



The effect of advertising on brand attitudes and perceived brand value: the case of South African township youth luxury brand choices

Khensane Nkomo, Lebogang Mototo
and Tinashe Chuchu*
University of the Witwatersrand
School of Economics and Business Sciences,
Private Bag 3, Wits 2050, South Africa.
Email: Tinashe.Chuchu@wits.ac.za

Corresponding author*

Abstract

The purpose of the study was to investigate the effect of advertising on brand attitudes and perceived brand value. A field study was conducted in four South African townships namely, Alexandra, Soweto, Kagiso and Vosloorus in the Gauteng Province, where cluster sampling was adopted. The study was quantitative in nature and a structural equation modelling approach was utilised to analyse a sample of 300 respondents using SPSS 23 and AMOS 23 software. The main finding of the study was that South African youth consumer attitudes towards brands are key considerations in persuading them to purchase luxury brands, for example of leisure wear goods. These therefore, have to be inline the advertising content pushed by marketers. The study further observed that consumers prefer brands that closely resemble their own personal attributes implying that marketers should also make efforts to provide carefully crafted tailor-made brands for the township markets.

Key words: Township youth, leisurewear, luxury, brand, advertising, South Africa

Introduction

According to Nkomo, Mototo and Chuchu (2016), recreation and leisure are central in the contemporary South African society. South Africa's growth potential relies to a certain extent on its townships and in promoting convergence with the formal and established sector of the economy (The World Bank, 2016). After the Apartheid era, townships became priority areas in terms of regeneration and development with the implementation of the Reconstruction and Development Programme (RDP) and GEAR policies (Jürgens & Donaldson, 2012). The purpose of this research was to explore the impact of advertising on brand attitudes and perceived brand value in relation to South African youths in the townships. Manley (2013) as well as Tustin and Strydom (2006) suggest that the economy in the townships has progressed from consisting of only small, informal businesses to a place of constant retail expansion, as well as a tourist attraction for both local and international tourists (Jürgens and Donaldson, 2012). This is due to the fact that the disposable income of middle-class African consumers has risen significantly from what it used to be in the pre-Apartheid Era (Tustin & Strydom, 2006), as a result of the present availability of more educational and economic opportunities than was previously accessible to black people in South Africa (Petzer & De Meyer, 2013; Donaldson, Mehlomakhulu, Darkey, Dyssel, & Siyongwana, 2013).

Townships should no longer be seen as 'informal settlements' where poor black people live, but rather as potential economic hubs where business can identify new segments to target (Manley, 2013). This can also be evidenced by the significant number of Black middle- and upper-class consumers who spent their upbringing in townships choosing to relocate from



suburban residential areas back to the townships (Donaldson et al., 2013), thereby providing a larger pool of potential income in these locations for brands choosing to target this geography. Although this transition is occurring at a relatively slower rate compared to cities and suburban areas (Jürgens & Donaldson, 2012), it is still worth recognizing. Historically, American culture had a central role to play in the development of South African township popular culture, including movies, music, clothing and brands, and the pioneers thereof re-contextualised these elements to form their own unique culture; *tsotsitaal* (Hurst, 2009).

Successful brands are practical, they get involved, they understand living and mind-sets. They are very specific with their target audience and display an authentic and deep understanding of the consumer group that they value...Strong dichotomies and tensions exist making townships literally worlds within worlds. Marketers must understand these layers and tensions and adapt distribution strategies accordingly...Townships are forever changing and being redefined, the challenge for brands and marketers is how to keep up. Mass communication fails to capture all the necessary dimensions, marketing strategy has to be very targeted and relevant. Marketers need to understand the complex levels of planning, calculated living in the township environment, where purchase decisions are often less impulsive and spontaneous (Adlip, 2017).

The introduction of these international brands in the form of retail expansion has played a role in economic growth, with more black entrepreneurs choosing to invest in franchises and establishing them in townships (Preisendoerfer, Bitz & Bezuidenhout, 2014).

Although township youth culture has evolved since the pre-Apartheid Era, there is limited research that has been done regarding the transformation of this culture as well as the marketing factors that have influenced it (Manley, 2013). However, even with the existence of this unique culture, aspirational models of marketing, which focus on appealing to people's symbolic needs and desires, have still proved to be more popular amongst marketers than ones that aim to portray the average consumer in the target market's typical surroundings (Dimofte, Goodstein & Brumbaugh, 2015). The following proposal will therefore discuss the problem statement, the purpose of the study, the contributions and significance that this study will have on academia and in practice, the theoretical and empirical objectives of the study, the conceptual model and hypothesis statement, literature review, research methodology and design, as well as a brief outline of the study.

Statement of the Problem

There is a dearth of literature on South African youth's perceptions on leisure and luxuries. Although there is existing research regarding the effects of expansion of retail brands into townships and the consumer perceptions thereof (Manley, 2013; Tustin and Strydom, 2006; (Zondi, 2011), it provides limited focus on the effects that this expansion has had on township youth in terms of the value that it has added to their personal and social lives. This includes studying the effects of the representation of the township space in advertising, as well as the effects of active brand presence and regional marketing in this space, and whether township youth, specifically, resonate with these strategies, seeing that there is no longer one type of township consumer (Hurst, 2009; Manley, 2013 and (Donaldson et al., 2013). Poalses, Nienaber & Joubert (2015) examined the reaction to television advertising across South African generations however they did not specifically look at township youth in South Africa thereby providing a research gap for the present study. The section that follows will explore both the theoretical and empirical objectives of the present study.



Theoretical Objectives

The theoretical objectives for this study were to review literature on the South African township market and the South African youth market. Other theoretical objectives of the current study were to review literature on attitudes towards advertisement content, perceived benefit, self-congruity, brand attitudes and perceived brand value.

Empirical Objectives

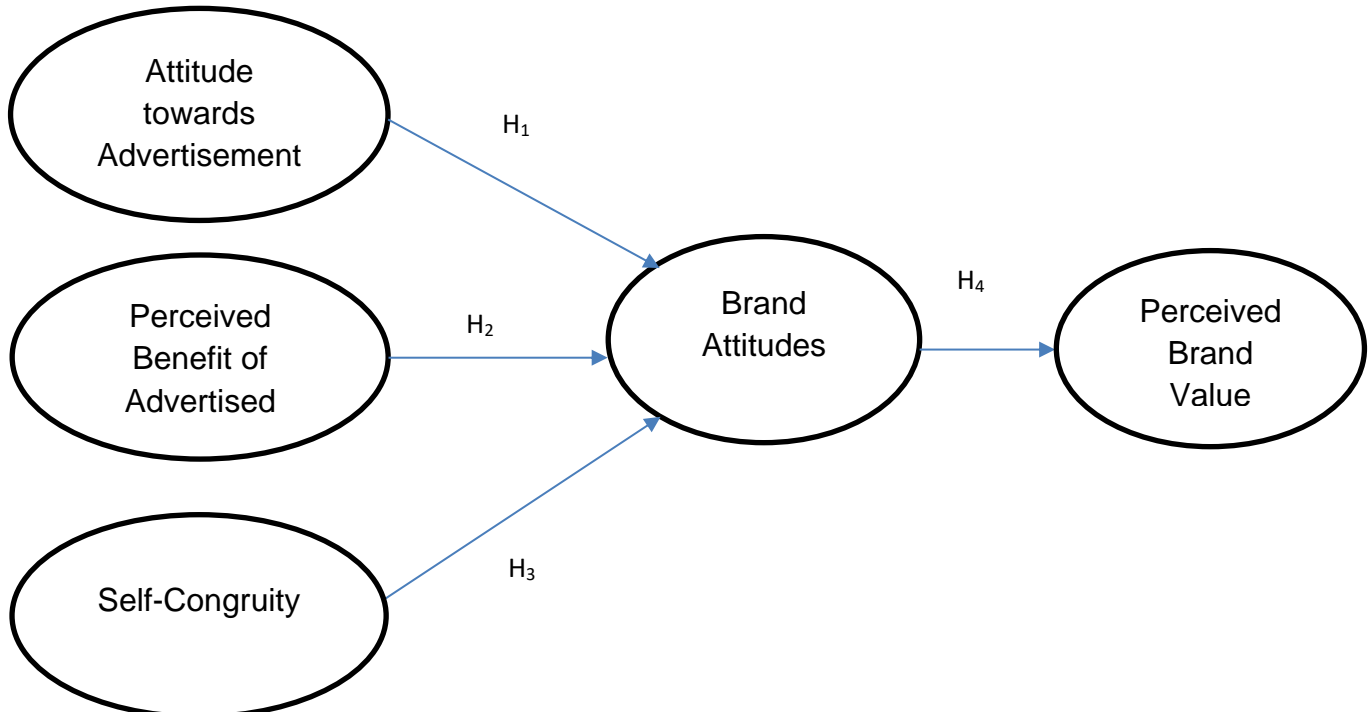
The empirical objectives of this study are:

- To investigate the relationship between attitude towards advertisement content and brand attitude
- To investigate the relationship between perceived benefit of advertised product category and brand attitude
- To investigate the relationship between self-congruity and brand attitude
- To investigate the relationship between brand attitude and perceived brand value

Motivation for the Research

The motivation for the present research stems from the need to better understand the township market's preference of fashion brands in order to find ways of satisfying this market. The research conceptual model is provided below.

Figure 1: Conceptual Research Model



Conceptual or analytical models are a collection of variables and the relationships between these variables which aim to display a certain process (Malhotra, 2006 and Zikmund, 2003), in the either a verbal, graphical or mathematical form (Malhotra, 2006). The conceptual model



for this study illustrates how attitude towards advertisement content, perceived benefit of the advertised product and self-congruity (all predictor variables) can influence brand attitude and therefore perceived brand value (outcome variables).

Hypotheses development

The following section presents and explores the hypotheses that were formulated and further substantiated using existing literature for purposes of the present study.

Advertisement content and brand attitude

Bertrand, Karlan, Mullainathan, Shafir & Zinman (2009) posit that the content incorporated in an advertisement can significantly influence consumer attitude development towards a brand. If an advertisement induces certain feelings in the viewer, it increases brand likeability and contributes positively to the formation of positive brand attitude, regardless of whether the product is a high-involvement or low-involvement purchase (Caparros-Megido, Sablon, Geuens, Brostaux, Alabi, Blecker, Drugmand, Haubruge, & Francis, 2014). Poels and Dewitte (2006) state that advertising effectiveness is not only based on purchase intention, but also on additional factors, such as how likeable the consumer finds the brand, the brand's perceived attractiveness as well as individual brand attitude. Stemming from the above mentioned evidence the study therefore hypothesises that:

H1: There is a positive relationship between advertisement content and brand attitudes.

Perceived value of the advertised product category and brand attitude

Perceived benefits have been found to have a positive effect on attitude of use as well as intention of use, which are important measures of consumer behaviour (Lee, 2009). It has been highlighted that it is a central variable in determining the willingness to buy (Siegrist, Cousin, Kastenholz & Wiek, 2007). Furthermore, the relationship between perceived benefit and the perceived risks that are associated with using a product is vital, because of the inverse relationship that exists between these two variables (Siegrist et al., 2007). Based on the mentioned evidence the study therefore hypothesises that:

H2: There is a positive relationship between perceived value of the advertised product category and brand attitude.

Self-congruity and brand attitude

Prior research has established that there is a positive relationship between self-congruity and brand attitude (Sirgy, Lee, Johar & Tidwell, 2008) With regards to event marketing, for example, Sirgy et al., (2008) found that consumers are more loyal to an event that they feel they identify and relate to, and if the consumer experiences high levels of customer awareness and involvement. Furthermore, if an individual feels that they identify well with a brand because it will satisfy his/her unfulfilled needs or wants, there is a greater chance of the product being repurchased by that particular consumer, as well as a greater chance of them spreading positive word-of-mouth about the brand (Manley, 2013). Therefore,, inferring from the literature and the empirical evidence abovementioned, the study hypothesizes that:



H3: There is a positive relationship between self-congruity and brand attitude.

Brand attitudes and perceived brand value.

As such, the attitudes that consumers form about a brand can influence purchase intent (Whan-Park et al., 2010). With regard to services, (Kassim, Asiah & Abdullah, 2010) note that the term 'attitude' also includes how the customer finds quality of process undertaken to make product as well as the quality of product delivered. The attitude that a consumer develops about a brand also largely depends on the content in the advertisements that he or she is exposed to, and whether it is emotional or informational (Yi & Yoo, 2011). Therefore, inferring from the literature and the empirical evidence abovementioned, the study hypothesizes that:

H4: There is a positive relationship between brand attitude and perceived brand value.

Literature Review

The South African Township Market

Black South African townships emerged as a result of the Group Areas Act No 41 of 1950 that was implemented during the Apartheid Era, which prohibited people of different races to reside in the same areas (Johnson, 1951). These places have traditionally been viewed as areas where low-income African people live (Manley, 2013), but this reality is changing (Preisendoerfer, Bitz & Bezuidenhout, 2014). Tustin & Strydom (2006) note that a large percentage of African middle-class still live in South African townships, which gives businesses an opportunity to explore a relatively commercially untapped market. This is because the disposable income of those who reside in townships has increased substantially over the years, from having a share of 23.2% of total personal disposable income in 1960, to 46.8% in 2007 (Tustin & Strydom, 2006). Furthermore, (Donaldson et al., 2013) found that several Black people with high-paying jobs, which allow for them to lead potentially affluent lifestyles and purchase expensive property in suburban areas, have chosen rather to remain living in townships. Often labelled "black diamonds," they are often not particularly comfortable with being referred to in that way because they feel the term holds a certain amount of superiority, which alienates them from their communities (Donaldson et al, 2013). They fear this potential alienation because they value the social bonds that they have formed in the townships, which are another reason why they are reluctant to move out (Donaldson et al., 2013). This provides further incentive for brands to make themselves noticeable and recognizable in this environment.

The South African Youth Market

South Africa's youth market is made up of people between the ages of 18 and 33 (The Marketing Site.Com, 2016), and have great influence on trend formation and parental purchases (The Marketing Site, 2016), which is why they are the focus of this particular study. 2013's 'Insight into Soweto Youth' pre-study reveals some important information about township youth: firstly, a large proportion of township youth still live at home with their parents due to limited employment and affordable housing prospects. Secondly, most of their money, obtained from family, is spent on clothing and recreation (The Marketing Site, 2016). Thirdly, with regard to advertising, most are exposed to print, television and radio advertisements, and generally feel that Black African people are not represented enough in them, especially in vehicle advertisements (The Marketing Site.Com, 2016). However, existing marketing-related academic research has failed to focus on youth who live in townships and how marketing and branding have added value to their lives.



Attitude towards Advertisement Content

Advertisements play a role in creating perceptions about a brand in the mind of the consumer (Manley, 2013), which is why it is important to assess their attitude towards these messages. An important factor of the content included in advertisements is the emotion that the advertisement induces within the viewers (Geuens, De Pelsmacker & Tuan Pham, 2014). It has also been found that cultural and ethnic cues also play a role in the success of an advertisement (Butt & de Run, 2012). South Africa is a country rich in diversity, yet there is limited research that exists that evaluates the influence of culturally embedded advertisements on members of various cultural groups. Manley (2013) states that township consumers have varying demographics and psychographics, therefore targeting an advertisement towards one type of township resident may not be as effective as targeting to all types. This study will therefore focus on the effects of using geographical segmentation to target and advertise to consumers.

Perceived Benefit of Advertised Product

Perceived benefits can be either direct or indirect (Lee, 2009). Direct benefits are those that can be seen, heard, or felt; indirect benefits are intangible and are therefore not easily measurable (Lee, 2009). However, there is limited research on how perceived benefit influences brand attitude, seeing that brand attitude is also a strong determinant in purchase intention and willingness.

Self-congruity

Kressmann et al. (2006), as cited in (Hung & Petrick, 2011), define self-congruity as the match between a person's self-concept, which is how they see themselves and how they would like to be perceived by others, and how they perceive the image of a certain product or brand. For purposes of this study, self-congruity will be used to refer to the match between an individual's self-concept and the advertisement. This concept relates closely with perceived fit, which (Keller, 2008) explains with reference to brand extensions, noting that brand extensions are more likely to be successful if they perceive congruity between it and the parent brand. Perceived fit is determined either by the attributes and benefits that a product has to offer, or through non-product-related factors such as its complementarity or substitutability (Keller, 2008).

Brand Attitude

Brand attitude refers to the subjective positive or negative judgements that influence the action a consumer takes regarding purchase behaviours (Chung, Lee & Heath, 2013), and is influenced by the relationship between the object upon which the attitude is evaluated and the level of confidence that the consumer has in that object (Whan-Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010)

Perceived Brand Value

Perceived value can be defined as the value that consumers feel that they derive from consuming a product or brand (Pura, 2005), or the difference in how consumers respond to two products when both products have similar characteristics and are marketed using similar methods (Li, Li & Kambele, 2012). This study will focus on the latter definition, in terms of perceived brand value. Perceived brand value can take form in many ways, including functional, social, emotional, and conditional value (Pura, 2005). Pura (2005) found that overall, perceived value has a positive effect on brand loyalty and other factors of buying behaviour, and the economic value that one finds in a certain product or brand plays a major role in their decision to purchase it (Li et al., 2012). This particular study will focus on the perceived social value that a brand adds to its target consumers.



Research Methodology

This present study adopted a positivist research approach whereby it was quantitative and descriptive in nature. This was deemed necessary by the researcher as it seeks to make predictions about the relationship between certain variables (Churchill, 2002), and will make use of various sampling techniques to collect, analyse and interpret data.

Sampling Design

Sampling is useful to researchers as it is an affordable method which gives accurate results that characterize the target population effectively (Zikmund, 2003). Cluster sampling was used for purposes of the present study. Data was collected from four townships in Gauteng namely: Alexandra, Vosloorus, Soweto and Kagiso which are situated in the North, East, South and West of Johannesburg respectively. The sample size consisted of 300 participants who were then selected from these clusters using simple random sampling.

Study Area Target Population

The present study consists of residents of the four townships namely Alexandra, Soweto, Kagiso and Vosloorus, situated in Gauteng Province, South Africa. The elements of the study are males and females between the ages of eighteen and thirty-three, as this age range has been identified as the youth market (The Marketing Site, 2016).

Sampling Method

This study will utilise probability sampling without replacement, where each member of the population has an equal probability of being chosen to be part of the sample, but cannot participate more than once (Galpin, 2011; Malhotra, 2006).

Questionnaire Design

The research questionnaire was divided in five sections whereby the first section focused on demographic questions, the second focused on effectiveness of advertising content with regards to emotion, using questions adapted from (Olney, Holbrook & Batra, 1991). Section three dealt with measuring the perceived benefit of the advertised product using instruments adapted from (Lee 2009). Section four of the research instrument assessed self-congruity using instruments from (Yim, Chan & Hung 2007) and section five measured brand attitude, utilising scales from (Yoo & MacInnis 2005). Finally, the sixth question covered questions on perceived brand value using instruments from (Yang & Peterson, 2004).

Data Analysis Approach

After collection of research data the first stage of analysis was the cleansing of the data to ensure consistency through removing incomplete responses as well as checking for double entries. Second, reliability and validity of the data was checked through the Cronbach's Alpha test, Composite Reliability Test, The Average Variance Extracted test and Comparison of the Highest Shared Variance and Average Variance test (Discriminant Validity test) respectively. A further validity check, the Inter-construct Correlation Matrix was also conducted. Later on Structural Equation Modeling was employed to analyse the data where confirmatory factor analysis was conducted to check model fit. Thereafter hypothesis testing was carried to check the outcome of the hypothesised relationships (whether they were supported or not and if they were significant or not). Demographic statistics were also conducted for the study which are separate from structural equation modeling and are presented in the section that follows.

Presentation of the findings



Findings of the study are provided in this section. First, the demographic statistics are provided. Thereafter reliability and validity checks are also conducted on the 5-point likert scales used for the study. Lastly Confirmatory Factor Analysis (Model Fit check) and hypothesis testing (test of proposed relationships) is conducted. Demographic statistics in the form of a sample profile are provided in table 1 below.

Table 1: Sample Profile

Age	Frequency	Percentage
18-21	136	45.3%
22-25	84	28.0%
26-29	47	15.7%
30-33	33	11.0%
Total	300	100%
Gender	Frequency	Percentage
Male	182	60.7%
Female	118	39.3%
Total	300	100%
Current Educational Qualification	Frequency	Percentage
High school (below matric)	73	24.3%
Matric	116	38.7%
Diploma	65	21.7%
Undergraduate university degree	33	11.0%
Postgraduate university degree	2	0.7%
Other	11	3.7%
Total	300	100%
Current Occupation	Frequency	Percentage
High school student	55	18.3%
Student at a university	49	16.3%
Student at an FET college	50	16.7%
Employed	84	28.0%
Unemployed	53	17.7%
Other	9	3.0%
Total	300	100%
Township of Residence	Frequency	Percentage
Alexandra	70	23.3%
Kagiso	74	24.7%
Soweto	80	26.7%
Vosloorus	76	25.3%
Total	300	100%

The study's accuracy analysis statistics are presented hereafter. It is observed the reliability threshold for the Cronbach's Alpha of 0.7 as recommended by (Nunnally & Bernstein 1994) was met as most of the Cronbach's Alpha values exceeded 0.7. Furthermore while assessing reliability most of the Composite Reliability values exceeded the recommended threshold of 0.7 by (Hair, Anderson, Tatham & Black, 2006). All average variance extracted values were above the validity threshold of 0.5 as suggested by Fraering and Minor (2006). Existence of discriminant validity is observed as all the highest shared variance values are lower than the Average variance extracted values as recommended by Nusair & Hua (2010). Table 2 below presents the accuracy analysis statistics.



Table 2: Accuracy Analysis Statistics

Research Construct		Descriptive Statistics				Cronbach's Test		C.R.	AVE	HSV	FL
		Mean Value	Standard Deviation	Item-total	α						
AC	AC1	4.93	5.12	1.72	174	0.67	0.85	0.85	0.67	0.23	0.72
	AC2	5.21		1.68		0.69					0.77
	AC3	5.20		1.61		0.70					0.77
	AC4	4.97		1.96		0.59					0.64
	AC5	5.29		1.75		0.64					0.72
PBV1	PBV1	5.29	4.95	1.69	183	0.48	0.77	0.65	0.55	0.23	0.65
	PBV2	5.42		1.59		0.54					0.67
	PBV3	4.38		1.96		0.47					0.54
	PBV4	4.74		1.75		0.61					0.59
	PBV5	5.35		1.66		0.61					0.63
	SC1	4.62	4.61	1.93		0.63	0.83	0.83	0.69	0.24	0.70
	SC2	4.34		1.95		0.69					0.77
	SC3	4.49		2.07		0.74					0.86
	SC4	5.01		1.97		0.58					0.66
BA	BA1	5.75	5.74	1.35	1.97	0.71	0.89	0.89	0.80	0.28	0.77
	BA2	5.74		1.50		0.80					0.86
	BA3	5.70		1.56		0.79					0.84
	BA4	5.77		1.66		0.76					0.83
PB	PB1	4.65	4.68	1.93	1.82	0.46	0.64	0.65	0.50	0.27	0.64
	PB2	5.13		1.68		0.49					0.70
	PB3	4.26		1.88		0.40					0.51

CR: composite reliability; AVE: average variance extracted; HSV: highest shared variance; FL: Factor Loading. significance level $p < 0.05$; significance level $p < 0.01$; significance level $p < 0.001$.

Table 3 below presents the model fit for the study's conceptual model.

Table 3: Model Fit

Model fit criteria	Chi-square (DF)	χ^2	GFI	CFI	TLI	IFI	RFI	NFI	RMSEA
Indicator value	1.392		0.929	0.975	0.970	0.975	0.900	0.917	0.036

All model fit indices reached the required thresholds. Chi-square (CMIN/DF) was 1.392 meeting the recommended (< 3) by (Chinomona, Lin, Wang & Cheng, 2010). Model fit values (baseline comparisons) for GFI, CFI, TLI, IFI, RFI and NFI were 0.929, 0.975, 0.970, 0.975, 0.900 and 0.917 respectively. All of the above-mentioned baseline comparison values exceed the recommended 0.9 by Chinomona et al., (2010). The RMSEA was 0.036 also meeting the suggested threshold of 0.05 as suggested by (Tenenhaus, 2008). In the section that follows



table 4 provides the study's hypotheses table which is followed by a discussion of all hypothesised relationships.

Table 4: Hypothesis Table

Proposed hypothesis	relationship	Hypothesis	Estimate	P-value	Supported/ Rejected
Attitude towards Advertising Content (AC) → Brand Attitude (BA)		H1	0.34	<0.001	Supported and significant
Perceived Benefit (PB) → Brand Attitudes (BA)		H2	0.21	0.010	Supported and significant
Self-congruity (SC) → Brand Attitude (BA)		H3	0.23	<0.001	Supported
Brand Attitude (BA) → Perceived Brand Value (PBV)		H4	0.58	<0.001	Supported and significant

Level of significance P-value <0.05; 0.010 and 0.001

Hypothesis Discussion

In table 4 it can be observed all proposed hypothesis were both significant and supported therefore we fail to reject all the relationships. H1 (attitude towards advertising content (**AC**) and brand attitude (**BA**)) has an estimate of 0.34 and a p-value less than 0.001 suggesting that this relationship is therefore supported and significant. This implies that the more consumers positively perceive advertising content of luxury goods the more positive the attitude towards those brands become. H2 (Perceived benefit (**PB**) and brand attitudes (**BA**)) has an estimate of 0.21 and a p-value of 0.010 suggesting that this relationship is therefore supported and significant. This implies that perceived benefits are directly and positively related to consumer brand attitudes therefore suggesting that consumer attitudes are influenced by the perception of luxury brands being beneficial.

H3 (Self-congruity (**SC**) and brand attitude (**BA**)) is both supported and significant with an estimate of 0.23 and p-value lower than 0.001. This implies that the consumer's self-image is related to the brand's image therefore possibly suggesting that consumers prefer purchasing brands that reflect their own personal style. Lastly, brand attitude (**BA**) and perceived brand value (**PBV**) has an estimate of 0.58 and a p-value of less than 0.001 suggesting that the relationship is both supported and significant. The more consumers positively perceive a luxury brand the more positive their attitudes towards that brand become. Ultimately all proposed relationships supported the researcher's assumptions of consumer attitudes in relation to luxury brands.

Conclusions

Based on the finding of the study it is important to note that brand attitudes are a central aspect in consumer behaviour. This is supported by all four proposed hypotheses (H1, H2, H3 and H4). Therefore, marketing practitioners should focus most of their efforts towards making consumer attitudes towards luxury brands more positive as it is observed that the attitudes are positively and directly related to advertised content, perceived benefits, self-congruity and perceived brand value. It is important to note that it based on the results it can be assumed that consumers are more likely to purchase luxury brands that closely reflect their own



personal style/ character thereby providing marketing managers more incentive to provide personalised/ customised luxury brands.

Managerial and Academic Implications of Research

The present study proposes implications for both marketing managers and academicians. First, the findings of the study suggest that attitudes of consumers towards brands are influenced by the advertising content that they are exposed to. This implies that marketing managers should expose potential consumers of luxury brands to advertising content that will be desirable for their target market as the findings suggest that this significantly impacts consumer decision making. Furthermore, it is observed in the study that consumers respond more favourably to luxury brands that closely match their personal styles therefore suggesting that marketing managers are to conduct market research interviewing prospective consumers on their personal preferences.

As for academicians' this study provides important implications as well. The study provides an extension on literature on the proposed variables that could potentially be useful to academicians in their research on consumers and brands implying that academicians stand to gain a comprehensive understanding of the South African youth market as far as luxury goods are concerned through utilising the findings of this study. The way a brand advertises and appeals to the consumer's self-congruity plays a big role in the attitude and perceived brand value of the township youth consumer. In the context of this study, brands who aim to target the South African youth market should take the township youth into consideration when designing market communication strategies. Brands should actively engage with people of these communities and have a greater physical presence in order for the consumer to derive more value.

Contribution and Significance

This paper will contribute to academia with regard to adding literature on the modern-day South African township youths with particular attention to their attitudes towards brands and their perceptions of values of brands. Furthermore, this study will enhance marketers' comprehension of customer perceptions of social brand value as well as provide insights into South African township youth culture. These useful insights into South African township youth will then enable marketers to find ways to engage effectively with this market thereby increasing the value that their brands within the township space.

Recommendations and suggestions for future research

Based on the findings of the present study it is recommended that marketing managers seriously consider the effect of their advertising content on consumer brand attitudes towards luxury brands as this is key to improving consumer perceptions of those brands. Further areas of research are identified in the current study. It is suggested that future researchers consider assessing the same variables of this study (Attitude towards Advertisement Content, Perceived Benefit of Advertised Product Category, Self-Congruity, Brand Attitudes and Perceived Brand Value) within a different setting possible consumers in the suburban and rural areas and compare their findings to this study that was conducted within a township context. Furthermore it is recommended that future scholars' assess the same variables of this study in different relationships or even add more variables to see whether the results significantly change or stay the same? Researchers that intend to examine the exact same



conceptual model in future studies could probably consider townships in other provinces as well as townships from more than one province for instance the Western Cape Limpopo, KwaZulu Natal and The Free State as using a single township could have provided bias in the results.

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