



**THE INFLUENCE OF CULTURAL DIVERSITY ON MARKETING
COMMUNICATION: A COMPARISON OF AFRICANS AND INDIANS IN
DURBAN**

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DECLARATION FORM

This dissertation is submitted in fulfilment of the requirements for the
Degree of Master of Technology: Marketing

I confirm that:

- This dissertation is my own work;
- The contribution of my supervisors to the research was consistent with the normal supervisory policy;
- This work has not been previously accepted and is not concurrently submitted for any degree.

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ABSTRACT

Consumer behaviour towards marketing communication has a cultural undertone. The forces of globalisation have made it imperative for marketing practitioners to further integrate culturally sensitive variations in marketing strategies. While cultural values are changing due to global trends, culturally sensitive consumer behaviour has attracted more complexities due to media learning. Therefore, the journey to creating a sustainable competitive advantage in a multicultural market such as South Africa entails the realisation of the growing individualistic tendencies of consumers' cultural dispositions toward marketing communication.

The study aimed at investigating the influence of cultural diversity on the perceptions of Africans and Indians in Durban toward marketing communication. The study investigated respondents' cultural values in terms of the individualism-collectivism (IC) constructs based on marketing communication-specific cultural values (MCSCV). A quantitative study was conducted to attain the objectives of the study, with the use of a self-administrated questionnaire. African and Indian respondents were recruited using judgmental sampling at the main shopping malls in Umlazi and Chatsworth, respectively. The sample selection was based on the representation of respondents' population in Durban. The study covered a sample size of 283 Africans and 92 Indians. The SPSS software was used to analyse data.

The findings of the study reveal that both races showed more individualistic rather than collectivistic tendencies toward marketing communication. The choice of media of Africans and Indians is significantly influenced by their racial identities. Overall, the findings suggest that it is erroneous to direct stereotypic marketing strategies at culturally homogeneous/diverse groups. The study recommends that a thorough study of prevailing cultural cues in ethnic segments should precede the development of marketing communication strategies.

DEDICATION

This work is dedicated to God Almighty.

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CHAPTER ONE

BACKGROUND TO THE STUDY

1.1 Introduction

Cultural diversity has been described as the existence of diverse cultural symbols, heroes, rituals and values (Hofstede, Hofstede and Minkov 2010:7). While marketing practitioners adopt different communication strategies to disseminate marketing information, consumers' diverse cultural dispositions play a crucial role in the way marketing communications are perceived. The culturally diverse nature of the South African market makes it imperative for marketers to understand how consumers' diverse cultural dispositions influence marketing communications. The diverse interpretations consumers give to stimuli makes an investigation into how Africans and Indians perceive marketing communications timeous.

Globalisation and changes in consumers' lifestyle have influenced the growth in culturally diverse behaviour in many developed countries and a developing country such as South Africa. Due regard should be accorded to ethnic consumers as they share the same identity, activities and tend to exhibit a common buying behaviour in the market (Solomon 2013:510). However, Oyserman (2011:166) maintains that although cultural values are shared, their manifestations are influenced by contexts.

The influence of culture on consumer behaviour is so strong that culture cannot be separated from behaviour. Culturally diverse behaviour is usually evident when exposed to foreign cultures, in that consumers' perceptions of stimuli are limited to their beliefs, values and customs. An understanding of consumers' culturally diverse dispositions toward marketing communication is vital in meeting the needs of target markets (Schiffman, Kanuk and Wisenblit 2010:367). Usunier and Lee (2013:388) maintain that the forces of globalisation and media play a significant role in transmitting culturally diverse behaviour.

1.2 Research Problem

One of the major challenges marketing practitioners encounter in a culturally diverse market such as South Africa, is the dissemination of culturally sensitive marketing information. Although the spirit of Ubuntu has been advocated in South Africa (Theron and Theron 2010:5), huge diversity still exists amongst minority groups based on religion, language, and lifestyle (Du Plessis and Rousseau 2007:57). South Africa's multicultural tourist destination, Durban, is also culturally diverse.

Hofstede's cross-national study reveals that South Africa ranked high on the individualism index. However, the findings generated for South Africa were based on responses from white South Africans only. The findings further show that India ranked low on the individualism index, which implies that India tends toward collectivism (Hofstede, Hofstede and Minkov 2010:95).

While the individualism scores generated for South Africa negate the values fostered by the spirit of Ubuntu, the scores obtained for India confirm the prevailing cultural disposition identified in India. Therefore, the influence of the spirit of Ubuntu on Africans as well as the underlying cultural dispositions of South African Indians, based on their Indian origin, were problematised from a marketing communication point of view.

The study aims at investigating whether consumers' underlying cultural values interfere with their marketing communication-specific cultural values (MCSCV). This inspired an enquiry into the extent to which the individualist or collectivist MCSCV for Africans and Indians influence attitudes toward marketing communication and choice of media. The extent to which consumers' MCSCV and demographic factors influence attitudes toward marketing communication and the influence of ethnic-group subculture on choice of media form part of the research problem.

1.3 Aims and Objectives

The overall aim of this study is to investigate the influence of African and Indian cultural dispositions on marketing communication. The objectives of the study are to:

- determine the extent to which Africans differ from Indians based on the marketing communication-specific cultural values;
- investigate the extent to which African and Indian marketing communication-specific cultural values influence attitudes toward marketing communication;
- identify the effect of African and Indian ethnic-group subcultures on consumers' choice of media;
- identify the critical demographic factors influencing attitudes toward marketing communication; and develop a framework for marketing communication targeted at Africans and Indians.

1.4 Rationale for the Study

The motivation for this study was borne out of the huge diversity which exists in the multicultural and multilingual South African market. Globalisation has attracted foreign investors into the country, which is continuously widening the diversity gap in the already cross-cultural market (Du Plessis and Rousseau 2007:55). Technological advancement; especially the internet and competition amongst marketers, give consumers the power to demand that they be treated as individuals rather than as members of target markets (Goldsmith 2004:11). Currently, research toward the influence of consumers' diverse cultural dispositions to marketing communication in Africa and most especially South Africa has not gained popularity. The aforementioned, as well as consumers' diverse reactions to stimuli made the investigation into

the influence of the cultural dispositions of African and Indian consumers on attitudes toward marketing communication timeous.

1.5 Scope of the Study

The scope of this study was confined to consumers in two of the main African and Indian townships in Durban; Umlazi and Chatsworth, respectively. These townships were selected based on the geographical concentration of the target population and the perceived homogeneity of shared cultural attributes amongst target community members.

1.5.1 Limitations

The findings of this study were based on the responses obtained from African and Indian consumers in Durban, therefore caution is advised when generalising the results of the study toward the whole population of South Africa. Further, the Indian respondents recruited for this study are South African Indians.

1.5.2 Delimitations

This study was confined to the traditional media; television, radio and newspapers, due to the broad nature of marketing communications, the subtle effect, the affordability and the relatively wider scope of the traditional media. The study also focused on investigating the individualistic and collectivistic tendencies of consumers toward marketing communication. Therefore, respondents' culturally sensitive behaviour is confined to the IC marketing communication-specific cultural values.

1.6 Theoretical Background

The aim of this study is to determine the influence of consumers' diverse cultural dispositions on marketing communication. While many cultural dimensions have been proposed, Geert Hofstede's five dimensions of culture namely; Individualism-Collectivism, Power Distance, Masculinity-Femininity, Uncertainty Avoidance and Long-Short Term Orientation have gained widespread popularity in literature (de Mooij 2011:46).

The individualism-collectivism (IC) constructs have been adapted into diverse contexts and widely used in literature. The constructs have proven exceptional in explaining underlying country and individual levels of culture (Oyserman 2011:170). The individualism-collectivism constructs portray the extent to which people prioritise personal interests over in-group interests. Individualists by nature are prone to activities that portray personal independence while collectivists show preference for in-group activities that portray interdependence and fulfil communal obligations. In other words, activities that enhance harmony and peace with community members are prioritised in collectivistic societies (Shulruf, Hattie and Dixon 2011:52).

de Mooij (2011:44) maintains that there exists a relationship between contextualised marketing communications and the individualism-collectivism constructs. There are predominantly two context-based forms of communication namely; high-context and low-context communication. While high-context communication; which portrays implicit cues appears more persuasive to collectivists, low-context communication which is conveyed with explicit cues, is more convincing to individualists. Members of collectivistic societies are predisposed to implicit communication in that it is believed that inherent cues resulting from in-group activities are shared within the society, whereas people in individualistic societies are prone to explicit communication as less meaning to contextualised cues is embedded in the society, in that in-group interactions are presumed to be non-existent.

It is on this premise that this study investigated the influence of the individualism-collectivism cultural dispositions on marketing communication. As such, the cultural dispositions of Africans and Indians to marketing communication were investigated with individualistic and collectivistic marketing communication-specific cultural values, as adapted from literature.

1.7 Research Methodology

This study used quantitative methods to investigate the influence of African and Indian consumers' diverse cultural dispositions on marketing

communication. The target population for this study were Africans and Indians in Umlazi and Chatsworth respectively. A non-probability judgmental sampling technique was used in recruiting respondents. While the projected sample size was 400, the achieved sample size was 375.

A survey was conducted with a structured questionnaire designed to obtain primary data from African and Indian respondents at the two main shopping centres in Umlazi namely; Umlazi Mega City Mall and Philani Valley Shopping Centre and the main shopping centre in Chatsworth namely; Chatsworth Centre. The mall intercept method was adopted to approach respondents. A pilot study of eight African and six Indian respondents was conducted to ensure the validity of the questionnaire.

This study used descriptive and inferential statistics. Data were analysed using the Statistical Package for the Social Sciences (SPSS).

1.8 Structure of Dissertation Chapters

This research study consists of five chapters. The following is an overview of each of the chapters:

1.8.1 Chapter One: Background to the Study

Chapter one comprises the introduction and background to the study, the research problem, aims and objectives, rationale for the study, scope of the study and a summary of the research design.

1.8.2 Chapter Two: Literature Review

This chapter provides a review of literature relevant to the theoretical background of the study. It addresses relevant literature on consumer behaviour, culture specific consumer behaviour and cross-cultural marketing communication research. A review of the cultural dispositions identified amongst Africans and Indians in South Africa and a highlight of culturally sensitive marketing communication strategies will be presented. The chapter ends with an overview of the literature presented.

1.8.3 Chapter Three: Research Methodology

The research methodology chapter describes the type of research methodology employed in this study. The data collection method and the techniques used to analyse the data obtained are presented.

1.8.4 Chapter Four: Data Analysis and Discussion of Results

Chapter four contains the analysis of data, discussion and interpretation of results.

1.8.5 Chapter Five: Conclusions and Recommendations

The final chapter comprises an overview of the previous chapters and conclusions drawn from the empirical findings obtained. The implications of the findings of the study and recommendations for further research are highlighted.

1.9 Conclusion

This chapter discussed the introduction and background to the study. The aims and objectives, research problem and rationale for the study were explained. The scope of the study in terms of its limitations to African and Indian respondents in Umlazi and Chatsworth, Durban respectively as well as its confinement to the traditional media were outlined. The chapter also presented a summary of the research design employed in the study and a breakdown of the dissertation chapters.

The next chapter will present the review of relevant literature.

CHAPTER TWO

THE EFFECT OF CULTURE ON CONSUMER BEHAVIOUR

2.1 Introduction

A deeper understanding into the influence of culture on consumer behaviour is very important in creating a sustainable competitive advantage in a global and multicultural marketplace such as South Africa. Cross-cultural marketing research has gained popularity over the past decade due to globalisation (Chan 2010:18). While some scholars propose that globalised markets are responsible for cultural homogeneity; a tendency that is believed to compel people to relinquish their cultural values for western values, others argue that improved global mobility would rather give consumers more reasons to retain their cultural values (de Mooij 2011:7).

The role of the media in this growing debate cannot be overemphasised (Hofstede, Hofstede and Minkov 2010:391). Cultural values are in transit as a result of the media (Hawkins and Mothersbaugh 2010:433). In spite of this, culture's pervasive influence on consumer behaviour is unquestionable, particularly acknowledging its subtle effect on consumer behaviour. Proponents of culture-specific consumer behaviour opine that culturally sensitive marketing strategies should be targeted at consumers. While not ignoring acculturation, scholars favoured high-context and low-context cultural orientations in analysing culturally diverse attitudes towards marketing communications (Solomon 2013:509). Theoretical and practical issues related to this growing debate will be discussed in this chapter.

2.2 Consumer Behaviour

The realisation of the relevance of consumers is central to the survival of any business. The two intertwined questions are: "Who is a consumer?" and "What is consumer behaviour?" All members of the society are consumers who have a form of behaviour. However, it will not suffice to say that the behaviour of all members of the society can be classified as "consumer

behaviour” (Blythe 2008:5). Consumer behaviour encompasses the entirety of consumers’ decisions with regard to acquiring, consuming and disposing of products, services, actions, occurrences and ideas (Hoyer and Macinnis 2008: 3).

Consumer behaviour is an ever-evolving concept (Quester, Pettigrew and Hawkins 2011:7). Blythe (2008:7) maintains that the forces responsible for shaping consumer behaviour are dynamic. The dynamism of these forces could be due in part to the influence of the adoption of new technologies; especially the internet and social media, in addition to increasing competition amongst marketers (Goldsmith 2004:11). The knowledge of the changing needs of consumers in a dynamic market, coupled with learning how to predict consumer behaviour is critical for the success of any organisation (Hawkins, Mothersbaugh and Best 2007:7).

de Mooij (2011:25) views consumer behaviour as the study of the ways in which consumers react to products and services while satisfying their wants and needs. Consumer behaviour is what people do when buying, using and discarding products and services (Blackwell, Miniard and Engel 2006:6). Hawkins *et al.* (2007:6) present a more holistic view of consumer behaviour: consumer behaviour is the study of the methods which people, groups or organisations use to choose, keep, consume and get rid of products, services, knowledge or perceptions in order to satisfy their wants and needs, coupled with the ways in which these methods affect the consumer and the society at large.

Three major questions are fundamental to the study of consumer behavior. These questions include; “Who am I?”, “How do I feel, think and learn?” and “What do I do?” In answering the “Who” question, an assessment of an individual’s personality and “self-concept” is pivotal. The “How” and “What” questions relate to the psychological processes responsible for consumer behaviour (de Mooij 2011:21).

The study of consumer behaviour can be grouped into two orientations namely; the ‘micro’ and ‘macro’ orientations. The micro orientation focuses on the influence of an individual’s psychological processes on the decisions to acquire, consume and dispose of products, services, actions, experiences and ideas. The macro orientation looks at how group behaviour affects the “acquisition, consumption and disposition decisions” consumers make on products, brands, occurrences and ideas (Hoyer and Macinnis 2008: 3).

Against this background, the discussions in subsequent sections will investigate consumer behaviour based on both orientations, examine the influence of the latter on the former and investigate the overarching role of culture on both orientations, consumer behaviour in general and marketing communication.

2.3 The Overall Model of Consumer Behaviour

Given the complexities of consumer behaviour, it is cumbersome to develop a holistic model that captures the totality of the concept. The study of consumer behaviour revolves around the internal and external factors influencing behaviour and the decision-making process. This review takes a cue from Figure 2.1.

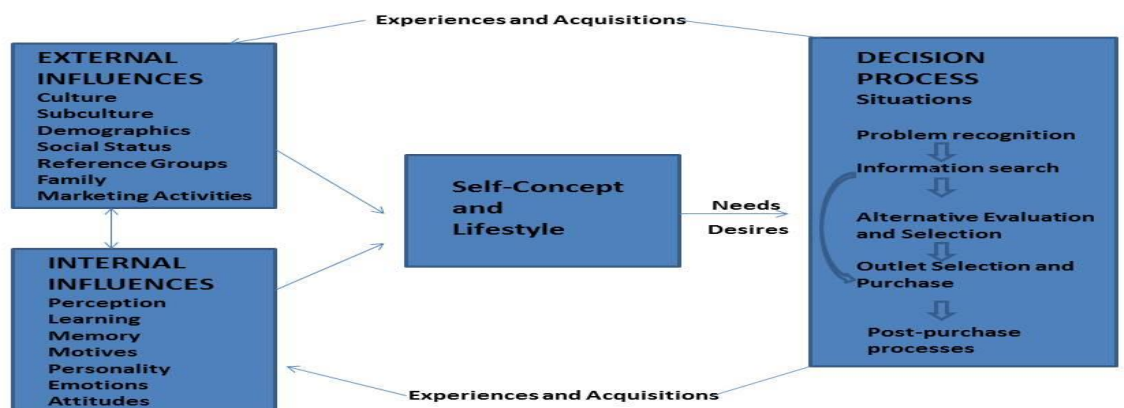


Figure 2.1: Overall Model of Consumer Behaviour

Source: Hawkins and Mothersbaugh (2010:27).

To provide a backdrop, this work quantifies culture along Hofstede's individualism versus collectivism cultural dimension. As a result, emphasis on this continuum in relation to consumer behaviour is paramount.

Two main reasons justify the adoption of the overall model of consumer behaviour: the emphasis on the overarching role of culture on consumer behaviour and the focus on the outcome of interaction between the external and internal factors influencing consumer behaviour; self-concept and lifestyle.

As Figure 2.1 illustrates, culture is prioritised over other factors influencing consumer behaviour. Also, the link between external and internal influences which produces individuals' self-concept and lifestyle is clearly articulated. In addition, the model highlights the relationship between the needs and desires evoked by the self-concept, lifestyle and the decision process.

The self-concept, which is predominantly classified into two categories namely; independent and interdependent self-concepts articulates the individualism versus collectivism continuum. Where possible, the pervasive role of culture on consumer behaviour in general will be highlighted throughout the chapter.

2.3.1 External Factors Influencing Consumer Behaviour

The majority of the resilient influence on consumer behaviour is external. Humans are largely affected by the environment and its proxies (Quester *et al.* 2011:23). This section examines the external factors influencing consumer behaviour namely; culture, subculture, demographics, social status, reference groups, family and marketing activities.

i) Culture

Culture is a very broad concept that entails all acquired norms, values and traditions that make an individual part of a society. Culture includes the

totality of the variables that are responsible for human behavior (Liu, Volcic and Gallois 2011:57). Although, culture might not dictate the rate of occurrence of some biological drives like hunger and thirst, culture does influence the tendency of an individual to satisfy those drives (Quester *et al* 2011:529). In addition, consumers' view of life is rooted in their cultural values. Culture also constitutes what goods or services consumers consider as luxurious or a necessity.

Cultural influences cannot be isolated from the science of being (Schiffman, Kanuk and Wisenblit 2010:366 and 394). Cultural values are reinforced irrespective of economic prosperity or globalisation. For instance, the Chinese still place high value on culture regardless of their globalised markets (de Mooij 2011:6). A more detailed discussion on culture and cultural variations is presented in subsequent sections.

ii) Subculture

A subculture is a subset of a bigger cultural group. Groups of people are referred to as a subculture if they have values in common and behave in a similar manner. Popular subcultures are distinguished in terms of ethnicity, religion, generations and geographical locations. Interactions in various subcultures are known to exert substantial influence on consumer behaviour (Hawkins and Mothersbaugh 2010:157). From a South African perspective, ethnic subcultures are characterised by race, language and religion. Scholars favoured the adaptation of marketing efforts towards profitable ethnic subcultures (Du Plessis and Rousseau 2007:51). The criteria that classify members of different groups as subcultures are similar to demographic variables.

iii) Demographics

Demographics entail the major characteristics of a population. These characteristics are based on age, gender, income, race, and geography. More often than not, demographic variables are one of the popular criteria

used for segmenting markets. Demographics influence consumer behaviour (Hawkins and Mothersbaugh 2010:116), they serve as pointers to marketing decisions. The influence of consumers' demographics on consumer behaviour cannot be ignored in that consumer behaviour differs across demographic variables (Solomon 2010:37). The aforementioned demographic variables were addressed in the questionnaire for this study and are analysed in chapter four.

iv) Social Class

Consumers find fulfillment from belonging and conforming to societal expectations. The yardstick for measuring consumers' social class is based on the place consumers' occupy in the society. More often than not, the tendency for a social class to be recognised depends on its stance in the society (Hawkins and Mothersbaugh 2010:135).

Many scholars are of the view that the yardsticks used to categorise consumers into social classes depend on employment patterns, income and education levels. Generally, these categorisations range between upper class, middle class and lower class. To a large extent, the social class consumers belong to dictates what goods are bought and where they are bought (Cant, Brink and Brijball 2008:78). As a result, consumers in different social classes differ in terms of values, preferences for products and buying patterns. While some scholars emphasise the role income levels play in the classification of consumers into a social class, others are of the view that the concept goes beyond income patterns (Schiffman *et al* 2010:80).

v) Reference Groups

Humans cannot survive without social interaction. This informs the notion why consumers are strongly influenced by reference groups. A reference group is a group whose modes of operations or values serve to guide others (Schiffman *et al* 2010:366). Du Plessis and Rousseau (2007:370) take the discussion further by pointing out that reference groups play a huge role in

how beliefs, attitudes, and behaviour are formed. However, Cant *et al* (2008:77) emphasise that reference group influences on the formation of attitudes, beliefs and behaviour are limited. This divergence in opinions has been problematised.

On a broader perspective, the majority of buying behaviour is borne out of the motivation to conform to and be accepted by relevant reference groups. It is important to note at this point that reference group influences are not dominant in the purchase of products or brands that require low-involvement. Particularly, reference group influences are more visible for luxury goods and goods that are visible to people (Solomon 2010:430).

Predominantly, reference groups can be divided into four namely; primary, secondary, aspirational and dissociative groups. Primary groups include family and friends. Interactions at schools, religious and community associations determine secondary groups (Cant *et al* 2008:74). Aspirational groups include people consumers aspire to imitate while dissociative groups are people consumers dislike (Armstrong and Kotler 2013:160).

From a marketing communications perspective, given the evident influence of reference groups, particularly the influence of primary groups on consumer behaviour, due regard should be accorded to the important role word-of-mouth plays on consumer behaviour as findings reveal that word-of-mouth is more persuasive than marketing communications (Schiffman *et al* 2009:312).

Solomon (2010:431) opines that reference groups predominantly exert the following power:

- Information power: Information power is exerted on consumers when in search of product information. Marketers could take advantage of information power by featuring product-related professionals in advertisements.

- Legitimate power: Consumers are more inclined to people when they perceive them to have a superior but genuine form of authority. Legitimate power is often showcased with the use of celebrities in advertisements.
- Reward power: Reward power is exercised over consumers when the purchase of certain products will produce some benefit to consumer. For instance, the reward power is exerted on consumers through the use of loyalty club cards.
- Coercive power: Coercive power is often enforced when consumers are made to see the negative implications of not using a product or brand. However, advertisements portraying coercive power have generated ethical controversies.

Scholars opine that reference groups are formed to acquire information, for personal gain and for self-actualisation. Due regard should be accorded to reference groups' values and beliefs. An in-depth understanding of reference groups' values and beliefs is pivotal in integrating marketing communications efforts (Cant *et al* 2008:75).

vi) Family

The task of defining the term 'family' is cumbersome. The yardsticks for containing the concept are ever-evolving and vary across cultures. To create a common ground, two or more people living together can be regarded as a family if they are related biologically, maritally or by adoption (Schiffman *et al* 2010:366). The influence of the family is particularly crucial to marketers especially when considering its effect on the formation of the self-concept and personality (Du Plessis and Rouseau 2007: 369).

However, critics propose a variance in the choices and consumption patterns of family members (Solomon 2010:255). In a broad cultural perspective, the similarity in the choices of family members cannot be overemphasised. The empirical validity of this argument is seen as a dilemma.

vii) Marketing Activities

Marketing activities are those activities geared towards reaching, informing and persuading target consumers about market offerings (Schiffman *et al* 2010:483). The ability to create higher customer value is critical in ensuring a profitable outcome of all marketing activities. Higher customer value is created by effectively combining all marketing mix strategies. These marketing mix strategies include; the product or service, the price, communications and distribution (Hawkins and Mothersbaugh 2010:21).

- The product/service – Products are tangible items while services are intangible. The identification of target market needs and desires is important in developing products or services that solve consumers' problems. It is essential for marketers to carefully adapt product features to comply with consumers' needs and wants. More so, product development or service delivery should conform to evolving consumers' needs and wants (Quester *et al* 2011:11).
- Price – The selling price of a product is expressed in terms of the sum of money that must be paid to own it. Product pricing strategies differ across demographic variables. For instance, high income earners tend to portray prestige and status through highly priced goods. By and large, consumers' perception of the quality of goods or services is to a large extent informed by their selling price (Hawkins and Mothersbaugh 2010:21).

- Communications – Marketing practitioners use marketing communications to convey the major components about market offerings to target markets. Marketing communications can be planned or unplanned. Unplanned marketing communications can be by word-of-mouth, positive or negative customers' experiences. Planned marketing communications can take the form of advertising, public relations, sales promotion, direct marketing and personal selling (Fill 2011: 9).

The strategic use of marketing communications, especially when combined with Marketing Public Relations (MPR) has been proven to be effective in stimulating responses from target markets by enhancing cognitive thinking, stimulating behavioural and emotional responses, and building sustainable customer relationships (Caywood 2012:57).

➤ **The integration of marketing communications**

Scholars are of the view that the move towards integrated marketing communications (IMC) has revolutionised the marketing field. Although critics are of the view that the concept has been in existence from time immemorial, a handful of marketing practitioners see the concept as a long-awaited rebirthing therapy as far as marketing communications are concerned (Belch and Belch 2009:12). Integrated marketing communications according to Kotler and Keller (2012: 517), is the process of ensuring that all communication tools and channels are relevant to consumers and stakeholders, and are consistent with brand image.

Another school of thought opines that IMC does not entail the combination of marketing tools, but a meticulous assessment and adoption of relevant marketing tools with the aim of promoting company image, evoking positive perceptions and attitudes toward

offerings, persuading consumers and stakeholders about offerings, offering higher customer value and most importantly, building long-lasting customer relationships (Du Plessis, Van Heerden and Cook 2010:8).

- Distribution – Decisions regarding the channel of distributing market offerings play a crucial role in determining sales turnover. Globalisation, changes in lifestyle and in particular, the internet, have changed consumers' expectations and perceptions of product distribution channels. For instance, many consumers have embraced online-shopping and banking more than in-store transactions. However, product distribution channels must be carefully selected to comply with target market attributes (Hawkins and Mothersbaugh 2010:22).

2.3.2 Internal Factors Influencing Consumer Behaviour

An understanding of the internal factors affecting consumer behaviour is pivotal in creating higher values to target consumers (Quester *et al.* 2011:7). Findings reveal that culture has a moderating effect on the internal factors affecting consumer behaviour (Usunier and Lee 2013:107). These factors include: perception, learning, memory, motives, personality, emotions and attitudes.

i) Perception

Perception is the way in which consumers assess, interpret and retain information. Perception has been proven to be a stimulant of consumer behaviour. From a marketing communications standpoint, consumers' buying behaviour is the outcome of their perception of marketing communications (Cant *et al* 2008:115).

Quester *et al* (2011: 229) affirm that perception is the end result of the various processes the brain goes through; the brain goes through a number

of processes before perception occurs. This process begins when a consumer is exposed to stimuli (“objects, messages or events”). The second stage of the process requires the consumer to pay attention to the stimuli. The consumer then goes into the interpretation stage by assigning meaning to the stimuli. Lastly, the interpreted information is stored in the memory.

Hawkins and Mothersbaugh (2010:502) contribute to the discussion by adding that an individual’s perception of ‘the self’ is vital in determining consumers’ attitudes toward advertisements and buying behaviour. The self-concept has been proven to play a crucial role in all cultures. Although, the most important components of ‘the self’ responsible for influencing behaviour differ across cultures.

The influence of culture on perception cannot be overemphasised; in particular, the interpretation stage, as it is the core of the perception process. The interpretations consumers give to stimuli is a function of culture. Consumers are culturally biased when giving meanings to stimuli (Samovar, Porter and McDaniel 2010:186). For instance, there is a possibility that Indians would interpret an advertisement featuring an Indian celebrity positively. However, such advertisements could be ineffective in the African community.

Consumers’ culture influences perceptions of colours. For example, the Chinese people are of the opinion that the colour ‘red’ is most appropriate for weddings as it stands for wealth and magnificence. However, the colour ‘white’ is the only option for weddings in Western cultures as it is perceived to portray purity. On the other hand, the colour ‘white’ is perceived as a colour of mourning in the Asian culture (Jandt 2010:87).

Kopalle, Lehmann and Farley (2010:258) reveal that Indians’ perceptions of and expectations from life in general are to a considerable extent shaped by the “belief in the law of Karma”. Also, the lessons fostered by Ubuntu

(Mufane 2003:21), coupled with the interdependent nature of Africans (Burgess, Harris and Mattes 2002:13) could influence their perceptions of stimuli.

ii) Learning

The majority of consumer behaviour depends on what is learned. Learning could be acquired formally, informally, consciously or unconsciously (Quester *et al.* 2011:268). Although, a controversy exists on how learning is acquired, many marketing scholars are of the view that learning is any shift in the composition of previously acquired knowledge and behaviour (Blackwell, Miniard and Engel 2006:88).

The improvement in technology in the past decade has enhanced the knowledge capacity of consumers which has changed the expectations of consumers and the rate at which information is processed. Consequently, marketing practitioners should ensure clarity, innovativeness, sensitivity and pay close attention to relationship marketing if anticipated learning is to occur (Smith and Zook 2011:4). After all, the success of advertisements depends on the ability of marketers to ensure consumers perceive information in the intended context (Blythe 2008:111).

The ability of consumers to process information depends to a large extent on their knowledge. Knowledge is enhanced by exposure, attention, interpretation and memory. The knowledge and experience acquired from the purchase of a product play a huge role in the factors that determine the re-purchase of such an offering or related offerings (Schiffman *et al.* 2009:198).

The majority of consumer behaviour is acquired. This acquisition takes place through learning. The values consumers uphold, attitudes formed, tastes and preferences, skills acquired, feelings expressed and behaviour in general are all products of learning. Consumers' learning also informs how they position themselves in different cultural groups and social classes. More so, family,

friends, schools, religious establishments, life experiences and marketing communications serve as agents of learning to the consumer (Quester *et al.* 2011: 269).

iii) Memory

An individual's memory embodies the totality of previously acquired learning. Memory is a function of learning. It is made up of two interconnected components: short-term and long-term memory. Short-term memory, also referred to as working memory is limited to how it is stored up for future use. Short-term memory is active while information is being interpreted and analysed. As such, short-term memory is short lived (Solomon 2013:120).

Short-term memory comprises two other information processing activities: maintenance rehearsal and elaborative activities. Maintenance rehearsal occurs when individuals continuously repeat information with the aim of retaining it to solve problems. Marketers evoke this by repeating cues in advertisements. Elaborative activities on the other hand occur when individuals apply and fine-tune acquired learning to relevant situations. Elaborative activities could be harnessed in advertisements by ensuring consistency in wording, pictures and plots. The tendency for information to be transferred to long-term memory is high with elaborative activities (Hawkins and Mothersbaugh 2010:320).

The second component of memory: long-term memory enables information to be stored for a longer duration. Information stored in long-term memory is somewhat permanent. Individuals compare and contrast the meanings of stimuli with already stored information. Advertising strategies utilise long-term memory by formulating slang or catchphrases commonly used amongst target consumers (Solomon 2010:134).

iv) Motives

A motive is a 'construct' that stimulates and directs consumers' responses with regard to the satisfaction of an inner drive. Motives have been approached in different ways. Motives could be primary, secondary, rational, emotional, conscious or dormant (Quester *et al* 2011:302). The majority of consumers' responses are often emotional and dormant (Blythe 2008:32).

Learning plays a huge role in the motives that trigger consumer behaviour. (Schiffman *et al* 2009:199). While most scholars emphasise the importance of identifying the motives influencing consumption, due regard should be accorded to relationship marketing as it stimulates consumers' experiences and knowledge about market offerings. Moreover, the revolution towards healthy living caused by a shift in consumers' learning could have moderating effects on the motives surrounding purchase and consumption decisions. Due regard should be accorded to developing marketing strategies that conform to consumers' changing lifestyles. For instance, marketing communication strategies could emphasise health benefits and tips. An example of such innovation is the positioning strategies employed by proactive fast food companies.

v) Personality

Many scholars have propounded theories on the concept of personality. While some scholars identified various factors influencing consumers' personality which include; childhood experiences, heredity, social and environmental factors, some theorists approached the personality holistically by stressing the dynamism of the concept (Schiffman *et al.* 2010:116).

Generally speaking, personality is the reflection of an individual. It entails those internal characteristics of an individual that compels behaviour. Personality defines the individual. From a marketing point of view, consumers' personality traits can be studied through regular patterns of reactions to stimuli (Blythe 2008:77).

The Nelson Model in (Cant *et al* 2008:166) divides personality into three categories, namely;

- Sustenance driven – These are people who are driven by material possessions.
- Outer directed – Consumers in this category make decisions based on people's opinions. In other words, an individual with an outer directed personality is mostly influenced by the behaviour of others.
- Inner directed – These people are independent and indifferent to other peoples' opinions.

vi) Emotions

Emotions are resilient, psychological feelings consumers have no control over. Consumers' emotions are a function of their personality, motives and needs. Personality plays a huge role in how emotions are aroused in that people differ in terms of how they express their emotions. Also, satisfied or unsatisfied needs evoke positive or negative emotions. The latter increases the tendency to be motivated to direct actions aimed at satisfying unmet needs. More or less, consumers are satisfied by and loyal to products or services that produce positive emotions (Hawkins and Mothersbaugh 2010:378).

Emotions are experienced at different times and triggered by many factors. As indicated in Fig 2.2, emotions yield affective behavioural reactions. It is almost impossible to isolate emotions from behaviour. Culture plays a huge role on how emotions are triggered as people learn how to express emotions. For instance, individualists tend to exhibit egoistic emotions while collectivists express empathetic emotions. Also, individuals who express happiness are perceived to be independent in the United Kingdom whereas, the reverse is the case in Greece (de Mooij 2011:172). As such, marketers must adopt culture-specific emotional cues in marketing efforts.

vii) Attitude

Attitudes are the outcomes of learning and perception. Attitude formation is to a large extent based on learning and the interpretations given to learning. Attitude can be defined as learned propensity for a consumer to continuously respond favourably or unfavourably towards a stimulus. A consumer's attitude towards a stimulus is not behaviour in itself, but could aid behaviour (Blythe 2008:140). Quester, Pettigrew and Hawkins (2011:338) argue that consumers' attitudes toward stimuli can fall between the positive and the negative. de Mooij (2011:293) states that while individuals in individualistic cultures show relatively consistent attitudes toward stimuli, peoples' attitudes toward stimuli in collectivistic cultures are inconsistent.

Attitudes comprise three major components: affective, behavioural and cognitive components (Zikmund and Babin 2013: 260). These components are usually referred to as the ABC model of attitudes as illustrated in Figure 2.2. 'Object' as used in Figure 2.2, is a general term used to denote any cue an individual can form attitudes about. Affective responses about any object are shaped by emotions. The behavioural component of attitude relates to actions planned towards exhibiting affective responses about an object. The last component, which is the cognitive, refers to previously acquired knowledge about any object (Quester *et al* 2011:338).

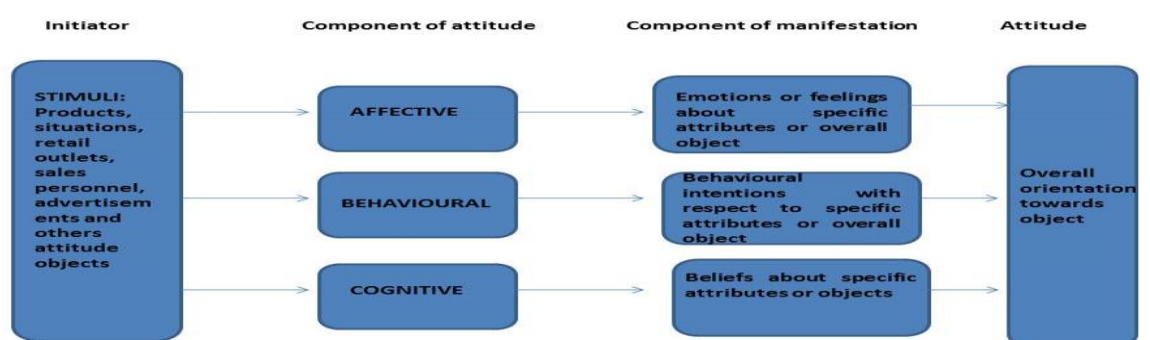


Figure 2.2: The ABC Model of Attitude

Source: Adapted from Quester *et al* (2011:341)

Cant *et al* (2008:152) maintain that attitudes are formed in the following ways:

- Classical conditioning – Classical conditioning is based on the interconnectedness between the attitudes consumers form about products or services and the perceptions consumers have about 'brand names'. Classical conditioning usually influences the attitudes consumers form about products sharing similar brand names. As such, experiences gained from purchase or consumption decisions tend to rub off on other products. Consumers in collectivistic societies are more likely to be classically conditioned due to the high tendency for such consumers to be more loyal to preferred family brands.
- Instrumental conditioning – Instrumental conditioning is concerned with how attitudes are formed based on consumers' satisfaction or dissatisfaction with products or brands. Consumers form attitudes in the process of making trial purchases of new products or brands. Positive or negative attitudes are formed based on consumers' satisfaction or dissatisfaction with products or brands. Consumers in individualistic cultures have a high tendency to be instrumentally conditioned as they are prone to trying out new products.
- The cognitive learning theory – Consumers form attitudes based on the knowledge acquired about products. The cognitive component of an individual is illuminated through information search and recommendations given by family, peers or sales consultants.
- Experiences gained from consuming products also inform consumers' attitudes. Positive attitudes are formed when consumers are satisfied with a product or brand.

- External authorities – Consumers have people they look up to and rely on for advice. These people are usually referred to as opinion leaders. Consumers' attitudes toward market offerings are usually affected by the attitudes of their opinion leaders. External authorities could be a reference point for consumers in collectivistic societies.
- Marketing communications – Positive attitudes are formed about products when consumers trust the source of an advert. Consumers' attitudes are also influenced when advertisements portray the distinct benefits of products. Although marketing communications have been proven to be effective in the formation of positive attitudes about products, consumers' attitudes are mostly influenced by recommendations from non-profit making sources.

2.3.3 Self-Concept and Lifestyle

An individual's self-concept and lifestyle are a function of the external and internal factors influencing consumer behaviour. As indicated in Figure 2.1, interactions between the external and internal influences inform consumers' perceptions of the 'self' and how they conduct their daily lives.

- **Self-Concept**

Self-concept can be thought of as the 'lens' through which individuals view themselves. Self-concept is the picture an individual sees when looking inward. Culture plays a pivotal role in how the 'self' is viewed. Two basic categories of the self-concept exist: the independent and interdependent self-concepts. These categories are analogous to Hofstede's individualism versus collectivism cultural dimensions. The independent self-concept is shaped by personal achievements, desires and attributes. Individuals with an independent self-concept perceive themselves based on their accomplishments and social status (Hawkins and Mothersbaugh 2010: 428).

The interdependent self-concept is coined by communal and social involvements. Individuals who have interdependent self-concepts believe that fulfillment in life is rooted in the commitments to in-group activities. Individuals with an interdependent self-concept are defined by their obedience and connectedness to societal norms and values. It is believed that individuals with interdependent self-concepts view themselves as not being able to survive without others. Hence, interactions that enhance togetherness are favoured (de Mooij 2011:110).

Most individuals fall in between the independent and interdependent continuum. These categories of self-concepts exert huge influence on consumer behaviour. Preferences for products, consumption patterns and marketing communications differ across variations in self-concepts. For instance, individuals with independent self-concepts relate more to advertisements emphasising personal achievements while advertisements portraying in-group activities are more effective with individuals with interdependent self-concepts (Hawkins and Mothersbaugh 2010: 429).

- **Lifestyle**

Consumption patterns, tastes, preferences and allocation of income all reflect an individual's lifestyle. Individuals' lifestyles are to a considerable extent influenced by households and vice versa (Solomon 2010:256). Kotler and Armstrong (2012:160) maintain that culture and cultural shifts also influence lifestyles. While individuals' lifestyles influence their needs, aspirational lifestyles also play a crucial role in the arousal of needs in that consumers' lifestyles are not static. Changes in consumers' lifestyles are due in part to the influences of acculturation, modernisation and technological advancements. It is pertinent for marketing practitioners to analyse and harness the impact of these factors on consumers' lifestyles (Hawkins and Mothersbaugh 2010: 435).

While consumers' purchase and consumption decisions portray their lifestyles, exposure to stimuli and market offerings also inform consumers' lifestyles (Solomon 2010:255). The two overarching questions are: How does a consumer's lifestyle influence expectations of marketing communications? How can marketers utilise or keep abreast of lifestyle changes? If one of the criteria for reference group formation is the similarity of preferences, it follows that efforts should be geared toward targeting marketing communication messages to consumers with similar lifestyles (Cant *et al* 2008:75).

Having established the role that external and internal influences play on consumer behaviour, it is pertinent to gain an understanding of how consumers make decisions. The consumer decision-making process is affected by many factors. As indicated in Fig 2.1, the decision process is a function of consumers' self-concept, lifestyles, needs and desires (Hawkins and Mothersbaugh 2010: 29).

2.3.4 Decision Process

Consumers' needs and desires trigger the decision process. As illustrated in Figure 2.1, the decision process results from the need to solve problems. Although the majority of consumer buying behaviour is not always influenced by the decision process, due regard should be accorded to the aftermath of the experiences acquired from the process. Consumers' perception of products or brands, company image and the society at large are largely affected by the decision process (Hawkins and Mothersbaugh 2010: 29).

Consumers make decisions when there are many alternatives to choose from. In other words, the reason why consumers have to make decisions is borne out of the need to pick from several options. More often than not, consumers' needs are aroused through marketing communications (Solomon 2012:478).

The consumer decision-making process has been viewed from two perspectives: the traditional and contemporary schools of thought. The

traditional perspective, also called “the economic view”, points out that consumers are rational in decision making. By rational we mean consumers rigorously search for product information before selecting the best alternative. The contemporary school of thought, also called “the passive view”, holds that consumers do not painstakingly evaluate product information as theorised by the traditionalist, in that some buying decisions are spontaneous and impulsive (Schiffman *et al* 2010: 480).

Hawkins and Mothersbaugh (2010:496) view the consumer decision-making process from a cost perspective. Consumers meticulously search for product information with the aim of buying at the lowest cost. From a cultural standpoint, the consumer decision-making process is not seen as an ‘end in itself but as a means to an end’. In other words, several factors which include consumers’ cultural frames and values could moderate the decision-making process.

The decision process comprises:

- **Problem/Need Recognition** – This can be likened to what happens when learning occurs. There is a paradigm shift. Needs are aroused when individuals see the difference between their current state and a desired state. Nevertheless, the difference between the two states depends on consumers’ current situation and perceptions, which could be influenced by culture (Quester *et al* 2010:500). Burgess, Harris and Mattes (2002:115) point out that marketing practitioners do not create needs as they exist already, so marketing strategies should be geared towards need arousal.
- **Information Search** – The recognition of a need stimulates information search. A distinction is made between inner and outer search. The inner search is the degree to which information is sought by reverting to previously acquired information. The outer search entails exploring new information from advertisements, opinion leaders

and reference groups. While consumers cautiously search information, consumers also bump into information accidentally. The latter occurs mostly through exposure to advertisements and internet surfing (Solomon 2010:356).

From a cultural perspective, accessible information is only noteworthy when it is sensitive to consumers' cultural values (Uskul and Oyserman 2010:322). This proposes that marketing communications and culture inform the information at the consumers' disposal.

In relation to information search and the IC continuum, the interdependent nature of collectivists suggests that they would depend more on word-of-mouth while individuals with individualistic values would tend to search more rigorously for product information.

- **Alternative Evaluation** – Consumers are exposed to variety of brands from an information search. These alternatives are evaluated and categorised into sets based on positive feedback from the information search. It is pertinent to note that the time devoted to the evaluation stage depends on the nature of the problem (Schiffman *et al.* 2010:488).
- **The Purchase** – Consumers' purchase decisions follow the product evaluation stage and it entails the psychological process of selecting the most appropriate option generated at the evaluation stage. It is normal practice for consumers to formulate a set of criteria at the evaluation stage. The closer an option is to the set criteria, the higher the chance for such an option to be purchased (Cant *et al* 2008:202).
- **Post Purchase Processes** – Post purchase processes are largely influenced by the discrepancy between consumers' expectations and

the actual performance of market offerings. With regards to cultural influences and consumers' perceptions of service delivery, consumers' cultural values stimulate the awareness of a discrepancy between consumers' desired and actual state (Hawkins and Mothersbaugh 2012:463).

The decision process can be viewed as a continuum. On the first part of the continuum is "the habitual decision making". Habitual decisions are made on a regular basis. The other end anchors "the extensive decision making" which in most cases, involve considerable monetary and psychological commitments. In between the continuum lies decision making targeted at solving minimal problems. Consumers revert to the cognitive when decisions are aimed at minimal problems (Solomon 2010:352).

➤ **Overview of the Overall Model of Consumer Behaviour**

While consumer behaviour is not stereotypic, the model illustrated in Figure 2.1 concisely presents a user friendly approach to the study of consumer behaviour. As it has been discussed in the previous sections, consumer behaviour is ever-evolving. The process starts with the formulation of self-concepts and lifestyles through the interconnectedness between the external and internal factors influencing consumer behaviour. Consumers' self-concepts and lifestyles trigger needs and influence decision-making. Experiences acquired from the decision-making process inform consumers' perceptions about stimuli and marketing strategies (Hawkins and Mothersbaugh 2012:29). The ability of marketing practitioners to create a link between all the factors affecting consumer behaviour can assist brands in sustaining their market share.

2.4 Conceptualising Culture

Culture is a very broad and complex concept that cannot be reduced to a single definition. Culture's complexities and broadness suggest the many ways in which it exerts an influence on consumer behaviour. Many

anthropologists define culture in different ways. However, perceptions and ideas of culture are limited to how culture is viewed. Nevertheless, the various definitions of culture accommodate flexibility in approaching the concept (Martin and Nakayama 2007:81).

Firstly, culture is academic and transitional in nature. Culture originated from the Latin word *cultura* which means 'to till'. In its original meaning, it means to be cultivated. Culture brings about cultivated values and belief systems in individuals. Culture comprises core values, beliefs, norms, traditions and modes of thinking transferred from generation to generation (Liu, Volcic and Gallois 2010:55).

Secondly, culture serves as a guideline to behaviour. Culture entails set rules, beliefs and values that govern behaviour. Culture determines to a large extent the activities people engage in. Culture exists to establish codes of conduct, principles of performance and ways of dealing with 'the self' and the environment in order to promote peaceful coexistence and growth amongst individuals in any society (Longhurst *et al.* 2008:2).

Thirdly, culture unites a group of people together. Culture creates a bond between a group of people. The activities community and social organisations engage in are all expressed by culture. Shared values, beliefs and attitudes are vested amongst a group of people who speak a uniform language and share a common geographical location. Therefore, language, time and place enhance culture (de Mooij 2011:33).

Culture is psychological in nature. According to Hofstede and Hofstede (2005:4), culture is the mutual working of the mind that differentiates the members of a group of people from others. As a result, individuals learn to be cultured. Culture is different to human nature and an individual's personality. However, human nature and individual personality are modified by culture.

Culture therefore comprises implicit rules that govern the social interactions amongst a group of people.

Culture is not tangible. Cultural influences are often unnoticeable; people sometimes are unaware of culturally sensitive behaviour. Cultural influences are often the result of hidden norms and values. While culture manifests itself in artifacts, its influence has a subtle effect on consumer behaviour (Jandt 2010:4).

Culture has 'universals' and 'specifics'. Cultural universals differ from cultural specifics. While cultural universals are associated with peoples' dispositions to life in general, cultural specifics are measured based on certain criteria and contexts Oyserman (2011:166).

Lastly, culture is ever-evolving. Culture cannot be measured in its totality as it is dynamic. While culture is manifested through symbols, heroes, rituals and values (Hofstede and Hofstede 2005:6), globalisation and technological advancements are responsible for the changing face of culture; a tendency responsible for the transformation and hybridisation of beliefs and values (Schiffman *et al.* 2010:367). Quester *et al.* (2011:528) are of the view that younger generations are the agents of the new face of culture.

2.4.1 Culture and Consumer Behaviour

Consumer behaviour is an ever-evolving concept. An understanding of the changing needs of consumers in a dynamic market environment, coupled with learning how to predict consumer behaviour is critical for sustaining competitive advantage (Quester *et al.* 2011:7).

de Mooij and Hofstede (2011:181) argue that the majority of consumer behaviour is culture related. In as much as marketing practitioners aspire to portray marketing messages consistently, consumers give culturally sensitive meanings to brands which differ from the image marketers intend to create.

According to Liu, Volcic and Gallois (2010:55), culturally coherent consumers consistently view the world in a culturally programmed manner.

Culture includes almost everything that influences peoples' thoughts and behaviour. Culture can be thought of as an invisible teacher that consumers revert to for guidelines. Consumers seldom have influence over how they interpret their environment, as consumers are unconsciously vulnerable to cultural influences (Hawkins and Mothersbaugh 2012:42).

Solomon (2010:604) points out that consumer behaviour cannot be understood in its totality without a cultural analysis. It is pertinent for marketing practitioners to gain insight into how "the self", consumers' personality and attitudes, are influenced by culture (de Mooij and Hofstede 2011:181). South Africa's heterogeneous and multicultural market provide a good platform for marketing management practitioners to gain experience, with a view to penetrating the market and being conscious of the potential pitfalls of ignoring cultural differences in developing strategic marketing efforts targeted at managing their brand images (Du Plessis and Rousseau 2007:59).

The influence of culture on consumer behavior is so strong that culture cannot be separated from behaviour. Consumers tend to realise disparity in behaviour when exposed to foreign cultures. Peoples' perceptions of life are limited to their beliefs, values and customs. An understanding of culturally diverse opinions is vital in meeting the needs of target markets (Schiffman *et al.* 2010:367). Although some scholars argue that cultural influences on consumer behaviour have decreased in industrialised and westernised societies, the validity of the aforementioned notion has created a quandary.

2.4.2 Cultural Dimensions

An understanding of the nature and influences of culture is indeed vital to organisations. Given the fact that societies and cultures differ in innumerable ways, a generalised framework of culture does not exist. As a consequence, the categorisation of cultural values in quantifiable frameworks and dimensions is pertinent (Kalliny, Saran, Ghanem and Fisher 2011:44).

Many scholars have identified various dimensions to culture. These dimensions were identified based on common norms, values, belief systems and receptiveness to information. One of the major proponents of cultural dimensions whose work has gained popularity is a Dutch management researcher and psychologist: Geert Hofstede, who identified four dimensions of culture in the study conducted on 100,000 IBM employees across 50 nations (de Mooij 2011:47). These dimensions include: Individualism-Collectivism, Masculinity-Femininity, Power Distance and Uncertainty Avoidance. A fifth dimension called: Long-Short Term Orientation was later added in his subsequent study which analysed responses from 23 nations. Basically, the rankings of each country reveal the prominent societal values (Hofstede and Hofstede 2005:22).

Culture has also been classified based on peoples' ability to process information and their perceptions of how messages should be conveyed. Edward T. Hall, an anthropologist, uses a context-specific approach that focuses on the influence of the environment on how people process information. These cultural dimensions comprise two types of cultural context namely: High-context and low-context cultures (Jandt 2013:69).

The anthropologists; Kluckhohn and Strodtbeck, developed five cultural dimensions based on peoples' value orientations namely; Human nature orientation, Man and nature orientation, Time orientation, Activity orientation and Relational orientation (Kalliny *et al.* 2011:46).

The five cultural dimensions developed by Geert Hofstede, coupled with Kluckhohn and Strodtbeck's value orientations are discussed further in this section. In particular, the Individualism-Collectivism dimension is analysed further, given its relevance to this study.

i) Hofstede's Cultural Dimensions

The following are the five cultural dimensions as proposed by Hofstede and Hofstede (2005:22):

- Individualism versus Collectivism: This is the extent to which people value relationships with family and self. It also pertains to how people prioritise self-interest over group interest.
- Masculinity versus Femininity: This is the extent to which a culture expresses 'masculine' features like decisiveness, accomplishment and acquisition of wealth or the nurturing and tenderhearted 'feminine' qualities.
- Power Distance: This expresses the way in which power is circulated amongst members of a society.
- Uncertainty Avoidance: This shows peoples' tendency to follow rules and observe traditions in order to avoid risk.
- Long-Short Term Orientation: It expresses the extent to which people look forward to future rewards by painstakingly avoiding immediate gratification.

➤ Individualism versus Collectivism in view

Many scholars from different fields including marketing, economics, psychology and anthropology have appraised culture from the individualistic versus collectivistic (IC) perspective. While some scholars have hybridised and rearticulated the concept, the majority adopted the individualism and collectivism continuum in its totality (Hawkins and Mothersbaugh 2010: 434).

Such a notion is supported by Spencer-Oatey (2000:296), who reiterates that the IC continuum is the main cultural dimension employed in cross-cultural research as empirical findings have shown that the continuum cuts across all cultures. While individualistic cultural values are emphasised in American and European countries, many Arab-speaking nations, African (excluding South Africa) and Asian cultures ranked high in the collectivistic index (Hofstede and Hofstede 2005:79). However, other studies have identified collectivistic dispositions in South Africa (Mufune 2003:23).

Table 2.1 Key Differences between Individualist and Collectivist Societies: Language, Personality, Behaviour and Ideas

CHARACTERISTICS	INDIVIDUALIST	COLLECTIVIST
Language	Members of individualistic societies spontaneously use the word "I".	Members of collectivistic societies avoid the use of the word "I".
Personality	Individualists tend to be extroverts.	Collectivists tend to be introverts.
Emotions	Happy moods are encouraged and sad moods are discouraged.	Happy moods are discouraged and sad moods are encouraged.
Consumption patterns	Members' consumption patterns are not influenced by the society.	Members' consumption patterns are influenced by the society.
Sources of information	Information is primarily sourced from media.	Information is sourced from social interactions.
Privacy	Everyone has a right to privacy.	Private life is invaded by group(s).
Laws and rights	Laws and rights are supposed to be the same for all.	Laws and rights differ by group.
Individual freedom	Ideologies of individual freedom prevail over ideologies of equality.	Ideologies of equality prevail over individual freedom.
Goals	The ultimate goal of every individual is self-actualisation.	Ultimate goals are harmony and consensus.
Autonomy/Patriotism	Autonomy is the encouraged.	Patriotism is encouraged.

Source: Adapted from Hofstede, Hofstede and Minkov (2010:117 and 130)

As indicated in Table 2.1, individualists are independent, prioritise personal interest over in-group interests and tend to visualise people's behaviour based on personal experience. As a result, individualists are prone to be opinion leaders (Jandt 2010:160). On the other hand, collectivists are interdependent, prioritise in-group interests over personal interest and tend to generalise behaviour based on information derived from the group. By implication, collectivists are likely to take interests in and respond to advertising appeals emphasising activities related to the family and the community (de Mooji 2011:47).

Similarities or differences in behaviour could be analysed theoretically using the (IC) continuum as the majority of people fall somewhere in between the continuum (Samovar, Porter and McDaniel 2010:198). Dominant cultural values and patterns determine the individualist and collectivist tendency of any culture (Kim 2005:556).

ii) Value Orientations

Samovar, Porter and McDaniel (2010:213-215) opine that value orientations emphasise the inherent values embedded in a group of people. These values serve as a guide for social interactions. The extent to which people in a society relate to the attributes along the value orientations showcases dominant cultural patterns. Value orientations include:

- Human nature orientation: This portrays the tendency of people possessing naturally evil, good and evil or good character traits.
- Man and nature orientation: This reveals cultural values that showcase one as being controlled by nature, as being equal with nature and being superior to nature.
- Time orientation: This explains the extent to which consumers are "past-oriented, present-oriented and future-oriented".

- Activity orientation: People vary in their preferences for activities pertaining to relationship building, emotional and spiritual growth, work and personal achievements.

Consumers' value orientations and perceptions of life in general play a significant role on consumer behaviour and in particular, consumers' expectations of marketing communications. Consumers' perceptions and assessments of stimuli are shaped by inherent cultural values. While it is important for marketing practitioners to adapt marketing efforts based on the dominant cultural patterns of target markets, stereotypic marketing efforts should be approached with caution (Solomon 2013:511).

2.4.3 Culture and the Model of Communication

Communication is the process of influencing the behaviour of people through mutually conveyed ideas and information (Samovar, Porter and McDaniel 2010:14). The communication process starts with the sender who encodes the message. The encoded message is then sent through a communication channel. The next stage, which is decoding, entails the interpretation of the message (Schiffman *et al.* 2009:281).

Effective communication takes place when the receiver decodes the encoded message in the intended context. This is determined through the last stage of the communication process called: feedback. The question is: How does culture influence the communication process? Culture's influence on the communication process can be viewed in two ways: Culture determines the extent to which the sender encodes the intended message appropriately and whether the decoded message is interpreted in the intended context (Jandt 2013:44).

Culture and communication are intertwined as peoples' mode of interaction is to a large extent based on learning. While many scholars are of the view that language is an important element of culture, critics are of the view that the concept is vague (Samovar, Porter and McDaniel 2010:225).

Culture does affect modes of communication as cultural groups convey and share opinions about values, beliefs and interactions through language. Culture dictates how people communicate. Findings show that ethnic-specific marketing efforts evoke positive affective feelings amongst targeted ethnic groups (Jamal 2003:1610). Uskul and Oyserman (2010:310) maintain that culture has a linear relationship with what consumers consider as vital information. Due regard should therefore be accorded to understanding the influence of culture on communication amongst target markets.

2.5 Cross-Cultural Marketing Research

Empirical studies conducted by Kalliny *et al.* (2011:44) reveal the challenges marketing practitioners face in effectively communicating to consumers across cultures. These challenges are to a large extent due to the inability to adapt to customs, taboos, myths, values and conventions of the target market. Indeed, a culturally sensitive understanding of target markets is critical for a company's survival (Usunier and Lee 2013:372).

However, cultural values are changing due to acculturation and technological advancements. The ability of marketers' to incorporate this awareness into marketing communication strategies is vital in bridging the gap between culture and consumers' changing expectations of marketing communications (Quester *et al.* 2011:530).

This section presents empirical discussions surrounding the cultural debate presented at the beginning of this chapter. Also, highlights on the South African culture with reference to the unit of analysis of this study; African and

Indian culture are examined. Finally, intercultural marketing communication strategies springing from the cultural debate are analysed.

2.5.1 Cultural Variations and Marketing Communications

Marketing practitioners engage in a discourse with the target market through marketing communications. Effective communication is enhanced through the awareness and appreciation of cultural variations amongst target markets (Solomon 2013:172).

Generally, scholars address issues surrounding culture and marketing communications from a context-specific perspective. Scholars distinguish between high-context and low-context communication cultures. More so, one of the prominent cross-cultural experts, Geert Hofstede, established the connectedness between context-specific cultures and the individualism-collectivism constructs (de Mooij 2011:43). The relationship between the IC construct and context-specific cultural frameworks is discussed further.

➤ High and Low Context Cultures

The cultural context in which communication occurs serves as the most fundamental component of human interactions. The cultural context of human communication can be divided into two: high and low context cultures (Neulipep 2009:46).

- High-context cultures: These are cultures in which acceptable modes of behaviour, values and customs are deeply rooted in the people. Communication amongst members of the society is somewhat easy. In addition, it is believed that communal cues are shared by cultural groups and as such, community members have a common ground (Blythe 2008:195).

- Low-context cultures: People in low-context cultures are flexible and open to innovative ideas. The environment has no connection with communication between people as the majority of information is conveyed explicitly. Values, beliefs, attitudes and modes of behaviour differ amongst members of the society (Hofstede and Hofstede 2005:89).

➤ **Individualism versus Collectivism (IC)**

The individualism-collectivism construct has gained widespread popularity in cross-cultural research. The individualistic/collectivistic tendencies of individuals play a pivotal role in human communication. More so, a linear relationship has been established between the construct and consumers' cultural contexts (de Mooij 2011:44).

- Individualism: Advertising appeals conveying explicit cues and meanings portraying personal and individual benefits rather than in-group benefits appeal mostly to consumers in individualistic societies. Hence, there is a correlation between individualistic cultures and communication in low-context cultures. Also, consumers in individualistic societies tend to exhibit masculine and long-term orientation values, high optimum stimulation levels and rank low in "uncertainty avoidance" (Rugimbana and Nwakwo 2003:143)
- Collectivism: Consumers in collectivistic societies have preferences for relationship building and brands positioned as trustworthy. Moreover, consumers embrace advertising cues emphasising in-group activities and comprehend implicit advertising appeals as meanings are embedded in social and community interactions. This implies that collectivists tend toward high-context communication cultures. By implication, feminist, high uncertainty avoidance and short-term

orientation values are prominent in collectivistic culture (de Mooij and Hofstede 2011:182).

Taken together, individualist cultures embrace low-context communication whereas collectivist cultures relate more to high-context communication messages. In other words, explicit marketing communication cues are more effective in individualistic societies than in collectivistic societies, as communication between members is implicit. As such, marketing communication strategies should be adapted to suit target consumers' dominant cultural frames. These cues could be imbibed in company logos and symbols as well as cues, plots, stories and wording used in marketing communication strategies (de Mooij 2011:44).

The reality of cultural variations have been questioned in that, acculturation and globalisation is believed to be responsible for inconsistency in culturally sensitive behaviour as scholars opine that consumers' cultural frames are changing (Quester *et al.* 2011:530).

In spite of this, the influence of culture on the receptiveness of marketing communication strategies cannot be overemphasised. Culturally sensitive consumer is still prevalent, regardless of the influence of technological advancements and the social media on consumer behaviour (Kalliny *et al.* 2011:44).

2.5.2 Cultural Variations/Homogeneity: a reality or an illusion

Over the years, issues pertinent to culture and consumer behaviour have been rigorously investigated by scholars in many fields including Marketing, Psychology and Anthropology to mention a few. The approaches employed in cross-cultural studies coupled with the outcome of the findings are multi-dimensional. While many adopted an Etic approach; the comparison of cultures, some assumed the Emic approach; the scrutiny of a given culture. A synthesis of both approaches is also found in literature (Luna and Gupta

2001:49). The moderating effect of culture on the attitudes of consumers toward marketing communications vis-à-vis the influence of culture on advertising content is reviewed.

While cross-cultural marketing research is understudied in Africa (Oyedele and Minor 2012:91), findings of studies conducted in the Western and Eastern societies have shown a strong correlation between culture and consumer behaviour, advertising content, consumer decision-making and the marketing mix in general. While all models of cultural dimensions addressed in this work are empirically validated, Hofstede's cultural framework has gained widespread popularity in literature (de Mooij 2011:43). In addition, the findings of the study conducted by Leo, Bennett and Hartel (2005:41) on the influence of culture on consumers decision-making styles show overlapping results along Hofstede's dimensions.

From a South African perspective, exploratory researchers; Theron and Theron (2010:5) argue that the indigenous values of Ubuntu have fostered the tendencies for South African youth to embrace their cultural values and be immune towards adversity. This has led to the formation of resilient attitudes towards life. They further propose that among other factors, peoples' strong religious orientation and the linguistic component of the nation have encouraged resilient values. Although the study did not explicitly classify South Africa along any particular cultural dimension, the promotion of Ubuntu values is an eye-opener to the collectivism tendency of the South African culture.

Using three fundamental models of cross-cultural consumer behaviour namely; "A-B-C-D model, Manrai and Manrai model and Luna and Gupta model", Chaharsoughi and Yasory (2012:99-101) identified intricate cultural variations and influences on behaviour. They highlight that marketing communications serve as a catalyst for redressing the impact of culture on consumer behaviour. Putting it into context, they propose that marketing

communication strategies could be used as a tool in the formation of values which could inform consumer behaviour.

An analysis conducted by Foscht *et al.* (2008:137) reveals that consumers across cultures give different personalities to advertised brands. The study examined the disparity in the perceptions of the Red Bull brand. While the Red Bull brand has been portrayed to have a uniform identity, consumers across cultures attribute different personalities to the brand.

Evidence gathered from the study conducted by Leng and Botelho (2010:272) on the influence of culture on the decision-making styles between Brazilian, American and Japanese consumers reveals that consumers' cultural values play a pivotal role in consumers' decision-making styles. The study highlights that individualists tend to be more hedonistic, innovative and impulsive. However, findings of the study show that people with collectivistic cultures have tendencies to be conscious of quality and brand. It was reported also that collectivists engage in a prolonged decision-making process. Nevertheless, this depends on product-involvement and access to product information.

A recent advertising content analysis of American and Asian advertising from the individualistic and collectivistic perspectives reveal that culture does mediate peoples' perspective of life and hence determines ad content. Previously conducted findings show that the American culture is individualistic while the Asian culture is collectivistic. The findings of this study reveal that due to the disparity in personality and information receptiveness, the extent to which narrative advertisements are launched in America and Asia differ. The study shows that more emotional and interdependent narrative cues, plots and stories appear in Asia than in America (Chang 2012:245).

Another cross-national advertising content analysis of two different cultures; American and Israeli cultures, specifically analysed violence in television advertisements and tested how the masculinity and femininity dispositions of American and Israeli cultures respectively would affect the inclusion of physical violence in television advertisements. The report showcases that even though these two cultures are diverse, there is a significant reduction in violent content of advertisements and minute differences between both countries in terms of how violent plots, scenes, stories and pictures are used in television advertisements. The study adds to the discussion of cultural-homogeneity from the perspective of televised violence, although the sensitivity to anti-violence public campaigns, religion and gender cannot be ruled out (Hetsroni 2011:97).

While Kalliny *et al.* (2011:41) are of the opinion that marketing communications reflect inherent cultural values of host countries, an alternative view justified by a semiotic content analysis of Nigerian and South African television advertising reveals that the political scene rather than indigenous cultural norms and values are reflected in most advertising. The findings of the study analytically depict the societal phenomenon in both countries. The analysis stresses the aftermath effect of the colonial rule on the advertising content of both countries. A common attribute portrayed in Nigerian advertisements is hedonism; a pleasure-seeking consumer buying behaviour. Findings from the study show that while Nigerian advertisements tend towards hedonism; and conformity to western values, South African advertisements tend to emphasise equality amongst all races (Oyedele and Minor 2012:98).

On the other hand, brands have been proven to be symbolic in the formation of, conformity to and expression of national identities. Consumers use brands to facilitate cultural meanings, family structure and most importantly, national identities. A study conducted in New Zealand reveals the impact of beliefs, preferences of family members and marketing communications on

consumers' attitudes towards local and national brands (Bulmer and Buchanan-Oliver 2010:204).

Cultural values differ across cultures. For example, some cultures frown at the use of women, nudity, displays of underwear on mannequins, inappropriate non-verbal communications and modes of dressing in advertisements. Also, the use of appropriate numbers and colours in marketing communications could make a huge difference in some cultures. An example is the attachment of luck to number 'seven' in the Western culture. Whereas, the luckiest number in Chinese is the number 'eight'. This is not far-fetched when one considers the timing of the last Olympics held in Beijing which was held on 8/8/2008 at 8:00pm (Solomon 2010:606).

A European ethnographic study conducted by Jamal (2003:1609), which lasted for more than a year also highlights the symbolic nature of products and brands. The study, which analysed the relationship between the Pakistani and European culture and consumption, justifies that cultural values are dynamic and shaped by social interactions. The findings reveal that Pakistani participants held on to their cultural identities, celebrated spiritual festivals and showed preferences for traditional food. However, regardless of ethnic-specific marketing strategies and non-ethnic offerings from Pakistanis, Pakistani participants purchased non-ethnic consumer goods from Europeans. The findings add to the growing debate on acculturation but give an alternative view that ethnic-consumers would not compromise top class marketing strategies for anything, not even culture.

Although Belch and Belch (2009:12) are of the view that the internet and social media are gradually replacing the traditional forms of advertising, a very recent cross-national analysis of advertisement content conducted by Bakir (2012:187) negates the aforementioned perception from the children's media point of view. The findings of the study reported a significantly high investment in television advertisement due to the important role television

advertising plays in the media. The study adds that staggered economic development and its negative impact on consumption patterns has increased consumers' needs for product information and changed consumers' expectations of advertising content.

The impact of globalisation on the convergence of values amongst South African youth cannot be overemphasised. Westernisation has led to clashes between values. Although cultures' complexities determine the extent to which values converge, the globalised environment, especially the role of the media, coupled with the internet and social media has influenced dominant cultural values (Soontiens and De Jager 2008:226). As a result, it might be statistically difficult to predominantly classify cultures along the various cultural dimensions (Freeman and Bordia 2000:117).

The findings of Uskul and Oyserman (2012:329) and Bakir (2012:187) are similar, although not in context but in terms of uniformity of opinions regarding one of the most significant features of values. These scholars maintain that values are situation-specific and hence, there is a chance that consumers will switch values on different occasions. Conformity to societal, peer group and reference group expectations, exposure to foreign culture, cultural priming and acculturation could form part of the aforementioned situational factors.

While many American and European cross-cultural studies stress the role globalisation, westernisation and acculturation play on value-convergence, culture-swapping, and overlapping results of cultural dimensions, empirical findings have not revealed the application and adaption of international findings to developing countries such as South Africa. Caution should therefore be exercised in generalising. Although, this present work supports the notion that "culture is dynamic", cultural influences are contextual in that the forces responsible for indigenous cultural identities are embedded in the

environment. Nevertheless, the empirical validity of this growing debate has been presented as a quandary in the South African context.

2.6 Unveiling the South African Culture

The South African culture is uniquely diverse. Diversity is as a result of many factors including; racial, ethnic and linguistic differences. Diversity is also prevalent due to the sociopolitical framework, levels of education, urbanisation, authority system and social class structure (Beugre and Offodile 2001:536). The ethnic classification of the South African population as well as the sociopolitical and cultural segregation of the past play a historical role in the makeup of the South African culture (Saunders and Southey 2001:1). To provide a backdrop, the South African ethnic population consists of Africans (79%), Whites (9.6%), Coloured (8.9%) and Indian/Asian (2.5%) (Oyedele and Minor 2012:93).

Nuttal and Michael (2000:110) maintain that the South African people hold their identity in high esteem, having experienced sociopolitical segregation for the most part of their lives. However, the democratic era has immensely contributed to the emancipation of a socially and culturally divided past. Although cultural diversity still exists, the democratic era has enhanced the unification of the South African culture (Spierenburg and Wels 2004:1). This unification is evident in the collectivistic outlook of the South African culture, which is underlined by the values fostered by Ubuntu (Oyedele and Minor 2012:93).

The historical socio-political order in South Africa has meant that the South African society transcended from a modern society into a post-modern society. In addition, the absence of adequate representation of cultural models and structures, created by the apartheid regime, has made the South African culture more vulnerable to the global economy. This vulnerability is usually manifested in the media, which is evident in the hybridised South African culture (Nuttal and Michael 2000:53).

Despite the fact that language embodies a substantial part of culture, some South African languages borrow cues from the English language. For instance, some words in contemporary isiZulu were coined from English words. Words such as ikhathuni and iadvertising were inspired by the English words; cartoon and advertising respectively. Moreover, South African culture shows overlapping tendencies in many ways (Khumalo 2013:13).

Findings on the South African cultural values significantly show high collectivistic rather than individualistic tendencies. The underlying cultural framework of South Africans in general is centered on the tenets of Ubuntu. Ubuntu is derived from the following phrase: “umuntu ngu muntu nga bantu” which means: “A person is a person through other people”. The values of Ubuntu are centered on striving toward living in harmony with community members. South African people generally view themselves as belonging together and inseparable from the community. A person is perceived by community members as ideal, if they possess Ubuntu virtues (Broodryk 2006:6).

Furthermore, the African culture in general is characterised by diverse attributes. These attributes comprise ethnocentric dispositions, traditionalism, communalism and teamwork. Community members learn to be compliant with the *modus operandi* as adherence to communal laws attracts rewards (Mufune 2003:21). Cultural cues such as collectivism, reverence for elders, loyalty to family, tendency to be obligated to social and economic needs of relatives are to be found in Africa (Beugre and Offodile 2001:537). However, modern values, which are characterised by the spirit of competition and individualism, negate the values fostered by Ubuntu (Oyedele and Minor 2012:93).

While Hofstede’s cross-cultural analysis findings maintain that the South African culture is individualistic, bearing in mind that responses were obtained from White respondents only, the generalisability of Hofstede’s

findings toward Africans is therefore questionable. More so, the applicability of a common culture is society-specific. In other words, the notion of a common culture does not hold for the entire nation in that unified cultures are only present in societies. Although there are exceptions to this rule, the criteria to be met for the assumption of a common culture to hold, barely exist in modern societies (Hofstede and Hofstede 2005:74 and 322).

South African intra-cultural literature maintains that South African people are collectivistic in nature. This premise is built against the background of the recognition of the forces behind the revolution of overcoming a culturally divided past (Wasserman and Jacobs 2003:15). While Ubuntu values are well pronounced in South Africa, due regard should be accorded to the influence of the forces westernisation on the hybridisation between Ubuntu values and Western values (Soontiens and De Jager 2008:222).

2.6.1 Value Shift or Convergence: the African Culture

The South African rainbow nation is largely dominated by Africans characterised by linguistic and cultural diversity. Predominantly, Africans can be divided into four major ethnic groups (comprising sub-groups) and speak nine out of the eleven official languages in South Africa (Oyedele and Minor 2012:93). The sub-groups accounting for the largest population are the Zulus and Xhosas. The KwaZulu-Natal province is mostly dominated by the Zulu people (Marx and Charlton 2003:8).

The existence of diverse cultural practices amongst Africans is not a mirage. Although Africans have a common hero; Nelson Mandela, diverse artifacts, beliefs, rituals and customs are evident amongst sub-ethnic groups (Gunner 2005:285). While cross-cultural research is understudied in Africa, scholars have identified collectivistic dispositions amongst Africans. In other words, there exists a strong integration among community members with the African societies in South Africa (Oyedele and Minor 2012:91).

This integration is evident in the preference for in-group activities over personal activities and an attachment to shared values, beliefs, customs and the family (Burgess, Harris and Mattes 2002:13). The aforementioned is not far-fetched especially when taking a cue from the learning fostered by Ubuntu (Mufane 2003:21). Although the media portray individualistic cues to a considerable extent (Van Eeden and Du Preez 2005:21), this work proposes that the African culture tends toward collectivism. However, it is pertinent to note that the global culture may have interfered with the collectivistic tendency of the African culture.

2.6.2 Between Cultural Shock and Acculturation: understanding the South African Indian Culture

History plays a crucial role in how cultural identities and values are manifested (Hofstede and Hofstede 2005:322). It is on this tenet that this work delves into the history of Indians in South Africa and possible cultural influences that could have been transferred.

The migration of “indentured and passenger Indians” between the late 19th and the early 20th century to KwaZulu-Natal, South Africa has to a large extent turned the cultural tide in the already multicultural nation (Naidoo 2008:1). While many indentured Indians migrated back to India due to the unfavourable terms of the indenture, cultural shock and inability to acculturate into the South African society, some persevered the hardship and pioneered the way that led to the nationalisation of many indentured Indians into South African Indians (Vaheed, Deshai and Waetjen 2010:94).

Hofstede, Hofstede and Minkov (2010:384) maintain that cultural shock is a feeling of hostility experienced by people in a new cultural environment while acculturation takes place when a foreigner has learned the values of a new culture. Acculturation usually leads to the integration of the foreigner into the new environment.

While Hofstede's cross-national findings reveal that India ranked low on the individualism index, which translates to a high score on the collectivism index (Hofstede, Hofstede and Minkov 2010:95), Vaheed *et al* (2010:2) also justify the collectivistic tendencies of the Indian culture by stressing that Indians share common interests and show respect for the local community.

Moreover, Kopalle, Lehmann and Farley (2010:258) reveal that the dominant Indian cultural influence is: the reliance on the law of Karma - what goes around comes around. Basically, the cultural dispositions of Indians are inspired by repercussions to life engagements and the preference for in-group activities.

Although little work has been done on South African Indians, the link with the Indian homeland, coupled with the events leading to the nationalisation of Indians in South Africa might have given collectivism amongst South African Indians a deeper meaning.

2.6.3 Cultural Convergence or Divergence: a case of Africans and Indians in South Africa

This work proposes the harmonisation of the collectivistic tendencies of both African and Indian culture not because it is logical to say so, but due in part to the extent to which values and beliefs are reinforced by virtue of having fought and won an archaeological battle. This notion was supported by Burgess, Harris and Mattes (2002:61) who argue that Africans and Indians have a high tendency to live harmoniously with community members as well as being obligated to communal activities.

Moreover, Hofstede and Hofstede (2005: 322) maintain that the major causes of cultural differences such as; identity, values and institutions are all rooted in history. In other words, history plays a significant role in the structure of a country's institutions and the manifestations of cultural values amongst groups within a country. While identities are visibly reflected in

language and religion, values are invisible and portray the domain of cultures.

While Africans and Indians differ in terms of identity, a closer look at the Indian and African cultural values suggests a linear relationship between their cultural dispositions. The Indian dominant cultural influence; the belief in the law of Karma coupled with the basic underlying African cultural values fostered by Ubuntu provides a link between the collectivistic tendencies of the Indian and African cultures. Although these cultural values may possess different artifacts, the end results are one and the same. This study aims to add to this literature by providing empirical evidence to validate the aforementioned perspective from a marketing communication standpoint.

2.7 Intercultural Marketing Communication Strategies

Information is interesting and relevant when culturally framed and conveyed. Consumers have positive attitudes towards advertisements and easily absorb them when information processing is relatively simple. Literature has it that the cultural context of advertisements plays a pivotal role in the parameters consumers use to define 'fluent information'. Several empirical findings have shown that individualists relate to advertising campaigns emphasising personal goals like; independence, achievement, fulfillment and individual rewards, whereas, advertising campaigns portraying in-group interactions and connectedness are more persuasive in collectivistic cultures (Uskul and Oyserman 2010:321).

Noble and Camit (2005:2) explicitly describe the challenges faced by marketing practitioners in designing advertising content and operationalising marketing strategies when the target market is linguistically and culturally diverse. Despite acknowledging the positive outcome of transmitting ad campaigns in targeted culture-specific media, this approach has encountered many setbacks such as; scarcity of resources, multiplicity of ethnic groups and the relatively small size of ethnic group population.

Regardless of these challenges, it is essential for marketing practitioners to exercise caution in determining advertising content and campaigns when marketing communication strategies are targeted at culturally diverse groups. It is noteworthy to emphasise that strategies in multicultural communication should not be stereotypic in that target groups have unique values and identities (de Mooij and Hofstede 2011:183-185).

Research findings to date have highlighted two dominant cultural variations in ad campaigns. Scholars opine that what constitutes culturally sensitive information is based on context. They maintain that the contextual framework of culture and approaching culturally sensitive communications from a contextual point of view remain a cogent cultural framework capable of enabling strategic competitive advantage. They maintain that this approach cuts across cultures (Noble and Camit 2005:7).

Most schools of thought emphasise that low context communication, which tends to be explicit and informational, is more persuasive in westernised cultures whereas, non-westernised cultures relate more to high-context messages because these messages evoke emotional responses. Moreover, meanings attached to high-context messages, also referred to as implicit messages, are assumed to be shared by community group members (Samovar, Porter and McDaniels 2010:215).

Despite the fact that plots and scenes portrayed in South African advertisements emphasise the hybridisation of the Western and local cultures (Oyedele and Minor (2012:97), messages communicated through South African advertisements tend toward high-context messages; the underlying cues and artifacts shared within South Africa are utilised so much so that it takes a person who is familiar with these cues to be persuaded by most advertisements. Cues like “who is the boss?”, “it’s lekker”, “It’s mahala” etc. drive the point home.

Other important culturally sensitive approaches recommended by cross-cultural marketing practitioners include source credibility and trustworthiness (Morimoto 2012:255), adaptation of old campaigns to target audiences' cultural frames and expectations, identifying strategies that work for specific groups and implementing culturally sensitive integrated marketing communication strategies (Ghemawat and Reiche 2011:11).

However, marketers must be aware of potential pitfalls of religiously translating ad campaigns into local languages when targeting linguistically diverse groups. Cross-cultural literature reveals that attempts to be linguistically sensitive have been faced with issues surrounding translations, receptiveness and incompatibility with targeted cultural values (de Mooij and Hofstede 2011:185). These issues range from loss of meaning to confusion and zapping (Hawkins and Mothersbaugh 2010: 56).

Building on these findings, this work foresees a dilemma on this growing debate. The question is: Are there valid and reliable yardsticks that classify societies as being westernised or otherwise? Also, the issues surrounding value-convergence, exposure to foreign cultures, the role of the media in learning and formation of values, coupled with societal and institutional expectations, and in particular acculturation leading to cultural homogeneity pose more questions than answers to pending issues of cross-cultural marketing research (Bakir 2012:187).

It is pertinent to emphasise that the focus should not only be directed at diversity, rather practitioners should take cognisance of cultural homogeneity. Taking an in-depth look at cultural values and in particular Hofstede's framework, research findings to date have identified common ground and overlaps along Hofstede's five cultural dimensions. Hence, efforts should be geared toward creating a balance in identifying societal cultural attributes. At the crux of this great debate is the ability to carefully design strategies to identify possible diversity or homogeneity of cultural values, which could

redress the challenges encountered in creating sustainable competitive advantage (Ghemawat and Reiche 2011:11).

2.8 Conclusion

Cross-cultural consumer behaviour research has been approached in different ways. While diverse frameworks employed in conceptualising cross-cultural consumer behaviour differ, a synthesis between frameworks exists. Particular attention was paid to Hofstede's cultural framework; especially, the individualism-collectivism cultural dimension which has gained widespread popularity in that many cultural attributes fall in-between the individualism-collectivism continuum. Although findings show tendencies of value convergence, evidence of divergent cultural dispositions is also prevalent in literature. In addition, instances of overlapping cultural values are predominant in consumer behaviour.

The study of consumer behaviour is an ongoing process as consumer behaviour cannot be understood in totality due to its complexities. The study however attracts more complexities when analysed culturally. Consumer behaviour can be thought of as a continuum. The first part of the continuum consists of factors external to the consumer. Internal factors, usually referred to as psychological components of consumers, reside on the other side of the continuum. In between the continuum lies consumers' self-concept and lifestyle, which usually dictates the outcome of consumer behaviour. Culture plays a pivotal role in consumer behaviour as it is the lens through which consumers view their environment.

Culture plays a significant role in consumer behaviour. Its role is evident in the interplay between the external and internal components of consumer behaviour. While cultural influences are visible in artifacts, values, practices, norms, rituals, and heroes and some cultural influences are not noticeable as intrinsic culturally sensitive consumer behaviour are often difficult to identify.

In spite of the pervasive nature of culture, due regard should be accorded to acculturation. Many scholars opine that globalisation and its agents are the major forces responsible for consumers' convergent cultural attributes. Instances of acculturation are prevalent in literature as acculturation is viewed by consumers as the ticket into global culture. If the word 'acculturation' did not exist, it would be difficult for many social and business interactions to take place.

The global culture has penetrated into most societal cultures so much so that the hybridisation of cultural values has become the norm in many societies. However, consumers' demographics, the media, socio-political and institutional factors play a huge role in the pace at which acculturation takes place. Cultural gaps often persist in certain cultures in the event where consumers revert to indigenous cultural cues. As such, marketing practitioners should painstakingly make an effort to permeate the gap created by global and indigenous values.

While there exists no standardised approach in permeating cultural gaps, scholars opine that the cultural context in which communication occurs serves as the most fundamental component of human interactions. In other words, there is a linear relationship between consumers' cultural context and the information consumers perceive as vital. Scholars distinguish between two modalities of context-specific communication cultures: high-context and low-context communication cultures. Moreover, the individualism-collectivism cultural dimension has been linked to context-specific communication cultures. Findings reveal that people with individualistic cultural dispositions are more easily persuaded by low-context communication cues while collectivistic cultures flow with high-context messages.

While people in individualistic societies have expressed likeness for personal goals and fulfillments, collectivistic societies are said to have preferences for in-group activities. From a South African perspective, the lessons fostered by

Ubuntu values portray a deeper understanding of collectivism. While individualistic tendencies are common in Western countries, many Eastern countries, 'Arab-speaking' nations, African countries (excluding South Africa) and Asian countries tend towards collectivism.

Cross-cultural consumer behaviour has not gained widespread popularity in South Africa, two divergent schools of thought are predominant in the South African cross-cultural consumer behaviour literature. In as much as Hofstede's cross-national rankings show that South Africa ranked high on the individualism index, collectivistic dispositions have been identified in South Africa. Scholars opine that values fostered by Ubuntu have to a large extent contributed to the collectivistic outlook of the South African culture. However, particular caution is advised in preventing the fallacy of predicting individual values based on country-level variables. Country-level variables are indications of societal values which are not applicable to all ethnic groups in a country.

As such, an inquiry into the African and Indian cross-cultural consumer behaviour is timeous in South Africa. While standardised country-level cultural attributes have not been established, intra-cultural findings have identified collectivistic tendencies amongst African and Indian consumers in South Africa. Although the indigenous factors responsible for this resemblance differ, the manifestations of the dominant cultural influences amongst these two racial groups are fundamentally similar. This notion is supported due to the commitment to relational and communal obligations. While literature identified collectivistic tendencies amongst Africans and Indians, empirical evidence is paramount in validating this discovery from a marketing communication perspective.

The following chapter will discuss the research methodology.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents an overview of the research methodology used in this study. The chapter describes the research design, the target population, sample size, sampling method, the questionnaire design, the data collection method and data analysis employed in this study. The techniques used in ensuring the reliability and validity of the measuring instrument are also presented in this chapter.

This research study aims at investigating the influence of cultural diversity on the attitudes of African and Indian consumers toward marketing communication. The study is descriptive in its approach; as such questionnaires were used to collect data and statistical techniques were employed in analysing the data sets.

Research has been defined as a methodical way of collating, analysing and transforming data into interpretable forms (Kumar 2008:1). From a marketing perspective, research is targeted at gaining an understanding of a target audience, the market and competitors. Marketing research entails a number of procedures. These procedures are otherwise referred to as the research process. The research design forms part of the research process (Smith and Albaum 2012:2).

3.2 Study Type

This study used the survey method to collect data. The survey method has gained popularity in marketing research in that it allows room for obtaining quantitative data from larger samples. The survey method enhances uniformity in questions and is relatively easier to administer, as it provides a wide range of responses and gives room for statistical analysis (Malhotra 2010:211).

3.3 Research Design

The research design for this study is descriptive in nature and it aims at investigating the influence of cultural diversity on marketing communication. Cooper and Schindler (2006:71) argue that the research design constitutes the process of planning and organising data collection and analysis with the aim of adding relevance and value to research goals and objectives. In other words, the research design is a detailed outline of all procedures involved in achieving the set aims and objectives of a research effort (Burns and Bush 2010:143).

The methodology employed in quantifying the influence cultural diversity on marketing communication took the etic approach. de Mooij (2011:34) argues that research targeted at investigating culturally sensitive behaviour has taken two major approaches; the emic and etic approach. While the emic approach investigates culturally sensitive behaviour in a specific culture, the etic approach investigates, defines and compares behaviour in different cultures using certain criteria external to such cultures.

Research designs can be exploratory, descriptive or causal (Kent 2007:16). The structure of research designs are usually influenced by research problems. Descriptive research designs employ statistical techniques to scrutinise and interpret data, with the aim of assigning meanings to the attributes of a sample population (Parasuraman, Grewal and Krishnan 2007:67).

Exploratory research is investigative in nature, in that it is aimed at gaining an in-depth understanding of research problems. Exploratory research does not employ statistical analysis; it is intuitive and tends to be subjective (McQuarrie 2012: 5). Causal research focuses on expressing relationships between variables (Malhotra 2010:250).

3.4 Research Approach: Quantitative

The research approach employed in this study is quantitative. There are two major approaches to research namely; quantitative and qualitative research. Sekaran and Bougie (2013:147) state that quantitative research employs structured surveys targeted at large samples and is conducted when there is a need to generalise findings to a larger population.

Qualitative research on the other hand employs unstructured forms of surveys such as personal interviews and focus groups. Qualitative research is aimed at getting individual perspectives on research problems using smaller samples (Zikmund, Babin, Carr and Griffin 2013:134). Malhotra (2010:103) argues that quantitative research creates and validates relationships amongst variables and gives room for more precision in data interpretation. Quantitative techniques are useful tools in investigating consumer behaviour, perceptions and attitudes toward stimuli.

3.5 Target Population

Zikmund and Babin (2013:312) define a population as a collection of units a research effort aims at investigating. These units could be individuals, families or business units (Smith and Albaum 2012:94). Malhotra (2010:468) stresses the importance of drawing samples from the same geographical location in studies targeted at investigating culturally sensitive behaviour. The target population for this study comprised Africans and Indians in Umlazi and Chatsworth, Durban, respectively.

3.6 Sample Size

The sample size of a research study constitutes the number of units that will be selected from the target population (Burns and Bush 2010:60). Smith and Albaum (2012:96) state that the sample size of a study depends on three factors namely; the judgment of the researcher, the required minimum size of the study and costs. Sekaran and Bougie (2013:269) argue that a sample size ranging between 30 and 500 is suggested, depending on the nature of

the questions the study aims at answering. Struwig and Stead (2010:120) stress the importance of standardising the sample size of a study with related studies. Gay and Airasian (2003:207) maintain that the overall population size of the target population also plays a major role in determining the sample size of a study. As a rule of the thumb, a sample size of 400 is recommended where population units exceed 5000. The sample size for this study comprised 400 African and Indian consumers in Umlazi and Chatsworth, Durban.

3.7 Sample Selection

The major criterion used in selecting the units of analysis for this study is the composition of Africans and Indians in Durban's total population. While Africans account for 68.3% of Durban's total population, Indians account for 19.90% (Lehohla 2011:16). The sample selection process is shown in Table 3.1. As indicated in Table 3.1, a total of 308 questionnaires were administered to Africans at the two main shopping centres in Umlazi namely; Umlazi Mega City Mall and Philani Valley Shopping Centre whilst 92 questionnaires were administered to Indians at Chatsworth Centre. The achieved sample size for Africans and Indians was 283 and 92 respectively.

Table 3.1: Sample Selection of African and Indian Consumers in Durban

Respondents' Race	Population Proportion	Sampling Weight	Sample Size
African	0.68	0.77	308
Indian	0.20	0.23	92
Total	0.88	1.0	400

Column 2 and 3:

$$0.68 / 0.88 = 0.77$$

$$0.20 / 0.88 = 0.23$$

Column 4: (Sample size = 400)

$$0.77 * 400 = 308$$

$$0.23 * 400 = 92$$

3.8 Sampling Method

This study used a non-probability sampling technique in selecting the sample from the target population. According to Malhotra and Birks (2007:410), non-probability samples include samples where selection is done in a non-random manner. Wilson (2006:200) states that non-probability sampling methods are easier to conduct and economical. Judgmental sampling is a form of non-probability sampling technique which selects samples from the total population based on the discretion of the researcher (Blumberg, Cooper and Schindler 2008:253). The judgmental sampling technique was employed in selecting respondents from the total population.

3.9 Questionnaire Design

Malhotra (2010:336) maintains that questionnaires should be unambiguous and designed based on research objectives. According to Bradley (2010:189), questionnaires should be accompanied with covering letters introducing respondents to the study. The questionnaire employed in this study was developed based on cross-cultural marketing research literature, related studies; (Soares 2004:237) and Redmond (2010:129), and the objectives of the study. The questionnaire was accompanied by a letter of information and consent. The informed consent process was given optimum priority. An overview of the questionnaire design is outlined below:

3.9.1 Questionnaire Format

The use of structured questionnaires has been advocated in self-administrated surveys (Zikmund and Babin 2013:280). A structured questionnaire consisting of close-ended, multiple choice and scaled-response questions was used to collect data for this study.

3.9.2 Measurement and Scaling

The survey questionnaire comprised four sections including items measured with five point strongly disagree to strongly agree Likert scale. The Likert scale, developed by Rensis Likert has gained widespread popularity in scale measurements. The first section of the questionnaire was devoted to gaining an understanding of respondents' profile statistics. This section outlined questions to obtain the age group, gender, race, marital status and income group of participants.

Attitudes toward marketing communication were investigated in the second section of the questionnaire. The measuring scale employed in measuring attitudes toward marketing communication was taken from validated marketing scales; Bruner, Hensel and James (2005:646). Attitudes toward marketing communication were measured with five items designed to cover both favourable and unfavourable attitudes toward marketing communication. The statements were aimed at investigating whether respondents believe that advertisements are informative, annoying, enjoyable, dispensable and deceptive.

The third section of the questionnaire was based on eight items measuring respondents' marketing communication-specific cultural values. The items were designed to cover the individualism-collectivism constructs as formulated by Hofstede and Hofstede (2005:74). Eight items from the family and peer individualism and collectivism scales were adapted from Freeman and Bordia (2001:113) and modified to account for marketing communication.

The items were measured using a five point Likert scale ranging from 'strongly disagree' to 'strongly agree'.

The final section of the questionnaire investigated the extent to which the traditional media: television, radio and newspapers influence respondents' shopping decisions.

3.10 Data Collection

The questionnaire was administered at Philani Valley Shopping Centre, Umlazi Mega City and Chatsworth Centre subject to written letters of approval from the mall management. Questionnaires were administered on weekdays, during normal working hours within the shopping malls at designated locations provided by the mall management. The questionnaire and the letter of information and consent were all translated into isiZulu to cater for respondents whose second language is English. The questionnaire was self-administered. Trained isiZulu speaking and Indian fieldworkers were recruited to ensure the clarity of the questionnaire as well as to ensure compliance with the values, norms and customs of the respective target population. Subjects were recruited and approached randomly without coercion from different age groups, excluding minors (people under the age of 18). The recruitment was done in a culturally sensitive manner while particular attention was paid to the informed consent process.

3.11 Data Analysis

The data sets collected were analysed using the Statistical Package for Social Sciences (SPSS version 19). Univariate analysis took the form of descriptive statistics. The multivariate analysis for this study was factor analysis. The statistical analyses are outlined as follows:

3.11.1 Descriptive Statistics

Descriptive statistics are used to present data in a meaningful way (Zikmund and Babin 2013:336). The descriptive statistics took the form of frequency

tables, percentages, charts, graphs, means, standard deviations and cross tabulations. Stangor (2011:114) states that frequency tables, charts and graphs are used to illustrate and classify respondents into different categories based on their responses. The data analysis comprised descriptive and inferential statistics.

3.11.2 Inferential Statistics

Inferential statistics are used to test if a set of observed data validate the research hypotheses (Malhotra and Birks 2007:647). Inferential statistics are used to draw conclusions and make generalisations about a population based on the responses of a sample (Mendenhall, Beaver and Beaver 2009:4).

i) Chi-square Test

The Chi-square Test is useful for a wide range of datasets. The Chi-square Test is conducted when investigating the variance or homogeneity between the attributes of the sample population (Zikmund *et al.* 2013:521). The Chi-square Test was conducted to identify the significance of variance between Africans and Indians. As such, the Chi-square Test was used to test the null hypotheses formulated for each of the objectives of this study.

ii) Analysis of Variance (ANOVA)

The analysis of variance is a uniquely important statistical technique in statistical analysis. The analysis of variance is conducted when comparisons are made between more than two populations (Malhotra and Birks 2007:546). The analysis of variance was conducted to determine the variance between the attributes of the samples collected from the three shopping malls.

iii) Correlation Analysis

This was used to determine relationships amongst the variables under study. Correlations are useful in that they can indicate a predictive relationship,

which can be exploited in practice (Zikmund *et al.* 2013:561). The cross tabulation technique was adopted to determine the correlation between respondents' demographic variables, attitudes to marketing communication and the IC marketing communication-specific cultural values.

iv) Factor Analysis

Factor analysis was used to further analyse correlated data, in particular it was used to describe variability among observed and correlated variables in terms of a potentially lower number of unobserved variables called factors. In other words factor analysis is used to determine the main underlying factors causing differences or variability in the data set. The information gained about the interdependences between observed variables can be used to reduce the set of variables in a dataset (Malhotra and Birks 2007:647).

3.12 Validity

Bearden, Netemeyer and Haws (2011:6) view validation as the process of meticulously ensuring that a survey's interviews or observations were conducted accurately and are free of fraud or bias. To ensure the face validity of this study, efforts were geared toward ensuring that themes in the questionnaire were in line with the objectives of the study. The questions in the questionnaire were extracted in line with the objectives of the study, research literature and findings conducted by scholars of cross-cultural analysis whose results are conceptually sound, grounded in the literature, and empirically validated. Construct validity was ensured by measuring cultural aspects of marketing communication using the individualism-collectivism constructs.

3.13 Reliability

Reliability shows the rate at which the measures of a data collection instrument are free from random error. The reliability test is conducted in order to obtain consistent data from diverse administrations of a measuring

scale (Malhotra 2010:318). The Cronbach's alpha technique was used to check the reliability of the measuring scales of the data collection instrument.

Malhotra and Birks (2007:359) maintain that the Cronbach's alpha coefficient is derived by dividing the items of the measuring scale into two; the average values of the scores are then correlated and calculated to test the internal consistency of the measures. While the value of the Cronbach's alpha coefficient ranges between 0 and 1, a value less or equal to 0 shows inadequate internal consistency. Zikmund and Babin (2013:257) state that Cronbach's alpha coefficient between 0.80 and 0.96 is said to be highly reliable. The Cronbach's alpha coefficient for the pilot study yielded 0.89, which falls within the reliable range.

3.14 Pre-Test

Prior to the main data collection, a pilot study was conducted to test the questionnaire. The questionnaire was administered to six Indians and eight Africans to ensure the clarity of the questionnaire. The face validity of the questionnaire was evaluated based on the content of the questionnaire and the objectives of the study. A factor analysis was conducted on the responses. The result of the Cronbach's alpha coefficient is given below:

Table 3.2: Reliability Statistics of the Pilot Study

Cronbach's Alpha	Number of Items
.886	46

Reliability coefficient = 0.886

Overall, Cronbach's alpha coefficient of reliability is 0.89 based on standardised items. This means the measurement instrument is 89% accurate and there is only 11% measurement error on the items, based on the sample size of the pilot study. This means the questionnaire is consistent,

measures what it is supposed to measure adequately and will yield the same results on different occasions. The implication of this is that the data collection instrument has high internal consistency and a deliberate attempt was made to enhance the internal validity of the questionnaire by decreasing the control of extraneous factors that could have affected the findings of the study. Since Cronbach's alpha results between 0.8 and 0.96 are very good and acceptable (Zikmund and Babin 2013:257), no changes were made to the questionnaire for the main study.

3.15 Conclusion

This chapter presented an overview of the research methodology employed in this study. The research design and approach adopted in this study were discussed. Furthermore, an outline of the sampling technique was presented as well as the data collection method employed in the study. An overview of the questionnaire design, the data collection process, techniques employed in ensuring the reliability and validity of the questionnaire, an outline of the pilot study and the statistical analysis employed in this study were presented. The chapter ended with the methodological limitations of the study.

The findings and discussion of the main study will be presented in the next chapter.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION OF RESULTS

4.1 Introduction

An outline of the research methodology employed in this study was presented in the previous chapter. The research findings obtained for this study will be reported in this chapter. The findings will be reported in the form of graphs, figures and tables.

The chapter begins with an overview of the descriptive analysis, which entails the demographic profile of respondents and the analysis of sections two, three and four of the questionnaire. This is followed by a discussion of the inferential analysis and factor analysis employed in this study.

4.2 Demographic Statistics of Respondents

An overview of respondents' gender, race, marital status, age group, educational qualifications and gross monthly income per household is presented in this section.

4.2.1 Gender and Race Representation of the Study

Figure 4.1 shows the gender and race distribution of respondents. The percentage of African male respondents from the selected sample was 81%, while the percentage of Indian male respondents was 19%. From all the females that participated in the survey, 66% were Africans while 34% were Indians. The findings of the study show that the majority of the respondents were male, and there were more African males than Indian males and more Indian females than African females.

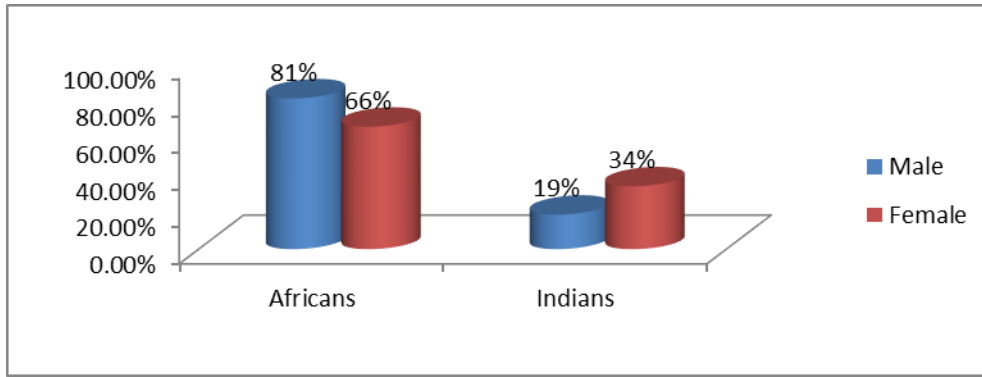


Figure 4.1: Distribution of Respondents' Gender and Race across all Malls

4.2.2 Age Groups Represented in the Study

Table 4.1 shows respondents' age group by race. The majority (66%) of African respondents were between the ages of 18 and 24 years, whilst most of the Indian respondents were over 45 years (32%). The findings reveal that most respondents fall within Generation Y, as a significant proportion (73%) of respondents were between the age of 18 and 31 years.

Table 4.1: Cross Tabulation - Distribution of Respondents' Age and Race across all Malls

Age	Under 17	18 - 24	25 - 31	32 - 38	39 - 45	Over 45	Total
Africans	0%	65,59%	17,92%	7,53%	5,02%	3,94%	100,00%
Indians	0%	27,08%	14,58%	14,58%	11,46%	32,29%	100,00%
Overall	0%	55,73%	17,07%	9,33%	6,67%	11,20%	100,00%

4.2.2 Marital Status of Respondents across all Malls

The study analysed the marital status of respondents by race collectively. The results show that a large proportion of African respondents (92%) were single, whilst 52% of Indian respondents were married. From the selected sample, none of the African respondents were divorced, however 2% of Africans were widowed. While only 1% of the Indian respondents was

divorced, 9% were widowed. The findings reveal that there is a significant difference between the marital status of the African and Indian respondents.

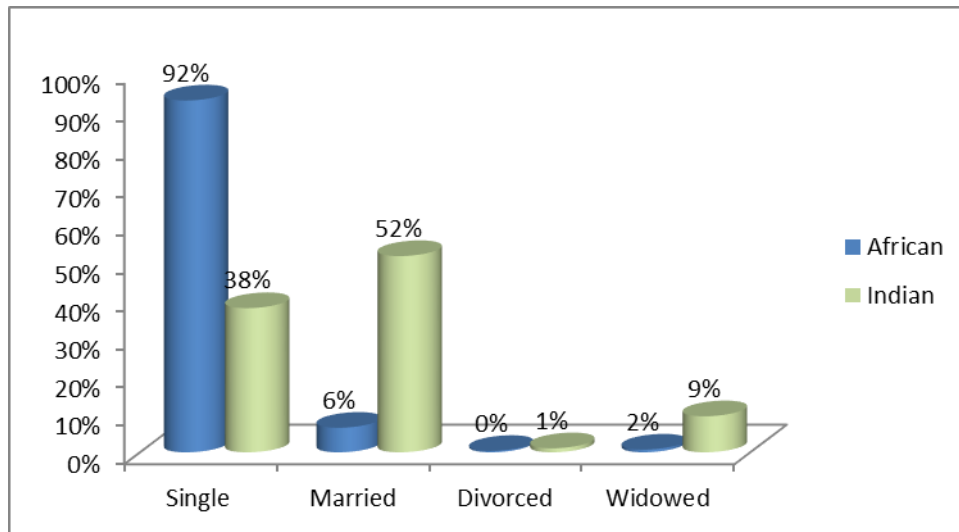


Figure 4.2: Distribution of Respondents' Marital Status across all Malls

4.2.3 Net Monthly Income per Household of Respondents

Net monthly income of respondents is tabulated by race in Table 4.2. The income distribution of respondents in the selected sample was relatively uniform for both races. About 94% of Africans and 96% of the Indians earn an income of R20 000 and below.

Table 4.2: Cross Tabulation - Income and Race of Respondents

Income	Under 10 000	10 001 - 20 000	20 001 - 30 000	Over 30 001	Total
Africans	79%	15%	5%	1%	100%
Indians	74%	22%	1%	3%	100%
Overall	78%	17%	4%	1%	100%

4.2.4 Educational Qualifications of Respondents

Quite a significant percentage of the respondents in this study were in possession of a matric qualification. About half of the Indian respondents and 62% of the African respondents had matric. The results show that more of the Indian respondents (32%) had less than matric as opposed to 21% for Africans. The findings reveal that the minority, 15% and 16% of Africans and Indians respectively, have at least a National Diploma.

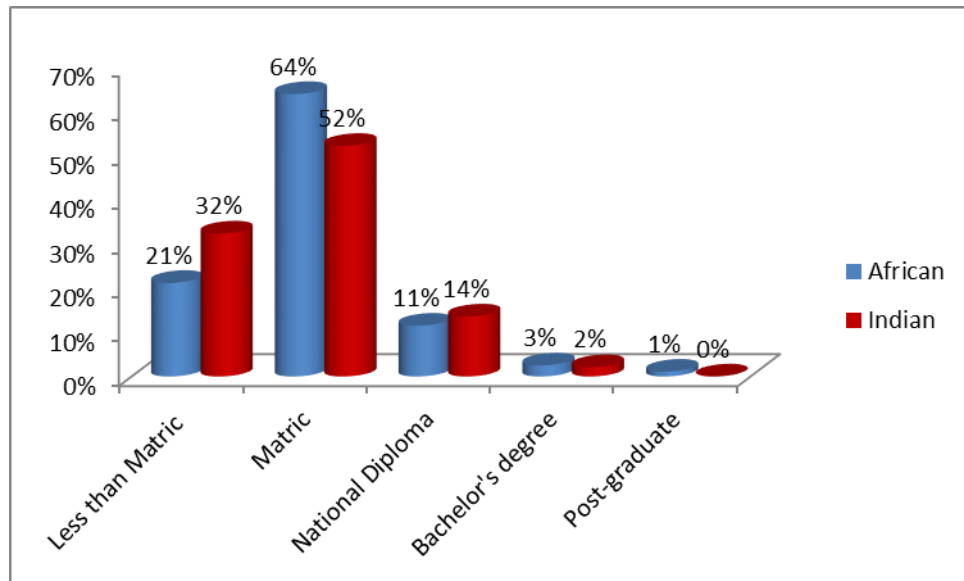


Figure 4.3: Educational Qualifications of Respondents by Race

4.3 Attitudes toward Marketing Communication

An overview of the attitudes of African and Indian respondents toward marketing communication is presented in this section.

4.3.1 Attitudes of African Respondents toward Marketing Communication

As indicated in Figure 4.4, 50% of African respondents concurred that advertising is deceptive, 70% disagreed to the statement that ‘consumers would be better off if most advertising were eliminated’ and only 32% agree that most advertising is very annoying. It is remarkable to note that while 72% of the African respondents ‘enjoy most advertisements’, 68% concurred that advertising is informative. Overall, it can be deduced that African respondents exhibited inconsistent attitudes toward marketing communication as they showed both favourable and unfavourable attitudes toward marketing communication. Quester, Pettigrew and Hawkins (2011:338) reaffirm that consumers can exhibit both positive and negative attitudes toward stimuli.

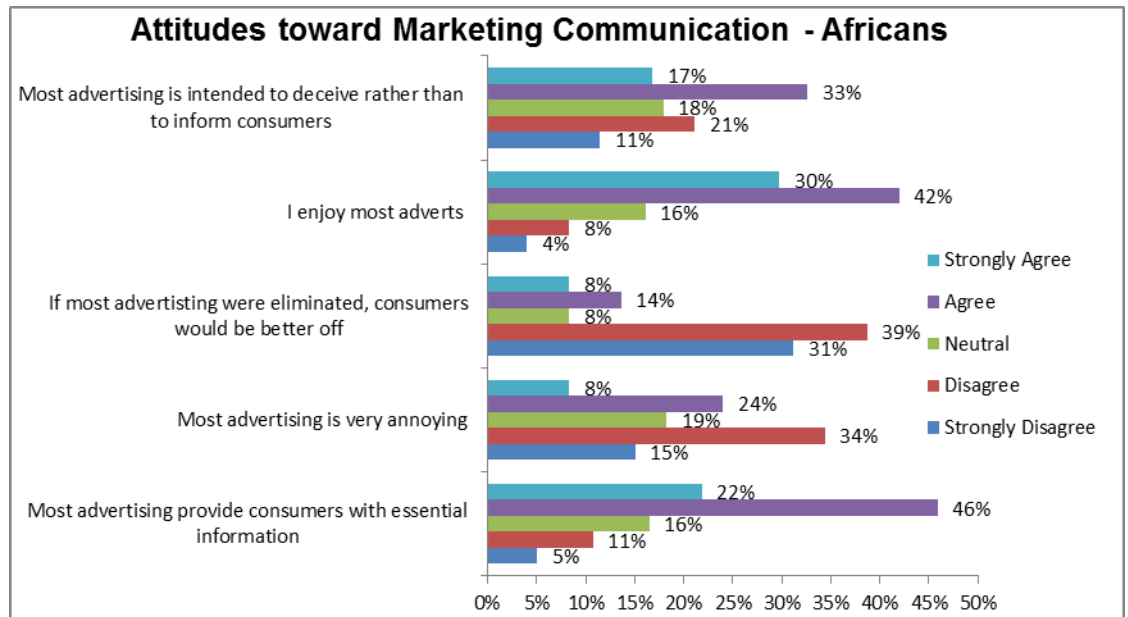


Figure 4.4: Attitudes of African Respondents toward Marketing Communication

While Oyedele and Minor (2012:91) maintain that collectivistic tendencies have been found amongst Africans, de Mooij (2011:293) reaffirms that individuals in collectivist cultures show inconsistent attitudes toward marketing communication. The findings of the study show that the dominant factor that defines attitudes toward marketing communication is the item relating to the ‘enjoyability’ of advertisements, as a significant percentage (72%) of African respondents scored high on the item. de Mooij (2011:279) stresses that the ‘enjoyability’ and ‘likeability’ models have proven to be the dominant factors influencing attitudes toward stimuli in collectivistic cultures.

4.3.2 Attitudes of Indian Respondents toward Marketing Communication

As depicted in Figure 4.5, 43% of the Indian respondents agreed that advertising is deceptive, while only 24% are of the view that advertising is very annoying. 70% of Indian respondents maintain that advertisements are indispensable, as they disagreed to the statement that ‘if most advertising were eliminated, consumers would be better off’. It is worth mentioning that the dispensability result for Indian respondents coincides with the result for

African respondents indicating that 70% of both races scored high on the dispensability measure.

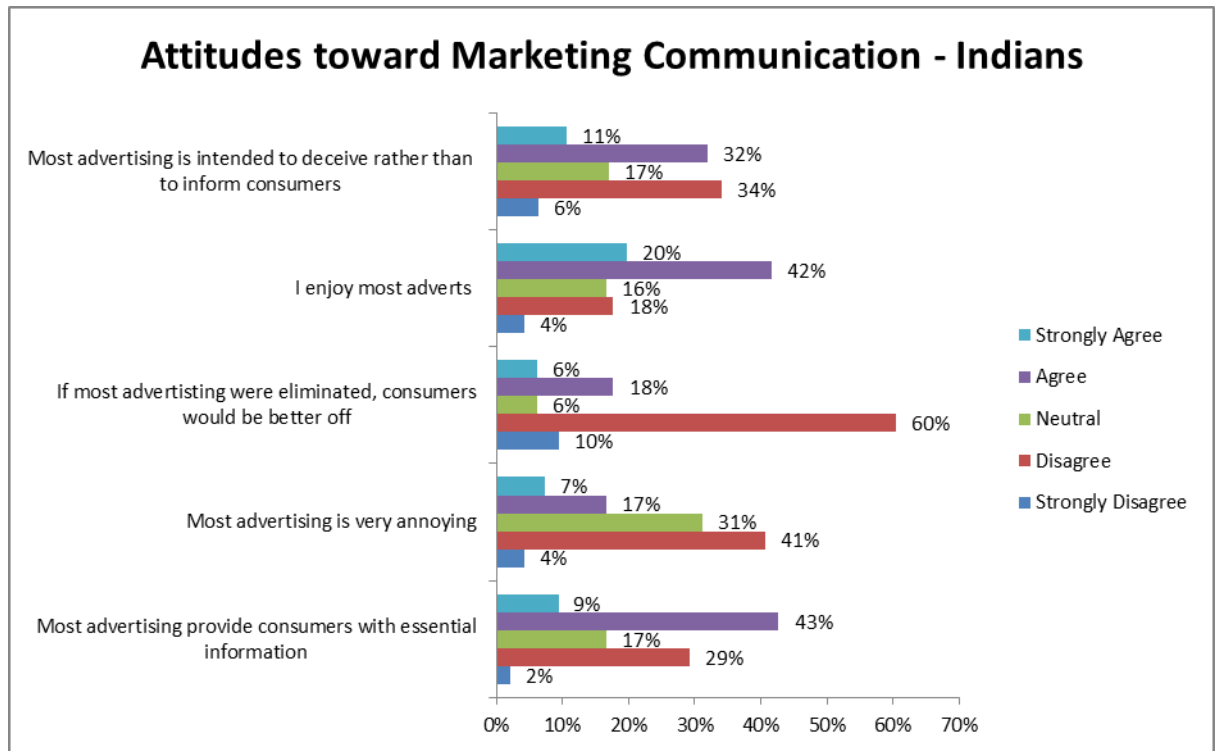


Figure 4.5: Attitudes of Indian Respondents toward Marketing Communication

The result for the ‘enjoyability’ measure indicates that 62% of the Indian respondents enjoy most advertisements, while 52% believe that advertisements are informative. Once again, the findings reveal that there is inconsistency in the attitudes of the Indian respondents toward marketing communication. This further reaffirms the view of de Mooij (2011:293) that collectivists show inconsistent attitudes toward stimuli, as Hofstede’s cross-national study reveals that Indians scored low on the individualism index (Hofstede, Hofstede and MInkov 2010:95).

4.3.3 Respondents' Overall Attitudes toward Marketing Communication

The overall illustration of the attitudes toward marketing communication for both Africans and Indians is shown in Figure 4.6. The cumulative result shows that 49% of African respondents agree more with the measures on attitude towards marketing communication than Indians (41%).

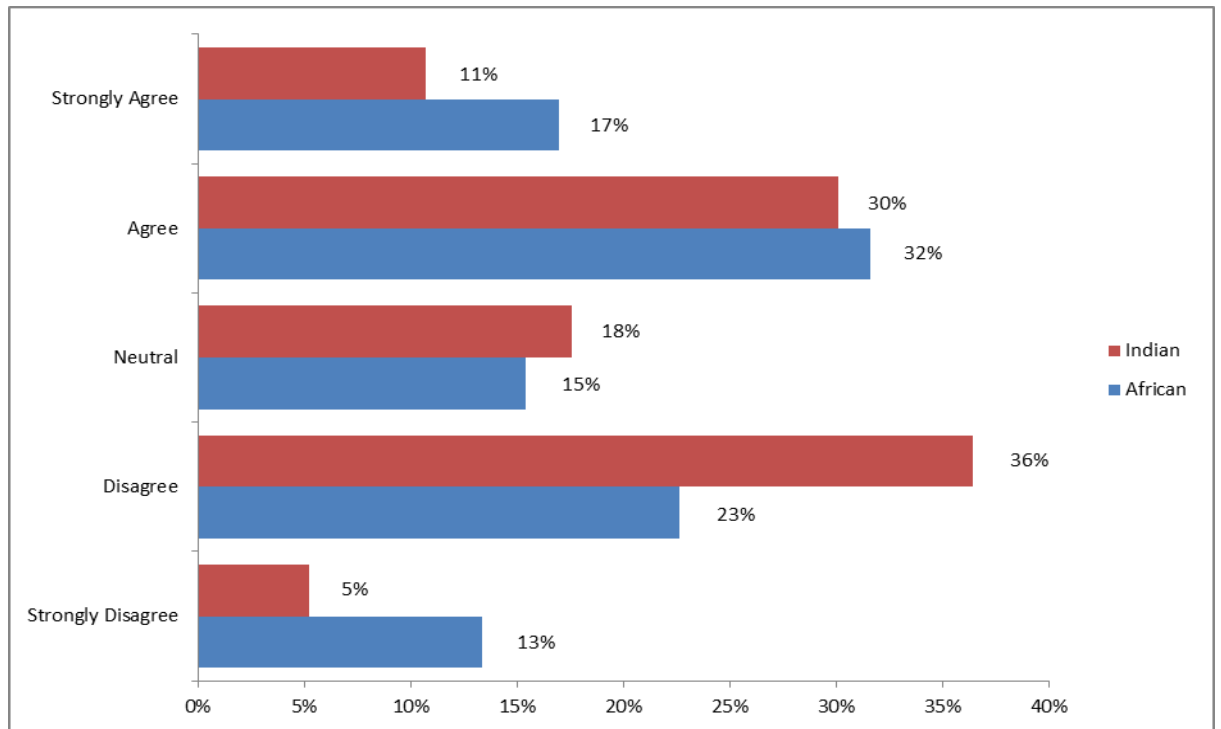


Figure 4.6: Respondents' Overall Attitudes toward Marketing Communication

The finding reveals that African respondents show more inconsistent attitudes toward marketing communication than Indians.

4.4 Marketing Communication-Specific Cultural Values

This section presents the results for the measures employed in investigating the marketing communication-specific cultural values for African and Indian respondents, at each of the malls. The first four measures were aimed at investigating respondents' individualistic tendencies toward marketing

communication whilst the last four measures represent collectivistic measures.

4.4.1 African Respondents' Marketing Communication-Specific Cultural Values - Umlazi Mega City Mall

The findings as shown in Figure 4.7 reflect that 69% of African respondents at Umlazi Mega City Mall are of the view that their family's opinions do not influence their choice of media, 43% prefer advertisements that stress individual needs over family needs, 88% are more persuaded by advertisements that show personal achievement while the percentage of respondents whose buying decisions are based on the conviction of advertisements and not peer group's opinions is 54%. The result shows that only 19% concurred that everyone in their family likes the same advertisements while 81% prefer advertisements that portray how family members can collectively benefit from advertised products.

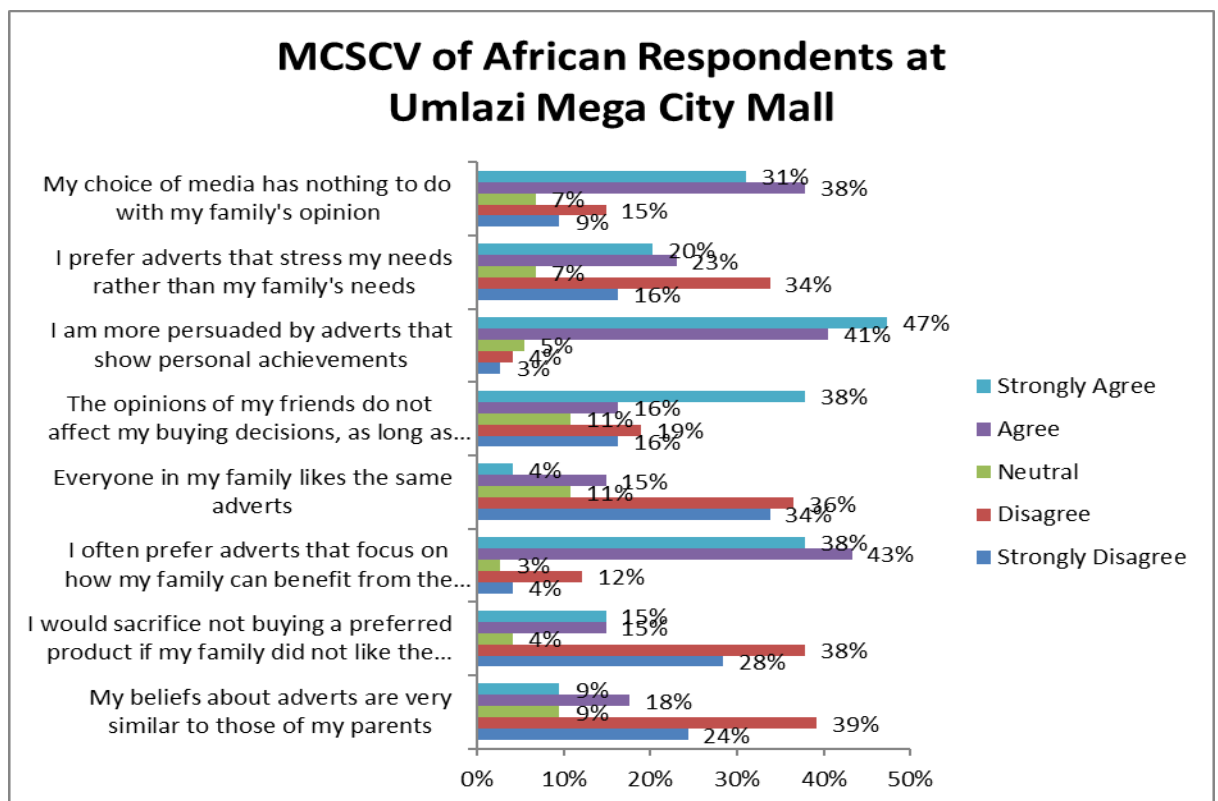


Figure 4.7: African Respondents' Marketing Communication-Specific Cultural Values – Umlazi Mega City Mall

The result of the remainder of collectivistic MCSCV reveals that 30% of the African respondents at Umlazi Mega City Mall would sacrifice not buying a preferred product if their family did not like the advert of the product while 27% are of the view that there is a similarity between their beliefs and their parents' beliefs about advertisements. The findings for African respondents at Umlazi Mega City Mall reveal that while Africans have a collectivist outlook towards life in general, they have individualistic tendencies toward marketing communication. The mean scores for the respondents that scored high in the MCSCV (where individualism (IND) = 63.5 and collectivism (COL) = 39.3) provide a clear picture into the individualistic tendencies of African respondents at Umlazi Mega City Mall toward marketing communication.

4.4.2 African Respondents' Marketing Communication-Specific Cultural Values - Philani Valley Shopping Centre

As depicted in Figure 4.8, 58% of respondents at Philani Valley Shopping Centre concurred that their family's opinions do not influence their choice of media. 34% of the respondents prefer advertisements that stress their need rather than their family's needs while a large proportion (81%) are more persuaded by advertisements that portray personal achievements. 51% concurred that peer groups do not influence their buying decisions as long as they are convinced by advertisements. In terms of the collectivistic measures, 23% agreed that everyone in their family likes the same advertisements while 78% prefer advertisements that portray how family members can collectively benefit from advertised products. The percentage of respondents that would sacrifice not buying a preferred product if their family did not like the advert of the product is 31% while almost the same percentage of respondents (33%), concurred that their beliefs about advertisements are very similar to those of their parents.

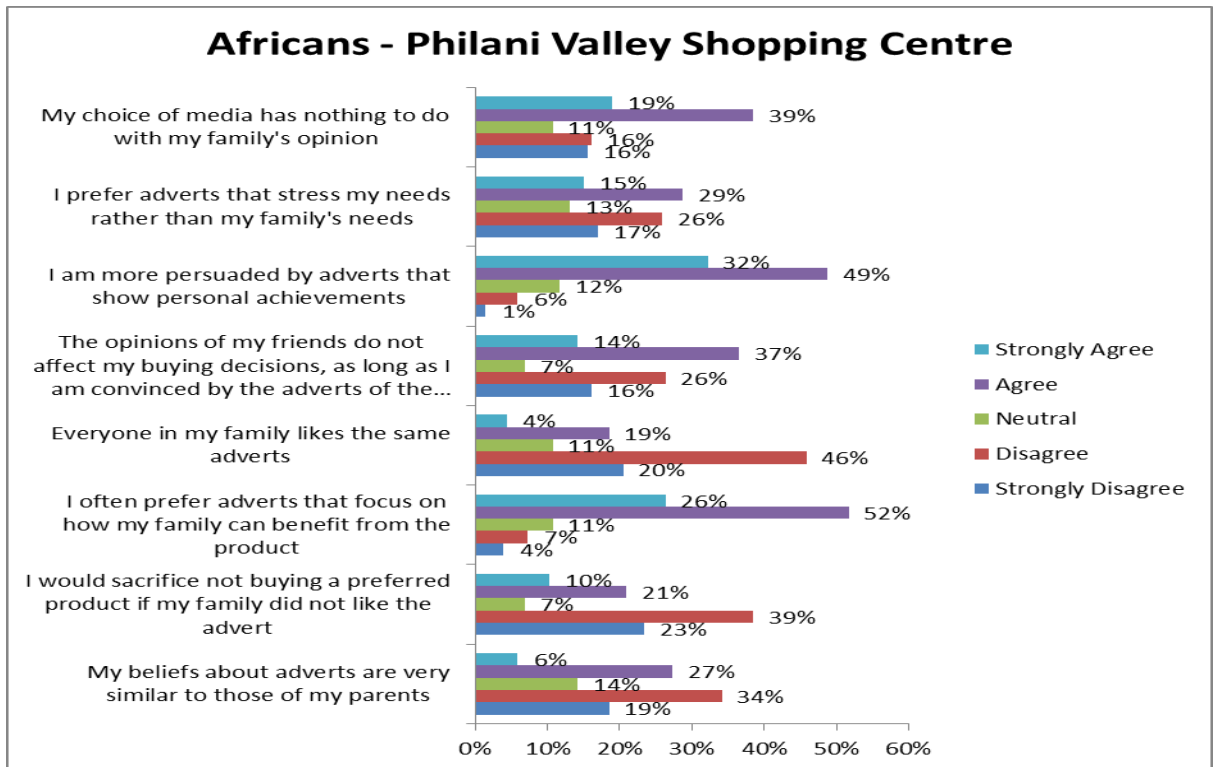


Figure 4.8: African Respondents' Marketing Communication-Specific Cultural Values – Philani Valley Shopping Centre

The findings imply that the MCSCV for African respondents at Philani Valley Shopping Centre, which is located in the interior of Umlazi differ from the responses provided by Africans at Umlazi Mega City Mall. The mean values of all the respondents that scored high in both measures are as follows; IND = 56, COL = 41.5. It can be deduced that respondents at Philani Valley Shopping Centre are more collectivistic than respondents at Umlazi Mega City Mall. This implies that segmenting target market based on race should be approached with caution as consumers' values within the same racial groups could differ. This supports the view in the literature of (Ghemawat and Reiche 2011:11) that identifying strategies that work for specific groups and implementing culturally sensitive integrated marketing communication strategies should not be compromised.

4.4.3 African Respondents' Marketing Communication-Specific Cultural Values - Umlazi Mega City Mall and Philani Valley Shopping Centre

As depicted in Figure 4.9, the overall findings for Africans at both malls reveal that although Africans are said to be collectivist by nature, their collectivistic tendencies do not influence their MCSCV. However, the findings reveal that one dominant collectivistic measure stood out in the MCSCV, as 78% of respondents showed preference for advertisements that portray how family members can collectively benefit from advertised products. Also, a little below half of the respondents, 43% of the respondents, showed preference for advertisements that stress individual needs over the needs of family members. Beugre and Offodile (2001:537) claim that one of the major collectivistic cues amongst Africans is the tendency to be obligated to social and economic needs of relatives.

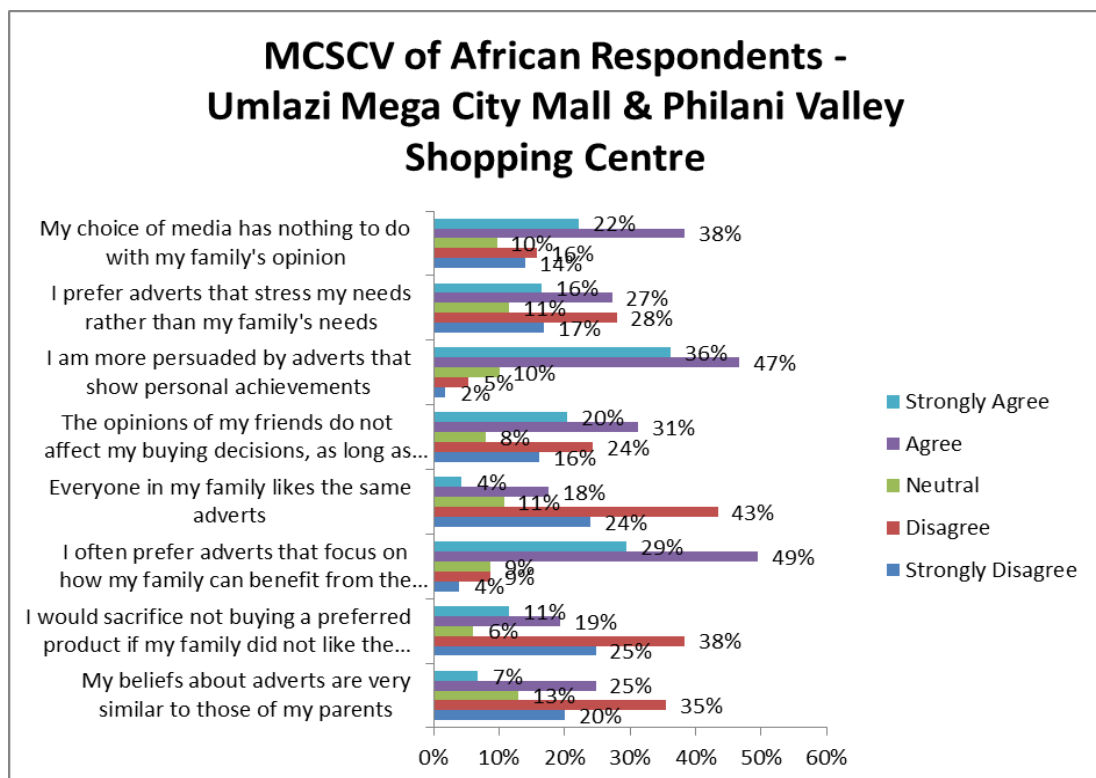


Figure 4.9: African Respondents' Marketing Communication-Specific Cultural Values – Umlazi Mega City Mall and Philani Valley Shopping Centre

Overall, the mean values for IND and COL show that the majority of African respondents scored higher on the individualism measures (IND = 59.25) than on the collectivism measures (COL = 40.5). Bakir (2012:187) maintains that cultural values are converging due to factors such as; globalisation, exposure to foreign cultures through the media, the need to conform to societal and institutional expectations, and in particular, acculturation. The individualistic tendencies of African respondents toward marketing communication are evident considering the aforementioned factors.

4.4.4 Indian Respondents Marketing Communication-Specific Cultural Values - Chatsworth Centre

As shown in Figure 4.10, 81% of Indian respondents concurred that their choice of media has nothing to do with their family's opinion. 33% of Indian respondents prefer advertisements that stress individual needs over family needs, while 78% are more persuaded by advertisements that portray personal achievements. A significant proportion (82%) concurred that the opinions of their friends do not influence their buying decisions as long as they are convinced by advertisements. While only 19% agreed that everyone in their family likes the same advertisements, the majority (80%) prefer advertisements that portray how family members can collectively benefit from advertised products. 20% of the respondents would sacrifice not buying a preferred product if their family did not like the advert whilst 36% concurred that their beliefs about advertisements are very similar to those of their parents.

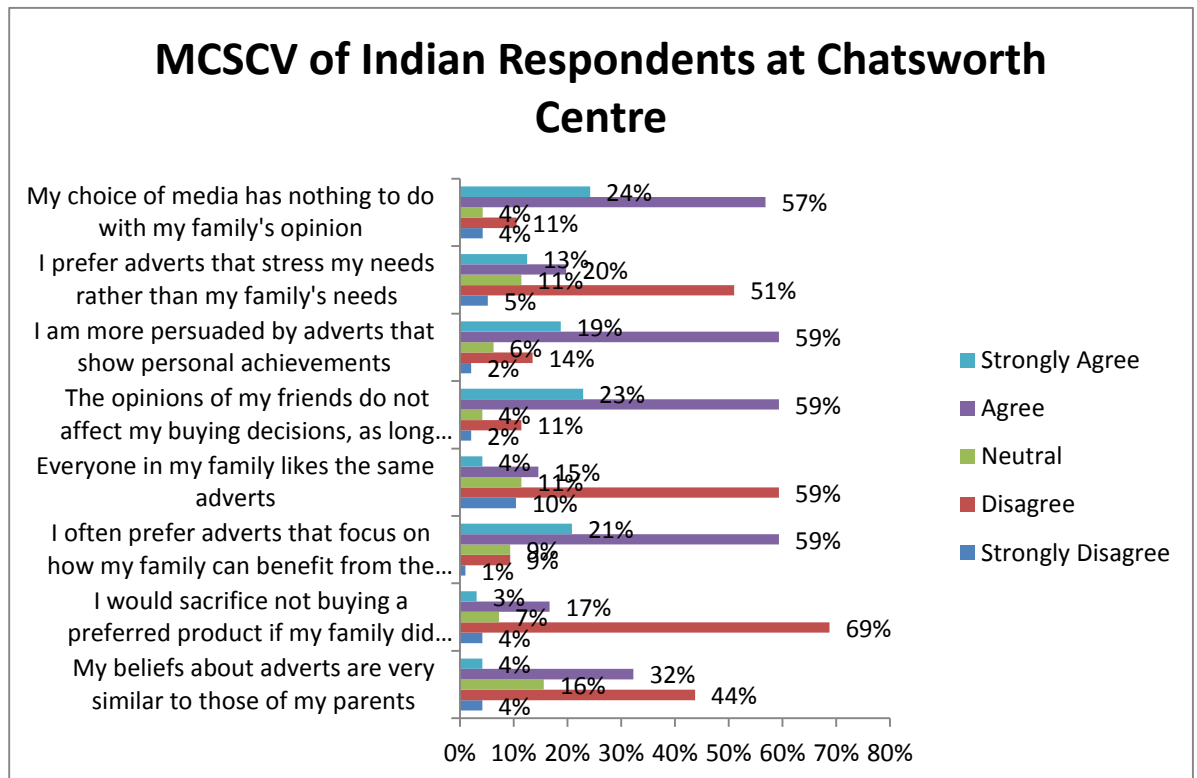


Figure 4.10: Indian Respondents' Marketing Communication-Specific Cultural Values – Chatsworth Centre

The findings highlight that the majority of Indian respondents scored higher on the individualism measures than on the collectivism measures as shown in the mean of values of the respondents who scored high on the two measures (IND = 68.5; COL = 38.5). Vaheed, Deshai and Waetjen (2010:2) maintain that the Indian culture is collectivistic in nature, in that Indians share common interests and show respect for the local community. However the findings as shown in Figure 4.10 reveal that the opposite holds for the Indian respondents when it comes to MCSCV. It can be concluded that the factors responsible for the individualistic tendencies of African respondents toward marketing communication as pointed out by Bakir (2012:187), are similar to those of Indians.

4.4.5 Marketing Communication-Specific Cultural Values by Race

Figure 4.11 illustrates the MCSCV for both African and Indian respondents. As shown in Figure 4.11, the overall percentage of Indian respondents that scored high on the IND measures is 69% as compared to 56% for African respondents. Only 39% of Indians and 41% of Africans scored high on the COL measures.

The findings reveal that although both Africans and Indians scored higher on IND than COL measures, Indians showed more individualistic tendencies toward marketing communication than Africans, while Africans showed more collectivistic tendencies toward marketing communication than Indians.

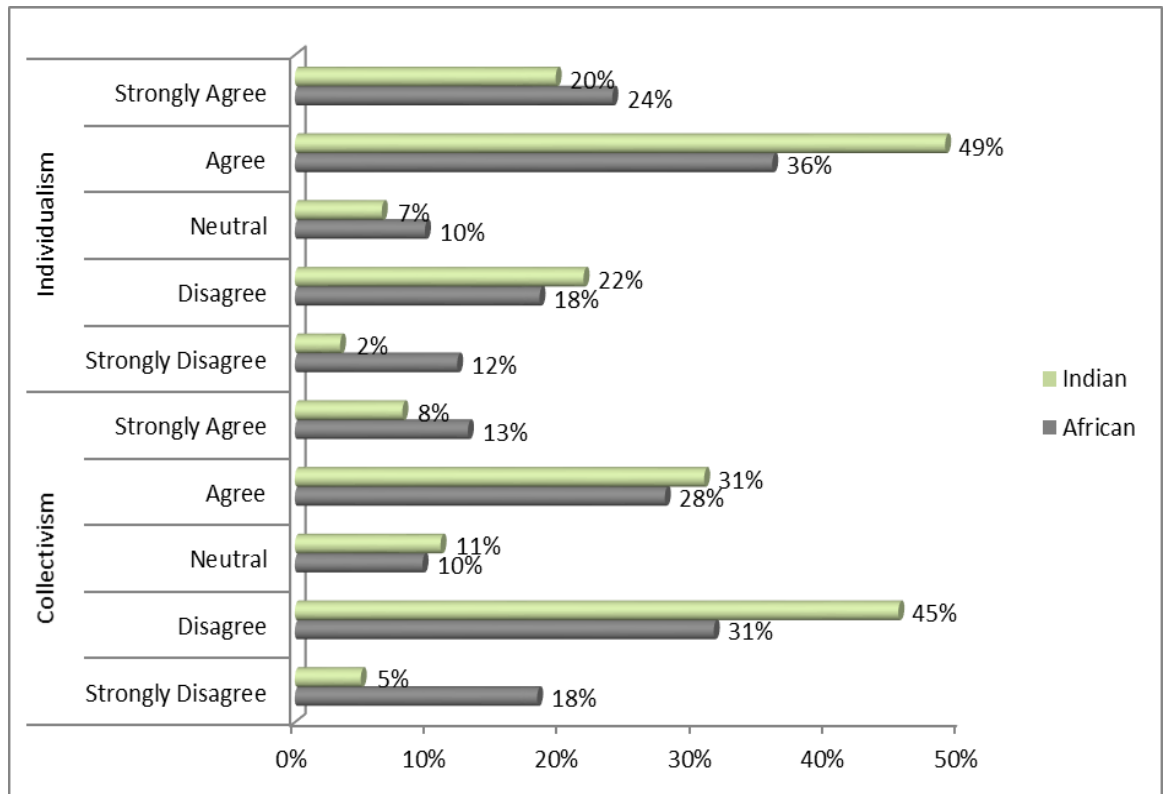


Figure 4.11: Respondents' Marketing Communication-Specific Cultural Values by Race

4.4.6 Respondents' IC Overlap Scores

The overlapping results for African and Indian respondents are shown in Table 4.3. IC overlap scores constitute the percentage of respondents who scored high on both IND and COL (MCSCV). The findings reveal that the overlapping tendencies for both African and Indian respondents are almost the same. Only 3.2% and 3.3% of African and Indian respondents showed overlapping tendencies toward marketing communication, respectively.

Table 4.3: Overall Scores for IC Overlap

Respondents' Race	Achieved Sample	IC Overlap Sample	IC Overlap (%)
African	283	9	3,2%
Indian	92	3	3,3%
Grand Total	375	12	6,5%

4.5 Choice of Media and Respondents' Preference

The following section will present respondents' preference for the traditional media – newspapers, television and radio with bar charts and pie charts. The bar charts illustrating respondents' preference for newspapers were divided into three for both races. The percentages of respondents who rated television and radio as important and very important to their shopping decisions were summed up and represented as percentages in the pie charts.

4.5.1 The Importance of Newspapers to African Respondents'

Shopping Decisions

An overview of the importance of newspapers to African respondents' shopping decisions will be reported in this section.

i) African Respondents' Preference for Newspapers

As shown in Figure 4.12, African respondents rated Zulu newspapers higher than English newspapers. 36% and 29% of respondents respectively rated Ilanga as very important and important to their shopping decisions. 49% and 26% rated Isolezwe newspaper as very important and important respectively.

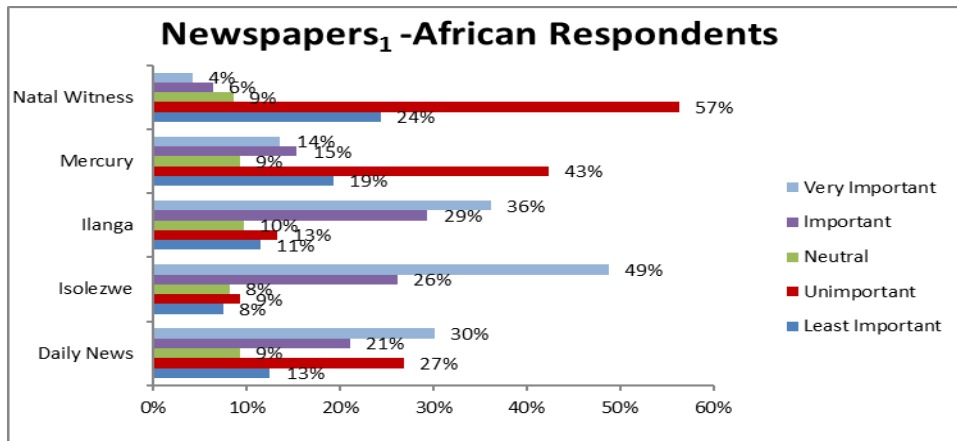


Figure 4.12: The Importance of Newspapers₁ to African Respondent's Shopping Decisions

51% rated Daily News as important and very important. Only 10% and 29% respectively considered Natal Witness and Mercury as relevant to their shopping decisions.

ii) African Respondent's Preference for Newspapers₂

The findings as shown in Figure 4.13 reveal that 16% and 26% of African respondents rated Umlazi Times as very important and important respectively, whilst 19% and 27% regarded Sunday Times as very important and important respectively, whilst 19% and 27% regarded Sunday Times as very important and important.

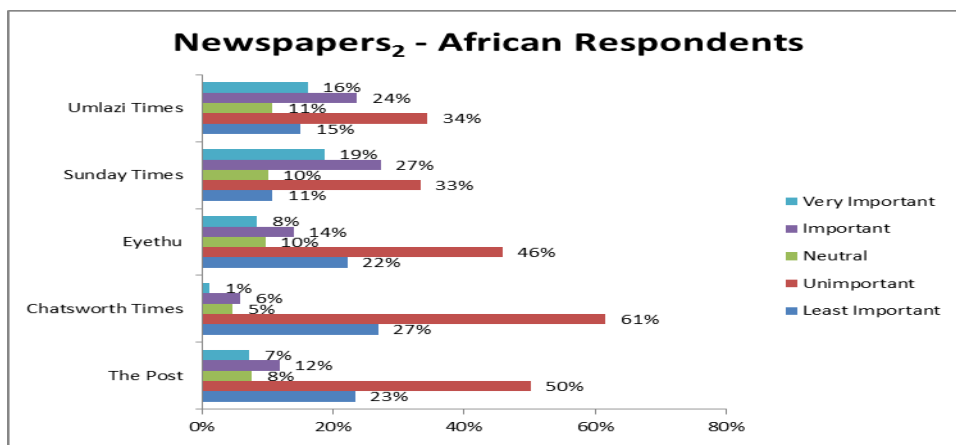


Figure 4.13: The Importance of Newspapers₂ to African Respondent's Shopping Decisions

Only 8% and 14% of the African respondents considered Eyethu as very important and important, whilst the minority, 7%, regarded Chatsworth Times relevant to their shopping decisions. The percentages of African respondents who considered The Post as very important and important are 7% and 12% respectively.

iii) African Respondent's Preference for Newspapers₃

As shown in Figure 4.14, only a small minority of African respondents (12%, 14%, 26% and 15%) rated Saturday Independent, Weekend Witness, Sunday Times and Rising Sun as relevant to their shopping decisions respectively.

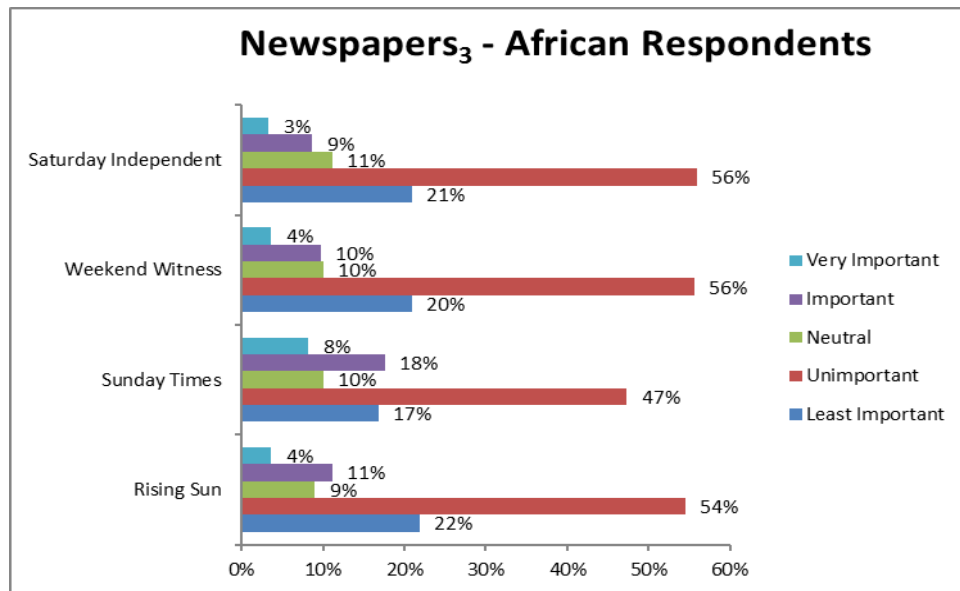


Figure 4.14: The Importance of Newspapers₃ to African Respondent's Shopping Decisions

The overall findings on the importance of newspapers to African respondents reveal that Zulu newspapers were rated over and above English newspapers with the exception of Eyethu. The results further indicate that newspapers targeted at the Indian community were considered less relevant to respondents' shopping decisions than other English newspapers. This supports the view of Uskul and Oyserman (2010:321) that information is found more interesting and relevant when culturally framed and conveyed.

4.5.2 The Importance of Newspapers to Indian Respondents' Shopping Decisions

The importance of newspapers on the shopping decisions of Indian respondents is presented in this section.

i) Indian Respondent's Preference for Newspapers₁

The findings as shown in Figure 4.15 reveal that only 19%, 6% and 5% of Indian respondents considered Natal Witness, Isolezwe and Ilanga important to their shopping decisions respectively. 54% and a vast majority (80%) of Indian respondents rated Mercury and Daily News relevant to their shopping decisions.

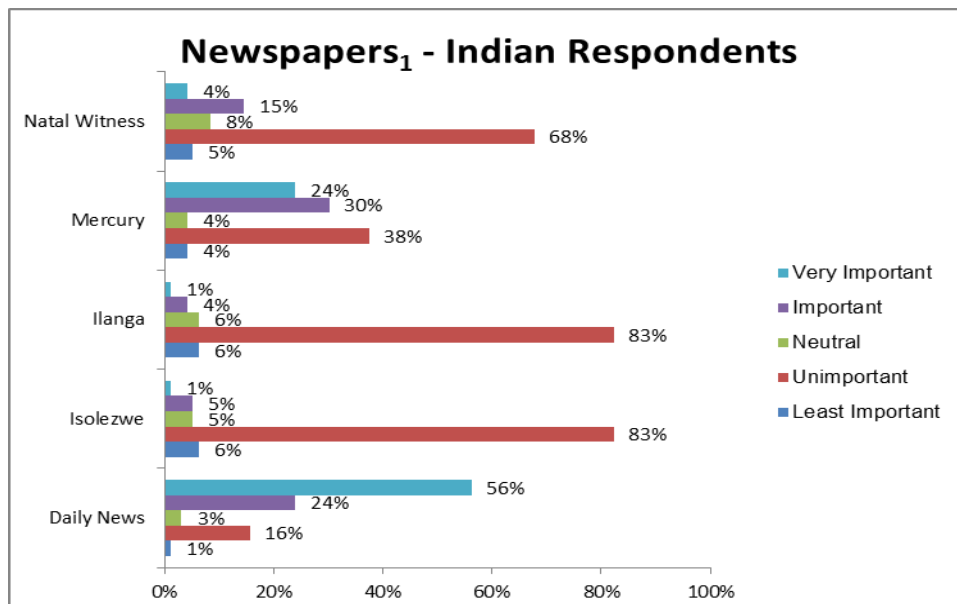


Figure 4.15: The Importance of Newspapers₁ to Indian Respondent's Shopping Decisions

ii) Indian Respondent's Preference for Newspapers₂

As shown in Figure 4.16, the vast minority of Indian respondents (4% and 2%) respectively, considered Umlazi Times and Eyethu important to their shopping decisions whilst 44%, 55% and 64% rated Sunday Times, Chatsworth Times and The Post relevant to their shopping decisions.

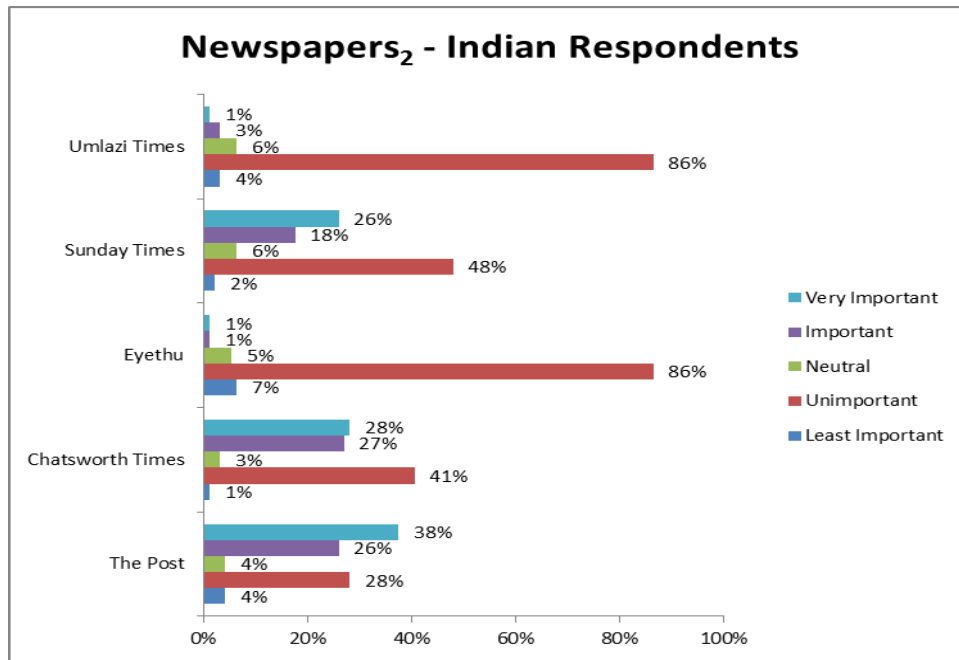


Figure 4.16: The Importance of Newspapers₂ to Indian Respondents' Shopping Decisions

iii) Indian Respondents' Preference for Newspapers₃

The findings as indicated in Figure 4.17 reveal that while the vast majority (86%) of Indian respondents rated Rising Sun as relevant to their shopping decisions, 44% considered Sunday Times as essential. Only 14% and 7% viewed Saturday Independent and Weekend Witness important to their shopping decisions.

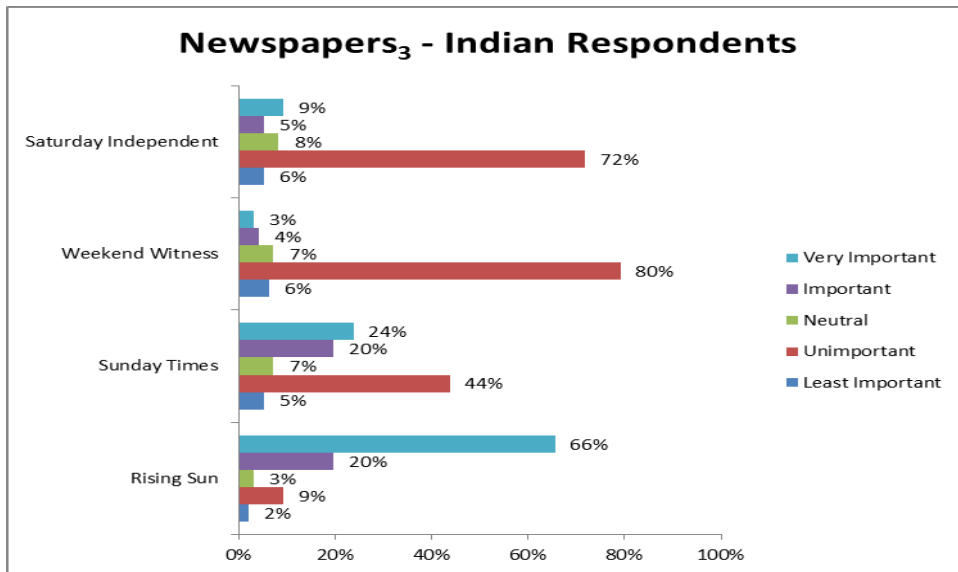


Figure 4.17: The Importance of Newspapers₃ to Indian Respondents' Shopping Decisions

4.5.3 African Respondents' Preference for Television

The extrapolated percentages of African respondents who rated television channels relevant to their shopping decisions are presented in this section. As shown in Figure 4.18, 24% rated SABC 1 relevant to their shopping decisions. The findings reveal that the same percentage of African (20%) considered ETV and DStv important. Once again, the same percentage (13%) considered SABC 2 and 3 relevant to their shopping decisions. 6% and 4% of African respondents viewed Space TV and Top TV important to their shopping decisions respectively.

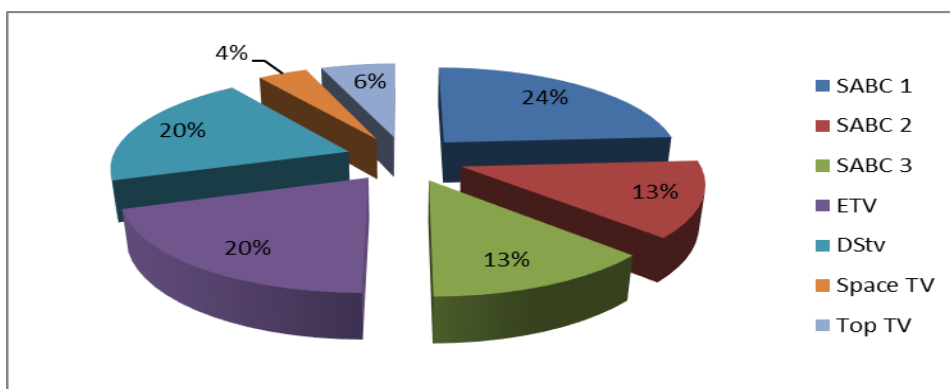


Figure 4.18: Importance of Television to African Respondents' Shopping Decisions

4.5.4 Indian Respondents' Preference for Television

As shown in Figure 4.19, 23% considered SABC 3 as relevant to their shopping decisions, which is followed by ETV with 22%. SABC 2 and DStv were rated high by the same percentage of respondents (16%) whilst 17%, 15% and only 1% considered SABC 1, Top TV and Space TV relevant, respectively.

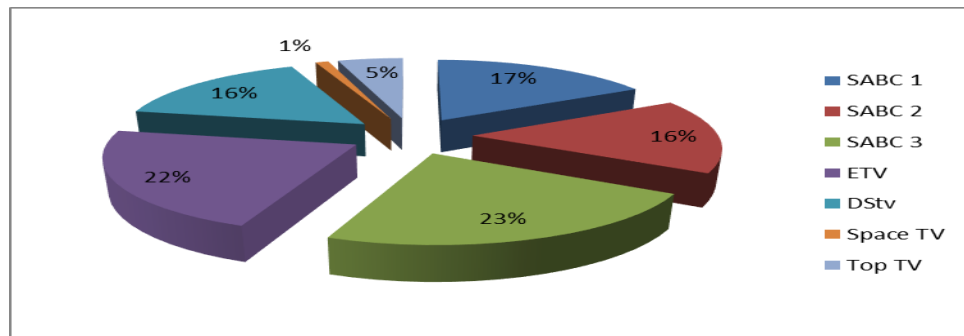


Figure 4.19: Importance of Television to Indian Respondents' Shopping Decisions

4.5.5 African Respondents' Preference for Radio

Figure 4.20 illustrates African respondents' preference for radio. An examination of the findings shows that the minority of African respondents (3%) rated Lotus FM relevant to their shopping decisions.

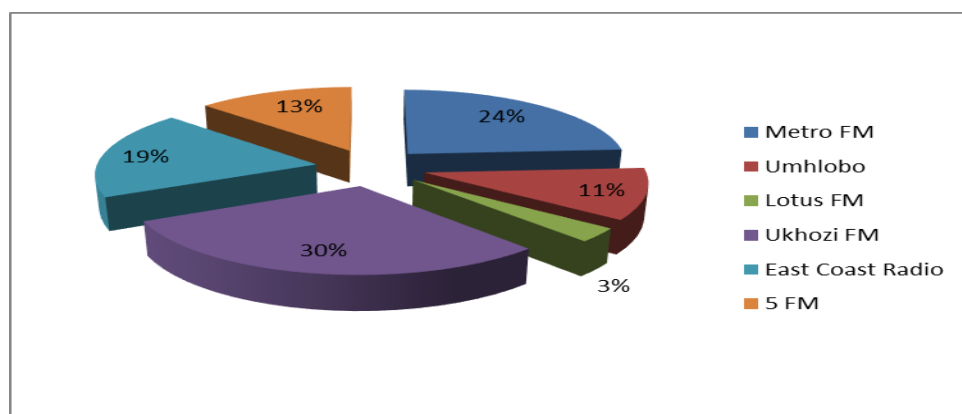


Figure 4.20: Importance of Radio to African Respondents' Shopping Decisions

Ukhosi FM received the highest rating (30%), which is followed by Metro FM (24%). 19%, 13% and 11% of the respondents considered East Coast Radio, 5 FM and Umhlobo significant to their shopping decisions, respectively.

4.5.6 Indian Respondents' Preference for Radio

The findings as shown in Figure 4.21, reveal that the majority of Indian (43%) respondents rated East Coast Radio relevant to their shopping decisions, which is followed by 27% for Lotus FM.

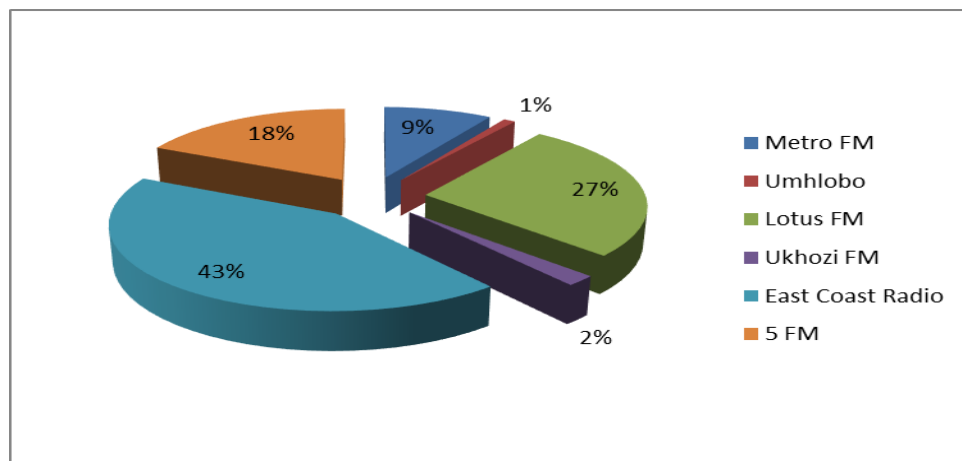


Figure 4.21: Importance of Radio to Indian Respondents' Shopping Decisions

The results indicate that the vast minority of the Indian respondents (1% and 2%) considered Umhlobo and Ukhozi FM influential to their shopping decisions, respectively. 18% and 9% of the respondents ranked 5FM and Metro FM significant to their shopping decisions, respectively.

4.6 Reliability

This section presents the Cronbach's alpha reliability statistics of the results. As shown in Table 4.4, the reliability coefficient for attitudes toward marketing communication yielded a value within the acceptable range (0.667). This shows that the items measuring respondents' attitudes toward marketing communication are consistent and reliable.

Table 4.4: Reliability Statistics for Attitudes toward Marketing Communication

Cronbach's Alpha	Number of items
.667	5

Total Statistics

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A1	125.97	243.791	.029	.667
A2	126.95	247.865	-.089	.669
A3	127.35	244.324	.005	.678
A4	125.86	238.183	.190	.667
A5	126.56	246.899	-.065	.658

Table 4.5: Reliability Statistics for MCSCV

Cronbach's Alpha	Number of Items
.657	8

Total Statistics

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C1	126.83	240.934	.089	.668
C2	127.05	242.337	.049	.651
C3	125.72	245.064	-.004	.662
C4	127.20	240.843	.107	.657
C5	126.31	232.625	.279	.655
C6	125.61	248.794	-.127	.657
C7	126.73	237.515	.155	.654
C8	126.21	232.650	.267	.655

The reliability coefficient for MCSCV as illustrated in Table 4.5 also yielded a value within the acceptable range (0.657). This implies that the MCSCV measures are consistent and reliable.

4.7 Comparative Analysis

Comparative analysis was conducted to further investigate respondents' convergent MCSCV, as illustrated by the findings obtained previously. Specifically, a comparison is deemed fit to determine whether respondents' shared cultural dispositions toward marketing communication is caused by the same factors.

4.7.1 Comparative Analysis – Attitudes toward Marketing Communication

As shown in Tables 4.6 and 4.7, the mean, median and mode scores for both races do not follow a normal distribution as the distributions are negatively skewed. The findings reveal that respondents are spread around the mean scores. The standard deviation of the scores further indicates the extent to which the distributions digress from the mean scores.

This further confirms the inconsistency in respondents' attitudes toward marketing communication as presented in the previous findings obtained for both races. The findings obtained show that African respondents are farther from the mean scores than Indian respondents, which validates the notion that Africans showed more inconsistent attitudes toward marketing communication than Indians, as earlier pointed out. Also, both races scored lower on item A3 which measures respondents' attitudes toward the dispensability of advertisements. The results further reveal that the mean scores for Africans were lower than those of Indians on the dispensability measure. This finding reveals that more Indians than Africans concurred that if most advertising were eliminated, consumers would be better off.

Table 4.6: Measures of Central Tendency and Dispersion – African Respondents’ Attitudes toward Marketing Communication

	A1: Informative	A2: Annoying	A3: Dispensable	A4: Enjoyable	A5: Deceptive
Mean	3.688172	2.759857	2.290322581	3.853047	3.222222
Median	4	3	2	4	3
Mode	4	2	2	4	4
Standard Deviation	1.082681	1.209837	1.265883078	1.061041	1.275421
Skewness	-0.82702	0.237361	0.83261415	-0.92247	0.266394
Range	4	4	4	4	4

Table 4.7: Measures of Central Tendency and Dispersion - Indian Respondents’ Attitudes toward Marketing Communication

	A1: Informative	A2: Annoying	A3: Dispensable	A4: Enjoyable	A5: Deceptive
Mean	3.28125	2.822917	2.510416667	3.552083	3
Median	4	3	2	4	3
Mode	4	2	2	4	2
Standard Deviation	1.053347	1.005195	1.085742934	1.122683	1.231174
Skewness	-0.20303	0.555976	0.930214971	-0.54299	-0.13825
Range	4	4	4	4	5

4.7.2 Comparative Analysis – MCSCV

The scores obtained for the measures of central tendency further reveal that both African and Indian respondents showed more individualistic than collectivistic tendencies toward marketing communication as shown in Tables 4.8 and 4.9. The standard deviation scores reveal that Indians show more individualistic tendencies toward marketing communication than Africans. However, both races scored low on item C7: IND, this item relates to respondents' preference for advertisements that portray personal needs rather than family needs. The result obtained further shows that both respondents deviated significantly from the mean as they scored high on item C3: COL which relates to the statement; 'I often prefer advertisements that focus on how my family can benefit from the advertised product'.

Table 4.8: Measures of Central Tendency and Dispersion – African Respondents' MCSCV

	C1: COL	C2: COL	C3: COL	C4:COL	C5:IND	C6:IND	C7:IND	C8:IND
Mean	2.62724	2.544803	3.917563	2.34767	3.154122	4.100358	2.985663	3.390681
Median	2	2	4	2	4	4	3	4
Mode	2	2	4	2	4	4	2	4
Standard Deviation	1.242579	1.350713	1.037262	1.149407	1.414688	0.911931	1.375456	1.357653
Skewness	0.318117	0.543888	-1.15858	0.678087	-0.18334	-1.20337	0.017574	-0.536
Range	4	4	4	4	4	4	4	4

Table 4.9: Measures of Central Tendency and Dispersion - Indian Respondents' MCSCV

	C1:COL	C2: COL	C3:COL	C4:COL	C5:IND	C6:IND	C7:IND	C8:IND
Mean	2.885417	2.458333	3.895833	2.427083	3.895833	3.791667	2.833333	3.822917
Median	3	2	4	2	4	4	2	4
Mode	2	2	4	2	4	4	2	4
Standard Deviation	1.044986	0.928118	0.876346	1.002573	0.95674	0.972427	1.184698	1.104963
Skewness	0.233682	1.213361	-1.03973	0.972634	-1.18725	-1.04033	0.602003	-1.3614
Range	4	4	4	4	4	4	4	5

This implies that while both races show more individualistic than collectivistic tendencies toward marketing communication, one item on collectivism, relating to respondents' obligation to family needs stood out. The findings further imply that respondents are more obligated to family needs than personal needs. This explicitly shows that family collectivism is an underlying factor on respondents cultural disposition to marketing communication, regardless of the evident individualistic tendencies portrayed. Oyserman (2011:166) reaffirms that although cultural values are shared, their manifestations are influenced by contexts.

4.7.3 Overview of Comparative Analysis

The comparative analysis reveals that while both African and Indian respondents showed both favourable and unfavourable attitudes toward marketing communication, both races hold similar views that advertisements are not dispensable. The findings for the MCSCV conform to the antecedent outcomes obtained in the graphical illustrations which reveal that both races show more individualistic than collectivistic tendencies toward marketing communication. The remarkable outcome of the comparative analysis relates

to the point of convergence for both races, with regard to the lack of preference for advertisements that stress personal needs over family needs and preference for advertisements that show how family members can collectively benefit from advertised products.

4.8 Inferential Statistics

Inferential statistics were employed to test the hypotheses formulated. The respective tests employed were tested at a 95% significance level.

4.8.1 Cultural Diversity amongst Africans and Indians – MCSCV

The diversity between African and Indian respondents, in terms of the MCSCV was investigated with the T-Test. The overall responses for African respondents at the two malls in Umlazi were added together, which were then compared with the responses obtained from Indian respondents at Chatsworth Centre. The T-Test was conducted to investigate whether there is a significant difference between the MCSCV amongst Africans and Indians. The following hypotheses were formulated:

H_0 : There is no significant difference between the marketing communication-specific cultural values amongst Africans and Indians

H_1 : There is a significant difference between the marketing communication-specific cultural values amongst Africans and Indians

Table 4.10: T-Test: Two-Sample Assuming Equal Variances

	<i>Indians</i>	<i>Africans</i>
Mean	3,251302083	3,133512545
Variance	0,204439076	0,242789236
Observations	92	283
Pooled Variance	0,233021769	
Hypothesized Mean Difference	0	
Df	373	
t Stat	2,062198929	
P(T<=t) one-tail	0,01994044	
t Critical one-tail	1,648949026	
P(T<=t) two-tail	0,03988088	
t Critical two-tail	1,966344224	

As shown in Table 4.10, the p-value = 0.03988088, which is less than 0.05 ($p < 0.05$) at the 95% level of significance, H_0 is rejected at this level of significance. The results show that there is a significant difference between the marketing communication-specific cultural values amongst Africans and Indians.

4.8.2 Influence of MCSCV on Attitudes toward Marketing Communication – Africans and Indians

Table 4.11 illustrates the regression analysis conducted to investigate the influence of MCSCV on respondents' attitudes toward marketing communication. Respondents' individualistic, collectivistic and overlapping tendencies toward marketing communication and their respective influence on attitudes toward marketing communication were tested for both races. The results indicate that the p-values for individualistic, collectivistic and overlapping tendencies are 0.00485 ($p < 0.05$), 0.1427 ($p > 0.05$), and 0.82847 ($p > 0.05$) respectively, at the 95% level of significance. The results show that respondents' individualistic tendencies have significant influence on attitudes toward marketing communication.

Table 4.11: Analysis of Variance for MCSCV and Attitudes toward Marketing Communication between Africans and Indians

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	3	3.062363889	1.020788	3.78262	0.0107278
Residual	371	100.1190761	0.2698627		
Total	374	103.18144			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.56933874	0.190480291	13.488738	5.1E-34	2.1947823	2.9438951	2.19478235	2.94389513
Individualism	0.109433779	0.038619222	2.8336609	0.00485	0.0334938	0.1853738	0.03349376	0.1853738
Collectivism	0.06304492	0.042919118	1.4689239	0.1427	-0.0213503	0.1474402	0.02135032	0.14744016
Overlapping	0.036213867	0.167021145	0.216822	0.82847	-0.292213	0.3646407	0.29221296	0.36464069

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.172277121
R Square	0.029679406
Adjusted R Square	0.021833148
Standard Error	0.519483146
Observations	375

4.8.3 Influence of Respondents' Demographic Profile on Attitudes toward Marketing Communication

The influence of respondents' demographic profile on attitudes toward marketing communication was tested at 95% level of significance. The p-values for the demographic profile of respondents are indicated below as illustrated in Table 4.12:

- Gender: p-value = 0.7217 > 0.05 (5%) , not significant
- Race: p-value = 0.0218335 < 0.05 (5%) , significant
- Marital Status: p-value = 0.9026291 > 0.05 (5%) , not significant
- Age Group: p-value = 0.2334021 > 0.05 (5%) , not significant
- Education level: p-value = 0.1963922 > 0.05 (5%) , not significant
- Monthly Income: p-value = 0.7186699 > 0.05 (5%) , not significant

The findings reveal that respondents' race is the only demographic factor that is significant, the implication of this is that attitudes toward marketing communication is influenced by race only, all the other demographic factors (age group, marital status, education level and monthly income) do not influence attitudes toward marketing communication, based on the data collected.

Table 4.12: Analysis of Variance – Respondents' Demographic Statistics and Attitudes toward Marketing

ANOVA								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	6	2,41782969	0,4029716	1,4716975	0,1867434			
Residual	368	100,76361	0,2738142					
Total	374	103,18144						

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	3,361060708	0,14562691	23,079942	1,609E-73	3,0746954	3,647426	3,0746954	3,647426
Gender	0,020236123	0,05676961	0,3564605	0,7217	-0,0913974	0,1318697	-0,091397	0,13187
Race	-0,17289144	0,07507089	-2,303042	0,0218335	-0,3205132	0,0252697	-0,320513	-0,02527
Marital Status	-0,00616152	0,05032889	-0,122425	0,9026291	-0,1051298	0,0928068	-0,10513	0,092807
Age Group	0,02771016	0,02321555	1,1936033	0,2334021	-0,0179416	0,0733619	-0,017942	0,073362
Education level	-0,04997955	0,03861674	-1,294246	0,1963922	-0,1259167	0,0259576	-0,125917	0,025958
Monthly Income	-0,01659641	0,04603546	-0,360514	0,7186699	-0,107122	0,0739291	-0,107122	0,073929

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0,153077747
R Square	0,023432797
Adjusted R Square	0,007510505
Standard Error	0,523272547
Observations	375

4.8.4 Respondents' Ethnic-Group Subculture and Choice of Media

The diversity between African and Indian respondents' ethnic-group subculture and their choice of media was investigated with a Chi-Square Test. The Chi-Square Test was conducted to investigate the association

between respondents' ethnic-group subculture and choice of media. As such, it was hypothesised that:

H₀: There is no significant association between respondents' ethnic group subculture and choice of media.

H₁: There is a significant association between respondents' ethnic group subculture and choice of media

Table 4.13: Chi-Square Test – Association between Respondents' Ethnic-Group Subculture and Choice of Media

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.372 ^a	5	.000
Likelihood Ratio	31.758	5	.000
Linear-by-Linear Association	10.703	1	.001
N of Valid Cases	372		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is .26.

As shown in Table 4.13, the p-value = 0.000, which is less than the level of significance of the test 0.05 ($p < 0.05$), therefore, H₀ is rejected in favour of H₁. The results imply that there is a significant association between respondents' ethnic-group subculture (race) and choice of media. This further affirms the result obtained in Table 4.12.

4.8.5 Overview of Inferential Statistics

The inferential statistics conducted revealed that statistically, there is a significant difference between respondents' MCSCV. The analysis obtained from the inferential statistics also showed that the cultural dimension exerting the most influence on attitudes toward marketing is individualism. The results show that respondents' race is the only demographic factor influencing attitudes toward marketing, which also has a significant association with

respondents' choice of media. This affirms that respondents' racial identity is a significant factor influencing respondents' choice of media.

4.9 Factor Analysis

Factor analysis was conducted to further reduce the data sets into interpretable forms. The extraction and rotation methods were principle component analysis and Varimax with Kaiser Normalisation, respectively.

4.9.1 Factor Analysis – Individualism

Factor 1 (Component 1) consists of four items namely: The opinions of my friends do not affect my buying decisions as long as I am convinced by the advertisements of the products; I am more persuaded by advertisements that show personal achievements; I prefer advertisements that stress my needs rather than my family's needs; My choice of media has nothing to do with my family's opinion.

The critical factors on IND based on the factor analysis and frequencies are:

- My choice of media has nothing to do with my family's opinion
- I prefer advertisements that stress my needs rather than my family's needs
- The opinions of my friends do not affect my buying decisions

Table 4.14 depicts that the extraction method identified one factor which accounts for 32.16% of the variance amongst the variables in Factor 1 (Component 1). This factor relates to respondents' individualistic tendency toward preference for advertisements that show personal achievement; item IND: 2. This implies that, based on factor analysis, item IND: 2, which yielded a low rank approximation of the matrix, provides more information on the interdependencies between the critical factors on individualism. This finding reveals that the critical factors that made up Factor 1 (Component 1) perfectly measured respondents' individualistic tendencies toward marketing communication.

Table 4.14: Factor Analysis – Individualism

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	1.287	32.164	32.164	1.287	32.164
2	.997	24.935	57.099			
3	.958	23.951	81.050			
4	.758	18.950	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
IND: 1 -The opinions of my friends do not affect my buying decisions, as long as I am convinced by the advertisements of the products	.578
IND: 2 - I am more persuaded by advertisements that show personal achievements	.162
IND: 3 - I prefer advertisements that stress my needs rather than my family's needs	.595
IND: 4 - My choice of media has nothing to do with my family's opinion	.756

Extraction Method: Principal Component Analysis.

a. 1 component extracted.

4.9.2 Factor Analysis – Collectivism

Factor 1 (Component 1) consists of four variables namely: My beliefs about advertisements are very similar to those of my parents; I would sacrifice not buying a preferred product if my family did not like the advert; I often prefer advertisements that focus on how my family can benefit from the product; Everyone in my family likes the same advertisements.

The critical factors on collectivism based on factor analysis and frequencies on Factor 1 (Component 1) are:

- my beliefs about advertisements are very similar to those of my parents
- I would sacrifice not buying a preferred product if my family did not like the advert
- Everyone in my family likes the same advertisements

The overlapping factors on collectivism precipitated the rotation of Factor 1 (Component 1).

Factor 2 (Component 2) consists of four variables namely: My beliefs about advertisements are very similar to those of my parents; I would sacrifice not buying a preferred product if my family did not like the advert; I often prefer advertisements that focus on how my family can benefit from the product; Everyone in my family likes the same advertisements.

The critical factors on collectivism based on factor analysis and frequencies on Factor 2 (Component 2) are:

- I often prefer advertisements that focus on how my family can benefit from the advertised product
- my beliefs about advertisements are very similar to those of my parents

Table 4.15 depicts that the rotation method identified two underlying factors which account for 62% of the variance on collectivism. These factors relate to items COL: 2 and COL: 4: I would sacrifice not buying a preferred product if my family did not like the advert; Everyone in my family likes the same advertisements. These factors explain 33% and 29% of the variance respectively. This finding further reveals that the most critical factor in Factor 2 (Component 2) is: I often prefer advertisements that focus on how my family can benefit from the advertised product.

Table 4:15 Factor Analysis – Collectivism

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.434	35.840	35.840	1.434	35.840	35.840	1.304	32.597	32.597
2	1.032	25.793	61.633	1.032	25.793	61.633	1.161	29.036	61.633
3	.887	22.172	83.805	.887	22.172	83.805			
4	.648	16.195	100.000	.648	16.195	100.000			

Rotated Component Matrix^a

	Component	
	1	2
COL: 1 - My beliefs about advertisements are very similar to those of my parents	.509	.574
COL: 2 - I would sacrifice not buying a preferred product if my family did not like the advert	.605	.053
COL: 3 - I often prefer advertisements that focus on how my family can benefit from the advertised product	-.111	.910
COL: 4 - Everyone in my family likes the same advertisements	.817	-.043

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

This implies that based on factor analysis, items COL: 2 and COL: 4 which yielded a low rank approximation of the matrix in Factor 2 (Component 2) provide more information on the interdependencies of the critical factors on collectivism. This finding reveals that items COL: 2 and COL: 4 have overlapping factors on collectivism. However, the critical factors on Factor 2 (Component 2) perfectly measured respondents' collectivistic tendencies toward marketing communication.

4.9.3 Overview of Factor Analysis

The results obtained in the factor analysis reveal that the items for individualism are more interdependent than the items for collectivism, based on the data collected. This indicates that individualistic tendencies toward marketing communication are more evident than collectivism. This supports the findings obtained in the descriptive analysis. The findings further reveal that the most critical factors on individualism and collectivism are items relating to respondents' individualistic tendencies toward choice of media and collectivistic tendencies toward advertisements which satisfy the obligation to meet the economic needs of family members.

The literature of Hawkins and Mothersbaugh (2010: 429) point out that advertisements portraying in-group activities are more effective in collectivistic societies. This reveals that although literature and the findings obtained in this study confirms the disparity between respondents' cultural disposition to life and marketing communication respectively, respondents' underlying cultural disposition to life (collectivism) influences their preference for advertisements that satisfy obligations to family members. The results obtained for the factor analysis show that while collectivistic tendencies have been discovered amongst Africans and Indians, both races show more individualistic than collectivistic tendencies toward marketing communication, based on the data collected.

4.9 Conclusion

This chapter presented the findings and discussion of the analysed data. Data presentation mainly took the form of graphs and tables. The reliability of the items measuring attitudes toward marketing communication and marketing communication-specific values (MCSCV) were tested with Cronbach's alpha coefficients, which both yielded an acceptable value of 0.7. This implies that the items measuring attitudes toward marketing communication and MCSCV are reliable.

The findings obtained for respondents' attitudes toward marketing communication reveal that both Africans and Indians showed inconsistent attitudes toward marketing communication; as they scored high on both the favourable and unfavourable items measuring attitudes toward marketing communication, a tendency which is prevalent in collectivistic cultures. The outcome of the results for respondents' marketing communication-specific values showed both races deviated from their cultural disposition to life in general in that while collectivistic cultural dispositions are said to be prevalent amongst both races, the findings of this study showed that both races displayed more individualistic than collectivistic tendencies toward marketing communication.

The T-Test showed that Africans and Indians differ significantly based on the items measuring MCSCV. The ANOVA revealed that individualism is the most critical cultural dimension influencing attitudes toward marketing communication, in terms of the MCSCV, while race is the only critical demographic factor influencing attitudes toward marketing communication at the 95% level of significance. The Chi-Square Test showed that there is a significant association between respondents' ethnic group subculture (race) and choice of media at the 95% level of significance. Factor analysis for individualism and collectivism MCSCV showed that the responses for the

items measuring individualism are more interrelated than the responses generated for the items measuring collectivism.

The conclusions and recommendations of the study will be presented in the next chapter.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The previous chapter presented the findings of this study. This chapter will provide an overview of the preceding chapters. The objectives of the study, review of literature, methodology and empirical findings of this study will be presented in this chapter. This chapter will also highlight the implications, recommendations for future research and the limitations of the study.

5.2 Summary of the Theoretical Study

The aim of this study was to investigate the influence of cultural diversity on marketing communication conveyed through traditional media viz. newspapers, radio and television. The target population was Africans and Indians in Umlazi and Chatsworth, Durban respectively. The study investigated respondents' cultural values in terms of the individualism-collectivism constructs based on marketing communication-specific cultural values (MCSCV). The underlying objective of the study was to develop a culturally sensitive framework for marketing communications targeted at Africans and Indians.

The review of relevant literature on culture and consumer behavior was presented in Chapter Two. The chapter also reviewed the literature on South African culture and in particular, the prevalent cultural dispositions identified amongst Africans and Indians in South Africa. The dimensions of culture, particularly the relationship between the individualism-collectivism cultural dimensions and marketing communication were investigated. The review of literature also highlighted what to avoid when developing culturally sensitive marketing communication strategies for culturally diverse groups. The chapter noted that marketing communication strategies should be situation-specific and contextualised for target markets, as cultural universals differ from cultural specifics.

5.3 Summary of the Empirical Study

An overview of the research methodology employed in this study was highlighted in Chapter Three. The empirical findings of this study were reported in Chapter Four. The overall findings of the descriptive and inferential statistics employed in this study pointed out that Africans and Indians have relatively similar attitudes toward marketing communication (as both races showed 'favourable' and 'unfavourable' attitudes toward marketing communication). The findings also reveal that both races showed more individualistic than collectivistic tendencies toward marketing communication. The results further indicated that respondents' individualistic tendencies toward marketing communication is the most critical cultural dimension influencing attitudes toward marketing communication. The findings also showed that the choice of media of Africans and Indians is significantly influenced by their racial identities.

While collectivistic tendencies to life in general have been identified amongst Africans (Oyedele and Minor 2012:91) and Indians (Vaheed, Deshai and Waetjen 2010:2), the findings of this study confirm that the cultural universals of Africans and Indians differ from their cultural specifics based on marketing communication-specific cultural values.

5.4 Attainment of the Research Objectives

This section will present an overview of the results leading to the attainment of the objectives of the study.

5.4.1 Research Objective One

The first objective of this study was to determine the extent to which Africans differ from Indians based on the marketing communication-specific cultural values (MCSCV). The finding for this objective as discussed in Section 4.8.1 showed that Africans differ significantly from Indians, based on the marketing communication-specific cultural values. The results of the descriptive and comparative analysis, as discussed in Sections 4.4 and 4.7.2 respectively,

revealed that both races showed more individualistic than collectivistic tendencies toward marketing communication. However, Indians showed more individualistic tendencies toward marketing communication than Africans, while Africans showed more collectivistic tendencies toward marketing communication than Indians.

Amongst other factors, the increasing integration between global markets and the media has exposed consumers to the global culture. The individualistic tendencies of Africans and Indians toward marketing communication are evident due to the fact that many American and European countries whose underlying cultural dispositions are individualistic, constitute the major players in the global marketing environment (de Mooij 2011:9).

Bakir (2012:187) claims that issues ranging from value-convergence, exposure to foreign cultures, the role of the media in learning and formation of values, societal and institutional expectations, and in particular, acculturation are responsible for the change in consumers' values. Therefore, advertising campaigns targeted at Africans and Indians should also portray individualistic cues.

5.4.2 Research Objective Two

The investigation of the extent to which African and Indian marketing communication-specific cultural values influence attitudes toward marketing communication was the second objective for this study. While the findings show that both races displayed more individualistic than collectivistic tendencies toward marketing communication, the findings as shown in Table 4.11 reveal that respondents' individualistic tendencies toward marketing communication has the most significant influence on attitudes toward marketing communication.

It is equally important to note that both races showed 'favourable' and 'unfavourable' attitudes toward marketing. de Mooij (2011:133) maintains that the exhibition of inconsistent attitudes toward stimuli is a common phenomenon in collectivistic cultures as opposed to consistent attitudes demonstrated by individualists. This implies that respondents' individualistic tendencies toward marketing communication ('cultural specifics') cannot be equated to respondents' 'cultural universals', as respondents' inconsistent attitudes toward marketing communication is an indication of their collectivistic disposition to life.

While Quester, Pettigrew and Hawkins (2011:339) claim that consumer behaviour is not always influenced by consumers' attitudes, in that negative attitudes do not necessarily lead to unfavourable consumer behaviour. It is the responsibility of marketing practitioners to develop strategies that will positively influence the unfavourable attitudes and harness the favourable attitudes exhibited by Africans and Indians toward marketing communication.

5.4.3 Research Objective Three

Objective three was centered on identifying the effect of respondents' ethnic-group subculture on choice of media. As depicted in Table 4.13, there is a significant association between the African and Indian ethnic-group subcultures and their choice of media.

Schiffman *et al.* (2008: 388) maintain that ethnic-group identification has a strong influence on consumers' choice of media. This shows that respondents identify with and show preference for culturally congruent communication channels. However, Ramalia (2013:1) claims that ethnic-specific marketing should be approached with caution to avoid racial segregations.

5.4.4 Research Objective Four

The last objective was based on identifying the critical demographic factors influencing attitudes toward marketing communication and to develop a framework for marketing communication targeted at Africans and Indians. The findings of the study indicate that respondents' race is the only demographic factor influencing attitudes toward marketing communication. This further reveals the importance of ethnic-specific marketing. Schiffman *et al.* (2008: 393) maintain that an assessment of the homogeneity that exists between ethnic groups should precede the launch of advertising campaigns targeted at ethnic audiences. This will provide guidelines on the basis for sub-dividing ethnic groups, in terms of the observed similarities or differences.

- **Framework for Marketing Communication targeted at Africans and Indians**

The framework for marketing communication targeted at Africans and Indians is shown in Figure 5.1. The components of the framework are outlined further:

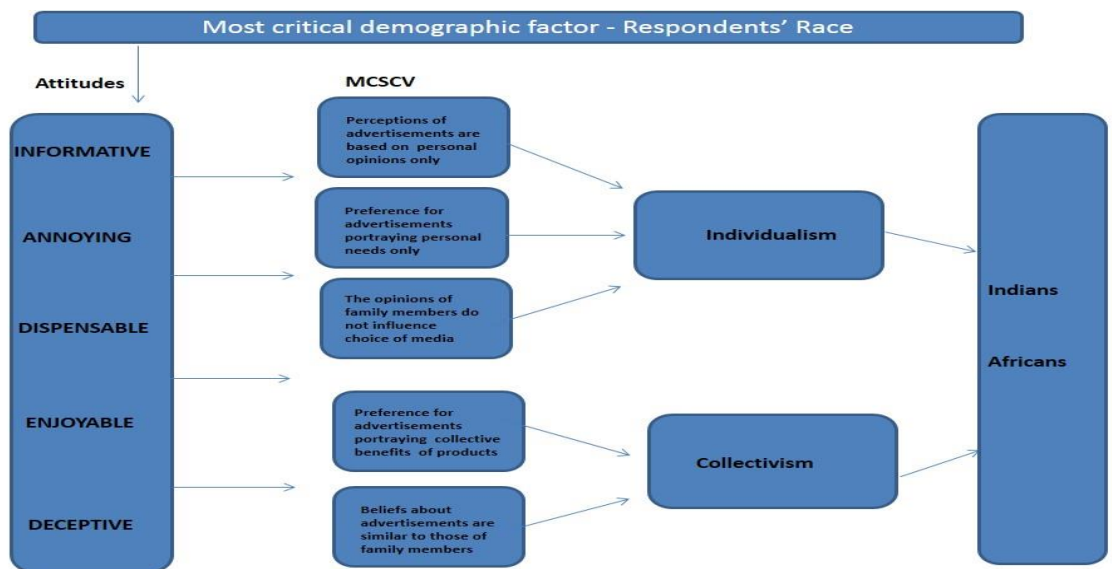


Figure 5.1: Framework for Marketing Communication targeted at Africans and Indians

i) Demographics

Amongst all the demographic statistics included in this study, respondents' "race" stood out as the most critical demographic factor influencing attitudes toward marketing communication. While consumers' racial identities have historically been identified as a significant determinant of consumer behaviour (Schiffman *et al.* 2008: 388), this study validates the relevance of this notion in terms of Africans and Indians in Durban. More so, this study confirms that the racial identities of Africans and Indians are justifiable market segmentation variables, regardless of the forces of globalisation.

ii) Attitudes toward Marketing Communication

This study investigated respondents' attitudes toward marketing communication based on the extent to which respondents perceive advertisements as informative, annoying, dispensable, enjoyable and deceptive. A breakdown of the attitudes of both Africans and Indians is presented below:

- Informative – African respondents perceive advertisements as more informative than Indian respondents.
- Annoying – Indian respondents view advertisements as more annoying than African respondents.
- Dispensable – African respondents consider advertisements as more dispensable than Indians.
- Enjoyable – African respondents perceive advertisements as more enjoyable than Indians.
- Deceptive – African respondents view advertisements as more deceptive than Indians.

The attitudes exhibited by both Africans and Indians suggest that efforts be geared toward developing strategies that override the unfavourable attitudes and harness the favourable attitudes exhibited by Africans and Indians.

iii) MCSCV – Critical Items

Figure 5.1 reveals the critical items for individualism and collectivism respectively. The items are further explained as follows:

- Individualism – The individualistic tendencies of respondents were measured based on four items. As shown in Figure 5.1, the critical items for individualism suggest that marketing practitioners should bear in mind that consumers' individualistic tendencies toward marketing communication compel consumers to judge advertisements based on personal opinions only; prefer advertisements that portray personal benefits and independently show preference for selected media, regardless of family member's opinions.
- Collectivism – The items for collectivism were measured based on four items. As depicted in Figure 5.1, two critical items were identified for collectivism. Marketing practitioners are advised to portray collective benefits of advertised products and ensure that advertisements are attractive to family members in order to stimulate the collectivistic tendencies of Africans and Indians toward marketing communication.

Where applicable, marketing strategies could combine both individualistic and collectivistic cues in advertisements. The ability of marketing practitioners to multi-task is essential in activating the individualistic and collectivistic tendencies of Africans and Indians toward marketing communication.

iv) Cultural Dimension of Africans and Indians based on MCSCV

As shown in Figure 5.1, Indians tend toward individualism rather than collectivism while Africans tend toward collectivism rather than individualism, based on marketing communication-specific cultural values. This implies that marketing strategies targeted at Africans could incorporate more collectivistic than individualistic cues. However, marketing practitioners could emphasise more individualistic than collectivistic cues in the strategies targeted at Indians.

The framework reveals that the marketing communication-specific cultural values overlap. Sorrells (2013:92) maintains that cultural values have been hybridised as a result of intercultural overlaps. Therefore, it is important for marketing practitioners to utilise multicultural marketing strategies.

5.5 Implications and Recommendations

This study yields many key implications for marketing literature and practice. The study introduces MCSCV based on the individualism-collectivism constructs. Following the results of the study, this work proposes that consumers' underlying cultural values and norms conflict with their cultural outlook towards marketing communication. While not ignoring the influence of economic factors on consumers' divergent values toward marketing communication, the role played by consumers' acculturated values and the globalised marketing environment in this divergence should not be disregarded. As such, marketing practitioners should acknowledge the changing needs of consumers by customising strategies based on the prevailing cues in target markets.

The study validates the items measuring MCSCV and identifies the critical factors on individualism and collectivism. The study also confirms that the notion of implementing a "one size fits all" strategy for segment markets is erroneous, as consumers demand to be treated separately.

Furthermore, the theoretical study of this research effort reveals that the idea of merely translating marketing communication messages into segment markets' local languages has proven to be unsustainable. Multicultural marketing extends beyond language translation, not only because this could lead to loss of meaning and zapping, but owing to the fact that consumers' marketing communication-specific cultural values also play a role in segment markets' perceptions of marketing communication. As such, all consumers are not necessarily persuaded by the use of their local language, but also by the sensitivity of advertising campaigns to consumers' MCSCV.

By investigating the influence of cultural diversity on marketing communication, this study proposes that culturally diverse consumer behaviour is subjective and can be measured in contexts. While it is important to customise strategies for ethnic-specific segment markets, it is equally important for marketing practitioners to develop marketing strategies based on a thorough assessment of the key similarities or differences amongst segment markets. The realisation of the crucial role played by the cultural sensitivity of marketing strategies could create a sustainable and profitable competitive advantage in the domestic and global marketing environment.

While consumers' subcultures and demographics serve as key segmentation variables, the overarching influence of racial identities on consumer behaviour cannot be overemphasised. The empirical findings of this study pointed out that respondents' ethnic-group identification significantly influenced attitudes toward marketing communication and choice of media.

Lastly, the study presents guidelines for promoting cultural sensitivity in the strategies employed by South African companies and multinational corporations. There are many opportunities for growth in the global marketing environment for marketing practitioners. The study provides insights on the likely challenges eminent in transforming brands into global brands. Also, the

results of the study serve as a warning signal to marketers and provide initiatives on the resources and skills needed to proactively compete in the global marketing environment (Armstrong and Kotler 2013:481).

5.6 Limitations

This study had some limitations that propose areas for further research. The study was contextualised for Africans and Indians in Durban. In as much as efforts were geared toward drawing homogeneous samples of Africans and Indians from Umlazi and Chatsworth respectively, caution is advised when generalising the findings of this study to Africans and Indians residing in other parts of South Africa. As a result, the findings of the study might only be applicable to the target population.

5.7 Scope for Further Research

This study presents many opportunities for further research. While this study focused on the traditional media, it is recommended that the MCSCV be tested periodically on marketing communication conveyed through the social media. The trend in consumers' cultural dispositions to the social media will enable marketing practitioners to determine the extent to which the global culture influences consumer behaviour. This should provide initiatives on how to adapt marketing communication strategies to comply with the changing values of consumers.

The study investigated consumers' attitudes toward marketing communication in general. Further research could investigate consumers' attitudes toward specific forms of media. This should enable marketing practitioners to draw comparisons on the effectiveness of communication channels. Further research could be targeted toward more racial groups in other parts of South Africa. Also, consumers' cultural dispositions to marketing communication could be investigated based on other validated cultural dimensions.

In addition, the cultural sensitivity of advertising campaigns targeted at segment markets could be investigated. It is also suggested that best practices for developing culturally congruent marketing communication strategies and the effectiveness of customising culturally sensitive marketing communication strategies toward segment markets be explored.

5.8 Conclusion

The empirical findings of this study have shown that multicultural marketing is here to stay. The responsibility lies with marketing practitioners to consistently ensure that marketing strategies adapt to the changing cultural values and preferences of segment markets. The culturally diverse nature of the South African market and the rapidly increasing competition in the domestic and global marketing environment has made it imperative for marketing practitioners to develop strategies that will redress multicultural misunderstanding. The realisation of the dangers of equating consumers' cultural disposition to life in general with marketing communication-specific cultural values is paramount. An understanding of consumers' diverse cultural values and the compatibility of marketing strategies with the prevailing cues in segment markets can yield a sustainable competitive advantage in the global marketing environment and in a multicultural market such as South Africa.

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APPENDIX A: LETTER OF INFORMATION AND CONSENT



Title of the study:

The influence of cultural diversity on marketing communication: A comparison of African and Indian consumers in Durban

Dear Respondent,

You are kindly invited to participate in my academic research study. I am a Masters student from the Department of Marketing and Retail Management at the Durban University of Technology. I am conducting a study on the influence of cultural diversity on marketing communication.

This survey explores the influence of culture on the attitudes of Africans and Indians toward marketing communication. The Centre Management is aware of this survey and has granted permission to conduct this survey at this mall. The survey will take between five to ten minutes of your time. Your co-operation in completing this questionnaire will be highly appreciated. All information provided in this survey will be treated as strictly confidential and participation is voluntary. By completing this questionnaire, you will indicate that you understand the information provided above and that you have given your consent to participate in this study.

Thanking you in advance,

Abosedede Ijabadeniyi

MTech Student

Department of Marketing and Retail Management,
Durban University of Technology.

APPENDIX B: QUESTIONNAIRE

Please mark the appropriate block with an (X)

1. Demographic information

1.1	Gender	Male	Female
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1.2	Race	African	Indian
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1.3	Marital	Single	Married	Divorced	Widowed
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1.4	Age Group	Under 17	18 - 24	25 - 31	32 - 38	39 - 45	Over 45
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1.5	Education level	Less than matric	Matric	National diploma	Bachelor's degree	Post – graduate
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1.6	What is your household's monthly net income (that is, after tax)?			
	Less than R10,000	R10,001 – R20, 000	R20,001 – R30,000	Over R30,001

2. Attitude toward marketing communication

2.1	Please indicate your opinion on each of the following statements:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2.1.1	Most advertising provide consumers with essential information.	1	2	3	4	5
2.1.2	Most advertising is very annoying	1	2	3	4	5
2.1.3	If most advertising were eliminated, consumers would be better off.	1	2	3	4	5
2.1.4	I enjoy most adverts	1	2	3	4	5
2.1.5	Most advertising is intended to deceive rather than to inform consumers	1	2	3	4	5

3. Cultural aspects of marketing communication

3.1	Please indicate your opinion on each of the following statements:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3.1.1	My beliefs about adverts are very similar to those of my parents	1	2	3	4	5
3.1.2	I would sacrifice not buying a preferred product if my family did not like the advert	1	2	3	4	5
3.1.3	I often prefer adverts that focus on how my family can benefit from the product	1	2	3	4	5
3.1.4	Everyone in my family likes the same adverts	1	2	3	4	5
3.1.5	The opinions of my friends do not affect my buying decisions, as long as I am convinced by the adverts of the products	1	2	3	4	5
3.1.6	I am more persuaded by adverts that show personal achievements	1	2	3	4	5
3.1.7	I prefer adverts that stress my needs rather than my family's needs	1	2	3	4	5
3.1.8	My choice of media has nothing to do with my family's opinion	1	2	3	4	5

4. Choice of media

	How important are the following media to your shopping decisions? Please choose and rate the following forms of advertising.	Least Important	Unimportant	Neutral	Important	Very Important
4.1	NEWSPAPERS					
4.1.1	Daily News	1	2	3	4	5
4.1.2	Isolezwe	1	2	3	4	5
4.1.3	Ilanga	1	2	3	4	5
4.1.4	Mercury	1	2	3	4	5
4.1.5	Natal Witness	1	2	3	4	5
4.1.6	The Post	1	2	3	4	5
4.1.7	Chatsworth times	1	2	3	4	5

4.1.8	Eyethu	1	2	3	4	5
4.1.9	Sunday times	1	2	3	4	5
4.1.10	Umlazi times	1	2	3	4	5
4.1.11	Rising Sun	1	2	3	4	5
4.1.12	Sunday Tribune	1	2	3	4	5
4.1.13	Weekend Witness	1	2	3	4	5
4.1.14	Saturday Independent	1	2	3	4	5
4.1.15	Other (Please specify):	1	2	3	4	5

4.2	TV CHANNELS					
4.2.1	SABC 1	1	2	3	4	5
4.2.2	SABC 2	1	2	3	4	5
4.2.3	SABC 3	1	2	3	4	5
4.2.4	ETV	1	2	3	4	5
4.2.5	DStv	1	2	3	4	5
4.2.6	Space TV	1	2	3	4	5
4.2.7	Top TV	1	2	3	4	5
4.2.8	Other (Please specify):	1	2	3	4	5
4.3	RADIO STATIONS					
4.3.1	Metro FM	1	2	3	4	5
4.3.2	Umhlobo	1	2	3	4	5
4.3.3	Lotus FM	1	2	3	4	5
4.3.4	Ukhozi FM	1	2	3	4	5
4.3.5	East Coast Radio	1	2	3	4	5
4.3.6	5 FM	1	2	3	4	5
4.3.7	Other (Please specify):	1	2	3	4	5

The End

Thank you for your valued time and participation