



**The perceptions of passenger motor vehicle brands among
Generations X and Y in KwaZulu-Natal**

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DECLARATION

I, Bongumusa Bright Mhlongo, hereby declare that this research dissertation is my own work and that all sources I have used or quoted to the best of my knowledge have been indicated and acknowledged by means of complete references.

Mr B.B. Mhlongo

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ABSTRACT

The automotive industry is a growing industry in many developing and developed countries including South Africa. However, little research has been conducted on the perceptions of consumers towards motor vehicle brands in South Africa. For motor vehicle brands, marketing, research and development plays an important role in customer perceptions and retention, and in generating profitable sales.

The aim of this study was to identify how motor vehicle brands' meaning differs between Generation X and Generation Y, who account for the bulk of car buyers, in KwaZulu-Natal.

The study was conducted in KwaZulu-Natal where data was collected from four universities. This was a quantitative, descriptive, and cross-sectional study conducted using a survey among a sample of 400 university staff and students to cover both Generation X and Generation Y. Data was analysed using univariate, bivariate and multivariate statistics, via SPSS version 23.

The study investigated specific brand dimensions, namely, quality, value, personal and group identity, status and family traditions. The main finding was that personal or individualistic factors, namely quality, value and personal identity, were more important than group-oriented factors, namely status, group identity and family tradition. The implication is that marketers should focus on the individualistic perceptions, wants and needs of the buyer, rather than those that are influenced by others through group processes. The study reveals the need for motor vehicle brand manufacturers to focus on consumer perceptions among Generation X and Generation Y. Academics, industry practitioners and motor vehicle manufacturers will benefit from the study as it addresses industry, academic and consumer issues regarding perceptions of motor vehicle brands. Furthermore, it tackles factors of quality, value, group identity, status and traditional factors and consumer decision making process.

The study extends the existing knowledge of consumer behaviour with regard to motor vehicle brands by investigating the factors that influence the Generation X and Y buyer decision making process in a developing country. The findings of this study can act as a guide to determine a more appropriate marketing strategy to improve consumer perceptions of motor vehicle brands.

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CHAPTER 1: INTRODUCTION TO THE STUDY

1.1 INTRODUCTION

According to Barnes, Black and Duxbury (2016: 05) the passenger motor vehicle sector is very competitive. As a result, before making a purchasing decision, consumers have multiple options to compare and analyse. For automakers, it is therefore necessary to understand consumers' needs, peer influences and to provide automobiles that meet each individual's specifications.

As reported in the literature, the manufacturers of motor vehicles can improve customer or user service by using modern, validated customer connectedness management structures and procedures (Barnes, Black and Duxbury 2016: 05). In producing and exporting motor vehicles and parts, the automotive trade within South Africa plays a vital part in the economy as a whole. The industry contributes to around 10% of manufacturing exports from South Africa, making it an essential sector for the national and global economy.

1.2 CONTEXT OF THE RESEARCH

Globalisation has led to growing rivalry in the manufacturing sector between international and domestic motor vehicle manufacturers. Globalisation has also placed pressure on manufacturers, forcing them to have cost-effective production methods and concentrate more on quality and productivity measures (Esterhuizen 2011).

According to Martin-Pena, Diaz-Garrido and Sanchez-Lopez (2014: 01), the destruction of the environment due to industrialisation which consumes vast quantities of energy and resources and creates world-wide environmental threats, requires urgent solutions. This increasing social problem affects the environment of companies and has caused the motor vehicle industry to change their manufacturing and management practices dramatically. Carrington, Neville and Whitwell (2014: 02) state that Generation X consumers are well aware of green technology and eco-friendly motor vehicles, unlike Generation Y. The study suggests that for motor companies to move forward strategically and to effectively market to Generation Y, manufacturers

need to invest in consumer education. The study also found that few Y-consumers are fully competent to truly understand the advantages and compare eco-friendly motor vehicles to those that are not eco-friendly.

According to Allender and Richards (2012: 323), Generation Y has environmental concerns so that the environmental benefit of their new vehicles has to be clearly articulated by the manufacturers. Generation Y takes into consideration how others perceive environmental concerns from a social point of view and this should be taken advantage of to leverage the social benefits of becoming green when a marketing strategy is developed. The authors also argued that the main driving force behind the auto purchasing decisions of Generation Y is financial advantage.

Clearly the motor industry in South Africa contributes significantly not only to employment and technological development, which is important in the South African economy, but also to minimising environmental problems and helping to sustain an eco-friendly and green economy. Therefore, according to Schnalke (2012) it is very important for South African enterprises, through building strong relationships with their motor industry businesses, to provide more opportunities' and more employment for the economy's citizens and to contribute positively towards a sustainable and green motor industry. However, this requires a sound understanding of how key target markets perceive the motor vehicle brands and what these brands mean to the key target markets. For this reason the work of Strizhakova, Coulter and Price (2008) has been adopted as the conceptual framework for this study. They defined brand meaning in terms of quality, values, self-identity, group-identity, status and traditions. Although considerable work has been done in this field, none has been identified in the industry context of motor branding and definitely none in the geographic context of South Africa.

1.3 RESEARCH PROBLEM

The context of this study, the research problem is defined as a lack of awareness or clarification as to what the importance of motor vehicle brands is for Generation X and Generation Y, and in the developing world in particular, where very little work has been conducted in this regard.

1.4 AIM OF THE STUDY

The study aims to identify how motor vehicle brands' meaning differs between Generation X and Generation Y in KwaZulu-Natal.

1.5 OBJECTIVES OF THE STUDY

To resolve the research problem and to achieve the aim of the study spelled out above, the following objectives were set:

1. To determine if the meaning of motor vehicle brands differ between Generation X and Generation Y in KwaZulu-Natal regarding quality.
2. To determine if the meaning of motor vehicle brands differ between Generation X and Generation Y in KwaZulu-Natal regarding values.
3. To determine if the meaning of motor vehicle brands differ between Generation X and Generation Y in KwaZulu-Natal regarding traditions.
4. To determine if the meaning of motor vehicle brands differ between Generation X and Generation Y in KwaZulu-Natal regarding identity (self-identity, group identity, status).

1.6 RESEARCH METHODOLOGY

For this study, a quantitative research approach was used to evaluate the overall understanding of what passenger vehicle brands mean between Generation X and Generation Y in KwaZulu-Natal. This study therefore targets Generation X and Generation Y university students and staff in the greater Durban region. The rationale for delimiting the study to university students and staff was based on the assumption that they are in better position to understand the meaning of brands due to their level of education.

All four of the public universities in KwaZulu-Natal namely, University of KwaZulu-Natal, Mangosuthu University of Technology, Durban University of Technology and University of Zululand were the source of data collection. University employees and students were recruited via in-class intercepts, e-mailed questionnaires and on-

campus intercepts in order to achieve a sufficiently large and valid result. The study sampled quotas of Generation X and Generation Y and of the different races and genders. The method used to produce the final sample was convenience sampling. The total sample was 400, 100 from each university campus, with half Generation X and half Generation Y.

Sample size and selection for gender and race was similar to the KwaZulu-Natal demographics, but coloureds were excluded from the study due to the low number of their population in the province (KwaZulu-Natal Province: Census: 2011). Samples of a minimum of 50 each for Indian and white was sought as recommended by Allen (1982). See Table 1.1.

Table 1.1: Population of KwaZulu-Natal and sample demographics

Demographic categories		Sample	KZN population	
			People	%
Gender	Male	200		
	Female	200		
Ethnicity	African	300	8,912,921	86.81%
	Indian	50	756,991	7.37%
	White	50	428,842	4.18%
	Coloured	-	141,376	1.38%
Total		400		

A structured questionnaire, drawn from a review of related literature was used to collect the required data. The questionnaire on the meaning of branded products was based on a previously validated questionnaire by Strizhakova, Coulter and Price (2008) which was adapted to suit this study.

Mangosuthu University of Technology was selected as a pilot university to test the practicality, feasibility, and validity of the questionnaire.

This study utilised a questionnaire-focused survey approach. Four hundred questionnaires were circulated using convenience sampling to students and staff employed at the selected universities, after permission had been sought and granted by each university. The survey took about four weeks to conduct.

The data obtained from the questionnaire was edited, and errors were reviewed. Version 23 of SPSS (Social Sciences Statistical Package) was used to interpret the data and to perform a concise analysis of tables and statistics, including univariate and bivariate analyses. Where possible to check the significance of results, inferential statistics such as chi square or t-tests were used.

To ensure that the questionnaire, questions and procedures were accurate, the validity of the questionnaire and the research was tested by face validity, pre-testing, and factor analysis. The study's reliability was measured by means of Cronbach's alpha.

1.7 STRUCTURE OF DISSERTATION/THESIS CHAPTERS

Chapter one: Introduction

This offers a brief context to the thesis, which addresses the study's research issue, intent, goals, reasons, research methodology and limits.

Chapter 2: Literature Review

The chapter reviews literature related to consumer policy and behaviour and also discusses branding techniques and marketing, environmental and psychological factors that affect the purchasing decision of the consumers. The chapter concludes by offering an interpretation of Generational Theory related to Generations X and Y.

Chapter 3: Research Design and Methodology

This chapter elaborates the various research procedures and designs used in carrying out the study, including a detailed explanation of how the sample size was determined, the process of data collection and the process of statistical analysis.

Chapter 4: Results and Findings

The results and findings of the research are presented in this chapter.

Chapter 5: Conclusions and Recommendations

A comparative analysis of the findings in relation to the literature review and other empirical studies is provided in this chapter. This chapter draws general conclusions concerning the objectives. In addition, conclusions are made regarding branding and

promotional strategies used by automotive marketing / branding managers. Recommendations are provided for further research.

1.8 DELIMITATIONS OF THE STUDY

The study was delimited to four Universities in KwaZulu-Natal, namely University of KwaZulu-Natal, University of Zululand, Durban University of Technology and Mangosuthu University of Technology.

The study was also delimited to the meaning of brands as defined by Strizhakova, Coulter and Price (2008) and did not cover other aspects of branding (e.g., brand loyalty). Furthermore, it only considered brand meaning in the context of motor vehicles, which could differ from brand meaning in other contexts, such as fashion items or toiletries.

1.9 CONCLUSION

This chapter presented the background and context of the study and the aim and objectives of the study. The problem face by automobile companies in marketing their products to Generation X and Y were also elaborated. The research methodology, delimitation and limitations of the research were explained. The next chapter provides a review of the literature on automobile brand marketing and its significance to Generation X and Generation Y.

CHAPTER 2: REVIEW OF LITERATURE

2.1 INTRODUCTION

The main aim of this research was to analyse variance in consumer perception in Generations X and Y regarding vehicle brands. This chapter describes the brands of motor vehicles and branding, and the characteristics of the Generations X and Y vehicle buyers. Therefore, the brands of motor vehicles and branding have to be discussed in detail.

The only way to investigate the purchasing behaviour of consumers is through research. Companies can determine actions needed to fulfil customer needs with a better understanding of customers' perceptions. In doing so, they may recognise their own strengths and limitations and then be able to predict the potential path of growth and changes, which will provide them with a competitive advantage. Because of the fierce competition and modern technology, the passenger car market has altered very quickly, therefore, automotive manufacturers have to understand this and take rapid measures to quickly reflect changing markets. It is important, therefore, to understand the preferences and expectations of Generation X and Generation Y in the fast-moving car industry today and whether these affect the purchasing process of customers.

The structure of the review is outlined below:

- ☐ Context of the study
- ☐ Motor industry
- ☐ Buyer profiles
- ☐ Consumer decision making
- ☐ Branding
- ☐ Generational differences about motor vehicle brands
- ☐ Brand preferences
- ☐ Brand characteristics
- ☐ Model of generation brand preferences
- ☐ Conclusion

This literature review builds on the consumer decision-making and behaviours of Generations X and Y and provides an insight into the marketing strategy as well as environmental and environmental factors which influence these consumers in the purchase of motor vehicle brands. The method of consumer decision-making is the blueprint for consumer sentiment, used by marketers to direct product blends, communication and marketing strategies. It correlates with the recognition of the difference in the consumer between the current state of motivation and the desirable outcome of motivation (Huette *et al.* 2015: 515).

2.1.1 Conceptual framework.

According to Strizhakova, Coulter and Price (2008), the meaning of branded products involves different aspects, i.e. quality, self-identity, group identity, values, status, family traditions and national traditions. Figure 2.1 illustrates the branded product meanings in the context of the motor vehicle.

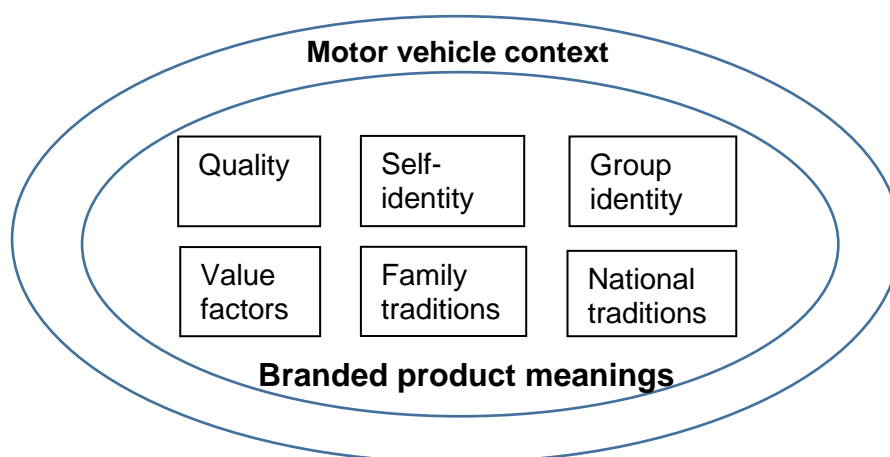


Figure 2.1: Brand product meanings in the context of the motor vehicle

2.2 BACKGROUND OF AUTOMOTIVE INDUSTRY - GLOBAL AND LOCAL

2.2.1 Overview of the automotive industry

With goods distributed all over the world and regulated by large corporations with worldwide reputation, the automotive industry is one of the most multinational industries. The industry is the world's largest manufacturing sector, with a production equal to the sixth biggest economy in the world. The industry is one of the main

research and development investors, playing a key role in technological growth in society. In both production processes and products, the industry is largely intensive and technically sophisticated (Lamprecht and Tolmay 2017).

According to Gastrow (2012), the increase in the level of competition within the industry there has been a shift from developed to developing countries of the production basis of most automobile companies in order to benefit from low-cost production. Car products have spread worldwide and are dominated by a small number of internationally recognised companies. As the number of vehicle models is growing in divided managers aim at both growth and cost reduction, to improve competitiveness and profitability in their businesses.

Vehicles are becoming ever more complex to meet customer criteria for improved safety, fuel economy, efficiency and quality, as highlighted by the South African Department of Trade and Industry's 2015 report (2015: 6). The report stresses that car manufacturers are now under intense pressure to recognise consumer preferences, national preferences and emerging market segments, which can sell vehicles and increase market share. Its capacity to be sufficiently flexible to respond rapidly to all these pressures determines its future in the industry. Such trends have tremendous consequences and are increasing throughout the automakers' supply chain.

2.2.2 The global automotive industry

The globalisation of the industry has received considerable attention. The consequence of this is the increasing in the growth of car exports (Komarasamy and Houque 2015). Moreover, it is noted in the literature that government policies play a crucial role in the development of the automobile industry. Initiated in 1995, the Motor Industry Development Plan (MIDP) in South Africa has played an important role in fostering productivity and increasing exports. The MIDP was an important forum for coordination and collaboration of all involved stakeholders in car issues (Komarasamy and Hoque 2015).

The sector's main players are the government, the labour, the market and the Commerce and Industry Department in the automotive sector, as reported by Bronkhorst, Steyn and Stiglingh (2013). The authors also indicated that the MIDP has been replaced by the Automotive Production Development Programme (APDP). The

South African car industry entered an era of volume-oriented production support under the APDP that began on 01 January 2013. The sector is South Africa's largest production sector.

Each direct automotive job is expected to help at least five indirect jobs, which in the car industry generates over 50 million jobs globally (Barnes and Black: 2013). The brand contribution in 2012, which accounted for R3251.4 billion, was 7% percent of South Africa's GDP (Barnes and Black 2013: 7). In 2012, South African car industry exported left-hand drive and right-hand drive vehicles to 87 destinations. In 2012, South Africa exported 277 893 fully integrated cars (CBUs), including 153 196 (55, 1%) passenger cars; 123 623 (44.5%) of light goods vehicles and 1074 (0.4%) medium or heavy goods vehicles

The is one of the largest production industries in South Africa, and the government has long been supportive of the role plays in the economy (Stander and Brink 2016). In South Africa, the motor industry is challenged by local content, motor crime, security legislation and political instability.

Automotive industry has been the main approach in industrial policy since 1994 due to its strong incentive infrastructure, its size and the pure size of its car sector, and the 1995-2012 Motor Industry Development Programme (MIDP). Motor Industry development Plan has been a major industrial action priority since 1994. As the government tried to make this sector more profitable and also to encourage exports and a more rational sector structure, a consequence was that the automotive industry became more and more exposed to global competition. Lower duties were followed by additional import-export arrangements allowing companies to repay import duties for exports. The initiatives brought about a process of intense international expansion and social change in the South African automotive sector, according to Barnes, Black and Duxbury (2016: 03).

Concern about the environment has been the subject of increasing consumer demand for environmentally friendly automobiles (Kanchanapibul *et al.* 2014: 528). This has led to the efforts to raise people's awareness and change their buyers' actions, based on ethical principles. Environmentally friendly motor vehicles, green infrastructure and product design, green marketing, and creative strategies that suited their clients and target audiences were implemented.

2.2.3 The South African motor industry

In the South African context, the automotive industry is declared as a world-wide turbocharged engine in vehicle and component production and export (Ambe and Badenhorst-Weiss 2013). For instance, major industrial automotive giants like Volkswagen, BMW, Nissan, General Motors, Ford, Mercedes-Benz and Toyota have established their plants in this country. In addition, the South African automotive industry has experienced a rapid adjustment process as protection has been reduced since its initial condition in the 1990s (Organisation for Economic Co-Operation and Development 2012).

In producing and exporting motor vehicles and parts, the South African automotive industry plays a very important role. It makes South Africa a critical component of the national and international economy, contributing about 10% of its exports to manufacturing (Black and Barnes: 2013).

According to the Organization for Economic Co-Operation and Development (2012: 02), the car industry has a significant role in the overall transformation of the business cycle. The organization states that the sector contributes an important percentage of industrial output in most developing nations. However, with the location of final assembling and engine components production becoming ever more international over time, short-term supply disruptions in one country can have adverse consequences in other countries, as was the case following the earthquake and tsunami in Japan in March 2011.

After a rapid decline in car production after the recession began in 2008, car manufacture has recovered gradually since the second half of 2009, and the Government has provided significant direct support and increased demand for a number of transitional car scrapping schemes (AIEC 2013).

Kong, Wang and Fu (2015: 148) report that the automotive industry, represented by the consumers and workers and marketing professionals in service to consumers, play a significant role in satisfying consumers. Employees' attitudes and their quality of service are important to their success as they represent a company's main asset. When workers and consumers are satisfied at work and with their goods, their motor vehicle brands consumers are generally more loyal.

2.3 MOTOR VEHICLE BRANDS: BROAD MANAGEMENT ISSUES

2.3.1 International management issues

According to Shao, Taisch and Ortega-Mier (2015: 3185), the automotive industry is referred to as “the engine of Europe” because it is one of the biggest employers of labour and supports over 11-12 million other jobs associated with this sector. The automotive industry is the biggest manufacturing industry in the globe with a total turnover of 11bn dollars (in 2011). Shao, Taisch and Ortega-Mier (2015: 3185) further state that a company's standards, organizational structure, and its response to environmental challenges plays a very important role in the business and in influencing many other business sectors. The electric battery, hybrid and plug-in technology improves energy consumption and emission reduction in polluting vehicles.

The large number of motor cars coupled with low-carbon sources of electricity, including biofuels and natural gas, have a longer life-cycle sustainability. Although electric vehicles are the most rapidly growing vehicle segment (with a global growth rate of 76 percent in 2014. In 2014, only five countries in the European had electric vehicle sales with a market share of over 1% of total new automobile sales: mainly Norway (13.84%), the Netherlands (3.87%), Iceland (2.71%) Estonia (1.57%) and Sweden (1.53%) (Shao, Taisch and Ortega-Mier (2015: 3185),).

Greenblatt and Shaheen (2015: 79) stated that by 2020 automated vehicles AVs would be an emergent trend and be accepted as a mainstream technology by the 2030s, taking personal transport by 2050. In addition, on-demand mobility introduced by smartphone apps and the growing needs of the current generation could be widespread by 2050 due to smartphone apps and changing generational expectations. In the event of autonomous motor vehicles becoming omnipresent, shared automated vehicles AVs could also possibly be a major mode of public transport that will facilitate access to a variety of communities, land uses and those who cannot drive. SAVs will include high performance, small size, affordability and very low greenhouse gas emissions, although it is likely that private AVs will continue to exist as a major consumer option. The concept that vehicles drive themselves should make people happy when passengers can perform other tasks including texting.

2.3.2 South African management issues

According to Ambe (2014: 642), two main types of passenger vehicles and commercial vehicles are manufactured in the South African automobile industry. The classification of passenger vehicles is from A to D and SUV, whereas the classification of commercial vehicles is light commercial, medium-commercial and heavy-duty. The so-called light vehicles are passenger vehicles and commercial vehicles. One manufacturer can have different production lines, each with different supply chain strategies. This is because supply chain techniques. This research focuses on one production line (model), so the study population constitutes light vehicle manufacturers (passenger and light-duty vehicle), because all the car manufacturers in South Africa manufacture light vehicles. Both automobile groups are used for private uses and require distinguishing features and characteristics.

2.4 MARKETING PRACTICES IN THE AUTOMOTIVE SECTOR

For most companies, the marketing climate consists of the ability of marketers to establish and maintain effective relations with their consumers beyond competitive forces (Beck, Palmatier and Samaha 2014: 40). The value of adjusting to the changing world is recognised by effective automobile companies.

A branding strategy is intended to build a brand in the minds of its customers so that its potential benefits are optimised. Branding leads the marketing campaign by communicating a brand's purpose so that consumers know about its benefits.

The branding strategy is a foundation for expected marketing communications, according to Kim and Mazumdar (2016: 94). This determines how the branding targets can be met and determines the operation of the branding and marketing relations managers, stakeholders in the company as well as all outside stakeholders. The execution of the branding plan will meet customer needs.

2.5 GENERATIONAL DIVERSITY

According to Yigit and Aksay (2015: 105), the definition of generation involves two perspectives. Although the idea of generation may be defined as a connected or mutually exclusive group of individuals, it can also be viewed as a phase of life or an historical period. However, generation is usually known in relation to age differences.

Generation is a concept that refers to a group which, through different factors and experiences which influence their thoughts, attitudes, values and behaviour (Guillot-Soulez and Soulez 2014).

Yigit and Aksay (2015: 105) indicate that generational cohorts are made up of people born in the same period whose life courses correspond to each other. Generational cohort marketing has become a useful tool for market segmentation because cohort members have the same values. Social occurrences of a cataclysmic nature (assassinations, conflicts, economic shifts, big new developments, etc.)

The political, economic and cultural structure of the period they live in is responsible for these above-mentioned factors (Yigit and Aksay 2015:110). Generations are mainly influenced until they become adults by the historical events they encounter. With their power and impact, each generation builds unique faith, attitude and behaviour structures as well as a unique identity which shapes their sense of authority and organisation (Kong, Wang and Fu 2015). The marketing researchers also point out that there are different names for the generations, for example Generation Y, is also known as Millennials.

In this study the age generations are classed according to the classification of Chaney, Touzani and Slimane (2017: 183). Baby boomers are the generation born between 1944 and 1964. Persons belonging to this generation represent large number of the population and work force of the South African economy (Jonck, Sobayeni and van der Walt: 2017).

Generation X: This generation was born between 1961 and 1980 and make up about 26% of the population of South Africa. Generation X is the first generation to grow up in the age of information with its personal equipment but has been severely affected by the social and economic downturn so it is less positive than the previous generation.

Generation Y: This generation was born between 1981 and 2000 and accounts for about 38% of South Africa's population. Millennia, Me, Echo Boomers and Nexters are all identified. The members of the Generation Y are children from the baby boomer generation that increased their lives in a good environment thanks to the industrial developments of the 1970s (Chaney, Slimane and Touzani 2017: 183).

2.6 PSYCHOGRAPHIC SEGMENTATION

Demographic variables such as age, income, generation, family size and social class that are popular with engine producers and salespeople because they are relevant in the decision-making process to purchase a motor vehicle. They are also easy to measure. Even if the target market (for example by personality type) is described in non-demographic terms, demographic properties may be required to evaluate and reach the market in an efficient way.

2.6.1 Buyer profiles

According to Parment (2013: 191), the 'Holy Grail' of marketing is consumer groups or segments with strong, homogeneous bonds. When these similarities exist, marketers can offer a large number of potential customers the same or similar product, service, distribution and information sharing programmes, with a greater chance of them responding homogeneously. Parment (2013: 191) goes on to say that since the 1950s marketers have tried to serve markets that are internally consistent, but externally dissimilar from other segments of the market.

Therefore, segmentation is the key to performance and efficiency of marketing. Segmentation approaches use descriptive variables such as demographic and geographical methods and psychographic to satisfy the consumer needs and wants. In planning and executing retail strategies the behavioural question "why customers purchase?" is relevant. Age has long been used as a variable for segmentation, but as can be seen, it does not address the 'why' of consumer motivation and consumption. Marketing by generational cohort explores the descriptive surface to understand age-related reasons. Diaconu (2017: 02) states that consumer incentives and commitment to purchase often lie just below the age surface; by considering generational cohorts we can gain greater understanding.

Values can be calculated from the "defining moment" that common events were experienced in the late-adolescence / early-adult era. For example, the people of the US who were grown up during the Great Depression appreciate and still save for financial security. These cohorts combine age descriptors with motivational factors and values of behaviour. For motor vehicle dealers as well as consumer product firms, Generation Y is a significant demographic and target market as it is sizeable and has

considerable purchasing power. The same holds for Generation X born between 1964 and 1976 and Baby Boomers, born approximately between 1945 and 1958 (Singh Mann and Kaur: 2013).

2.6.1.1 Generation X

In this section, an inductive-specific approach comparing current buyer behaviour between Generation X consumers and their younger counterparts (Generation Y) is used to gain a comprehensive understanding of the behaviour of vehicle buyers in order to achieve the purpose of satisfying different generations.

According to Moore (2012: 436), marketing companies and vehicle manufacturers recognise the importance of technology in motor vehicles and are continuing to lag behind in adoption of new technologies in order to understand their Generation X consumers. The author further notes that, for this reason lack of new technologies in vehicle brands, Generation X is forgotten and neglected by motorsport marketers relative to Generation Y. Generation X includes population born from 1961 to 1981, who are proportionately smaller than Generation Y and the older baby boomer generation.

The members of Generation X have some features of the Baby Boomers. Because women of the Baby Boomer generation became employed in industry, the members of Generation X who are children of a working age are called "latchkey children", meaning children of parents who both worked. Generation X, who are located between two bright generations, are considered a transitional generation between the old generation remaining loyal to tradition and the new generation attached to technology (Berkup 2014: 221).

Generation X have been less competitive than their parents, but luckier because their population is smaller. Thanks to the influence of the events around the world, they have been the first generation to think globally. Compared to past generations, they have grown up with less parental attention and are more self-confident and skilled. As a transitional generation, they tend to orient themselves.

Compared to their parents, Generation X, who were raised in an ever-changing world, prefer challenging authority. This generation has learned to accept diversity as a result of the changing environment and has developed more imagination in a smaller setting

than generations after them. They are able to examine the problems they face, quickly identify what they are searching for, and build on this. This impact on their corporate life of global events in the period in which Generation X and family structures worked. Generation X members are mainly the children of divorced and career parents. The equilibrium among work and family is of great importance. The Baby Boomers 'live-to-work' motto has changed for Generation X who 'work-to-live.' In their early ages, the Xers often had responsibility as they were left alone. Their autonomy is very high. It is important for them to improve their careers or their business life. They do not want to work in a company where they do not believe you can improve their career. One of the greatest advantages of Generation X in their business life is that they are open to change (Campione 2014: 25).

The Generation X cohort purchases goods and services for households and young children (Varsha and Saumya 2012: 58). They represent the nation's largest share of parents and many of them were new home buyers in the housing bubble.

Automobiles, families and luxury vehicles are a big force in the market. The buyers and owners of Generation X vehicles want to know the characteristics of the vehicles and why they need them. The brands, advertisements and shopping for cars are sophisticated (Varsha and Saumya 2012: 58).

2.6.1.2 Generation Y

The term Generation Y was first applied in a publication in 1993 in which teens of the day were identified separately from Generation X (Roux 2014: 1878). There is no universal consensus on the beginning year between 1980 and 1981 of Generation Y, also known as Generation Millennial, Generation Facebook, Hip Hop or Kwaito. Generation Y is not (as yet) Generation X. In their studies on media behaviours in Generation Y several researchers include individuals born between 1977 and 1994 and those between 18 to 30 years of age.

Generation Y has lived all their life in a digital world and their lives and occupations have been profoundly influenced by information technology (Andreini *et al.* 2015: 434). Generation Y also actively uses social media platforms for sharing, contributing to and looking for consumer content, work and play. In addition, the authors state that Generation Y represents the automotive industry's future potential. The study further

shows that motor vehicle marketers have new tools to engage Generation Y customers online and on social media channels, thanks to the increasing user interest in connecting and shared experiences.

Regarding Generation Y as car buyers, Mandhlazi, Dhurup and Mafini (2013:153) note that research has shown that individuals in this age group exhibit different shopping directions and hence the need for greater empirical introspection. In particular, in an era where shopping grew from simply a purchasing act to a highly complex and sophisticated process, Generation Y consumers are well educated.

The study also notes that marketing can be strengthened by satisfying generation Y, as this young generation pays tremendous attention to marketing and is highly egoistic, lives for today, spends significant amounts on more technical products, and enjoys challenges. They value and look for engine brands that match their peers. Their colleagues also direct the choice of products and brands. Generation Y is huge, including development engine labels and electronic decorations. The key words for this generation are working together, linking, collaborating and managing (Srinivasan 2012: 51).

Bolton *et al.* (2013: 250) state that the need for research is supported by reasons. These authors further state that Generation Y consumers may have developed different shopping styles than Generation X and Baby Boomers. On this basis, it must be investigated whether the existing shopping styles also apply to Generation Y consumers.

In South African there is little empirical evidence regarding Generation Y consumers. Further research is needed to understand the trends of the rapidly changing Generation Y market. In order to fill this research gap and provide information that makes it possible for engine manufacturers and marketers to understand Generation Y's behaviour, it is therefore important to investigate the shopping styles of Generation Y vehicle owners and purchasers (Valentine and Powers 2013: 601).

In most studies, Generation Y is regarded as a single, homogeneous cohort. In some studies Generation Y is compared with Generation X cohorts and Baby boomers (Christofides, Muise and Desmarais, 2012). The actions and attitudes of vehicle purchasers are likely to be substantially heterogeneous within Generation Y.

Therefore, researchers typically understand or see Generation Y through an emphasis on different subgroups which vary according to their age and life cycle and thus may differ from the buyer's behaviour, or from the car's behaviour, to university students who look for jobs and early-career staff.

Generation Y is generally highly technologically educated due to early and regular exposure to technology and social media. They are well trained and expect to progress quickly. They demand more balance of work and life compared to Baby Boomers and Generation X.

The question nowadays for the motor vehicle business is, according to Guillot-Soulez and Soulez (2014: 320), how to attract Generation Y consumers and whether stereotypes associated with Generation Y are correct. The study shows further that people belonging to the same generation should be equally diverse from other generations.

In addition, the researchers state that the majority of motor industry customers are Generation Y so they pose a major challenge for motor manufacturers and marketers. A significant subject for both researchers and marketing professionals is understanding the characteristics of Generation Y and growing their engine brand preferences. Although Generation Y consumers are considered to be clever, self-centred and moving, they are highly educated, motivated and career-oriented people. Unlike previous generations of consumer products, Generation Y customers focus in their motor vehicle brands on job growth and efficiency.

Marketers and motor vehicle managers need to take into account specific perceptions and expectation of these people regarding their vehicle brands in order to attract, incentivise and maintain customers from Generation Y. About 20 million South Africans are in this generation. Given the scale of this cohort, carmakers often find little choice but to adapt to the unique characteristics of their younger consumers. Many of these people have been brought up under child-centred parenting and educational philosophies that promote self-image development and protection (Holt, Marques and Way 2012: 86).

Recently, this emphasis on self-image has led to this generation being accused of developing self-centred behaviours. Evidence shows the high self-esteem and self-

centredness of Generation Y. Most members have difficulty understanding that their efforts can fail as a result of the "trophies for all" mentality associated with Generation Y (Kultalahti and Viitala 2014: 570).

Laird, Harvey and Lancaster (2015: 88) state that "Consumers of the generation Y seem to emulate the frequent motor vehicle brand changes of Generation X". In addition, these researchers say Generation Y is twice as likely than Generation X and three times as likely than Baby Boomers to consider quitting a brand in one year. In addition, their investigation revealed that half of the Generation Y sample would not, or did not want to, have long-term relationships with their preferred vehicle brands. The different work practices, attitudes and expectations of Generation Y compared to those of the employers and older employees give rise to problems of Generation Y employees leaving their jobs. It is possible that similar changes could be happening regarding their attitudes towards motor vehicles, which will be investigated in this study.

2.7 BRANDING

This section is based on motor vehicle brands and branding in general and provides an overview of the marketing, branding, and individual factors which affect the purchasing decisions of consumers.

Brands (and therefore of motor vehicles as well), are ways of organising an identity in order to differentiate easily between itself and competitors. Brands are made up of names, words, concepts, pictures and organisational characteristics, so that current and potential customers can connect to perceived brands (Kotler and Armstrong (2014: 232).

South African car makers, who have had the ability to create powerful brands since democracy in South Africa in 1994 and the globalisation of the motor vehicle industry, have built a workable foundation for this viewpoint (Shaheen and Cohen 2012: 16).

The main characteristic of professional car marketers and manufacturers is their ability to construct and manage their motor vehicle brands (Kotler and Armstrong (2014: 232). For buyers of motor vehicles, the particular company (brand) is a major aspect of their favourite cars. For example, most consumers will buy a high quality, expensive

car such as the BMW M3 and Mercedes Benz ML for their engines, but if they did not have a name or logo the cars would probably be viewed as having lower worth.

As pointed out by Stahl *et al.* (2012: 50), branding is so strong that today nothing goes unbranded. Nearly everything is placed in plastic containers and sold with the dealer mark, even engine car parts – spark plugs, pneumatics, filters. Brands offer a range of assistance to vehicle owners, fabricators and vendors. Brand names help consumers to identify the goods and their product quality, which produces loyalty. Purchasers who buy the same brand also know that every time they shop, they get the same features, advantages and price.

Wu and Wang (2014: 51-52) report that business brand image correlates positively with brand attitude. The authors explain that consumer attitudes towards a product is affected by experiential image, functional image as well as symbolic image of the product. Essentially, the key factor to enhancing the attitude of consumers towards a particular brand is the brand's image. Consumer satisfaction is greatly impacted by their brand attitudes (Wu and Wang 2014). This in turn influences their loyalty and their willingness to purchase the product in the future, especially in Generation X.

2.7.1 Branding meaning

According to Kotler *at al.* (2012) branding has become so important that today hardly anything goes unbranded. For example, motor vehicles are all manufactured and branded with the producer's name. A **Brand** is a name, term, sign, symbol or design, or a combination of these, which identifies the products or services of one seller or group of sellers and differentiates them from those of competitors.

The comprehensive analysis of brand literature by Strizhakova, Coulter and Price (2008) suggests that researchers have explored specific branded product value, but not the conceptual framework of meaning or the non-overlapping of these individual definitions. These authors research focused not on a broader listing of meanings, but on the main meanings previously examined in the literature. In particular, this research has studied branded product significance in connection with quality, society, self-identity, group identity, values and cultural habits in previous research.

According to Wijaya (2013) there are several observations that arise from a careful and systematic review of the existing literature regarding branded products. The author identified six main meanings:

1. Qualities associated with risk reduction;
2. Brands that reflect personality as a mechanism for the identity of groups and the association with other brand users;
3. Personal values associated with both familial cultures;
4. Status
5. Group Identity and
6. Value Factors.

Therefore, the main objectives of this study include examining links between the six branded products observed, evaluating their interconnection and systematically developing a reliable and valid analysis

2.7.2 Brand differences in automotive products

James *et al.* (2015: 90) noted that competition is very intense in the passenger car sector. Consequently, before making a purchase decision, customers have a range of choices to compare and evaluate. For automakers, it is therefore necessary to understand their consumer requirements including their generational differences, and to provide motor vehicles that meet their respective requirements.

In the view of Barnes, Black and Duxbury (2016: 05), motor vehicle producers should work on improving customer or consumer experience, using state-of-the-art, proven systems and processes for managing customer relations.

Until making a buying decision, consumers have multiple comparative and evaluative options. It is therefore critical that engine manufacturers understand and provide motor vehicles that meet the needs for their various customers (Ali *et al.* 2005: 56). The researchers further state that there are consumer segments with special needs in each market. These segments must be identified, and data collected from the marketplace to identify the target market selected. For marketers to understand their respective consumers, they must find out what the consumers need and want.

Motor vehicle manufacturers can also strive to create brand loyalty by taking advantage of state-of-the-art customer engagement programmes and processes in order to improve their customer or user experience.

Market surveys in South Africa indicate that while Toyota is a dominant brand, Ford also has become a dominant brand as a result of a large number of consumers moving to competitors. Toyota and Ford are ranked first and second overall, with Ford focusing on dramatically improving the factors of health, quality and performance in their vehicles which are the elements most important to motor vehicle buyers. Almost every marketer views branding in one class structure, namely first-class brand images, second-class brand images etc., following improvements brought about in the branding of passenger motor vehicles. While marketers continue to make investment with product features in brand differentiation activities, insufficient resources are dedicated to a brand's emotional values. Consequently, passenger vehicle companies compete on the same scale as their competitors (Cowley 2009: 17).

2.7.3 Brand marketing

The marketing environment in most companies includes the external marketing forces which affect the marketers' ability to establish and maintain effective relationships with their target customers. The value of adjusting to the changing world is recognised by effective motor vehicle companies (Kotler *et al.* 2012: 87).

Branding and marketing principles continue to attract interest in the motor vehicle industry from different sectors with a specific reference to the business world. However, the fundamental principles of marketing are integrated in developed countries, and as a multicultural developing economy it is also a challenge to practice in South Africa; the setting, expectations and cultures are different, and the decision-making process of consumers is different. It is important to achieve consumer interest. Therefore, in order to represent customers better, long-term market success must be focused on an appreciation of the customer (Weilbacher 1993: 130).

Consumers take decisions based on their brand values and to satisfy their individual requirements and preferences. Marketing and brand managers should therefore consider customer preferences for any brand-based strategy (Keller 2014: 51).

The positioning of the brand relates to the development of a picture of the product and the objective market. The brand's goal is to create the brand in the minds of clients so that they can optimise their potential benefits. Marketing positioning guides a marketing campaign by clarifying the intent of the brand to maximise the perception of its advantages for consumers (Keller and Kotler 2016: 308).

The researchers further suggest that the transition in marketing strategy to relationship marketing is a paradigm shift that entails shifting emphasis from pure transactions to a more complex approach to exchanges. This stresses the consistency between companies and customers, with a focus on quality programmes and standards. This shift is from the strategy where the market is viewed as an abstract category that requiring a numerical approach to a strategy where consumer identity is emphasised. The goal of companies is to provide customers with value and to create profitable long-term relationships. Marketing approaches with innovative ability include market research by analysing rivals, business customers as well as the company's internal research. The marketing strategy of an organisation can lead to a competitive advantage facilitated by relationship building and loyalty programmes.

Branding strategy acts as the pillar of planned communication marketing Kohler *et al.* (2015: 170). It directs and controls the activities of the branding and marketing relations managers and stakeholders within an organisation and all external stakeholders and all stakeholders outside the company so that the branding targets can be achieved. The implementation of the branding strategy should also meet the consumer's needs.

2.7.4 Relationship marketing

The brand constructs of quality, value, personal identity, group identity, status and family/tradition are vital for building relationships. Additional and peculiar marketing activities are necessary for differing services from products in terms of tangibility, inseparability and impermanence. O'Malley (2014) says that there are lessons to be learned from the conceptualisation of relation marketing in the 1970s, when empirical evidence showed that industrial companies were increasingly being identified with changing buying practices, with extended and mutually cooperative actions. The author notes that relationship marketing became a new trend in mainstream marketing theories from the beginning of the 1990s.

According to Maxim (2009: 10), several studies have found that in the 1970s and 1980s scholars started to take the view that changes in socio-economics contributed to a shift in marketing strategies from transaction to relationship. In 1983, Berry originally proposed the term 'relationship marketing'. Relationship marketing has been a reaction to perceived transaction marketing deficiencies by many commentators. This is a perspective associated with the growth in industrialisation and mass marketing, according to prominent contributors to these debates.

Guillot-Soulez and Soulez (2014: 322) state that, partly because of the cost advantages related to maintaining current customers rather than acquiring new customers, good relationships are essential. The empirical proof of this is also that businesses have good interconnecting relationships with enhanced financial efficiency. It is therefore no surprise that a large part of the research was devoted to the better understanding of drivers, follow-up actions and marketing relationships. The authors further described relationship marketing as "all marketing activities aimed at establishing in a significant statement".

2.7.5 Generation X and Y differences regarding motor vehicle brands

2.7.5.1 Generation differences

The literature on generational differences, according to Hendricks and Cope (2013: 720), is rich and a large number of researchers have documented the generational differences between Generation X and Generation Y which are the two largest generational groups. Some studies investigating generational values have found that the values of one generation is little different from the values of other generations, while others have reached the conclusion that values are "more influenced by generational experience than by age and maturity. The authors further state that comprehension of variations in output is crucial as approximately 58% of marketing experts report observing clashes between consumers as a consequence of generational differences.

2.7.5.2 Generation X and Generation Y in a consumption context

Generational differences, especially among Generation X and Generation Y, has been a major reason for research in marketing research and consumer behaviour (Acar 2014). Researchers have reported that Generation X's buying behaviour is highly

sophisticated and is turned off by simple widespread promotions. Generation X still shops according to traditional methods of searching and decision making. They would like to hear the characteristics of the product and why these characteristics are required. They have a risk avoidance attitude and a low-risk ability.

Generation Y is better educated and rely on technical knowledge in a variety of respects (Rahulan *et al.* 2015). Typically, they make purchasing decisions that have been investigated in the past. This makes them more aware than their predecessors of marketing tactics and therefore suspicious of marketing. Generation Y is used to make decisions more quickly and with less deliberation than other generations and to take up new opportunities more quickly. As a result, Generation Y makes purchases that are more frequent and impulsive than Generation X.

Rahulan *et al.* (2015: 10) further state that Generation Y wants items that are user friendly and with little attention paid to the brands that suit their personality and lifestyle. They consider themselves as rationally driven customers that have more respect than brand names for quality and product features. The loyalty of Generation Y is said to be soft, evolving rapidly according to fashion, trends and popularity of the brand. Customer loyalty is difficult to establish, as their mind set clearly relies on their own experience in deciding who will be the recipients of their buying power. Marketers often find that Generation Y consumers have high spending ability. The authors state that for Generation Y customers social networks are essential. The level of shopping of male shoppers in Gen Y is significantly higher than that of males in other age groups.

The companies must understand changing population dynamism and separate needs of a workplace diversity of the four different generations, i.e., Veterans (born 1925-1945), Baby Boomers (1946-1960), Generation X (1961-1980) and Generation Y (1981-2000) (Naim 2014: 173). The majority of veterans have retired, Baby Boomers are about to retire and Generation X will also start retiring in the next decade.

Bevan-Dye and Sharp (2014) predicted that in South Africa the working population would be 50% Generation Y in 2020. The author also predicted that the global working population will consist of Generation Y by 2030. Suffice it to say that Generation Y is the future of the workforce, and hence marketers should bear this generation in mind when they make decisions that will influence both the production and marketing of

products. Generation Y is, however, considered as the toughest to retain. For instance, nearly a third of companies surveyed reported losses of 15% or more of their Generation Y.

The Generation X generation is considered to be intelligent, homely and lovely by society. However, they are also seen as unskilled, backward and obtuse. According to Wai, San and Yazdanifard (2014), Generation X consumers buy products based on society's perception of the product rather than the true needs or satisfaction they derive from the product. Moreover, Generation X consumers have little or no influence on society unlike Generation Y and others. This, according to Wai, San and Yazdanifard (2014: 151), may be due to the fact that they see themselves as incompetent and incapable to make an impact on society.

Most companies are faced with the challenge of how to keep Generation Y consumers and to date most companies have developed retention strategies considering the satisfaction, service support, work culture and flexible benefits of the consumer. Generation Y have their standards and beliefs which are different from other generations making it more difficult to satisfy this generation with marketing strategies alone. This presents an ideal backdrop for marketers to develop loyalty techniques. Social media can play a role in this regard considering the increase in communication technologies. These tools have great potential to interactively link and interact with the audience. In addition, Generation Y are technologically savvy and are active outside the workplace on social media, which is how manufacturers and marketers can target Generation Y consumers which often demands exposure at work.

Generation Y customers serve as influential opinion leaders for the social world around them. Generation Y consumers have been empowered to share their views with the people from when they were young. Consequently, they turn to a community that often feels comfortable and able to share their opinions. Generation Y customers not only assess quality but are closely linked to price-value as well as branding and promotions as a standardised product or service attribute. At the same time, profound changes in motivation are triggered by ageing. Generation X customers suffer losses in physical, cognitive and social conditions.

2.7.6 Generation X brand preferences

2.7.6.1 Generation X (born 1965-1980)

Generation X were brought up to be hardworking and industrious. They had the Baby Boomer generation as role models who influenced how they view life. They learned from their parents to be very industrious, and this is why they are more independent, tough and industrious when compared to Generation Y. Further, unlike Baby Boomers who live all their life working, Generation X work more smartly but are also more cynical and find it hard to trust others.

In terms of quality, Generation X are great team players and are interested in learning new skills. They are noted to be good entrepreneurs, are flexible, and provide timely feedback. They do not take the status quo seriously and question hierarchy in leadership. For this generation, respect should be earned and not imposed on others because of rank. They are considered tech gurus, vocal, adapt to life and their surroundings easily, socialise, and easily accommodate to others' cultural belief systems. The reason why Generation X is different from others is a consequence of their exposure to having to make decisions early for themselves. More so, the influence of technology, and their ability to understand the importance of division of labour makes their daily activities more efficient and effective. People that fall under this category like their privacy and can survive on their own. They value a healthy balance between time spent at work and personal time. Although they are committed to the job they are less loyal to the company as they are observed to change jobs at any time. Loyalty lies in their relationships with people. They are known to show disinterest in leadership positions and avoid paying dues (Güven 2015).

2.7.7 Generation Y brand preferences

In 1983, the word "Generation Y" was coined as the last generation to be born in the twentieth century by Advertising Agencies. This generation, born after 1980 and before 2000, represents the world's youngest employees. The terms Echo Boomers, Millennium generation, Millennials, Net generation, Nexters and Digital Generation are also used in the literature for this generation. Recent publications in industry and contemporary academic research (Twenge, 2012) have brought this generation considerable publicity. Despite its popularity, however, this generation is not well

researched from an academic point of view. The most researched Generation Y topics include generation-based research, motivational profiles, personality profiles, and work values and structures (Gursoy, Chi and Karadag, 2013: 30).

According to Güven (2015), Generation Y are the Baby Boomers' children. The generation gap between parents and their children in the 1960s was over differences in lifestyles and ideology. Similarly, Generation Y are defined by a combination of demographic cohort, values, life experiences, as well as their buying behaviours. The past generations focused their work mainly to make life better and prosperity by securing comfort and livelihood. However, Generation Y are more likely to delay getting married and starting families.

Güven (2015) revealed that with 75% of this generation are single. Demographers and researchers have noticed that maybe different objectives and needs have out-shone the focal point of more established generation on the family and home regarding the traditional factors and Generation Y. Generation Y is the first generation that does not require an authority figure to access information because of their access to the internet and social media. Generation Y drive innovation in their search for information and amusement, developing a new ecosystem for their social lives. They likewise are "a badge of generational identity". Numerous Generation Y members state that their utilisation of current technology is the thing that distinguishes them from other generations.

As indicated by Gursoy, Chi and Karadag (2013) most of Generation Y (56%), Generation X (52%) and Baby Boomers (54%) think innovative technology assists individuals to utilise their time more productively. Three-fourths (75%) of Generation Y has created a social networking profile in contrasted with half of Generation X. Only 30% of Baby Boomers and 6% of individuals from the Silent Generation have created a profile on any social media site. Generation Yers are more likely than older adults to utilise their personal digital assistants (PDAs) or smart phones to send and get instant messages: 88% utilise their mobile phones to message, as do 77% of Gen Xers and 51% of Boomers, while only 9% of the Silent Generation utilise their phones to message (Gursoy, Chi and Karadag, 2013:30). The authors further express that even Generation Y are sorted into groups: 29% Hip-ennial (I can improve the world at a spot), 22% Millennial Mother (I'm too bustling dealing with my business and my family

to stress over much else), 16% Anti-Millennial (I'm too bustling dealing with my business and my family to stress over much else), 13% Gadget Guru (It's an extraordinary day to be me), 10% Perfect and Green Millennial (I deal with myself and my general surroundings) and 10% Outdated (Old-School) Generation Y (associating on Facebook, easy-going, we should get together for coffee).

Bevan-Dye, Garnett and de Klerk (2012: 5581) in South Africa, indicated that the Generation Y cohort represents substantial proportion of the population. While

Bevan-Dye, Garnett and de Klerk (2012: 5582) note that Generation Y are more materialistic, more social influence oriented and less consumer-oriented than Generation X, and are being socialised in a media-soaked, brand-mindful and materialistic society. They seek prompt gratification and rewards. They have a high level of confidence, need less social endorsement, expect recognition and desire to being treated as people in their own right.

2.7.7.1 Psychological profile of Generation Y motor vehicle customers

Bevan-Dye, Garnett and de Klerk (2012) state that a fundamental review requires a distinctive mental analysis of Generation Y consumers. Their profile has a major effect on their work environment conduct and attitude. They have grown up in an era of decline, subcontracting, and IT progress. Generation Y is the technologically most literate generation, having grown-up in the computerised age with access and reliance technology such as web-based networking. for them it is normal to share digitally via tweet, blogs and instant messaging.

Preference for work-life balance is one of Generation Y's characteristics. Recent research has demonstrated a preference for work-life equalisation and adaptability in the work environment for South Africa, UK and US Generation Y (Frick, Mohring and Newcombe: 2014). This could be caused by increased stress and anxiety due to the rapid and demanding nature of jobs, which causes them to strive for work-life balance. They want to work but the want time outside work as well.

Despite their technological knowledge, Generation Y consumers look towards motor vehicle brands for meaning and fulfilment. Not only do they look for a brand, they are also looking for meaningful experience and a sense of purpose that is an integral component of their brand satisfaction. They want constructive, interesting and

challenging work. Generally, members of Generation Y have good relationship ethics and are team-oriented people and have less formal relationships with managers (Urbain, Gonzalez and Le Gall-Ely 2013: 165). Bolton *et al.* (2013: 75) note that Generation Y users are highly regarded as self-esteem a generation entitled. They have high expectations for specific instructions, immediate feedback and management support, while wanting freedom to do the job. They have been called 'high maintenance generation'. This may be the result of their desire for instant satisfaction in their life such as fast access to money by ATM, to recreation and information exchange via the internet.

The authors further states that consumers of Generation Y are considered attention-seekers and expect timely recognition of results and have a high need to feel 'valued'. Apart from these features, Generation Y has entrepreneurial skills and has been widely recognised as the most business-oriented generation in history. They want artistic expression; they have a philosophy of speech and they want to be regarded as equal. They can share ideas, information and participate actively in decision-making. They seek ongoing learning to enhance their skills to be appropriate and marketable.

They have a solid career orientation and take advantage of career choices and seek jobs which offer opportunities for promotion and long-term work. Generation Y are likely to change jobs often. Reduced work security, large redundancies and a change in mental health contracts make them easy to change jobs at any time so that they try to seek greater prospects. In addition, they have quick and efficient access to available employment opportunities in the recruitment world via social media. (Brown, Thomas and Bosselman 2015: 133).

There are limited studies of perceptions and generational differences between consumers of motor vehicles, many of them relatively new. However, most of those studies have shown that differences in generation may influence the purchaser conduct regarding brands of automobiles. In terms of preferences of the motor brands and buyer behaviour, and of attitudes and expectations of vehicle brands, Generation X and Generation Y consumers have major differences (Le-Breton Miller and Miller 2016). In addition, Generation X and Millennials are looking for brands that offer status, comfort and trustworthiness.

2.8 LOYALTY

Customer loyalty understanding provides marketers with strategic information to retain existing customers, to improve the brand image and to achieve a competitive advantage. In the engine industry, consumer loyalty is also seen as a willingness to revisit the engine manufacturer and communicate positive messages (Yang and Lau 2015: 1690).

Customer loyalty efforts provide dividends. Companies are particularly committed to improving their service quality and building consumer loyalty, which allows customers to feel more emotionally optimistic. Service quality, value perception, consumer satisfaction and loyalty have dominated the literature on brands and goods over the decades, while for the discussion in South Africa regarding the purchase of motor vehicles is still relatively limited (Beneke *et al.* 2013).

2.8.1 Perceived brand quality

Quality is customer assessment of the overall excellence or superiority of a product or service. The perceived quality in automobiles refers to cognitive awareness or brand performance, which is largely controlled by an automotive company (Polyakova and Mirza 2015).

2.8.2 Perceived automotive quality will positively affect perceived value

Higher quality also leads to a positive attitude when this meets the expectations of customers. Product consistency is the most significant measure of satisfaction in the luxury motor industry (Li *et al.* 2013). For South African motor vehicle buyers, brand and value-added services are highlighted as significant indications of client satisfaction.

2.8.3 Perceived automotive brand quality will positively affect satisfaction

Cars with superior brand quality are positively linked to customer loyalty. This is particularly important for manufacturers because brand quality can reduce the probability that customers will switch to another vehicle brand both as a core product and service (Han *et al.* 2013). The researchers further state that cultural values and service-fairness elements such as courtesy and respect for prestigious status also influence South African motor vehicle owners and buyers.

2.8.3.1 Perceived value

Perceived value is defined as the overall consumer assessment, based on a view of what is received and what is given, regarding the utility of the product. Empirical studies in marketing and the automotive industry have, for instance, adopted the utilitarian or functional approach to value items with regard to quality compared to prices paid, or value for cash, and are therefore able to create value that results in customer satisfaction in companies that provide high quality at a comparable price. Value is one of the most important sectors in the luxury motor industry that can produce top efficiency and influence customer satisfaction. Return on investment is considered to be particularly important for South Africans.

The motor vehicle literature also indicates the effect of value on loyalty intentions. Value is crucial to motor vehicle choice as it includes both comfort and safety and is a more tangible indication of the vehicle's usefulness at the service meeting (Xie and Chen 2014). This is especially true of luxury car manufacturers, in which value has a significant impact on re-patronage and social media intentions.

2.8.3.2 Perceived value will positively affect satisfaction

Quality is instrumental in the formation of value perceptions. In the automotive sector, quality and reliability are an immediate antecedent of perceived value, especially in the luxury vehicle industry. The greatest number of positive drivers of brand performance and quality will ultimately result in higher customer value (Raza *et al.* 2012: 50). South African customers continue to show high expectations of car performance, amenities and quality, such as service, convenience and pace.

2.8.4 Personal identity

According to James, Kim and Lee (2014), products have personality images, an adult image and a child image of the product-age image. From a symbolic point of view, there is an interest in investigating the role of products as messages, i.e., the messages communicated by products. Product imagery is the stored meanings that an individual has in memory, including personal and social meanings. This is the set of meanings and associations that serve to differentiate a product or service from its competition. Brand personality or brand character involves nothing more than describing a product as if it were a human being (brand character). Products are

assumed to have personality image, just as people do (personality image). Brand image is the configuration of the whole field of the object, the advertising, and more importantly, the customer's disposition and the attitudinal screen through which he/she observes.

2.8.5 Group identity

Group identity influences how customers purchase products or brands in developing countries. Strizhakova, Coulter and Price (2008) report that consumers associate different brands with specific meanings and these brands also become a source of group-identity.

Felix (2013), however, points to factors such as social history, sociological and psychological processes that initiate brand loyalty. The author observes that brand loyalty is driven by a sense of nostalgia and a desire to restore childhood conditions.

According to Strizhakova, Coulter and Price (2008), brands are often marketed in the context of the family, with brands conveying meanings related to family use and traditions. Some familial ties to brands result merely from exposure; others result from a family's strong attachments to particular brands. Furthermore, research has demonstrated that intergenerational influence has a significant effect both on product and brand level choices and on brand loyalty (Strizhakova, Coulter and Price 2008). The authors found that familiar brands from home countries, for example, helped new immigrants to deal with homesickness as well as to overcome insecurity in their new lives.

2.8.6 Family and tradition

For Bresciani, Giacosa and Vrontis (2016) family and tradition means not continuing to make or manufacture products in the old way but applying all the most modern techniques and equipment whenever they are necessary to produce a good product and offer excellent services to customers in order to get customer retention and customer satisfaction. The authors further state that for this reason, companies make large investments in technologies in order to satisfy their customers because innovation and tradition are not opposites; on the contrary, a blend of the two has been crucial in achieving and maintaining a sustainable competitive advantage.

Although scholars have deliberated on how consumers use brand meanings to communicate aspects of product identity, Bresciani, Giacosa and Vrontis (2016) point out that branded products are symbols of the self. They explain that brands symbolically add to the attitudes that consumers have of themselves. The authors explain that brand personalities act as culturally specific and culturally shared beliefs. This highlights the complex relationship between individuals and their cultures.

2.8.7 Status

The meaning and prices of branded product often indicate status. As a consequence, many organisations associate their brands with higher status positions. Thus, the purchase of a high-status brand suggests that the purchasing consumer is also of a high social status. Research in Western markets has found that conspicuous consumption is often related to branded products as status symbols. Furthermore, several studies indicate that consumers in developing countries prefer Western brands for the reason that such brands serve as status symbols (Strizhakova, Coulter and Price 2008: 83).

2.8.8 Satisfaction

Satisfaction is characterised as the customer's response to a service incident which is a cognitive and affective summary reaction. Favourable or unfavourable reactions from customers will then affect their intentions of loyalty. There is still some disagreement regarding the role of satisfaction in the motor industry. Some argue that satisfaction does not ensure loyalty because low motoring costs are more important. However, other studies have shown empirically that customer satisfaction is a primary indicator of loyalty.

2.9 MODERATING ROLE OF GENERATION

The values, creeds and behaviours of a customer are their own but, as mentioned above, are deeply influenced by their generation's formation experiences (Gardiner, King, and Grace 2013: 14). Various generations are seen to include homogeneity within the group and distinct inter-group conduct. In earlier studies, the economic value of Generation X was assessed to be more oriented towards significant differences in attitudes and purchasing patterns among Western generations, whereas Generation Y focused more on affective value (Parment 2013:15). Generation Y of South Africa

shows various consumer preferences from previous generations characterised by brand awareness and willingness to pay premiums for extravagant brands. Their savings on luxury products are more appropriate not just for their brand name but also for their excellent quality.

2.10 CONCLUSION

Chapter 2 reviewed literature regarding motor vehicle brands, brand meaning and differences between Generation X and Generation Y motor vehicle owners when choosing a motor vehicle brand. The literature review attests that customer perceptions of motor vehicle brands play a role in motor vehicle manufacturers' future sales and in their competitive advantage in the industry and the market as a whole.

The literature review also shows that race and ethnicity does not play an important role in the choices Generations X and Y make when they purchase motor vehicles. It shows that motor vehicle brand manufacturers should focus more on quality in order to satisfy their target market and customer retention.

The research methodology of this study will be described in the next chapter.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 INTRODUCTION

According to Goundar (2012) research is the gathering, exploring of and interpreting of information so as to inform decision making. Researching consumer decision making patterns helps companies understand the environment in which they are operating and to ascertain the challenges and opportunities in order to develop a strategy to achieve the organisation objectives. A study in connection with consumer behaviour focuses on the analysis of purchase drivers, lifestyles, brand equity, and perception of socio-economic factors. This study focuses on the perceptions of what passenger motor vehicle brands mean to Generation X and Generation Y in KZN. Chapter 1 of this study identified the research problem and the objectives of the study.

For this study, secondary research was conducted to assist in the process of formulating the research problem and identifying the research objectives. This chapter describes the research methodology employed for this study. According to Daniel (2016) research methodology provides an understanding and the expertise needed to proffer a solution to a problem.

This chapter focuses on the research methodology and design which was utilised in this study. It describes the principles of the research methodology applied, which are driven by the objectives of the study. The research objectives and research design are outlined as well as the sequence of events employed to gather the primary data. The chapter explains the research design, target population, sample size, method of sampling, questionnaire design, data collection method and data analysis method used. The methodology used to ensure the reliability and authenticity of the measuring instruments is also presented.

3.2 RESEARCH APPROACH

A quantitative descriptive cross-sectional method was used to determine the perceptions of what passenger motor vehicle brands mean to Generation X and Generation Y consumers.

3.3 RESPONDENTS

3.3.1 Population

The population being considered in this study was anyone at the selected institutions classified as Generation X or Generation Y. To facilitate data collection, the population was delimited to staff and students at four of the public universities in KwaZulu-Natal province (University of KwaZulu-Natal, Mangosuthu University of Technology, Durban University of Technology and University of Zululand). Universities were chosen as the population because university students and lecturers are more informed and knowledgeable in the topic of different brands and because this provided ease of access. Furthermore, under-graduate students were used as they are mostly Generation Y and staff were used as they are mostly Generation X.

3.3.2 Sampling method and size

Experienced researchers usually use a sample size close to 500 to optimally estimate a single population parameter. This sampling method provides a 95% confidence interval with an error margin of approximately $\pm 4.4\%$ (for large populations). There is an inverse relationship between sample size and the margin of error, therefore smaller sample sizes will yield larger margins of error. For instance, a sample size of only 100 gives a 95% confidence interval with a Margin of Error of almost $\pm 13\%$; this is too large a range to estimate the true population proportion with any accuracy (Sekaran 2013).

Although not attempting to be proportionally representative of the population or generalisable, the researcher wished to make sure that the sample reflected opinions across the demographic categories. Therefore, 100 respondents were selected in each major breakdown and 50 respondents in each minor breakdown. A two stage non-probability sampling method was adopted. A total sample of 400 (100 from each university campus, split equally between Generation X and Generation Y) was designed as shown in Table 3.1. Step 2 of the sampling method used convenience sampling to fill the various quotas.

Table 3.1: Sample quota criteria

Categories		Sample
University Campus	Mangosuthu University of Technology	100
	Durban University of Technology	100
	University of KwaZulu-Natal	100
	University of Zululand	100
Generation	X	200
	Y	200
Gender	Male	200
	Female	200
Ethnicity	African	300
	Indian	50
	White	50
Total		400

University staff and students were recruited mostly via in-class intercepts for students (predominantly Generation Y) and e-mailed questionnaires for staff (predominantly Generation X). Where necessary, to fill the final quotas, on-campus intercepts were used. Selection criteria of Generation X and Generation Y and of the different demographic characteristics are shown in Table 3.1.

A sample of the population is the main subject of a statistical study. Due to the large population size, however, all individuals cannot be part of the sample due to financial restraints and time.

Sample size and selection was tailored approximately following KwaZulu-Natal demographics, as shown in Table 3.1.

3.4 DATA COLLECTION

Saunders, Lewis and Thornhill (2009 162) theorise that quantitative analysis sets out to examine the relationship between variables. It is measured numerically and analysed using a range of statistical methods. With quantitative research, data is collected in a standard way; it is therefore essential to ensure that the questions asked are expressed clearly and tested with a significantly large number of respondents. Hair *et al.* (2011) explained that the main aim of quantitative research is to supply specific facts which can be utilised by decision makers to adopt accurate predictions and verify

or validate existing relationships. The researcher is able to translate the obtained numerical data into meaningful information for this purpose.

Jamshed (2014) states that quantitative research involves data collection methods that buttress the use of formal structured questioning in which response choices have been pre-determined by the researcher and given to large numbers of respondents. Statistical conclusions can be drawn from the collected data. Jamshed (2014) further states that the most common forms of quantitative data collection include experiments, case studies and surveys. Survey research using a questionnaire was used to collect the quantitative data.

3.4.1 Data collection instrument

A self-completion questionnaire was used by the researcher as a measuring tool because the study was descriptive and because it is a convenient means to gather data from a large number of respondents simultaneously.

The structured questionnaire was developed based on the literature review, adapted from a questionnaire on the meaning of branded products, originally developed and validated by Strizhakova, Coulter and Price (2008). Seven-point Likert scales, as recommended by Bearden, Netemeyer and Haws (2011), were used.

The self-completion questionnaire utilised the following pre-coded quantitative enforcers in the form of a 7-point Likert scale:

- 1 Entirely Disagree
- 2 Mostly Disagree
- 3 Somewhat Disagree
- 4 Neither agree nor disagree
- 5 Somewhat Agree
- 6 Mostly Agree
- 7 Entirely Agree

A pilot study was initially conducted with a subject matter expert and a qualified statistician to test the questionnaire and assess its face validity.

A pre-test was conducted with colleagues at Mangosuthu University of Technology in order to test the construct validity of the questionnaire and to improve the research

quality and efficiency. The test was carried out using 15 questionnaires with the aim of evaluating the arrangement of the questionnaire, the length of the questionnaire (66 questions), transparency and understanding of questions, simplicity of instructions and grammar. The method of distributing questionnaires and gathering of completed questionnaires were also assessed through this pre-test.

3.4.2 Collection method

Four lecturers from the different universities were recruited to assist with data collection. The four lecturers were trained on how to collect the data from other staff members and also from students. The lecturers were instructed to select respondents according to the quota criteria, until each quota category was filled. The use of emails and in-class collection methods were used as they were found to be most efficient and effective. Andres (2012) states that with online surveys the responders are approached to participate in the survey through e-mail contact. A description letter is attached which explains the aim of the survey. The advantage of an online survey is that the respondent can finish the survey in one or more sessions. The sequencing of questions can also be programmed into the web survey.

Therefore, questionnaires were distributed to all 400 respondents at the four universities with the number of responses expected to be 350+. To achieve the needed reply rate, the questionnaire was sent to classes and offices of the target population. After e-mailed and in-class collection surveys were completed, on-campus intercepts were used by the lecturers to fill the gaps in the quota categories (Bryman and Bell 2014).

Collection covered a period of three months based on the collection administration schedule illustrated in Table 3.2, starting after receiving permission to carry out the survey from the four universities' gatekeepers. Ethical clearance was obtained only from Durban University of Technology as this was the organisation conducting the research.

Table 3.2: Questionnaire administration programme

Week	University	No. of questionnaires	No. of respondents
Week 1	MUT	100	20 Per Day
Week 2	DUT	100	20 Per Day
Week 3	UKZN	100	20 Per Day
Week 4	UNISA	100	20 Per Day
Open			
Open			

3.5 DATA ANALYSIS

3.5.1 Editing, cleaning, capture and entry

The data collected from questionnaires was edited and checked for errors and processed using SPSS vs 23 (Statistical Package for the Social Sciences).

3.5.2 Analysis of quantitative data

A descriptive analysis with tables and figures, including uni-variate and bivariate analyses was used to present the results, and where necessary inferential statistics were used to test the significance of findings. In a bid to analyse the inter-connection between all the variables in this study, correlation analysis was used. Correlations are utilised in that they can highlight a predictive relationship and. Wambugu (2014) states that the Pearson correlation coefficient (r) examines the relationship between variables and shows the extent or level of effect one variable has on another one. For this research, the relationship between variables was established using the Pearson correlation tests (correlation coefficients).

3.6 VALIDITY AND RELIABILITY

3.6.1 Reliability – Cronbach's coefficient alpha

Reliability is the level to which an instrument measures a concept consistently each time it is utilised under the same conditions using the same respondents (Wagner, Kawulich and Garner: 2013). The researchers further state that reliability has to do with the measure of the ability of the data collection instrument and the research methodology to get accurate and consistent results. The kinds of reliability are test-

retest reliability (coefficient of stability) and internal consistency reliability, referring to the consistency of results through the items which is often measured with the Cronbach coefficient alpha statistical tool.

In this research, reliability was assessed through Cronbach's alpha model which measures the reliability of the data being collected. Reliability indicates the rate at which the measures of a data collection instrument are free from any random error.

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 (Jamshidi and Seyyed Esfahani 2015). The values of the Cronbach's alpha coefficient range from 0 and 1, with a value less or equal to 0 showing poor internal consistency. The researchers further state that a Cronbach's alpha coefficient between 0.80 and 0.96 is highly reliable. The overall Cronbach's alpha coefficient for the pilot study yielded 0.89, which falls within the highly reliable range (Table 3.3).

Table 3.3: Reliability as per pilot study

Question groupings	Cronbach's Alpha	N of Items
Quality	.688	5
Value	.450	3
Personality identity	.739	5
Group identity	.895	5
Status	.873	5
Family/tradition	.768	5

3.6.2 Validity

According to Jamshidi and Seyyed Esfahani (2015) validity tests measure the accuracy of measurement and the useful number of respondents in a study. In this research, the questions in the questionnaire (Annexure B) were drafted and tailored to the aims of the study. The face validity of the questionnaire was initially assessed by a subject matter expert and a statistician. The researchers also state that there are three basic ways to find validity:

- **Criterion validity:** This method compares the way people answer to new measurement of a concept with existing, well-approved measures of the concept;

- **Content validity:** This method emphasises the level to which the pointers assess the different aspects of the concept; and
- **Construct validity:** This method evaluates how well the measure conforms to theoretical expectations.

After assessing face validity, an exploring factor analysis utilising principle component analysis with varimax rotation was conducted on the particular pilot sample to assess the content and construct validity of the questionnaire. The findings were satisfactory and confirmed that the questionnaire would measure what it was intended to measure.

3.7 ETHICS ISSUES

According to Mellinger and Hanson (2017), quality is grounded in ethical practices through all phases of designing, conducting and reporting in research. Ethical research guidelines and practices span academic inquiry at the broadest level, but the focus of treatment in this study were ethical considerations as they related to quantitative research methods. When they work in combination, ethical research practices and sound quantitative methods ensure that results are valid and generalisable to the greatest extent possible.

The researcher has a duty to respect the rights of participants. In this study the researcher obeyed all ethical policies to guard the rights of the research participants. The aim of the research was explained to all respondents in a cover letter (Appendix A). Sekaran and Bougie (2013: 13) state that ethics in business research has to do with the code of conduct or required societal standards of conduct during research. Five professional codes of ethics exist and need to be considered: voluntary participation, informed consent, anonymity, confidentiality and privacy. In this research these codes were clearly explained to potential participants.

No harm occurred during the course of the study, and anonymity was maintained in the questionnaires and storage of the data collected. Participants were informed in advance concerning their right to withdraw from participating in the study.

3.8 CONCLUSION

This chapter highlighted the research method and instruments utilised to conduct this study. The research method and instrument were chosen because they were suitable

for the gathering and analysis of the relevant data to identify the gaps that seem to exist between automotive industry manufacturers and their selected target market, in this case Generation X and Generation Y motor vehicle buyers. Generation X and Y consumers play a vital role in the motor vehicle purchasing and its sustainability, which is why it is important for motor vehicle producers to make sure that these generation cohorts are satisfied.

The research findings generated by this methodology will be discussed in Chapter 4.

CHAPTER 4: FINDINGS, INTERPRETATION AND DISCUSSION

4.1 INTRODUCTION

This chapter presents the findings of the study obtained from the data collected. Both descriptive and inferential statistics were used to analyse and present the results. The descriptive statistics were in the form of bar graphs and frequency tables while the inferential statistics were Chi Square and ANOVA where $p < 0.05$, and the relationship between variables was established using the Pearson correlation tests (correlation coefficients). All data were analysed using SPSS software v25.

4.2 BIOGRAPHICAL DATA

The biographical variables of the respondents are presented in groups according to their year of birth (Table 4.1).

Table 4.1: Sample distribution by age and ethnicity

			Age		Total	Fisher's exact test
			1964-1976	1976-1994		
Ethnicity	Coloured	Count	48	19	67	
		% within Age	33.6%	8.8%	18.7%	
	Black	Count	57	127	184	
		% within Age	39.9%	58.8%	51.3%	
	Indian	Count	33	45	78	
		% within Age	23.1%	20.8%	21.7%	
	White	Count	4	21	25	
		% within Age	2.8%	9.7%	7.0%	
	Other	Count	1	4	5	
		% within Age	0.7%	1.9%	1.4%	
Total	Count		143	216	359	
	% within Age		100.0%	100.0%	100.0%	

There is a significant difference in the composition of the sample by age and race. There were significantly more Black respondents in both the age groups compared to the other categories. There were significantly less white respondents in both

Generation X and Generation Y. Indian respondents constituted 23.1% of Generation X and 20.8% of Generation Y respondents. Although the sample does not have the same distribution as the South African population, it does represent a reasonable spread of ethnicity and age for the KZN province to be able to draw reasonable conclusions.

4.3 RELIABILITY STATISTICS

For any research study reliability and validity are necessary characteristics for data precision and therefore for a successful research outcome. Reliability is measured by performing repeated measurements on the same subjects (Chitamba 2017: 72). As a rule of thumb, Katranci (2014: 303) noted that a reliability coefficient of 0.70 or higher is deemed reliable. Table 4.2 reflects the Cronbach's alpha score for all the items that constituted the questionnaire used in this study.

Table 4.2: Cronbach's coefficient alpha values

		N of Items	Cronbach's Alpha
A	Quality factor and Items	5	0.799
B	Value factors and items	3	0.627
C	Personal identity factors and Items	5	0.832
D	Group Identity factor and items	5	0.776
E	Status factor and items	5	0.804
F	Tradition factors	5	0.762

The reliability scores for all sections except one exceed the recommended Cronbach's alpha value. This indicates a degree of acceptable and consistent scoring for these sections of the research.

Only section B (values = 0.627) has a score that is slightly lower than acceptable. This may be attributed to the small number of items measured in the section. However, since Denscombe (2010) suggests that coefficients above 0.60 are significant, especially for a newly designed instrument, the "value factors" dimension was left in the model for analysis.

4.4 FACTOR ANALYSIS

Factor analysis is a statistical technique whose main goal is data reduction. Factor analysis is commonly useful when the researcher desires to represent a number of items with a small number of hypothetical factors. Each question may individually be an inadequate measure, but jointly a group of questions may give a more accurate measure of the construct being investigated. Factor analysis, therefore, establishes whether the various questions measure the same construct. If so, they can then be combined to generate a new variable, a factor score variable that contains a score for each respondent on the factor.

Table 4.3 is a summary table that reflects the results of Kaiser-Meyer-Olkin (KMO) and Bartlett's tests. As a standard practice, it is required that the calculated KMO measure of sampling adequacy is greater than 0.50 while the Bartlett's test of sphericity measured is less than 0.05 (Sasmika and Suki 2015: 280). As shown in Table 4.3, the calculated values fulfil the conditions for factor analysis.

It is worth stating here that factor analysis can only be performed on variables measured in a Likert scale. Certain components did in fact divide into finer components. This is explained in the rotated component matrix in Table 4.4.

Table 4.3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.837
Bartlett's Test of Sphericity	Approx. Chi-Square	3643.017
	Df	378
	Sig.	0.000

Table 4.4: Rotated component matrix: motor vehicle brands

	Component					
	1	2	3	4	5	6
Brand name is an important source of information about the durability and reliability of motor vehicle	0.070	-0.050	0.716	0.016	-0.034	0.115
I can tell a lot about the motor vehicle from it brand name	0.067	0.090	0.672	0.002	-0.068	0.064
I use brand name as sign of quality for purchasing motor vehicle	0.045	-0.028	0.818	0.038	0.015	0.083
I choose motor vehicle brand because of the quality it represents	0.043	0.058	0.748	-0.084	-0.014	0.094
A motor vehicle brand name tells me a great deal about the quality it possesses	0.100	0.017	0.693	0.057	0.043	0.073
I choose vehicle brands because I support values, they stand for	0.047	0.101	0.165	0.022	0.079	0.745
I buy vehicle brands that are consistent with my values	0.101	0.087	0.343	0.017	0.016	0.593
My choice of motor vehicle is based on the company's values	0.151	-0.010	0.045	0.134	0.042	0.766
I choose vehicle brands that help to express my identity to others	0.642	0.229	-0.008	0.015	0.044	0.337
The vehicle brands I use communicate important information about the type of person I am	0.742	0.158	0.098	0.253	0.013	0.123
I use different motor vehicle brands to express different aspects of my personality	0.753	0.103	0.079	-0.030	0.104	0.115
I choose motor vehicle that brings out my personality	0.801	0.159	0.094	0.140	0.051	-0.009
My choice of motor vehicle says something about me as a person	0.678	0.168	0.250	0.197	-0.030	-0.071
Using my choice of vehicle brand helps me connect with other people and social groups	0.274	-0.027	0.096	0.766	0.025	0.084
I buy motor vehicle brand to be able to associate with specific people and groups	0.123	0.084	-0.043	0.791	0.156	0.023
I feel a bond with people who use the same motor vehicle brand as I do	0.018	0.138	0.075	0.769	0.101	0.104
By choosing a certain motor vehicle brand, I choose who I want to associate with.	0.018	0.253	-0.146	0.518	0.411	0.055
My choice of motor vehicle brand says something about the people I like to associate with	0.082	0.208	-0.151	0.737	0.216	0.020
I avoid choosing vehicle brands that do not reflect my social status	0.184	0.652	0.095	0.141	0.073	0.070
I use motor vehicle brands to communicate my social status	0.172	0.737	-0.008	0.028	0.150	0.158
I choose motor vehicle brands that are associated with the social class I belong to	0.040	0.716	-0.047	0.233	0.067	0.093
The motor vehicle brands I use reflect my social status	0.126	0.759	0.060	0.081	0.108	-0.048
I communicate my achievements through the motor vehicle brands I use and own	0.214	0.707	-0.014	-0.051	0.077	0.006
I buy motor vehicle brand because it is an important tradition to my family	0.180	0.134	0.045	0.032	0.744	0.148
I use vehicle brands that my family uses or have used	0.080	0.040	-0.038	0.181	0.777	-0.084
I buy motor vehicle brands that remind me of my family	-0.113	0.121	0.013	0.025	0.751	0.077
The motor vehicle brands I use reflect my social status	0.094	0.192	0.163	0.379	0.575	-0.122
I buy motor vehicle brand that my parents buy or have bought	0.031	0.128	-0.057	0.274	0.726	0.023

Based on the principle component analysis in Table 4.4 above, it can be gathered that all the statement that constitute the questionnaire loaded perfectly into six factors. These are colour coded for ease of reference. From the factor loaded the six factors can be further typified according to the following:

- Factor 1: Brand name or quality factor
- Factor 2: Brand value
- Factor 3: Brand choice or personal factors
- Factor 4: Social connection or group identity factor
- Factor 5: Social prestige or status factor
- Factor 6: Family ties or tradition

4.5 FACTORS INFLUENCING MOTORS VEHICLE PURCHASE DECISON

This section detailed the views of the respondents on the factors influencing motor vehicle brand purchase decision. Chi-Square tests were performed to measure if the scoring patterns of the respondents were different. The results are summarised below.

4.5.1 Quality factors and motor vehicle brands

This section deals with the quality factors and motor vehicle brands. The results for the respondents within the age group 1964-1976 (Generation X) will first be presented. Thereafter, the respondents within the age group 1976-1994 (Generation Y) will follow.

4.5.1.1 Generation X perceptions of quality factors and motor vehicle brands

As indicated by the level of significance in Table 4.5, the Chi-Square test indicates that the scoring patterns of the respondents with regard to the statements measuring quality factors and motor vehicle brands were statistically different ($P < 0.05$). For example, it can be observed that the majority of the respondents (88.2%) were in agreement with the statement: *“Brand name is an important source of information about the durability and reliability of the motor vehicle”* (A1).

Examining the statement *“I can tell a lot about the motor vehicle from it brand name”* (A2), 84.7% agreed with the statement. Moreover, 88.9% of the respondents agreed with the statement *“I use brand name as a sign of quality for purchasing motor vehicle”* (A3). Furthermore, majority (88.8%) agreed that they chose a motor vehicle brand

because of the quality it represents (A4). Similarly, 81.2% agreed that a motor vehicle brand name tells them a lot about its quality (A5).

Table 4.5: Generation X rating of quality factors and motor vehicle brands

	Entirely disagree		Mostly disagree		Somewhat disagree		Neither agree nor disagree		Somewhat agree		Mostly agree		Entirely agree		Chi Square
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	p-value
A1	5	3.5%	9	6.3%	1	0.7%	2	1.4%	16	11.2%	54	37.8%	56	39.2%	0.000
A2	5	3.5%	4	2.8%	4	2.8%	9	6.3%	24	16.8%	49	34.3%	48	33.6%	0.000
A3	3	2.1%	3	2.1%	1	0.7%	9	6.3%	21	14.7%	40	28.0%	66	46.2%	0.000
A4	4	2.8%	4	2.8%	2	1.4%	6	4.2%	21	14.7%	32	22.4%	74	51.7%	0.000
A5	3	2.1%	3	2.1%	7	4.9%	14	9.8%	28	19.6%	47	32.9%	41	28.7%	0.000

4.5.1.2 Generation Y perceptions of quality factors and motor vehicle brands

As indicated by the level of significance in Table 4.6, the Chi-Square test indicate that the scoring patterns of the respondents with regards to the statements measuring quality factors and motor vehicle brands were statistically different ($P < 0.05$). It was observed that 76.8% of the respondents agreed with the statement “*Brand name is an important source of information about the durability and reliability of the motor vehicle*” (A1). More so, 74.3% of the respondents agreed that “*I can tell a lot about the motor vehicle from it brand name*” (A2). Similarly, 77.3% of the respondents were in agreement that “*I use brand name as a sign of quality for purchasing motor vehicle*” (A3). The majority of respondents 86.1% agreed that they choose motor vehicle brand because of the quality it represents (A4), and 83.3% of them agreed that a motor vehicle brand name tells them a great deal about the quality it possesses (A5).

Table 4.6: Generation Y rating of the quality factors and motor vehicle brands

	Entirely disagree		Mostly disagree		Somewhat disagree		Neither agree nor disagree		Somewhat agree		Mostly agree		Entirely agree		Chi Square
	N	%	n	%		%	n	%	n	%	n	%	n	%	p-value
A1	10	4.6%	13	6.0%	17	7.9%	10	4.6%	32	14.8%	64	29.6%	70	32.4%	0.000
A2	8	3.7%	17	7.9%	12	5.6%	19	8.8%	44	20.4%	63	29.2%	53	24.5%	0.000
A3	7	3.2%	12	5.6%	10	4.6%	20	9.3%	26	12.0%	75	34.7%	66	30.6%	0.000
A4	5	2.3%	7	3.2%	6	2.8%	12	5.6%	34	15.7%	68	31.5%	84	38.9%	0.000
A5	5	2.3%	10	4.6%	10	4.6%	11	5.1%	47	21.8%	72	33.3%	61	28.2%	0.000

4.5.1.3 ANOVA comparison of quality factors and motor vehicle brands

One way Analysis of Variance (ANOVA) was used to compare the mean differences with the two age groups.

In terms of statement “*Brand name is an important source of information about the durability and reliability of a vehicle*” (A1), the ANOVA test indicates that the mean value measured for Generation X (5.80) was significantly higher when compared to Generation Y (5.38) ($P < 0.05$). This suggests that more of the respondents in Generation X consider brand name to be an important source of information about the durability and reliability of motor vehicles. Equally, the mean value (5.67) measured for Generation X with respect to the statement “*I can tell a lot about the motor vehicle from it brand name*” was significantly higher than the mean value (5.20) for generation Y ($P < 0.05$). A similar trend can also be observed with respect to the statement “*I use brand name as a sign of quality for purchasing motor vehicle*” (A3). It can be seen that the mean value (5.67) measured for Generation X was significantly higher when compared to the mean value (5.20) for Generation Y ($P < 0.05$).

On the contrary, no statistical differences were found in the mean values for the statements “*I choose motor vehicle brand because of the quality it represents*”, and “*A motor vehicle brand name tells me a great deal about it possesses*” with respect to the two generations ($P > 0.05$). This indicates that the perceptions of the respondents from each generation were about the same.

Table 4.7: ANOVA test of quality factors and motor vehicle brands

		Gen X	Gen Y	ANOVA p-value
Brand name is an important source of information about the durability and reliability of the motor vehicle	A1	5.80	5.38	0.019
I can tell a lot about the motor vehicle from it brand name	A2	5.67	5.20	0.007
I use brand name as a sign of quality for purchasing motor vehicle	A3	5.98	5.48	0.002
I choose motor vehicle brand because of the quality it represents	A4	5.99	5.79	0.198
A motor vehicle brand name tells me a great deal about the quality it possesses	A5	5.56	5.52	0.818

Figure 4.1 depicts the mean values for each statement (A1-A5) from the respective generations. This figure clearly shows that both generations perceive the brand to be

important when judging vehicle quality (above the Likert scale midpoint of 4). Generation X clearly has a stronger perception of the link between brand and quality.

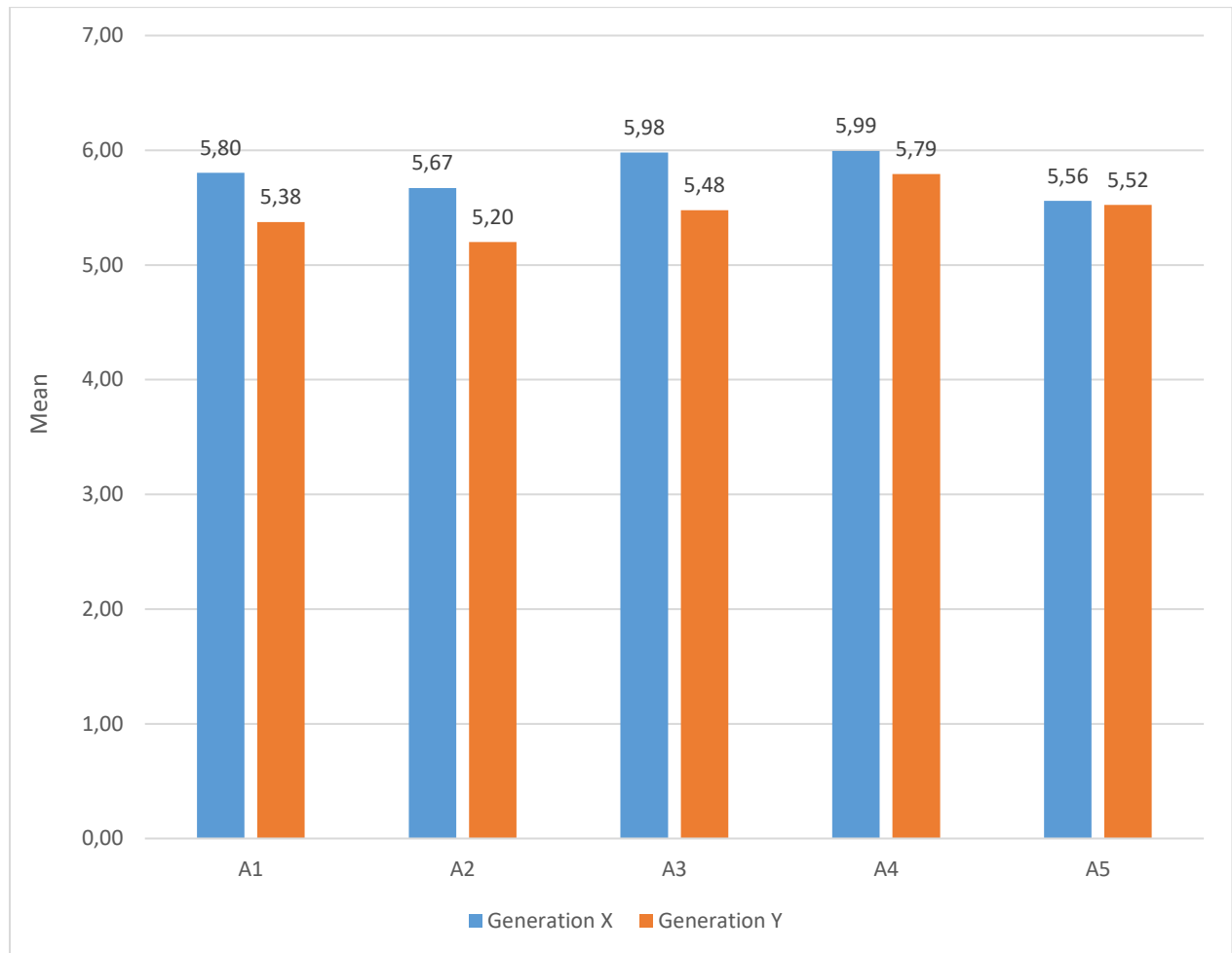


Figure 4.1: The mean value for quality factors and motor vehicle brands

4.5.2 Value factors and motor vehicle brands

This section deals with the value factors and motor vehicle brands. The results for the respondents within the age group 1964-1976 (Generation X) will first be presented. Thereafter, the respondents within the age group 1976-1994 (Generation Y) will follow.

4.5.2.1 Generation X perceptions of value factors and motor vehicle brands

As indicated by the level of significance in Table 4.8, the Chi-Square test indicates that the scoring patterns of the respondents with regard to the statements measuring value factors and motor vehicle brands were statistically different ($P < 0.05$). It can be seen that more (65.8%) of the respondents agreed with the statement “*I choose vehicle brands because I support the values that brand stands for*” (B1). Similarly, more

(72.1%) of the respondents agreed with the statement “*I buy vehicle brands that are consistent with my values*” (B2) and 62.3% of them agreed with the statement “*My choice of motor vehicle is based on the company’s values*” (B3).

Table 4.8: Generation X rating of value factors and motor vehicle brands

	Entirely disagree		Mostly disagree		Somewhat disagree		Neither agree nor disagree		Somewhat agree		Mostly agree		Entirely agree		Chi Square
	n	%	n	%	n	%	n	%	n	%	n	%	N	%	p-value
B1	14	9.8%	11	7.7%	6	4.2%	18	12.6%	31	21.7%	35	24.5%	28	19.6%	0.000
B2	6	4.2%	13	9.1%	5	3.5%	16	11.2%	21	14.7%	45	31.5%	37	25.9%	0.000
B3	18	12.6%	15	10.5%	4	2.8%	17	11.9%	20	14.0%	37	25.9%	32	22.4%	0.000

4.5.2.2 Generation Y perceptions of value factors and motor vehicle brands

As indicated by the level of significance in Table 4.9, the Chi-Square test indicates that the scoring patterns of the respondents with regards to the statements measuring value factors and motor vehicle brands were statistically different ($P < 0.05$). It can be seen that 61.5% agreed that they “*choose vehicle brands because they support the values the brand stands for*” (B1). More so, 77.4% of the respondents were in agreement with the statement “*I buy vehicle brands that are consistent with my values*” (B2). Equally, more than half (58.7% of them agreed with the statement “*My choice of motor vehicle is based on the company’s values*” (B3).

Table 4.9: Generation Y rating of value factors and motor vehicle brands

	Entirely disagree		Mostly disagree		Somewhat disagree		Neither agree nor disagree		Somewhat agree		Mostly agree		Entirely agree		Chi Square
	n	%	n	%	n	%	n	%	n	%	n	%	N	%	p-value
B1	20	9.3%	13	6.0%	24	11.1%	26	12.0%	48	22.2%	48	22.2%	37	17.1%	0.000
B2	8	3.7%	12	5.6%	6	2.8%	23	10.6%	39	18.1%	66	30.6%	62	28.7%	0.000
B3	26	12.0%	18	8.3%	12	5.6%	33	15.3%	37	17.1%	50	23.1%	40	18.5%	0.000

4.5.2.3 ANOVA comparison of value factors and motor vehicle brands

The means and ANOVA test results for the statements measuring value factors and motor vehicle brands are provided in Table 4.10. From the level of significance, it is evident that the ANOVA test failed to show any significant differences in the mean values for the two generations beyond the 0.05 confidence interval ($P > 0.05$). This suggests that the mean values measured for the statements in B1-B3 were more or less the same with respect to the two generations (Figure 4.2). This notwithstanding, and drawing from the mean values, it can be gathered that the respondents from both generations were in agreement that they buy vehicle brands that are consistent with their values (B2).

Table 4.10: ANOVA test of value factors and motor vehicle brands

		Gen X	Gen Y	ANOVA p-value
I choose vehicle brands because I support the values, they stand for	B1	4.80	4.67	0.508
I buy vehicle brands that are consistent with my values	B2	5.21	5.40	0.285
My choice of motor vehicle is based on the company's values	B3	4.71	4.61	0.623

Figure 4.2 depicts the mean values for each statement (B1-B3) from the respective generations. This figure shows that both generations perceived the brand to be important when judging vehicle value (above the Likert scale midpoint of 4).

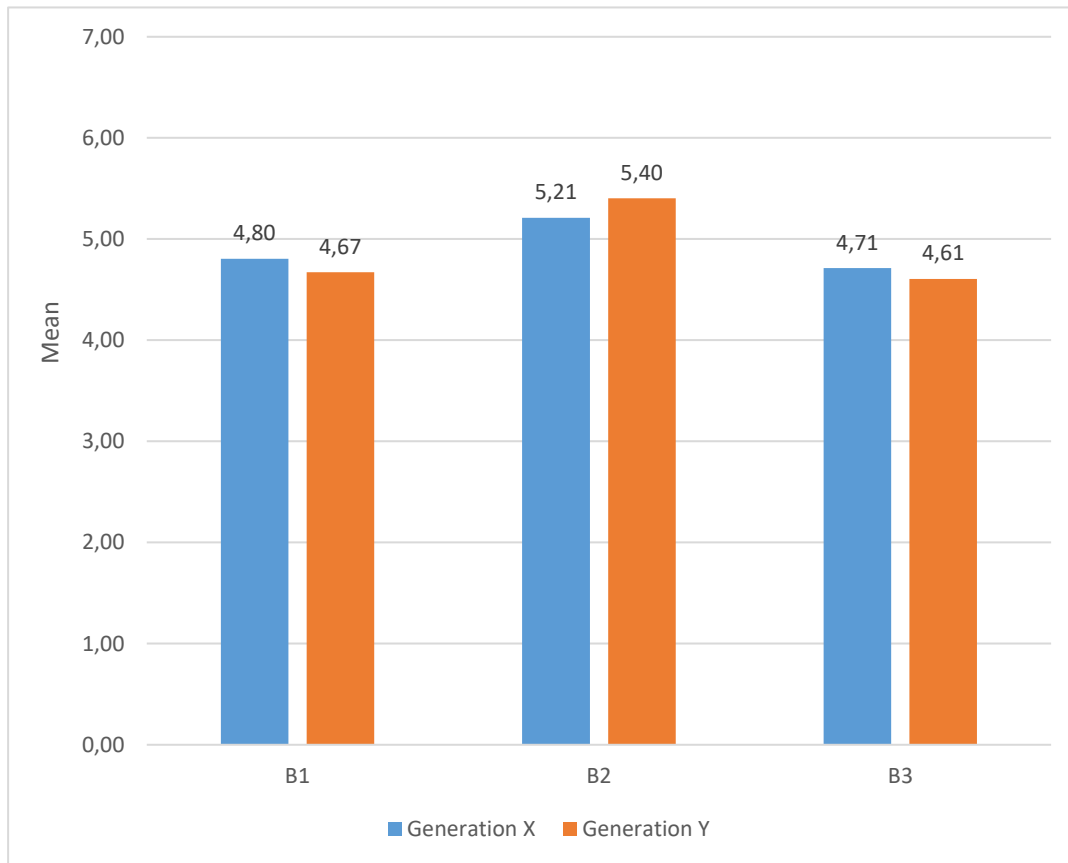


Figure 4.2: The mean value of value factors and motor vehicle brands

4.5.3 Personal identity and motor vehicle brands

This section deals with the personal identity factor and motor vehicle brands. The results for the respondents within the age group 1964-1976 (Generation X) will first be presented, and then the respondents within the age group 1976-1994 (Generation Y) will follow.

4.5.3.1 Generation X perceptions of personal identity and motor vehicle brands

As indicated by the level of significance in Table 4.11, the Chi-Square test indicates that the scoring patterns of the respondents with regard to the statements measuring personal identity and motor vehicle brands were statistically different ($P < 0.05$). It can be seen that more (56.0%) of the respondents agreed with the statement “*I choose vehicle brands that helps to express my identity to others*” (C1). Similarly, 55.3% agreed with statement “*the vehicle brands I use communicate important information about the type of person I am*” (C2).

Equally interesting, more (57.4%) of the respondents agreed that they “*use different motor vehicle brands to express different aspects of their personality*” (C3). Furthermore, 57.4% indicated that they agreed with the statement “*I choose motor vehicle that brings out my personality*” (C4). It was no surprise that a large proportion (63.0%) of the respondents agreed with the statement that their “*choice of motor vehicle says something about them as a person*” (C5).

Table 4.11: Generation X rating of personal identity and motor vehicle brands

	Entirely disagree		Mostly disagree		Somewhat disagree		Neither agree nor disagree		Somewhat agree		Mostly agree		Entirely agree		Chi Square
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	p-value
C1	19	13.3%	17	11.9%	7	4.9%	20	14.0%	26	18.2%	20	14.0%	34	23.8%	0.003
C2	22	15.4%	17	11.9%	14	9.8%	11	7.7%	24	16.8%	33	23.1%	22	15.4%	0.016
C3	20	14.0%	12	8.4%	14	9.8%	15	10.5%	28	19.6%	29	20.3%	25	17.5%	0.026
C4	18	12.6%	15	10.5%	10	7.0%	18	12.6%	23	16.1%	23	16.1%	36	25.2%	0.003
C5	17	11.9%	7	4.9%	11	7.7%	18	12.6%	22	15.4%	19	13.3%	49	34.3%	0.000

4.5.3.2 Generation Y perceptions of personal identity and motor vehicle brands

As indicated by the level of significance in Table 4.11, the Chi-Square test indicates that the scoring patterns of the respondents with regard to the statements measuring personal identity and motor vehicle brands were statistically different ($P < 0.05$). It can be seen that more (55.1%) of the respondents agreed with the statement “*I choose vehicle brands that helps to express my identity to others*” (C1). Similarly, 56.5% agreed with statement “*the vehicle brands I use communicate important information about the type of person I am*” (C2).

Equally, more (53.2%) of the respondents agreed that they “*use different motor vehicle brands to express different aspects of their personality*” (C3). 62.4% indicate that they agreed with the statement “*I choose motor vehicle that brings out my personality*” (C4) and 65.2% of the respondents agreed with the statement “*My choice of motor vehicle says something about me as a person*” (C5).

Table 4.12: Generation Y rating on personal identity and motor vehicle brands

	Entirely disagree		Mostly disagree		Somewhat disagree		Neither agree nor disagree		Somewhat agree		Mostly agree		Entirely agree		Chi Square
	n	%	n	%	n	%	n	%	n	%	n	%	N	%	p-value
C1	26	12.0%	22	10.2%	21	9.7%	28	13.0%	30	13.9%	49	22.7%	40	18.5%	0.003
C2	19	8.8%	27	12.5%	18	8.3%	30	13.9%	44	20.4%	41	19.0%	37	17.1%	0.002
C3	22	10.2%	28	13.0%	23	10.6%	28	13.0%	43	19.9%	40	18.5%	32	14.8%	0.050
C4	16	7.4%	20	9.3%	24	11.1%	21	9.7%	45	20.8%	50	23.1%	40	18.5%	0.000
C5	26	12.0%	15	6.9%	16	7.4%	18	8.3%	50	23.1%	40	18.5%	51	23.6%	0.000

4.5.3.3 ANOVA comparison of personal identity and motor vehicle brands

The ANOVA test was used to compare the mean differences between the two generations. The mean and ANOVA test results for the statements measuring personal identity and motor vehicle brands are provided in Table 4.13. From the level of significance, it is evident that the ANOVA test failed to show any significant differences in the mean values for the two generations beyond the 0.05 confidence interval ($P > 0.05$). This suggests that the mean values measured for the statements in C1-C5 were more or less the same for both generations.

Table 4.13: ANOVA test of personal identity and motor vehicle brands

Statements:		Gen X	Gen Y	ANOVA p-value
I choose vehicle brands that helps to express my identity to others	C1	4.49	4.49	0.988
The vehicle brands I use communicate important information about the type of person I am	C2	4.29	4.50	0.336
I use different motor vehicle brands to express different aspects of my personality	C3	4.44	4.34	0.644
I choose motor vehicle that brings out my personality	C4	4.58	4.71	0.545
My choice of motor vehicle says something about me as a person	C5	4.92	4.74	0.412

Figure 4.3 depicts the mean values measured for both generations. This figure clearly shows that both generations perceive the brand to be important when judging vehicle personal identity (above the Likert scale midpoint of 4).

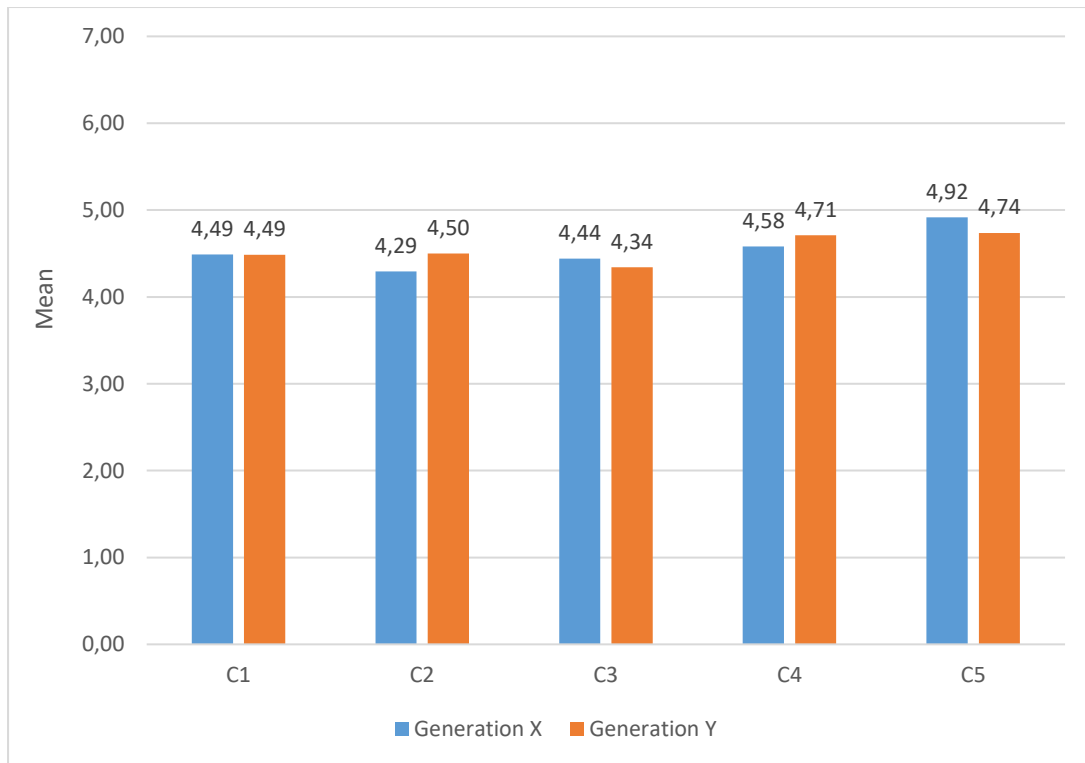


Figure 4.3: Mean value of personal identity and motor vehicle brands

4.5.4 Group identity and motor vehicle brands

This section deals with the group identity factor and motor vehicle brands. The results for the respondents within the age group 1964-1976 (Generation X presented first, followed by the respondents in the age group 1976-1994 (Generation Y).

4.5.4.1 Generation X perceptions of group identity and motor vehicle brands

As indicated by the level of significance in Table 4.14, the Chi-Square test indicates that the scoring patterns of the respondents with regard to the statements measuring group identity and motor vehicle brands were statistically different ($P < 0.05$). It can be seen that more (51.8%) of the respondents disagreed with the statement “*Using my choice of vehicle helps me connect with other people and social groups*” (D1). Equally, more (57.4%) disagreed with the statement “*I buy motor vehicle brand to be able to associate with specific people and groups*” (D2). Given the large proportion of the respondents who had disagreed about the social intention of vehicle buying, it was a surprised that only 47.6 % disagreed with the statement “*I feel a bond with people who use the same motor vehicle brand as I do*” (D3). Nevertheless, 40.6% agreed that they “*feel a bond with people who use the same motor vehicle brand as me*”.

Moreover, 45.5% indicated that they disagreed with the statement *“By choosing a certain motor vehicle brand, I choose who I want to associate with”* (D4) while 45.5% agreed. Regardless of this, more (62.3%) of the respondents disagreed that their *“choice of motor vehicle brand says something about the people I like to associate with”* (D5).

Drawing from the above narrative, it can be assumed that more of the respondents did not consider group identity factors as important in the choice of buying a motor vehicle brand.

Table 4.14: Generation X rating of group identity and motor vehicle brands

	Entirely disagree		Mostly disagree		Somewhat disagree		Neither agree nor disagree		Somewhat agree		Mostly agree		Entirely agree		Chi Square
	n	%	n	%	n	%	n	%	n	%	n	%	N	%	p-value
D1	40	28.0%	22	15.4%	12	8.4%	10	7.0%	25	17.5%	20	14.0%	14	9.8%	0.000
D2	45	31.5%	25	17.5%	12	8.4%	16	11.2%	16	11.2%	20	14.0%	9	6.3%	0.000
D3	36	25.2%	24	16.8%	8	5.6%	17	11.9%	25	17.5%	18	12.6%	15	10.5%	0.001
D4	34	23.8%	17	11.9%	14	9.8%	13	9.1%	28	19.6%	20	14.0%	17	11.9%	0.007
D5	55	38.5%	22	15.4%	12	8.4%	14	9.8%	17	11.9%	11	7.7%	12	8.4%	0.000

4.5.4.2 Generation Y perceptions of group identity and motor vehicle brands

As indicated by the level of significance in Table 4.15, the Chi-Square test indicates that the scoring patterns of the respondents with regard to the statements measuring group identity and motor vehicle brands were statistically different ($P < 0.05$). It can be seen that more than half (51.8%) of the respondents disagreed with the statement *“Using my choice of vehicle helps me connect with other people and social groups”* (D1). Equally, more (59.8%) disagreed with the statement *“I buy motor vehicle brand to be able to associate with specific people and groups”* (D2). Similarly, 51.8% disagreed with the statement *“I feel a bond with people who use the same motor vehicle brand as I do”* (D3). Nevertheless, 38.9% agreed that they *“feel a bond with people who use the same motor vehicle brand as me”*.

Moreover, 49.1% indicate that they disagreed with the statement *“By choosing a certain motor vehicle brand, I choose who I want to associate with”* (D4) while 39.8% agreed, and more (67.1%) of the respondents disagreed that their *“choice of motor vehicle brand says something about the people I like to associate with”* (D5).

Drawing from the above narrative, it can be assumed that more of the respondents did not consider group identity factors in their choice of buying a motor vehicle brand.

Table 4.15: Generation Y rating of group identity and motor vehicle brands

	Entirely disagree		Mostly disagree		Somewhat disagree		Neither agree nor disagree		Somewhat agree		Mostly agree		Entirely agree		Chi Square
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	p-value
D1	56	25.9%	26	12.0%	30	13.9%	28	13.0%	33	15.3%	25	11.6%	18	8.3%	0.000
D2	55	25.5%	44	20.4%	30	13.9%	32	14.8%	23	10.6%	22	10.2%	10	4.6%	0.000
D3	40	18.5%	40	18.5%	32	14.8%	20	9.3%	38	17.6%	31	14.4%	15	6.9%	0.004
D4	49	22.7%	36	16.7%	21	9.7%	24	11.1%	34	15.7%	36	16.7%	16	7.4%	0.000
D5	77	35.6%	39	18.1%	29	13.4%	18	8.3%	22	10.2%	22	10.2%	9	4.2%	0.000

4.5.4.3 ANOVA comparison of group identity and motor vehicle brands

The means and ANOVA test results for the statements measuring group identity and motor vehicle brands are given in Table 4.16. From the level of significance, it is evident that the ANOVA test failed to show any significant differences in the mean values for the two generations beyond the 0.05 confidence interval ($P > 0.05$). This suggests that the mean values measured for the statements in D1-D5 were more or less the same with respect to both generations. Nonetheless, it can be gleaned from Table 4.16 that there was a stronger level of disagreement among Generation Y respondents. This is further demonstrated by the mean values depicted in Figure 4.4.

Table 4.16: ANOVA test of group identity and motor vehicle brands

Statements:		Gen X	Gen Y	ANOVA p-value
Using my choice of vehicle brand helps me connect with other people and social groups	D1	3.52	3.48	0.856
I buy motor vehicle brand to be able to associate with specific people and groups	D2	3.20	3.14	0.760
I feel a bond with people who use the same motor vehicle brand as I do	D3	3.59	3.60	0.990
By choosing a certain motor vehicle brand, I choose who I want to associate with.	D4	3.78	3.60	0.418
My choice of motor vehicle brand says something about the people I like to associate with	D5	2.98	2.87	0.597

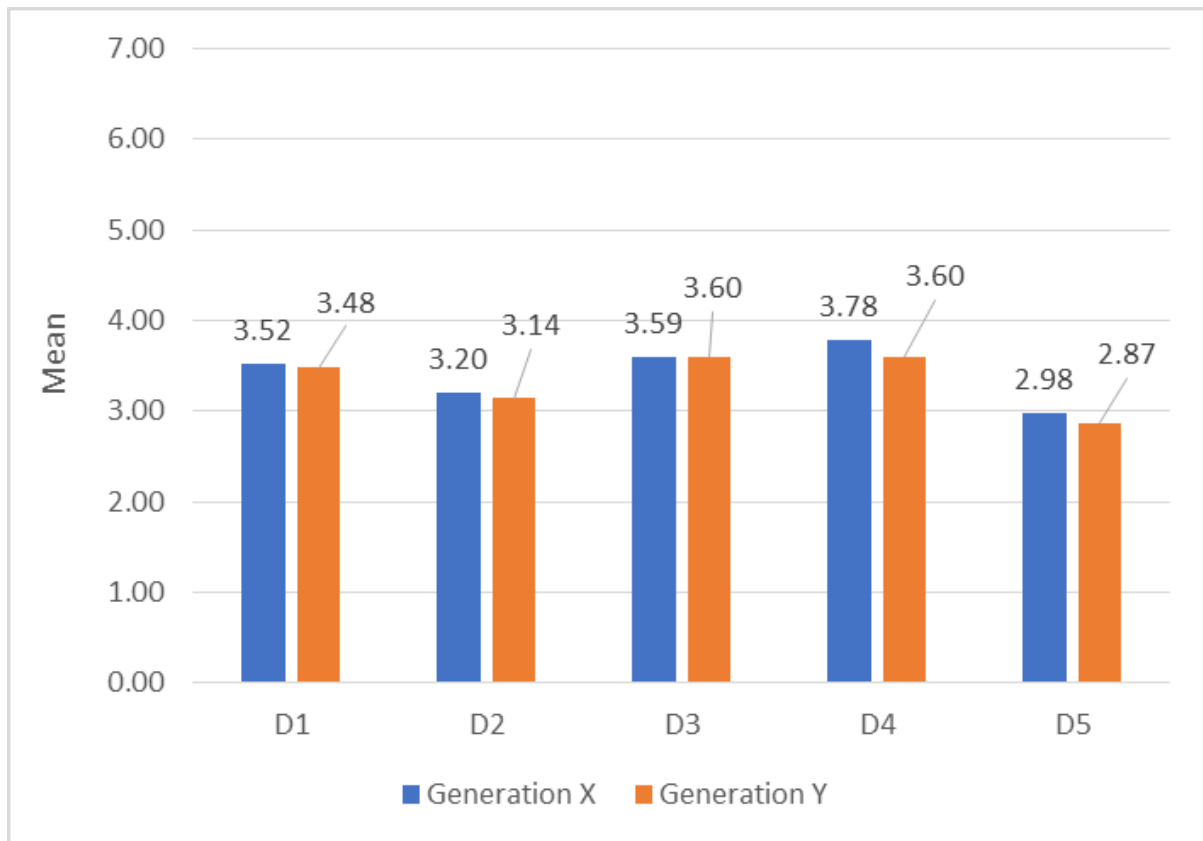


Figure 4.4: Mean value of group identity and motor vehicle brands

4.5.5 Status factors and motor vehicle brands

This section deals with the status factors and motor vehicle brands. The results for the respondents within the age group 1964-1976 (Generation X) will be presented first followed by those of the age group 1976-1994 (Generation Y).

4.5.5.1 Generation X perceptions of status factors and motor vehicle brands

As indicated by the level of significance in Table 4.17, the Chi-Square test indicates that the scoring patterns of the respondents with regard to the statements measuring status factors and motor vehicle brands were statistically different ($P < 0.05$). It can be seen that more than half (54.6%) of the respondents agreed that they “*avoid choosing vehicle brands that do not reflect their social status*” (E1). Equally, almost half (49.0%) agreed with statement “*I use motor vehicle brands to communicate my social status*” (E2) while 42.7% disagreed. Similarly, 47.6% agreed with the statement “*I choose motor vehicle brands that are associated with the social class I belong to*” (E3) while 39.9% disagreed.

Furthermore, more (63.0%) of the respondents agreed that the “*motor vehicle brands they use reflect their social status*” (E4). Hence, it was understandable that more (70.0%) agreed that they “*communicate their achievements through the motor vehicle brands they use and own*” (E5).

From the above, it can be gathered that the respondents were more in agreement that the brand of motor vehicle portrays the financial status and social standing of the owner.

Table 4.17: Generation X rating of status factors and motor vehicle brands

	Entirely disagree		Mostly disagree		Somewhat disagree		Neither agree nor disagree		Somewhat agree		Mostly agree		Entirely agree		Chi Square
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	p-value
E1	26	18.2%	15	10.5%	13	9.1%	11	7.7%	28	19.6%	25	17.5%	25	17.5%	0.021
E2	28	19.6%	21	14.7%	12	8.4%	12	8.4%	29	20.3%	21	14.7%	20	14.0%	0.037
E3	26	18.2%	23	16.1%	8	5.6%	18	12.6%	24	16.8%	23	16.1%	21	14.7%	0.100
E4	22	15.4%	13	9.1%	10	7.0%	8	5.6%	37	25.9%	28	19.6%	25	17.5%	0.000
E5	13	9.1%	6	4.2%	7	4.9%	17	11.9%	25	17.5%	33	23.1%	42	29.4%	0.000

4.5.5.2 Generation Y perceptions of the status factors and motor vehicle brands

As indicated by the level of significance in Table 4.17, the Chi-Square test indicates that the scoring patterns of the respondents with regard to the statements measuring status factors and motor vehicle brands were statistically different ($P < 0.05$). It can be seen that 38.9% of the respondents agreed while more (43.5%) disagreed that they “*avoid choosing vehicle brands that do not reflect their social status*” (E1). However, 42.6% agreed with statement “*I use motor vehicle brands to communicate my social status*” (E2) while 41.2% disagreed. This notwithstanding, only 39.8% agreed with the statement “*I choose motor vehicle brands that are associated with the social class I belong to*” (E3) while 44.5% disagreed.

More (49.1%) of the respondents agreed that the “*motor vehicle brands I use reflect my social status*” (E4) while 37.0% disagreed. Despite this, more than half (57.9%) agreed with the statement “*I communicate my achievements through the motor vehicle brands I use and own*” (E5).

From the above, it can be gathered that there is a mixed reaction in the responses. It can therefore be inferred that the respondents within Generation Y are split in their

views on the perceived influence vehicle brands have on the perceived status standing of vehicle owners.

Table 4.18: Generation Y rating of status factors and motor vehicle brands

	Entirely disagree		Mostly disagree		Somewhat disagree		Neither agree nor disagree		Somewhat agree		Mostly agree		Entirely agree		Chi Square
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	p-value
E1	27	12.5%	38	17.6%	29	13.4%	38	17.6%	36	16.7%	27	12.5%	21	9.7%	0.211
E2	38	17.6%	33	15.3%	18	8.3%	35	16.2%	38	17.6%	34	15.7%	20	9.3%	0.036
E3	28	13.0%	37	17.1%	31	14.4%	34	15.7%	38	17.6%	32	14.8%	16	7.4%	0.100
E4	29	13.4%	26	12.0%	25	11.6%	30	13.9%	37	17.1%	38	17.6%	31	14.4%	0.558
E5	28	13.0%	20	9.3%	20	9.3%	23	10.6%	36	16.7%	47	21.8%	42	19.4%	0.001

4.5.5.3 ANOVA comparison of status factors and motor vehicle brands

The means and ANOVA test results for the statements measuring status factors and motor vehicle brands are given in Table 4.19. From the level of significance, the ANOVA test failed to show any significant differences in the mean values for the two generations beyond the 0.05 confidence interval ($P > 0.05$). This suggests that the mean values measured for the statements in E1-E5 were more or less the same with respect to the two generations.

Table 4.19: ANOVA test of status factors and motor vehicle brands

Statements:		Gen X	Gen Y	ANOVA p-value
I avoid choosing vehicle brands that do not reflect my social status	E1	4.22	3.85	0.079
I use motor vehicle brands to communicate my social status	E2	3.95	3.85	0.652
I choose motor vehicle brands that are associated with the social class I belong to	E3	4.01	3.82	0.376
The motor vehicle brands I use reflect my social status	E4	4.46	4.19	0.220
I communicate my achievements through the motor vehicle brands I use and own	E5	5.11	4.52	0.006

Figure 4.5 depicts the mean value comparison between the two generations. This figure shows that both generations perceive the brand to be important when judging vehicle status factors (above the Likert scale midpoint of 4). Generation X clearly has a stronger perception of the link between brand and status factors.

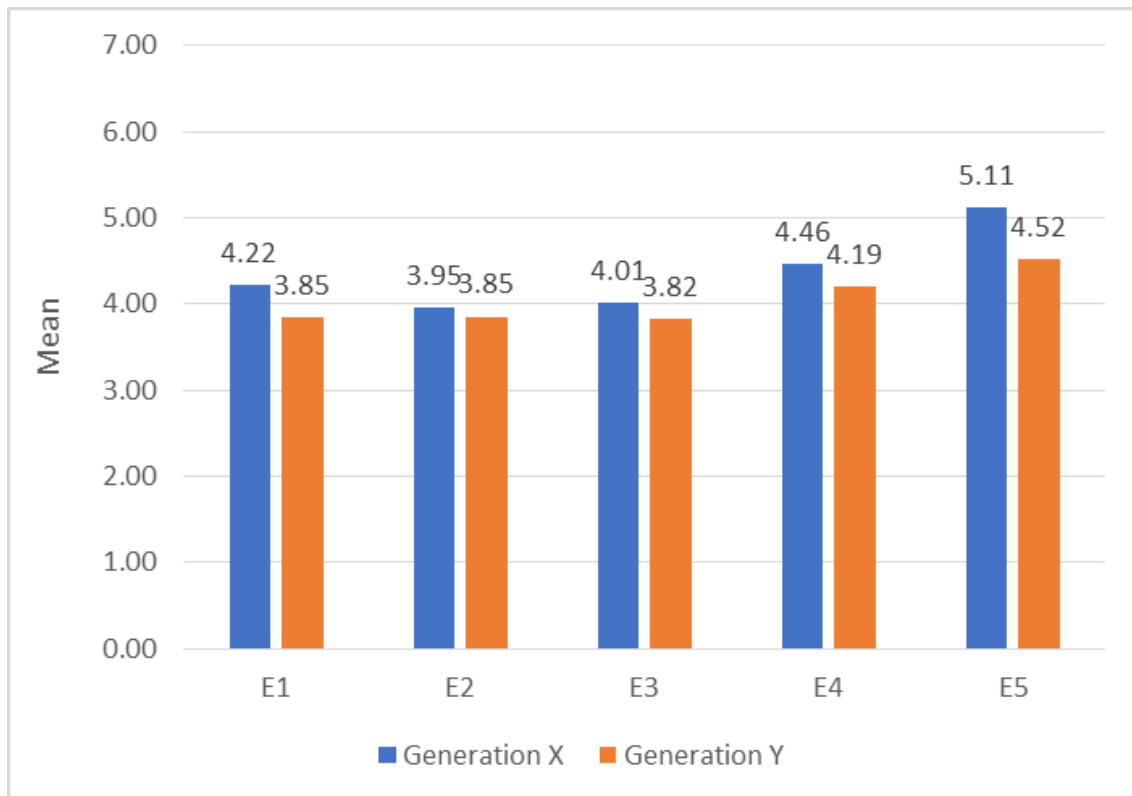


Figure 4.5: Mean value of status factors and motor vehicle brands

4.5.6 Traditional factors and motor vehicle brands

This section deals with the traditional factors and motor vehicle brands. The results for the respondents within the age group 1964-1976 (Generation X) will be presented first, followed by the respondents within the age group 1976-1994 (Generation Y).

4.5.6.1 Generation X perceptions of traditional factors and motor vehicle brands

As indicated by the level of significance in Table 4.20, the Chi-Square test indicates that the scoring patterns of the respondents with regard to the statements measuring traditional factors and motor vehicle brands were statistically different ($P < 0.05$). It can be seen that 42.7% of the respondents disagreed that they “*buy motor vehicle brand because it is an important tradition to my family*” (F1) while 41.3% agreed. Equally, more (63.0%) also disagree with the statement “*I use vehicle brands that my family uses or have used*” (F2). Similarly, 50.4% disagreed with the statement “*I buy motor vehicle brands that remind me of my family*” (F3) while 38.5 were in agreement.

Further to the above, more (49.0%) of the respondents disagreed that the “*motor vehicle brands I use reflect my social status*” (F4) while 41.3% agreed with the statement. Despite this, 67.2% disagreed that they “*buy a motor vehicle brand that my parents buy or have bought*” (F5).

From the above, it can be said that the majority of the respondents do not buy vehicles due to family tradition.

Table 4.20: Generation X rating of traditional factors and motor vehicle brands

	Entirely disagree		Mostly disagree		Somewhat disagree		Neither agree nor disagree		Somewhat agree		Mostly agree		Entirely agree		Chi Square
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	p-value
F1	41	28.7%	11	7.7%	9	6.3%	23	16.1%	22	15.4%	21	14.7%	16	11.2%	0.000
F2	50	35.0%	23	16.1%	17	11.9%	11	7.7%	15	10.5%	16	11.2%	11	7.7%	0.000
F3	35	24.5%	18	12.6%	19	13.3%	16	11.2%	19	13.3%	24	16.8%	12	8.4%	0.014
F4	45	31.5%	14	9.8%	11	7.7%	14	9.8%	18	12.6%	23	16.1%	18	12.6%	0.000
F5	63	44.1%	21	14.7%	12	8.4%	9	6.3%	14	9.8%	12	8.4%	12	8.4%	0.000

4.5.6.2 Generation Y perceptions of traditional factors and motor vehicle brands

As indicated by the level of significance in Table 4.21, the Chi-Square test indicates that the scoring patterns of the respondents with regard to the statements measuring traditional factors and motor vehicle brands were statistically different ($P < 0.05$). It can be seen that more (60.2%) of the respondents disagreed that they “*buy a motor vehicle brand because it is an important tradition in my family*” (F1). Equally, more (56.5%) also disagreed with the statement “*I use vehicle brands that my family uses or have used*” (F2). Similarly, 53.7% disagreed with the statement “*I buy motor vehicle brands that remind me of my family*” (F3).

Further to the above, 48.6% of the respondents disagreed that “*the motor vehicle brands I use reflects my social status*” (F4) while 36.6% disagreed. In addition, 61.1% disagreed that they “*I buy a motor vehicle brand that my parents buy or have bought*” (F5).

From the above, it is sufficient to say that the majority of the respondents do not buy a vehicle due to family tradition.

Table 4.21: Generation Y rating of traditional factors and motor vehicle brands

	Entirely disagree		Mostly disagree		Somewhat disagree		Neither agree nor disagree		Somewhat agree		Mostly agree		Entirely agree		Chi Square
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	p-value
F1	68	31.5%	30	13.9%	32	14.8%	20	9.3%	29	13.4%	23	10.6%	14	6.5%	0.000
F2	57	26.4%	43	19.9%	22	10.2%	31	14.4%	34	15.7%	18	8.3%	11	5.1%	0.000
F3	52	24.1%	38	17.6%	26	12.0%	28	13.0%	35	16.2%	22	10.2%	15	6.9%	0.000
F4	49	22.7%	37	17.1%	19	8.8%	32	14.8%	36	16.7%	30	13.9%	13	6.0%	0.000
F5	72	33.3%	39	18.1%	21	9.7%	22	10.2%	28	13.0%	18	8.3%	16	7.4%	0.000

4.5.6.3 ANOVA comparison of traditional factors and motor vehicle brands

The means and ANOVA test results for the statements measuring traditional factors and motor vehicle brands are given in Table 4.22. The ANOVA results presented in Table 4.22 indicate that the mean value (3.71) measured for Generation X respondents with respect to the statement (F1) *“I buy motor vehicle brand because it is an important tradition to my family”* was statistically different to that observed (3.17) for Generation Y ($P > 0.05$). However, no significant differences were measured for the statements *“I use vehicle brands that my family uses or have used”*; *“I buy motor vehicle brands that remind me of my family”*; *“The motor vehicle brands I use reflect my social status”*; and *“I buy motor vehicle brand that my parents buy or have bought”* ($P > 0.05$).

Table 4.22: ANOVA test of traditional factors and motor vehicle brands

Statements:		Gen X	Gen Y	ANOVA p-value
I buy motor vehicle brand because it is an important tradition to my family	F1	3.71	3.17	0.017
I use vehicle brands that my family uses or have used	F2	3.07	3.19	0.587
I buy motor vehicle brands that remind me of my family	F3	3.60	3.38	0.304
The motor vehicle brands I use reflect my social status	F4	3.61	3.51	0.674
I buy motor vehicle brand that my parents buy or have bought	F5	2.82	3.06	0.276

Figure 4.6 demonstrates the differences measured with respect to both generations. Evidently, the mean value measured for Generation X suggests that they were more in agreement with the statements in F1 than the Generation Y respondents.

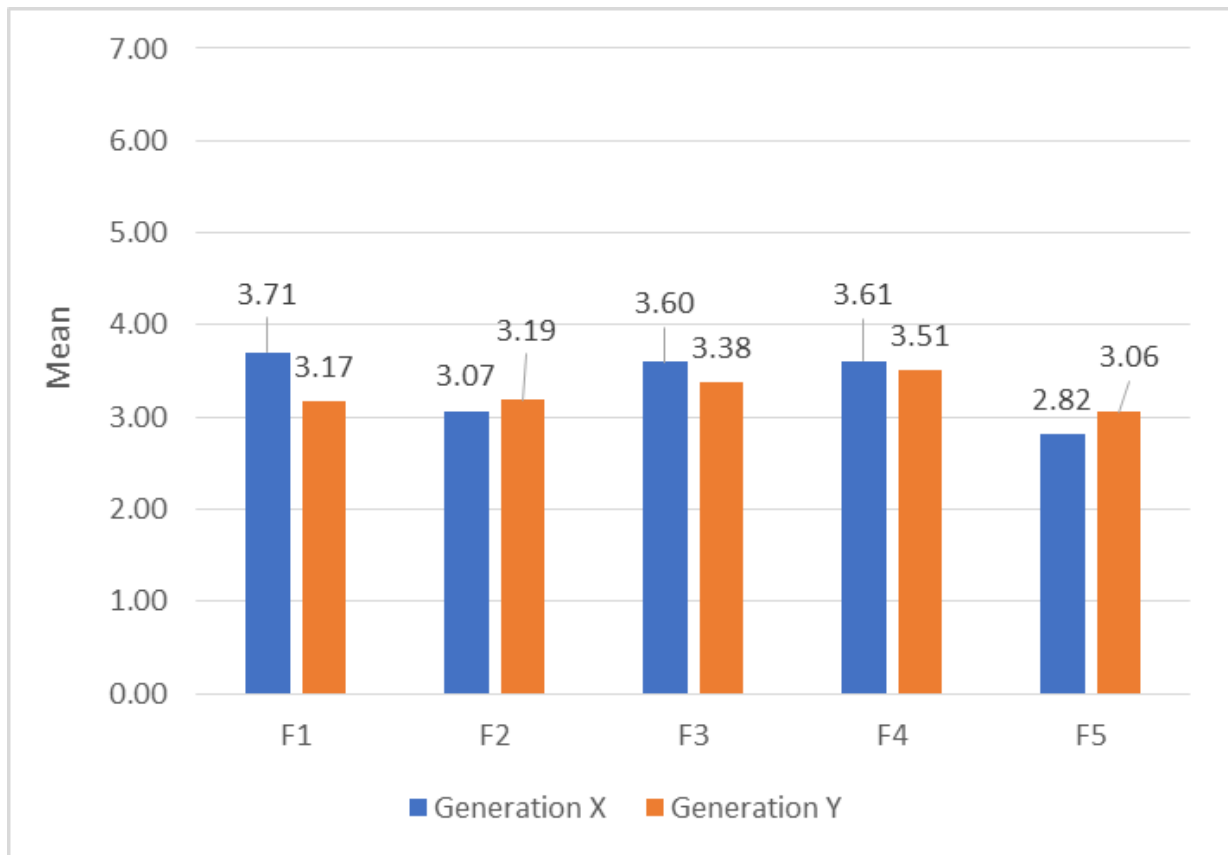


Figure 4.6: Mean value of traditional factors and motor vehicle brands

4.5.7 Comparison of means

The overall mean comparison between Generations X and Y for each construct are given in Table 4.23. It can be gleaned that the mean scores for Generation X were significantly higher when compared to Generation Y for the constructs quality factors and status factors ($P < 0.05$). The mean values clearly show that Generation X perceives the brand to be important when judging vehicle quality and status (above the Likert scale midpoint of 4), and that Generation X clearly has a stronger perception of the link between brand and quality as well as brand and status than Generation Y does.

Table 4.23: Mean comparison of factors between Generations X and Y

Factors	N of Items	Cronbach Alpha	Gen X mean	Gen Y mean	Total mean
Quality	5	0.799	5.793*	5.473*	5.600
Values	3	0.627	4.899	4.894	4.896
Personal identity	5	0.832	4.539	4.555	4.549
Group Identity	5	0.776	3.420	3.336	3.369
Status	5	0.804	4.351*	4.046*	4.167
Tradition	5	0.762	3.342	3.262	3.294

* = P <.05

Figure 4.7 provides an overall visual representation of each construct (factors) and each of the combined generations. The figure visually shows that quality factors had the highest mean followed by value factors. On the other hand, traditional factors were rated the lowest.

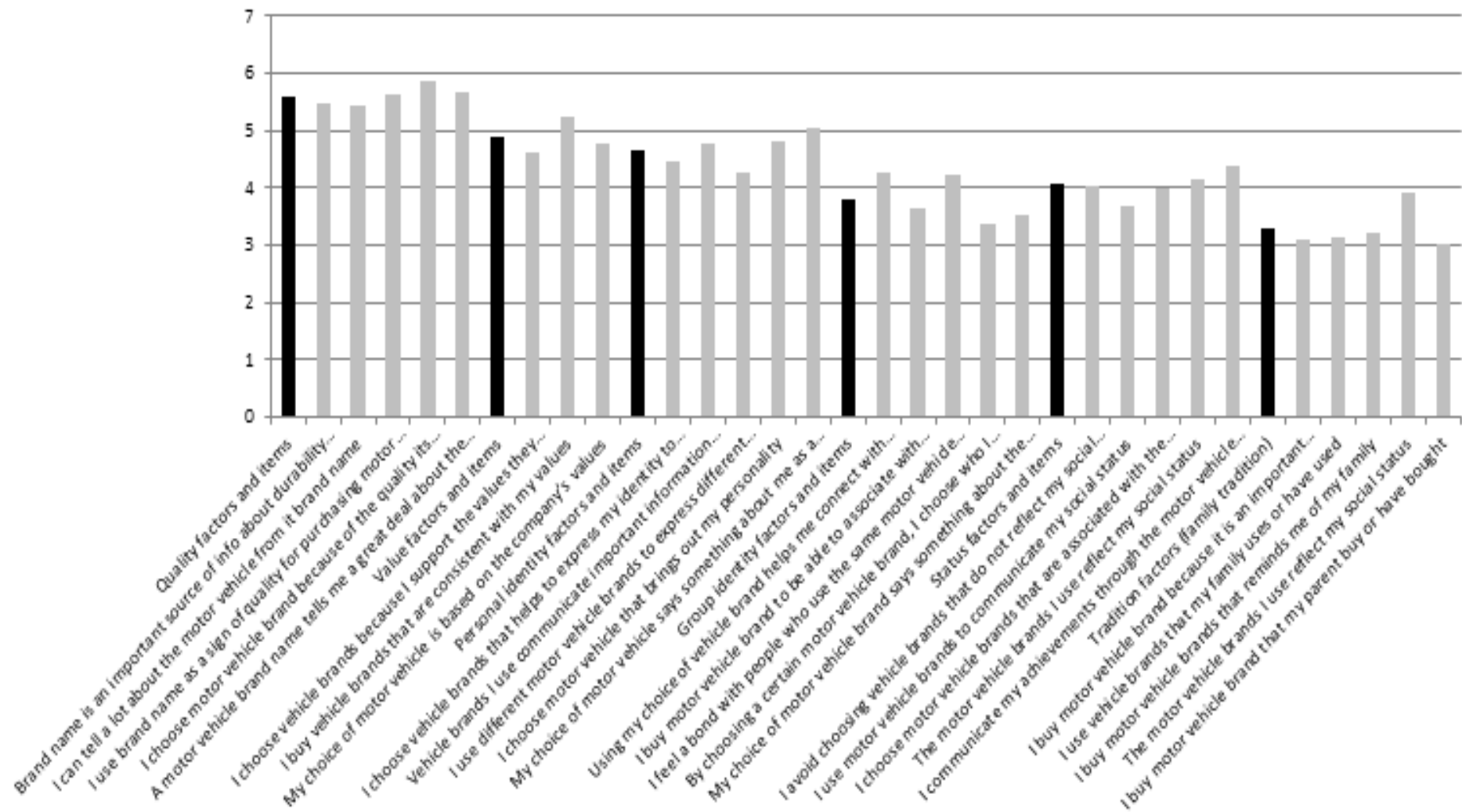


Figure 4.7: Visualisation of constructs

4.6 PEARSON CORRELATIONS

For Generation X, and as highlighted in Table 4.24, value factors had a weak positive correlation with quality factors ($r=0.281$; $P<0.05$). Similarly, personal identity factors had a weak positive correlation with quality factors ($r=0.322$; $P<0.05$), and value factors ($r=0.221$; $P<0.05$).

Group identity correlates weakly with value factors ($r=0.207$; $P<0.05$) and shows a strong positive relationship with personal identity factors ($r=0.482$; $P<0.05$). Status factors correlate strongly with personal identity factors ($r=0.502$; $P<0.05$), and group identity factors ($r=0.451$; $P<0.05$) but had a weak relationship with value factor ($r=0.275$; $P<0.05$).

Additionally, traditional factors correlate positively with group identity ($r=0.538$; $P<0.05$) while showing a weak relationship with personal identity ($r=0.314$; $P<0.05$), and status factors ($r=0.375$; $P<0.05$).

In terms of Generation Y, value factors had a weak positive correlation with quality factors ($r=0.360$; $P<0.05$). Similarly, personal identity factors had a positive correlation with value factors ($r=0.370$; $P<0.05$).

Furthermore, group identity had a positive relationship with personal identity factors ($r=0.322$; $P<0.05$) and status factors correlate with personal identity factors ($r=0.354$; $P<0.05$) but correlate weakly with group identity factors ($r=0.290$; $P<0.05$).

Additionally, traditional factors correlate positively with group identity ($r=0.400$; $P<0.05$) and status factors ($r=0.365$; $P<0.05$).

The overall correlation suggests a relationship exists between personal identity and status as more individual factors, and between group identity and tradition as more group type factors.

Table 4.24: Pearson correlation coefficient

CORRELATIONS		Quality factor	Value factors	Personal identity	Group identity	Status factor
Generation X = 1964 -1976 (n-142)						
Value	Pearson Corr	.281**	1			
	Sig. (2-tailed)	0.001				
Personal identity	Pearson Corr	.322**	.221**	1		
	Sig. (2-tailed)	0.000	0.008			
Group identity	Pearson Corr	0.037	.207*	.482**	1	
	Sig. (2-tailed)	0.663	0.013	0.000		
Status	Pearson Corr	0.150	.275**	.502**	.451**	1
	Sig. (2-tailed)	0.075	0.001	0.000	0.000	
Tradition	Pearson Corr	0.053	.188*	.314**	.538**	.375**
	Sig. (2-tailed)	0.531	0.025	0.000	0.000	0.000
Generation Y = 1976-1994 (n=216)						
Value	Pearson Corr	.360**	1			
	Sig. (2-tailed)	0.000				
Personal identity	Pearson Corr	.167*	.370**	1		
	Sig. (2-tailed)	0.014	0.000			
Group identity	Pearson Corr	-0.002	.155*	.322**	1	
	Sig. (2-tailed)	0.974	0.023	0.000		
Status	Pearson Corr	0.004	0.108	.354**	.290**	1
	Sig. (2-tailed)	0.957	0.112	0.000	0.000	
Tradition	Pearson Corr	-0.022	0.093	.150*	.400**	.365**
	Sig. (2-tailed)	0.742	0.173	0.028	0.000	0.000
** Correlation significant at 0.01 level (2-tail) * Correlation significant at 0.05 level (2-tail)						

4.7 LOGISTIC REGRESSION

Logistic regression was also used to identify the causal relationship amongst the constructs. As seen in Table 4.25, it is apparent that quality and status factors contribute significantly to the regression model. This confirms that quality and status factors are more perceived by both generations as factors that influence perceptions of brands of motor vehicle.

Table 4.25: Regression coefficient

		Variables in the Equation					
		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Quality factor and Items	-0.314	0.111	7.966	1	0.005	0.731
	Value factors and items	0.080	0.087	0.842	1	0.359	1.083
	Personal identity factors and Items	0.121	0.086	1.987	1	0.159	1.129
	Group Identity factor and items	-0.036	0.091	0.157	1	0.692	0.965
	Status factor and items	-0.182	0.087	4.324	1	0.038	0.834
	Tradition factors	0.010	0.088	0.013	1	0.910	1.010
	Constant	2.102	0.701	8.998	1	0.003	8.186
a. Variable(s) entered on step 1: Quality , Value , Personal identity , Group Identity , Status, Tradition							

4.8 CONCLUSION

As per the summary of the data presented above, this chapter showed that Generation X holds stronger opinions about the meaning of car brands, but only as indicators of quality and status. Their opinions are different to Generation Y, who slightly (but not significantly) see brands as extensions of personal identity and are slightly influenced by traditional factors such as family. This makes sense considering Generation Y's individuality, youth and lesser experience. Overall, the respondents' perceptions of car brands are more linked to personal/individualistic factors than group factors

Data from the literature and the primary data suggest that race does not play much role in motor vehicle brand choices for both generations. The results further show that both generations perceive the brand to be important when judging vehicle quality (above the Likert midpoint of 4), but Generation X has a stronger perception of the link between brand and quality. The study further shows that brand and branding is more important for most consumers when purchasing their preferred vehicle brand and that race does not play an important role. According to the literature and the survey findings, motor vehicle manufacturers should focus more on quality and less on race in order to satisfy Generation X and Y motor vehicle customers.

In the next chapter the conclusions reached by the study will be summarised, and recommendations for the motor industry and academia will be presented. The limitations of the study will be acknowledged and areas for possible further research will be suggested.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

While the previous chapter presented the data, which was collected by the researcher through questionnaires at the four universities in KwaZulu-Natal and conclusions made, this chapter summarises the conclusions arising from the findings as well as the conclusions reached by the study overall. Recommendations are made based on the conclusions reached through the data collected and analysed by the researcher. This chapter further integrates the elements of this study, which considers the views of targeted groups who are equally involved in the motor vehicle brands.

This chapter also presents recommendations that motor vehicle manufacturers can possibly employ to enhance their competitiveness in the market. Conclusions and recommendations were drawn from the primary research data and existing literature. The limitations of the study are acknowledged and areas for possible further research are suggested.

5.2 AIMS AND RESEARCH OBJECTIVES

5.2.1 Research problem and aims

The research problem was to identify how the meaning of brands differ between Generation X and Generation Y in KwaZulu-Natal. The motor industry in South Africa contributes significantly to employment and technological development, which is important in the South African economy. According to Schnalke (2012) it is very important for South African enterprises to build strong relationships with their motor industry businesses as they provide more opportunities' and more employment for the citizens.

5.2.2 Research objectives

Based on the aim spelled out above, this research project set out to meet the following objectives, which will be used in the next section to structure the summarised presentation of findings.

1. To determine if the meaning of motor vehicle brands differ between Generation X and Generation Y in KwaZulu-Natal regarding quality.
2. To determine if the meaning of motor vehicle brands differ between Generation X and Generation Y in KwaZulu-Natal regarding values.
3. To determine if the meaning of motor vehicle brands differ between Generation X and Generation Y in KwaZulu-Natal regarding traditions.
4. To determine if the meaning of motor vehicle brands differ between Generation X and Generation Y in KwaZulu-Natal regarding identity (self-identity, group identity, status).

5.3 SUMMARY FINDINGS FROM THE STUDY

The analysis of brand literature by Strizhakova, Coulter and Price (2008) suggests that researchers have explored specific branded product value, but not the conceptual framework of meaning of these individual definitions. These authors' research focused not on a broader listing of meanings, but on the main meanings previously examined in the literature. Such literature indicates that brand meaning plays a major role for Generations X and Y when they purchase motor vehicle brands.

This research has studied branded product significance in connection with quality, society, self-identity, group identity, values and cultural habits, with the general findings showing that Generation X holds stronger opinions about the meaning of car brands, but only as indicators of quality and status. Their opinions are different to Generation Y, who slightly (but not significantly) see brands as extensions of personal identity and are slightly influenced by traditional factors such as family. This makes sense considering Generation Y's individuality, youth and lesser experience.

Thus, according to the result of this study, it is vital for motor vehicle manufacturers to focus more on brand quality and brand value since there is agreement that these factors play a role when both Generations X and Y buy motor vehicles.

In the sections that follow the findings related to each individual objective will be discussed.

5.3.1 Objective 1: To determine if the meaning of motor vehicle brands differ between Generation X and Generation Y in KwaZulu-Natal regarding quality

The first objective of this study was to determine if the meaning of motor vehicle brands differ between Generations X and Y in KwaZulu-Natal regarding quality. According to the literature higher quality leads to a positive attitude when this meets the expectations of customers. Product consistency is the most significant measure of satisfaction in the luxury motor industry (Li et al. 2013). For South African motor vehicle buyers, brand and value-added services are highlighted as significant indications of client satisfaction.

This study found that both Generations X and Y agree that quality plays a major role in the decision-making process of buying motor vehicle brands. As indicated in the previous chapter in Section 4.5.1.1, majority of Generation X (88.8%) agreed that they chose a motor vehicle brand because of the quality it represents. Similarly, 81.2% agreed that a motor vehicle brand name tells them a lot about its quality. With regard to Generation Y, the majority of respondents (86.1%) agreed that they chose a motor vehicle brand because of the quality it represents, and 83.3% agreed that a motor vehicle brand name tells them a great deal about the quality it possesses as per Section 4.5.1.2 in the previous chapter. These results show that quality plays a very important role in both Generations X and Y's decisions when they buy motor vehicles. It is therefore recommended that motor vehicle manufacturers should focus more on quality factors when they manufacture and market their brands as previous studies and the results from this study concur, showing that quality is the most important factor influencing purchase choice.

5.3.2 Objective 2: To determine if the meaning of motor vehicle brands differ between Generation X and Generation Y in KwaZulu-Natal regarding value

The second objective was to determine if the meaning of motor vehicle brands differ between Generations X and Y regarding values. According to the motor vehicle literature value effects loyalty intentions. Value is crucial to motor vehicle choice as it includes both comfort and safety and is a more tangible indication of the vehicle's usefulness (Xie and Chen 2014). This is especially true of luxury cars, in which value

has a significant impact on re-patronage and social media intentions. The literature further found that quality is instrumental in the formation of value perceptions.

In the automotive sector, quality and reliability are an immediate antecedent of perceived value, especially in the luxury vehicle industry. The greatest number of positive drivers of brand performance and quality will ultimately result in higher customer value (Raza et al. 2012: 50). South African customers show high expectations of car performance, amenities and quality, such as service, convenience and pace.

According to the results of the current study shown in Section 4.5.2.1, 65.8% of the Generation X respondents agreed with the statement “I choose vehicle brands because I support the values that brand stands for” (B1). Similarly, most (72.1%) of the respondents agreed with the statement “I buy vehicle brands that are consistent with my values” (B2) and 62.3% agreed with the statement “My choice of motor vehicle is based on the company’s values” (B3).

For Generation Y respondents, the current findings indicate that the scoring patterns of the respondents with regard to the statements measuring value factors and motor vehicle brands were statistically different ($p < 0.05$). The majority (61.5%) agreed that they “choose vehicle brands because they support the values the brand stands for” (B1). Even more (77.4%) of the respondents were in agreement with the statement “I buy vehicle brands that are consistent with my values” (B2). Similarly, more than half (58.7%) agreed with the statement “My choice of motor vehicle is based on the company’s values” (B3).

As per the above results, it can be gathered that the respondents from both generations were in agreement that they buy vehicle brands that are consistent with their values (B2). This shows that both Generations X and Y consider their values when they purchase motor vehicles, and motor manufacturers and marketers should focus on value factors as these are important for consumers.

5.3.3 Objective 3: To determine if the meaning of motor vehicle brands differ between Generations X and Generation Y in KwaZulu-Natal regarding traditions

The study's third objective was to determine if the meaning of motor vehicle brands differ between Generations X and Y regarding traditions. According to the literature and this study's findings, Generation X does not rely much on traditions, whereas Generation Y does rely on traditions, mainly because of Generation Y's youth and thus their lack of experience regarding purchasing of motor vehicles. Family and tradition means not continuing to make or manufacture products in the old way but applying all the most modern techniques and equipment whenever they are necessary to produce a good product and offer excellent services to customers in order to get customer retention and customer satisfaction. The authors further state that for this reason, companies make large investments in technologies in order to satisfy their customers because innovation and tradition are not opposites; on the contrary, a blend of the two has been crucial in achieving and maintaining a sustainable competitive advantage.

Although scholars have deliberated on how consumers use brand meanings to communicate aspects of product identity, Bresciani, Giacosa and Vrontis (2016) point out that branded products are symbols of the self. They explain that brands symbolically add to the attitudes that consumers have of themselves. These authors explain that brand personalities act as culturally specific and culturally shared beliefs. This highlights the complex relationship between individuals and their cultures.

However, in this study, both Generations X and Y indicated that traditional factors, such as buying brands traditionally bought by the family (question F1) or buying a brand that my family bought (question F2), are not significantly important. Similarly, neither generation felt strongly about buying a brand that reminded them of family (F3) or bought a brand that their parents had bought (F5).

The overall mean comparison between Generations X and Y for constructs given in Table 4.23 shows that mean scores for Generation X were significantly higher than those of Generation Y for the constructs quality factors and status factors ($P < 0.05$). The mean values show that Generation X perceives the brand to be important when judging vehicle quality and status (above the Likert scale midpoint of 4), and that

Generation X clearly has a stronger perception of the link between brand and quality as well as brand and status than Generation Y does.

From the above literature and the current study, it can be seen that the majority of the respondents do not buy vehicles due to family tradition. As per the findings above Generation X motor vehicle buyers do not rely on tradition when purchasing motor vehicle brands, which is understandable because they have experience and know about motor vehicle brands. Thus, for Generation X, it is recommended that motor vehicle companies should focus their marketing on quality and value if they want to satisfy Generation X buyers. Although the findings showed that Generation Y are more reliant on traditional factors than Generation X, this difference is not statistically significant. Some reliance of traditional factors can be expected due to their youth and lack of motor vehicle buying experience, there are other factors that are more important to them than tradition. The findings of both literature and the present research show that tradition is not a significant factor when it comes to motor vehicle preferences.

5.3.4 Objective 4: To determine if the meaning of motor vehicle brands differ between Generation X and Generation Y in KwaZulu-Natal regarding identity (self-identity, group identity, status)

According to James, Kim and Lee (2014), products have personality images, an adult image and a child image of the product-age image. From a symbolic point of view, there is an interest in investigating the role of products as messages, i.e., the messages communicated by products. Product imagery is the stored meanings that an individual has in memory, including personal and social meanings. This is the set of meanings and associations that serve to differentiate a product or service from its competition. Brand personality or brand character involves nothing more than describing a product as if it were a human being (brand character). Products are assumed to have personality image, just as people do (personality image). Brand image is the configuration of the whole field of the object, the advertising, and more importantly, the customer's disposition and the attitudinal screen through which he/she observes.

According to Strizhakova, Coulter and Price (2008), brands are often marketed in the context of the family, which creates a group identity. Some familial ties to brands result merely from exposure; others result from a family's strong attachments to particular brands. Furthermore, research has demonstrated that intergenerational influence has a significant effect both on product and brand level choices and on brand loyalty (Strizhakova, Coulter and Price 2008). The authors found that familiar brands from home countries, for example, helped new immigrants to deal with homesickness as well as to overcome insecurity in their new lives, by associating with a group identity.

According to the current research findings, from both Generations X and Y, it can be seen that more of the respondents did not consider group identity factors as important in the choice of buying a motor vehicle brand. For example, 45.5% did not feel that a motor vehicle brand does not indicate who they associate with (question D4), nor says anything about the type of people they choose to associate with" (D5).

The study thus reveals that group identity, status and self-identity do not play a significant role when Generations X and Y consider a motor vehicle brand of their choice, but that value and quality are the important factors to focus on.

5.4 LIMITATIONS OF THE STUDY

The research findings are subject to the limitations associated with sample studies and the sampling technique. The limitations were that the study was conducted at four Universities in KwaZulu-Natal, namely University of KwaZulu-Natal, University of Zululand, Durban University of Technology and Mangosuthu University of Technology. Therefore, the study may contain information relevant only to universities in KwaZulu-Natal so the results cannot be generalised to universities in other provinces of South Africa. Furthermore, the findings may not be the representative of the entire population.

This study was carried out to investigate the meaning of passenger motor vehicle brands among Generation X and Generation Y only in KwaZulu-Natal. Furthermore, the study used a sample of 400 Generation X and Generation Y respondents which means it does not cover all the perceptions of the motor vehicle owners. In addition, the study was conducted in KwaZulu-Natal Province because of logistical concerns.

5.5 RECOMMENDATIONS

5.5.1 Industry recommendations

The recommendations made in this chapter are presented as a contribution to the body of knowledge on the subject matter, as well as a way of formulating alternative tactics for industry practitioners to loosen the bottlenecks that cause them difficulties in building and managing their motor vehicle brands.

This study investigated the perceptions of passenger motor vehicle brands among Generation X and Generation Y in KwaZulu-Natal. According to the study findings it is vital that motor vehicle brand managers and marketers should focus more on marketing and promotional strategies in order to be more relevant and appealing to their target market and subsequently increase sales of their respective motor vehicles.

Generational differences play a major role in consumer decision making as the lifestyle of different generational cohorts is not the same and it is advisable to market the motor brands to the media or promotional platforms that are followed by the target audience. Furthermore, the study revealed that Generation X customers are more interested in following traditional ways when it comes to decision making whereas Generation Y are more interested in technological and or social media marketing and work/life balance. From this study it is recommended that marketers should focus on traditional ways of marketing if they want to reach generation X, i.e., radio, television, outdoor and print media advertising.

Since technology is the main tool for Generation Y when it comes to consumer decision making it is advisable that motor vehicle brand managers should adjust their marketing strategies and accommodate this generation by advertising on social media, e.g. Facebook, Instagram and Twitter to mention a few technological and social media platforms. Since consumers are known for persuading and paying attention to one another's advice, whether from an expert, or friend or opinion leaders, the interaction can create an impression or perception towards a particular brand so for this reason it is necessary that managers and marketers satisfy their customers in order to create a good impression of and perceptions towards their brands in order to generate positive word of mouth communication.

5.5.2 Academic recommendations

By comparing perceptions of Generation X and Generation Y in four universities in KZN towards motor vehicle brands the researcher was able to identify gaps that exist due to lack of information between academics, motor vehicle brands manufacturers and the consumers they serve. Marketing, research and development is the way in which academics can help the industry understand their consumers. Implementing marketing practices commonly used by the business world can improve customer knowledge, customer satisfaction and customer retention.

It is recommended that all academic institutions, especially those in KwaZulu-Natal where the study was conducted, align their teaching and learning activities to motor vehicle brands in order to equip students and staff to understand what they buy and the benefits that comes with that particular motor vehicle brand. Furthermore, it will be advantageous for both academic institutions and motor vehicle manufactures to forge partnership in order to create good customers perceptions towards certain brands and this will also create employment for graduates from universities in Kwa Zulu Natal and beyond.

5.6 GENERAL RECOMMENDATIONS

5.6.1 For motor car marketers

For Generation X, marketers should focus on creating a link between the brand name and the perception of product quality. At the same time, communications and promotions should tie the brand values to the typical values held by Generation X and also stress how the brand typifies the personal identity factors typical of Generation X.

For Generation Y, marketers should focus on how the brand can express the potential buyer's individual personality, reflecting 'me as an individual'. This is in addition, obviously, to also linking the brand to the quality concept, as this is also important to Generation Y.

5.6.2 For further research

This study suffers from the usual limitations experienced by small surveys, namely a small non-probability sample in a limited area, with a relatively limited focus. Therefore,

it is suggested that future research be conducted over a wider geographic area and with a bigger demographic sample. Further research could also differentiate between the perceptions of car owners and non-owners, which was not done in this study. It might also be helpful to know if the type of car owned, or most frequently used, influences the perceived brand meaning.

5.7 SCOPE FOR FUTURE STUDY

It is suggested that further studies be conducted to include a wider spread of the South African population. This will assist motor industry manufacturers to understand how consumers of Generation X and Generation Y in KwaZulu-Natal province and beyond perceive their motor vehicle brands and their respective companies or organisations. This should be done every five years to allow companies to draw comparisons and determine how marketing, research and development have influenced staff and students to buy their brands.

5.8 CONCLUSION

As per the summary of the literature review and statistical data demonstrated above, this chapter showed that Generation X tends to hold stronger opinions about the meaning of car brands than Generation Y does. However, only their perceptions of quality and status are significantly different to the perceptions of Generation Y. With regard to Generation Y, they slightly (but not significantly) see brands as extensions of personal identity and are slightly influenced by traditional factors such as family. This makes sense considering Generation Y's individuality, youth and lack of experience in purchasing motor vehicles. Overall, car brands are more linked to personal/individualistic factors rather than group factors.

Competition in the motor industry sector is fierce. Implementing the correct marketing, research and development strategy can provide motor vehicle brand companies with a competitive advantage. It is expected that this study will have a positive impact on developing an effective marketing strategy for motor vehicle brand manufacturers which will in turn lead to improvement in the profile of their motor vehicle brands and improve customer satisfaction.

The study shows that without customer satisfaction motor vehicle brand manufacturers could lose customers and they will not be able to make an adequate profit and thus will not be sustainable. Furthermore, it shows that all motor car producers should have their customers in mind if they produce motor vehicles especially for Generations X and Y since these are the lucrative target markets in the automotive industry.

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APPENDICES

Appendix A: Letter of information and consent form



LETTER OF INFORMATION

Title of the Research Study: The perceptions of passenger motor vehicle brands among Generation X and Y in KwaZulu-Natal

Principal Investigator/s/researcher: Mr. Bongumusa Bright Mhlongo (B.Tech: Marketing)

Co-Investigator/s/supervisor/s: Prof R.B Mason (PhD, MBL, BA, PG Dip Adv & Mkt, Dip MKt)

Brief Introduction and Purpose of the Study:

This study will investigate the meaning of passenger motor vehicle brands among Generation X and Y in Kwa Zulu Natal. The study will be conducted at all four Universities in KwaZulu-Natal: in the form of quantitative survey research. It will generate insights with regards to generational differences in consumers' perceptions and choices regarding preferred motor vehicle brands. The study will further investigate specific brand equity dimensions, namely: Brand awareness, quality and other items, brand associations, brand loyalty, group Identity factors, status factors, value factors, and environmental factors. The study will extend the existing knowledge of consumer behaviour by investigating differences between Generation X and Generation Y buyer decision making process with regards to motor vehicle brands. The study will focus and include Generation X respondents people who were born between 1964 – 1976 (Generation X) and people who were born between 1977- 1994 (Generation Y) respondents. The study will exclude people who were born before 1964 and after 1994. Ethnicity categories are included in order to ensure that a spread of respondents across demographics is obtained thus ensuring no exclusion according to race as per the requirements of United Nations Declaration on Race and Racial prejudice.

Outline of the Procedures:

The major role of participants in this study is to justly and accurately respond to the questions enclosed in the research questionnaire. Sample size and selection is structured according to Kwa-Zulu Natal Demographics. The respondents are selected from all four Universities in KwaZulu-Natal namely, Mangosuthu University of Technology, Durban University of Technology, University of Zululand and University of Kwa Zulu Natal. 100 respondents will be selected from each University.

Sample quotas

Generation	X: 200 Respondents
	Y: 200 Respondents
Gender	Male: 200 Respondents
	Female: 200 Respondents
Ethnicity	Africans: 300 Respondents
	Indians: 50 Respondents
	Whites: 50 Respondents

Risks or Discomforts to the Participant:

This study will pose no threats or discomforts to you as you will have an opportunity to go through the questions

Benefits:

There are no benefits for you as participant, and I only benefit by acquisition of accurate data for the completion of the study and possible publishing of the results.

Reason/s why the Participant May Be Withdrawn from the Study:

There are no foreseeable reasons as to why you may want to withdraw from the study, except in instances where there is confusion on the conceptual framework of the study.

Remuneration:

You will not receive any form of remuneration.

Costs of the Study:

You will not incur any costs whatsoever for partaking in the study.

Confidentiality:

I will insure that details concerning your identity are protected and not disclosed in any of the publications, all information regarding the responses will be purely about the organization of interest.

Research-related Injury:

As this is a survey research, related injuries are not applicable and you will not be subject to any compensation thereof.

Persons to Contact in the Event of Any Problems or Queries:

Please contact me: B.B Mhlongo (0839731790), my supervisor: Prof. R. Mason (0799208208) or the Institutional Research Ethics administrator on 0313732375. Complaints can be reported to the Acting Director: Research and Postgraduate Support, Prof C E Napier on 031 3732577 or carinn@dut.ac.za

General:

Potential participants must be assured that participation is voluntary and the approximate number of participants to be included should be disclosed. A copy of the information letter should be issued to participants. The information letter and consent form must be translated and provided in the primary spoken language of the research population e.g. isiZulu.



CONSENT

Statement of Agreement to Participate in the Research Study:

- ☐ I hereby confirm that I have been informed by the researcher, Bongumusa Bright Mhlongo about the nature, conduct, benefits and risks of this study - Research Ethics Clearance Number: _____,
- ☐ I have also received, read and understood the above written information (Participant Letter of Information) regarding the study.
- ☐ I am aware that the results of the study, including personal details regarding my sex, age, date of birth, initials and diagnosis will be anonymously processed into a study report.
- ☐ In view of the requirements of research, I agree that the data collected during this study can be processed in a computerised system by the researcher.
- ☐ I may, at any stage, without prejudice, withdraw my consent and participation in the study.
- ☐ I have had sufficient opportunity to ask questions and (of my own free will) declare myself prepared to participate in the study.
- ☐ I understand that significant new findings developed during the course of this research which may relate to my participation will be made available to me.

_____	_____	_____	_____
Full Name of Participant	Date	Time	Signature/Right Thumbprint

I, Bongumusa Bright Mhlongo, herewith confirm that the above participant has been fully informed about the nature, conduct and risks of the above study.

_____	_____	_____
Full Name of Researcher	Date	Signature

_____	_____	_____
Full Name of Witness (If applicable)	Date	Signature

_____	_____
Full Name of Legal Guardian (If applicable)	Signature

Appendix B: Questionnaire

Biography Questions

Section I

Age

I am interested in opinions of people who were born between 1965- 1976 and 1977- 1994

Choose 1

1964 -1976	1977 - 1994

Gender

Male	
Female	

Ethnicity

African	Indian	White

From which University

D.U.T	M.U.T	U.K.Z.N	UNIZULU

Section II Questions: Quality factor and Items

Agreement or disagreement to the following statements based on a scale of 1-7; where 1 equals Entirely disagree and 7 entirely agree

		Entirely disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Entirely agree
1	Brand name is an important source of information about the durability and reliability of the motor vehicle	1	2	3	4	5	6	7
2	I can tell a lot about the motor vehicle from its brand name	1	2	3	4	5	6	7
3	I use brand name as a sign of quality for purchasing motor vehicle	1	2	3	4	5	6	7
4	I choose motor vehicle brand because of the quality it represents	1	2	3	4	5	6	7
5	A motor vehicle brand name tells me a great deal about the quality it possesses	1	2	3	4	5	6	7

Section II Questions: value factors and items

Agreement or disagreement to the following statements based on a scale of 1-7; where 1 equals Entirely disagree and 7 entirely agree

		Entirely disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Entirely agree
1	I choose vehicle brands because I support the values they stand for	1	2	3	4	5	6	7
2	I buy vehicle brands that are consistent with my values	1	2	3	4	5	6	7
3	My choice of motor vehicle is based on the company's values	1	2	3	4	5	6	7

Section II Questions: Personal identity factors and Items

Self-Identity factors

Agreement or disagreement to the following statements based on a scale of 1-7; where 1 equals Entirely disagree and 7 entirely agree

		Entirely disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Entirely agree
1	I choose vehicle brands that helps to express my identity to others	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/>	<input type="text" value="7"/>
2	The vehicle brands I use communicate important information about the type of person I am	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/>	<input type="text" value="7"/>
3	I use different motor vehicle brands to express different aspects of my personality	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/>	<input type="text" value="7"/>
4	I choose motor vehicle that brings out my personality	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/>	<input type="text" value="7"/>
5	My choice of motor vehicle says something about me as a person	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/>	<input type="text" value="7"/>

Section II Questions: Group Identity factor and items

Agreement or disagreement to the following statements based on a scale of 1-7; where 1 equals Entirely disagree and 7 entirely agree

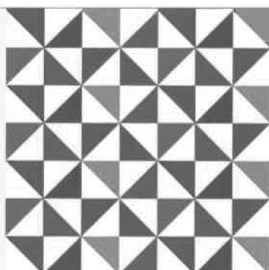
		Entirely disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Entirely agree
1	Using my choice of vehicle brand helps me connect with other people and social groups	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/>	<input type="text" value="7"/>
2	I buy motor vehicle brand to be able to associate with specific people and groups	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/>	<input type="text" value="7"/>
3	I feel a bond with people who use the same motor vehicle brand as I do	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/>	<input type="text" value="7"/>
4	By choosing a certain motor vehicle brand, I choose who I want to associate with.	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/>	<input type="text" value="7"/>
5	My choice of motor vehicle brand says something about the people I like to associate with	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/>	<input type="text" value="7"/>

Section II Questions: Status factor and items

Agreement or disagreement to the following statements based on a scale of 1-7; where 1 equals Entirely disagree and 7 entirely agree

		Entirely disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Entirely agree
1	I avoid choosing vehicle brands that do not reflect my social status	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7
2	I use motor vehicle brands to communicate my social status	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7
3	I choose motor vehicle brands that are associated with the social class I belong to	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7
4	The motor vehicle brands I use reflect my social status	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7
5	I communicate my achievements through the motor vehicle brands I use and own	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7

Appendix C: Final approval from IREC



Institutional Research Ethics Committee
Research and Postgraduate Support Directorate
2nd Floor, Berwyn Court
Gate 1, Steve Biko Campus
Durban University of Technology

P O Box 1334, Durban, South Africa, 4001

Tel: 031 373 2375

Email: lavishad@dut.ac.za

http://www.dut.ac.za/research/institutional_research_ethics

www.dut.ac.za

19 March 2018

IREC Reference Number: **REC 159/17**

Mr B B Mhlongo
31 Pine Crescent
Amanzimtoti
4126

Dear Mr Mhlongo

The perceptions of passenger motor vehicle brands among Generations X and Y in KwaZulu-Natal

I am pleased to inform you that **PROVISIONAL APPROVAL** has been granted to your proposal REC 159/17 subject to:

- Piloting of the data collection tool. *Please note that should there be any changes to the data collection tool, in a letter signed by the researcher and supervisor, list the changes to the document and submit to IREC with the final data collection tool. Even when there are no changes to the data collection tool, IREC has to be notified.*
- Obtaining and submitting the necessary gatekeeper permission/s to Institutional Research Ethics Committee (IREC).

PLEASE NOTE THAT THIS IS NOT A FINAL APPROVAL LETTER. KINDLY SUBMIT THE ABOVE MENTIONED DOCUMENTS WITHIN THREE MONTHS TO THE IREC OFFICE. DATA COLLECTION CAN ONLY COMMENCE WHEN IREC ISSUES FULL APPROVAL

The Proposal has been allocated the following Ethical Clearance number **IREC 016/18**. Please use this number in all communication with this office.

Approval has been granted for a period of two years, before the expiry of which you are required to apply for safety monitoring and annual recertification. Please use the Safety Monitoring and Annual Recertification Report form which can be found in the Standard Operating Procedures [SOP's] of the IREC. This form must be submitted to the IREC at least 3 months before the ethics approval for the study expires.

Yours Sincerely

Professor J K Adam
Chairperson: IREC



Appendix D: Permission letter Mangosuthu University of Technology



**Mangosuthu
University of Technology**

UMLAZI - KWAZULU NATAL

P.O. Box 12363 Jacobs 4026 Durban Tel: 031 907 7111 Fax: 031 907 2892

10 September 2018

Dear Mr Mhlongo

Title: Perceptions of passenger motor vehicle brands among Generations X and Y in KwaZulu Natal Ref: M10/18/07

The Interim MUT Ethics Committee considered and noted your application for the proposed study at their meeting held on 10th September 2018. The permission for the study was granted.

Your acceptance of this approval denotes your commitment to comply with the South African National Research Ethics Guidelines of 2004 as amended, South African Good Clinical Practice Guidelines (2006) as amended, and the MUT Research Ethics Policy, Procedures and Guidelines. The approval is valid for one year, (10th September 2018 to 10th September 2019).

Your reference is ME 10/18/07

Furthermore, permission to conduct the project is granted on the condition that any changes to the project must be brought to the attention of the MUT Research Ethics Committee as soon as possible.

Good luck with your research.

Yours faithfully,

Dr Z.L. Kwitshana
Interim Chairperson
Ethics Committee

Appendix E: Permission letter University of KwaZulu-Natal



26 April 2018

Mr Bongumusa Bright Mhlongo (SN 20721485)
Faculty of Management Sciences
Department of Marketing and Retail Management
Durban University of Technology
Email: mhlongob885@gmail.com

Dear Mr Mhlongo

RE: PERMISSION TO CONDUCT RESEARCH

Gatekeeper's permission is hereby granted for you to conduct research at the University of KwaZulu-Natal (UKZN), towards your postgraduate degree, provided Ethical clearance has been obtained. We note the title of your research project is:

"The meaning of passenger motor vehicle brands among Generation X and Y in KwaZulu-Natal."

It is noted that you will be constituting your sample by handing out questionnaires to academic staff and students on all campuses.

Please ensure that the following appears on your notice/questionnaire:

- Ethical clearance number;
- Research title and details of the research, the researcher and the supervisor;
- Consent form is attached to the notice/questionnaire and to be signed by user before he/she fills in questionnaire;
- gatekeepers approval by the Registrar.

You are not authorized to contact staff and students using 'Microsoft Outlook' address book. Identity numbers and email addresses of individuals are not a matter of public record and are protected according to Section 14 of the South African Constitution, as well as the Protection of Public Information Act. For the release of such information over to yourself for research purposes, the University of KwaZulu-Natal will need express consent from the relevant data subjects. Data collected must be treated with due confidentiality and anonymity.

Yours sincerely

MR SS MOKOENA
REGISTRAR

Office of the Registrar

Postal Address: Private Bag X54001, Durban, South Africa

Telephone: +27 (0) 31 260 8005/2206 Facsimile: +27 (0) 31 260 7824/2204 Email: registrar@ukzn.ac.za

Website: www.ukzn.ac.za



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Appendix F: Permission letter University of Zululand



**UNIVERSITY OF
ZULULAND**

University of Zululand, Private Bag X1001, KwaDlangezwa, 3886

W: www.unizulu.ac.za

T: +27 35 902 6731 E: DlaminiA@unizulu.ac.za

Deputy Vice-Chancellor: Research and Innovation Office

Mr. Bright Mhlongo.
Student # 20721485
Cell: 0839731790
Email: mhlongob85@gmail.com

08 May 2018

Dear Mr. Mhlongo

REQUEST FOR PERMISSION TO CONDUCT RESEARCH AT UNIZULU: "THE MEANING OF PASSENGER MOTOR VEHICLE BRANDS AMONG GENERATION X and Y IN KWAZULU-NATAL"
Your letter to me, refers.

I hereby grant approval for you to conduct part of your research at UNIZULU, as per the methodologies stated in your research proposal and in terms of the data collection instruments that you have submitted. I note also that the Durban University of Technology, has issued an ethical clearance certificate and having read the documentation, I am happy to accept that certificate.

You may use this letter as authorization when you approach the appropriate persons. Please note that permission is based on the documentation that you have submitted. Should you revise your research instruments, or use additional instruments, you must submit those to us as well.

I wish you well in your research.

Yours sincerely,

 Professor Gideon De Wet

Chairperson: University of Zululand Research Ethics Committee

Deputy Vice-Chancellor: Research and Innovation

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B Mason, 2020

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Marketing, Lecturer, Mangosotho
University of Technology and Durban
University of Technology, South Africa.

Roger B Mason, Ph.D., Retired
Research Professor, Durban University
of Technology, South Africa.



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Conflict of interest statement:
Author(s) reported no conflict of interest

doi

Bongumusa Bright Mhlongo (South Africa), Roger B Mason (South Africa)

PASSENGER VEHICLE BRAND MEANING AMONG GENERATIONS X AND Y IN SOUTH AFRICA

Abstract

This study investigated the meaning of passenger motor vehicle brands among Generations X and Y in South Africa, a developing country. The study was conducted in the form of a quantitative survey at four universities in KwaZulu-Natal to access a spread of Generations X and Y respondents. It aimed to generate insights into consumer perceptions and choices regarding these two generations' preferred motor vehicle brands who account for the bulk of car buyers. The study investigated specific brand dimensions, namely, factors related to quality, value, personal and group identity, status, and family traditions. The main finding was that the personal or individualistic factors, namely quality, value, and personal identity, were more important than the group-oriented factors, namely status, group identity, and family tradition. The implication is that marketers should focus on the buyer's individualistic perceptions, wants, and needs, rather than those that are influenced by others through group processes or perceptions. This research has added to current knowledge on consumer behavior regarding motor vehicle brands by investigating the factors that influence the Generations X and Y buyer decision-making process in a developing country.

Keywords

brand meaning, generational marketing, automotive,
developing country, consumer perceptions, quality,
values

JEL Classification

D91, L62, M30, M31, M37

INTRODUCTION

Competition for passenger motor vehicle sales is extreme (Fagnant & Kockelman, 2015), and customers must make many comparisons and evaluations before deciding on a vehicle to buy. Generation X (born between 1965 and 1976) spends about 15% more than Generation Y (born between 1977 and 1994) on buying passenger vehicles (Forrester, 2012; Kotler, Armstrong, & Tait, 2014), making them the second-largest consumer group (Lissitsa & Kol, 2015). These generation groups account for 41.8% of the South African population, constituting the prime working age (IndexMundi, 2019). Since Generation Y represents the future customers for motor vehicles (Nadeem, Andreini, Salo, & Laukkanen, 2015), motor manufacturers need to understand these potential customers' generational differences and the vehicles that satisfy their respective needs.

Globalization has led to this increasingly competitive motor vehicle marketing environment with increasing cost pressures that require outsourcing for low-cost manufacturing, while at the same time requiring an increasing emphasis on quality and productivity (Engineering News, 2011). According to Martin-Pena, Diaz-Garrido, and Sanchez-Lopez (2014), the damage done to the environment by industrial activity is a major concern for consumers, especially considering the large quantities of resources consumed and the environmental risks. This increasing green attitude influences firms' environments, forcing businesses, including the motor industry, to change their production and business practices.

Carrington et al. (2014) state that, unlike Generation Y, Generation X consumers are aware of green technology and eco-friendly motor vehicles. They suggest that for motor companies to market to Generation Y effectively, they need to invest in consumer education because few Generation Y consumers truly understand the benefits of eco-friendly motor vehicles. In contrast, Allender and Richards (2012) maintain that Generation Y is worried about the environment, and so it makes sense for manufacturers to stress the environmental benefits of their vehicles, even though economic benefits mainly influence generation Y. From a social perspective, Generation Y cares about how others view them, so emphasizing a brand's green credentials is also important. These differing attitudes of the two generations, and the uncertainty regarding their perceptions about motor vehicles, indicate the importance of understanding their knowledge and beliefs about motor brands.

Therefore, the aim of this study was to identify the meaning of motor car brands and whether they differ between Generation X and Generation Y. To achieve this aim two research objectives were set:

- To identify the perceived meaning of motor car brands by Generation X and Generation Y
- To identify if the perceived meanings of the motor car brand constructs differ between Generation X and Generation Y

1. LITERATURE REVIEW

1.1. Branding factors

Brand commitment explains how customers perceive brands and includes factors such as brand purchase, usage, attitudes, satisfaction, and image (Keller, 2014). Different brand communications can address different target customers according to their level of brand commitment (Kim et al., 2014). Brand positioning refers to creating, in the minds of the target market; a positive image of the company's offering to maximize the benefit to the company (Urder & Koch, 2014). Brand positioning guides marketing strategy by specifying the brand's purpose and the benefits unique to the brand (Kotler, Keller, Brady, Goodman, & Hansen, 2009). According to Kemp, Childers, and Williams (2012), branding strategy acts as the foundation of marketing communications. It determines how the branding objectives will be achieved and directs the actions of staff responsible for branding and marketing communications. Such a branding strategy must also meet the needs of the consumer. They further state that building a strong brand perception is critical for success.

1.2. Characteristics of Generations X and Y

'Generation' refers to a group of people who were born during a relatively close period. Thus, whose thoughts, attitudes, values, beliefs, and behaviors

are affected by various factors they all experienced due to being of a similar age and having similar experiences (Guillot-Soulez & Soulez, 2014). Kotler et al. (2014) describe Generation X as those born between 1965 and 1976. Generation Y are born between 1977 and 1994, also called Millennials, and known for their lack of brand loyalty. With this generation soon surpassing the number of baby boomers and Generation X in the workforce, marketers cannot afford to ignore this lucrative market.

According to Gurau (2012), Generation X is result-oriented and does not worry about achieving it. Communication preferences also differ between generations. Generation X uses the most efficient communication, whereas the younger Millennials or Generation Y prefer instant messaging, text messages, and e-mails. They are the first generation who grew up with these technologies and are often early adopters. Unlike the older generations, they are not afraid of new technologies, and are usually the first to buy and use new technology, and then use word of mouth, often electronically, to tell their contemporaries about it. Generation Y grew up in a materialistic society and, through technology, have extensive social networks. They use status-seeking consumption to show off their wealth and purchasing power to their social networks (Eastman & Liu, 2012). This obviously could have a significant effect on motor vehicle brand choice. These differences between Generation X and Generation Y result in different

perceptions of brands and different attitudes towards the companies that market them. As mentioned above, they also have different ideas about how information about brands should be communicated. Relevant research is limited, but Le Breton-Miller and Miller (2016) found differences between Generations X and Y concerning their brand preferences and buyer behavior.

1.3. Brand meaning

According to Lee, James, and Kim (2014), products have personality images that communicate their messages. These product images, stored as personal and social meanings in memory, enable a product or service to be differentiated from its competition. Consumers use the meanings associated with brands to understand intangible aspects of the product (e.g., quality) and to communicate aspects of their identity.

Strizhakova et al. (2008) found that brand meanings were mostly related to six key factors: quality, social status, self-identity, group identity, values, and family traditions. This research developed a reliable and valid scale of branded product meanings, which has been used in the current study. Wijaya (2013) also studied these identified branded product meanings, confirming the six dominant meanings of quality, social status signals, individual personality, group identity, and associations with personal values linked to family and traditions.

1.4. Moderating role of generations

Consumers' values, beliefs, and behaviors are influenced by the experiences of their generation (Gardiner et al., 2013), which are similar within a generation, but different between generations. Attitudes and purchase patterns are different between Generation X who are more economic value-oriented, and Generation Y who are more affective value-oriented (Parment, 2013). Furthermore, attitudes towards public transport are changing due to socioeconomic and geographic trends, especially in developed countries (Shearmur, 2016). The result is the decrease of travel and personal car use and increasing public transport use, especially Millennials or Generation X (Rive, Thomas, Jones, Frith, & Chang, 2015; Grimsrud & El-Geneidy,

2013). However, the situation in developing countries is different. For example, in South Africa, only 2 out of 10 black households (which account for about 80% of the population) have a working motor vehicle (StatsSA, 2019; Wheels24, 2017), but the intention to own a car amongst 'students' is "extremely high", due mainly to the poor quality of public transport in South Africa and the increased travel options that car ownership provides (Luke, 2018). This highlights the potential of Generation Y in South Africa as the car buying market of the future. Generation Y's consumption preferences in South Africa are characterized by brand consciousness and willingness to pay a premium for desired brands, not only for the brand name but also for the high quality promised by such desired brands.

Since so little research in this field has been done in South Africa, a gap in knowledge exists about generational perceptions of brands' meanings relative to the constructs of quality, values, etc. Therefore, this research into Generations X and Y's perceptions about the meaning of motor car brands is appropriate.

2. RESEARCH METHODOLOGY

A quantitative descriptive cross-sectional method was used to determine the overall perceptions of what passenger motor vehicle brands mean to Generations X and Y.

2.1. Respondents

The target population of this study is anyone classified as Generation X or Generation Y. To facilitate data collection, the authors delimited the population to staff and students at all four public universities in KwaZulu-Natal province (University of KwaZulu-Natal, Mangosuthu University of Technology, Durban University of Technology, and University of Zululand). University staff and students were recruited mostly via in-class interviews for students (predominantly Generation Y) and e-mailed questionnaires for staff (predominantly Generation X). Where necessary to fill the final quotas, on-campus intercepts were used. The selection criteria of Generation X and Generation Y and the different demographic characteristics were set, as shown in Table 1.

2.2. Sampling

A two-stage non-probability sampling method was adopted. First quota sampling was used with quotas set, as shown in Table 1, to ensure the sample provided an adequate spread across the universities and the relevant demographic characteristics. Although not attempting to be proportionally representative or generalizable, the authors did wish to make sure that the sample reflected opinions across the demographic categories. Therefore, they needed at least 100 respondents for each major breakdown and 50 respondents for each minor breakdown, as suggested by Diamantopolous and Schlegelmilch (1997). A total sample of 400, 100 from each university campus, and split equally between Generation X and Generation Y, was drawn, as shown in Table 1. With a 95% level of significance, an allowed error of 0,1 (on a 7-point Likert type scale), and assuming a variance of 1, the t-distribution requires a sample size of 384 (excluding a correction factor) (Sekaran & Bougie, 2013). Thus, a total sample of 400 was sought to allow for any unusable or rejected responses. Step 2 of the sampling method used convenience sampling to fulfill the various quotas.

Table 1. Sample quota criteria

Categories	Quota	Total
University campus	Mangosuthu University of Technology	100
	Durban University of Technology	100
	University of KwaZulu-Natal	100
	University of South Africa	100
Generation	X	200
	Y	200
Gender	Male	200
	Female	200
Ethnicity	African	300
	Indian	50
	White	50

2.3. Data collection

2.3.1. Data collection instrument

A structured questionnaire was developed based on the literature review, adapted from a questionnaire on the meaning of branded products, developed, and validated by Strizhakova et al.

(2008). Seven-point Likert scales (strongly agree to strongly disagree), as recommended by Bearden, Netemeyer, and Haws (2011), were used.

A pilot study was conducted at one of the target universities to test the questionnaire and assess its quality and efficiency. Using Cronbach's Alpha, the reliability, although low for two constructs, was acceptable and would probably improve with a larger sample (see Table 2).

Table 2. Reliability as per pilot study

Question groupings	Cronbach's Alpha	N of items
Quality	.688	5
Value	.450	3
Personal identity	.739	5
Group identity	.895	5
Status	.873	5
Family/tradition	.768	5

Face validity of the questionnaire was assessed by a subject matter expert and a statistician. Then, an exploratory factor analysis, using principal component analysis with varimax rotation, was conducted on the pilot sample to assess the questionnaire's construct validity. The findings were satisfactory and confirmed that the questionnaire would measure what it is intended to measure.

2.3.2. Collection method

Four lecturers from different universities were recruited to assist with data collection. The four lecturers were trained on how to collect the data from other staff members and students. The use of e-mails and in-class collection methods were used as they were the most efficient and effective. Besides, some responses were sought through on-campus intercepts to fulfill the quotas. After obtaining gatekeepers' permission from the four universities and ethical clearance from Durban University of Technology (as this was the organization conducting the research), data were collected over three months.

2.4. Data analysis

The data collected from questionnaires were edited and checked for errors and analyzed using SPSS version 23 (Statistical Package for Social Sciences). Descriptive analysis with tables and figures, including univariate and bivariate analyses,

was used to present the results, and where necessary inferential statistics will be used to test the significance of findings.

3. FINDINGS

In this subsection, the sample profile is presented, followed by the descriptive statistics for each question, and finally, the analysis and discussion of the four research questions.

3.1. Demographic profile of respondents

The total sample of 409 respondents is presented in Table 3.

The composition of the sample differs significantly by age and race ($p < 0.001$). Within each variable (age and race separately), there is also a skewed spread of data ($p < 0.001$). There were significantly more Black respondents in both the age groups compared to the other categories. There were significantly fewer White respondents in both Generation X and Generation Y. Indian respondents constituted 23.1% of Generation X and 20.8% of Generation Y respondents. Although the sample does not have the same distribution as the South African population, it does represent a reasonable representation of the ethnicity of the KwaZulu-Natal province where the research was conducted. This reasonable spread, and the count of at least a hundred in each age category (Diamantopolous & Schlegelmilch, 1997), gives us confidence in drawing reasonable conclusions from these data.

3.2. Factor analysis

An exploratory factor analysis was run to establish whether the various questions measure the constructs as identified from the literature, the results of which are shown in Table 4. The statements that constituted each section loaded perfectly with their respective components, thereby indicating that these statements perfectly measured what they were supposed to measure. These six constructs were consistent with the constructs identified and validated by Strizhakova, Coulter, and Price (2008, p. 82), namely "...quality as associated with risk reduction..., as well as brands as signals of social status..., as reflective of personality...as a mechanism for group identity and association with other brand users..., as associated with personal values... as linked to both family traditions...and national/ethnic heritage." Since the study did not involve cross-national comparisons, the national/ethnic heritage variable was not relevant, so it was omitted, leaving six constructs. Although Stizhakova et al. (2008) went on to simplify their model down to four factors (merging self-identity, group identity, and status into one dimension they called 'personal identity'), the authors chose to remain with the six-factor model as they felt that these three components were independently important and worthy of independent measurement in the unusual South African economy, which although a developing economy, is technologically advanced (SANSA, 2013) and have sectors that are considered developed (Malgas, Khatle, & Mason, 2017). This assumption was supported by Strizhakova et al.'s (2008) statement that brands in developing countries are important symbols of quality and status

Table 3. Profile of sample

Categories			Generation – born		Total
			Gen X – 1965–1976	Gen Y – 1977–1994	
Ethnicity	Coloured	Count	48	19	67
		% within age	33.6%	8.8%	18.7%
	Black	Count	57	127	184
		% within age	39.9%	58.8%	51.3%
	Indian	Count	33	45	78
		% within age	23.1%	20.8%	21.7%
	White	Count	4	21	25
		% within age	2.8%	9.7%	7.0%
	Other	Count	1	4	5
		% within age	0.7%	1.9%	1.4%
Total	Count	143	216	359	
	% within age	100.0%	100.0%	100.0%	

Note: a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.99.

Table 4. Exploratory factor analysis

Question/Component	1	2	3	4	5	6
Brand name is an important source of information about the durability and reliability of the motor car	0.070	-0.050	0.716	0.016	-0.034	0.115
I can tell a lot about the motor car from its brand name	0.067	0.090	0.672	0.002	-0.068	0.064
I use brand name as a sign of quality for buying motor car	0.045	-0.028	0.818	0.038	0.015	0.083
I choose motor car brand because of quality it represents	0.043	0.058	0.748	-0.084	-0.014	0.094
A motor car brand name tells me a great deal about the quality it possesses	0.100	0.017	0.693	0.057	0.043	0.073
I choose car brand because I support values, they stand for	0.047	0.101	0.165	0.022	0.079	0.745
I buy car brands that are consistent with my values	0.101	0.087	0.343	0.017	0.016	0.593
My choice of motor car is based on company's values	0.151	-0.010	0.045	0.134	0.042	0.766
I choose car brand that expresses my identity to others	0.642	0.229	-0.008	0.015	0.044	0.337
The car brands I use communicate important information about the type of person I am	0.742	0.158	0.098	0.253	0.013	0.123
I use different motor car brands to express different aspects of my personality	0.753	0.103	0.079	-0.030	0.104	0.115
I choose motor car that brings out my personality	0.801	0.159	0.094	0.140	0.051	-0.009
My choice of car says something about me as a person	0.678	0.168	0.250	0.197	-0.030	-0.071
Using my choice of car brand helps me connect with other people and social groups	0.274	-0.027	0.096	0.766	0.025	0.084
I buy car brand to associate with specific people and groups	0.123	0.084	-0.043	0.791	0.156	0.023
I feel a bond with people who use same car brand as I do	0.018	0.138	0.075	0.769	0.101	0.104
By choosing a certain motor car brand, I choose who I want to associate with	0.018	0.253	-0.146	0.518	0.411	0.055
My choice of motor car brand says something about the people I like to associate with	0.082	0.208	-0.151	0.737	0.216	0.020
I avoid car brands that do not reflect my social status	0.184	0.652	0.095	0.141	0.073	0.070
I use motor car brands to communicate my social status	0.172	0.737	-0.008	0.028	0.150	0.158
I choose car brands associated with my social class	0.040	0.716	-0.047	0.233	0.067	0.093
The motor car brands I use reflect my social status	0.126	0.759	0.060	0.081	0.108	-0.048
I communicate my achievements through the motor car brands I use and own	0.214	0.707	-0.014	-0.051	0.077	0.006
I buy car brand because it is a tradition to my family	0.180	0.134	0.045	0.032	0.744	0.148
I use car brands that my family uses or have used	0.080	0.040	-0.038	0.181	0.777	-0.084
I buy motor car brands that remind me of my family	-0.113	0.121	0.013	0.025	0.751	0.077
The motor car brands I use reflect my social status	0.094	0.192	0.163	0.379	0.575	-0.122
I buy a motor car brand that my parents buy or bought	0.031	0.128	-0.057	0.274	0.726	0.023

Note: Extraction method: principal component analysis. Rotation method: varimax with Kaiser normalization. a. Rotation converged in 6 iterations.

and are often subject to intergenerational influence within families. Since their research was done on developing European nations, they felt that it would be inappropriate to just accept their findings as also relevant in an African country, so they chose to re-tail the six-factor model.

3.3. Reliability

Reliability was assessed via Cronbach's Coefficient Alpha, with a coefficient of 0.7 or higher being considered reliable (Katranci, 2014). As shown in Table 4, coefficients above 0.7 were obtained for all the dimensions, except for "value factors" (0.674). Since Denscombe (2010) suggests that coefficients above 0.60 are significant, especially for a newly designed instrument, the "value factors" dimension was left in the analysis model.

Table 4. Brand meaning constructs

Brand constructs	Items	Cronbach's	Mean
Quality factors	5	0.833	5.6038
Value factors	3	0.674	4.8720
Personal identity factors	5	0.828	4.6654
Group identity factors	5	0.801	3.803
Status factors	5	0.803	4.048
Tradition factors (family tradition)	5	0.794	3.282
Total		4.3439	

3.4. Descriptive statistics

Means and standard deviations (SD) for each question, grouped into the six dimensions are presented

Table 5. Item means/standard deviations

Constructs/Questions*	Mean	SD
Quality factors and items	5.60	
Brand name is an important source of info about durability and reliability of motor vehicle	5.45	1.75
I can tell a lot about the motor vehicle from its brand name	5.42	1.64
I use brand name as a sign of quality for purchasing motor vehicle	5.64	1.55
I choose motor vehicle brand because of the quality it represents	5.84	1.43
A motor vehicle brand name tells me a great deal about the quality it possesses	5.67	1.31
Value factors and items	4.87	
I choose vehicle brands because I support the values they stand for	4.61	1.89
I buy vehicle brands that are consistent with my values	5.25	1.68
My choice of motor vehicle is based on the company's values	4.76	1.86
Personal identity factors and items	4.67	
I choose vehicle brands that help to express my identity to others	4.45	2.04
Vehicle brands I use communicate important information about the type of person I am	4.76	1.88
I use different motor vehicle brands to express different aspects of my personality	4.28	1.87
I choose motor vehicle that brings out my personality	4.79	1.90
My choice of motor vehicle says something about me as a person	5.04	1.84
Group identity factors and items	3.80	
Using my choice of vehicle brand helps me connect with other people and social groups	4.26	1.91
I buy motor vehicle brand to be able to associate with specific people and groups	3.64	1.85
I feel a bond with people who use the same motor vehicle brand as I do	4.23	1.93
By choosing a certain motor vehicle brand, I choose whom I want to associate with	3.37	2.02
My choice of motor vehicle brand says something about the people I like to associate with	3.52	2.02
Status factors and items	4.05	
I avoid choosing vehicle brands that do not reflect my social status	4.04	1.95
I use motor vehicle brands to communicate my social status	3.66	1.91
I choose motor vehicle brands that are associated with the social class I belong to	3.98	1.99
The motor vehicle brands I use reflect my social status	4.16	2.03
I communicate my achievements through the motor vehicle brands I use and own	4.39	2.08
Tradition factors (family tradition)	3.28	
I buy motor vehicle brand because it is an important tradition to my family	3.11	2.09
I use vehicle brands that my family uses or have used	3.15	2.00
I buy motor vehicle brands that remind me of my family	3.22	1.93
The motor vehicle brands I use reflect my social status	3.92	2.03
I buy motor vehicle brand that my parent buy or have bought	3.01	2.08

Note: * N = 211. ** Significance based on Chi-square.

in Table 5. Based on the 7-point Likert scale, it can be seen from Table 5 that the most important dimensions (considerably above the Likert midpoint of 4) are “quality factors” (5.6), “value factors” (4.87), and “personal identity factors” (4.67), with the other dimensions having means considerably lower.

These findings from the descriptive statistics can be visualized through Figure 1, namely that both age cohorts view quality, values, and personal identity factors as more important than the group identity, status, and tradition factors.

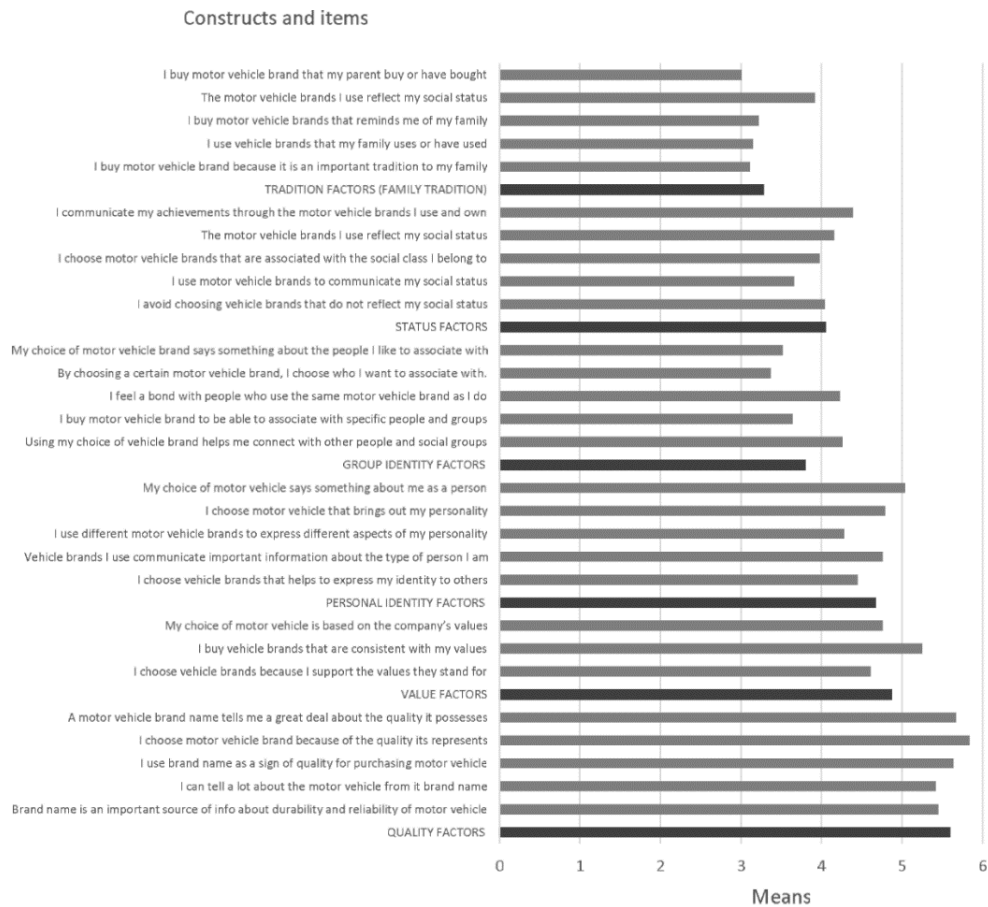


Figure 1. Visualization of constructs

3.5. Analysis by construct

The authors next set out to identify if there were any significant differences between the two age cohorts. Therefore, a one-way Analysis of Variance (ANOVA) was used to compare the mean differences between the respective age groups. These findings are presented in Table 6.

Although the Generation X means are mostly higher than the Generation Y means, these differences are mostly not statistically significant at the $p < 0.05$ level. No questions for value, personal identity and group identity, and only one each for Status and Tradition, reflected a statistically significant difference between the two groups.

Regarding quality, however, three of the five questions showed a statistically significant difference. Therefore, it can be concluded that Generation X tend to use the brand name as an indicator of quality more than Generation Y do. Other than the quality construct, it can therefore be concluded that there is no real difference between the two generational cohorts in their understanding of brand meaning for motor vehicles. This finding was supported by a logistic regression analysis conducted to identify causal relationships amongst the constructs. As seen in Table 7, it is apparent that quality and status factors contribute significantly to the regression model, confirming that they are the most important factors that influence brand perceptions of motor vehicles.

Table 6. Analysis of Variance between the two generations

Constructs	Question	Gen X	Gen Y	ANOVA p-value
Quality	Brand name is an important source of information about the durability and reliability of the motor vehicle	5.80	5.38	0.019
	I can tell a lot about the motor vehicle from its brand name	5.67	5.20	0.007
	I use brand name as a sign of quality for purchasing motor vehicle	5.98	5.48	0.002
	I choose motor vehicle brand because of the quality it represents	5.99	5.79	0.198
	A motor vehicle brand name tells me a great deal about the quality it possesses	5.56	5.52	0.818
Value	I choose vehicle brands because I support the values, they stand for	4.80	4.67	0.508
	I buy vehicle brands that are consistent with my values	5.21	5.40	0.285
	My choice of motor vehicle is based on the company's values	4.71	4.61	0.623
Personal identity	I choose vehicle brands that helps to express my identity to others	4.49	4.49	0.988
	The vehicle brands I use communicate important information about the type of person I am	4.29	4.50	0.336
	I use different motor vehicle brands to express different aspects of my personality	4.44	4.34	0.644
	I choose motor vehicle that brings out my personality	4.58	4.71	0.545
	My choice of motor vehicle says something about me as a person	4.92	4.74	0.412
Group identity	Using my choice of vehicle brand helps me connect with other people and social groups	3.52	3.48	0.856
	I buy motor vehicle brand to be able to associate with specific people and groups	3.20	3.14	0.760
	I feel a bond with people who use the same motor vehicle brand as I do	3.59	3.60	0.990
	By choosing a certain motor vehicle brand, I choose whom I want to associate with	3.78	3.60	0.418
	My choice of motor vehicle brand says something about the people I like to associate with	2.98	2.87	0.597
Status	I avoid choosing vehicle brands that do not reflect my social status	4.22	3.85	0.079
	I use motor vehicle brands to communicate my social status	3.95	3.85	0.652
	I choose motor vehicle brands that are associated with the social class I belong to	4.01	3.82	0.376
	The motor vehicle brands I use reflect my social status	4.46	4.19	0.220
	I communicate my achievements through the motor vehicle brands I use and own	5.11	4.52	0.006
Traditional	I buy motor vehicle brand because it is an important tradition for my family	3.71	3.17	0.017
	I use vehicle brands that my family uses or have used	3.07	3.19	0.587
	I buy motor vehicle brands that remind me of my family	3.60	3.38	0.304
	The motor vehicle brands I use reflect my social status	3.61	3.51	0.674
	I buy a motor vehicle brand that my parents buy, or have bought	2.82	3.06	0.276

Table 7. Logistic regression

Variables in the equation	B	SE	Wald	df	Sig	Exp(B)
Quality factors	-0.314	0.111	7.966	1	0.005	0.731
Value factors	0.080	0.087	0.842	1	0.359	1.083
Personal identity factors	0.121	0.086	1.987	1	0.159	1.129
Group identity factors	-0.036	0.091	0.157	1	0.692	0.965
Status factors	-0.182	0.087	4.324	1	0.038	0.834
Tradition factors	0.010	0.088	0.013	1	0.910	1.010
Constant	2.102	0.701	8.998	1	0.003	8.186

Note: Variables entered on step 1: quality, value, personal identity, group identity, status, tradition.

4. DISCUSSION

The statistical data presented above show that Generation X tend to hold stronger opinions about the meaning of car brands, but only as indicators of quality, and to a lesser extent, as an indicator of status. Their opinions on these two con-

structs are significantly different to Generation Y. Generation Y slightly (but not statistically significantly) see brands as extensions of personal identity and are slightly influenced by traditional factors such as family. This makes sense considering Generation Y's individuality, youth, and lesser experience. Overall, the respondents' perceptions of

car brands are more linked to personal/individualistic factors rather than group factors like group identity or tradition factors.

Data from both the literature and the empirical study suggest that race does not play much role when it comes to motor vehicles brand choices

between Generation X and Y. The results further show that both generations perceive the brand to be important when judging vehicle quality (above the Likert scale midpoint of 4), but Generation X clearly has a stronger perception of the relationship between brand and quality than Generation Y does.

CONCLUSION

Regarding the first objective, namely the perceived meaning of motor car brands, the findings show that brand names are strongly linked to perceptions of the quality of the motor vehicle, and to a lesser extent, are linked to the consumers' own values and their individual personalities. Issues related to group identity, status and tradition are less important when considering a car brand.

When considering Objective 2, namely whether there is a difference in the car brand construct between Generations X and Y, Generation X tends to hold strong opinions about the meaning of car brands, especially regarding brands as indicators of quality and status, which are significantly stronger than the perceptions held by Generation Y. Generation Y hold slightly stronger (but not statistically significant) perceptions of brands as extensions of their personal identity, and are also slightly more influenced by traditional factors such as family. This makes sense considering Generation Y tend to be younger and thus less experienced in these matters than Generation X, and so may rely more on older family members or friends and colleagues for advice. However, it must also be remembered that one of the main characteristics of Generation Y is their individualism, which explains the relationship between their brand perceptions and personal identity.

Overall, for both generational cohorts, car brands are more linked to personal/individualistic factors rather than to group factors. In other words, perceptions of motor car brands are more influenced by how consumers see them from their own personal point of view, rather than how friends, colleagues, etc. see them.

Theoretical and practical implications

The motor industry contributes 7% to South Africa's gross domestic product, and exported vehicles to 87 destinations in 2012 (Barnes & Black, 2013). Following South African President Ramaphosa's Investment Summit, motor companies (BMW, Nissan, Ford, Toyota, Volkswagen, and Mercedes-Benz) have pledged to invest R 2.7 billion into the South African motor industry (Johnson et al., 2018). These facts clearly show the importance of this industry to the South African economy. Therefore, a comprehensive understanding of the industry's future customers is essential. This means an understanding of Generation Y who will provide a large proportion of the industry's future customers, is essential.

Following an extensive Google Scholar search, only two articles on branding in the motor industry in South Africa were identified. Although the one investigates Generation Y, neither of them addresses the specific question regarding brand meaning for Generation Y. Therefore, this study is important for the future of the South African motor industry and will contribute new academic and practical knowledge about this issue in South Africa.

4.1. Recommendations

For motor car marketers

For Generation X, marketers should focus on creating a relationship between the brand name and the perception of product quality, because of the importance of quality to Generation X. At the same time, communications and promotions should tie the brand values to the typical values held by Generation X who rate brand values considerably above the mean score of 4. Promotions should also stress how the brand typifies the personal identity factors typical of Generation X, as these were also rated considerably above the mean. Communication methods for Generation X would need to be the more traditional methods of mass media but can also include media such as social media.

For Generation Y, marketers should focus on how the brand can express the potential buyer's individual personality, reflecting 'me as an individual'. The brand should be presented as unique and meeting the individual's specific needs. This obviously is in addition to linking the brand to the quality concept, as this is also very important to Generation Y. In presenting 'quality' marketers should stress the 'value for money' that good quality provides. Of course, communications can be mainly via technological methods such as social media and should be structured so as to encourage word of mouth.

For further research

This study suffers from the usual limitations experienced by small surveys, namely a small non-probability sample in a limited area, with a relatively limited focus. Therefore, it is suggested that future research be conducted over a wider geographic area and with a bigger demographic sample. Further research could also differentiate between the perceptions of car owners and non-owners, which were not done in this study. It might also be helpful to know if the type of car owned, or most frequently used, influences the perceived brand meaning.

AUTHOR CONTRIBUTIONS

Conceptualization: Bongumusa Bright Mhlongo, Roger B Mason.
 Data curation: Bongumusa Bright Mhlongo.
 Formal analysis: Bongumusa Bright Mhlongo.
 Funding acquisition: Roger B Mason.
 Investigation: Bongumusa Bright Mhlongo.
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 Validation: Bongumusa Bright Mhlongo.
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Appendix H: Conference paper

(14th Global Brand Conference, HWR School of Economics & Law, Berlin, 8-10 May 2019)

Passenger motor vehicle branding among Generations X and Y in South Africa

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Key words: brand meaning, generational marketing, automotive, developing country

JEL classification: D91, L62, M30, M31. M37

Abstract

This study investigated the meaning of passenger motor vehicle brands among Generation X and Y in South Africa, a developing country. The study was conducted in the form of a quantitative survey at four Universities in KwaZulu-Natal in order to access a spread of Generation X and Y respondents. It aimed to generate insights into consumer perceptions and choices regarding the preferred motor vehicle brands of these two generations who account for the bulk of car buyers. The study investigated specific brand dimensions, namely, factors related to quality, value, personal and group Identity, status and family traditions. The main finding was that the more personal or individualistic factors, namely quality, value and personal identity, were more important than the more group oriented factors, namely status, group identity and family tradition. The implication is that marketers should focus on the individualistic perceptions, wants and needs of the buyer, rather than those that are influenced by others through group processes or perceptions. The study extended the existing knowledge of consumer behaviour with regard to motor vehicle brands by investigating the factors that influence the Generation X and Y buyer decision making process in a developing country.

INTRODUCTION

Competition in the passenger motor vehicle sector is intense (Fagnant and Kockelman, 2015) and customers have a variety of choices to compare and evaluate before making a purchase.

Generation X (born between 1965 and 1976) spends the most on vehicles, about 15% more than Generation Y (born between 1977 and 1994) (Forrester. 2012; Kotler and Armstrong, 2014), which is the second largest consumer group (Business Insider, 2015). These two generation groups account for 41.8% of the South African population, constituting the prime working age (South African age structure, 2019). Since Generation Y represents the future potential customers of the motor vehicle industry (Andreini et al., 2015), it is important for motor manufacturers to understand their customers' generational differences and the vehicles that satisfy their respective needs.

CONTEXT OF THE RESEARCH

Globalisation has resulted in a motor vehicle manufacturing environment with growing competition and increasing cost pressures requiring them to outsource low-cost manufacturing and to place increasing emphasis on quality and productivity (Growing competition in automotive Manufacturing Industry, 2011). According to Martin-Pena et al. (2014) today's society is concerned about the degradation of the environment as a consequence of industrial activity, which consumes large quantities of resources and energy and generates global environmental risks. This growing social concern is shaping firms' environments, forcing the motor industry to make significant changes in production and management practices.

Carrington et al. (2014) states that Generation X consumers are aware of green technology and eco-friendly motor vehicles, unlike Generation Y. They suggest that for motor companies to effectively market to Generation Y, they need to invest in consumer education, because few Generation Y consumers are knowledgeable enough to really understand the benefits and make comparisons between the eco-friendly motor vehicle and less environmentally friendly vehicle brands. However, according to Allender and Richards (2012), Generation Y does care about the environment, so manufacturers must also clearly articulate the environmental benefits of their new vehicles, even though one of the major driving forces behind Generation Y's purchase decisions is economic benefits. From a social point of view, Generation Y takes into account how others perceive them, so leveraging the social benefits of going green should be placed at a premium.

RESEARCH AIMS AND OBJECTIVES

The aim of this study is to identify the meaning of brands of motor cars and whether they differ between Generation X and Generation Y.

Objective of the study

- ☐ To identify the perceived meaning of motor car brands by Generation X and Generation Y
- ☐ To identify if the perceived meaning of the motor car brand constructs differ between Generation X and Generation Y

LITERATURE REVIEW

Branding

Brand commitment reveals how customers perceive brands and how different target groups should be addressed in the brand communication. Brand commitment is based on the dimensions of consumer behaviour, such as brand purchase and usage and brand attitudes, satisfaction and brand image (Keller 2014).

Brand positioning refers to creating an image of the company's offering in the minds of the target market so as to maximise the potential benefit to the company. Brand positioning also guides the marketing strategy by clarifying the purpose of a brand and the brand's benefits (Kotler and Keller, 2009).

According to Kemp, Childers and Williams (2012:508) branding strategy acts as the cornerstone for the development of planned marketing communications. It directs the manner in which the branding objectives will be achieved and guides the activities of those responsible for branding and marketing communications. The branding strategy implementation should also meet the needs of the consumer. They further state that building a strong brand perception is paramount for successful firms and their products.

Characteristics of Generations X and Y

Kotler and Armstrong (2014: 76) describes Generation X as people who were born between 1965 and 1976. Generation Y are born between 1977 and 1994, also called Millennials, and known for their lack of brand loyalty. With this generation soon surpassing the number of baby boomers and generation Xers in the work force, marketers cannot afford to ignore this lucrative market.

According to Gurau (2012: 103) Generation Xers are result oriented and do not focus or care about the method used to achieve the result. Communication modalities also differ between the generations. Baby boomers value face-to-face communication and will walk to another office to ask a colleague a question, whilst Xers will use whatever communication form is most efficient. The younger Millennial's or Generation Yers however, favour instant messaging, text message and E-mails. They are the first workplace generation to be digital natives, who grew up with these technologies and, unlike older generations, they are unafraid of new technologies and are often early adopters, the first to try, buy, and spread the word about a new technology. Generation Y is socialized in a materialistic society and has extensive social networks and therefore they use status-seeking consumption as a means of displaying wealth and purchasing power (Eastman and Liu, 2012). This obviously could have a significant effect on motor vehicle brand choice.

These significant differences between Generation X and Generation Y must surely also result in different perceptions of brands and different attitudes towards the companies promoting these brands, and how they should be communicated with about these brands. Relevant research is limited but Miller (2016) reported significant generational differences between Generation X and Y consumers in terms of motor brand preferences and buyer behaviour, and towards attitudes and perceptions of vehicle brands.

RESEARCH METHODOLOGY

A quantitative descriptive cross sectional method was used to determine the overall perceptions of what passenger motor vehicle brands mean to Generation X and Y.

Respondents

The target population of this study is anyone classified as Generation X or Generation Y. To facilitate data collection we delimited the population to staff and students at all four of the public universities in Kwa-Zulu-Natal province (University of Kwa-Zulu-Natal, Mangosuthu University of Technology, Durban University of Technology and University of Zululand). University staff and students were recruited mostly via in-class interviews for students (predominantly Generation Y) and e-mailed questionnaires for staff (predominantly Generation X). Where necessary to fill the final quotas, on-campus intercepts were used. Selection criteria of Generation X and Generation Y and of the different demographic characteristics were set as shown in Table 1.

Sampling

A two stage non-probability sampling method was adopted. First quota sampling was used with quotas set as shown in Table 1 in order to ensure the sample provided an adequate spread across the universities and the relevant demographic characteristics. Although not attempting to be proportionally representative or generalizable, we did wish to make sure that the sample reflected opinions across the demographic categories. Therefore we sought a minimum of 100 respondents in each major breakdown and 50 respondents in each minor breakdown, as suggested by Diamantoupolis and Schlegelmilch (1997). A total sample of 400, 100 from each university campus and split equally between Generation X and Generation Y, was designed as shown in Table 1. Step 2 of the sampling method used convenience sampling to fulfil the various quotas.

Table1: Sample quota criteria

Categories		Sample
University Campus	Mangosuthu University of Technology	100
	Durban University of Technology	100
	University of Kwa Zulu Natal	100
	University of South Africa	100
Generation	X	200
	Y	200
Gender	Male	200
	Female	200
Ethnicity	African	300
	Indian	50
	White	50
Total		400

Data Collection

Data collection instrument

A structured questionnaire was developed based on the literature review, adapted from a questionnaire on the meaning of branded products, developed and validated by Strizhakova et al. (2008). Seven point Likert scales (strongly agree to strongly disagree) as recommended by Bearden, Netemeyer and Haws (2011) were used.

A pilot study was conducted at one of the target universities to test the questionnaire and assess its quality and efficiency. Using Cronbach's Alpha, the reliability, although low for two

constructs, was found to be acceptable and would probably improve with a larger sample - see Table 2.

Table 2: Reliability as per pilot study

Question groupings	Cronbach's Alpha	N of Items
Quality	.688	5
Value	.450	3
Personality identity	.739	5
Group identity	.895	5
Status	.873	5
Family/tradition	.768	5

Face validity of the questionnaire was assessed by a subject matter expert and a statistician, and then an exploratory factor analysis, using principle component analysis with varimax rotation, was conducted on the pilot sample to assess the construct validity of the questionnaire. The findings were satisfactory and confirmed that the questionnaire would measure what it is intended to measure.

Collection method

Four lecturers from the different universities were recruited to assist with data collection. The four lecturers were trained on how to collect the data from other staff members and also from students. The use of emails and in-class collection methods were used as they were found to be most efficient and effective. In addition, some responses were sought through on-campus intercepts to fulfil the quotas. Collection took place over a period of three months following the permission to conduct the survey being obtained from the four universities' gatekeepers. Ethical clearance was obtained only from Durban University of Technology as this was the organisation conducting the research.

Data Analysis

The data collected from questionnaires was edited and checked for errors and is in the process of being analysed, using SPSS vs 23 (Statistical Package for the Social Sciences). A descriptive analysis with tables and figures, including uni-variate and bivariate analyses was used to present the results, and where necessary inferential statistics will be used to test the significance of findings.

FINDINGS

In this section, the profile of the sample is presented, followed by the descriptive statistics for each question, and finally the analysis and discussion of the four research questions.

Demographic Profile of Respondents

The total sample of 409 respondents is presented in Table 3.

Table 3: Profile of sample

			Age (born)		Total
			Gen X - 1964 -76	Gen Y - 1976-94	
Ethnicity	Coloured	Count	48	19	67
		% within Age	33.6%	8.8%	18.7%
	Black	Count	57	127	184
		% within Age	39.9%	58.8%	51.3%
	Indian	Count	33	45	78
		% within Age	23.1%	20.8%	21.7%
	White	Count	4	21	25
		% within Age	2.8%	9.7%	7.0%
Other	Count	1	4	5	
	% within Age	0.7%	1.9%	1.4%	
Total		Count	143	216	359
		% within Age	100.0%	100.0%	100.0%
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.99.					

There is a significant difference in the composition of the sample by age and race ($p < 0.001$). Within each variable (age and race separately), there is also a skewed spread of data ($p < 0.001$). There were significantly more Black respondents in both the age groups compared to the other categories. There were significantly fewer white respondents in both Generation X and Generation Y. Indian respondents constituted 23.1% of Generation X and 20.8% of Generation Y respondents. Although the sample does not have the same distribution as the South African population, it does represent a reasonable representation of the ethnicity of the KwaZulu-Natal province where the research was conducted. This reasonable spread, and the count of at least a hundred in each age category (Diamantopolous and Schlegelmilch, 1997) gives us confidence in being able to draw reasonable conclusions from this data.

Factor analysis

An exploratory factor analysis was run to establish whether the various questions do, in fact, measure the constructs as identified from the literature, the results of which are shown in Table

4. The statements that constituted each section loaded perfectly along their respective components. This implies that the statements that constituted these sections perfectly measured what they set out to measure.

Table 4: Exploratory factor analysis

	Component					
	1	2	3	4	5	6
Brand name is an important source of information about the motor vehicle	0.070	-0.050	0.716	0.016	-0.034	0.115
I can tell a lot about the motor vehicle from its brand name	0.067	0.090	0.672	0.002	-0.068	0.064
I use brand name as a sign of quality for purchasing a motor vehicle	0.045	-0.028	0.818	0.038	0.015	0.083
I choose motor vehicle brand because of the quality it represents	0.043	0.058	0.748	-0.084	-0.014	0.094
A motor vehicle brand name tells me a great deal about the quality of the vehicle	0.100	0.017	0.693	0.057	0.043	0.073
I choose vehicle brands because I support the values they represent	0.047	0.101	0.165	0.022	0.079	0.745
I buy vehicle brands that are consistent with my values	0.101	0.087	0.343	0.017	0.016	0.593
My choice of motor vehicle is based on the company's reputation	0.151	-0.010	0.045	0.134	0.042	0.766
I choose vehicle brands that helps to express my identity	0.642	0.229	-0.008	0.015	0.044	0.337
The vehicle brands I use communicate important information about me	0.742	0.158	0.098	0.253	0.013	0.123
I use different motor vehicle brands to express different aspects of my personality	0.753	0.103	0.079	-0.030	0.104	0.115
I choose motor vehicle that brings out my personality	0.801	0.159	0.094	0.140	0.051	-0.009
My choice of motor vehicle says something about me	0.678	0.168	0.250	0.197	-0.030	-0.071
Using my choice of vehicle brand helps me connect with other people	0.274	-0.027	0.096	0.766	0.025	0.084
I buy motor vehicle brand to be able to associate with other people	0.123	0.084	-0.043	0.791	0.156	0.023
I feel a bond with people who use the same motor vehicle brand	0.018	0.138	0.075	0.769	0.101	0.104
By choosing a certain motor vehicle brand, I choose to identify myself	0.018	0.253	-0.146	0.518	0.411	0.055
My choice of motor vehicle brand says something about my personality	0.082	0.208	-0.151	0.737	0.216	0.020
I avoid choosing vehicle brands that do not reflect my social status	0.184	0.652	0.095	0.141	0.073	0.070
I use motor vehicle brands to communicate my social status	0.172	0.737	-0.008	0.028	0.150	0.158
I choose motor vehicle brands that are associated with my social status	0.040	0.716	-0.047	0.233	0.067	0.093
The motor vehicle brands I use reflect my social status	0.126	0.759	0.060	0.081	0.108	-0.048
I communicate my achievements through the motor vehicle brand I use	0.214	0.707	-0.014	-0.051	0.077	0.006
I buy motor vehicle brand because it is an important trait of my personality	0.180	0.134	0.045	0.032	0.744	0.148
I use vehicle brands that my family uses or have used	0.080	0.040	-0.038	0.181	0.777	-0.084
I buy motor vehicle brands that reminds me of my family	-0.113	0.121	0.013	0.025	0.751	0.077
The motor vehicle brands I use reflect my social status	0.094	0.192	0.163	0.379	0.575	-0.122
I buy motor vehicle brand that my parent buy or have bought	0.031	0.128	-0.057	0.274	0.726	0.023

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

a. Rotation converged in 6 iterations.

Reliability

Reliability was assessed via Cronbach's Coefficient Alpha, with a coefficient of 0.7 or higher being considered as reliable (Katranci, 2014). As shown in Table 4, coefficients above 0.7 were obtained for all the dimensions, with the exception of "value factors" (0.674). Since Denscombe (2010) suggests that coefficients above 0.60 are significant, especially for a newly designed instrument, the "value factors" dimension was left in the model for analysis.

Table 4: Brand meaning constructs

	Items	Cronbach	Mean
Quality factors	5	0.833	5.6038
Value factors	3	0.674	4.8720
Personal identity factors	5	0.828	4.6654
Group identity factors	5	0.801	3.803
Status factors	5	0.803	4.048
Tradition factors (family tradition)	5	0.794	3.282
Total			4.3439

Descriptive statistics

Means and standard deviations (SD) for each question, grouped into the six dimensions are presented in Table 5. Based on the 7-point Likert scales, it can be seen from Table 5 that the most important dimensions (considerably above the Likert midpoint of 4) are “Quality factors” (5.6), “Value factors” (4.87) and “Personal identity factors” (4.67), with the other dimensions having means considerably lower.

Table 5: Item means/standard deviations

Constructs/Questions*	Mean	SD
Quality factors and items	5.60	
Brand name is an important source of info about durability and reliability of motor vehicle	5.45	1.75
I can tell a lot about the motor vehicle from it brand name	5.42	1.64
I use brand name as a sign of quality for purchasing motor vehicle	5.64	1.55
I choose motor vehicle brand because of the quality its represents	5.84	1.43
A motor vehicle brand name tells me a great deal about the quality it possesses	5.67	1.31
Value factors and items	4.87	
I choose vehicle brands because I support the values they stand for	4.61	1.89
I buy vehicle brands that are consistent with my values	5.25	1.68
My choice of motor vehicle is based on the company’s values	4.76	1.86
Personal identity factors and items	4.67	
I choose vehicle brands that helps to express my identity to others	4.45	2.04
Vehicle brands I use communicate important information about the type of person I am	4.76	1.88
I use different motor vehicle brands to express different aspects of my personality	4.28	1.87
I choose motor vehicle that brings out my personality	4.79	1.90
My choice of motor vehicle says something about me as a person	5.04	1.84
Group identity factors and items	3.80	

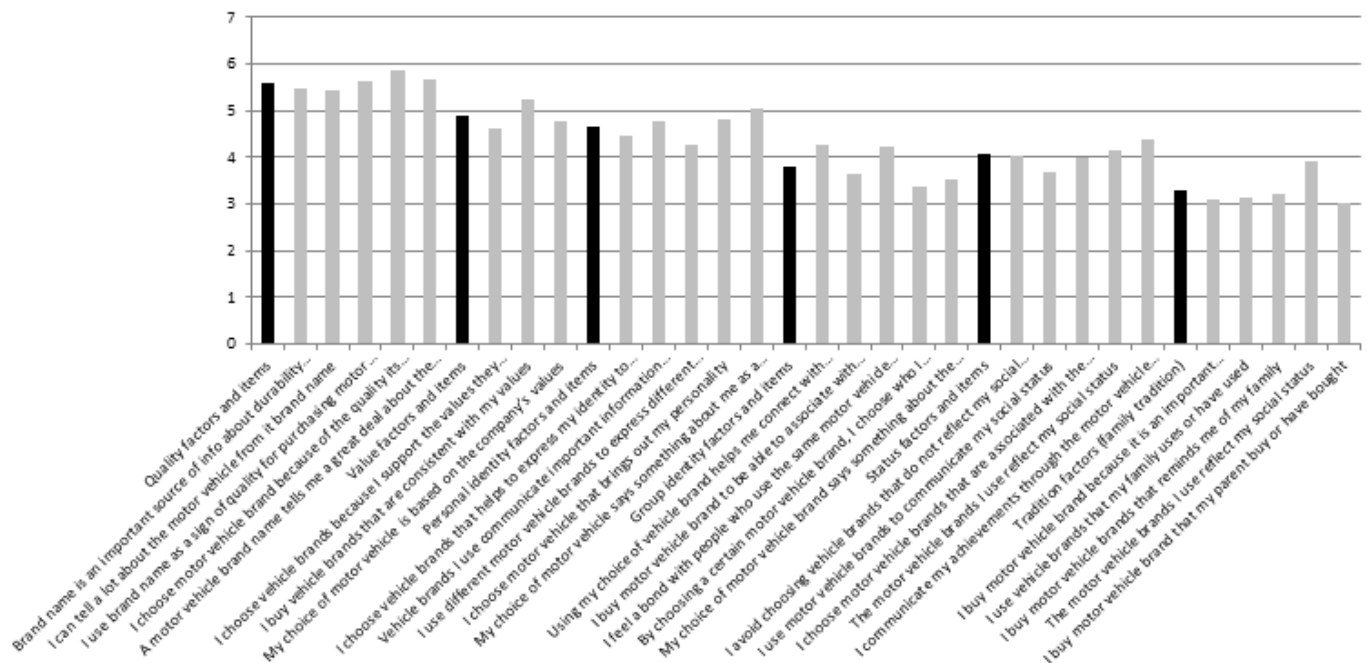
Using my choice of vehicle brand helps me connect with other people and social groups	4.26	1.91
I buy motor vehicle brand to be able to associate with specific people and groups	3.64	1.85
I feel a bond with people who use the same motor vehicle brand as I do	4.23	1.93
By choosing a certain motor vehicle brand, I choose who I want to associate with.	3.37	2.02
My choice of motor vehicle brand says something about the people I like to associate with	3.52	2.02
Status factors and items	4.05	
I avoid choosing vehicle brands that do not reflect my social status	4.04	1.95
I use motor vehicle brands to communicate my social status	3.66	1.91
I choose motor vehicle brands that are associated with the social class I belong to	3.98	1.99
The motor vehicle brands I use reflect my social status	4.16	2.03
I communicate my achievements through the motor vehicle brands I use and own	4.39	2.08
Tradition factors (family tradition)	3.28	
I buy motor vehicle brand because it is an important tradition to my family	3.11	2.09
I use vehicle brands that my family uses or have used	3.15	2.00
I buy motor vehicle brands that reminds me of my family	3.22	1.93
The motor vehicle brands I use reflect my social status	3.92	2.03
I buy motor vehicle brand that my parent buy or have bought	3.01	2.08

* N = 211

** Significance based on chi-square

These findings from the descriptive statistics can be visualised through Figure 1, namely that quality, values and personal identity factors are viewed by both age cohorts as more important than the group identity, status and tradition factors.

Figure 1: Visualisation of constructs



Analysis by construct

To assess whether there were any significant differences between the two age cohorts, a one-way Analysis of Variance (ANOVA) was used to compare the mean differences between the respective age groups. These findings are presented in Table 6.

Table 6: Analysis of variance between the two generations

	Question	Gen X	Gen Y	ANOVA p-value
Quality	Brand name is an important source of information about the durability and reliability of the motor vehicle	5.80	5.38	0.019
	I can tell a lot about the motor vehicle from its brand name	5.67	5.20	0.007
	I use brand name as a sign of quality for purchasing motor vehicle	5.98	5.48	0.002
	I choose motor vehicle brand because of the quality it represents	5.99	5.79	0.198
	A motor vehicle brand name tells me a great deal about the quality it possesses	5.56	5.52	0.818
Value	I choose vehicle brands because I support the values, they stand for	4.80	4.67	0.508
	I buy vehicle brands that are consistent with my values	5.21	5.40	0.285
	My choice of motor vehicle is based on the company's values	4.71	4.61	0.623
Person identity	I choose vehicle brands that helps to express my identity to others	4.49	4.49	0.988
	The vehicle brands I use communicate important information about the type of person I am	4.29	4.50	0.336
	I use different motor vehicle brands to express different aspects of my personality	4.44	4.34	0.644
	I choose motor vehicle that brings out my personality	4.58	4.71	0.545
	My choice of motor vehicle says something about me as a person	4.92	4.74	0.412
Group identity	Using my choice of vehicle brand helps me connect with other people and social groups	3.52	3.48	0.856
	I buy motor vehicle brand to be able to associate with specific people and groups	3.20	3.14	0.760
	I feel a bond with people who use the same motor vehicle brand as I do	3.59	3.60	0.990
	By choosing a certain motor vehicle brand, I choose who I want to associate with.	3.78	3.60	0.418
	My choice of motor vehicle brand says something about the people I like to associate with	2.98	2.87	0.597
Status	I avoid choosing vehicle brands that do not reflect my social status	4.22	3.85	0.079
	I use motor vehicle brands to communicate my social status	3.95	3.85	0.652
	I choose motor vehicle brands that are associated with the social class I belong to	4.01	3.82	0.376
	The motor vehicle brands I use reflect my social status	4.46	4.19	0.220
	I communicate my achievements through the motor vehicle brands I use and own	5.11	4.52	0.006
Tradit	I buy motor vehicle brand because it is an important tradition to my family	3.71	3.17	0.017
	I use vehicle brands that my family uses or have used	3.07	3.19	0.587

	I buy motor vehicle brands that reminds me of my family	3.60	3.38	0.304
	The motor vehicle brands I use reflect my social status	3.61	3.51	0.674
	I buy a motor vehicle brand that my parents buy, or have bought	2.82	3.06	0.276

Although the Generation X means are mostly higher than the Generation Y means, these differences are mostly not statistically significant at the $p < 0.05$ level. No questions for Value, Personal identity and Group identity, and only one each for Status and Tradition, reflected a statistically significant difference between the two groups. Regarding quality, however, three of the five questions showed a statistically significant difference. Therefore, it can be concluded that Generation X tend to use the brand name as an indicator of quality more than Generation Y do. Other than the quality construct, it can therefore be concluded that there is no real difference between the two generational cohorts in their understanding of brand meaning for motor vehicles. This finding was supported by a logistic regression analysis conducted to identify causal relationships amongst the constructs. As seen in Table 7, it is apparent that quality and status factors contribute significantly to the regression model, confirming that they are the most important factors that influence brand perceptions of motor vehicles.

Table 7: Logistic regression

Variables in the Equation		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Quality factor and Items	-0.314	0.111	7.966	1	0.005	0.731
	Value factors and items	0.080	0.087	0.842	1	0.359	1.083
	Personal identity factors and Items	0.121	0.086	1.987	1	0.159	1.129
	Group Identity factor and items	-0.036	0.091	0.157	1	0.692	0.965
	Status factor and items	-0.182	0.087	4.324	1	0.038	0.834
	Tradition factors	0.010	0.088	0.013	1	0.910	1.010
	Constant	2.102	0.701	8.998	1	0.003	8.186

a. Variable(s) entered on step 1: Quality , Value , Personal identity , Group Identity , Status, Tradition

DISCUSSION

The statistical data presented above shows that Generation X tend to hold stronger opinions about the meaning of car brands, but only as indicators of quality, and to a lesser extent, as an indicator of status. Their opinions are significantly different to Generation Y. Generation Y slightly (but not statistically significantly) see brands as extensions of personal identity and are slightly influenced by traditional factors such as family. This makes sense considering Generation Y's individuality, youth and lesser experience. Overall, the respondents'

perceptions of car brands are more linked to personal/individualistic factors rather than group factors like group identity or tradition factors.

Data from both the literature and the empirical study suggest that race does play much role when it comes to motor vehicles brand choices between Generation X and Y. The results further show that both generations perceive the brand to be important when judging vehicle quality (above the Likert scale midpoint of 4), but Generation X clearly has a stronger perception of the link between brand and quality than Generation Y does.

CONCLUSION

Regarding the first objective, namely the perceived meaning of motor car brands, the findings show that brand names are strongly linked to perceptions of the quality of the motor vehicle, and to a lesser extent, consumers associate with brands that match their own values and that suit their own individual personality. Issues related to group identity, status and tradition are less important when considering a car brand.

When considering Objective 2, namely whether there is a difference in the car brand construct between Generation X and Y, Generation X tends to hold strong opinions about the meaning of car brands, especially regarding brands as indicators of quality and status, which are significantly stronger than the perceptions held by Generation Y. Generation Y hold slightly stronger (but not significant) perceptions of brands as extensions of their personal identity, and are also slightly more influenced by traditional factors such as family. This makes sense considering Generation Y tend to be younger and thus less experienced in these matters than Generation X, and so may rely more on older family members or friends and colleagues for advice. However, it must also be remembered that one of the main characteristics of Generation Y is their individualism, which explains the relationship between their brand perceptions and personal identity.

Overall, for both generational cohorts, car brands are more linked to personal/ individualistic factors rather than to group factors. In other words, perceptions of motor car brands are more influenced by how consumers see them from their own personal point of view, rather than how friends, colleagues, etc. see them.

Theoretical and practical implications

The motor industry contributes 7% to South Africa's gross domestic product and exported vehicles to 87 destinations in 2012 (AIEC 2013:7). Following South African President Ramaphosa's Investment Summit, motor companies (BMW, Nissan, Ford, Toyota, Volkswagen and Mercedes-Benz) have pledged to invest R2.7 billion into the South African motor industry. These facts clearly show the importance of this industry to the South African economy. Therefore, a comprehensive understanding of the industry's future customers is essential. This means an understanding of Generation Y, who will provide a large proportion of the industry's future customers, is essential.

Following an extensive Google Scholar search, only two articles on branding in the motor industry in South Africa were identified. Although the one investigates Generation Y, neither of them addresses the specific question regarding brand meaning for Generation Y. Therefore, this study is very important for the future of the South African motor industry and will contribute new academic and practical knowledge about this issue in South Africa.

Recommendations

For motor car marketers

For Generation X, marketers should focus on creating a link between the brand name and the perception of product quality. At the same time, communications and promotions should tie the brand values to the typical values held by Generation X and also stress how the brand typifies the personal identity factors typical of Generation x.

For Generation Y, marketers should focus on how the brand can express the potential buyers' individual personality, reflecting 'me as an individual'. This is in addition obviously to also linking the brand to the quality concept, as this is also important to Generation Y.

For further research

This study suffers from the usual limitations experienced by small surveys, namely a small non-probability sample in a limited area, with a relatively limited focus. Therefore, it is suggested that future research be conducted over a wider geographic area and with a bigger demographic sample. Further research could also differentiate between the perceptions of car owners and non-owners, which was not done in this study. It might also be helpful to know if the type of car owned, or most frequently used, influences the perceived brand meaning.

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Appendix I: Editing certificate

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EDITING CERTIFICATE

Re: Bongumusa Bright Mhlongo

**Master's dissertation: The perceptions of passenger motor vehicle brands
among Generations X and Y in KwaZulu-Natal**

I confirm that I have edited this dissertation and the references for clarity, language and layout. I returned the document to the author with track changes so correct implementation of the changes and clarifications requested in the text and references is the responsibility of the author. I am a freelance editor specialising in proofreading and editing academic documents. My original tertiary degree which I obtained at the University of Cape Town was a B.A. with English as a major and I went on to complete an H.D.E. (P.G.) Sec. with English as my teaching subject. I obtained a distinction for my M.Tech. dissertation in the Department of Homoeopathy at Technikon Natal in 1999 (now the Durban University of Technology). I was a part-time lecturer in the Department of Homoeopathy at the Durban University of Technology for 13 years.

Dr Richard Steele

9 July 2020

per email

Appendix J: Turnitin report

Meaning of motor car brands

by Bright Mhlongo

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