



Article Title

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

Citation

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Abstract

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

Summary

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

As for academics'3 this study provides important implications as well. The study provides an extension on literature on the proposed variables that could potentially be useful to academicians in their research on consumers and brands implying that academicians stand

to gain a comprehensive understanding of the South African youth market as far as luxury goods are concerned through utilizing the findings of this study. The way a brand advertises and appeals to the consumer's self-congruity plays a big role in the attitude and perceived brand value of the township youth consumer. In the context of this study, brands who aim to target the South African youth market should take the township youth into consideration when designing market communication strategies. Brands should actively engage with people of these communities and have a greater physical presence in order for the consumer to derive more value.