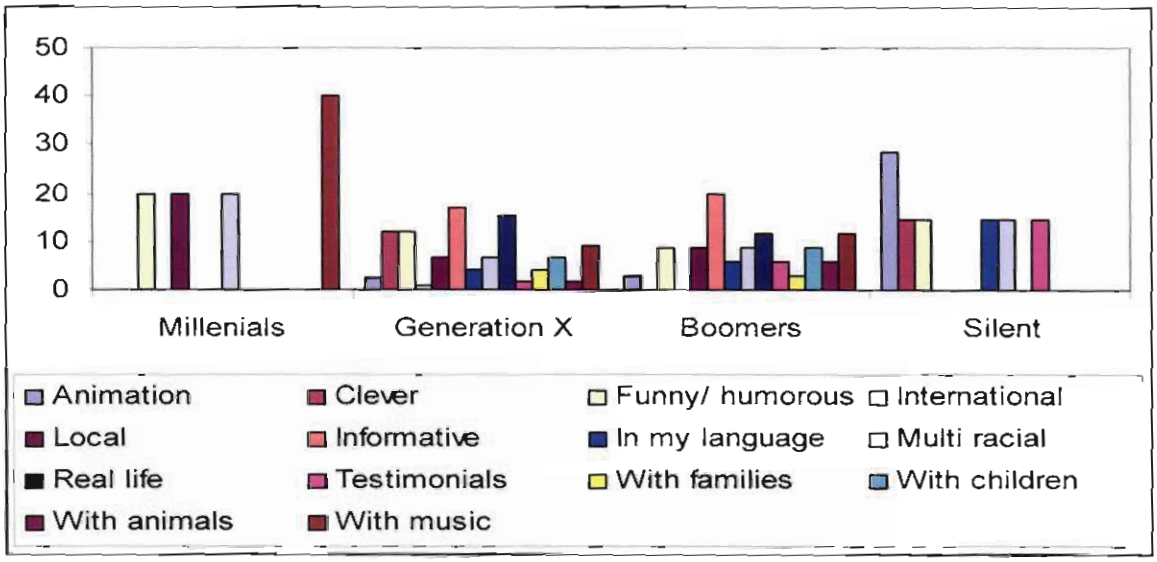
A total of 16.9% of the respondents prefer an informative advertisement, while 13.9% enjoy real life advertisement and funny or humorous advertisements (11.4%). Table 3.75 and Figure 3.48 show the results according to the different generations:

Table 3.75: GENERATIONAL KIND OF ADVERTISING

Kind	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Animation	0	0.0	21	2.5	7	2.9	2	28.5
Clever	0	0.0	98	11.8	0	0.0	1	14.3
Funny	7	20.0	98	11.8	21	8.6	1	14.3
International	0	0.0	7	0.8	0	0.0	0	0.0
Local	7	20.0	56	6.7	21	8.6	0	0.0
Informative	0	0.0	140	16.8	49	19.9	0	0.0
Own language	0	0.0	35	4.2	14	5.7	1	14.3
Multi racial	7	20.0	56	6.7	21	8.6	1	14.3
Real life	0	0.0	126	15.2	28	11.4	0	0.0
Testimonials	0	0.0	14	1.7	14	5.7	1	14.3
With families	0	0.0	35	4.2	7	2.9	0	0.0
With children	0	0.0	56	6.7	21	8.6	0	0.0
With animals	0	0.0	14	1.7	14	5.7	0	0.0
With music	14	40.0	77	9.2	28	11.4	0	0.0
Other	0	0.0	0	0.0	0	0.0	0	0.0
Total		100.0		100.0		100.0		100.0

A total of 40% of the *Millennials* prefer advertisements with music, while they also indicated their preference for funny/humorous (20%), local (20%) and multi racial (20%). A total of 16.8% of the *Generation X* group refer advertisements that inform them, while they also prioritise real life (15.2%), clever (11.8%) and funny/humorous (11.8%). Almost 20% of the *Baby Boomers* prefer informative advertisements, while real life (11.4%) and with music (11.4%) is also considered important. A total of 28.5% of the *Silents* prefers animation, while they are equally divided between clever (14.3%), funny or humorous (14.3%), home language (14.3%), multi racial (14.3%) and testimonials (14.3%).

Figure 3.48: GENERATIONAL KIND OF ADVERTISING



3.4.7.4 Spare time

Table 3.76 shows what the respondents prefer to do in their spare time. It is important to note that in this question, the respondents could mark more than one preference listed.

Table: 3.76: SPARE TIME

Spare time	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Adventure Sports	0	0.0	49	1.6	0	0.0	0	0.0	1.6
Aerobics	7	0.2	14	0.5	7	0.2	0	0.0	0.9
Attend a burial	0	0.0	42	1.4	56	1.9	0	0.0	3.3
Attend church	21	0.7	154	5.0	63	2.1	0	0.0	7.8
Attend lectures	0	0.0	28	0.9	14	0.5	0	0.0	1.4
Attend weddings	0	0.0	49	1.6	42	1.4	0	0.0	3.0
Attend shows	0	0.0	77	2.5	21	0.7	0	0.0	3.2
Attend traditional gatherings	0	0.0	28	0.9	14	0.5	7	0.2	1.6
Attend dinner parties	0	0.0	28	0.9	14	0.5	0	0.0	1.4
Attend concerts	0	0.0	56	1.9	7	0.2	0	0.0	2.1
Belong to a book club	0	0.0	21	0.7	0	0.0	7	0.2	0.9
Belong to a gym	14	0.5	63	2.1	7	0.2	0	0.0	2.8

Belong to a stokvel	0	0.0	42	1.4	7	0.2	0	0.0	1.6
Bake/cook for pleasure	14	0.5	35	1.1	14	0.5	0	0.0	2.1
Billiards/pool/ snooker	0	0.0	7	0.2	7	0.2	0	0.0	0.4
Boxing/wrestling	0	0.0	14	0.5	7	0.2	0	0.0	0.7
Buy fast foods	0	0.0	14	0.5	14	0.5	0	0.0	1.0
Bring work home	0	0.0	21	0.7	7	0.2	0	0.0	0.9
Buy lottery tickets	0	0.0	35	1.1	21	0.7	7	0.2	2.0
Camping	0	0.0	14	0.5	0	0.0	0	0.0	0.5
Cricket	0	0.0	7	0.2	7	0.2	0	0.0	0.4
Cycling/fishing/golf	0	0.0	14	0.5	0	0.0	0	0.0	0.5
Dancing	0	0.0	21	0.7	7	0.2	0	0.0	0.9
Dine out	0	0.0	70	2.3	7	0.2	0	0.0	2.5
DIY activities	0	0.0	35	1.1	35	1.1	7	0.2	2.4
Do crosswords/ puzzles	0	0.0	63	2.1	14	0.5	0	0.0	2.6
Gardening	0	0.0	49	1.6	21	0.7	7	0.2	2.5
Go on drive for pleasure	0	0.0	35	1.1	0	0.0	0	0.0	1.1
Go on diet	0	0.0	28	0.9	0	0.0	0	0.0	0.9
Go to nightclubs	0	0.0	21	0.7	0	0.0	0	0.0	0.7
Go to the beach	0	0.0	7	0.2	0	0.0	0	0.0	0.2
Gymnastics	0	0.0	7	0.2	0	0.0	0	0.0	0.2
Have a braai	0	0.0	105	3.4	21	0.7	0	0.0	4.1
Have a picnic	0	0.0	21	0.7	0	0.0	0	0.0	0.7
Have beauty treatments	0	0.0	21	0.7	0	0.0	0	0.0	0.7
Home decorating	0	0.0	35	1.1	28	0.9	0	0.0	2.0
Jogging/running	0	0.0	7	0.2	0	0.0	0	0.0	0.2
Play card games	0	0.0	7	0.2	14	0.5	0	0.0	0.7
Picnic	0	0.0	7	0.2	7	0.2	7	0.2	0.6
Photography	0	0.0	21	0.7	7	0.2	0	0.0	0.9
Play musical instrument	0	0.0	28	0.9	14	0.5	0	0.0	1.4
Play board games	0	0.0	21	0.7	0	0.0	0	0.0	0.7

Play computer games	0	0.0	56	1.9	14	0.5	7	0.2	2.6
Play cellphone games	14	0.5	42	1.4	0	0.0	0	0.0	1.9
Play internet games	0	0.0	7	0.2	0	0.0	0	0.0	0.2
Play Playstation games	0	0.0	7	0.2	0	0.0	0	0.0	0.2
Read books	14	0.5	112	3.7	28	0.9	0	0.0	5.1
Rugby	0	0.0	7	0.2	0	0.0	0	0.0	0.2
Send sms	7	0.2	35	1.1	14	0.5	7	0.2	2.0
Shop for pleasure	14	0.5	49	1.6	7	0.2	0	0.0	2.3
Singing	0	0.0	42	1.4	7	0.2	0	0.0	1.6
Soccer	0	0.0	77	2.5	28	0.9	0	0.0	3.4
Swimming	0	0.0	14	0.5	0	0.0	0	0.0	0.5
Visit game reserve	0	0.0	35	1.1	0	0.0	0	0.0	1.1
Visit hair salon	0	0.0	63	2.1	14	0.5	0	0.0	2.6
Visit pubs/bars	0	0.0	7	0.2	0	0.0	0	0.0	0.2
Walking/hiking	0	0.0	28	0.9	7	0.2	0	0.0	1.1
Watch DVDs	14	0.5	133	4.3	28	0.9	7	0.2	5.9
Watch movies	7	0.2	63	2.1	7	0.2	0	0.0	2.5
Other	0	0.0	14	0.5	0	0.0	0	0.0	0.5
Total		4.3		72.3		21.6		1.8	100

A total of 7.8% of the respondent prefer to attend church in their spare time, while 5.9% watch videos or DVDs and 5.1% read books. More than 4% prefer to have a braai, while 3.4% reported soccer, 3.3% attend a burial, 3.2% attend music shows and 3% attend weddings. Table 3.77 shows the results according to the different generations:

Table 3.77: GENERATIONAL SPARE TIME

Spare Time	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Adventure Sports	0	0.0	49	2.2	0	0.0	0	0.0
Aerobics	7	5.6	14	0.6	7	1.1	0	0.0

Attend a burial	0	0.0	42	1.9	56	8.4	0	0.0
Attend church	21	16.6	154	7.1	63	9.5	0	0.0
Attend lectures	0	0.0	28	1.3	14	2.1	0	0.0
Attend weddings	0	0.0	49	2.2	42	6.3	0	0.0
Attend music shows	0	0.0	77	3.8	21	3.2	0	0.0
Attend traditional gatherings	0	0.0	28	1.3	14	2.1	7	11.1
Attend dinner parties	0	0.0	28	1.3	14	2.1	0	0.0
Attend concerts	0	0.0	56	1.9	7	1.1	0	0.0
Belong to a book club	0	0.0	21	0.9	0	0.0	7	11.1
Belong to a gym	14	11.1	63	2.8	7	1.1	0	0.0
Belong to a stokvel	0	0.0	42	1.9	7	1.1	0	0.0
Bake/cook for pleasure	14	11.1	35	1.6	14	2.1	0	0.0
Billiards/pool/ snooker	0	0.0	7	0.3	7	1.1	0	0.0
Boxing/wrestling	0	0.0	14	0.6	7	1.1	0	0.0
Buy fast foods	0	0.0	14	0.6	14	2.1	0	0.0
Bring work home	0	0.0	21	0.9	7	1.1	0	0.0
Buy lottery tickets	0	0.0	35	1.6	21	3.2	7	11.1
Camping	0	0.0	14	0.6	0	0.0	0	0.0
Cricket	0	0.0	7	0.3	7	1.1	0	0.0
Cycling/fishing/golf	0	0.0	14	0.6	0	0.0	0	0.0
Dancing	0	0.0	21	0.9	7	1.1	0	0.0
Dine out	0	0.0	70	3.5	7	1.1	0	0.0
DIY activities	0	0.0	35	1.6	35	5.2	7	11.1
Do crosswords/ puzzles	0	0.0	63	2.8	14	2.1	0	0.0
Gardening	0	0.0	49	2.2	21	3.2	7	11.1
Go on drive for pleasure	0	0.0	35	1.6	0	0.0	0	0.0
Go on diet	0	0.0	28	1.3	0	0.0	0	0.0
Go to nightclubs	0	0.0	21	0.9	0	0.0	0	0.0

Go to the beach	0	0.0	7	0.3	0	0.0	0	0.0
Gymnastics	0	0.0	7	0.3	0	0.0	0	0.0
Have a braai	0	0.0	105	4.9	21	3.2	0	0.0
Have a picnic	0	0.0	21	0.9	0	0.0	0	0.0
Have beauty treatments	0	0.0	21	0.9	0	0.0	0	0.0
Home decorating	0	0.0	35	1.6	28	4.2	0	0.0
Jogging/running	0	0.0	7	0.3	0	0.0	0	0.0
Play card games	0	0.0	7	0.3	14	2.1	0	0.0
Picnic	0	0.0	7	0.3	7	1.1	7	11.1
Photography	0	0.0	21	0.9	7	1.1	0	0.0
Play musical instrument	0	0.0	28	1.3	14	2.1	0	0.0
Play board games	0	0.0	21	0.9	0	0.0	0	0.0
Play computer games	0	0.0	56	2.5	14	2.1	7	11.1
Play cellphone games	14	11.1	42	1.9	0	0.0	0	0.0
Play internet games	0	0.0	7	0.3	0	0.0	0	0.0
Play Playstation	0	0.0	7	0.3	0	0.0	0	0.0
Read books	14	11.1	112	5.3	28	4.3	0	0.0
Rugby	0	0.0	7	0.3	0	0.0	0	0.0
Send sms	7	5.6	35	1.6	14	2.1	7	11.1
Shop for pleasure	14	11.1	49	2.2	7	1.1	0	0.0
Singing	0	0.0	42	1.9	7	1.1	0	0.0
Soccer	0	0.0	77	3.5	28	4.3	0	0.0
Swimming	0	0.0	14	0.6	0	0.0	0	0.0
Visit game reserve	0	0.0	35	1.6	0	0.0	0	0.0
Visit hair salon	0	0.0	63	2.8	14	2.1	0	0.0
Visit pubs/bars	0	0.0	7	0.3	0	0.0	0	0.0
Walking/hiking	0	0.0	28	1.3	7	1.1	0	0.0
Watch DVDs	14	11.1	133	6.2	28	4.3	7	11.1
Watch movies	7	5.6	63	2.8	7	1.1	0	0.0
Other	0	0.0	14	0.6	0	0.0	0	0.0
Total		100.0		100.0		100.0		100.0

A total of 16.6% of the *Millennials* attend church, while 11.1% voted equally for: belong to a gym, bake/cook for pleasure, play cellphone games, read books, shop for pleasure and watch videos/DVD. The *Generation X* group attend church (7.1%), watch videos/DVDs (6.2%) and read books (5.3%). The *Baby Boomers* attend church (9.5%), while the *Silents* equally identified attend traditional gatherings, belong to a book club, buy lottery tickets, DIY activities, gardening, picnic, play computer games, send sms and watch videos/DVD as spare time activities.

3.4.7.5 Time slots - radio

Table 3.78 shows what time the respondents prefer to listen to the radio. It is important to note that in this question, the respondents could mark more than one preference listed.

Table: 3.78: TIME SLOTS - RADIO

Time – radio	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
06h00-09h00	14	2.0	210	30.0	56	8.0	0	0.0	40.0
09h00-12h00	14	2.0	42	6.0	28	4.0	7	1.0	13.0
12h00-15h00	14	2.0	49	7.0	14	2.0	0	0.0	11.0
15h00-17h00	14	2.0	14	2.0	0	0.0	0	0.0	4.0
17h00-19h00	14	2.0	77	11.0	35	5.0	0	0.0	18.0
19h00-22h00	7	1.0	42	6.0	14	2.0	0	0.0	9.0
22h00-24h00	0	0.0	21	3.0	14	2.0	0	0.0	5.0
Total		11.0		65.0		23.0		1.0	100

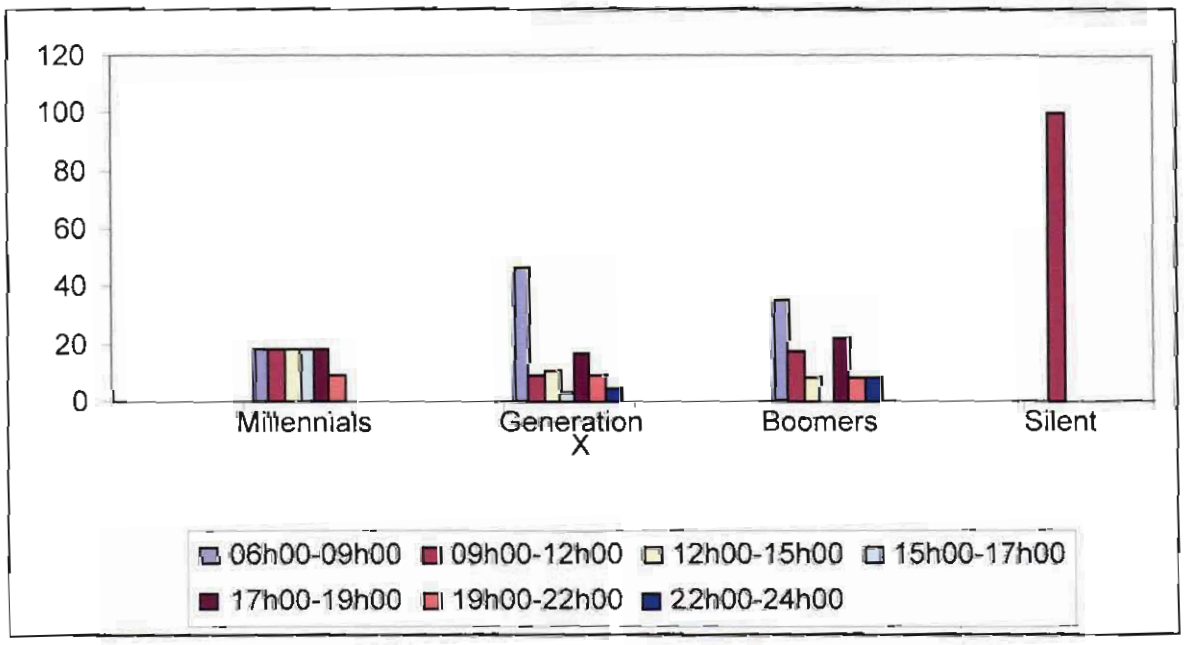
A total of 40% of the respondents indicate that they listen to the radio between 06h00 and 09h00, followed by 17h00 - 19h00 (18%) and 09h00 - 12h00 (13%). Table 3.79 and Figure 3.49 shows the results according to the different generations:

Table 3.79: GENERATIONAL TIME SLOTS - RADIO

Radio	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
06h00-09h00	14	18.2	210	46.2	56	34.8	0	0.0
09h00-12h00	14	18.2	42	9.2	28	17.4	7	100.0
12h00-15h00	14	18.2	49	10.8	14	8.7	0	0.0
15h00-17h00	14	18.2	14	3.1	0	0.0	0	0.0
17h00-19h00	14	18.2	77	16.9	35	21.7	0	0.0
19h00-22h00	7	9.0	42	9.2	14	8.7	0	0.0
22h00-24h00	0	0.0	21	4.6	14	8.7	0	0.0
Total		100.0		100.0		100.0		100.0

Millennial: The following time slots were identified by this group to listen to the radio: 06h00-09h00 (18.2%), 09h00-12h00 (18.2%), 12h00-15h00 (18.2%), 15h00-17h00 (18.2%), 17h00-19h00 (18.2%) and 19h00-22h00 (9.0%). *Generation X*: Almost 50% indicated that they listen to the radio between 06h00-09h00, while 16.9% listens between 17h00-19h00 and 10.8% between 12h00-15h00. *Baby Boomer*: More than 30% indicated that they listen to the radio between 06h00-09h00, while 21.7% listen between 17h00-19h00 and 17.4% between 09h00-12h00. *Silent*: This group prefers to listen to the radio between 09h00-12h00.

Figure 3.49: GENERATIONAL TIME SLOTS - RADIO



3.4.7.6 *Radio Stations*

Table 3.80 show the respondents' preferred radio stations. It is important to note that in this question, the respondents could mark more than one preference listed.

Table: 3.80: RADIO STATIONS

Radio Stations	Millennials		Generation X		Baby Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
Radio 2000	0	0.0	7	0.7	0	0.0	0	0.0	0.7
Highveld	0	0.0	14	1.5	0	0.0	7	0.7	2.2
Ikwekwezi	0	0.0	7	0.7	7	0.7	0	0.0	1.4
Munghana	0	0.0	14	1.5	0	0.0	0	0.0	1.5
Talk Radio 702	0	0.0	0	0.0	14	1.5	0	0.0	1.5
YFM 99.2	0	0.0	21	2.2	0	0.0	0	0.0	2.2
5FM	7	0.7	42	4.4	0	0.0	0	0.0	5.1
East Coast	0	0.0	77	8.2	0	0.0	0	0.0	8.2
Kaya FM 95.9	0	0.0	14	1.5	7	0.7	0	0.0	2.2
OFM	0	0.0	14	1.5	7	0.7	0	0.0	2.2
Thobela FM	14	1.5	49	5.3	28	2.9	0	0.0	9.7
Other	7	0.7	7	0.7	0	0.0	0	0.0	1.4
Metro	21	2.2	112	12.0	14	1.5	7	0.7	16.4
94.2 Jacaranda	0	0.0	49	5.2	21	2.2	0	0.0	7.4
Lesedi FM	0	0.0	49	5.2	42	4.4	0	0.0	9.6
Motsweding	0	0.0	140	14.9	42	4.4	0	0.0	19.3
SAFM	0	0.0	63	6.8	0	0.0	0	0.0	6.8
Umhlobo	0	0.0	14	1.5	7	0.7	0	0.0	2.2
Total		5.1		73.8		19.7		1.4	100

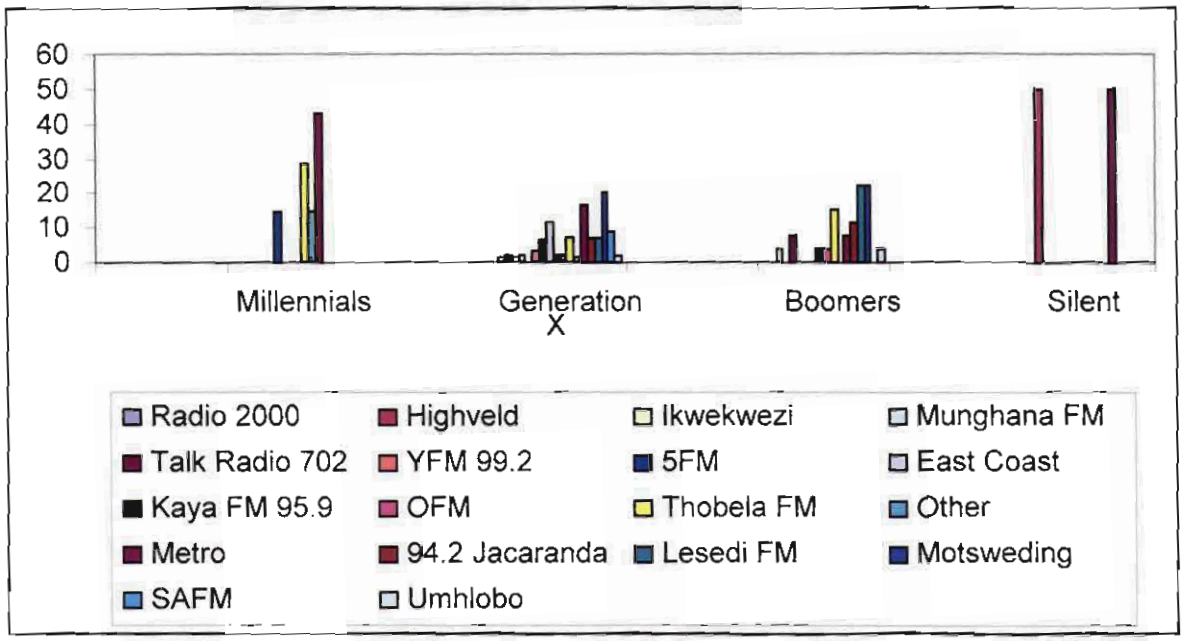
A total of 19.3% of the respondents identified Motsweding as their preferred radio station, followed by Metro (16.4%), Thobela (9.7%), Lesedi (9.6%), East Coast (8.2%) and Jacaranda (7.4%). Table 3.81 and Figure 3.50 shows the results according to the different generations:

Table 3.81: GENERATIONAL RADIO STATIONS

Stations	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Radio 2000	0	0.0	7	1.0	0	0.0	0	0.0
Highveld	0	0.0	14	2.0	0	0.0	7	50.0
Ikwekwezi	0	0.0	7	1.0	7	3.7	0	0.0
Munghana FM	0	0.0	14	2.0	0	0.0	0	0.0
Talk Radio 702	0	0.0	0	0.0	14	7.4	0	0.0
YFM 99.2	0	0.0	21	3.0	0	0.0	0	0.0
5FM	7	14.3	42	6.1	0	0.0	0	0.0
East Coast	0	0.0	77	11.1	0	0.0	0	0.0
Kaya FM 95.9	0	0.0	14	2.0	7	3.7	0	0.0
OFM	0	0.0	14	2.0	7	3.7	0	0.0
Thobela FM	14	28.6	49	7.1	28	14.9	0	0.0
Other	7	14.3	7	1.0	0	0.0	0	0.0
Metro	21	42.8	112	16.2	14	7.4	7	50.0
94.2 Jacaranda	0	0.0	49	7.1	21	11.1	0	0.0
Lesedi FM	0	0.0	49	7.1	42	22.2	0	0.0
Motsweding	0	0.0	140	20.2	42	22.2	0	0.0
SAFM	0	0.0	63	9.1	0	0.0	0	0.0
Umhlobo	0	0.0	14	2.0	7	3.7	0	0.0
Total		100.0		100.0		100.0		100.0

A total of 42.8% of the *Millennials* listen to Metro, while 28.6% listen to Thobela FM. More than 20% of the *Generation X* group listen to Motsweding, while 16.2% listens to Metro and 11.1% to East Coast. The *Baby Boomers* are equally divided between Lesedi (22.2%) and Motsweding (22.2%), while 14.9% listen to Thobela FM. The *Silents* are equally divided between Metro and Highveld.

Figure 3.50: GENERATIONAL RADIO STATIONS



3.4.7.7 Time slots - television

Table 3.82 shows what time the respondents prefer to watch TV. It is important to note that the respondents could mark more than one preference listed.

Table: 3.82: TIME SLOTS – TELEVISION

Time – TV	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
06h00-09h00	7	1.1	35	5.2	28	4.2	0	0.0	10.5
09h00-12h00	0	0.0	0	0.0	0	0.0	0	0.0	0.0
12h00-15h00	0	0.0	14	2.1	0	0.0	0	0.0	2.1
15h00-17h00	0	0.0	21	3.2	14	2.1	0	0.0	5.3
17h00-19h00	21	3.2	119	17.8	42	6.3	7	1.1	28.4
19h00-22h00	21	3.2	224	33.6	63	9.4	0	0.0	46.2
22h00-24h00	7	1.1	21	3.2	21	3.2	0	0.0	7.5
Total		8.6		65.1		25.2		1.1	100

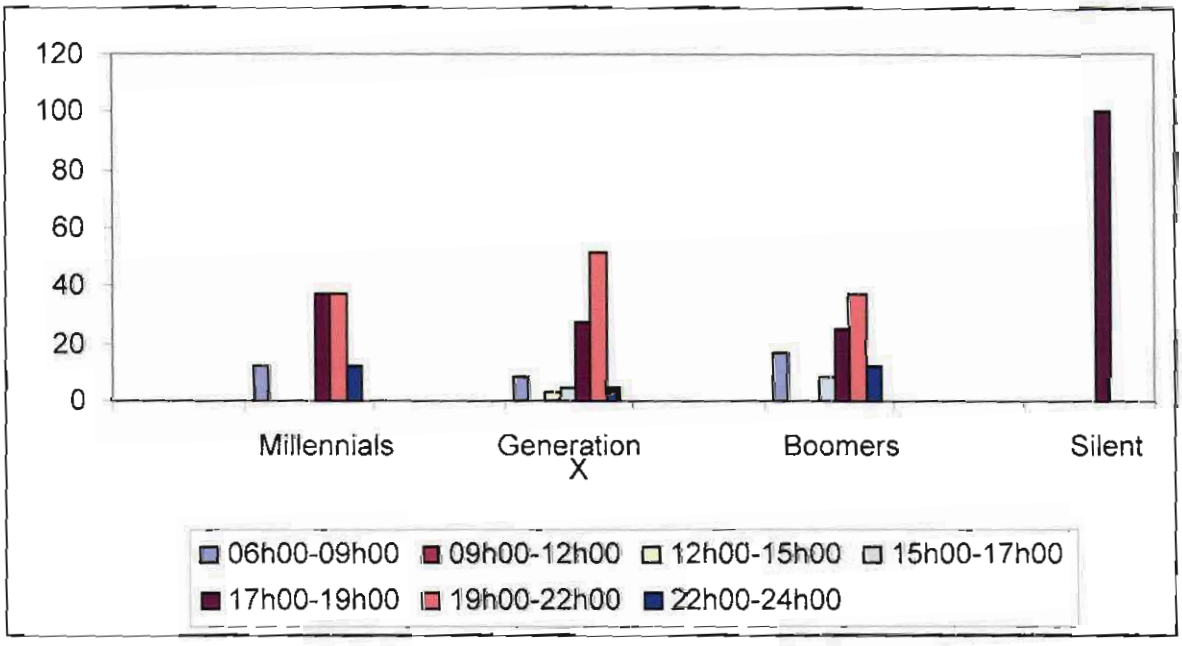
A total of 46.2% of all the respondents indicate that they watch television between 19h00 and 22h00, while 28.4% watch between 17h00 and 19h00 and 10.5% between 06h00 and 09h00. Table 3.83 and Figure 3.51 show the results according to the different generations:

Table 3.83: GENERATIONAL TIME SLOTS – TELEVISION

Television	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
06h00-09h00	7	12.5	35	8.1	28	16.7	0	0.0
09h00-12h00	0	0.0	0	0.0	0	0.0	0	0.0
12h00-15h00	0	0.0	14	3.2	0	0.0	0	0.0
15h00-17h00	0	0.0	21	4.8	14	8.3	0	0.0
17h00-19h00	21	37.5	119	27.5	42	25.0	7	100.0
19h00-22h00	21	37.5	224	51.6	63	37.5	0	0.0
22h00-24h00	7	12.5	21	4.8	21	12.5	0	0.0
Total		100.0		100.0		100.0		100.0

Millennial: A total of 75% is equally divided between 17h00-19h00 (50%) and 19h00-22h00 (50%). *Generation X*: More than 50% indicated that they watch television between 19h00-22h00, while 27.5% watch between 17h00-19h00. *Baby Boomer*: A total of 37.5% indicated that they watch television between 19h00-22h00, while 25.0% watch between 17h00-19h00 and 16.7% between 06h00-09h00. *Silent*: This group prefers to watch television between 17h00-19h00.

Figure 3.51: GENERATIONAL TIME SLOTS – TELEVISION



3.4.7.8 Television Channels

Table 3.84 show the respondents' preferred TV channels. It is important to note that in this question, the respondents could mark more than one preference listed.

Table: 3.84: TELEVISION CHANNELS

Channels	Millennials		Generation X		Boomers		Silent		Total
Respondents	No	%	No	%	No	%	No	%	
SABC1	21	2.0	175	16.4	56	5.3	4	0.4	24.1
SABC2	7	0.7	112	10.5	49	4.6	0	0.0	15.8
SABC3	7	0.7	112	10.5	28	2.6	0	0.0	13.8
eTV	0	0.0	168	15.7	203	19.1	3	0.3	35.1
M-Net	0	0.0	7	0.7	0	0.0	0	0.0	0.7
DSTV	0	0.0	98	9.2	14	1.3	0	0.0	10.5
Total		3.4		63.0		32.9		0.7	100

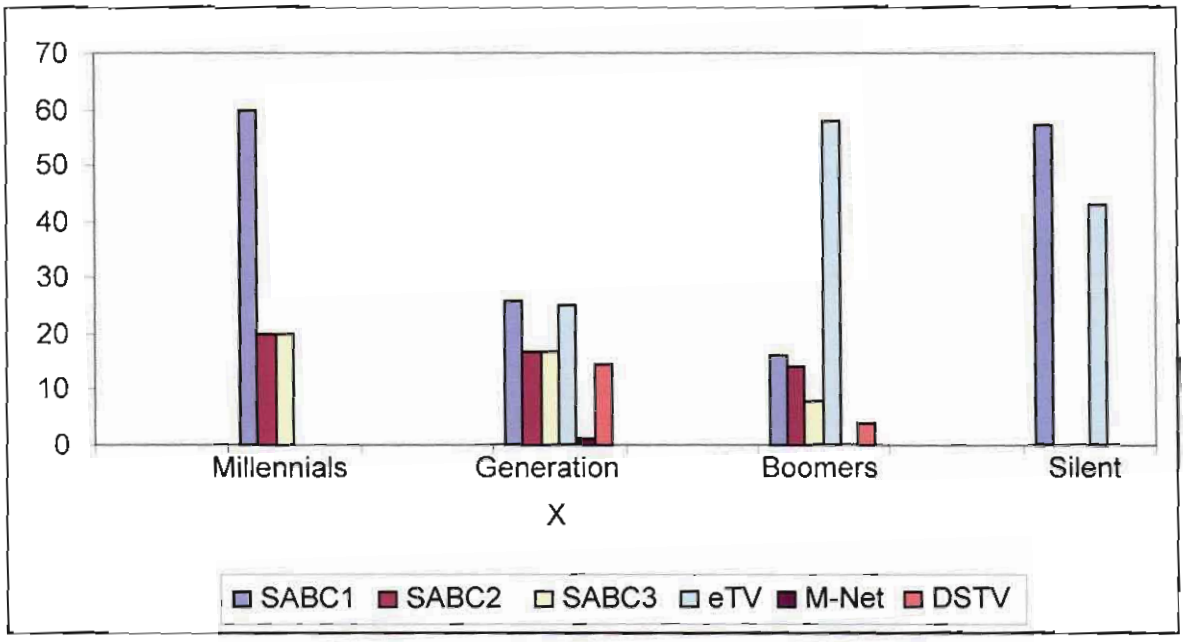
A total of 35.1% of the respondents identified eTV as their preferred television channel, followed by SABC1 (24.1%), SABC2 (15.8%) and SABC3 (13.8%). Almost 11% prefer to watch DSTV and M-Net (0.7%). Table 3.85 and Figure 3.52 shows the results according to the different generations:

Table 3.85: GENERATIONAL TELEVISION CHANNELS

Channels	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
SABC1	21	60.0	175	26.0	56	16.0	4	57.1
SABC2	7	20.0	112	16.7	49	14.0	0	0.0
SABC3	7	20.0	112	16.7	28	8.0	0	0.0
eTV	0	0.0	168	25.0	203	58.0	3	42.9
M-Net	0	0.0	7	1.0	0	0.0	0	0.0
DSTV	0	0.0	98	14.6	14	4.0	0	0.0
Total		100.0		100.0		100.0		100.0

Millennial: A total of 60% watch SABC1, while the rest is equally divided between SABC2 (20%) and SABC3 (20%). *Generation X*: A total of 26% watch SABC1, followed by eTV (25.0%). The rest is divided between SABC2 (16.7%), SABC3 (16.7%), DSTV (14.6%) and M-Net (1%). *Baby Boomer*: More than 55% watch eTV, followed by SABC1 (16.0%), SABC2 (14.0%), SABC3 (8.0%) and DSTV (4.0%). *Silent*: More than 55% watch SABC1, while 42.9% watch eTV.

Figure 3.52: GENERATIONAL TELEVISION CHANNELS



3.4.7.9 Generational characteristics – US & SA Model

Table 3.86 and Figure 3.53 show the generational characteristics, according to the US Model.

Table: 3.86: GENERATIONAL CHARACTERISTICS – US MODEL

US Model	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Q1	0	0.0	0	0.0	0	0.0	18.2	20.0
Q2	0	0.0	0	0.0	0	0.0	18.2	20.0
Q3	0	0.0	0	0.0	0	0.0	18.2	20.0
Q4	0	0.0	0	0.0	0	0.0	18.2	20.0
Q5	0	0.0	0	0.0	0	0.0	18.2	20.0
Q6	0	0.0	0	0.0	284.2	20.0	0	0.0
Q7	0	0.0	0	0.0	284.2	20.0	0	0.0
Q8	0	0.0	0	0.0	284.2	20.0	0	0.0
Q9	0	0.0	0	0.0	284.2	20.0	0	0.0
Q10	0	0.0	0	0.0	284.2	20.0	0	0.0
Q11	0	0.0	79.8	20.0	0	0.0	0	0.0
Q12	0	0.0	79.8	20.0	0	0.0	0	0.0
Q13	0	0.0	79.8	20.0	0	0.0	0	0.0
Q14	0	0.0	79.8	20.0	0	0.0	0	0.0
Q15	0	0.0	79.8	20.0	0	0.0	0	0.0
Q16	7.4	20	0	0.0	0	0.0	0	0.0
Q17	7.4	20	0	0.0	0	0.0	0	0.0
Q18	7.4	20	0	0.0	0	0.0	0	0.0
Q19	7.4	20	0	0.0	0	0.0	0	0.0
Q20	7.4	20	0	0.0	0	0.0	0	0.0
Total		100		100		100		100

This model is designed that Q1-5 represents the characteristics of the *silent* generation, Q6-10 represents the characteristics of the *baby boomers*, Q11-15 represents the *Generation Xers* and Q16-20 represents the *Millennials*.

Figure 3.53: GENERATIONAL CHARACTERISTICS – US MODEL

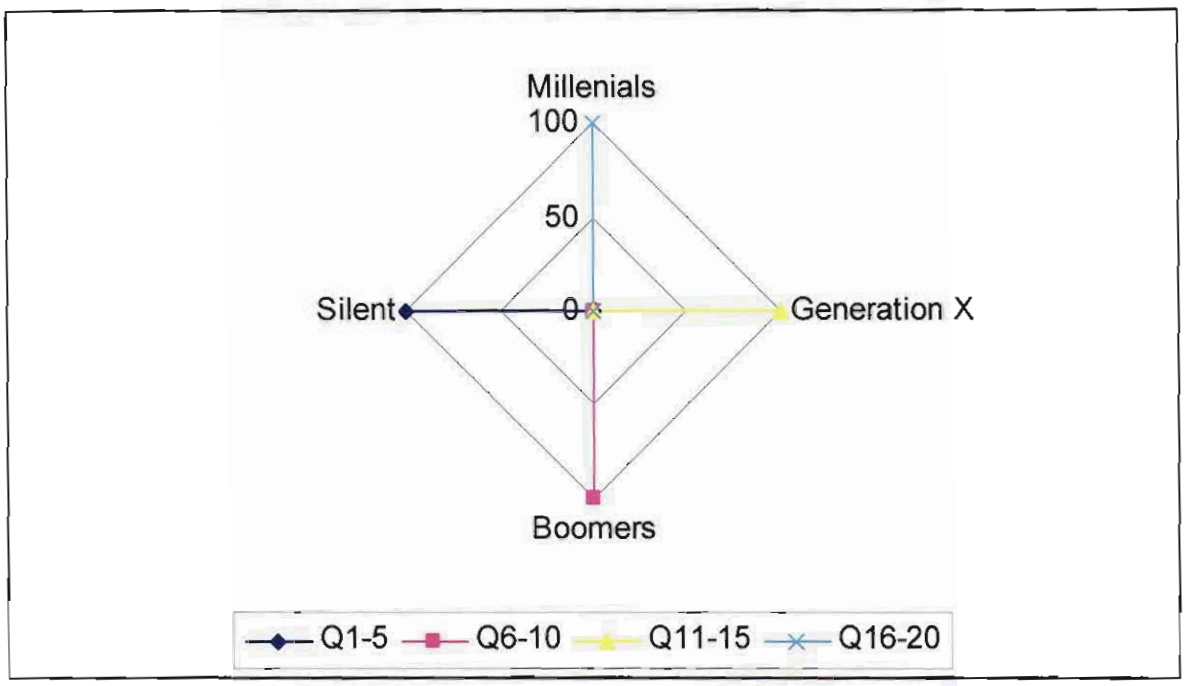
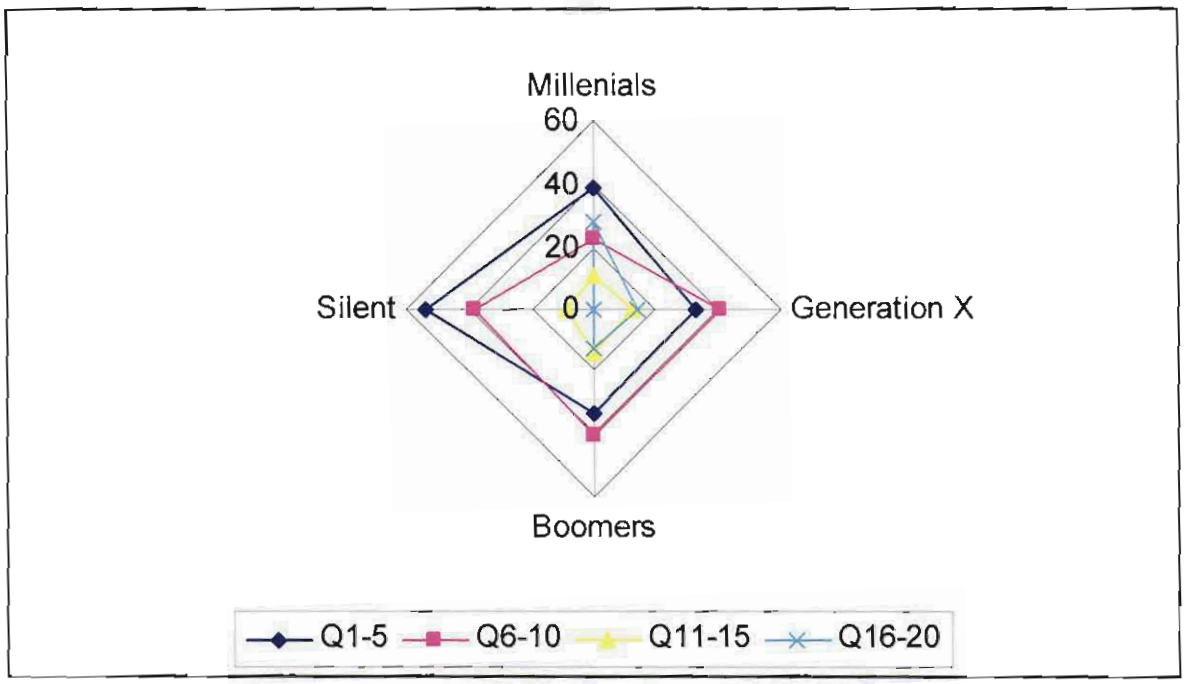


Table 3.87 and Figure 3.54 show the generational characteristics, according to the SA Model. It is important to note that in this question, the respondents could mark more than one preference listed.

Table 3.87: GENERATIONAL CHARACTERISTICS – SA MODEL

SA Model	Millennials		Generation X		Boomers		Silent	
Respondents	No	%	No	%	No	%	No	%
Q1	21	16.7	147	10.3	49	12.3	4	10.8
Q2	0	0.0	35	2.5	0	0.0	6	16.2
Q3	28	22.2	182	12.8	49	12.3	0	0.0
Q4	0	0.0	91	6.4	28	7.0	5	13.5
Q5	0	0.0	7	0.5	7	1.8	5	13.5
Q6	0	0.0	42	2.9	28	7.0	4	10.8
Q7	21	16.7	147	10.3	35	8.7	4	10.8
Q8	0	0.0	84	5.9	14	3.5	6	16.2
Q9	0	0.0	126	8.9	42	10.5	0	0.0
Q10	7	5.6	182	12.8	42	10.5	0	0.0
Q11	0	0.0	56	4.0	7	1.8	0	0.0
Q12	0	0.0	0	0.0	0	0.0	0	0.0
Q13	0	0.0	7	0.5	7	1.8	0	0.0
Q14	0	0.0	14	1.0	0	0.0	0	0.0
Q15	14	11.1	98	6.9	42	10.5	3	8.2
Q16	4	3.2	14	1.0	14	3.5	0	0.0
Q17	7	5.6	0	0.0	0	0.0	0	0.0
Q18	8	6.3	63	4.4	7	1.8	0	0.0
Q19	8	6.3	91	6.4	14	3.5	0	0.0
Q20	8	6.3	35	2.5	14	3.5	0	0.0
Total		100.0		100.0		100.0		100.0

Figure 3.54: GENERATIONAL CHARACTERISTICS – SA MODEL



*i. **Millennials***

According to the US Model of generations, the characteristics of the *millennial* generation are:

- lifestyle-centred, impatient and socially aware;
- street smart, informal, stimulus junkies;
- go on-line for product information;
- technologically literate; and
- only buy branded products.

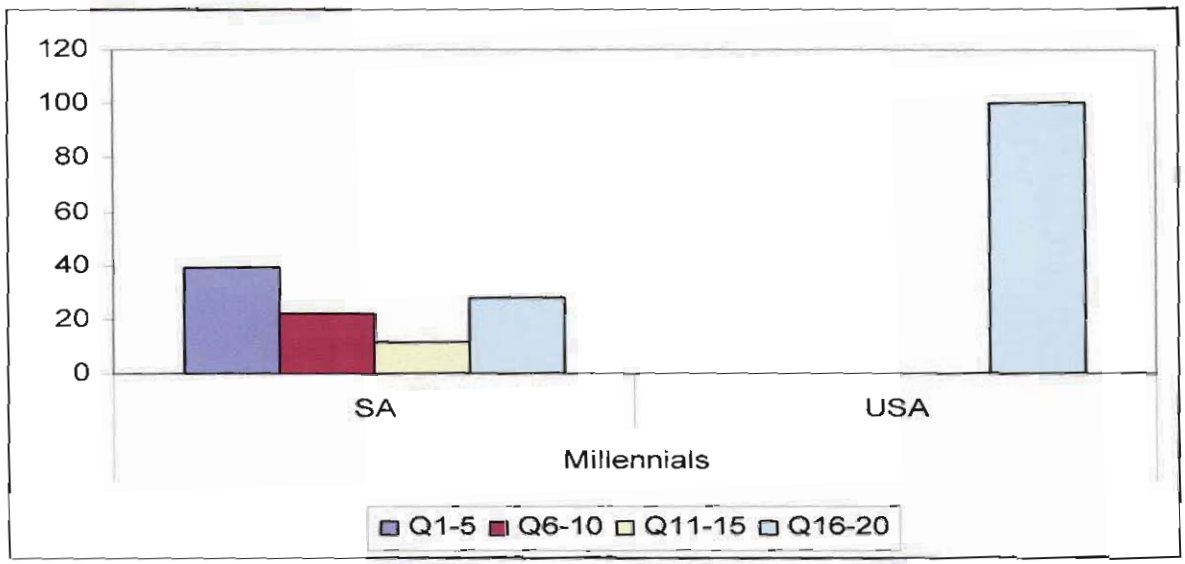
Questions 16-20 are specifically designed as the characteristics of the *Millennial* generation. It is therefore expected that the respondents in this group will score the highest in Q16-20 (see Table 3.88 and Figure 3.55). The US Model is the ideal trend.

Table 3.88: MILLENIAL GENERATION

Questions	SA (%)	USA (%)
Q1-5	38.9	0.0
Q6-10	22.3	0.0
Q11-15	11.1	0.0
Q16-20	27.7	100.0

A total of 38.9% was scored in Q1-5, while Q16-20 (27.7%) was expected to be the highest. This is followed by Q6-10 (22.2%) and Q11-15 (11.1%).

Figure 3.55: MILLENNIAL GENERATION



ii. Generation X

According to the US Model of generations, the characteristics of the *Generation X* generation are:

- question authority;
- slack, disloyal and independent;
- impulsive buying patterns;
- don't believe in starting at bottom of job chain; and
- buy things that fill a perceived and genuine need.

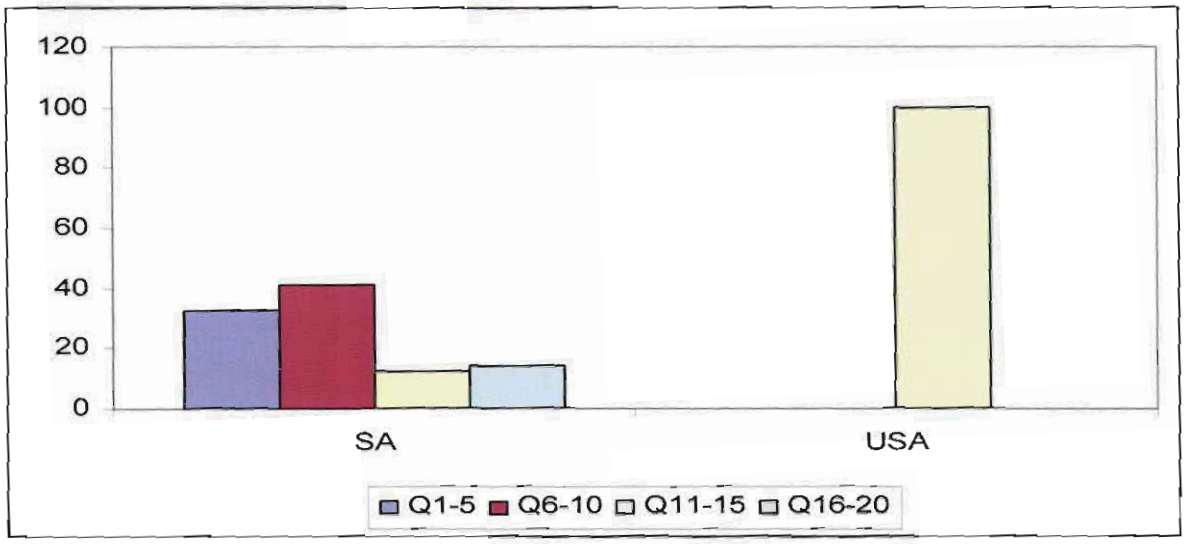
Questions 11-15 are specifically designed as the characteristics of the *Generation Xers*. It is therefore expected that the respondents in this group will score the highest in Q11-15 (see Table 3.89 and Figure 3.56). The US Model is the ideal trend.

Table 3.89: GENERATION X GENERATION

Questions	SA (%)	USA (%)
Q1-5	32.5	0.0
Q6-10	40.8	0.0
Q11-15	12.4	100.0
Q16-20	14.3	0.0

A total of 40.8% was scored in Q6-10, while Q11-15 (12.4%) was expected to be the highest. The rest can be divided between Q1-5 (32.5%) and Q16-20 (14.3%).

Figure 3.56: GENERATION X GENERATION



*iii. **Baby Boomers***

According to the US Model of generations, the characteristics of the *Baby Boomers* are:

- politically conservative and socially liberal;
- manage own finances & investment portfolios;
- strong set of ideals and traditions;
- professional, want to be treated as individuals; and
- enjoy success gained.

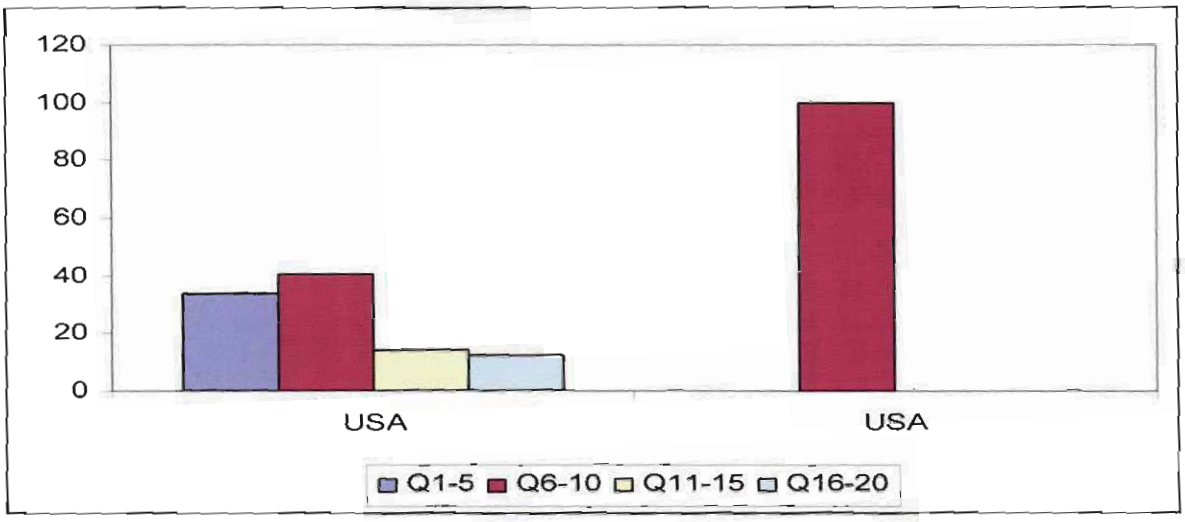
Questions 6-10 are specifically designed as the characteristics of the Baby Boomer generation. It is therefore expected that the respondents in this group will score the highest in Q6-10 (see Table 3.90 and Figure 3.57). The US Model is the ideal trend.

Table 3.90: BABY BOOMER GENERATION

Questions	SA (%)	USA (%)
Q1-5	33.4	0.0
Q6-10	40.2	100.0
Q11-15	14.1	0.0
Q16-20	12.3	0.0

A total of 40.2% was scored in Q6-10 (as expected), followed by Q1-5 (33.4%), Q11-15 (14.1%) and Q16-20 (12.3%).

Figure 3.57: BABY BOOMER GENERATION



*iv. **Silent***

According to the US Model of generations, the characteristics of the *Silent* generation are:

- strong set of moral obligations;
- use coupons and discount offers;
- appreciate discipline, hard work and self denial;
- social and financially conservative; and
- slow to accept and change and new technology.

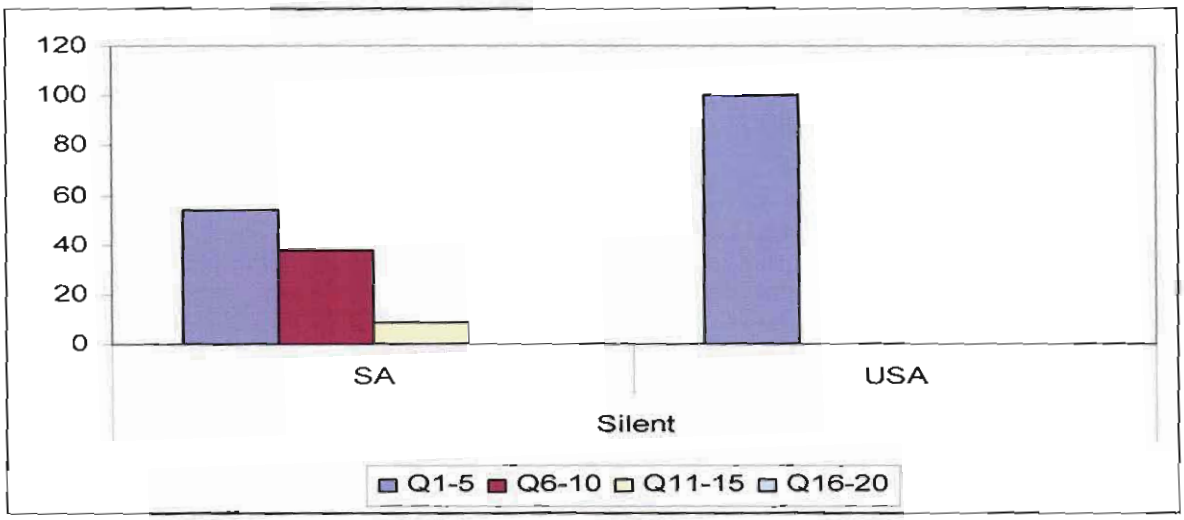
Questions 1-5 are specifically designed as the characteristics of the *Silent* generation. It is therefore expected that the respondents in this group will score the highest in Q1-5 (see Table 3.91 and Figure 3.58). The US Model is the ideal trend.

Table 3.91: SILENT GENERATION

Questions	SA (%)	USA (%)
Q1-5	54.0	100.0
Q6-10	37.8	0.0
Q11-15	8.2	0.0
Q16-20	0.0	0.0

A total of 54% was scored in Q1-5 (as expected), followed by Q6-10 (37.8%) and Q11-15 (8.2%). Q16-20 was not scored at all.

Figure 3.58: SILENT GENERATION



3.5 SUMMARY OF EMPRICAL STUDY

The empirical study started with a literature review of the method of preparing a questionnaire and the means to analyse the data collected from the questionnaire. As the objective of this study is to determine the most suitable implementation technique for marketing, a questionnaire was developed to determine the consumer behaviour of the upcoming Black middle class.

The results of the empirical study were presented in tabular form using frequency distributions for the answers to Section 1 – 7, as well as graphical form using pie charts and histograms. The details of each of the questions were discussed and comments made on the current consumer behaviour and preferences in SA.

The chapter ends with a summary of the findings specifically targeted at the four different generations investigated. The respondents had to describe themselves with characteristics chosen from the US Model. This was done to determine whether there is a trend line existing in SA.

CHAPTER 4

RECOMMENDATIONS AND CONCLUSION

4.1 INTRODUCTION

In this final chapter, recommendations and conclusions is drawn up based on the literature study from Chapter 2 and the empirical study conducted in Chapter 3.

The questionnaire results are utilised to determine whether Black people of different age groups have different shopping preferences than what the USA model suggests. This will provide marketing managers with meaningful feedback on the performance of their communications with their customers.

4.2 CONCLUSIONS ON LITERATURE REVIEW

The unjust system of Apartheid directly caused the systematic discrimination against Black people, women and other groups. It was from 1996 to 2001 that the workforce was extensively transformed into one that is closer to being just and equitable. The prevention of Black people by law from entering certain professional categories led to internal labour markets that were not reflective of the composition of the labour force. These areas were addressed by government since 1994 and have a tremendous impact on the creation of the Black Upcoming Middle Class in SA.

The Black workforce increased with approximately 15% between 2002 and 2005. This led to millions of Black people finding a job, being promoted to a higher level of income or starting their own businesses. The fact that they started earning a good salary shifted their mindsets in many ways. The next level of this change is a rise in the spending power of Black consumers, which is boosting key retail sectors. There is measurable growth in the number of Black middle class South Africans, a result of a combination of factors, including the government's BEE drive. Self-fulfilment, acceptance and status play a big part in the spending patterns of Black households, with a lot of money being spent on a limited number of luxury items.

Almost 300 000 Black South Africans have become middle-income earners since 2001. While the numbers are small they are considered the first evidence that SA's racially divided economy is moving towards equilibrium. More than 2 million working class people have moved from poverty since 1998 to the "lower middle class". The Bappies had improved their circumstances by taking advantage of the booming economy, low inflation and a number of new tax and subsidy breaks. This third wave has been largely created by 10 years of economic growth and the success of the Black elite and Buppies above them on the ladder.

If marketers have a better understanding of how upcoming Black people see the world around them, marketing can better meet the needs of Buppies in terms of product and service offerings, which will improve overall communication.

The four American generations at work today (*Silents, Baby Boomers, Generation Xers and Millennials*) have unique work ethics, different perspectives on work, distinct and preferred ways of managing and being managed and idiosyncratic styles. These differences can be the cause of stress and conflict, or a source of creativity, strength and opportunity. It is therefore important to become more attuned to generational preferences in order to market and sell more successfully.

All people can be placed in one of four generational categories: Mature citizens born between 1909 and 1945; *Baby Boomers* born between 1946 and 1964; *Generation Xers* born between 1965 and 1980; and *Millennials* born after 1980, according to Brenner (1998:5). Each generation has its own characteristics and one can usually place a prospective customer in a generation by age, the way they speak, act and believe. This new marketing methodology involves selling to the individual, selling to a targeted customer rather than selling to the masses. Since each generation responds differently, it is important to adjust advertisements, signage and direct mailings to focus on generational selling. The idea is to design messages and communications that speak to generational idiosyncrasies.

4.3 CONCLUSIONS ON THE EMPIRICAL STUDY

An empirical field study was undertaken using 462 upcoming Black middle class members. These respondents were mostly recruited from Black employees in white-collar public sector jobs in local and provincial government.

Using the knowledge gained from the literature review, the empirical study involved the establishment of a structured questionnaire, the pilot trial of the questionnaire and final development of the questionnaire; which was sent to the respondents via e-mail and facsimile. The intent of the questionnaire was to determine the spending preference of each age group and how it relates to the US Generations Model.

An overall response rate of 25.7% was achieved and the results were processed statistically, using frequency charts, pie charts and histograms to present the data. The final section of the questionnaire required the respondents to rate their advertising preferences.

Based on the theory presented in Chapter 2 and the results presented in Chapter 3, it is now possible to draw some conclusions on the relation between the upcoming Black middle class and the US Generations Model. These conclusions will be used to offer some recommendations to companies for their future use.

4.3.1 Section 1 – Demographic Detail

The demographic data of the total number of respondents was analysed to determine the frequency distribution in terms of geographical dispersion of respondents, their age, gender, level of education, household monthly income, household size, financial contribution per household, current employment and marital status.

From the results presented in Chapter 3 on the Section 1 questions, it is possible to conclude the following:

- the respondents responded satisfactorily to the questionnaire;
- the *Generation X* group (66%) were more willing to respond to the questionnaire (refer to 3.4.1.2.); and
- more female respondents participated than males (refer to 3.4.1.3);

4.3.2 Section 2 – Residence

The residential circumstances of the total number of respondents was analysed to determine some form of frequency distribution in terms of where they live, their location, whether the property is owned or rented and monthly payment. This section's results were also applied according to the different generation groups.
The intent of this section is to:

- check that the results are representative of the SA market place; and
- determine any differences between the age groups.

From the results presented in Chapter 3 on the Section 2 questions, it is possible to conclude the following:

- most respondents live in a house in the township;
- more than a third of all respondents have migrated to the white suburbs already; and
- most of the respondents own their property, paying between R1000 and R2000 on their residence every month.

4.3.3 Section 3 – Clothing

The spending habits regarding clothing of the total number of respondents was analysed to determine some form of frequency distribution in terms of whether they have an account, where they have accounts, how much thy spent on clothing on a monthly basis, as well as what influences their choice of clothing. The intent of this section is to:

- check that the results are representative of the SA market place; and
- determine any differences between the age groups.

From the results presented in Chapter 3 on the Section 3 questions, it is possible to conclude the following:

- most of the respondents have a clothing account, they prefer to shop at Edgars, spending between R350-R450 on a monthly basis on clothing; and
- it is evident that quality influences most of the respondents' spending decisions regarding clothing.

4.3.4 Section 4 – Transport

The preferences regarding transportation of the total number of respondents was analysed to determine some form of frequency distribution in terms of the method of transportation, influences regarding choice of vehicle, type of vehicle, make of vehicle and monthly instalments. The intent of this section is to:

- check that the results are representative of the SA market place, and
- determine any differences between the age groups.

From the results presented in Chapter 3 on the Section 4 questions, it is possible to conclude the following:

- more than 50% of the respondents use their own vehicles; which are mostly family cars; and
- it is evident that the respondents prefer fuel consumption as an influence of choice.

4.3.5 Section 5 – Music

The music preferences of the total number of respondents was analysed to determine some form of frequency distribution in terms of which format they prefer, type of music, how much they spend on a monthly basis on music and live performances, as well as how often they watch shows. The intent of this section is to:

- check that the results are representative of the SA market place, and
- determine any differences between the age groups.

From the results presented in Chapter 3 on the Section 5 questions, it is possible to conclude the following:

- the respondents preferred CD format and gospel music; and
- more than half of the respondents recorded that they attend live shows once a year.

4.3.6 Section 6 – Technology

The total number of respondents' preferences regarding technology was analysed to determine some form of frequency distribution in terms of ownership of MP3 player, hi-fi system, surround sound, big screen television, computer or laptop. It further enquires about the main application of the computers, how many computers installed at home, level of computer literacy, subscription and internet connection. The intent of this section is to:

- check that the results are representative of the SA market place, and
- determine any differences between the age groups.

From the results presented in Chapter 3 on the Section 6 questions, it is possible to conclude the following:

- the respondents indicated that they respond positively towards technology by owning MP3 devices, hi-fi systems, surround sound systems, etc.;
- they also indicated that they use their computers mostly for work and claimed to be mostly experienced skilled computer users;
- it is important to note that most of the respondents indicated that they have no subscriptions and is not connected to the internet.

4.3.7 Section 7 – Advertising

The advertising preferences of the total number of respondents was analysed to determine some form of frequency distribution in terms of their spending habits, why they use certain products, what kind of advertising they enjoy most, how they spend their spare time, when they listen to the radio and to which stations, when they watch TV and which channels they prefer, as well as a description of themselves. The intent of this section is to:

- check that the results are representative of the SA market place, and
- determine any differences between the age groups.

From the results presented in Chapter 3 on the Section 7 questions, it is possible to conclude the following:

- almost half of the respondents claimed to be quality conscious, while 28.5% is price conscious and 10.3% is brand conscious. Almost 15% of the respondents claimed to be brand-, price- and quality conscious. This can be compared to the Mictert Marketing Research (refer to 2.5), which indicated that a total of 9% labelled themselves as "brand conscious". Over 12% felt they were best described as "price conscious", while just under a quarter felt that they were quality, brand and price conscious, rolled into one;
- most of the respondents confirmed that they used certain products because it works for them and the preferred an informative advertisement;
- the highest spare time activity is attending church, confirming that Buppies are clear on their culture, traditions, family and social values (see 2.3);
- the highest time slot for listening to the radio is between 06h00 and 09h00 and the most popular radio station is Motsweding; and
- the highest time slot for watching television is 19h00 - 22h00 on eTV.

4.4 RECOMMENDATIONS

To remain competitive in the Global Market Place, South African companies will need to constantly strive to maintain or improve the quality of their advertisements by allocating their target market. As age plays a critical role in customer buying decisions, the concept of generational selling is nowhere more important than here. The generational groups have unique characteristics on which companies should design and develop their marketing strategy. Their buying motivations are linked to the values that they possess - values based on shared experiences. By understanding these values, their products, services and communication can be tailored to meet their needs, aspirations and desires. This knowledge provides an unlimited competitive advantage in sales.

According to Underwood (2006:3) the American business is beginning to appreciate the powerful influence of generational values and generational attitudes on the consumer, career and lifestyle decisions. Understanding the generations dynamic can significantly enhance selling success, which is based upon three heavily-researched and universally-embraced truths:

1. Between birth and 22, Americans form most of the core values and beliefs. What is witnessed and experienced during these formative years, will dictate a person's basic belief system for life. Other people of the same age embrace the same core values and become a generation.
2. Life in America has changed so often in the last century that for the first time in history, the nation has five living generations, each with their own unique formative years and own unique core values.
3. The core values of each generation guide their career, consumer, and lifestyle choices. If salespeople understand each generation's core values, they can more effectively "message" to each one, communicate with them, sell them.

In SA most companies have paid small heed to matters of age, resulting in a range of shortcomings (Sartini, 2006:3):

- a lack of interest in older consumers;
- little understanding of the needs of older people;
- poorly targeted communications; and
- an exclusion of older customers in favour of the youth market.

SA has the potential to be at the forefront of creative breakthroughs on a global scale, by leveraging a unique cultural diversity, paying closer attention to the realities of the changing demographics. Although the older market may not be the hip and funky consumers which creative people would like to target, the older market is sitting with the money; and therefore cannot be ignored.

Instead of dividing market segments by age, dividing them by generation makes more sense. If advertisers and advertisement agencies can use those differences to better communicate to each group, it will benefit the industry. The whole world has become specialised and therefore targeted. It's especially important in today's economy, as companies have limited budgets to spend on advertising.

One important factor often ignored when discussing diversity is the difference in generations. Generational differences are important because generations originate from different values, attitudes, ambitions and mind-sets of people. Leveraging generational strengths can boast morale control costs, reduce turnover and increase sales and profits.

It is therefore essential to be savvy about generational differences because in the twenty first century generations are working together more than ever before, thanks to the demise of the bureaucratic organisation in favour of a horizontal style, new technology, globalisation and a more information-friendly atmosphere.

Keeping the abovementioned information in mind, a marketing strategy (see Appendix 3) should be established. The main objective of this study is to determine whether Black people of different age groups have different shopping preferences than what the US Model suggests. Appendix 4 suggests recommendations regarding the US Model.

There are two different ways to acknowledge and implement the generational model into a successful marketing strategy. The company has to decide which generation they want to target specifically for their product or service according to:

- the size of the generation (pro's and cons), or
- the rand-value of the generation

According to the generational theory (a relatively new science that looks at the influences on people of the era in which they grow up) generational issues are valid, globally and in SA.

4.5 CRITICAL EVALUATION OF THE STUDY

The success of this study is measured based on the achievement of the objectives set out in Chapter 1.

4.5.1 Primary Objective

The main objective of this study is to provide a guide to the sales and marketing departments of companies. Meaningful feedback on the performance of their communications with their customers was determined. This was achieved by the steps formulated in the recommendations suggested in section 4.4 above.

4.5.2 Secondary Objectives

In order to meet the primary objective the following secondary objectives were formulated:

- determine the shopping preferences of each generation;
- determine what types of advertising they prefer to use;
- compare the outcomes with the American Model; and to
- provide a list of key factors prevalent in the different industries.

The first and fourth objective was achieved through the detailed empirical research and presentation thereof in Chapter 3 (especially Section 2-7), as well as the conclusions drawn from this data as presented in section 4.3 above. The second and third objective was achieved from the conclusions drawn from the data received in section 7 of the questionnaire. A detailed description of these preferences, characteristics and key factors is given in section 4.3.7 above. By following these guidelines, it is possible to implement a successful marketing strategy.

It is interesting to note that although all available research seems to originate in the USA, the South African population can easily be divided into the same generational groups. In Chapter 3 it is evident that the same trends and tendencies occurred in the South African research. For example, the *Millenial* group in SA also prefer branded items, while the SA *Silents* were involved in the same World Wars. One of the most important differences is that the size of the groups is different from the USA, and therefore the spending power could slightly be different in SA. For instance, the *Millennial* group seems to be much bigger in SA. Where marketers think that you only sell interesting and intellectual toys to this group, it is evident that children are playing an increasing role in deciding what to buy, eat, drive, etc. This information is essential in the local environment and can also be implemented in global corporations. It is also important to note that the US Model should not be completely used as the blueprint in the SA market, due to the blend of cultures and diversity.

It is important that this study be seen and evaluated as a work of reference. The outcome of this study is also emphasised for further research. The generic recommendation therefore is that the reader should study the abovementioned results, make alterations and use it for their own application, if applicable.

4.6 RECOMMENDATIONS FOR FUTURE STUDIES

It is important to note that while black people may have shared the same formative experiences over time in America, they have responded to these events differently from whites. For instance, while white *boomers* have moved beyond some of the social values that defined their generation, black *boomers* continue to hold on to those values today. One reason for this is that growing up in a world of segregation and racism created attitudinal nuances that are not always present among white *boomers*. Black *boomers* participated in a radical transformation of black educational opportunities. The parents of black *boomers* were the last undereducated generation of black Americans (Wellner, 2000:54).

Due to the Apartheids-era, the black population in SA goes through the same tendencies, but the younger generations are also affected. For instance, it is not just the *Boomers* that participated in a radical transformation of educational opportunities, but also the *Generation Xers* had to deal with the struggle. This has a definite influence on the way they think and make decisions.

Intertwined with the impact of generational theory are three forceful trends (the convergence of culture, technology and materialism), each with its own impact. Layered on top of this are the issues of affluence (the have lots and the have nots), population demographics, and of course, the ramifications of HIV/AIDS.

For future studies, it will be interesting to research the consumer behaviour and spending patterns of all South Africans (blacks, whites, coloureds and Indians) according to their generation. It is also advised that each of the above mentioned sections have the possibility to be further investigated within each generation group.

4.7 CONCLUSIONS

The South African industry has become a major role player in the global market over the past ten years. In order to maintain this image and continue to grow, it is essential to keep up with the international trends.

Unfortunately all the efforts seem to have been placed on black economic empowerment, appropriate black shareholding, employment equity, commercial equity and cultural empowerment in order to correct the past. Little emphasis has been placed on other equally important diversity issues, such as gender equality and generational differences.

Chapter 1 introduced the research by means of the problem statement, sub-problems and research methodology. It continued by outlining the project objectives and motivation for the study, concluding with the research methodology approach.

Chapter 2 elucidated an extensive literature study to identify current and previous research in this field, as well as opportunities that exist for further research. This chapter gives a detailed analysis of the different marketing generations, emphasising the upcoming Black middle class since 1994.

Chapter 3 deals with the empirical research which includes the development of the Black Emerging Generations Model as the research tool for measuring the different shopping preferences and characteristics in each age group. The questionnaire was given to Black persons to complete. Chapter 3 also presented the results of this research.

Recommendations and conclusions in Chapter 4 were based on the literature study from Chapter 2 and the empirical research conducted in Chapter 3. The results from the questionnaire were used to determine the consumer behaviour of the Buppies according to the different age groups within SA.

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APPENDIX 1

INTRODUCTORY LETTER OF INTENT

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E-mail: lizette@avadvertising.biz

JME Brown
MBA Student
Graduate School of Management
P O Box 7091
Flamwood
North West Province
2572

Dear Sir/Madam,

Since 1994 there is a growing number of Black South Africans moving into the higher income brackets, meaning far more spending power. These increased job opportunities have important implications. It provides a stable income and offers opportunities for advancement for themselves and their children. It is therefore important to determine their spending patterns and further research the importance of generational differences. This study argues that a diverse workforce, both from a racial but also from an age perspective, stimulates more effective communication that ultimately resonates with all possible target markets. The results will thus enable brand managers, sales and marketing managers to plan their advertising strategy more effectively. It will also enable the Black emerging middle class to be heard, as their contribution is extremely important in the making of advertisements.

The attached questionnaire is specifically designed to obtain information regarding the consumer behaviour of the upcoming Black middle class. Almost all questions can be answered by checking a block in the appropriate column. Please select the option that best matches how you feel about your preference. As the survey is intended for the use as the basis for a research for completion of my MBA, your answers will be treated as confidential.

All nine provinces will be invited to participate in this study. Between 50 and 100 respondents are required per venue in order to be representative of each province. You are therefore requested to disseminate this document to all Black workers in your organisation as soon as possible, and return it to the sender no later than Friday, 22 September 2006 at 10:00. A financial compensation of R5 per completed questionnaire will be paid to you for coordinating this important process.

I trust that you will find this in order. If you have any further enquiries, please do not hesitate to contact me immediately.

I thank you in advance for your participation.

Yours sincerely

JME Brown
MBA Student: Graduate School of Management
Potchefstroom Business School

APPENDIX 2

BLACK EMERGING GENERATIONAL QUESTIONNAIRE

PLEASE NOTE:-

1. Each section has its own list of instructions. Please read the instructions carefully and tick the applicable box. In some instances, you will have more than one choice.
2. Only salary earning or self-employed Black persons should complete the form.
3. Only one entry per household will be accepted.

SECTION 1: DEMOGRAPHIC DETAIL

The purpose of this section is to determine your demographic nature for later categorization during the assessment period. **Please select only 1 option under each category.**

1. Location: ☐Gauteng ☐Limpopo ☐Northwest ☐Mpumalanga ☐Free State ☐Western Cape ☐North Cape ☐Eastern Cape ☐Kwa Zulu Natal

2. Age: ☐0 – 24 ☐25-44 ☐45-64 ☐65-79 ☐80+

3. Gender: ☐Male ☐Female

4. Highest level of Education:

☐No schooling ☐Less than matric and Certificate ☐Matric & Honours degree
☐Grade 0-2 ☐Matric only ☐Matric & Masters degree
☐Grade 3-6 ☐Matric & certificate ☐Matric & Doctors degree
☐Grade 7-9 ☐Matric & diploma ☐Matric & other qualification
☐Grade 10-12 ☐ Matric & Bachelors degree

5. Household monthly income:

☐R500 and less ☐R1501 – R3000 ☐R8001 – R12000 ☐R18001 - R25000
☐R501 – R1000 ☐R3001 – R5000 ☐R12001 – R15000 ☐R25001 – R30000
☐R1001 – R1500 ☐R5001 - R8000 ☐R15001 – R18000 ☐R30001+

6. Size of household (including yourself): ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐8 ☐9 ☐10 ☐10+

7. How many of the above contribute financially to the household (including yourself): ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐8 ☐9 ☐10 ☐10+

8. Current employment:

☐Clerical ☐Middle Management ☐Non-permanent
☐Professional (doctor, lawyer) ☐Self employed ☐Senior Management
☐Top Management ☐Other:_____

9. Marital status: ☐Divorced ☐Married ☐Single ☐Widowed

SECTION 2: RESIDENCE

This section determines your living arrangements for further assessment. **Please select 1 option at each question.**

10. **Do you live in a:** ☐Flat ☐House ☐RDP house ☐Shack ☐Townhouse

11. **Where do you live?** ☐Central Business Area ☐In town (white suburb) ☐In township ☐On farm ☐On small holdings

12. **Is your property:** ☐Owned ☐Rented

13. **How much do you pay monthly for your rent/property?**

☐R200-R500 ☐R2000-R3000 ☐R4000-R5000 ☐R7500-R10000
☐R500 – R1000 ☐R3000-R4000 ☐R5000-R7500 ☐R10 000+
☐R1000-R2000 ☐Paid up, fully owned

SECTION 3: CLOTHING

This section determines your spending patterns regarding clothing for assessment. **Please indicate all that are applicable. If none apply, leave blank.**

14. **Do you have an account?** ☐Yes ☐No ☐Would like to have one
☐Do not want one ☐Can't get one

15. **Where do you have accounts:** ☐Ackermans ☐Edgars ☐Foschini's ☐Jet
☐Markhams ☐Milady's ☐Mr Price ☐Smart Centre ☐Other:_____

16. **How much do you spent monthly on clothing?**
☐Less than R250 ☐ R350-R450 ☐R750–R1000 ☐R1500+
☐R250-R350 ☐R450-R750 ☐R1000-R1500

17. **What influences your choice of clothing:** ☐Design ☐Fit
☐Quality ☐Pricing ☐Specific brand ☐Other:_____

SECTION 4: TRANSPORT

This section determines your spending on vehicles for assessment. **Please indicate all that are applicable. If none apply, leave blank.**

18. Method of transportation/commuting:
☐Aeroplane ☐Bus ☐Own vehicle
☐Ship ☐Taxi ☐Train ☐Other:_____

19. What influences your choice of vehicle:
☐Design/style ☐Fuel consumption ☐Pricing
☐Interior design ☐Luxury features ☐Safety features ☐Specific brand
☐Other: _____

20. Which type of vehicle do you drive:
☐4 x 4 ☐Combi ☐Entry level (small)
☐Family car ☐Sports ☐SUV ☐Other: _____

21. Which make of vehicle do you drive:
☐BMW ☐Chevrolet ☐DaimlerCrysler
☐Fiat ☐Ford ☐Honda ☐Hyundai ☐Jaguar
☐Jeep ☐Mercedes-Benz ☐Kia ☐Land Rover ☐Mitsubishi
☐Nissan ☐Peugeot ☐Renault ☐SangYong ☐Tata
☐Toyota ☐Volkswagen ☐Other: _____

22. How much do you spent on your monthly instalment:
☐R500-R1000 ☐R2000-R3000 ☐R4000-R5000 ☐R7500-R10000
☐R1000-R2000 ☐R3000-R4000 ☐R5000-R7500 ☐R10000+
☐Paid up ☐Paid cash

SECTION 5: MUSIC

This section determines your music preference for later assessment. **Please indicate all that are applicable. If none apply, leave blank.**

23. Which format do you prefer to use?

☐Audio Cassette ☐CD ☐DVD ☐MP3 ☐VHS ☐Other:_____

24. Which type of music do you enjoy?

☐Jazz ☐Pop ☐Classical ☐Kwaito ☐Hip Hop ☐Opera ☐Reggae ☐Country ☐Traditional ☐Gospel ☐Rock ☐Rap ☐Other: _____

25. How much do you spent on a monthly basis on music?

☐R100-R200 ☐R500-R750 ☐R750-R1000 ☐R1000+ ☐R200-R500

26. How much will you spend to watch a live show?

☐R75-R150 ☐R300-R500 ☐R750-R1000 ☐R1000+ ☐R150-R300 ☐R500-R750

27. How often do you watch live shows?

☐Twice a week ☐Every second week ☐Bi-monthly ☐Once a year ☐Once a week ☐Monthly ☐Every 6 months

SECTION 6: TECHNOLOGY

The purpose of this section is to determine your technological advancement for later assessment. **Please indicate all that are applicable. If none apply, leave blank.**

28. **Do you own a MP3 device?** ☐Yes ☐No

29. **Do you own a good hi-fi?** ☐Yes ☐No

30. **Do you own a surround sound system?** ☐Yes ☐No

31. **Do you watch TV or movies on a big screen TV or a video projector?** ☐Yes ☐No

32. **Do you use a computer?** ☐Yes ☐No

33. **Do you use a notebook/laptop?** ☐Yes ☐No

34. **If yes, what is the main application of your computers:**

☐Personal ☐Work ☐Internet ☐Leisure

☐Other:_____

35. **How many computers do you have at home:**

☐None ☐1 ☐2-3 ☐5+

36. **Level of computer literacy:**

☐Entry level ☐Intermediate user ☐Experienced/skilled user ☐None of the above

37. **Are you a subscriber of:**

☐MNet ☐Dstv ☐Internet ☐None of the above

☐Other: _____

38. **If you have an internet connection, is it:** ☐A fixed line ☐Wireless broadband

☐ISDN ☐Satellite ☐ADSL ☐None of the above

☐Other:_____

39. **What is your main reason for an internet connection:** ☐Work

☐Personal ☐Studies & Research ☐Banking ☐Other:_____

SECTION 7: ADVERTISING

The purpose of this section is to determine your general advertising preferences for later categorization during the assessment period. **Please indicate all that are applicable. If none apply, leave blank.**

40. Spending habits: ☐Brand conscious ☐Price conscious ☐Quality conscious
☐All the above ☐Other: _____

41. Do you use certain products because: ☐I like the advert
☐My parents used it ☐Product/service is available in my area ☐It works for me
☐An advert convinced me ☐No other similar product to buy ☐None of the above
☐I like the packaging ☐A friend/family member recommended it ☐Other

42. What kind of advertising do you enjoy most?

☐Animation	☐Clever	☐Funny/humorous	☐International
☐Local	☐Informative	☐In my language	☐Multi-racial
☐Real life	☐Testimonials	☐With families	☐With children
☐With animals	☐With music	☐Other:_____	

43. Please indicate how you spend your spare time

☐Adventure Sports	☐Aerobics	☐Athletics
☐Attend a burial society meeting	☐Attend church	☐Attend lectures
☐Attend weddings	☐Attend music performance	☐Attend traditional gatherings
☐Attend dinner parties	☐Attend a live concerts	☐Belong to a book club
☐Belong to a gym	☐Belong to a stokvel	☐Bake/cook for pleasure
☐Basketball/netball	☐Bet on horse racing	☐Billiards/pool/snooker
☐Bird watch	☐Boxing/wrestling	☐Buy fast food
☐Bring work home to complete	☐Buy lottery tickets	☐Camping
☐Caravanning	☐Cricket	☐Cycling/Fishing/Golf
☐Dancing	☐Dine out in a restaurant	☐DIY activities
☐Do crosswords/puzzles	☐Gamble at a casino	☐Gardening
☐Go on drive for pleasure	☐Go on diet	☐Go to nightclubs
☐Go to the beach	☐Gymnastics	☐Have a braai
☐Have a picnic	☐Have beauty treatments	☐Home decorating
☐Jogging/running	☐Knitting/dressmaking	☐Martial arts
☐Participate in card games	☐Picnic	☐Photography
☐Play a musical instrument	☐Play board games	☐Play computer games
☐Play games on cellphone	☐Play games via Internet	☐Play playstation games
☐Read books	☐Ride horse	☐Rugby
☐Send sms	☐Shop for pleasure	☐Singing
☐Soccer	☐Sunbathing	☐Swimming
☐Tennis	☐Visit a game reserve	☐Visit a hair salon
☐Visit pubs/bars	☐Volleyball	☐Walking/hiking
☐Watch video's/DVD	☐Watch movies at cinema	☐Other:_____

44. What time do you listen to the radio

☐06h00 – 09h00	☐12h00 – 15h00	☐17h00 – 19h00	☐22h00 – 24h00
☐09h00 – 12h00	☐15h00 – 17h00	☐19h00 – 22h00	

45. Which radio station/s do you prefer to listen to

☐Radio 200	☐5FM	☐567 CapeTalk	☐94.2 Jacaranda
☐94.7 Highveld Stereo	☐94-95 East Coast	☐SABC Fusion 9	☐Algoa FM
☐BRFM	☐CKI-FM Stereo	☐Classic 102.7	☐Good Hope FM
☐Ikwekwezi	☐Kaya FM 95.9	☐Kfm 94.5	☐Lesedi FM
☐Ligwalagwala FM	☐Lotus fm	☐Metro	☐Motsweding
☐Munghana Lonene FM	☐OFM	☐P4 Cape Town 104.9	☐P4 KZN 99.5
☐Phalaphala FM	☐RSG	☐RMFM	☐SAfm
☐Talk Radio 702	☐Thobela FM	☐Ukhozi FM	☐Umhlobo Wenene
☐YFM 99.2	☐Other: _____		

46. What time do you watch television

☐06h00 – 09h00	☐12h00 – 15h00	☐17h00 – 19h00	☐22h00 – 24h00
☐09h00 – 12h00	☐15h00 – 17h00	☐19h00 – 22h00	

47. Which television station/s do you prefer

☐SABC1	☐SABC 2	☐SABC3	☐eTV
☐M-Net	☐DSTV		

48. Please describe yourself:

☐ strong set of moral obligations	☐ use coupons and discount offers
☐ appreciate discipline, hard work and self denial	☐ social and financially conservative
☐ slow to accept change and new technology	☐ politically conservative and socially liberal
☐ manage own finances & investment portfolios	☐ strong set of ideals and traditions
☐ professional, want to be treated as individuals	☐ enjoy success you gain
☐ question authority	☐ slack, disloyal and independent
☐ impulsive buying patterns	☐ don't believe in starting at bottom of job chain
☐ buys things that fill a perceived and genuine need	☐ lifestyle-centred, impatient and socially aware
☐ street smart, informal, stimulus junkies	☐ go on-line for product information
☐ technologically literate	☐ only buy branded products

Thank you for your cooperation.

Your time and effort is very much appreciated.

APPENDIX 3

SIX STEPS TO JUMPSTART YOUR PRODUCT AND MARKETING STRATEGY

Knowing in which direction to take your product and marketing strategy can be difficult to determine, taking months and using significant resources (Agrawal, 2006:1). By taking the following 6 steps can jumpstart the strategy-planning efforts with an effective approach in developing a targeted product and market strategy.

Step 1: Define the decision-making criteria

Begin by defining the decision-making criteria that the strategy options will be evaluated against. This is the scorecard with which to compare the strategy options against the preset company priorities. Areas to consider include these: Market size, High customer pain, Immediate customer need/want, Customer-allocated IT budget, Clear problem-owner/executive, Competitive advantage-strategic initiative for customers, "Fit" with current product line.

Step 2: Identify strategy options

Brainstorm all potential strategy options being considered. Identify the product and solution as well as target markets, verticals, company size, and the targeted executive within a market.

Step 3: Define target markets and competition

Identify what is known within each area and define the target markets for each strategic option. Areas to further define include: Market size and growth, Company business model, Company size, Verticals, Target executive, Executive pain point, Value to target market of solving pain point. Identify possible competition for each strategy option. Define the competitors and products, and identify substitute offerings and in-house developed solutions.

Step 4: Investigate/research the markets and competition

Conduct a "deep-dive" investigation on the markets and competition. Areas to research include: Quantifying the target market size and growth rates, Identifying the number of target companies, Learning about the market and industry characteristics, Conducting competitive analysis.

Step 5: Target customer interviews

Set up 5-10 target customer interviews for each market considered as options. Target who you would consider a great customer, if you were to break into this market segment. Focus on market research questioning to gather information. Develop a discussion guide to cover key questions and keep interviews consistent. Use an objective third party to conduct the interviews so that conclusions are not skewed by company internal biases.

Step 6: Develop strategy recommendation

Go back to your decision-making criteria, compare it against the options and research. Rank each strategic option against each decision making criterion as low, medium or high. For the highest-ranking strategy option, evaluate the pros, cons and risks. The final step is to develop a strategy recommendation by including solution capabilities, the value proposition and benefits to customers, target market, competition and competitive advantage, price, and distribution and sales channels.

APPENDIX 4

US MODEL RECOMMENDATIONS

The US Model (Anderson, 2006:6) suggests the following recommendations:

Selling to Silents

The *Silents* place importance on accomplishing goals and feel that hard work is a reward in itself. As men and women who were consumed by war and economic struggles in their youth, success today means no surprises and predictability. The *Silents* also are characterised by a strong and loyal belief in institutions. Just as they looked to the government to provide answers throughout their youth and adulthood, they continue to look to institutions to point the way.

- they think and live life - "younger" than any prior generation to occupy their current age bracket. Talk to them in terms of living life to the fullest rather than getting their affairs in order;
- applaud their achievements as workers and parents. They're an overlooked generation;
- develop a relationship with them. They came of age when insurance agents stopped by the house each month to pick up the check, when store owners were local and knew them by name;
- direct mail works: this generation likes to read;
- be to the point: get to it; don't hype; design your direct-mail piece for them, not you - don't bury the information they consider important, especially cost and other bottom-line details, in the bowels of the piece;
- when selling to *Silents*, it's better to be a bit more formal than with younger generations; "Please", "yes ma'am", "no sir", and "thank you", along with proper use of the English language, count with *Silents*. And if you're talking to both *Silent* males and females, do NOT refer to them collectively as "you guys";
- consider a slightly larger type size for both your marketing collaterals and business cards;
- don't mumble, speak clearly, and be aware of their body language to make sure they're not straining to read your literature or hear your voice;
- technology may be initially overwhelming for *Silents*. Help them become comfortable with the new environment by demonstration;
- messages that refer to the "American Dream" will resonate well with *Silents*. Recognize their hard work and remind them that they have earned comfort and luxury in their retirement;
- clear messages are best. Avoid clutter and make your point clearly to ensure that they know what to expect from the product or service and understand what you recommend to them;
- utilize institutions to endorse messages and ideas. Quoting research findings, statistics, or recommendations from organizations may boost your credibility and increase trust in your product or service; and
- a little extra effort and a personal touch will pay off in the long run. *Silents* are intensely brand-loyal, so it is likely they will remain faithful if they have a good experience the first time around.

Selling to Boomers

Being the first generation to grow up with debt, *Boomers* are concerned about making investments which will last a lifetime. *Boomers* feel confident about their health, as well as their looks, and do not like to view themselves as aging. *Boomers* came of age during an era of consumerism with marketers competing for their attention. As a result, they have developed a feeling of entitlement to superior service and rewarded loyalty. They will expect nothing less from your organisation.

- they're becoming empty nesters. In addition, they're now receiving the largest transfer of wealth in human history - the bequests from their beloved parents. What will they do with all that money? How can you help them to preserve it, grow it, spend it?;
- many *Boomers* have been very successful. Those types might seek products and services that help them to enjoy new experiences, help others less fortunate;
- conversely, a significant number of other *Boomers* are financially under-prepared for retirement;
- they're time-poor. Make your point – fast;
- they're squeezed by time and money - by eldercare, as their parents live longer than parents have ever lived, and by childcare, as their 20-something kids live with them longer than kids have ever done;
- in the workplace, they're team players. They'll want to know that your program is good for their co-workers, too;
- *boomers* aren't brand-loyal. They're receptive to changing brands and trying new products and services. Earn them with results, not promises;
- *boomers* are likely to ask you many questions. View inquisitive prospects as opportunities, rather than irritations;
- it is best to depict *Boomers* as healthy and active, since it is how they view themselves. Avoid using the term "senior" when addressing this generation;
- gently use humor to remind them about the reality of their age and health. Also, *Boomers* seek the approval of their children, so consider methods of connecting them with the youth of their children;
- build a relationship and create a personal experience for each person. Make them feel special using exclusivity - greet them personally, send birthday cards, and note their personal preferences when they visit your organisation;
- most importantly, create an experience and a sense of individuality around your organisation. *Boomers* are interested in exploring and collecting experiences, so make visiting your organisation an interesting experience ... an experience they would like to have.

Selling to Gen X

A holistic approach to living characterises *Generation X*. Members of this group tend to focus on their physical well-being - looking good and feeling good go hand-in-hand. Due to their pragmatic tendencies, *Generation Xers* want to reduce risk in life to learn all they can about a product or service before committing to it. They prefer to enter health situations in control, with a reasonable idea of what to expect. While *Boomers* see technology as a resource, *Generation X* sees it as a convenience. Because technology is the norm for this group, they will expect to receive information and to converse this way. Also important to note is that growing up during the age of consumer-driven culture made this group smart and savvy about the marketing realm.

- this generation's comparatively difficult childhood passage - divorce, latchkey, government and corporate scandals - has created a pretty healthy skepticism of big companies, employers, and older people in general. Go overboard to document that you're giving it to them straight;
- they're the MTV Generation; they've been marketed to since they were toddlers; they pride themselves in their street savvy and can't be fooled by a hyped selling claim. So... don't;
- they've seen their parents laid off from their jobs, they're bouncing around themselves from employer to employer, and they're told government entitlement programs probably won't be there for them when they retire;
- they want to read, or hear, your information fast, in bulletpoints. They have shorter attention spans than prior generations;
- they seek a reasonable work-life balance. Not the same Workaholic Generation as *Boomers*;
- they want to "be there" for their kids. place a special importance on family and home ownership and making it their very own distinctive refuge from an uncertain outside world. Talk family with them;
- don't use the word "Generation X". They think older people gave them that label as an insult;
- don't talk to them in terms of being part of a generation. *Generation X'ers* don't feel like a generation;
- in promoting your product or service, assist *Generation X'ers* focus on the effect it will have on their health and well-being, rather than their physical beauty;
- be prepared to field questions regarding the topic at hand. *Generation X'ers* seek knowledge and understanding in making decisions;
- use technology to provide the high standard of personal service *Generation X* has come to expect;
- achieve the right balance between technology and personal contact. Message options and settings are limitless, ensuring personalised and high-quality service while creating a high-tech experience;
- to establish and maintain personal ties, *Generation X'ers* will most likely prefer a phone call over an e-mail. Use this knowledge to your advantage when confirming appointments;
- take notes in each person's record regarding individual preferences and dislikes. Taking these extra steps will help promote the personal touch and family-focused service that *Generation X'ers* appreciate; and
- *Generation X* members may be skeptical when being marketed to, so it is best to avoid hype and use simple, honest, and direct messages.

Selling to Millennials

The Internet shapes the culture of the *Millennials*, both as a form of communication and entertainment. In fact, it is their prime communication medium, as *Millennials* spend three hours more online than watching television or using any other medium. Instant messaging and blogging are the norm for this group. *Millennials* grew up using technology as a connector and will expect you to do the same with your product or service. Because *Millennials* is very image-conscious, this tends to drive their attitudes. Although they have an enormous amount of spending power, this group is still debt-heavy. Like *Generation X, Millennials* is extremely marketing-savvy.

- *Generation X* was the LEAST-nurtured generation of kids. *Millennials* are the MOST nurtured, most adult-supervised. They're close with their parents. They'll probably want their parents' input on their decisions;
- they're optimistic and excited about their future. They think they're going to make a positive difference. They're not as skeptical and cynical about life - as *Generation X*. Talk to them with that same enthusiasm and optimism;
- they're likely to be career-driven, like *Boomers*. Share their excitement with their careers:
- they're the September 11th Generation, so they're patriotic, with a strong sense of nation and a belief in community service and social activism. "Cause marketing" is important to *Millennials*;
- *Millennials* are career gender benders. Females are pursuing traditionally-male careers and males are pursuing traditionally-female careers. Let go of any old assumptions;
- e-mail, text messages, and Web sites are all useful forms of communication to spread the word about your organisation and get in touch with *Millennials*. Consider building or improving your online presence with tools;
- technology allows ease of use, efficiency, and convenience to accomplish tasks for *Millennials*. Mundane tasks such as paperwork can be minimized by using online forms and other resources;
- with a take-charge attitude about their looks and health, *Millennials* welcomes education that enhances their well-being and appearance;
- *Millennials* do not want to be instructed on what to do, but steered through the decision-making process. Help guide them through it, while appealing to their search for passion and identity;
- word-of-mouth is big among this group, so ideas such as free samples and special deals may help you tap into their community and create a "buzz"; and the most successful companies marketing to *Millennials* will be those that are able to constantly reinvent their brands, use integrated marketing, make marketing more accountable for results and re-create internal marketing teams.