

**THE MARKET ORIENTATION OF PROUDLY SOUTH AFRICAN COMPANIES:  
STUDENTS' PERCEPTIONS**

**By**

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**(IMM: Diploma in Marketing; B. Tech: Marketing)**

**Dissertation submitted in partial fulfillment of the requirement for the  
Masters Degree in Technology (Marketing)  
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**DATE**

## DEDICATION

*“All things are possible for those who believe” (Mark, 9:23)*

Firstly, I would like to thank our heavenly Father for giving me precious life and for his divine protection. Passion runs deep in my family and shows in all we think, say and do. I carry the strength and power of my family's pride, honour and love. I wish to extend heartfelt appreciation and thanks to my parents 'Me'Mapalesa le Ntate Kopano Thoola for their guidance, inspiration and encouragement to achieve my goals, to let me keep looking in the future and kept me focused on the purpose and value of education. Thank you for your constant love and support throughout my studies and life.

I also dedicate this research study to my sister 'Me'Mpale and my brother Ishy. You two have given me more love, support, and encouragement than you may ever realize. Through my education and more importantly, through my life, may I give you the same and so much more and also to my friend Themba Manana whose assistance in this project is highly appreciated. To all friends, thank you for your support. *“Tollo ea likhasha ha”*

## ACKNOWLEDGEMENTS

I wish to extend a warm thank you to some very special individuals who have encouraged, mentored, and supported my efforts in my pursuit of higher learning and the Master's Degree. Each one has touched my mind and heart in a very special way.

- A very special thank you to my Supervisor Dr S Penceliah whose excellence in the field of marketing research is a source of inspiration, for mentoring me every step of the way, both professionally and personally. His energy, enthusiasm, constructive criticism and belief in what I was attempting to do were driving forces for me to complete the final stages of my study.
- I extend my sincere gratitude and thanks to my statistician Mrs. Gill Hendrys for spending endless nights analyzing and interpreting my data. Without her excellent knowledge in statistics, this study would not have been sensible.

When I walk past the stage to accept my degree, I hope everyone who has been a part of this journey knows I embrace his or her thoughts and carry their wishes with me, now and forever. To all who have touched my mind and heart, please accept my ***thank-you*** beyond the mere words express them.

## **ABSTRACT**

The aim of this research is to evaluate students' perceptions toward the market orientation of Proudly South Africa companies at Durban University of Technology. The Proudly South African campaign is currently very topical, having become a visible brand in its own right within the period of ten years, with the primary objective of creating job opportunities, supporting local companies by buying products that are produced within the boundaries of South Africa and to initiate nationalism among South Africans.

Companies that are members of Proudly South African campaign must meet the requirements of providing services or products that have quality of high standard, fair labour practice and environmentally responsibility. The research evaluates if Durban University of Technology students have a good understanding of the meaning of Proudly South African. The study was conducted around five campuses of Durban University of Technology, data was analysed through the Statistical Package of Social Sciences (SPSS) and findings and recommendations are presented.

The study provides the recommendations to the Proudly South African companies to make the campaign well known to the South African consumers through initiating more advertising and marketing campaigns. Findings indicated that, although many students do not know about the campaign and Proudly South African companies, there is a sense of nationalism and huge support of local companies amongst the consumers.

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## **CHAPTER ONE**

### **NATURE, SCOPE AND ORGANISATION OF THE STUDY**

#### **1.1 INTRODUCTION**

The Proudly South African campaign is a powerful way to support local companies, protect existing jobs, create new jobs for ordinary South Africans to connect with a uniquely South African brand, through daily contact with companies, products and brands that they know and like. It was anticipated that products in a particular category, which actively leverage the Proudly South African membership or “South African-ness”, would have a distinct advantage over those that did not.

This chapter will provide a brief background of the initiative of Proudly South African companies and how they perceive the market orientation of those companies that are members of the Proudly South African campaign. It will discuss the research problem of the study, the goals and objectives of the study, rationale of the study, research methodology, limitations and overview of the study.

#### **1.2 BACKGROUND TO THE STUDY**

“Proudly South African” is an endorsement brand that signifies that a particular product, service or company has met a set of criteria relating to local content, quality and good labour and environmental practices. Essentially, it is meant to encourage people to buy South African products and support local businesses. The Proudly South African campaign is currently very topical, and its symbol has become a visible brand in its own right in two years since its launch. Its founder members, both service organizations and goods’ companies invested substantial amounts of money in the campaign, with the belief that they were creating a

competitive edge for themselves.

Market orientation is concerned with the processes and activities associated with creating and satisfying customers by continually assessing their needs and wants, and doing so in a way that there is a demonstrable and measurable impact on business performance. Market orientation is, therefore, a component of the overall business strategy, which is seen to contribute positively to business performance.

### **1.3 RESEARCH PROBLEM**

It would appear that most South African consumers cannot tell the difference between the companies that are Proudly South African and those that are not. This research is being undertaken to evaluate students' perceptions regarding the market orientation of those companies that are Proudly South African. The Proudly South African (PSA) campaign is an intangible concept aimed at growing the South African economy by encouraging consumers to buy or to use 'made in South Africa' products and services as opposed to imported products, thereby increasing local employment levels.

A Markinor survey carried out in July 2003, revealed that 82% of people in metropolitan areas are aware of the Proudly South African logo. The study also shows that awareness levels increase dramatically with the higher levels of the Living Standards Measure (LSM). The LSM is a tool which has segmented the South African population into 10 distinct groups, LSM 1 – LSM 10, based on physical ownership of certain identified items, such as an access to running water or having a microwave in the home (Le Granje, 2003:87). Awareness of the Proudly South African ranges from 39% in LSM 2 to 93% in LSM 10, indicating a greater level of awareness within the more sophisticated groups (Kaiser, 2001:155).

No empirical studies have been conducted amongst the numerous member organizations of the Proudly South African community, and more specifically the SMME sector, which constitutes an estimated 65% of the Proudly South African membership (Kaiser, 2001:156). These members are more likely to fall into the LSM 3-7 sectors. The SMME sector of the economy is also vital to the success of the Proudly South African campaign, to ensure that the primary objective of job creation is met.

## **1.4 GOALS AND OBJECTIVES OF THE STUDY**

### **1.4.1 Goal of the study**

The main goal of the study is to evaluate the students' perceptions of Durban University of Technology towards the market orientation of the Proudly South African companies.

### **1.4.2 Objectives**

- To evaluate the students' perceptions with regard to the market orientation of Proudly South African companies.
- To ascertain if Durban University of Technology students fully understand the meaning of Proudly South African companies.
- To establish students' perceptions whether South African consumers benefit from the Proudly South African companies.
- To make recommendations to improve marketing practices of Proudly South African Companies.

## **1.5 RATIONALE FOR THE STUDY**

The idea for the Proudly South African campaign, born out of the labour movement, essentially a job creation mechanism, was to encourage individuals and specifically the private and public sectors, to actively think about whether there is a comparable local product when they make consumer choices. Duffy (2003:48) calls this mechanism the “free choice” model, which he says aims to tap into patriotism and thereby into a greater local share market.

The Proudly South African campaign is the first of its kind in the world, to include quality, and global labour and environmental practices in its campaign as criteria. The strategic alliance with the Council of South African Trade Unions (Cosatu), with sixteen affiliate unions, two million members and around six million dependants (eight million potential consumers), is one of the biggest exercises in marketing, or job protection and creation, in South Africa to date (Asmal, 2002:145).

The reason for undertaking this study is to evaluate the market orientation of Proudly South African Companies. The study will attempt to measure the perceptions of Durban Institute of Technology students' and to determine what influences them to purchase products that are made or sold by Proudly South African Companies.

It is believed that the role of the Proudly South African brand in the last three years of the first decade of democracy is perhaps fundamental as many of the other social, economic and political dynamics that have shaped today's country. Another reason for undertaking this study is to provide information regarding why it is important to buy South African made products and support Proudly South African Companies.

## **1.6 RESEARCH METHODOLOGY**

Data was collected by means of self-administered questionnaires given to the sample population to ascertain students' views about the market orientation of Proudly South African companies. The study was quantitative in nature. Non-probability sampling was used in this research study. According to Welman and Kruger (2002:320), stratified sampling is a type of sampling that can improve the cost-effectiveness of research under certain conditions.

The sampling population for the study was taken from the students of Durban University of Technology within four faculties of Commerce, Arts, Engineering Science and the Built Environment and Health Sciences. The self-administered questionnaire was distributed to four hundred students around five Durban University of Technology Campuses: ML Sultan, Steve Biko, City, Ritson and Brickfield Campuses. The data was analyzed by means such as frequencies, and chi square tests using the statistical programme, SPSS.

## **1.7 LIMITATIONS**

The research study was limited to one Higher Education Institution in Durban. The researcher's focus was only on Durban University of Technology campuses, namely Steve Biko, M.L Sultan, Brickfield, Ritson and City Campuses. The study was conducted at Durban campuses only; Pietermaritzburg, Indumiso and Gamalakhe campuses were excluded because of time and cost constraints.

## 1.8 AN OVERVIEW OF THE STUDY

**Chapter Two** introduces the concepts of the market orientation, marketing and examines the roles of Proudly South African companies. The international campaigns, which are similar to the Proudly South African campaign, are also examined in detail. Chapter two also examines the implications of market orientation on those companies that claim to be Proudly South African and the influences of the market orientation on student's perceptions with regard to Proudly South African companies.

**Chapter Three** outlines the selected research design and justifies the choice of research instruments and sampling for this study. This outline is followed by the description of the data collection and data analysis.

**Chapter Four** presents the statistical analyses of the data obtained through the questionnaires. The data have been processed into meaningful results that the reader is able to interpret and understand.

**Chapter Five** provides the main conclusions of the research and, by means of methodology; recommendations are made to improve the marketing of Proudly South African companies. Finally, some suggestions for further research conclude the study.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 INTRODUCTION**

In the first chapter, it was established that the focus of this study is concerned with the Proudly South African companies with particular emphasis on the market orientation. It was explained that the idea for the Proudly South African campaign, born out of the labour movement, as essentially a job creation mechanism, was to encourage individuals and specifically the private and public sectors, to actively think about whether there is a comparable local product when they make consumer choices.

The second chapter commences with a comprehensive overview of the Proudly South African campaign, and the effectiveness the campaign has on the South African companies. Comparatively, other international campaigns are more similar and offer different products and services. The next section describes the features of market orientation with regard to Proudly South African companies. The fourth section of this chapter explores similar campaigns from around the world.

In considering the aims of the literature review, it should be stated that, for the researcher, it is much more than a mere survey of the information that results in a list of items representing some literature on the area of study. It is understood that the literature review is more of a “research facilitator”, because it influences the research at many stages of its development, from its inception to the conclusions. It follows then, that the product of the second chapter is a literature review that aims to identify the current state of knowledge pertaining to the problem areas. The literature review provides a conceptual framework to be built in which facts, relationships and findings of this research study can be placed and it helps to refine and introduce ideas that are relevant to the scope of the study.

## **2.2 ABOUT PROUDLY SOUTH AFRICAN CAMPAIGN**

Proudly South African is the campaign to promote South African companies, products and services, which are helping to create jobs and economic growth in our country. This campaign is supported by organized labour, organized business, government and community organizations. Proudly South African is the way for every South African to do something concrete to support job creation, and help build our young nation.

At the heart of the campaign is the Proudly South African logo. Companies, who meet the standards set by Proudly South African, can use the logo to identify themselves, their products and services (Gibson, 2001:88). The criteria which must be met before the logo can be used are:

- The company's products or services must incur at least 50 per cent of their production costs, including labour, in South Africa, and be substantially transformed.
- The company and its products or services must meet high quality standards.
- The company must be committed to fair labour and employment practices.
- The company must be committed to sound environmental standards.

By meeting these standards, consumers can be assured that companies and their products carrying the Proudly South African symbol are of a high quality, are socially responsible and are supporting the local economy. The Proudly South African logo can be seen on various products throughout the country. Consumers are encouraged to look for the logo when buying the products, whether it is a new sleeping bag or a new shirt, a new CD or some new make up. A pre-condition for the success of the campaign was the buy-in from four constituencies: Government, business, labour and the community – by the



National Economic, Development and Labour Council (Nedlac). The scope and framework of the campaign was much debated, and in order to facilitate a synergistic approach and reach a common goal, Kaiser and Associates were commissioned to conduct market research (Kaiser, 2001:47).

Kaiser and Associates spent five intensive months researching Nedlac and consumer attitudes, best practices in similar campaigns around the world and the desired criteria for membership. Kaiser and Associate's market research led to the development of a strategy and business plan which was accepted and upon which the Proudly South African campaign was launched.

The framework developed by the consultants in order to structure the task team requirements has two arms: firstly, the operating environment and secondly, the marketing plan and implementation. The operating environment encompassed five practical operational areas that needed to be addressed before exercising any marketing plans. These areas included the support infrastructure – the board, CEO and reporting relationships; financing and sponsorship issues, including budgets; stakeholder buy-in, membership criteria and legal/policy issues. The CEO is Martin Feinstein and the Chairman is Tim Modise. (There was full benchmarking of Australia and the “Australia Made” campaign). This campaign was considered similar with the Proudly South African campaign. Further benchmarking took place against USA, Malaysia, Thailand, New Zealand, India and Italy ([www.proudlysa.co.za](http://www.proudlysa.co.za)).

### **2.3 PROUD TO BE SOUTH AFRICAN**

The comprehensive research strongly confirmed a need for a campaign focusing on the origin of products and services (Country of Origin), showing the benefits and criteria of buying 'local'. What emerged very clearly was the need for a

marketing, advertising and educational drive to inform all the consumers about the campaign and the benefits of supporting local goods and services. It was also decided to run the campaign through a Section 21 (non-profit organization) to facilitate its independence, and ensure a shared ownership between all constituencies (Proudly South African M-Bus Research: June 2002).

The word **Nca!** “be part of the **Nca!**nation, formed the core of the pay-off line for the new invigorating and revitalizing outreach, promotional, marketing and educational campaign. The campaign included messages that were endorsed by key figures and leaders from business and other sectors and would utilize print and radio media as well as websites to ensure maximum exposure for the central messages. Pre-campaign research has included that Nca!, best ‘translated’ as ‘lekker, would appeal to a large cross-section of the South African consumers market.

Proudly South African week began from 18 – 23 September 2005, and promotions took place in participating shopping malls throughout the country. The main focus was on Proudly South African goods in-store and sidewalks. The endorsement campaign commenced on Tuesday, 27 June 2005, with advertisements in newspapers such as the Star, Citizen, Sowetan, Mercury, Daily News, Mail and Guardian, Soccer Laduma. From Monday, 3 July 2005, radio advertisements relating to Proudly South African consumer educational campaigns were flighted on radio stations such as Ukhozi FM, Umhlobo Wenene FM, Lesedi FM, Thobela FM, Metro FM, SAFM, and Good Hope FM. These stations had been selected to ensure that education was maximized in all eleven official languages. From the beginning of July 2005, the campaign was supplemented by print advertisements to encourage people to “be part of the Nca!nation, Buy proudly South African products and services”.

The name of the campaign “Proudly South African” came directly from how South Africans responded to the research. More than half of the respondents said they

would support locally produced products as they were “proud of being South African”. Moreover, they would be encouraged to buy a product if they knew it would create jobs. The logo, a “tick” of endorsement, over the colours of the South African flag, encapsulated this campaign in an icon. Thus, the campaign was born (Proudly South African M-Bus Research: July 2003).

Although the target audience for Proudly South African campaign was all South Africans, three distinct phases were formulated to address different core target markets, which would be rolled out. First were business, the media, community structures, organized labour and government; second, were South African consumers: and thirdly, international consumers, tourists and export stakeholders (Martin Feinstein, CEO PSA, (26/06/2003) Interview with Tim Modise, 702).

## **2.4 BENCHMARKING**

The detailed research undertaken by Kaiser Associates, in March 2001, covered three areas:

- internal analysis and interviews with key stakeholders in South Africa;
- benchmarking against similar campaigns around the world; and
- market analysis of both consumers and business.

The factor of benchmarking – although the South African model was based on the “Australian Made” campaign because of their similarities, a number of other countries initiatives were also examined. In South Africa, the objective of the operational side was to create a non-profit organization, self-financed through membership fees, to manage the campaign.

Limited dedicated staff was to be hired while specific skills would be sub-contracted. One logo incorporating the national identity would be used across industries, with different slogans for domestic and international markets. Early

and strong industry buy-in was imperative, while consumers would be captivated by innovative promotional activities.

#### **2.4.1 Australian Made Campaign**

The Australian Made campaign, promoting the use of the distinctive green gold kangaroo logo was launched on 1 July 1999, to promote locally made products and support local jobs. There is now 93% recognition of this logo. The campaign was kick-started through widespread business support for the brand; a desire to do something good for Australia; and continuing consumer preference for Australian-made goods. Surveys commissioned in 2000, found that 31% said they always buy Australian, 27% sometimes and 23% often. Product packaging was found to be the most significant source of country of origin information. The green and gold kangaroo trademark gave the confidence that a product really is made in Australia ( Johnson, 2005:42).

The Australian campaign was chosen for benchmarking due to many similarities with South Africa, namely, that both are in the Southern Hemisphere, subsist under similar climatic conditions, and offer an outdoor lifestyle unlike their northern counterparts. Both are “new” countries with untapped human and natural resources potential. Both are free, open and multicultural societies which have overturned racism and colonialism (Mason, 2005:103).

Differences between the two countries are that Australia is primarily a middle class consumer society while South Africa still has large divides between rich and poor. The status for Australia is growing as a tourist destination, and investment in the country seems assured, while South Africa still has an overhang of post-colonial Africa. Australia is the perfect developing market with its economic, technological and cultural markets sophisticated and competitive. Their socio-economic infrastructure is sufficiently developed to address the problems of crime, corruption, education, health and housing.

However, although the Proudly South African campaign resembles and emulates the Australian Made campaign, it also has the additional positives of conforming to fair labour practices and to a high standard of quality. These positives seem to have aided the Proudly South African campaign to become the most successful of its kind in the world. By 2000, the Australian Made campaign had over 500 members with an average of 5-6 new ones every week. Staelin (2004:58) emphasizes that South Africa has four times that sign-on rate.

#### **2.4.2 United States of American Campaign**

Kaiser Associates (2000:143) claim that the laws governing what is and what is not “Made in USA” are based more on potential consumer confusion than quantitative legislation. The “Made in USA” scheme was not a conscious decision by individual groups to team up to promote patriotic purchasing, but rather than an acclaim made by manufacturers to try and thwart off substitute products. The “Made in USA” coalition is an independent body set up to protest the relaxing of the laws governing “Made in USA” requirements in 1997. Other bodies such as the “Made in USA” Foundation were also set up for the same reasons, but none of them has direct links with government and are independently funded ([www.madeinusa.com](http://www.madeinusa.com)).

### **2.4.3 Malaysian Campaign**

Malaysia has successfully launched two labeling campaigns, one aimed at the domestic market, “Buatan Malaysia” and the other at an international level “Made in Malaysia”. Both share the same label design with merely a change in slogans. The core objective is recognition of the logo as a sign of quality and value for money. The large educational drive aimed at the consumer, was to communicate the inflationary impact of imported goods. The campaign envelopes the majority of industry in Malaysia (Martin, 2004:214).

### **2.4.4 Thailand Campaign**

As a result of the financial and economic crisis of 1997, the “Buy Thai” campaign was introduced, as a part of a larger seven-step programme to help curb unemployment and boost the local economy. A second phase “Do it Right for Thailand” aimed to highlight specific Thai made products to the consumers. However, there was no identifiable logo with which consumers could identify, resulting in short term effects but limited long term spillover (Browns, 2005:76).

### **2.4.5 New Zealand Campaign**

The “Buy New Zealand Made” campaign launched in 1988, as a joint initiative between the New Zealand Manufacturer’s Federation and the New Zealand Council of Trade Unions, was revitalized in 2001 after becoming low key. The campaign objectives were to convince consumers to make the country of origin a significant factor in their choice, to foster pride and excel in the quality of New Zealand goods and services. The “Buy New Zealand Made” campaign now believe that strengthening business involvement is the key to re-energizing the campaign (Pearce, 2004:111).

This campaign includes encouraging the use of the logo, not only on product packaging, but on vehicles, business cards and price lists. The “Buy New Zealand Made” encourages networking among members and is hoping to introduce preferential listing for members. The campaign monitors consumer attitudes and campaign effectiveness on an ongoing basis through three types of research, the Consumer Monitor, in-depth consumer focus groups and an annual member survey via questionnaires (Malcolm, 2000:11).

#### **2.4.6 Indian Campaign**

The 1995 Indian Brand Equity Fund (IBEF) was created by the Indian government as an “image building” organization for Indian brands. This fund was created in response to three main factors: sweeping economic reforms from 1991 did not have the desired economic effects on local manufacturers; the international trade image was zero; and the impediments to cheap, quality production needed to be addressed.

The three main objectives of the IBEF are to promote the “Made in India” label as a sign of quality, competitive price, reliability and service to the customer, to provide feedback on global standards of performance, quality and ethics to improve communication between government, industry, trade and intellectuals. Eight specified standards have to be met to qualify for membership such as The “Made in India” logo having to be embedded on any export product in whichever way possible. Lack of industry involvement has resulted in an ineffective campaign resulting in limited funds and little promotion to build awareness (Thomas, 2004:40).

#### **2.4.7 Italian Campaign**

The Italian Trade Commission (ICE) is the national agency responsible for developing and implementing Italy’s international export programme. The ICE

developed the slogan “Made in Italy”, used domestically and internationally to reflect pride in Italian products and belief in their high quality. The ICE operates in 40 offices locally in Italy and in 80 regional offices around the world, but it is centrally controlled from Rome. The ICE offices are run as profit organizations, expected to realize service revenue, and are funded by both industry and government.

In 2001, ICE launched a three year marketing and advertising campaign, encompassing three core values of diversity, lifestyle and craftsmanship. Rangan (2005:108) states that there was a need to aim at a broader range of products which have the traditional Italian quality and design. There remains an emphasis on Italian craftsmanship, and lifestyle beyond fashion. The Proudly South African campaign has borrowed learning from all the case studies as outlined and tailor made for the South African market. The success seems to be proof of how well this campaign has worked. This campaign emphasizes that by purchasing Proudly South African products, one makes a personal contribution to the development of South Africa.

## **2.5 COUNTRY OF ORIGIN EFFECTS (COO)**

Country stereotypes may be negative or positive and management of a national image brand is an important element in marketing products from that country. Firms should diffuse an image of what is local and liked through the brands and services pertaining to that category (Niss, 2001:243). It could lead to an adoption of a local name, or logo from a target country, provided that it encapsulates nationalistic feelings.

Proudly South African have done their research and the feelings of being proudly South African run high. Consumer evaluations of relationships between product and nationality were first studied by Nagashima in 1997, and found that the



“made in” label is not the only element to influence consumer perceptions of product nationality. The national image of the manufacturer or provider of services and the image projected by the brand name play a part (Leinek, 2001:246).

A country’s image is made up of two components: cognitive and affective. The cognitive, as defined by Kaynak and Kucukemiroglu (2003:221), is the intellectual attributes that a consumer assigns to a country whereas the affective components represents the attitudes and feelings towards a country, developed through a contact, association or past experience with people and products (Vhento, 2001:247).

This image also proposes that the symbolic attributes which are linked to brands and national images, form consistent patterns of attributes which validate one another. The Proudly South African logo is a tick or stamp of approval, overlaid on the colours of the South African flag. All the positive nationalistic indicators are there: it’s good to be South African and it’s good to support South African industries by buying their products and services.

Literature presents a conceptual framework of two contrasting views concerning the effect of consumer knowledge on country of origin effects. One is that consumers will use the country of origin to infer product quality if little else is known about the products and, secondly, is that greater product class knowledge increases the existence of extrinsic cues such as country of origin. It has been shown that consumers use country of origin (COO) as a halo from which to infer certain attributes of a product (Thakor, 2004:342), and are less concerned with COO if they familiar with a brand.

The literature review on COO was conducted and confirmed that a country’s halo construct works for products that consumers know little about and a summary construct occurs when consumers become familiar with a country’ products, the

country's image summarizes consumers' beliefs toward product attributes and directly affects their attitude toward the brand (Al-Sulaiti and Baker, 2004:221). Consumer's quality perceptions of apparel from the USA, South Korea, China, Italy and Costa Rica were measured against three independent variables, COO, brand name and store type.

Clothing "made in USA" was perceived as having the highest quality. Italy was second, followed by China, Korea and Costa Rica. The less industrialized a country, the lower is the quality perception (Khachaturian and Morganosky, 2003:155). Han and Benny (2000:89) found that consumers were reluctant to purchase a foreign brand if they knew nothing about the COO, or about the products from that region. COO images were also affected by that country's political climate and belief systems. COO became more developed as the degree of risk reduced (Han, 2000:104).

When there is congruence between brand origin and country-of-manufacture, the latter has no significant effect on product beliefs and attitudes. However, if the country image is less reputable than that of the brand itself, more negative effects are produced on evaluations of low equity brands than if they have high brand equity which seems to carry them through (Hui and Zhou, 2003:78). Weinny (2004:342) found that in many cases the COO is manipulated through "made in" label, which is also given equal cues to others of the brand. Origins cues are already embedded in many brand names and do not need to be restated. The Proudly South African campaign is supported to this effect by the huge branding job which "Brand South Africa" is doing in order to raise the level of those cues of South Africa.

Findings of a study conducted to assess American consumers' attitudes towards "Buy America First" versus Japanese products in the car market, showed a strong preference for American cars, especially when the workforce was mainly Americans. The study concluded that attitudes towards "Buy America First"

seemed to represent a form of nationalism separate from perceptions of quality and seemed to skew their loyalty (Lavin et al., 2004:167).

Similarly, Olsen et al. (2000:122) found prejudices against imported products and favoured the “Buy America” theme. To sum up, there seems to be a definite home-country selection bias with alternative product choice determined by product class. Few studies have examined the effects on the consumption and selection of services (Loubser, 2004:324).

The “made in” paradox indicates a much higher significance of the impact of COO, where the information is made available versus customers’ report of the low importance they give it when making purchases. In a research study done on the purchase of video-cassette recorders, the evidence points to the “information availability hypothesis” as an explanation for the inconsistency (Cooper, 2004:214). COO becomes an important cue when it is made available at the time of product evaluation, and secondly, consumers use the brand name as a proxy for COO (d’Astous and Ahmed, 2003:276).

### **2.5.1 Benefit Segmentation**

Little empirical work has been done on the benefit of brand sought by consumers as opposed to the product attributes themselves. Means-end theory applies as modified laddering technique of product attributes and benefits sought, and provide a powerful tool for true benefit segmentation. This theory considers the cognitive structures that make up the journey taken by a consumer to making a purchase decision. The desired set of values that the attributes of a product satisfies are the ultimate source of criteria that drive buying behaviour (Botschen et al., 2000:210).

This is an alternative approach to the traditional attribute segmentation one. The proposed benefit segmentation approach can just as well be applied to the services industry as to products – how do customers differ according to their benefits sought from core and related services?

Identifying with a brand is related to a consumer's affinity with that brand linked with a set of associations. Del Rio et al. (2001:18) identify four categories of functions: guarantee, personal identification, social identification and status. These categories have a positive influence on a consumer's willingness to recommend the brand, pay a price premium for it and accept brand extensions and endorsements. The four categories are as follows:

- The more positive the customer's perception of the guarantee function, the more willing the customer is to pay a price, premium, recommend and accept extensions.
- Personal identification only affects recommendation.
- Social identification increases acceptance of extensions and endorsements.
- The status function only affects the customer's willingness to accept brand extensions and endorsements.

### **2.5.2 Market segmentation**

Stable (2003:430) suggests that although total satisfaction of customer needs is not goal in itself, striving for it enables the firm to its own goals. Therefore, the greater the need satisfaction customers can derive from its products; the easier it would be for the firm to achieve its own goals. To achieve maximum customer satisfaction, marketers, therefore, divide the heterogeneous markets into fairly homogeneous subsets of customers, a process which is referred to as market segmentation.

The firm must next decide which market segment's needs it can best satisfy. Protea Hof, a hotel which is situated in central Pretoria, has, for example, decided to cater primarily for the needs of the business traveller, and has, therefore, developed its market offering around the needs of business travellers. The process of deciding which segments to pursue is referred to as market targeting (Cooper and Feldman, 2001:342).

After selecting the market segments, the firm must decide how to compete effectively in this target market. A decision has to be made concerning the competitive advantage to be achieved. The Protea Hof Hotel can decide to compete on the basis of compared to competitors, or to compete on the basis of ambience prestige, which would be reflected by the quality of the interior of the hotel, the professional service of its employees, and the availability of facilities and services required by business travellers, such as fax machines, photocopy machines, and secretarial services.

Alternatively, it may decide to compete on the basis of its convenient location and accessibility to government departments situated in Pretoria. According to Leonard (2004:149), product positioning refers to the creation of a specific image or perception of the product by consumers in a selected target market. Each product should occupy a position in the market which distinguishes it from competing products with similar characteristics. The marketer will attempt to establish a favourable position for its product by means of marketing communication such as advertising.

### **2.5.3 Endorser Brands**

The competitive advantage of firms with high brand equity includes the opportunity for successful extensions, resilience against competitive activity and creation of a barrier to competitive entry (Farquhar, 2002:130). Understanding

the impact of an endorsement on a brand can be evaluated in terms of consumer perceptions rather than objective indicators (Lasser et al., 2003:68). Brand association can be built from the brand value bestowed upon a brand from the equity already established. Brand equity of the endorsed brand is not absolute but relative to competition, and its financial performance can be positively influenced.

If a consumer perceives superiority in the brand value of the supporting brand he will transfer this superiority to the associated product or service (Selnes et al., 2003:169). This link to consumer values is that provided by the Proudly South African campaign, in its attempt to transfer the values of quality, national pride and local content onto the products and services of its members. Brand names have become the most valuable assets of many companies (Gerson, 2004:52).

Nestle acquired Perrier for \$2.5 billion – most of which was for the Perrier's name itself and not the product, an undifferentiated mineral water (Horton, 2001:233). Brands that can rise above the clutter are winners. Successful brands, such as Kelloggs, provide higher returns over a longer period of time. Customers are reluctant to try new brands and would rather pay the premium for the tried and trusted brand (Kohli, 2002:241).

Brands can be strengthened with advertising and an image can be created for a brand name, and similarly a brand image can be transferred to another brand taken on those same brand values. This is the case with the Proudly South African brand which is being absorbed into its members marketing campaigns.

Brand extensions have become a cost-effective way of achieving growth for the extended brand. New products which piggyback on well-known or liked brands gain an immediate advantage by starting from a position of strength. The notion that consumers transfer the brand franchise from one product to another, under the same umbrella, has been established (Leong, 2000:89). This “added value”

endowed on a new product can be very beneficial and enhance its brand equity (Farquhar, 2002:165).

The effects of extending brands vary in their dominance of a new product category, depending on the strength of the original linkages to the product category. The success of a brand extension can be greater for a less dominated brand in its category, but a failure can also dilute it much more than a strong master brand (Hong-Bumm, 2000:90). Co-branding work by Washburn et al. (2000:241) covers co-branding as a technique to transfer the positive associations of a partner, or constituent, to a co-brand or composite brand.

It appears that co-branding is a win/win situation for both partners regardless of their level of brand equity. It seems that low equity brands benefit most, but high equity brands are not denigrated. Consumers, who have had a positive trial experience of co-branded products, have an enhanced perception of both brands, particularly those with low equity constituents (Williamson, 2002:55). Companies can be tantalized into brand extensions by also reaping a dividend from the initial investment in marketing, research and advertising of the mother brand.

According to Du Plessis (2000:53), the Proudly South African campaign is investing substantial amounts (R2 billion) into their marketing and advertising campaigns which are there for the benefits of its members. The higher the brand awareness of Proudly South African and the better the perception, the greater the transfer of values onto the endorsed brands. The consumer memory is triggered when seeing an association on a brand extension and retrieval in those attributes of the main brand (Pitta and Katsanis, 2001:321). These brand associations can vary according to their likeability, strength and uniqueness. It is the purpose of the marketing campaign to harness those associations through mechanisms like positioning, advertising and promotions.

A secondary strategy is that of umbrella of family names or associations which are linked to every member product or service. This strategy does have benefits and risks – when it connotes quality, dependability, and value and each member immediately gains those positive brand associations. An unfavourable issue could taint the whole line (Sullivan, 2003:144). The transfer process of the core brand associations can vary among consumers, across usage situation, and in different competitive environments. Ideally, these should contribute a complex, but well-defined image to an extension (Schaefer, 2001:325). The Proudly South African campaign has a very strong offering which was well researched for its likeability and credibility before being launched.

Brand reputation can have a consistent and strong effect on loyalty, and customer satisfaction is dependent on the context. Satisfaction will only have a direct effect on loyalty when customers, through their experience with the brand or service, are able to evaluate product quality. Perceived quality and brand reputation are distinctly different processes and behave differently with respect to other variables (Pittenburg, 2004:68). If the perceived quality is there, brand reputation will follow.

## **2.6 PERCEPTION**

Perception is the process by which an individual selects stimuli from his/her environment, organizes information about those stimuli, and interprets the information to form a coherent, meaningful view of the world. Oliver (2001:253) states that when consumers perceive that a product will offer the benefits they need; consumers begin the behavioural process that results in the choice of service. A customer's perception of the quality of a product may be formed and influenced by other customers as well as service organization personnel. A customer may talk to other customers about service organization (Gardner, 2003:375).



According to Morris (2002:211), images are sticky; they persist long after the organization has changed. Images' persistence is explained by the fact that once people have a certain image of an object, they selectively perceive further data. It will take highly disconfirming information to raise doubts and open people's minds to new information. Thus, an image has a life of its own. The first impression that an organization displays to the customer is crucial, for once an image message is communicated; it is difficult to reverse how the customer perceives it.

For service marketers, there may be a trying, tangible object associated with the products, the attributes of the products are largely the result of a process or event that happens to the consumer, not what the consumer gets (Murray and Schlacter, 2002:159). In the market environment, there is a tangible product, the product is an experience that is subject to the benefits derived from an intangible product or service.

The perception process defines the quality of the experience. The perception process can be conducted and evaluated through market research in an effort to analyze consumer behaviour and invite personal opinions. The customers' perspective is ultimately dependent on whether or not the experience meets their personal needs and satisfies their expectation (Gerts, 2004:218).

According to Miles and Phillips (2004:167), once a marketing plan is implemented, the promoter must measure the impact that the plan has made on the target market. The marketer measures the impact by simply asking the customers whether they recognize, recall, and how they feel or their attitude towards the promotion. The marketer can also analyze customers' perceptions by being aware of behaviour patterns.

## 2.7 QUALITY

A study by Jacobson and Aaker (2002:176) suggests that the importance of product and the successful implementation of a quality strategy can facilitate profitability for a firm, and believes that quality pays. It aids in customer retention. Research shows a positive relationship between quality, market share and return on investment (Johnson and Chavala, 2004:177).

Most of the firms are moving towards a strategy of Total Quality Management in the year 2007 and after, where emphasis is placed on quality. Quality has become an icon for an entire generation of managers (Ries, 2004:133). Marketers need to stress the quality of their products to wholesale buyers more than ever before. This emphasis will not only give the buyer confidence in the purchase but will also result in returns by end-user consumers, thus making business more efficient and cost effective.

Quality is related to profitability and growth, superior quality and market share virtually guarantees profit (Zaiss and Gordon, 2003:214). "Today's buyer is more value-conscious" (Buzzell and Gale, 2001:351). In addition to the specific benefits of the product or service, buyers look for value added. A manufacturer must consider the value he/she adds and value may benefit a retailer such as packaging and pack design.

Products with value added are more attractive to the manufacturer's buyers and as they see faster moving products (Petersen and Toop, 2003:380). Marketers need to stress the added value of these products to buyers. A new conception of marketing will focus on managing strategic partnership and positioning a firm with the aim of delivering superior value to the customer (Webster, 2001:205).

### **2.7.1 What influences the perceived quality**

Lewis (2000:112) is of the opinion that if perceived quality is to be understood and managed, it is necessary to consider what influences it made in perceived quality. Why do customers believe that the quality is high or low? How could perceived quality be improved? What attributes do customers use to make overall quality judgments? The dimensions that underlie a perceived quality judgment will depend on the context.

For a vacuum cleaner, it might include cleaning quality, reliability, availability of maintenance, and cost of maintenance. A high quality is not enough: actual quality must be translated into perceived quality (Phillips, 2001:312). In most cases, the dimensions of quality that are most critical also are the most difficult to judge. A lawnmower buyer may feel that durability is a key attribute, but will not have a good way to judge durability.

Ruthman (2003:218) states that there are many product classes that could be important in the decision of customer's choice. For example,

- Cell phone: Smaller size means better connections;
- Cleaners: Ascent such as lemon can signal cleaning power; and
- Cars: A solid door-closure sound implies good workmanship and a solid safebody.

In addition to information about a product's quality features, there are a host of other quality associations – such as the amount of advertising used, the brand names, or the price – that can influence perceived quality. The amount of advertising supporting a brand can signal that a firm is backing the brand, which must be a superior product.

South Africa's youth reflect the transformation that swept this country over the past twelve years. They are a blend of cultures with an air of positivity related by

the past (Loubser, 2006:6). Most of this generation has lived knowing only Nelson Mandela's freedom and to them South Africa means opportunity, hope and pride, and this does not mean that they stick to South African products. Local brands play a powerful role in reinforcing this fusion, and the youth is a potent medium for brand awareness, ever enthusiastic to air the way they feel through the brands they choose. As vigorous as the youth market is in its support of the local products, marketers should never take for granted the power of perception (Miller, 2006:8). South African youth certainly love their country, but it must not be presumed that they choose to buy a local brand just because it carries the Proudly South African logo.

### **2.7.2 Value**

Value is the most important factor that endures beliefs that people hold regarding what is important in life. Values are formed during early childhood but undergo some change throughout life (Shimp, 2003:46). Some values are those aspects of life that are desired for their own sake, the end states that consumers are trying to achieve in their lives through their selections of products, services and brands, such as comfort, life and a sense of accomplishment. Other values are seen as means of instruments that consumers might purchase certain brands to reflect a sense of ambition.

### **2.7.3 Packaging**

Packaging is another aspect of product strategy that has become increasingly important. Traditionally, the package provided functional benefits such as economy, protection, and storage. However, the role and function of the package has changed because of the self-service emphasis of many stores and the fact more and more purchase decisions are being made at the point of purchase (Belch and Belch, 2001:362).

The package is often the consumer's first exposure to the product and it must make a favourable first impression. Many companies view the package as an important way of both communicating with consumers and also of creating an impression of the brand in their minds. Design factors such as size, colour and lettering all contribute to the appeal of a package and can be as important as a commercial in determining what goes from the store shelf to the consumer's shopping cart.

Many products have used packaging to create a distinctive brand image and identity (Daniels, 2004:35). Today, marketers talk about 'point of purchase'. It used to be the point of sale. Nowadays marketers believe a better concept might be that of the point of decision. It is at this point that the buyer judges the ultimate effectiveness of a marketing campaign.

This decision may be after seeing advertising: it may be a decision made in the home based on habit, experience and all those other associations that brand personality carries. The decision may be made when the buyer walks or stands on front of a display of several competing brands. It is certainly the time that the final decision is made when the buyer decides to buy a given brand because of the net effect of all the stimuli on that brand's total image. Every decision the marketer has made comes to a head at the shop shelf (Venon, 2004:217).

Hallman (2003:251) argues that the branding concept should be emphasized by the marketers and that is why it should be left so much into the consumer's memory. New positioning, improved flavours and formulations and even ideas can be lost or, at least, demand not fully realized if the pack is not fully understood and utilized as an integral part of the marketing communication.

Packages often are described as 'silent salesman'. But salespeople can be helpful or pushy, depending on how they approach the potential buyer, and the same holds true for packaging. The packaging, in addition to protecting the

product, is to make the product as attractive as possible. Marketers know that one of the first things consumers notice on the store is the picture of a product, sometimes even before they acknowledge the brand or read the product description (Hurley and David, 2004:44).

Beyond raising the buyer's expectation of great experience, the package is also a pledge, a warranty, and a way of ensuring the buyer that this is a good product. Meyers (2001:222) explains the way to enhance and grow brand loyalty is not by dumping consumers into buying products that may disappoint them but by designing packages that make the products the fulfillment of which is promised. Package design has long been recognized as a practical vehicle for providing product protection as well as for relaying information to the consumers.

Recently, marketers have come to regard package design as an indispensable marketing tool (Desmond, 2000:327), affecting consumer buying decisions at the most direct selling point, that is, the grocery shelves. Now, affective packaging not only breaks through the advertising and promotional clutter, it is also an essential part of a viable competitive strategy to overcome economic variables by increasing consumer loyalty (Grant, 2000:216)

In a world where product competition is fierce, the old strategies of price cutting and couponing may not always be the most effective means of capturing consumer sale, especially with the changing economic conditions of the consumer. Creating effective packaging design is a competitive marketing strategy that attracts new consumers while maintaining current user's loyalty (Carl, 2000:303).

## **2.8 MARKET ORIENTATION AND PERFORMANCE**

An increasing area of investigation is that around "market-orientation" and empirical research suggests that there is a positive linkage between measures of

market orientation and performance (Cadogan and Diamantopoulos, 2000:231). Two dominant market orientation constructs come from two schools, namely, Mathews (2003:289) and Narvar and Slater (2000:150). Market orientation has been approached from two perspectives; as a philosophy and as a behaviour.

The philosophers would argue that it can be differentiated from a behaviourist point of view: belonging in the cognitive sphere which is influenced by personal factors resulting in view of reality which is linked to goals, strategies, structures, systems and activities. The behaviourists say that behaviour and activities represent the orientation construct or its elements. Both well-known schools of thought fall into the latter.

Zherow's and Thompson's (2000:254) conceptualization reflects the degree to which strategic business units operate on a behavioural basis, in the components: consumer orientation and interfunctional coordination. This concept includes all activities involved in acquiring information about buyers and competitors, understanding their strengths and their businesses, in order to create superior value.

Overlap exists between the two schools of thought where intelligence generation shares similar cues with customer orientation – acquiring information, and with competitor information. Similarly, at an operational level, the generation of information about target buyers is found in both measurements. Market orientation does not seem to have a direct impact on return on investment or increased sales but will be influenced by the competitive environment (Bender and Torok, 2005:312). However, most studies in this field have been based on industrialized countries, with little being researched in developing countries, although they are experiencing rapid transformation.

The research done in Ghana, an emerging market, does seem to support the premise of no direct sales impact through market orientation, although a more

positive influence is shown when competitive intensity levels are medium to high (Apijah-Adu, 2001:202). A key feature in the last decade is the increasing role played by developing countries in international trade. As opposed to the developing world, they face two distinct barriers in exporting their products (Das, 2004:98):

- Frequent changes in governmental and exporting related policies and ineffective governmental assistance agencies; and
- Market related problems which include a rising domestic demand which decreases the amount for export. These problems are compounded by a lack of trained marketers.

Loubser (2000:177) studied the effects of market orientation on the financial performance of South African companies, and found that market orientation, and business cultures are focused on creating mutually rewarding relationships between customers and the organization. These relationships are necessary but not sufficient for business excellence.

Present day realities, characterized by great uncertainty in the environment, make it difficult to achieve a stable strategic fit in the longer term. It is doubtful whether a new paradigm is necessary or if a more contemporary approach within the traditional framework will be sufficient. The Mile and Now strategic typology supports the traditional approach, and this typology was tested in the South African situation (Pitt and Nel, 2000:106). The typology confirmed the requirement for internal consistency, but was inconclusive when applied to the external fit.

South African organizations were found to be short term and thus internally focused, making them vulnerable to global competition. It is suggested that South African strategy should be seen more as an extension of conventional strategy into the area of a more dynamic, flexible and adaptive approach, rather than a total paradigm shift (Oosthuizen, 2004:87).



Pelham (2003:121) looks at the effects of product versus consumer differentiation on market orientation and performance. In essence, is a market-oriented culture or a technically-oriented culture more functional? It was found that the industry environment has little influence on market orientation-performance, but the relationship was strongest in differentiated markets, characterized by low levels of customer differentiation, but high levels of customer differentiation. The market orientation – firm effectiveness relationship is much stronger in segmented markets with high customer differentiation and low product differentiation, compared to commodity markets.

### **2.8.1 Collection and use of Market Information**

There has been increasing interest in the role of the use of market information for strategic purposes. External factors such as competition, uncertainty and needs are driving forces for strategic applications of market information (Choe, 2000:98). Collection and use of market information enabled by information systems is broadly considered to be a competitive weapon to cope with uncertain and volatile environments. Companies can deal with uncertainty by increasing their information processing capability and by creating interorganizational link between customers and suppliers.

Knowledge-based resources and information gathering include specific technical and creative skills as well as integrative and coordinative skills (Mata et al., 2001:311). When customers' tastes and rivals' strategies are dynamic, there is need to redesign or adapt the product. Firm innovativeness described by the development and marketing of innovations is likely to involve market, technology and competitor uncertainty. This innovativeness means that there is a need for new information, technical changes and new organizational managements.

It is essential that senior managers are committed to the concept of market orientation and fully understand the role of market information and sound overall intelligence. Strategy formulation and implementation necessitates the active participation and commitment of staff throughout an organization (Clark, 2000:286). Companies need intelligence-gathering capabilities to keep up with technology development, including both formal processes and information systems that involve employees and senior managers to have responsibility to the company to gather, disseminate and interpret technical information (Tyler, 2000:167).

### **2.8.2 Market Orientation and firm innovativeness**

According to Gerald (2003:288), study of market orientation on firm innovativeness has been a popular area in recent years. Firms have to pay more attention to the needs of customers in the prevalent business environment which is defined highly competitive and offer them quality products and services to satisfy their ever-rising expectations. Hence, firms need a strategy that will link the organization, stake-holders and customers or market orientation in order to be successful.

Market orientation is one of the core aspects of strategic marketing (Liu et al., 2002:89) together with firm performance, new product performance and firm innovativeness. Increasing attention, given to market orientation by both researchers and practitioners, is based on the assumption that market orientation improves organizational performance and relies not only on the competitive orientation.

Competitive effects play an important role in the strategy of firms and in their innovation strategy and performance. As commonly found in the literature, market orientation may have a direct impact on performance and indirect effects may exist too. Research and Development and the interaction between them

drive innovation and firm innovativeness (willingness and capacity to innovate) which, in turn, drive customer acceptance (Harmsen et al., 2004:76).

### **2.8.3 Firm innovativeness**

There has been significant interest in product and firm innovativeness in recent years. Rogers (2004:96) defines innovation as an idea or object that is perceived as new by an individual or any agency. The perceived newness of the idea from the individual's point of view determines his or her reaction to it. If the idea seems new to the individual, it is an innovation. The innovativeness of a new product and firm innovation capability is important for several reasons.

Innovation products present opportunities for firms in terms of growth and expansion into new areas as well as allow firms to gain competitive advantage. Innovation, by itself, is defined as the generation, acceptance, and implementation of new ideas, processes, products or services. The innovation process includes the acquisition, dissemination and use of new knowledge and successful implementation of creative ideas within an organization (Calantone et al., 2002:94).

There seems to be wide agreement that learning climate, corporate entrepreneurship, and firm innovativeness are highly correlated and research has been conducted by many scholars to measure how they are linked (Hult and Hurley, 2003:132). Corporate entrepreneurship focuses on experimentation, involving innovativeness, risk taking and proactiveness and can generate competitive advantage for a firm in dynamic and turbulent markets.

Market orientation and entrepreneurial drive provide the cultural foundation for organizational learning which enables an organization to achieve a higher level of performance and better customer value (Baker and Sinkula, 2001:234). Researchers have also found that organizational learning is associated with the

development of new knowledge, which, in turn, is crucial for firm innovativeness and firm performance.

Significant innovations allow firms to establish dominant competitive positions, and afford newcomer firms an opportunity to gain an edge in the market. Innovations are less associated with risks and may require more firm resources. Firm innovativeness consists of different dimensions, product innovativeness examined in the literature both from customers' perspective and firm's perspective. Victor et al. (2000:256) also explain that innovation and production processes of the organization should work well together with the human resources management practices.

According to Baer and Frese (2003:351), a product or a process orientation of firm innovativeness will result in success if the firm undertakes actions valued by the market. Product oriented firms need to be competent in understanding its customers and ensure that customers recognize the production possibilities facilitated by its processes.

## **2.9 BRANDING COUNTRIES**

It is encouraged that branding of a country is linked with branding within a country, to create job employment or increase purchase and use of that country's products and services, such as the "Proudly South African" or the "Australian Made" campaign. Business Week, (2003:34), states that Interbrand's annual ranking of the world's most valuable brands shows that US brands have weathered the storm of anti-Americanism (Biz-Community 11/9/03, Best Global Brands 2003). There is a little evidence to support claims that negative political opinions about "brand America" have affected the value of U.S. Brands. Of 62 worlds ranked U.S. brands, 40 showed growth or maintained their growth value from 2002, with Coke remaining in the number one position.

Doke, (2006:6) believes that there are three rules of marketing: brand recognition, brand recognition and brand recognition. Big international brands are recognized as ultra-cool, and anything that is ultra-cool is necessary. The Nike swoosh, for example, not only radiates the coolness of everything that is hip and happening, but is reinforced internationally through television advertisements, the big screen and print media, always associated with the best athletes. Local brands are up against global brands with massive worldwide marketing and distribution networks and local brands have an immediate historical disadvantage.

In the following countries/cities, branding exercises have been evaluated and the findings taken for South Africa and PSA ([www.imc.org.za/main/resouses/stm](http://www.imc.org.za/main/resouses/stm), Kuper Research, 200315):

- Dubai;
- Latin and Central America with particular reference to Brazil and Mexico;
- New Zealand;
- Thailand;
- Britain;
- India;
- Wales; and
- Spain.

### **2.9.1 Branding Dubai: City of Gold**

Modern Dubai, the product of 20 years of intensive development, has grown from a fishing village to a prosperous port. International trade created rapidly increasing prosperity, due in large part to the foresight of Dubai's rulers, the entrepreneurial abilities of its own inhabitants, as well as the discovery of oil in the 1960's. Although oil revenues are a fraction of those in Abu Dhabi, Dubai is

still named the “City of Gold”. It is one of the largest gold retail markets in the world.

The branding of Dubai happened three years ago, and was enthusiastically embraced by the World Gold Council. The City of Gold theme has now been directly linked with various prestigious events like the Dubai World Cup, the international Jewellery Show and The Dubai Shopping festival. Gold has been our past. “Let it become our future” is the slogan encapsulating Dubai’s brand initiative.

Dubai is to host the Online Branding Forum, the first of its kind to address building brands online, and recognize the importance of national brand building. The branding of Dubai began as a statement of pride, and today is more emotional in its appeal, lending to the international recognition of “The City of Gold”. The common denominator with South Africa is prosperity based on abundance of natural resources and healthy reserves. Lessons include igniting the public imagination, and defining its positioning in world markets in simple concrete terms.

### **2.9.2 Branding Latin and Central America – Brazil and Mexico**

Branding serves to promote the interests of origin insofar as tourism, exports and investment are concerned. Both countries have made great strides shedding the shackles of economic dependence and political instability, and are increasingly being perceived as among the world’s most promising emerging markets. Latin America, now free from trade barriers and restrictive government regulations, has local, regional and multinational companies aggressively promoting their brands and competing for the nearly 500 million consumers who live in the region. Brazil has started implementing export promotion activities and encouraging partnerships with government (Blackman, 2000:65).

Building the brand and attracting customers at home, as well as on a global level, is a priority. With the stabilization of the economy in Brazil came a rising middle class and lower inflation. Some of the top brands which have arisen include one of the largest beer producers in the world, Am Bev, an aircraft manufacturer, Embraer, and Gradients, a consumer electronics company. The aim of its top companies is to get brands listed on the ranking of the top 75 global brands (Ries, 2005:215).

Through initiatives such as CONFERENCE BRAZIL, Brazil is actively promoting itself as a destination of choice for business and tourism. Rio de Janeiro has started a campaign to brand the city as the world's No.1 Metropolis-resort. There are many similarities with Cape Town, such as a high profile, sexy beach holiday destination, an actively emerging market, a relatively weak local currency and an entry point into travel and business on the continent.

Mexico has slowly changed over the past twenty years, with structural reforms paving the way for Mexico to become the world's tenth-largest economy. It has become an export power with an average growth rate of 19 per cent, attracting investment from large organizations and trade agreements with the likes of the USA, European Union, Chile, Colombia and Israel. However, the biggest opportunity for Mexico is tourism and the newly formed Tourism Promotion Board is branding and promoting Mexico, primarily in the U.S.A, which provides 84% of Mexico's annual tourists.

### **2.9.3 Branding New Zealand**

In the crowded arena of branded States who also compete with the super brands such as the Economic Union (EU), CNN and Microsoft, States that lack the relevant brand equity will not survive. New Zealand (NZ), on the edge of the globe, conjuring up images of the "All Blacks" and "Lord of the Rings", has had to embark on a Brand New Zealand campaign (2001) to build an identity of itself as

a place of knowledge and prosperity to earn a more prominent competitive place in the global economy. Michael Porter, a committed student of New Zealand, reported that they “lack commitment and confidence to put the pieces together in an overall strategy and vision” (Simpson, 2001:176).

Research also indicated that New Zealanders lacked the know-how to attract talent, to foster innovation and to sell their entrepreneurial story. It is not only about external projection, but also about internal conviction, to change the business mode from value trading to value creation. May 2001 saw the “Catching the knowledge Wave” conference, to find more practical new ways to make New Zealand a smarter, more successful brand.

New Zealanders looked at country competitiveness, Nazi’s emerging knowledge intensive industries and took case studies from Israel, Finland, Taiwan, Canada and Australia. The result was a strategy for New Zealand to capitalize on existing knowledge and entrepreneurship, to add value to traditional industries, while investing in intellectual capital to help underpin its future socio-economic development. They have now created new knowledge-based businesses, with success stories in software, telecommunications, agriculture, machinery, and horticulture research and development, helping to overcome barriers of distance from global markets.

Impetus will be given to these businesses through full commercialization of existing areas such as biotechnology, high temperature enzymes, ceramics and nanotechnology. In addition, they have built up some of the commodity industries such as: wool – high fashion wool garments; timber – values added products; and milk – branded varieties of cheeses (Ronald, 2002:321).

Both New Zealand and South Africa have much in common, not only in terms of viability for tourism and foreign investment, but also in terms of their self perceptions. They both believe that quality, innovation and creativity come from



a place called “overseas”. Slowly that misconception in South Africa is diminishing, but needs to inculcate the passion and vision throughout the country. Although New Zealand is ranked as one of most entrepreneurial countries in the world, it still seems unable to ignite the romantic imagination regarding its history, heroes and struggles, and develop a mythology around its natural beauty and identity which South Africa is slowly achieving (Le Granje, 2003:134).

#### **2.9.4 Branding Thailand**

Thailand is the only Southeast Asian country never to have been taken over by a European power. After enjoying the world’s highest growth rate from 1985 – 1995, Thailand was forced to float the baht in 1997, after uncovering financial sector weaknesses. Thailand entered a recovery stage in 1999, but by 2001, growth once again slowed down (Barroni, 2002:155).

Then in May 2002, an 18-month research project was undertaken to understand how to brand Thailand at the national, corporate and product levels. In general, brands in particular, are becoming identified with their countries of origin, such as; “if it’s cell phones (Nokia) it must be Finland”. Yet if it’s Puget, the smells and tastes of Thailand – jasmine rice and stay sauce, spring to mind, but this is not leveraged and is dominated by chains such as McDonald’s (Davidson, 2004:211).

The branding programmes of both Malaysia and Thailand now provide a more personal and holistic approach, when compared to Singapore. The television adverts paint the country as ‘Amazing Thailand’ evoking images of transforming the mundane lives of ordinary individuals into ordinary extraordinary, fulfilled ones. Lessons for South Africa include identifying brands with their country of origin, and leveraging these off the holistic approach for branding the nation, as opposed to using small vertical concepts, with the own assertive internal publicity

campaigns. The two branding jobs need to work together for highest success (Holmes, 2005:201).

### **2.9.5 Branding Britain**

In spite of achievements, Britain carries negative baggage in imperialism, colonialism and conservatism. Despite its difference in linguistic homogeneity, South Africa can learn from Britain, in that South Africa is a multicultural society whose history and contemporary status still evoke a mixed response from the rest of the world. Both countries have recognized a need to polish up their images both internally and externally in order to be able to compete at optimal capacity in world markets (Thorn, 2002:48).

Scarley (2004:110) emphasizes that “Buy British” encourage investment, create jobs and attract tourism. Britain needed to create a strong, clear and simple identity with key signals for new and modern Britain. The British developed a communication campaign which set out to unite industry with middle and working classes, to gain grassroots support for it to be effective and to succeed as a national branding campaign. (This is also true for South Africa). They went through ideas from “Cool British”, with emphasis on the creative industries to ‘Buy British” but focused more on overseas buyers than local and ended with “British”.

Britain being the umbrella brand for three regions, namely, Scotland, England and Wales. This brand straddled, on one hand, the traditional culture and, heritage and on the other, the quirky, unconventional and creative.

Lessons for South Africa include:

- Buy British logo and South African campaign unique flag have distinct similarities because of their eye-catching and evoke positive associations.

- The corporate sector has to commit to the initiatives, and industries that already produce quality products must kick-start the scheme.
- Any campaign for South Africa must be language sensitive and the biggest challenge is to get the whole nation to unite behind it.

### **2.9.6 Eternally Yours: Branding India**

India is a land of mystique and contrasts, while appealing to the romantic imagination, it is also perceived as having no proper infrastructure and as the land where poverty and corruption are rife. In 1997, the India Tourism office in New York decided to attract the lucrative North American traveller and to sell India, not only as an attractive vacation, but also a place for spiritual rejuvenation. Thus, the “Eternally Yours” campaign was launched for those who wanted spirituality, but did not want to rough it. The similarities with SA are that both are perceived as being in transition or are emerging economies. There is an opportunity for South Africa to position itself as a land providing benefits and experiences that will “last forever” (Thuruthlal, 2003:98).

### **2.9.7 Branding Wales**

Destination marketing is becoming very topical where consumers are choosing destinations which not only meet their core requirements, but ones with which they feel an affinity. Wales occupies less than 25 per cent of the United Kingdom, but, renowned as Britain’s “Great Outdoors,” it has three national parks and 750 miles of coastline and boasts history and the myths of one of the world’s oldest civilizations. But it has, at best, a neutral or negative image problem. Within the Welsh media, there is still an element of suspicion towards branding (Samuel, 2003:109).

There was a very different perception of Wales from the UK where consumers were looking for short breaks versus that of the international market. An agreed

branding for the country as a whole, based on the core truths or values, to guide and influence the country's communication needs was devised. The "tourism brand" was to position it as a general destination while the "entry concepts", would tailor it to the needs of individual market segments. Thus, the "Heart of Wales" was born with this domain brand being "In Wales you will find a passion for life". The communication was presented both internally to inspire the workforce as well as externally to attract tourists (Mauro, 2001:148).

Until recently Wales, like New Zealand, was a beautiful story poorly told. The key to a successful branding campaign is to integrate all the communication which is based on a set of truths about the country and to make it relevant within individual markets segment. An individual brand or country as a model is not just about achievements, but is a story and message with which its own people and the rest of the world can identify. Mass campaigns aimed at public participation on street level must form an essential component of the promotional strategy (Keane, 2005:198).

### **2.9.8 Spain – National Branding**

From the early 1980's, Spain went through a transitional phase, freshly revealing itself to the world. They launched the Miro logo and tagline "Everything under the sun". This logo filtered through regional governments and Spain's export-promotion agencies – wines, foods and fashion. Spain has achieved admirable success with noticeable transformation phase. Spain, since Franco's death in 1975, has orchestrated and promoted its re-entry into the European family. The Joan Miro sun symbolized this process of national change and modernization (Neon, 2004:152).

Many initiatives underline the change: institutional and tourist advertising on a national and regional level; creation of successful international business schools; the growth, privatization and globalization of Spain multinationals like Repsol,

Telefonica and Union Fenosa; the rebuilding of major cities like Barcelona and Bilbao and the Barcelona Olympics and Seville International Exhibition of 1992. Some of these activities were carefully planned and co-coordinated, but many were based around individual and corporate initiatives.

These helped to revitalize Spain, not only in the eyes of the world but in its own eyes. Spain is among the best examples of modern, successful branding as it keeps building on what truly exists to form a mutually supportive whole. This New Spain is being innovatively and inspirationally revealed through a flood of films and fresh television and radio programming, showcasing the diversity and beauty of its natural and fostered environments (Jacobs, 2005:104).

George Kean, the author of the highly successful “Holiday Handbook – Spain” concludes that it should be high among the national socio-economic priorities for South Africa to invest in entertainment – including the arts, culture and information. This “South African-made” entertainment should become a competitively tradable commodity locally and in targeted markets. He claims that entertainment can inspire and change mindsets, fostering national pride and allowing connecting emotionally with potential investors, importers and tourists. There is no reason why this “packaged entertainment” cannot be branded “Proudly South African” and form an integral part of the Proudly South African campaign. This brand emphasizes the fact that by supporting Proudly South African products, South African Rands are kept in the country, helping to create much needed jobs, improving education standards, reducing poverty and eliminating crime (Jameson, 2000:310).

## **2.10 MARKET ORIENTATION**

Market orientation has been characterized as a culture of the organization that requires customer satisfaction be put at the centre of business operations and

therefore, produces superior value for customers and outstanding performance for the firm (Saunders, 2001:223). Customer needs and expectations evolve over time and delivering consistently high quality products and services and responsiveness to changing marketplace needs become important for the success of firms.

According to Martin and Girbac (2002:475), responsiveness to changing market needs often calls for the introduction of new products and services together with innovation capacity for a firm. Market orientation has also been described as the implementation of marketing activities designed to satisfy customer needs better than competitors are able to satisfy customer needs.

### **2.10.1 Explanation of the Market Orientation Construct**

Evans (2001:421) states that market intelligence is a broader concept than customer verbalized needs and preferences in that it includes an analysis of existing factors that influence those needs and preferences. Market intelligence relates to customer needs and preferences, it includes how they may be affected by existing factors such as government regulation, technology, competitors, and other environmental forces. Environmental scanning activities are subsumed under market intelligence generation.

An important idea here is that effective market intelligence relates not just to current needs, but to future needs as well. According to Michaels (2003:234), the notion that market intelligence includes anticipated customer needs is important because it often takes years for an organization to develop a new product offering. The generation of market intelligence relies not just on customer surveys, but on a host of complementary mechanisms. The mechanisms include meetings and discussions with customers and trade partners.

### **2.10.2 Intelligence dissemination**

Several managers noted that for an organization to adapt to market needs, market intelligence must be communicated, disseminated, and perhaps even sold to relevant departments and individuals in the organization (Simieon, 2000:141). Market intelligence does not need to be disseminated into the market intelligence all the time and it is important because it provides a shared basic for concerted actions by different department.

### **2.10.3 Responsiveness**

Ralph (2002:122) emphasizes that responsiveness is the action taken in response to the intelligence of the marketers that is why it is generated and disseminated. This statement, by an account executive in a service organization, describes as one type of responsiveness. Market orientation is the organization wide generation of market intelligence relating to current and future customer needs, dissemination of the intelligence across department, and organization wide responsiveness to it.

It has also been explained that should the company concentrate on market orientation: a market orientation requires the commitment of resource; it is useful only if the benefits it affords exceed the cost of those resources. Martins and Van Wyk (2000:321) state that there are three major components of market orientation – customer orientation, competitor focus, and inter-functional coordination – which are long-term in vision and profit-driven. Based on extensive interviews with managers and executives, Sexton and Staats (2002:83) conclude that market orientation provides a unifying performance. A developing extreme of empirical research has found a strong performance, including profitability, customer retention, sales growth, and new product success.

#### **2.10.4 Customer Orientation**

Hughes (2003:205) states that the heart of a market orientation is its customer focus. To create superior value for buyers continuously requires that a seller understands a buyer's entire value chain, not only as it is today but also as it evolves over time. Buyer value can be created at any point in the chain by making the buyer either more effective in its markets or efficient in its operations. A market-oriented business understands the cost and revenue dynamics not only of its immediate target buyers but also of all markets beyond, for demand in the immediate downstream markets.

Proudly South African's Founder Sponsor, Old Mutual, established a client service unit in January 2004 to revolutionise service for the various customer's communities within South Africa. The first was to introduce language lines in its call centres to facilitate service in the customers language of choice; there was a vast geographical spread of service branches so that access was provided to all the communities ([www.proudlysa.co.za](http://www.proudlysa.co.za)).

According to Moorman (2004:107), a market-driven mind of the customer's understanding of the customer orientation must link with the customer's business and how they perceive value. Employees of market-oriented business spend considerable time with their customers. Managers and employees throughout the business call on their customers or bring them into their own facilities in a constant search for new ways to satisfy their needs.

Market-driven businesses continuously monitor their commitment by making improved customer satisfaction an ongoing objectives (Nilsson, 2004:76). To maintain the relationships that are critical to delivering superior customer value, businesses pay close attention to service, both before and after sales. Because of the importance of employees, these businesses place great importance in training. Some businesses even involve their customers in hiring, training, and



developing contact people as well as in making motivation and reward system decisions. Involving customers in these key areas forges strong customer loyalty.

Hutt (2001:76) defines market orientation as people with needs, resources and ability to exchange the resources to satisfy their needs. By this measure, only a small portion of wealthier South Africans represent that market in this country. The other, less affluent, groupings do not feature as they do not have much, if any, disposable income.

However, it is becoming clear that this view must be expanded and a broader view of the domestic market must be adopted if marketers in South Africa want to ensure their competitive advantage going forward. If businesses are prepared to do the necessary groundwork, a true understanding of wider South African society can lead to global competitive advantage, as has been demonstrated by South African Breweries in the emerging economies of Asia and Europe (Burgess, 2004:241).

A new world is waiting to be built by organizations with the courage to seize the opportunities to understand sources of supply, sources of demand and methods of effective management in a truly global context. According to Ollila and Jerker (2001:211), mining these opportunities will require researchers and practitioners to work together and begin a revolutionary discussion within South African boardrooms about market orientation and the competitive advantage of the country. Such a discussion will encourage South Africans to become more innovative and entrepreneurial on how to earn new profit streams and teach them lessons that will no doubt enhance the global competitiveness in a rapidly changing world economy.

### **2.10.5 Customer Satisfaction**

Customer satisfaction is believed to be associated with fruitful customer behaviour from the firm's point of view. Many positive links have been observed between customer satisfaction, loyalty and the propensity to recommend the supplier's offer to other customers (Rust and Zahornik, 2002:244). However, Soderlund's work (2000:169) shows that the results of many studies on these links were not correctly evaluated: 'much of our knowledge of how customer satisfaction is related to customer behaviour is derived from studies which include either very satisfied or dissatisfied customers'.

The link between customer satisfaction and behaviour and the consequences it has on loyalty, word of mouth and feedback to the supplier must not be over-emphasized. Behavioural variables are all the harder to interpret when consumers' level of satisfaction is extreme, whether it is high or low. Consequently, the fact that customer satisfaction includes loyalty may be considered but not taken for granted because of its link to numerous behavioural variables (Griffen et al., 2002:311).

Customer satisfaction is not only linked to past experiences or what has been heard through word of mouth, but it is linked to the process of consuming itself. That is to say, consumers are not just satisfied or not with a product or a service. There are degrees of satisfaction. Consumers might be very satisfied by some aspects of the products and be very dissatisfied by some others.

The study of Davies and Heineke (2001:287), explored the impact of disconfirmation, and actual waiting times on customer satisfaction. They found that if customer satisfaction does not necessarily guarantee customer loyalty, dissatisfaction will cause customers to take their businesses elsewhere.

Churchill (2003:178) states that customers who are dissatisfied with the level of service they have received will be less likely to return in the future, or if they do return, they will most likely to do so with less frequency than they did in the past. Conversely, customers who are extremely satisfied with their service experience with a given firm will most likely continue to return to that firm at the same frequency or even more frequently. Once again, the customer's experience with the service firm is also likely to be multiplied through interactions with other prospective customers through word of mouth (Cadogan, 2004:353).

### **2.10.6 The Marketing Concept**

According to Nicholson (2001:125), the marketing concept is the philosophy that the firm should use to analyze the needs and wants of the customer and then make decisions to satisfy those needs, better than the competition. The marketing concept answers the questions such as what do customers want, can a firm be able to develop the products that are demanded and how it can keep the customers satisfied.

In response to the marketing concept which involves focusing on customer's needs before developing the products, All functions of the company should work well together in order to achieve overall objectives of the firm and realizing a profit by successfully satisfying customers' needs over the long-term. A study by Washburn (2003:213) states that when firms began to adopt the marketing concept, they typically set marketing departments whose objectives are to satisfy the customer needs; often those were sales departments with expanded responsibilities.

While this expanded sales departments' structure can be found in some companies today, many firms have structured themselves into marketing organizations having a customer-wide customer focus. Since the entire organization exists to satisfy customer needs, no one can neglect customer

issues by declaring it a “marketing problem” – everybody must be concerned with customer satisfaction.

## **2.11 MARKET MEASUREMENT AND DEMAND FORECASTING**

Ram (2003:220) states that when a firm observes a new market trend, based on the information obtained from marketing research or the marketing information system, it is essential that the current size and future potential of the new market demand be determined. Knowledge of the market sizes and probable growth patterns provides the basis for the selection of attractive markets.

Market measurement and market forecasting are management tools through the markets that are investigated and expressed in quantitative measurable entities. They should be used in conjunction with other marketing information and qualitative management tools. Market measurement focuses on the current size and characteristics of the market, whereas market forecasting only looks at the future market situation (Clarke, 2004:274).

### **2.11.1 Levels of market measurement**

The size of the market can be measured on at least four levels: a consumer level, product level, geographic level and time level (Price, 2002:231). Marketing managers must clearly define the required level of measurement as this would directly impact on the formulation of resulting marketing decision making. The four levels of market measurement differ as follows in the nature of what is measured and can be distinguished:

- **Consumer Level.** The consumer level of market measurement is the most popular level used as it provides information on the number of final consumers defined in different market segments. For example, the consumer

level of potato chips would provide measurement information such as schools, sports meetings and provide households.

- **Product Level.** As most markets are targeted by various formats of the same product, the market measurement can also be expressed in terms of the total number of current buyers for each product type. Product types for potato chips would, for example, be divided into all sales of potato chips, sales of small packets (60g) and sales of large bags (150g).
- **Geographic Level.** The total market can be divided into geographical segments and it is thus possible to express market measurement in geographic terms. Potato chips can, for instance, be divided into sales for each of the nine provinces of South Africa or for certain climatic regions.
- **Time Levels.** A market measurement should also be specific in terms of the time of purchase and provide information on the sale over different time periods such as monthly sales, seasonal sales and annual sales.

## 2.12 CONCLUDING REMARKS

The aim of this chapter has been to gain insight into the existing knowledge of main aspects of this study that is the market orientation of the Proudly South African companies. The similar campaigns that have been established in various countries around the world, could be used to evaluate the marketing of Proudly South African campaign.

Proudly South African campaign has a positive effect on service quality as well as on profitability.

It is also important to emphasize that by supporting Proudly South African products, one makes a personal contribution to the development of South Africa and also by supporting Proudly South African products, jobs are created, poverty is eradicated and the economy grows.

The third chapter explains and justifies the selection of the appropriate research design and sample to explore the broad issues of the study. This is followed by a description of the research process, in particular the administration of the questionnaire. The method of analyzing the data will be outlined in the final section.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.1 INTRODUCTION**

Having the relevant literature as the main source of information to complete a conceptual framework for the research in the second chapter, it is now fitting to focus on the thinking that guided the research methodology, research methods and research techniques that have been used in this study. The different approaches had to be critically considered before the researcher could make an informed decision about their suitability for the study, bearing in mind the purpose and the objectives of the research, as well as the broad issues to be explored, as described in the first chapter.

Section 3.2 deals with the rationale for selecting a research design, specifically the research instruments to collect the data and the sampling technique. The admissibility of the data, namely, the issues of reliability, validity, objectives and the ethics, are also considered briefly. The actual process of data collection and the methods of data analysis for this study are described in the following sections before a summary concludes this chapter.

### **3.2 RESEARCH DESIGN**

The term 'research methodology' can be described as "the approach to the entire process of research" (Hussey and Hussey, 2000:77). Research approaches influence the way that researchers look for and find knowledge. With reference to 'business research', Cooper and Schindler (2001:14) define research design as "a systematic inquiry that provides information to guide business decisions'. They argue that, compared with research in the natural sciences, it is still relatively new and less rigorous in its concepts and theory development.

### 3.2.1 Rationale for a Methodology for this Research

As the practice of marketing for the Proudly South African companies has been developed relatively recently in South Africa, there is no much literature which have been found in this regard. The purpose of this study, therefore, is to explore and gain insight into a research area that is not well known. It may be concluded that this research is *exploratory* in nature. It aims to “look for patterns and ideas, rather than testing or confirming a hypothesis” (Hussey and Hussey, 2000:45). In addition to being exploratory in the first instance, the study is also *descriptive*.

In spite of the perceived extremes of the quantitative and qualitative research paradigms, it is argued, for example, by Welman and Kruger (2002:114) that the differences between the two methodologies do blur and are not so great that they cannot be used in the same study. Concentrating on research for marketing and tourism, Poynter (2000:74) recommends that in most cases a “questionnaire of some type’ will be used. It is thus implied that a quantitative approach would be more suitable than a qualitative one. Meanwhile, Gilmore (2002:107) states that it is quite common in business research to mix the approaches, especially when collecting and analyzing data.

Babbie and Mouton (2001:232) concur, stating that ‘survey may be used for descriptive and exploratory purposes. They are used in studies that have individual people as the units of analysis’. Remnyi et al. (2003:87) state that the two approaches are not “mutually exclusive and research scientists will often work with both”. As it is essential that the approach to the study should be appropriate to its aims, in this study a quantitative approach is adopted using a questionnaire survey for most of the collection and analysis of the data. It is also qualitative because open – ended questions in the survey are used to obtain a better and deeper understanding of the problem.



### **3.2.2 The Methods of Data Collection**

Primary research is essentially the collection of original problem –specific data to solve a pre-determined research problem, as opposed to secondary data, which are defined as existing data, usually available, to solve the problem under study (Martins et al., 2001:231).

No secondary data were used in the actual research, apart from perceptions and background to the Proudly South African campaign, sourced from literature and designed specifically for South Africa, and learnings from international models, as outlined in the Literature Review and contained in Chapter Two on Proudly South African companies.

As the campaign is so new, there is very little first hand research or data available on which to make comparisons. This piece of research, as outlined here, is the first of its kind looking at the Proudly South African campaign with specific focus on market oriented companies and students. Primary research was conducted, using the survey method through a self-administered questionnaire. The data collection included the technique of each person being asked to respond to the same set of questions in a pre-determined order (de Vaus, 2000:158), which was a cost-effective way of collecting data from a large population.

Although questionnaires that are self-administered enable the sample to be large, the response rate is usually low, especially if the researcher is far removed from the respondents. In this case, an alternative solution that increased the number of returns was chosen. The survey was conducted in groups at designated locations, where the researcher was present and available to answer any queries.

Compared with questionnaires, the response rate for interviews is usually high, especially once the interviewees have committed themselves to the process at the beginning. Other advantages that influenced the researcher's decision to use the interview method included factors such as the interviewer's ability to develop rapport with individual participants, to adapt and elaborate when questions needed to be clarified, to explore topics 'in depth' to gain better, more meaningful answers, and to occasionally motivate the respondent when this was deemed necessary (Cohen et al., 2000:269).

To overcome some of the limitations of both the questionnaire and interviewing methods, it was necessary to plan and conduct the process with a professional attitude: for example, recording the interviews with an audio-tape recorder so that they could be transcribed accurately. This technique helped the researcher to avoid respondents from distorting the truth and answering the 'right way', and it prevented or limited the interviewer from skewing the results by taking short cuts. In addition, sufficient awareness and thorough preparation of the researcher minimized the issues of subjectivity and bias.

### **3.2.3 Sampling**

In general, the 'sampling strategy', that is, *methods of sampling*, may be either probability or non-probability samples, also known as random or purposive samples, respectively. In comparing the two methods, Leedy (2002:153) asserts, "in probability sampling, the researcher can specify in advance that each segment of the population will be represented in the sample". This specification, he states, is not the case in non-probability sampling. However, small scale and exploratory research, such as is the case in this study, often uses non-probability samples because they are easier to set up, cheaper in financial terms, and are adequate in their representativeness within the scope of the defined research (Cohen et al., 2000:102).

There are several types of non-probability samples (Remenyi et al., 2001:196). Purposive (also called purposeful or judgment) samples, selected both for the interviews and for the questionnaire technique of this research, are characterized by the researcher having to make judgment about feature or features of a group of students for a specific purpose. In this study, only students of Durban University of Technology who are from the four faculties, namely, Faculty of Commerce, Arts, Health Sciences and Engineering and Built Environment in the Durban campuses were included.

The questionnaires were distributed to the full-time students during the day from Monday to Friday and the responses were analyzed through the computer package (SPSS). Only students were analyzed for the purpose of this research. Therefore, it can be concluded that the entire population was sampled. This selection also upheld the 90% confidence level required for statistical purpose. According to The Economist (2001:121), the smallest number in a sample, for statistical purpose, should be 30.

#### **3.2.4 Sample Size**

The number of students who participated in this study was 400. Of these, 225 students (57%) were from the Faculty of Commerce, 106 students (27%) were from the Faculty of Engineering, Science and Built Environment, 35 students (9%) were from the Faculty of Arts and 31 (8%) students were from the Faculty of Health.

#### **3.2.5 Reliability and Validity**

To reduce the potential of respondents not understanding the questions or the reasons behind the research, an explanatory consent letter accompanied the questionnaire, containing an introduction and background to the research. The questionnaires were given to the lecturers which could add some validity.

The questionnaire was simply worded and instead of a straight 1-5 Likert scale on many of the questions, the choices were actually “worded” e.g. Always, often, sometimes, seldom and never. The closed-ended questions left little room for doubt, and many were validated by the open-ended additional remarks allowed at the end of the question. The questionnaire was available in English only, and could have affected responses from people whose home language is not English; however, this did not seem to be the case.

### **3.2.5 Values and Principles of the Researcher**

Whatever methods are used to collect data, it is essential that the author should display a professional approach throughout the process to enhance the quality of the research. The following values and principles guided the study during its process:

- The researcher complied with the essential tenets of ethics, and strict ethical standards were maintained at all times.
- Prior to engaging the participants in the research process, they were informed of the purpose of the study and of the use of the information, they were providing.
- The researcher respected the rights of all those who were interviewed to anonymity and confidentiality of information was given.
- Essential ingredients of a researcher are trust, honesty, and fairness. These qualities found their expression in a variety of situations: for example, when selecting subjects, and making arrangements. Representing other people's views required a sincere hand and honest mind.

### **3.3 DATA COLLECTION**

The preceding section of this chapter dealt, mainly, with the rationale for selecting the appropriate methodology and methods to explore the issues on which this study is founded. Occasionally, where it was felt to be appropriate, some aspects of the actual research activities were illustrated. This section describes the process of developing the questionnaire and gathering the data.

#### **3.3.1 Draft questionnaire**

In order to gain an insight and understanding of the area of research prior to writing a report, the problem statement was developed and the research proposal formulated. The research proposal and the questionnaire were, therefore, drafted and compiled in April 2005. Proudly South African articles, which related to the study, were used to collect data, and were also expanded to the literature review. The questionnaire comprised of the biographical details of participants; perceptions and attitudes of students towards market orientation of the Proudly South African companies. The study focused on the students' perceptions towards the market orientation of the Proudly South African companies at the Durban University of Technology.

The proposal and the questionnaire were then submitted to the research committee members of the Department of Marketing of the Durban University of Technology (DUT). Re-submission was necessary after the research committee requested minor changes to the proposal. A final draft of the proposal and a questionnaire were finally submitted for evaluation to the Commerce Faculty Research Committee of Durban University Technology. The committee approved both the proposal and the questionnaire.

### **3.3.2 Pre-Testing Questionnaire**

In order to detect any shortcomings in its design administration, the questionnaire was presented as a pilot study to commerce students who were found in the Ritson cafeteria during the forum period. The researcher was able to observe the respondents, answer queries, check the time taken to complete the questionnaire, and elicit feedback about the instructions and questions that needed to be redefined, deleted, and added. In addition, after the completion of the questionnaire, a manual analysis of the information given by the participants was done to establish whether the objectives of the study could be attained.

### **3.3.3 Advantages and Disadvantages of the Questionnaire**

The advantage of the questionnaire is that it can cover a vast number of respondents in less time and at a substantial reduction in cost, compared to the interview method. The physical distance between the researcher and the respondents has no impact on the instrument as such. In other words, through the questionnaire one is able to reach people who are otherwise difficult to reach.

With the self-administered questionnaire, the individual is assured anonymity and is, therefore, more likely to respond honestly (Bless and Higson-Smith, 2002:112). This instrument also ensures that the respondents have sufficient time to answer as some of the questions may require some reflection on the part of the respondents. Not only can a questionnaire be used at any time that is suitable for the respondents, the respondent may also not be as constrained in answering the questions compared to the interview situation.

If the interview method is used, the respondents might feel uncomfortable letting the interviewer wait too long for their interview. With the questionnaire, the respondents are less likely to be influenced by the personal characteristics of the researcher, as may be the case in an interview.

One of the main disadvantages of the self-administered questionnaire is the fact that the response rate is generally low. This poor response rate can be attributed to various reasons, such as the questionnaires may go astray in the mail or that the respondent may be unwilling to mail it back. According to Line (2003:221), one can avoid a low response-rate by using certain strategies. One strategy is to use a covering letter explaining the aim of the survey, to convey to the respondents its importance, to assure them of the confidentiality and to encourage their response. The present study included a one-page covering letter (see Appendix A).

According to Cohen and Manion (2003:96), research has shown that a number of myths about self-administered questionnaire are not necessarily borne out by the evidence. Response levels are not invariably less than those obtained by interview producers. They are far more frequently equal and, in some cases, surpass those achieved in interviews. Questionnaires do not necessarily have to be short in order to obtain a satisfactory response level. Some sophisticated respondents may get the impression that if the questionnaire is brief, the issue is being trivialized (Cohen and Manion, 2003:96).

A distinct disadvantage of the self-administered questionnaire, compared to the interview, is that the researcher is unable to answer questions concerning the purpose of the survey and correct any misunderstanding experienced by the respondents. Unfortunately, questionnaire responses have to be taken at face value, whilst a response in an interview can be developed and clarified (Bell, 2000:94). The self-administered questionnaire may prove to be difficult to complete for those who lack adequate reading skills, but in this study it did not pose a problem. All the respondents had at least a matriculation qualification.

### **3.3.4 Problems encountered in Collecting Data**

While much attention was given to compiling the questionnaire, before and after the pilot study, later reflection did identify certain areas that could have been refined. There has to be compromise between a suitable length of the research instrument and the degree of completeness of possible questions. If the questionnaire had taken longer than 20 minutes to complete it would probably have discouraged participation during the completion or it might have been rushed causing inaccurate data.

Although the pilot study led to a number of important changes in the design of the questionnaire, it failed to highlight some inconsistencies that were identified later. Indeed, Daniels and Smith (2001:88) state quite categorically that “no matter how carefully you design a data-collection instrument, you are certain to make some mistake”. For example, it was realized that most of the respondents were not used to completing forms and some inconsistent replies in the checklist, as well as in the rating and ranking questions were noted. Some respondents were guilty of either ticking all the options or failing to rate clearly or allocating the same rank to all options.

## **3.4 ANALYSIS OF THE DATA**

As data analysis, together with the conclusions, forms the real reason for the research effort, it was well planned as part of the research design. The data analysis serves to bring order, intelligible and logical patterns and meaning to all information that has been gathered (Murray and Lawrence, 2000:161). The questionnaires were designed in a way that the respondents could be coded, and so the first step was to capture the data into a computer. This information was then analysed using a statistical programme called Software Package for the Social Sciences (SPSS).



The presentation of the findings in this study is mainly narrative, supported with graphs, figures and tables, to express complicated relationships and to impart information simply. Depicting factual data in the form of categorical tables enabled different variables to be cross-tabulated and to be viewed quickly.

### **3.5 CONCLUDING REMARKS**

In this chapter, the rationale for selecting a quantitative methodology approach and selecting a questionnaire as the appropriate research method was explained. The design of the research, including the sampling strategy, how the subjects of the sample were selected in a purposive way, and the values and principles of the researcher have been portrayed as the significant factors that determined the research process. The real- world activities of gathering and analyzing the data concluded the deliberations. The following chapter presents the findings of the empirical research results.

## **CHAPTER FOUR: DATA ANALYSIS AND RESULTS**

### **4.1 INTRODUCTION**

In the previous chapter, the research methodology and techniques that were selected to design a questionnaire for this investigation were outlined. The presentation of the detailed analysis and the findings that were taken from questionnaires which were administered to students of DUT will be discussed in this section.

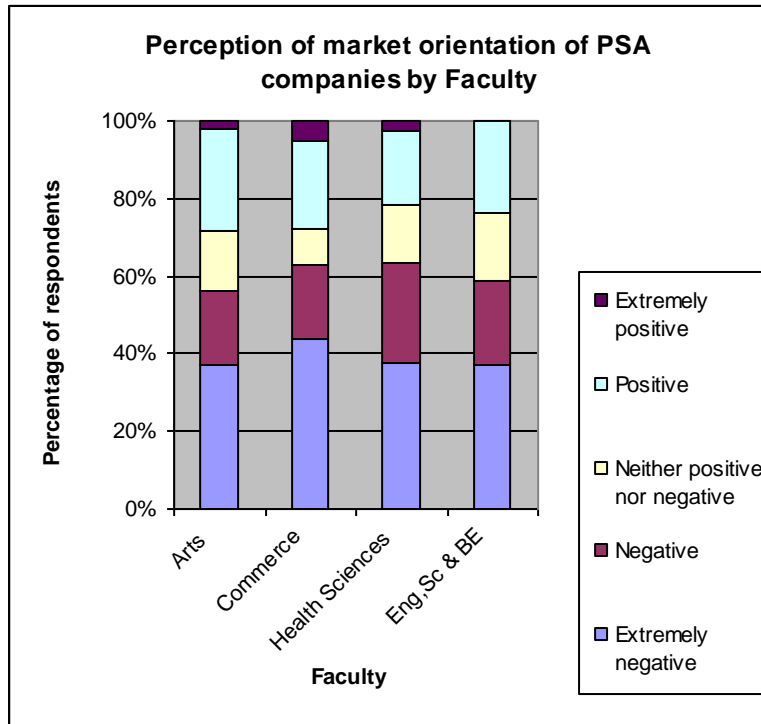
This chapter commences with a statistical presentation followed, by the significant findings which are accompanied by numerical and graphical representations of the data. Data from questionnaires that were completed by respondents are further analysed using cross-tabulations tests, chi-Square tests and t-tests. The analysis and testing of relevant sections of the chapter and relating them to the literature review, enabled the author to effectively interpret the study results.

### **4.2 PROUDLY SOUTH AFRICAN**

Proudly South African is the campaign that is intended to promote South African companies, products and services which are helping to create jobs and economic growth in this country ([www.proudlysa.co.za](http://www.proudlysa.co.za)). Proudly South African is the way for every South African to do something concrete to support job creation, and help build the nation. It was felt important to conduct the study among the students in order to find out how they perceived the products that are produced by the local companies and their understanding of the Proudly South African companies. Issues relating to perceptions of students regarding the Proudly South African companies and their market orientation, as discussed in section 2.8, are analyzed.

#### 4.2.1 Perceptions of students with regard to market orientation of Proudly South African companies

Figure 4.1:



It is revealed in Figure 4.1 that 37 per cent of respondents from the Faculty of Arts perceive the market orientation of Proudly South African companies to be extremely negative, 19 per cent perceive it to be negative, 16 per cent were neutral, 26 per cent were positive, and 2 per cent were extremely positive. From the Faculty of Commerce, 44 per cent perceived market orientation to be extremely negative, 19 per cent were negative, 10 per cent were neutral, 22 per cent were positive and 5 per cent were extremely positive. 38 per cent of the respondents from the Faculty of Health Science perceived market orientation to be extremely negative, 26 per cent were negative, 15 per cent were neutral, 19 per cent were positive and 3 per cent were strongly positive. Hence, most of respondents, at 44 per cent, from the Faculty of Commerce perceived it to be extremely negative and this finding clearly shows that consumers do not

understand the market orientation of Proudly South African companies as reflected in section 2.8 of the literature review.

#### 4.2.2 Students' understanding of meaning of the belonging to Proudly South African.

Figure 4.2

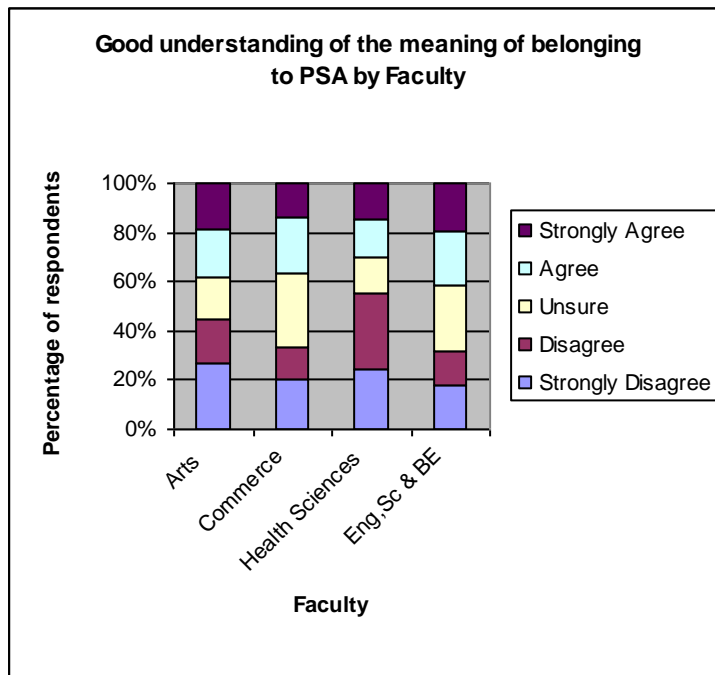


Figure 4.2 reveals that 27 per cent of the respondents from the Faculty of Arts had a good understanding of the meaning of belonging to Proudly South African campaign, 18 per cent disagreed, 17 per cent were unsure and 18 per cent strongly agreed. From the Faculty of Commerce, 20 per cent respondents strongly disagreed, 13 per cent disagreed, 30 per cent were not sure, 22 percent agreed and 17 strongly agreed. From the Faculty of Health Sciences, 24 per cent strongly disagreed, 31 disagreed, 15 per cent were unsure, 15 per cent agreed and 15 per cent strongly agreed. From the Faculty of Engineering Science and Built Environment, 18 per cent strongly disagreed, 14 per cent agreed, 27 per cent were unsure, 22 percent agreed and 20 per cent strongly

agreed. This finding clearly shows that Commerce students were unsure and Health Science students disagreed that they have a good understanding of the meaning of belonging to Proudly South African companies.

#### 4.2.3 Students' understanding of the Proudly South African companies and fully know about it

Figure 4.3

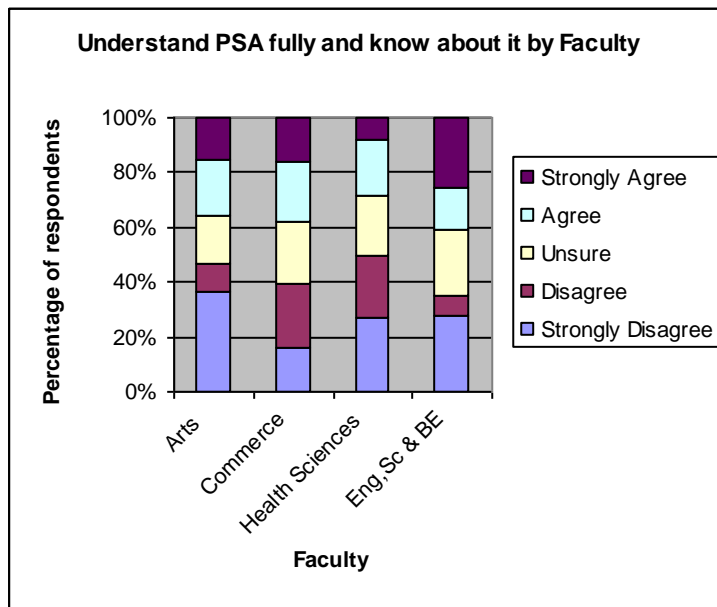
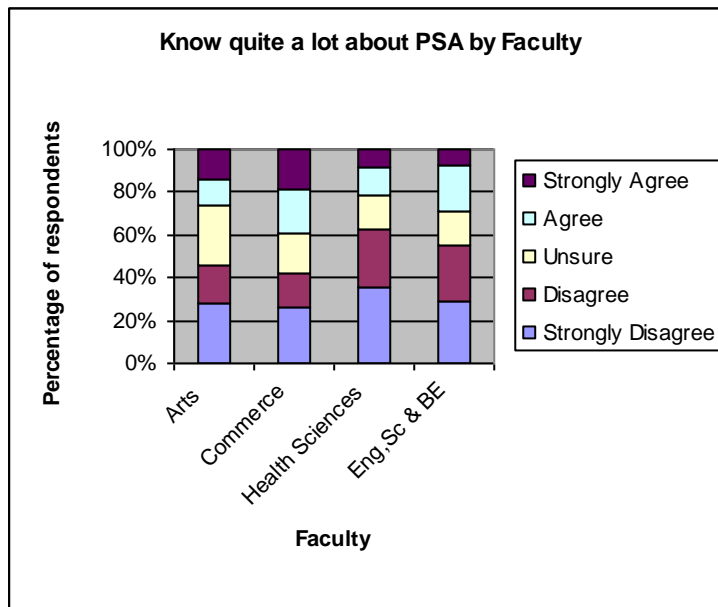


Figure 4.3 reflects that 36 per cent of respondents from the Faculty of Arts strongly disagreed that students understand and fully know about the Proudly South African campaign, 11 per cent disagreed, 18 per cent were unsure, 20 per cent agreed and 16 per cent strongly agreed. 16 per cent of the respondents from the Faculty of Commerce strongly disagreed, 23 per cent disagreed, 22 per cent were unsure, 22 percent agreed and 16 per cent strongly agreed. From the Faculty of Health Sciences, 22 per cent of the respondents strongly disagreed, 23 per cent disagreed, 22 per cent were unsure, 20 per cent agreed and 8 per cent strongly agreed. This finding shows that most of students from the Faculty of Arts strongly disagreed that students understand and know fully about the

Proudly South African campaign because students just buy whatever they need regardless whether there a is Proudly South African logo or not.

#### 4.2.4 Students know a lot about Proudly South African companies

Figure 4.4

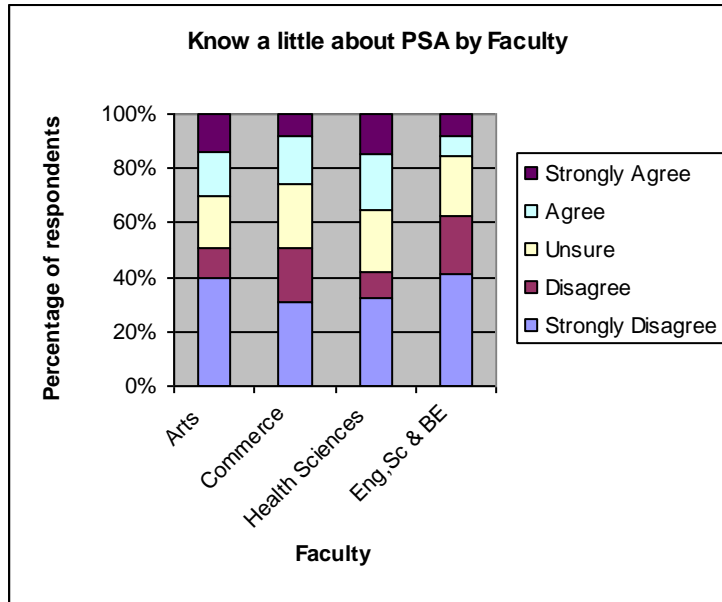


It is revealed in Figure 4.4 that 28 per cent of the respondents from the Faculty of Arts strongly disagreed that students know quite a lot about Proudly South African, 18 per cent disagreed, 28 per cent were not sure, 12 per cent agreed and 14 per cent strongly agreed. From the Faculty of Commerce, 26 per cent of the respondents strongly disagreed, 16 per cent disagreed, 19 per cent were not sure whether students knew a lot about Proudly South African companies, 21 per cent agreed and 19 per cent strongly agreed. 35 per cent of the respondents from the Faculty of Health Science strongly disagreed, 27 per cent disagreed, 16 per cent were unsure, 14 per cent agreed and 8 per cent strongly agreed. From the Faculty of Engineering Science, 29 per cent strongly disagreed, 25 per cent disagreed, 16 per cent were unsure, 14 per cent agreed and 8 per cent strongly agreed. Figure 4.4 indicates that students seem to know a little or

nothing about Proudly South African, the reason being it may not be well marketed to the public.

#### 4.2.5 Students know a little about the Proudly South African companies

Figure 4.5



As reflected in Figure 4.5, 40 per cent of the respondents strongly disagreed that students know a little about the Proudly South African companies, 11 per cent of respondents disagreed, 19 per cent of respondents were unsure, 16 per cent agreed and 14 per cent strongly agreed. From the Faculty of Commerce, the majority, which is 31 per cent of the respondents, strongly disagreed that students knew a little about Proudly South African companies, 32 per cent of respondents from Faculty of Health Science also strongly disagreed while 41 per cent of the respondents from the Faculty of Engineering Science strongly disagreed. It is clear that most of the respondents from the Faculty of Engineering Science strongly disagreed that students know a little about Proudly South African companies. This finding is discussed in section 2.3 that more than half of the respondents interviewed about Proudly South African campaign said they would support Proudly South African made products and they were proud to

be South African, plus they would be encouraged in buying products if they knew it would create jobs.

#### 4.2.6 Students do not know about the Proudly South African companies

Figure 4.6

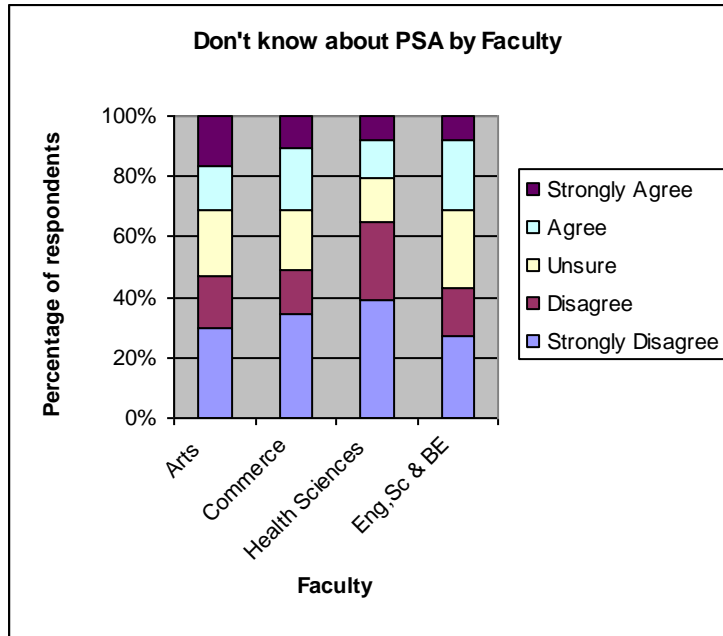


Figure 4.6 reveals that 30 per cent of respondents from the Faculty of Arts strongly disagreed that students don't know about Proudly South African companies, 17 per cent of respondents disagreed, 22 per cent were unsure, 15 per cent agreed and 16 per cent strongly agreed. From the Faculty of Commerce, 34 per cent strongly disagreed, 15 per cent disagreed, 19 per cent were unsure, 21 per cent agreed and 10 per cent strongly agreed. From the Faculty of Health Sciences, 39 per cent strongly disagreed, 26 per cent disagreed, 15 per cent were unsure, 12 per cent agreed and 8 per cent strongly agreed. This finding shows that clearly most of the students from the Faculty of Health Sciences strongly disagree that students don't know about Proudly South African companies.



This finding also means that students know about Proudly South African companies and believe it is good for nation building and nationalism as depicted in section 2.2. This section discussed how students perceived and understood Proudly South African companies.

#### **4.3 PERCEPTIONS OF STUDENTS WITH REGARD TO THEIR UNDERSTANDING AND KNOWLEDGE ABOUT PROUDLY SOUTH AFRICAN COMPANIES**

Students' perceptions, knowledge and understanding of Proudly South African companies is important because there is huge potential in the youth market, therefore, students' knowledge plays a vital role since they are future consumers. Proudly South African companies have decided to include schools in their campaign in order to deal with them as their emerging market. These companies have also planned Proudly South African fun days, entertainment and class competitions as well as engaging them in entrepreneurial projects.

Figure 4.3 (page 69) reveals that most of the respondents disagree strongly about the understanding of Proudly South African companies, the significance of those companies that are claiming to be Proudly South African, how the consumers as a whole benefit from Proudly South African companies and the campaign altogether. It seems that most of the students are not aware about the Proudly South African companies and they may also know nothing about the market orientation of Proudly South African companies.

### 4.3.1 How frequently students get into the Proudly South African website

Figure 4.7

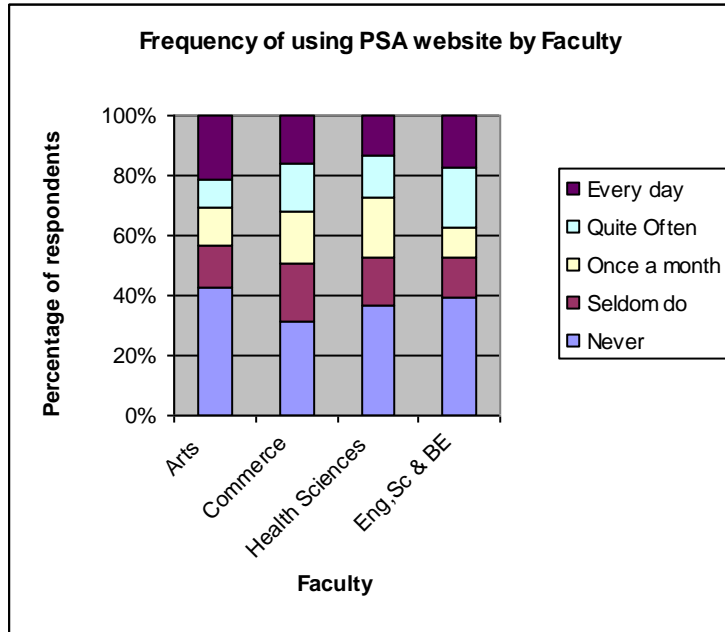


Figure 4.7 reveals that 43 per cent of respondents from the Faculty of Arts never get into the Proudly South African website, 14 per cent seldom do, 13 per cent once a month, 9 per cent quite often, and 21 per cent everyday. From the Faculty of Commerce, 31 per cent never get into this website, 19 per cent seldom do, 17 per cent once a month, 16 per cent quite often and 16 per cent everyday. From the Faculty of Health Sciences, 36 per cent never get into it, 16 per cent seldom do, 20 per cent once a month, 14 per cent quite often and 14 per cent everyday. From the Faculty of Engineering Science, 39 per cent never get into this website, 14 per cent seldom do, 10 per cent once a month, 20 per cent quite often and 10 per cent everyday. It may be assumed that most of the students from the Faculty of Arts do not regularly get into the Proudly South African website.

#### 4.4 PURCHASING OF SOUTH AFRICAN MADE PRODUCTS

As explained in section 2.3, it is important for the consumers to support local companies so that more job opportunities are created, the economy of South Africa improves and it becomes difficult for the international companies to compete effectively with local companies. It was also stated that there is a need for an educational drive to inform all the consumers about the campaign and the benefits of supporting local goods and services.

Figure 4.8

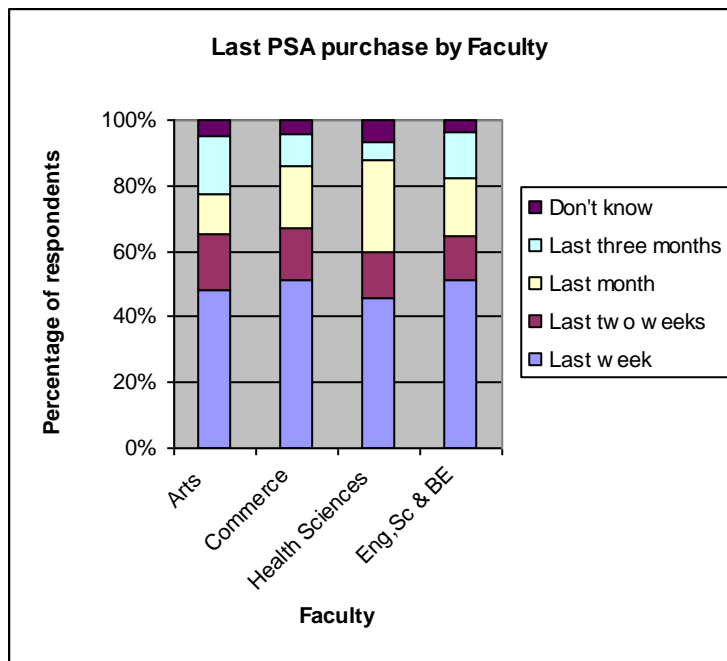


Figure 4.8 reveals that 48 per cent of respondents from the Faculty of Arts bought South African made products last week, 17 per cent bought them in the last two weeks, 12 per cent bought them last month, 18 per cent bought them in the last three months and 5 per cent did not know. From the Faculty of Commerce, 51 per cent bought them last week, 16 per cent bought them last in the two weeks, 19 per cent bought them last month, 10 per cent bought them in the last three months and 4 per cent did not know. From the Faculty of Health Sciences, 46 per cent bought them last week, 14 per cent bought them in the last

two weeks, 28 per cent bought them in the last month, 5 per cent bought them in the last three months and 7 per cent did not know. From the Faculty of Engineering Science, 51 per cent bought them last week, 14 per cent bought them in the last two weeks, 18 per cent bought them last month, 14 per cent bought them in the last three months and 4 per cent did not know. It can be assumed that most of the students from the Faculty of Commerce and Engineering Science frequently buy products that have the Proudly South African logo.

#### 4.4.1 Students' perceptions towards the best features of the Proudly South African products

Figure 4.9

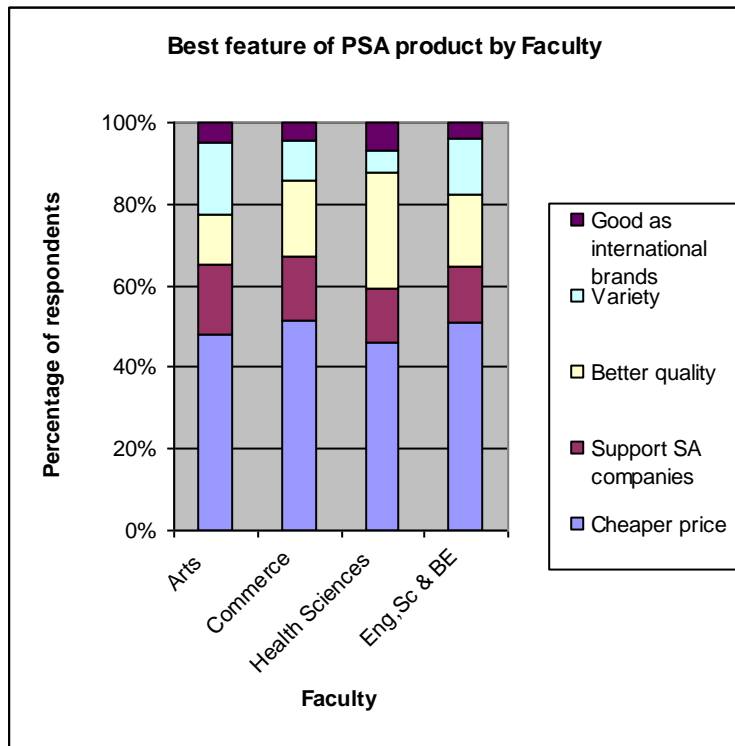


Figure 4.9 reveals that 48 per cent of the respondents from the Faculty of Arts prefer cheaper prices, 17 per cent support South African companies, 12 per cent prefer quality, 18 per cent like variety of merchandise and 5 per cent of the

respondents felt that local made products were as good as any other international brands. This finding could mean that students from the Faculty of Arts and Engineering Science prefer South African made products because they are cheaper than foreign made products.

#### 4.4.2 Students' perceptions about the market orientation experienced at Proudly South African companies

Figure 4.10

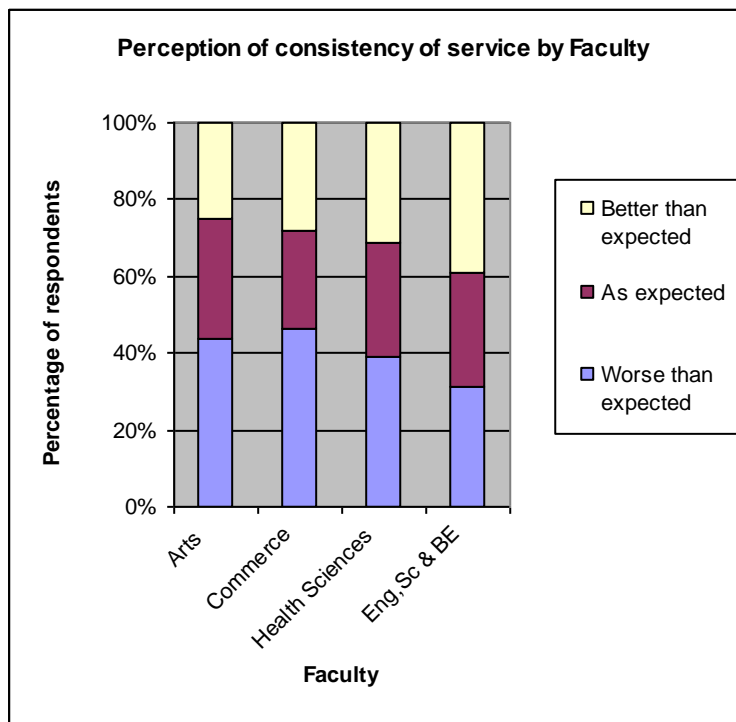


Figure 4.10 reveals that 44 per cent of the respondents from the Faculty of Arts felt worse than expected about the Proudly South African companies' consistency of service, 31 per cent of the respondents felt as expected, 25 per cent of the respondents felt better than expected, 46 per cent of the respondents from the Faculty of Commerce felt worse than expected, 25 per cent felt as they expected and 28 per cent felt better than expected. This finding shows that

seeing Proudly South African logo does not mean that consumers have positive perceptions about Proudly South African companies.

#### 4.4.3 How students perceive Proudly South African Companies' Queuing time.

Figure 4.11

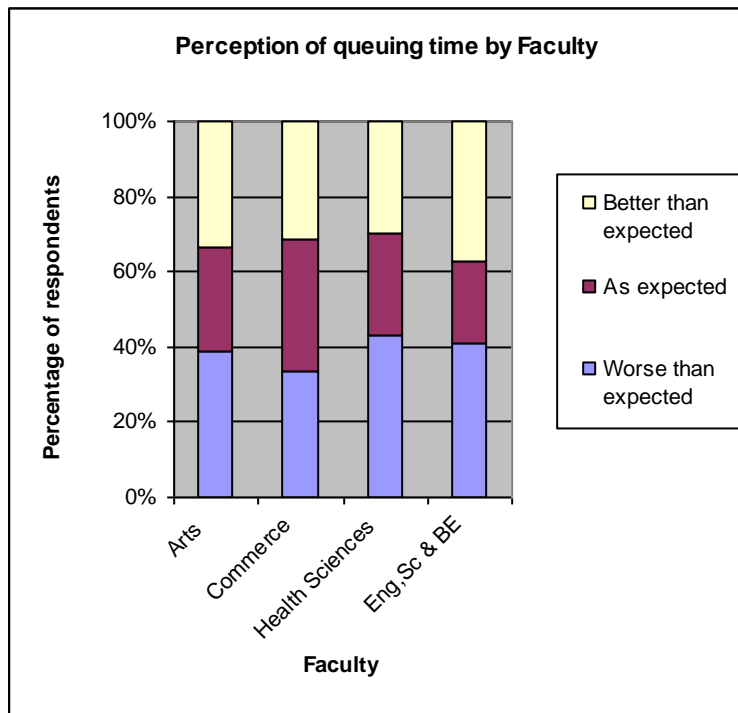


Figure 4.11 shows that 39 per cent of the respondents from the Faculty of Arts felt worse than expected about consistency of queuing time, 28 per cent felt as expected about queuing time and 33 per cent felt better than expected. From the Faculty of Commerce, 34 per cent felt worse than expected, 35 per cent felt as they expected and 31 per cent felt better than expected. 43 per cent of the respondents from the Faculty of Health Sciences felt worse than expected, 27 per cent felt as they expected and 30 per cent felt better than expected. From the Faculty of Engineering Science, 41 per cent felt worse than expected, 22 per cent as they expected and 27 per cent felt better than expected. This finding

shows that students from the Faculty of Health Science felt worse than expected. Section 2.10.4 discussed the importance of customer orientation.

#### 4.4.4 How students perceive Proudly South African companies' customer care and staff responsiveness

Figure 4.12

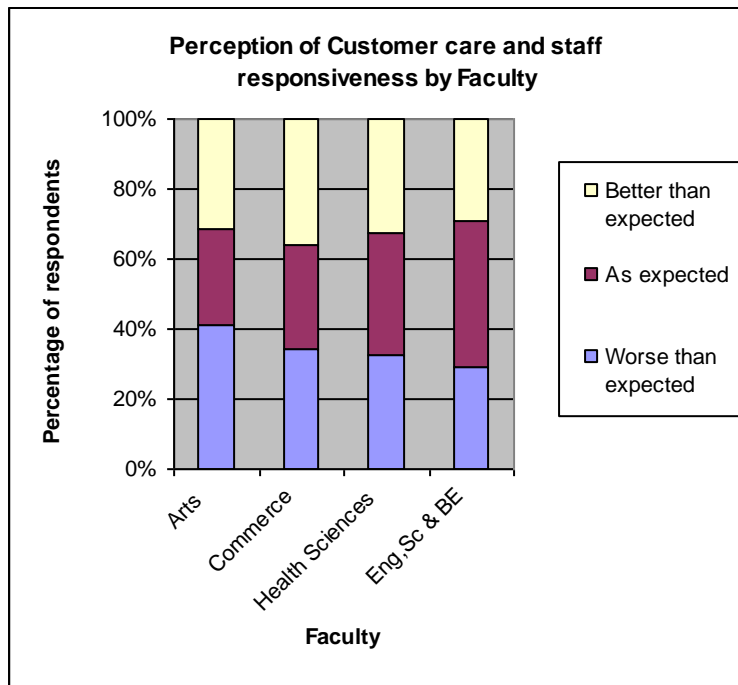


Figure 4.12 reveals that 41 per cent of the respondents from the Faculty of Arts felt worse than expected about Proudly South African companies' customer care and staff responsiveness, 28 per cent felt as they expected, 31 per cent felt better than expected. 34 per cent of the respondents from the Faculty of Commerce felt worse than expected, 30 per cent felt as expected and 36 per cent felt better than expected. From the Faculty of Health Sciences, 32 per cent felt worse than expected, 35 per cent felt as they expected and 32 per cent felt better than expected. This finding means that the majority of respondents from the Faculty of Arts feel that Proudly South African companies' customer care and staff responsiveness are worse than expected.

#### 4.4.5 Students' perceptions with regard to dress and presentation of staff of Proudly South African companies

Figure 4.13

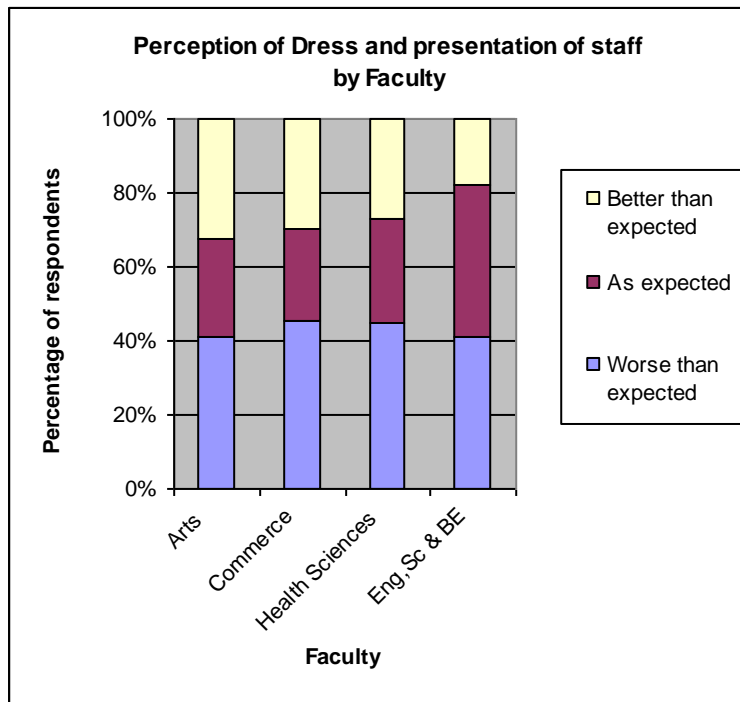


Figure 4.13 reveals that 41 per cent of respondents of the Faculty of Arts felt worse than expected about dress and presentation of staff, 26 per cent felt as expected, and 33 per cent felt better than expected. 46 per cent of the respondents of the Faculty of Commerce felt worse than expected, 25 per cent felt as expected and 30 per cent felt better than expected. 45 per cent of the Faculty of Health Science felt worse than expected, 28 per cent felt as expected and 27 per cent felt better than expected. 41 per cent of the respondents from the Faculty of Engineering Science felt worse than expected, 40 per cent felt as expected and 18 per cent felt better than expected. This finding shows that the majority of the respondents from the Faculty of Commerce felt worse than expected about the dress and presentation of staff. This finding could be linked to section 2.7, whereby dress and presentation of staff could create negative perceptions if not handled properly.



#### 4.4.6 Students' perceptions towards Proudly South African companies' staff skills levels

Figure 4.14

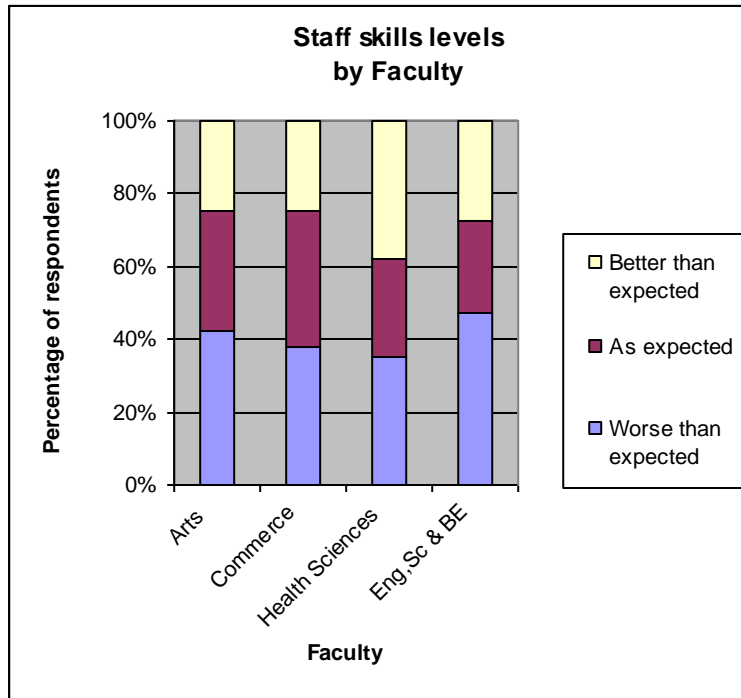


Figure 4.14 reveals that 42 per cent of respondents from the Faculty of Arts felt worse than expected about proudly South African companies' staff skills levels, 26 per cent felt as expected and 33 per cent felt better than expected. 46 per cent of the respondents from the Faculty of Commerce felt worse than expected, 25 per cent felt as expected and 30 per cent felt better than expected. From the Faculty of Health Sciences, 45 per cent felt worse than expected, 28 per cent felt as expected and 27 per cent felt better than expected. 41 per cent of the respondents from the Faculty of Engineering Science felt worse than expected, 41 per cent felt as expected and 18 per cent felt better than expected. This finding shows that the majority of students from the Faculty of Commerce felt worse than expected about Proudly South African companies' staff skill levels but section 2.10.4 shown that Proudly South African companies' staff skill levels are improving.

#### 4.4.7 Students' satisfaction on market orientation of Proudly South African companies

Figure 4.15

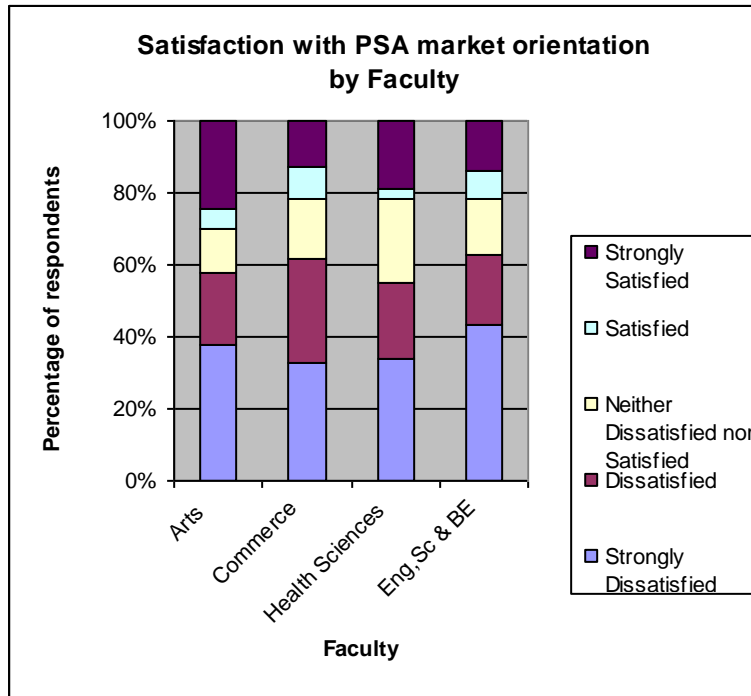


Figure 4.15 reveals that 33 per cent of the respondents from the Faculty of Arts are strongly dissatisfied about the market orientation of Proudly South African companies, 20 per cent felt dissatisfied, 12 per cent felt neutral, 16 per cent felt satisfied and 24 per cent felt strongly satisfied. From the Faculty of Commerce, 33 per cent felt strongly dissatisfied, 29 per cent felt dissatisfied, 16 per cent were neutral, 9 per cent felt satisfied and 13 per cent felt strongly satisfied. This finding clearly shows that most of the respondents are strongly dissatisfied about the market orientation, especially respondents from the Faculty of Engineering Science. It seems that students have little interest with regard to Proudly South African companies as Section 2.10.4 indicated that some Proudly South African companies such as Old Mutual have established language lines in its call centre to facilitate service in the customer's language of choice.

Proudly South African companies have put more efforts to ensure that the Proudly South African campaign becomes successful by placing their products in different types of media to ensure that their products are known to the entire consumers of South Africa but students seem to have little interest with regard to understanding Proudly South African companies. It is possible that students do not recognize Proudly South African initiatives and do not believe that South African companies could make as good products as international brands.

#### **4.5 STUDENTS' SATISFACTION TOWARDS PROUDLY SOUTH AFRICAN COMPANIES' COMMUNICATION TO THE CONSUMERS**

The previous section established students' understanding of the Proudly South African companies, the features of products offered by such companies and the market orientation of those companies. It is evident that the majority of students do not understand the significance of Proudly South African companies and have negative perceptions towards such companies.

This section evaluates students' satisfaction of Proudly South African companies' communication to the consumers, and they are as follows:

- Proudly South African companies' communication amount for advertisements;
- Proudly South African companies' communication content of advertisements;
- Proudly South African companies' communication frequency of advertisements; and
- Proudly South African methods of companies' communication.

The researcher will further establish the students' perception with regard to the quality of products produced by those companies that are Proudly South African, services offered by those companies, customer orientation and if consumers benefit from the Proudly South African companies.

Companies, to be considered for membership of the Proudly South African campaign, must meet certain standards, such as the company and its products or services must meet high quality standards (see section 2.1). The company must be committed to sound environmental standards and the company must be committed to fair labour and employment practices.

#### 4.5.1 Students' satisfaction towards the amount of Proudly South African communication to the consumers

Figure 4.16

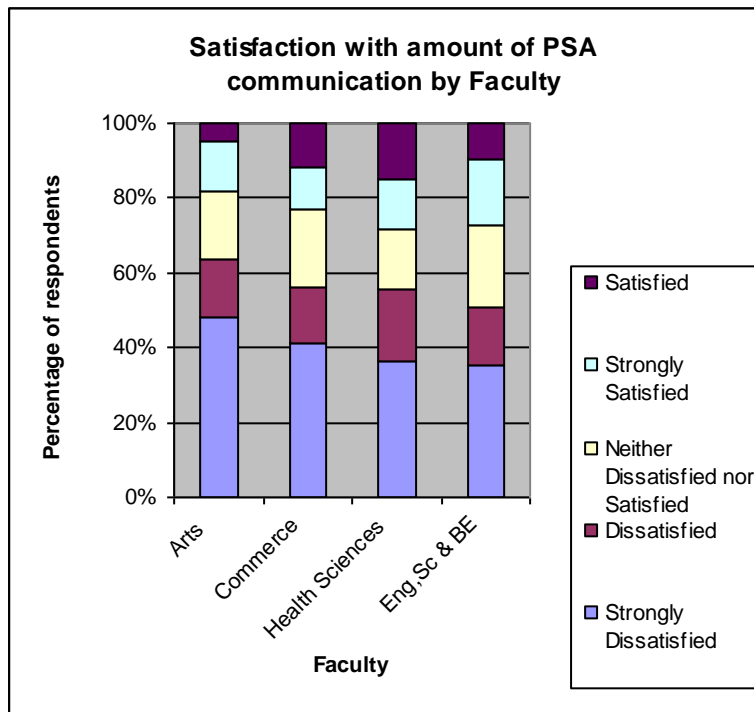


Figure 4.16 reveals that 48 per cent of the respondents from the Faculty of Arts felt strongly dissatisfied about the Proudly South African communication coverage, 16 per cent of the respondents felt dissatisfied, 18 per cent were neutral and 5 per cent felt satisfied. 41 per cent from the Faculty of Commerce felt strongly dissatisfied, 15 per cent felt dissatisfied, 21 per cent were neutral, 11 per cent felt satisfied and 12 per cent felt strongly satisfied. However, most of respondents, at 48 per cent, feel strongly dissatisfied about the communication coverage. Proudly South African companies have placed consumer educational campaigns on different radio stations and print media to ensure coverage in all eleven official languages and it seems that students do not take notice of such advertisements as reflected in section 2.3.

#### 4.5.2 Students' satisfaction towards content of Proudly South African communication

Figure 4.17

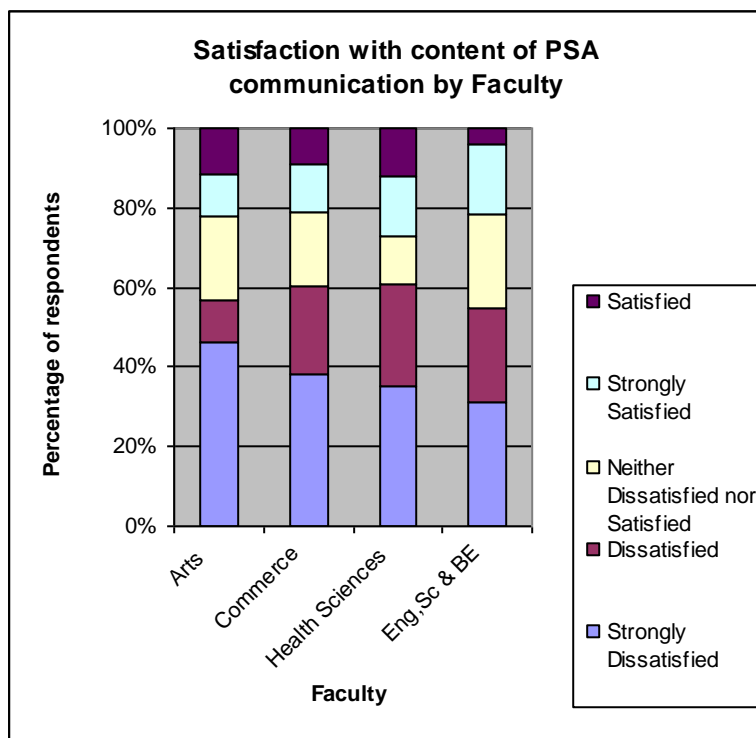


Figure 4.17 reveals that 46 per cent of the respondents from the Faculty of Arts felt strongly dissatisfied with the content of Proudly South African communication, 11 per cent felt dissatisfied, 21 per cent are neutral, 11 per cent felt satisfied and 11 per cent felt strongly satisfied. From the Faculty of Commerce, 38 per cent of the respondents felt strongly dissatisfied, 22 per cent felt dissatisfied, 19 per cent are neutral, 12 per cent felt satisfied and 9 per cent felt strongly satisfied. From the Faculty of Health Sciences, 35 per cent felt strongly dissatisfied, 26 per cent felt dissatisfied, 12 per cent are neutral, 15 per cent felt satisfied and 12 per cent felt strongly satisfied. This finding indicates that even though Proudly South African companies put effort to make the campaign known to the public, students still seem dissatisfied with the method of communication even though Section 2.3 discussed various communication methods.

#### 4.5.3 Students' satisfaction towards frequency of Proudly South African communication

Figure 4.18

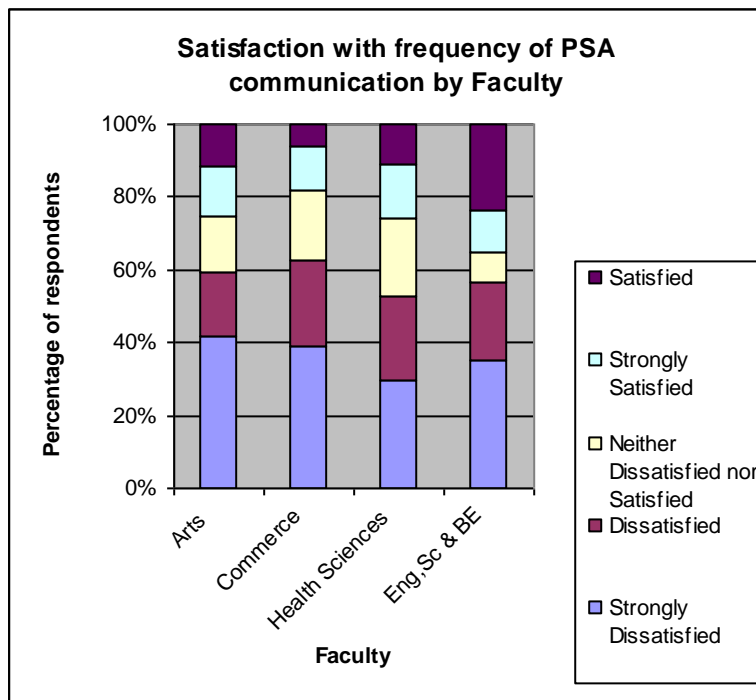


Figure 4.18 shows that 42 per cent of the respondents from the Faculty of Arts felt strongly dissatisfied about the communication frequency of Proudly South African companies, 18 per cent felt dissatisfied, 15 per cent were neutral, 14 per cent of the respondents felt satisfied and 11 per cent of the respondents felt strongly satisfied. 35 per cent of the respondents from the Faculty of Engineering felt strongly dissatisfied, 22 per cent of the respondents felt dissatisfied, 8 per cent of the respondents were neutral, 12 per cent of the respondents felt satisfied and 24 per cent of the respondents felt strongly satisfied. This finding shows that most of the respondents from the Faculty of Arts felt strongly dissatisfied about how often the Proudly South African advertisements were seen on television or newspapers, though section 2.3 showed different types of media where Proudly South African advertisements were placed.

#### 4.5.4 Students' satisfaction towards methods of Proudly South African communication

Figure 4.19

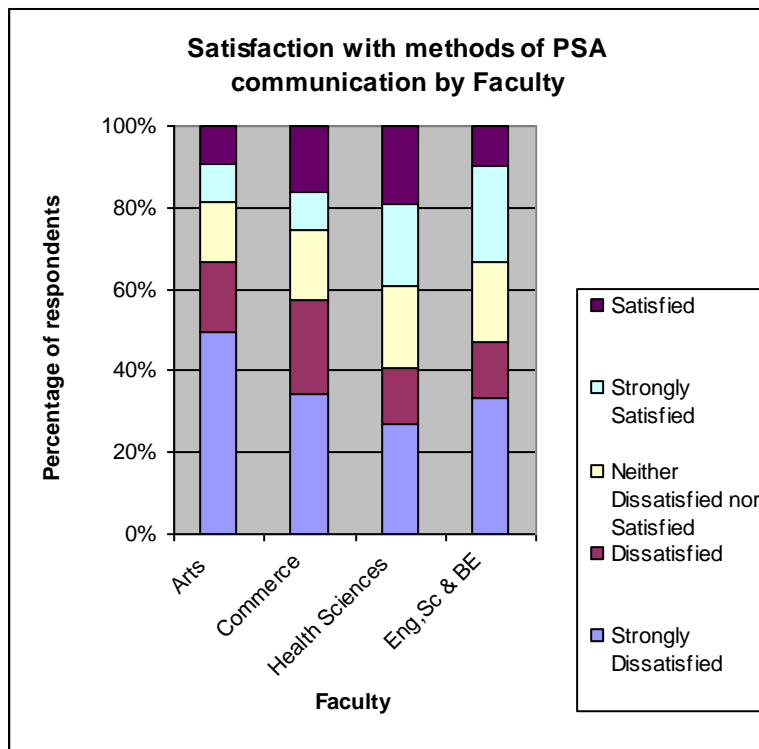


Figure 4.19 shows that 50 per cent of respondents of the Faculty of Arts felt strongly dissatisfied with methods of Proudly South African communication, 17 per cent felt dissatisfied, 15 per cent were neutral, 9 per cent felt satisfied and 16 per cent felt strongly satisfied. 34 per cent of the respondents from the Faculty of Commerce felt strongly dissatisfied, 23 per cent felt dissatisfied, 17 per cent were neutral, 9 per cent felt satisfied and 16 per cent felt strongly satisfied. 27 per cent of the respondents from the Faculty Health Sciences felt strongly dissatisfied, 14 per cent felt dissatisfied, 20 per cent were neutral, 20 per cent felt satisfied and 19 per cent felt strongly satisfied. However, 50 per cent of the respondents of the Faculty of Arts felt strongly dissatisfied and respondents of Faculty of Commerce also feel dissatisfied with the Proudly South African methods of communication. It is possible that students do not take the Proudly South African campaign seriously. Hence, most the students were dissatisfied even though Section 2.3 had shown various methods in which Proudly South African companies communicate with their consumers.



#### 4.5.5 Students' perceptions of quality products of Proudly South African companies

Figure 4.20

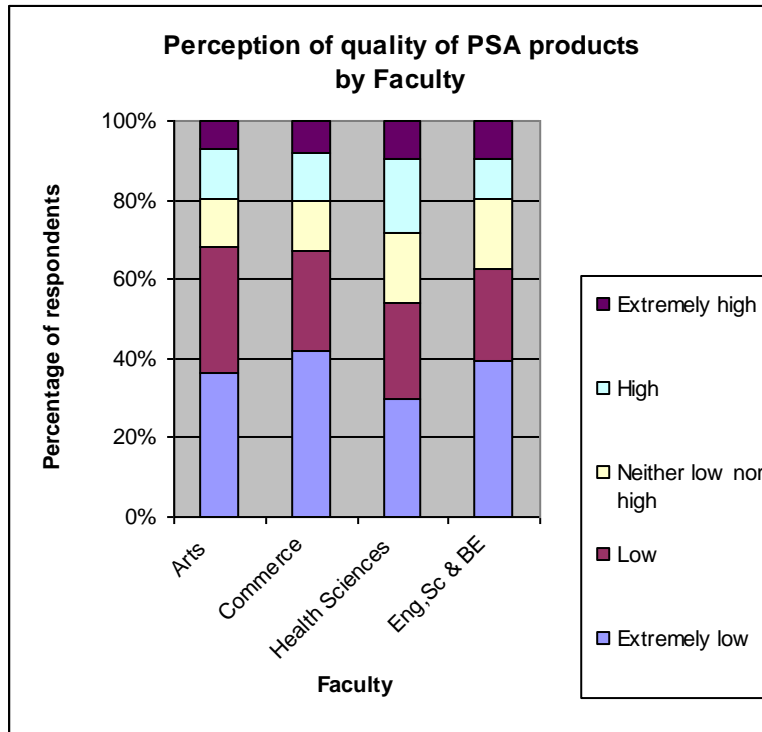


Figure 4.20 reveals that 36 per cent of the respondents from the Faculty of Arts perceive quality products of Proudly South African companies as extremely low, 32 per cent perceived them to be low, 12 per cent were not sure, 13 per cent said they were of high quality and 7 per cent perceived them to be extremely high quality. 42 per cent of the respondents from the Faculty of Commerce perceived the product to be extremely low quality, 25 per cent perceived them to be low quality, 13 per cent were unsure. This finding shows that most of the respondents, at 42 per cent, from the Faculty of Commerce perceived quality products of Proudly South African companies as extremely low. As discussed in section 2.7.1, that although South African youth love their country, many of them do not choose products that carry the Proudly South African logo because they still regard international brand as good quality.

#### 4.5.6 Students' perceptions towards service orientation and focus on customer satisfaction

Figure 4.21

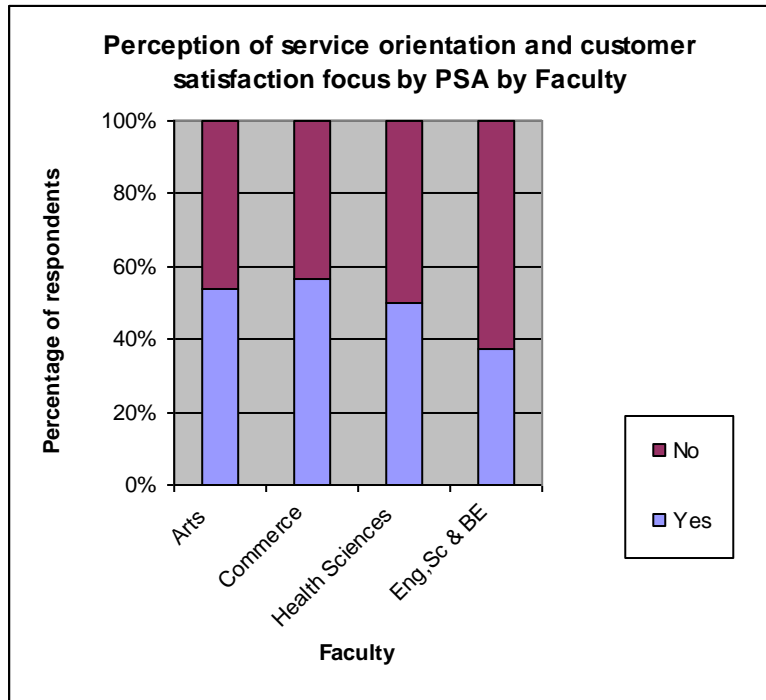


Figure 4.21 reveals that 54 per cent of the respondents from the Faculty of Arts agreed that Proudly South African companies were service oriented and focus on customer satisfaction and 46 per cent disagreed with the statement. 57 per cent of the respondents from the Faculty of Commerce agreed and 43 per cent disagreed. 50 per cent of the respondents from the Faculty of Health Sciences agreed and also 50 per cent disagreed. 37 per cent from the Faculty of Engineering Science agreed and 63 per cent of the respondents disagreed. Most of the respondents, at 63 per cent from the Faculty of Engineering Science and Built Environment, said that Proudly South African companies were not service oriented and did not focus on customer satisfaction. This finding could mean that South African companies, as a whole, must focus more on anticipating the customer's needs while still maximizing the returns, and this is the reason why

international brands are recognized as ultra-cool, and anything that is ultra-cool is in demand, as discussed in section 2.9.

#### 4.5.7 Students' perceptions that customer orientation is accepted as an integral part of Proudly South African philosophy

Figure 4.22

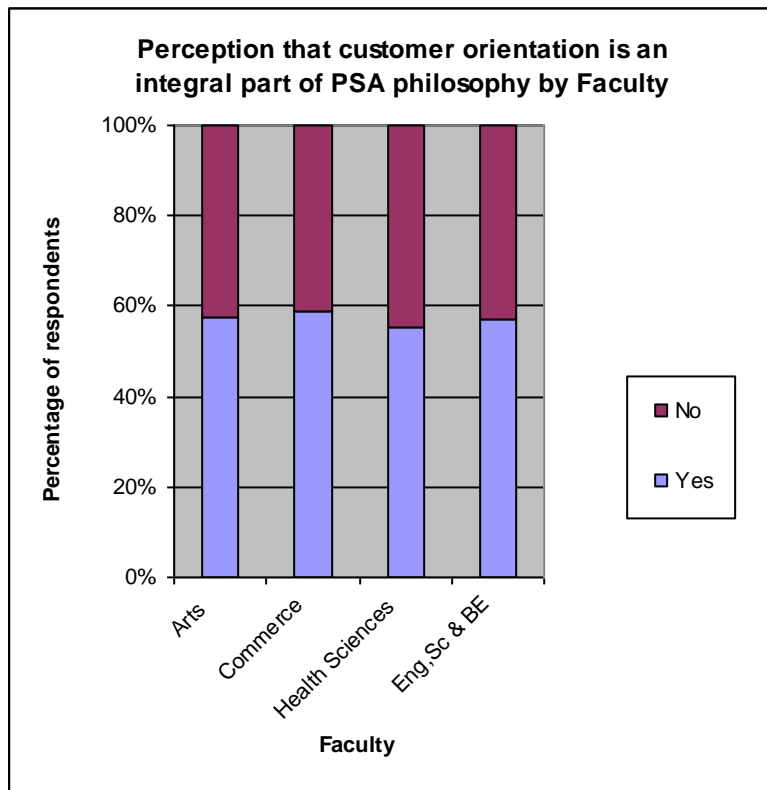


Figure 4.22 reveals that 57 per cent of the respondents of the Faculty of Arts agreed that customer oriented was accepted as an integral part of Proudly South African philosophy and 43 per cent did not agree. 59 per cent of the Faculty of Commerce also agreed but 41 per cent did not agree. 55 per cent of the Faculty of Health Science agreed and 45 per cent did not agree. 57 per cent of the Faculty Engineering Science agreed and 43 per cent did not agree. This finding could mean that the majority of the respondents, at 59 per cent, of the Faculty of

Commerce agreed that customer orientation was accepted as a integral part of the Proudly South African philosophy.

#### 4.5.8 Students' perceptions whether South African consumers benefit from the Proudly South African companies

Figure 4.23

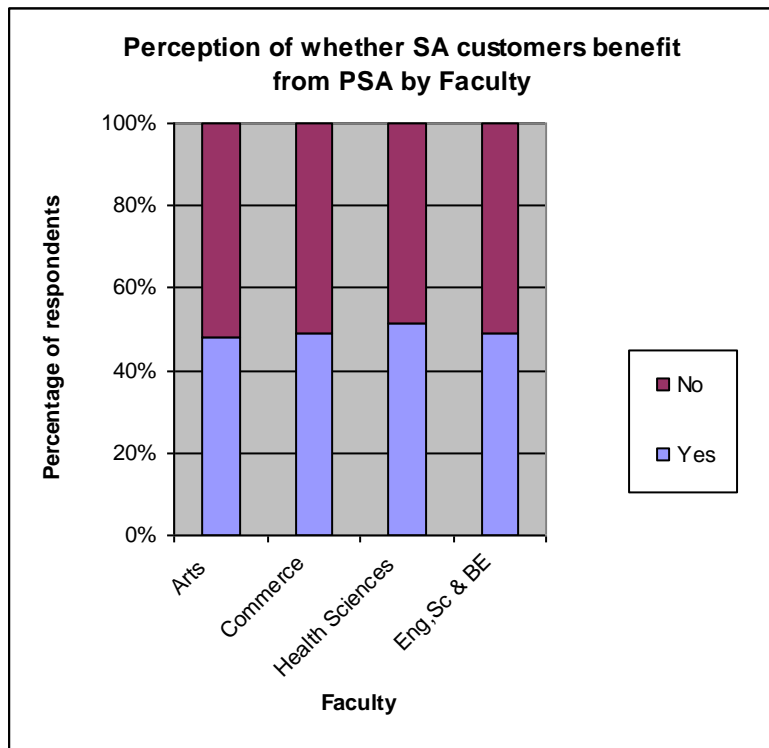


Figure 4.23 reveals that 48 per cent of the respondents from the Faculty of Arts agreed that South African consumers benefit from Proudly South African companies and 52 per cent did not agree with the statement. 49 per cent of the respondents of the Faculty of Commerce agreed but 51 per cent did not agree. 51 per cent of the respondents of the Faculty of Health Sciences agreed and 49 per cent did not agree. 49 per cent of the respondents of the Faculty of Engineering Science agreed and 51 per cent did not agree. However, this finding shows that the majority of respondents at 52 per cent, of the Faculty of Arts disagreed with the statement that South Africans benefit from the Proudly South

African companies. As discussed in Section 2.3, South African consumers were only encouraged to buy local products as to boost the economy and support local companies to be competitive globally. Consumers do not see how Proudly South African campaign would benefit them.

The discussion in the preceding section implies that there is problem with regard to the consumers' understanding of the Proudly South African companies, how they communicate with the consumers and the way they put in place their market orientation. Students seem to have little knowledge about the Proudly South African companies and they believe that just because they love their country does not mean that they choose the products that carry the Proudly South African logo. In this instance, companies cannot expect to sell something because it says Proudly South African. The quality has to be good.

The next section comprises of tests that were conducted in this study. These tests enabled the researcher to make inferences based on samples from the population studied during the research process. Tests used include Chi-Square tests, T-tests, Cross-Tabulations, as well as the Cron-back Alpha test.

#### **4.6 CHI –SQUARE TESTS**

Chi-square tests are used to test if a sample of data came from a population with a specific distribution (Snedecor and Cochram, 2000:37). The interpretation of a chi-square test relies on the following:

1. If the **p** value is less than or equal to **0.05**, there is a statistically significant relationship.
2. If the **p** value is greater than **0.05** there is **NO** statistically significant relationship

Chi-Square tests will, for instance, be used to test the statistical relationship between the age of students and their good understanding of Proudly South African companies.

#### 4.6.1 Statistical relationship between the gender of students and their good understanding of Proudly South African companies

Table 4.1: Chi-Square Tests

**Crosstab**

			5a Good understanding of PSA					Total
			Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree	
1 Gender	Male	Count	48	46	48	46	44	232
		Expected Count	53.4	42.3	51.6	46.4	38.3	232.0
	Female	Count	44	27	41	34	22	168
		Expected Count	38.6	30.7	37.4	33.6	27.7	168.0
Total		Count	92	73	89	80	66	400
		Expected Count	92.0	73.0	89.0	80.0	66.0	400.0

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.683(a)	4	.321
Likelihood Ratio	4.726	4	.317
Linear-by-Linear Association	1.720	1	.190
N of Valid Cases	400		

(.0%) have expected count less than 5. The minimum expected count is 27.72.

**Interpretation:** The above Chi-square (x) test result indicates a **p** value of **0.321**, which is greater than 0.05. This finding reveals that there is no significant relationship between gender and students' understanding of Proudly South African companies.

#### 4.6.2 Statistical relationship between students' gender and whether they understand Proudly South African and know about it

Table 4.2: Chi-Square Tests

			5b Understand about PSA					Total
			Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree	
1 Gender	Male	Count	59	36	49	51	37	232
		Expected Count	62.1	38.9	48.1	46.4	36.5	232.0
	Female	Count	48	31	34	29	26	168
		Expected Count	44.9	28.1	34.9	33.6	26.5	168.0
Total		Count	107	67	83	80	63	400
		Expected Count	107.0	67.0	83.0	80.0	63.0	400.0

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.997(a)	4	.736
Likelihood Ratio	2.007	4	.734
Linear-by-Linear Association	1.059	1	.303
N of Valid Cases	400		

(.0%) have expected count less than 5. The minimum expected count is 26.46.

**Interpretation:** The test statistic of 1,997 with 4 degrees of freedom is not significant at the 0.05 level of significance since a **p** value of 0,736 is greater than 0,05. Thus there is no significant relationship between age and whether students understand and know about Proudly South African companies. These two variables are independent of each other.

### 4.6.3 Statistical relationship between student gender and whether they know quite a lot about Proudly South African

Table 4.3: Chi-Square Tests

**Crosstab**

		5c Know quite a lot about PSA					Total	
		Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree		
1 Gender	Male	Count	73	39	45	42	33	232
		Expected Count	66.7	45.8	49.3	38.3	31.9	232.0
	Female	Count	42	40	40	24	22	168
		Expected Count	48.3	33.2	35.7	27.7	23.1	168.0
Total		Count	115	79	85	66	55	400
		Expected Count	115.0	79.0	85.0	66.0	55.0	400.0

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.678(a)	4	.225
Likelihood Ratio	5.670	4	.225
Linear-by-Linear Association	.000	1	.992
N of Valid Cases	400		

(.0%) have expected count less than 5. The minimum expected count is 23.10.

**Interpretation:** The test statistic of 5,678 with 4 degrees of freedom is not significant at the 0.05 level of significance since a **p** value of **0,225** is greater than 0.05. Thus there is no statistically significant relationship between students' gender and whether they know quite a lot about the Proudly South African logo. These variables are independent of each other.



#### 4.6.4 Statistical relationship between the students' gender and if they know a little about Proudly South African companies

Table 4.4: Chi-Square Tests

Crosstab

		5d Know a little about PSA					Total	
		Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree		
1 Gender	Male	Count	82	31	48	45	26	232
		Expected Count	82.4	35.4	50.5	37.1	26.7	232.0
	Female	Count	60	30	39	19	20	168
		Expected Count	59.6	25.6	36.5	26.9	19.3	168.0
Total		Count	142	61	87	64	46	400
		Expected Count	142.0	61.0	87.0	64.0	46.0	400.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.604(a)	4	.231
Likelihood Ratio	5.746	4	.219
Linear-by-Linear Association	.702	1	.402
N of Valid Cases	400		

(.0%) have expected count less than 5. The minimum expected count is 19.32.

**Interpretation:** The above Chi-square ( $\chi^2$ ) test statistic result indicates a **p** value of **0.231** which is greater than 0.05. This finding reveals that there is no statistically significant relationship between the gender and whether students know a little about Proudly South African Campaign.

#### 4.6.5 Statistical relationship between the students' gender and whether they do not know about Proudly South African

Table 4.5: Chi-Square Tests

**Crosstab**

		5e Don't know about PSA					Total	
		Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree		
1 Gender	Male	Count	85	34	50	36	27	232
		Expected Count	76.0	41.2	47.0	40.6	27.3	232.0
	Female	Count	46	37	31	34	20	168
		Expected Count	55.0	29.8	34.0	29.4	19.7	168.0
Total		Count	131	71	81	70	47	400
		Expected Count	131.0	71.0	81.0	70.0	47.0	400.0

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.239(a)	4	.124
Likelihood Ratio	7.233	4	.124
Linear-by-Linear Association	1.338	1	.247
N of Valid Cases	400		

(.0%) have expected count less than 5. The minimum expected count is 19.74.

**Interpretation:** The above Chi-square ( $\chi^2$ ) test statistic result indicates a  $p$  value of **0.124**, which is greater than 0.05. The result reveals that there is no statistically significant relationship between students' gender and whether they do not know about Proudly South African companies. The two variables are independent of each other.

#### 4.6.6 Statistical relationship between students' age and their usage of the Proudly South African website

Table 4.6: Chi-Square Tests

##### Crosstab

		6 Website usage					Total	
		Never	Seldom do	Once a month	Quite Often	Every day		
1 Gender	Male	Count	90	34	37	31	40	232
		Expected Count	86.4	37.7	35.4	31.9	40.6	232.0
	Female	Count	59	31	24	24	30	168
		Expected Count	62.6	27.3	25.6	23.1	29.4	168.0
Total		Count	149	65	61	55	70	400
		Expected Count	149.0	65.0	61.0	55.0	70.0	400.0

##### Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.476(a)	4	.831
Likelihood Ratio	1.470	4	.832
Linear-by-Linear Association	.137	1	.711
N of Valid Cases	400		

(.0%) have expected count less than 5. The minimum expected count is 23.10.

**Interpretation:** The above Chi-square test statistic result indicates a **p** value of **0.831**, which is greater than 0.05. The result reveals that there is no statistically significant relationship between students' gender and their usage of the Proudly South African website. These two variables are independent of each other.

#### 4.6.7 Statistical relationship between students' gender and the last time they purchased Proudly South African products

Table 4.7: Chi-Square Tests

Crosstab

		7 Last PSA purchase					Total	
		Last week	Last two weeks	Last month	Last three months	Don't know		
1 Gender	Male	Count	119	33	43	28	9	232
		Expected Count	114.3	36.0	41.8	28.4	11.6	232.0
	Female	Count	78	29	29	21	11	168
		Expected Count	82.7	26.0	30.2	20.6	8.4	168.0
Total		Count	197	62	72	49	20	400
		Expected Count	197.0	62.0	72.0	49.0	20.0	400.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.538(a)	4	.638
Likelihood Ratio	2.513	4	.642
Linear-by-Linear Association	.940	1	.332
N of Valid Cases	400		

(.0%) have expected count less than 5. The minimum expected count is 8.40.

**Interpretation:** The above Chi-square ( $\chi^2$ ) test statistic result indicates a  $p$  value of **0.638**, which is greater than 0.05. The result reveals that there is no statistically significant relationship between students' gender and the last time they purchased Proudly South African products. These two variables are independent of each other.

#### 4.6.8 Statistical relationship between students' gender and the best feature of Proudly South African products

Table 4.8: Chi-Square Tests

**Crosstab**

		8 Most like about PSA products					Total	
		Cheaper price	Support SA companies	Better quality	Variety	Good as international brands		
1 Gender	Male	Count	90	58	39	29	16	232
		Expected Count	81.8	59.2	43.5	28.4	19.1	232.0
	Female	Count	51	44	36	20	17	168
		Expected Count	59.2	42.8	31.5	20.6	13.9	168.0
Total		Count	141	102	75	49	33	400
		Expected Count	141.0	102.0	75.0	49.0	33.0	400.0

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.384(a)	4	.356
Likelihood Ratio	4.385	4	.356
Linear-by-Linear Association	2.706	1	.100
N of Valid Cases	400		

(.0%) have expected count less than 5. The minimum expected count is 13.86.

**Interpretation:** The above Chi-square ( $\chi^2$ ) test statistic result indicates a **p** value of **0.356**, which is greater than 0.05. The result reveals that there is no statistically significant relationship between students' gender and the best feature of Proudly South African products. The two variables are independent of each other.

#### 4.6.9 Statistical relationship between students' gender and perceptions of consistency of service

Table 4.9: Chi-Square Tests

**Crosstab**

			9a Consistency of service			Total
			Worse than expected	As expected	Better than expected	
1 Gender	Male	Count	97	69	66	232
		Expected Count	98.0	66.7	67.3	232.0
	Female	Count	72	46	50	168
		Expected Count	71.0	48.3	48.7	168.0
Total		Count	169	115	116	400
		Expected Count	169.0	115.0	116.0	400.0

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.272(a)	2	.873
Likelihood Ratio	.273	2	.872
Linear-by-Linear Association	.001	1	.975
N of Valid Cases	400		

(.0%) have expected count less than 5. The minimum expected count is 48.30.

**Interpretation:** The above Chi-square ( $\chi^2$ ) test statistic result indicates a **p** value of **0.873**, which is greater than 0.05. The result reveals that there is no statistically significant relationship between students' gender and perception of consistency of service. These two variables are independent of each other.

#### 4.6.10 Statistical relationship between students' gender and the perception of queuing time

Table 4.10: Chi-Square Tests

**Crosstab**

		9b Queuing time			Total	
		Worse than expected	As expected	Better than expected		
1 Gender	Male	Count	91	69	72	232
		Expected Count	88.7	67.9	75.4	232.0
	Female	Count	62	48	58	168
		Expected Count	64.3	49.1	54.6	168.0
Total		Count	153	117	130	400
		Expected Count	153.0	117.0	130.0	400.0

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.548(a)	2	.760
Likelihood Ratio	.546	2	.761
Linear-by-Linear Association	.466	1	.495
N of Valid Cases	400		

(.0%) have expected count less than 5. The minimum expected count is 49.14.

**Interpretation:** The above Chi-square ( $\chi^2$ ) test statistic result indicates a **p** value of **0.760**, which is greater than 0.05. The result reveals that there is no statistically significant relationship between students' gender and perception of queuing time. These two variables are independent of each other.

#### 4.6.11 Statistical relationship between students' level of education and good understanding of Proudly South African companies

Table 4.11: Chi-Square Tests

		Crosstab					Total	
		5a Good understanding of PSA						
		Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree		
3 Level of education	First year	Count	37	27	34	29	32	159
		Expected Count	36.6	29.0	35.4	31.8	26.2	159.0
	Second year	Count	31	20	22	27	18	118
		Expected Count	27.1	21.5	26.3	23.6	19.5	118.0
	Third year	Count	10	13	21	15	9	68
		Expected Count	15.6	12.4	15.1	13.6	11.2	68.0
	B Tech	Count	10	10	11	8	4	43
		Expected Count	9.9	7.8	9.6	8.6	7.1	43.0
	Other	Count	4	3	1	1	3	12
		Expected Count	2.8	2.2	2.7	2.4	2.0	12.0
Total		Count	92	73	89	80	66	400
		Expected Count	92.0	73.0	89.0	80.0	66.0	400.0

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.025(a)	16	.597
Likelihood Ratio	14.623	16	.552
Linear-by-Linear Association	.824	1	.364
N of Valid Cases	400		

a. 5 cells (20.0%) have expected count less than 5. The minimum expected count is 1.98.

**Interpretation:** The above Chi-square ( $\chi^2$ ) test statistic result indicates a  $p$  value of **0.597**, which is greater than 0.05. The result reveals that there is no statistically significant relationship between students' level of education and good understanding of the Proudly South African companies.



#### 4.6.12 Statistical relationship between students' level of education and the perception on staff dress and presentation

Table 4.12: Chi-Square Tests

**Crosstab**

		9d Presentation of staff			Total	
		Worse than expected	As expected	Better than expected		
3 Level of education	First year	Count	71	40	48	159
		Expected Count	68.8	44.5	45.7	159.0
	Second year	Count	56	32	30	118
		Expected Count	51.0	33.0	33.9	118.0
	Third year	Count	28	19	21	68
		Expected Count	29.4	19.0	19.6	68.0
	B Tech	Count	14	16	13	43
		Expected Count	18.6	12.0	12.4	43.0
	Other	Count	4	5	3	12
		Expected Count	5.2	3.4	3.5	12.0
	Total	Count	173	112	115	400
		Expected Count	173.0	112.0	115.0	400.0

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.395(a)	8	.715
Likelihood Ratio	5.316	8	.723
Linear-by-Linear Association	.679	1	.410
N of Valid Cases	400		

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 3.36.

**Interpretation:** The above Chi-square ( $\chi^2$ ) test statistic result indicates a **p** value of **0.715**, which is greater than 0.05. The result reveals that there is no statistically significant relationship between students' level of education and the perception of staff dress and presentation. These two variables are independent of each other.

#### 4.6.13 Statistical relationship between students' level of education and perception on staff skills levels

Table 4.13: Chi-Square Tests

**Crosstab**

			9e Staff skills levels			Total
			Worse than expected	As expected	Better than expected	
3 Level of education	First year	Count	69	54	36	159
		Expected Count	64.0	51.3	43.7	159.0
	Second year	Count	45	41	32	118
		Expected Count	47.5	38.1	32.4	118.0
	Third year	Count	20	21	27	68
		Expected Count	27.4	21.9	18.7	68.0
	B Tech	Count	24	10	9	43
		Expected Count	17.3	13.9	11.8	43.0
	Other	Count	3	3	6	12
		Expected Count	4.8	3.9	3.3	12.0
	Total	Count	161	129	110	400
		Expected Count	161.0	129.0	110.0	400.0

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.413(a)	8	.052
Likelihood Ratio	14.832	8	.062
Linear-by-Linear Association	1.575	1	.209
N of Valid Cases	400		

a 3 cells (20.0%) have expected count less than 5. The minimum expected count is 3.30.

**Interpretation:** The above Chi-square ( $\chi^2$ ) test statistic result indicates a **p** value of **0.052**, which is greater than 0.05. The result reveals that there is no statistically significant relationship between students' level of education and perception of staff skills levels. These two variables are independent of each other.

#### 4.6.14 Statistical significant relationship between students' level of education and their satisfaction towards Proudly South African communication methods

Table 4.14: Chi-Square Tests

Crosstab

		11d Methods of communication					Total	
		Strongly Dissatisfied	Dissatisfied	Neither Dissatisfied nor Satisfied	Satisfied	Strongly Satisfied		
3 Level of education	First year	Count	81	24	24	17	13	159
		Expected Count	60.8	28.6	27.4	20.7	21.5	159.0
	Second year	Count	30	28	23	15	22	118
		Expected Count	45.1	21.2	20.4	15.3	15.9	118.0
	Third year	Count	24	14	14	8	8	68
		Expected Count	26.0	12.2	11.7	8.8	9.2	68.0
	B Tech	Count	15	3	7	8	10	43
		Expected Count	16.4	7.7	7.4	5.6	5.8	43.0
	Other	Count	3	3	1	4	1	12
		Expected Count	4.6	2.2	2.1	1.6	1.6	12.0
	Total	Count	153	72	69	52	54	400
		Expected Count	153.0	72.0	69.0	52.0	54.0	400.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.440(a)	16	.003
Likelihood Ratio	34.940	16	.004
Linear-by-Linear Association	10.048	1	.002
N of Valid Cases	400		

a. 5 cells (20.0%) have expected count less than 5. The minimum expected count is 1.56.

**Interpretation:** The above Chi-square ( $\chi^2$ ) test statistic result indicates a **p** value of **0.003**, which is smaller than 0.05. The result reveals that there is a statistically

significant relationship between students' level of education and their satisfaction towards the Proudly South African communication methods. This finding also means that first year students appear to be more dissatisfied.

#### 4.6.15 Statistical relationship between the faculty and the students' usage of the Proudly South African website

Table 4.15: Chi-Square Tests

			6 Website usage					
			Never	Seldom do	Once a month	Quite Often	Every day	Total
4 Faculty	Arts	Count	60	20	18	13	30	141
		Expected	52.5	22.9	21.5	19.4	24.7	141.0
	Commerce	Count	42	26	23	22	21	134
		Expected	49.9	21.8	20.4	18.4	23.5	134.0
	Health Sciences	Count	27	12	15	10	10	74
		Expected	27.6	12.0	11.3	10.2	13.0	74.0
	Eng,Sc & BE	Count	20	7	5	10	9	51
		Expected	19.0	8.3	7.8	7.0	8.9	51.0
	Total	Count	149	65	61	55	70	400
		Expected	149.0	65.0	61.0	55.0	70.0	400.0
		Count						

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.033(a)	12	.367
Likelihood Ratio	13.168	12	.357
Linear-by-Linear Association	.061	1	.804
N of Valid Cases	400		

**Interpretation:** The above Chi-square (x) test statistic result indicates a **p** value of **0.367**, which is greater than 0.05. The result reveals that there is no

statistically significant relationship between the faculty and the Proudly South African website usage. These two variables are independent of each other.

#### 4.6.16 Statistical relationship between the faculty and the best features of Proudly South African products

Table 4.16: Chi-Square Tests

			8 Most like about PSA products					Total
			Cheaper price	Support SA companies	Better quality	Variety	Good as international brands	
4 Faculty	Arts	Count	50	32	23	18	18	141
		Expected Count	49.7	36.0	26.4	17.3	11.6	141.0
	Commerce	Count	42	42	26	15	9	134
		Expected Count	47.2	34.2	25.1	16.4	11.1	134.0
	Health Sciences	Count	37	12	15	10	0	74
		Expected Count	26.1	18.9	13.9	9.1	6.1	74.0
	Eng,Sc & BE	Count	12	16	11	6	6	51
		Expected Count	18.0	13.0	9.6	6.2	4.2	51.0
Total		Count	141	102	75	49	33	400
		Expected Count	141.0	102.0	75.0	49.0	33.0	400.0

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.337(a)	12	.018
Likelihood Ratio	29.862	12	.003
Linear-by-Linear Association	.491	1	.484
N of Valid Cases	400		

**Interpretation:** The above Chi-square ( $\chi^2$ ) test statistic result indicates a  $p$  value of **0.018**, which is smaller than 0.05. The result reveals that there is a statistically significant relationship between the faculty and best features of Proudly South African products. This also means that Arts students think that Proudly South African goods are as good as international goods, while Health Science students think they are cheaper but not as good as international goods.

#### 4.6.17 Statistical relationship between the faculty and students' satisfaction towards methods of Proudly South African communication

Table 4.17: Chi-Square Tests

			11d Methods of communication					Total
			Strongly Dissatisfied	Dissatisfied	Neither Dissatisfied nor Satisfied	Satisfied	Strongly Satisfied	
4 Faculty	Arts	Count	70	24	21	13	13	141
		Expected Count	53.9	25.4	24.3	18.3	19.0	141.0
	Commerce	Count	46	31	23	12	22	134
		Expected Count	51.3	24.1	23.1	17.4	18.1	134.0
	Health Sciences	Count	20	10	15	15	14	74
		Expected Count	28.3	13.3	12.8	9.6	10.0	74.0
	Eng,Sc & BE	Count	17	7	10	12	5	51
		Expected Count	19.5	9.2	8.8	6.6	6.9	51.0
	Total	Count	153	72	69	52	54	400
		Expected Count	153.0	72.0	69.0	52.0	54.0	400.0

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.956(a)	12	.006
Likelihood Ratio	26.967	12	.008
Linear-by-Linear Association	11.301	1	.001
N of Valid Cases	400		

(.0%) have expected count less than 5. The minimum expected count is 6.63.

**Interpretation:** The above Chi-square ( $\chi^2$ ) test statistic result indicates a p value of 0.006, which is smaller than 0.05. The result reveals that there is a statistically significant relationship between faculty and satisfaction with methods of Proudly South African communication. This result also means that Arts students appear to be strongly dissatisfied with the methods of Proudly South African communication while Health science, Engineering, Science and Building Environment students are satisfied.

**4.6.18 Statistical relationship between the level of education and students' perception towards quality products of Proudly South African companies**

Table 4.18: Chi-Square Tests

		13 Quality perception					Total	
		Extremely low	Low	Neither low nor high	High	Extremely high		
3 Level of education	First year	Count	59	47	19	19	15	159
		Expected Count	59.2	43.3	22.3	21.1	13.1	159.0
	Second year	Count	51	26	17	17	7	118
		Expected Count	44.0	32.2	16.5	15.6	9.7	118.0
	Third year	Count	19	22	11	8	8	68
		Expected Count	25.3	18.5	9.5	9.0	5.6	68.0
	B Tech	Count	11	13	9	8	2	43
		Expected Count	16.0	11.7	6.0	5.7	3.5	43.0
	Other	Count	9	1	0	1	1	12
		Expected Count	4.5	3.3	1.7	1.6	1.0	12.0
Total		Count	149	109	56	53	33	400
		Expected Count	149.0	109.0	56.0	53.0	33.0	400.0

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.923(a)	16	.181
Likelihood Ratio	22.302	16	.134
Linear-by-Linear Association	.080	1	.777
N of Valid Cases	400		

a. 6 cells (24.0%) have expected count less than 5. The minimum expected count is .99.

**Interpretation:** The above Chi-square (x) test statistic result indicates a p value of 0.181, which is greater than 0.05. The result reveals that there is no statistically significant relationship between the level of education and students' perception towards quality products of Proudly South African companies. These two variables are independent of each other.



**4.6.19 Statistical relationship between level of education and the students' perception towards customer orientation as an integral part of the Proudly South African philosophy**

Table 4.19: Chi-Square Tests

**Crosstab**

			15 Accept customer orientation		Total
			Yes	No	
3 Level of education	First year	Count	90	69	159
		Expected Count	91.4	67.6	159.0
	Second year	Count	69	49	118
		Expected Count	67.9	50.2	118.0
	Third year	Count	39	29	68
		Expected Count	39.1	28.9	68.0
	B Tech	Count	24	19	43
		Expected Count	24.7	18.3	43.0
	Other	Count	8	4	12
		Expected Count	6.9	5.1	12.0
	Total	Count	230	170	400
		Expected Count	230.0	170.0	400.0

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.561(a)	4	.967
Likelihood Ratio	.572	4	.966
Linear-by-Linear Association	.082	1	.775
N of Valid Cases	400		

(.0%) have expected count less than 5. The minimum expected count is 5.10.

**Interpretation:** The above Chi-square (x) test statistic result indicates a **p** value of **0.967**, which is greater than 0.05. The result reveals that there is no statistically significant relationship between level of education and students' perception towards customer orientation as an integral part of the Proudly South African philosophy. These two variables are independent of each other.

## **4.7 T-TESTS**

A t-test is used to investigate if there is any significant difference in the means for two groups in the variables of interest, and the variations on the t-test are used for independent and related samples (Cooper and Emory, 2001:397). Generally, t-tests are used to find out if there are any significant perceptions of gender towards the study variables.

One sample t-tests were carried out on Questions 5, 9, 10, 11, 12 and 13. For Question 9, the mean of the sample was tested against the value 2 that represents the “as expected” category. Thus, one is testing whether the mean of the sample (responses) deviates significantly from the “as expected” neutral response of 2. Questions 5, 10, 11, 12 and 13 are tested against a mean value of 3 which represents the neutral response in each case. In each case the 0.05 level of significance is used.

Table 4.20: One Sample Test

	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
5a Good understanding of PSA	-1.609	399	.108	-.11	-.25	.02
5b Understand about PSA	-2.627	399	.009	-.19	-.33	-.05
5c Know quite a lot about PSA	-4.754	399	.000	-.33	-.47	-.19
5d Know a little about PSA	-6.726	399	.000	-.47	-.61	-.33
5e Don't know about PSA	-6.037	399	.000	-.42	-.56	-.28
10 Market orientation	-7.095	399	.000	-.52	-.67	-.38
11a PSA communication amount	-9.719	399	.000	-.67	-.81	-.54
11b PSA communication content	-9.642	399	.000	-.66	-.79	-.52
11c PSA communication frequency	-8.873	399	.000	-.62	-.75	-.48
11d Methods of communication	-7.543	399	.000	-.54	-.69	-.40
12 Market orientation perception	-10.944	399	.000	-.70	-.83	-.58
13 Quality perception	-11.009	399	.000	-.72	-.85	-.59

The interpretations of the above questions are as follows:

#### 4.7.1 Good understanding of Proudly South African companies

**Interpretation:** The above t-test result of -1.609 with 399 degrees of freedom is not significant at the 0.05 level of significance since the **p** value of **0.108** is greater than 0.05. The result reveals that the sample mean does not differ significantly from the neutral response of 3.

#### **4.7.2 Understand about Proudly South African companies**

**Interpretation:** The above t-test result of -2,627 with 399 degrees of freedom is significant at the 0.05 level of significance since the **p** value of **0.009** is smaller than 0,05. The result reveals that the sample mean differs significantly from the neutral response of 3.

#### **4.7.3 Know quite a lot about Proudly South African companies**

**Interpretation:** The above t-test result of -4,754 with 399 degrees of freedom is significant at the 0.05 level of significance since the **p** value of **0,000** is smaller than 0.05. The result reveals that the sample mean differs significantly from the neutral response of 3. This result also indicates that the respondents disagree to some extent that they know quite a lot about Proudly South African companies.

#### **4.7.4 Know a little about Proudly South African companies**

**Interpretation:** The above t-test statistic of -6,726 with 399 degrees of freedom is significant at the 0.05 level of significance since the **p** value of **0.000** is smaller than 0.05. The result reveals that the sample mean differs significantly from the neutral response of 3. This result indicates that the respondents disagree to some extent that they know a little about Proudly South African companies.

#### **4.7.5 Don't know about Proudly South African companies**

**Interpretation:** The above t-test statistic of -6,037 with 399 degrees of freedom is significant at the 0.05 level of significance since the **p** value of **0.000** is smaller than 0.05. Thus, the sample mean differs significantly from the neutral response of 3. This result indicates that the respondents disagree to some extent that they do not know about Proudly South African companies.

#### **4.7.6 Students' satisfaction towards the marketing of Proudly South African products**

**Interpretation:** The above t-test statistic of -7,095 with 399 degrees of freedom is significant at the 0.05 level of significance since the **p** value of **0,000** is smaller than 0.05. Thus, the sample mean differs significantly from the neutral response of 3. This result indicates that the respondents are dissatisfied to some extent with the marketing of Proudly South African products.

#### **4.7.7 Students' satisfaction towards the amount of Proudly South African communication to the customers**

**Interpretation:** The test statistic of -9,719 with 399 degrees of freedom is significant at the 0.05 level of significance since the **p** value of **0,000** is smaller than 0.05. Thus, the sample mean differs significantly from the neutral response of 3. This result indicates that the respondents are dissatisfied to some extent with the amount of communication with customers.

#### **4.7.8 Students' satisfaction towards the content of Proudly South African communication to the customers**

**Interpretation:** The test statistic of -9,642 with 399 degrees of freedom is significant at the 0.05 level of significance since the **p** value of 0,000 is smaller than 0.05. Thus, the sample mean differs significantly from the neutral response of 3. This result indicates that the respondents are dissatisfied to some extent with the content of communication with customers.

#### **4.7.9 Students' satisfaction towards the frequency of Proudly South African communication to the customers**

**Interpretation:** The test statistic of -8,873 with 399 degrees of freedom is significant at the 0.05 level of significance since the **p** value of **0.000** is smaller than 0.05. Thus, the sample mean differs significantly from the neutral response of 3. This result indicates that the respondents are dissatisfied to some extent with the frequency of communication with customers.

#### **4.7.10 Students' satisfaction towards the methods of Proudly South African communication to the customers**

**Interpretation:** The test statistic of -7,543 with 399 degrees of freedom is significant at the 0.05 level of significance since the **p** value of 0.000 is smaller than 0.05. Thus, the sample mean differs significantly from the neutral response of 3. This result also indicates that the respondents are dissatisfied to some extent with the methods of communication with customers.

#### **4.7.11 Perceptions of students of the market orientation of the Proudly South African companies**

**Interpretation:** The test statistic of -10,944 with 399 degrees of freedom is significant at the 0.05 level of significance since the **p** value of 0.000 is smaller than 0.05. Thus, the sample mean differs significantly from the neutral response of 3. This result also indicates that the respondents have a negative perception of the market orientation of Proudly South African companies.

#### 4.7.12 Perception of the quality of Proudly South African products

**Interpretation:** The test statistic of -11,009 with 399 degrees of freedom is significant at the 0.05 level of significance since the **p** value of **0.000** is smaller than 0.05. Thus, the sample mean differs significantly from the neutral response of 3. This result indicates that the respondents have a negative perception of the quality of Proudly South African products.

### 4.8 CENTRAL TENDENCY DESCRIPTIVE STATISTICS

Central tendency descriptive statistics will be used to locate data values on the number line. It will incorporate frequency, mean, median and mode. In most instances, the Likert scale is used in the interpretation of the results.

Table 4.21: Descriptive Analysis

		Statistics								
		1 Gender	2 Age	3 Level of education	4 Faculty	5a Good understanding of PSA	5b Understand about PSA	5c Know quite a lot about PSA	5d Know a little about PSA	5e Don't know about PSA
N	Valid	400	400	400	400	400	400	400	400	400
	Missing	0	0	0	0	0	0	0	0	0
Mean		1.42	1.84	2.08	2.09	2.89	2.81	2.67	2.53	2.58
Median		1.00	2.00	2.00	2.00	3.00	3.00	3.00	2.00	2.00
Mode		1	1	1	1	1	1	1	1	1

Source: Research data

#### 4.8.1 Descriptive Statistics

Descriptive statistics refers to the collection of methods for classifying and summarizing numerical data. It provides summary measures of data contained in all the elements of a sample (Kinnear and Taylor, 2001:534). Descriptive analysis incorporates frequencies, measures of central tendency, and measures

of dispersion. The following are measurements (decoding) in Likert scale, and will be used in the interpretation of results:

- Strongly dissatisfied
- Dissatisfied
- Unsure / uncertain (i.e., neither dissatisfied nor satisfied)
- Satisfied
- Strongly satisfied

#### **4.8.1.1 Frequency**

According to Sekaran (2000:136), frequency refers to the number of times various sub-categories of a certain phenomenon occur, from which the percentage and cumulative frequency of their occurrence can be easily calculated.

#### **4.8.1.2 The Mean**

The mean is an arithmetic average which is the sum of the observed values in the distribution divided by the number of observations (Cooper and Emory, 2001:243). It is the measure most frequently used for interval-ratio data but can be misleading when the distribution contains extreme values, large or small.

#### Interpretation of mean results:

These variables are shown in Table 4.21 and their interpretations are as follows:

Gender: Has a value of 1.42 and is close to 1. This value indicates a strongly dissatisfied perception of the respondents.

Age: Has value of 1.84 and is close to 1. This value indicates a strong dissatisfied perception of the respondents.



Level of education: Has a value of 2.08 and is close to 2. This value indicates a dissatisfied perception of the respondents.

Faculty: Has a value of 2.09 and is close to 2. This value indicates a dissatisfaction perception of the respondents.

Understanding of PSA: Has a value of 2.81 and is close to 3. This value indicates an uncertain perception of the respondents.

Know a lot about PSA: Has a value of 2.67 and is close to 3. This value indicates an uncertain perception of the respondents.

Know a little about PSA: Has a value of 2.53 and is close to 3. This value indicates an uncertain perception of the respondents.

Don't know about PSA: Has a value of 2.58 and is close to 3. This value indicates an uncertain perception of the respondents.

#### **4.8.1.3 Median**

When the collected values have been arranged in ascending or descending order, the middle value is called the median (Sudman and Blair, 2001:218).

##### Interpretation of median results:

Variables 1; 2; 3; 4; 5a; 5b; 5c; 5d; 5e have the same value of 3 which indicates an uncertain perception of the respondents.

#### **4.8.1.4 Mode**

Mode is value that has the highest times of occurrences from the collected values (Hooley, 2001:301).

### Interpretation of mode results:

Variables 5a; 5b; 5c; 5d; and 5e have the same value of 3 which indicates an uncertain perception of the respondents.

Variables 1 and 2 have the same value of 1 which indicates a strong dissatisfaction perception of the respondents.

Variables 3 and 4 have the same value of 2 which indicates a dissatisfied perception of the respondents.

## **4.9 CRONBACH ALPHA RELIABILITY TEST**

Cronbach's alpha was also calculated as part of the reliability test to assess the validity of the results. A value of 0.7 or higher is a very good value that can lead to the same results if this survey was conducted with a larger sample of respondents. The Cronbach's alpha was calculated from questions five, nine and eleven because they have the same scale measuring the same attributes. The results are as follows:

### **QUESTION 5**

Students were asked to rate their understanding and knowledge of the Proudly South African companies.

Reliability Co efficiency:

Number of Cases = 400.0

Number of Items = 5

**Alpha = 0.7786**

**Interpretation:**

Reliability analysis for this question reveals a Cronbach's alpha value of 0.7786. This value is above 0.7, which is an indication of the internal consistency and reliability of the questionnaire variables.

**QUESTION 9**

Students were asked to relate their perceptions about customer service they have experienced at any of Proudly South African companies.

Reliability Co efficiency:

Number of Cases = 400.0

Number of Items = 4

**Alpha = 0.895**

**Interpretation:**

Reliability analysis for this question reveals a Cronbach's alpha value of 0.895. This is above 0.7, which is an indication of the internal consistency and reliability of the questionnaire variables.

**QUESTION 11**

Students were asked how satisfied they were with the methods Proudly South African companies use to communicate to the consumers.

Reliability Co efficiency:

Number of Cases = 400.0

Number of Items = 4

**Alpha = 0.842**

**Interpretation:**

Reliability analysis for this question reveals a Cronbach's alpha value of 0.842. This is above 0.7, which is an indication of the internal consistency and reliability of the questionnaire variables. The alpha values are good for questions five and nine but not that good for question eleven.

**4.10 CONCLUDING REMARKS**

This chapter presented the results of the study using descriptive and inferential statistics. Descriptive and inferential statistics provided a description and interpretation of results using different methods. Clear presentation of results enables one to identify significant relationships between the variables in the study and point out areas of where improvement is required.

Most of the graphs showed that there is a strong need for Proudly South African companies to improve in areas such as advertising, product quality, and presentation of staff as well as staff skills. It is believed that if these points were to be taken seriously by Proudly South African companies, patriotism and pride of being South African could be seen from consumers and there would be support for the local companies.

The next and final chapter will outline a summary of the theoretical orientation; indicate achievements of research objectives; and determine the possibility for further research.

## **CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 INTRODUCTION**

In the previous chapter, the study findings were analysed and interpreted using descriptive and inferential statistics. Statistical tests were used to analyse and interpret data including the central tendency descriptive; Chi-Square tests and t-tests.

After elaborating on some of the findings in the previous section, this chapter will outline the summary of the theoretical orientation; empirical study used during the study period; ascertain if study objectives were achieved; highlight study restrictions that were encountered during the study process; and present recommendations for future research.

### **5.2 SUMMARY OF THEORETICAL ORIENTATION**

Chapter one of this study outlined that the Proudly South African campaign is a powerful way to support local companies, protect existing jobs, create new ones for ordinary South Africans to connect with a uniquely South African brand. This situation does not seem to be the case and there is a lack of knowledge among the consumers about the companies and products that are proudly South African. It is evident that consumers purchase products and services that they need without paying attention whether they are being made locally or not. A strong campaign between companies and Proudly South African is, therefore, needed for consumers to be aware and support Proudly South African companies.

The Proudly South African campaign should also be seen as a mechanism to encourage consumers and, specifically, the private and public sectors, to think about whether there is a comparable local product when they make consumer choices. The marketing orientation of proudly South African companies was also deliberated in depth in the literature review. This deliberation included the perceptions of Durban University of Technology with regard to the market orientation of those companies that are proudly South African.

Since the main core of this study is market orientation, it has been outlined in the literature review that the heart of market orientation is its customer focus. Proudly South African companies should always strive to create superior value for consumers and should understand the consumer's needs. In order for Proudly South African companies to become efficient in their operations, they must understand the cost and revenues dynamics not only of their immediate target buyers but also of all markets beyond.

Similar campaigns to Proudly South Africans such as Australian, Indian, and American have been discussed and it seems that lot of work has to be done to improve the efficiency and effectiveness of Proudly South African companies in terms of customer satisfaction, good quality of products, and communication to the consumers as well as presentation of staff

Issues relating to be proud about being South African, understanding the market orientation of companies that are Proudly South African were drawn from the literature review. The finding of this study strongly confirmed a need for a campaign focusing on the origin of products and services, showing the benefits of buying local and outlining the criteria to do so. What emerged very clearly was the need for a marketing, advertising and educational drive to inform the consumers about the campaign and the benefits of supporting local goods and services.

The next section briefly outlines the type of empirical research used, and this includes the bases that helped the researcher in reaching conclusions as well as the logical stages that were followed in carrying out this study.

### **5.3 EMPIRICAL STUDY**

The previous chapter has analyzed, interpreted and presented results of the study undertaken. It is noted that there are important aspects of good customer service that Proudly South African companies must put in place in order to build and create loyalty among South African consumers who seem to be confused by the Proudly South African campaign, as to which companies belong to Proudly South African and which do not.

It has been revealed that students do not have a good understanding of meaning of belonging to Proudly South African and in this instance; it is the Proudly South African companies' responsibility to educate, inform and teach consumers about the importance of belonging to this exciting campaign of being proud to be South African. It has also been seen that students have little knowledge of Proudly South African companies. More initiatives, that are educational, should be implemented.

It is suggested that Proudly South African companies should educate the consumers that when buying local products, they create jobs, boost the South African economy and create positive attitudes about being proudly South African. Many South African consumers buy Proudly South African products because they believe that local products are cheaper than international products not because they support Proudly South African companies but because products are of better quality.

Some consumers were not happy with the quality of Proudly South African companies, but it is important if they may be prepared to wait for a while to give Proudly South African companies a chance to produce quality goods and to deliver benefits as some companies are part of Proudly South African but are relatively new. It is important to create institute, school, or community driven projects to promote Proudly South African companies.

#### **5.4 ACHIEVEMENTS OF RESEARCH OBJECTIVES**

Study objectives serve as the backbone of the entire study. The achievement of research objectives are briefly discussed below:

- **To evaluate the students perceptions' with regard to the market orientation of Proudly South African companies.**

The study was able to present how students perceive the market orientation of Proudly South African companies. It was revealed that most of the students who participated in this study had negative perceptions about the market orientation of those companies that are the members of the Proudly South African campaign mainly because they did not understand the market orientation of such companies.

- **To ascertain if Durban University of Technology students fully understand the meaning of Proudly South African Companies**

The findings indicated that the majority of students who have participated in the survey do not have a good understanding of the meaning of the Proudly South African companies. Although, some students believe that South African companies have enough skills and expertise to compete in



international markets, consumers have little knowledge as to which companies are Proudly South African and which ones are not. The reason for this perception is that those companies that claim to be proudly South African are not doing enough advertising and marketing for the consumers to know about them. When consumers make their products choices, they do not consider whether the product is made in South Africa or not.

- **To establish students' perceptions whether South African consumers benefit from the Proudly South African companies**

These perceptions were tested and analysed in chapter four, and indicated that the majority of students have positive perceptions towards consumers who benefited from Proudly South African companies. Theoretical information in the literature review also shows, that, through the support of South African consumers by buying local made products, more jobs are created and South African economy increases.

## **5.5 RESTRICTIONS OF THE STUDY**

The study focuses only on one tertiary institution, but the findings are much broader in their application. The study was conducted at Durban campuses of Durban University of Technology (i.e., ML Sultan, Steve Biko, City and Brickfield) There is no substantial amount of data as there are few books published about the Proudly South African campaign but there is an adequate amount of information about similar campaign around the world.

## 5.6 RECOMMENDATIONS

- It is recommended that Proudly South African companies should take into consideration the seriousness of South African consumers' understanding of the meaning of belonging to Proudly South African companies as findings indicated that some students do not understand the Proudly South African phenomenon. Also the methods of communication to the consumers have to be given serious attention and be improved.
- The quality of the products is one of the most important factors that Proudly South African companies need to improve by implementing new marketing strategies, installing advanced technological equipment, hiring employees that are more skilled or training the existing employees. The Proudly South African website has to be redesigned in order to attract more internet servers and made accessible at all times.
- Findings have shown that customer service is one of the crucial factors which has to be improved by companies that are Proudly South African members. It is clear that once the customers are being treated with respect, their level of satisfaction will increase and they will demand more services.
- It is also suggested that Government should allocate a portion of its business to Proudly South African companies because it is clear that if these companies are to conduct themselves properly they might compete well in international markets and become world class competitors. Some companies are joining the Proudly South African companies just for the sake of being associated with the campaign but are not complying with the standards. Therefore, Proudly South African companies should categorize members according to gold, silver and bronze gradings on the

basis of their real contribution to the principles of the Proudly South African campaign.

- Proudly South African companies should consult with providers of service training to help with members in need of assistance, especially those that are not fulfilling the standards and should insist on members regularly updating information on their companies. Proudly South African companies should also host a Proudly South African exhibition day where members can display their products and services to each other and to the public. Such an exhibition would also provide a forum to meet other members in the same industries, to network and build business with each other.
- It is suggested that Proudly South African companies must continually inform consumers about the benefits of supporting local companies by putting in place more editorials. Advertisements should be placed on various media because it seems that students are not satisfied with the communication of Proudly South African companies. There should be more communication methods put in place to ensure that consumers are aware and understand what Proudly South African is all about.
- Since Proudly South African companies' products quality are not preferred by most of the consumers, it is suggested that there should be a drive to be highly competitive by emphasizing quality. Proudly South African companies must set the standard in terms of service quality by using their e-mails or the Proudly South African website to promote products and services.

## **5.7 CONCLUDING REMARKS**

This study has highlighted the perceptions of Durban University of Technology students towards the companies that are the members of the Proudly South African campaign. It has been seen in the literature review that South Africans, as a whole, have positive perceptions towards these companies and they create job opportunities and boost the growing economy. The campaigns from other countries that are similar to this Proudly South African campaign were discussed. More work has to be done to put this campaign on the same level as those of other countries such as Australia, United States of America and India, amongst others. The empirical data used during this study was based on questionnaires that were administered amongst students of Durban University of Technology.

## **5.8 RECOMMENDATIONS ABOUT FURTHER RESEARCH**

It is recommended that another study be done of a qualitative nature that will explore, in depth, more about consumers' perceptions with regard to Proudly South African companies. It was noted that some respondents needed to say more about the Proudly South African campaign or companies but the questionnaire was not designed in a manner that allowed them to elaborate. Therefore, further research is recommended.

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**ANNEXURE A**

**LETTER OF CONSENT**

1639 9<sup>th</sup> Street

Clermont, Pinetown

3610

**Attention:** Respondents

Dear Respondents

I am completing my Master's Degree in Marketing at the Durban University of Technology. In terms of the programme, I am required to conduct research on a topic of my choice that will contribute positively to the body of knowledge and the industry as a whole.

I have chosen to research **Durban University of Technology students' perceptions regarding the market orientation of Proudly South African Companies**. I believe it is of prime importance for the students of the Durban area to get a better understanding of Proudly South African Companies. Once the research is complete, I will then submit it to the institution for approval and will be in position by then to make it available at the Institution library of the ML Sultan Campus for public use.

I hereby request your assistance in conducting this study. Please answer the questionnaire as accurately as possible. Your responses are highly confidential and will be treated as such.

Thank you for your co-operation.

.....

Tebello Paul Thoola

## **ANNEXURE B**

### **QUESTIONNAIRE**

1. Please indicate your gender. (Please tick one)

Male  
Female

1
2

2. Please indicate your age. (Please tick one)

18 – 25  
26 – 35  
36 – 45  
46 – 55  
56 and above

1
2
3
4
5

3. Please indicate your level of study (Please tick one)

First Year  
Second Year  
Third Year  
B Tech  
Other (Please specify) ...

1
2
3
4
5

4. Please indicate the Faculty you have registered under:

Arts  
Commerce  
Health Sciences  
Engineering, Science and Built Environment

1
2
3
4



5. Think about the following statements with regard to your understanding of the Proudly South African campaign and put **(X)** in the box that most accurately express your opinion about the statements

**1=Strongly Disagree; 2=Disagree: 3=Unsure: 4=Agree; 5=Strongly Agree**

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Unsure</b>	<b>Agree</b>	<b>Strongly Agree</b>
a) Good understanding of the meaning of belonging to <b>PSA</b>	1	2	3	4	5
b) Understanding <b>PSA</b> fully and know about it	1	2	3	4	5
c) Know quite a lot	1	2	3	4	5
d) Know a little	1	2	3	4	5
(e) Don't know	1	2	3	4	5

6. How often do you get into the Proudly South African campaign website?

- |              |   |
|--------------|---|
| Never        | 1 |
| Seldom do    | 2 |
| Once a month | 3 |
| Quite often  | 4 |
| Everyday     | 5 |

7. When was the last time you bought products made by a Proudly South African company? (Please tick one in the boxes)

- |                   |   |
|-------------------|---|
| Last week         | 1 |
| Last two weeks    | 2 |
| Last month        | 3 |
| Last three months | 4 |
| Don't know        | 5 |

8. What do you like most about products made in South Africa? (Please one)

Price (Cheaper than international brands)

Support South African companies

Quality (Better than international brands)

Variety of merchandise available

Good as any other international brands

1
2
3
4
5

9. **Directions:** The following set of statements relates to your perception about the customer orientation you may have experienced at Proudly South African companies. For each statement, please indicate whether the service was **better than expected, worse than expected or just as expected** (Tick where applicable)

Statements	Worse than Expected	As I Expected	Better than Expected
(a) Consistency of Service	1	2	3
(b) Queuing time	1	2	3
(c) Customer care staff responsiveness	1	2	3
(d) Dress and presentation of staff	1	2	3
(e) Staff skills levels	1	2	3

10. How satisfied are you with the market orientation (the way the products are being marketed of Proudly South African Companies?)

Satisfied

Strongly Satisfied

Neither Satisfied nor Dissatisfied

Strongly Dissatisfied

Dissatisfied

1
2
3
4
5

11. How satisfied are you with Proudly South African communication to the consumers? Put **(X)** in the box that most accurately express your opinion about the statements.

**1=Strongly Dissatisfied; 2=Dissatisfied; 3=Unsure; 4= Satisfied; 5=Strongly Satisfied.**

	<b>Strongly Dissatisfied</b>	<b>Dissatisfied</b>	<b>Unsure</b>	<b>Satisfied</b>	<b>Strongly Satisfied</b>
(a) <b>PSA</b> Communication Amount	1	2	3	4	5
(b) <b>PSA</b> Communication Content	1	2	3	4	5
(c) <b>PSA</b> Communication Frequency	1	2	3	4	5
(d) Methods of Communication	1	2	3	4	5

12. How do you perceive the market orientation of Proudly South African companies? (Please tick one)

Extremely Negative

Negative

Neither Positive nor Negative

Positive

Extremely Positive

1
2
3
4
5

13. How do you perceive the quality of the Proudly South African Companies products? (Please tick one)

Extremely low quality

Low quality

Neither High quality nor Low quality

High quality

Extremely high quality

1
2
3
4
5

14. Proudly South African is service oriented and focused on customer satisfaction

Yes	1
No	2

15. Customer orientation is accepted as an integral part of Proudly South African philosophy.

Yes	1
No	2

16. Do you think that South African consumers benefit from the Proudly South African campaign?

Yes	1
No	2

If yes, in what way? (Please specify).....  
.....

**THANK YOU FOR YOUR WILLINGNESS TO PARTICIPATE IN THIS INVESTIGATION. YOUR ASSISTANCE IS HIGHLY APPRECIATED**

