STUDENT NAME	MEDDAS CHARLES HLEBELA
STUDENT NUMBER	8609052M
DEGREE	MASTER OF MANAGEMENT IN STRATEGIC MARKETING (MMSM)
FACULTY	COMMERCE, LAW AND MANAGEMENT
RESEARCH TOPIC	PREDICTORS OF STATUS CONSUMPTION AMONG YOUTH IN SOUTH AFRICAN TOWNSHIPS
SUPERVISOR	PROFESSOR RICHARD CHINOMONA
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DEDICATION

I dedicate this dissertation to my beloved wife and son; they have been an inspiration to me during my academic journey.

ABSTRACT

The study investigates motivations for youth living in townships, which are low-income areas, to purchase status products despite the difficult economic conditions.

The study looks at existence of a relationship between status consumption and the need for enhanced social recognition and self-esteem. The study also investigates existence of positive relationship between the high quality and high price of products and the desire among youth in townships to purchase them.

The research philosophy used to undertake the research is positivist and the research paradigm utilised is deductivism. A quantitative research approach was utilised to conduct this study and cross-sectional research design was used.

The research results established that the relationship between social recognition and status consumption is noteworthy at p-value of <0.001, which indicates existence of a positive relationship. The association is relatively solid (β1= 0.71). Results also indicated existence of a significant relationship between self-esteem and status consumption at p-value of <0.001. The association is relatively solid (β1= 0.69), which implies presence of a positive relationship. The research results further indicated the existence of an association between quality and status consumption at p-value of <0.001, the association is relatively strong (β1= 0.22). The results also indicated the presence of a significant positive relationship between price and status consumption at p-value of <0.001 and the association is relatively solid (β1= 0.31).

The research results indicate that the research's hypothesis is valid and adequate. The findings further confirm that social recognition, self-esteem, price and quality all have a positive effect on status consumption among youth in townships. However, the research results indicate that quality has the weakest impact on status consumption.

DECLARATION

I, Charles Hlebela, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Management in Strategic Marketing at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other University.

Charles Hlebela

Signed at Northriding, Randburg on 18 June 2019

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TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1: OVERVIEW OF THE STUDY

1.1 Introduction

Mai and Tambyah (2011) argue that the consumption of products to display prestige is a remarkable aspect of customer behaviour that has a significant contribution theoretically, and for managerial decision-making purposes.

Grossman and Sharpiro (1988) define status products or goods to be products that make the owner to have a sense of prestige when using them or when shown in public, besides the goods' functionality. Phau and Prendergast (2001) support this definition and contend that luxury brands "evoke exclusivity, have a well-known brand identity, enjoy high brand awareness and perceived quality" (p.2).

Deeter-Schmelz *et al.* (1995) have described status to be "an individual's preference for shopping in clothing stores where the combination of patron status, store type and atmosphere, merchandise price, quality, branding, and fashion combine to create a particular prestige level" (p.3).

According to Vigneron and Johnson (1999), prestige behaviour can be defined in five values. They further combined these values with five motivations and categorised prestige consumers into the following five distinct categories:

Table 4.1: Consumer categories

Category	Value	Motivation
Veblen effect	Visible	Assign significance on price as a sign of status, main purpose is to impress.
Snob effect	Exclusive	See price as sign of exclusiveness.
Bandwagon effect	Group	Price not important as symbol of status but place more importance on impact to others when utilising status products.
Hedonic effect	Emotive	Concerned with personal opinions and emotions. Less focus on price as symbol of status.
Perfectionism effect	Superiority	Trust personal insight on item's quality and utilise price as additional confirmation of quality.

Source:(Vigneron and Johnson, 1999)

Amatuilli and Guido (2012) contend that the luxury market has increased globally notwithstanding the current economic challenges. Bain (2012) indicates that the luxury market is projected to be a trillion-dollar market in the coming five years.

Besides the growing luxury market, the challenge is how best to market the luxury products. In this regard, more insight about users of these status goods is vital, particularly what motivates them to buy these products. This will enable marketers to develop and effectively implement better informed marketing strategies.

Bain (2012) contends that old marketing strategies will not be effective as there has been many changes in this market. Bain (2012) further argues that more focus is on distinctiveness, amusement and the practical elements of status products. Truong et al. (2008) identified that consumer research has ignored the area of status consumption. Even though status consumption has been ignored, Rucker and Galinsky (2008) affirm the importance for marketers to define the factors that motivate status consumption and the conditions under which the status consumers will consume status products.

1.2 Research background and context

Scheetz and Garbarino (2004) describe prestige consumption to be acquisition and exhibition of costly goods or items with the objective to show off and seek recognition of the affluence.

They further define status consumption as utilisation any goods or items with the resolve of displaying affluence especially when the goods are used or displayed in public.

Mason (1992) contends that consumption of status products is not limited to income only but goes further than that. Husic and Cicic (2009) argue that all luxury goods users are prepared to spend lots of money buying prestige items irrespective of a person’s standing in society.

This study looks at what motivates consumption of status products by youth in South African townships. In South African townships, young people are increasingly buying status items, mainly expensive international brands. The youth have taken this tendency to another level where they hold events to compete with each other regarding how many of these status products one possesses. This has reached a stage where they literally burn these valuable products to make a point that they have them in abundance and show off to their peers that they can afford these items.

Mnisi (2015) contends that youth groups such as *izikhotane* in Daveyton, engage in these mock battles of burning status products to generate a high status by suggesting that they have these commodities in abundance, when this is not the case.

This study looks at the motivation of the youth in townships to purchase status products. The research investigates possible relationship between status consumption and people's desire to achieve enhanced social recognition and self-esteem. The study also investigates if there is any relationship between the high quality and high price of products and the desire among youth in townships to purchase them.

Mahajan (2014) contends that countries globally are divided into two separate areas that are urban and rural. Mahajan (2014) argues that archetypal simulations of growth expect rapid development of urban areas that will result in the migration of people from the rural to the urban areas, thereby lifting the average income of both places.

However, the situation is different in our country due to a deliberate social and political machination. Residential settlements termed townships were created by the apartheid regime and reserved for blacks. Mahajan (2014) argues that townships and informal settlements are not entirely linked with the urban systems.

Mahajan (2014) describes townships as "similar to the slums in much of the developing world, although never was a slum formed with as much central planning and purpose as were some of the larger South African townships. Informal settlements in particular contain masses of people compactly huddled together in grim living conditions, evoking images of many a large urban slum. They are also a destination of choice for aspiring urban migrants wanting a foothold in the urban job market" (p.1).

Townships and informal settlements are characterised by underdevelopment, poor infrastructure, high unemployment, low household incomes and poverty.

Consumers living in predominately black areas are at the bottom of the pyramid, given their low-income levels. The study investigates what motivates youth at this bottom of the pyramid to purchase expensive status symbol products.

Research has indicated that buyers at the base of the pyramid are progressively becoming lucrative, mainly because of their huge numbers. Khare and Rakesh (2010) suggest that marketers in recent years have tend to focus on developing countries. They further contented that consumers in the low-income market have become more conscious about the importance of brands and the recognition of the self.

Prahalad (2006) pioneered initial emphasis on users or buyers at the base of the pyramid. He argued that although consumers uppermost on the pyramid are wealthy (one billion consumers in Prahalad's categorisation earning more than $20 000 US per year, or approximately R150 000), their continuing appeal will soon reach its capacity due to present high market penetration.

On the other hand, future prospects of consumers at the base of the pyramid look promising (four billion consumers in Prahalad's categorisation earning less than $2 000 US per year, or approximately R15 000), it is projected to grow at an increased rate going forward.

1.3 Problem Statement

The research problem is to investigate motivations for youth living in townships, which are mainly low-income areas, to purchase status products despite the difficult economic conditions they are experiencing. According to StatsSA (2011), South Africa's Gini coefficient has decreased from 0, 67 in 2006 to 0, 65 in 2009.

There is currently limited information on status consumption in low income areas. This is due to previous studies conducted on status consumption focused on the middle and upper class. This study seeks to close this information gap with its focus that is looking at the base of the pyramid.

The triple challenges of poverty, inequality and joblessness have resulted in the mushrooming of informal settlements in townships, particularly in Gauteng, as people seek out employment.

According to StatsSA (2014), there has been a huge percentage decrease of individuals that live under the upper-bound poverty line between 2006 and 2011. The percentage of people living in poverty in 2006 was 57, 2%.

One of the triple challenges facing South Africa, inequality, was found to be prevalent within the black African majority in 2011. There has been an increase in the Gini coefficient among the African majority from 0,54 in 2006 to 0,56 in 2009. The Gini coefficient among blacks was 0,55 in 2011. The levels on inequality among white citizens was found to be low and the score was 0,42 in 2011.

According to Census 2011, one key challenge facing South Africa is unemployment. The Quarterly Labour Survey (2017) indicates a huge upsurge of unemployed people. The number has increased by 433 000 in the first quarter of 2017. The survey findings indicate the official unemployment rate in South Africa to be 27.7% and for Gauteng to be 29.2%.

According to the Community Survey (2016) published by Statistics South Africa, Gauteng’s poverty headcount is 4,6% and intensity of poverty is 44,1%. The CS (2016) findings indicate the intensity of poverty in various municipalities in Gauteng as follows: Sedibeng is at 42,9%, West Rand 44,7%, Ekurhuleni 44,7%, City of Johannesburg 44,1% and City of Tshwane at 43,1%.

1.3.1 Main Problem

To understand the relationship between status consumption and social recognition, self-esteem, quality and price and determine how they influence or motivate youth in purchasing status products.

Truong *et al.* (2008) identified that consumer research has ignored the area of status consumption. Even though status consumption has been ignored, Rucker and Galinsky (2008) affirm the importance for marketers to define the factors that motivate status consumption and the conditions under which the status consumers will consume status products.

1.3.2 Sub-problem 1

Determine a positive relationship between a need for enhanced social recognition and status consumption among youth in townships.

1.3.3 Sub-problem 2

Examine the relationship between a need for enhanced self-esteem and status consumption.

1.3.4 Sub-problem 3

To what extent does the desire for good quality influence youth to purchase status products in South African townships.

1.3.5 Sub-problem 4

Determine a positive connection between price and status consumption among youth townships.

1.4 Objective of research

The study is aimed at investigating the presence or existence of relationship or association between consumers that consume or purchase status products or goods and the desire or aspiration for social recognition and self-esteem among youth in South African townships. It also investigates the relationship between status consumption, quality and price.

Consumers in low-income segment are increasingly becoming attractive target market, mainly because of their huge numbers. Khare and Rakesh (2010) suggest that marketers in recent years have tend to focus on developing countries. They further contented that consumers in the low-income market have become more conscious about the importance of brands and the recognition of the self.

Amatuilli and Guido (2012) contend that the luxury goods industry is growing globally notwithstanding the current economic challenges. Bain (2012) indicates that the luxury market is projected to be a trillion dollar market in the coming five years.

Besides the growing luxury market, the challenge is how best to market the luxury products in the low-income market. In this regard, gaining more insight on buyers of these luxury goods is essential, particularly what motivates them to buy these products. This will enable marketers to develop and effectively implement informed marketing strategies.

Bain (2012) contends that old marketing strategies will not be effective as there has been a lot of changes in this market. Bain (2012) further argues that more focus is on distinctiveness, amusement and the practical elements of status items.

1.5 Aims of the study

The study considered both the hypothetical as well as empirical objectives.

1.5.1 Theoretical

This research evaluated the following theoretical relationships of the study's conceptual framework:

- Social recognition
- Self-esteem
- Quality
- Price
- Status consumption

1.5.2 Empirical objectives

The empirical objectives of this research focus on four relationships:

- Determine a positive relationship between a need for enhanced social recognition and status consumption among youth in South African townships.
- Determine a positive relationship between a need for enhanced self-esteem and status consumption.
- To what extent does the desire for good quality influence youth to purchase status products in South African townships.
- Determine a positive relationship between price and status consumption among youth townships.

1.6 Research questions

The research's focus is on the following:

- To what extent does social recognition influence status consumption among youth in South African townships?
- Does self-esteem influence status consumption among youth in South African townships?
- To what extent does quality influence status consumption among youth in South African townships?
- Does price influence status consumption among youth living townships?

1.7 Justification/significance of research

Status consumption is a critical concept in marketing and consumer research. Studies have found that a large number of consumers spend most of their disposable income on status related products.

Status consumption is not only happening in advanced nations like America, developing countries are also experiencing an increase in status consumption.

Heaney, Goldsmith and Jusoh (2005) emphasise the importance of having a deeper appreciation of status consumption as it will greatly contribute to the theoretical knowledge and literature of this behaviour. Also, it will provide marketers with critical information to assist in developing effective marketing strategies targeting status consumption consumers.

Anecdotal observations indicate that status consumption is also taking place in South Africa, particularly in townships and informal settlements. This study is important to have an empirical understanding of the motivation/s behind this kind of behaviour, particularly among the youth living in these areas regarded to be at the bottom of the pyramid, given their low-income levels.

The study looks at the relationship between the aspirations of youth in townships in achieving high social status or recognition and their consumption of ‘status’ products or goods that are usually expensive. The study also looks at the relationship between self-esteem or self-actualisation and prestige utilization.

This research is unique as it endeavour to understand predictors or motivation of youth living in low-income areas to buy expensive products.

1.8 Research limitations

Limitations of the research could have been the delay in the distribution and collection of information. Another challenge was time spent completing survey question sheet as some respondents may have had difficulty in reading and understanding English. However, research assistants assisted respondents that might have had this challenge but this meant that more time was required to complete the questionnaire.

1.9 Definition of terms

- **Status consumption:** It's the importance a purchaser has to increase his or her social position in society through utilising goods that are conspicuous and signify the person's status and those close to them (Eastman and Eastman, 2015).
- **Status utilisation:** Refers to the use or consumption of status goods or products. Status consumption and status utilisation will be used interchangeable in this study.

  Conspicuous consumption: The propensity for persons to boost their appearance, through obvious utilisation of goods conveying prestige to other people (O'cass and McEwen, 2004)**.** It alludes to expenses incurred not for usage but to confer status to inflate a person's sense of self (Veblen, 1934).
- **Status:** A type of influence comprising of admiration, esteem as well as jealousy from other people (Csikszentmihalyi and Halton, 1981).
- **Status seekers:** Persons who are constantly trying to encircle themselves with noticeable proof of ubiquitous brand they are asserting (Packard, 1961).
- **Self-esteem:** Self-esteem articulates an approach of endorsement or displeasure of self; it's a self-evaluation reflecting about people's perceptions of themselves as individuals; it shows the level to which persons have confidence in themselves, indicating judgement of own value (Pierce *et al.* 1989).
- **Quality:** Refers to superiority or fineness. Perceived quality is described as the purchaser's decision regarding a good's total quality or fineness (Zeithaml, 1988).
- **Price:** The sum of cash that shoppers must pay to purchase an item or goods (Goldsmith, Flynn and Kim, 2010).
- **Hedonic consumption:** Describes those aspects of customer behaviour that relay to more than one sense, imaginary and emotional characteristics of an item usage experience (Hirschman and Holbrook, 1982).

1.10 Assumptions

The assumptions in establishing the base line for this research are as follows:

- The sample size is of the survey respondents is a correct representative of the youth population in South African townships.
- The survey respondents consume status products.
- The survey findings can be generalised for other low-income consumers.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

There is limited marketing literature on status consumption, particularly focusing on low-income consumers. Existing literature proposes that consumption of status products can be internal and external, or both.

According to Wiedmann, Hennings and Siebels (2009), the motives for status consumption are internal. Shukla (2011) contends that the motives for status consumption are external. However, various authors such as Amatulli and Guido (2012), Kapferer and Bastien (2009) and Tsai (2005) propose that motives for status consumption are both internal and external.

Amatulli and Guido (2012) argue that the current literature in the marketing field has not adequately addressed the external and internal dichotomy as stimulus for prestige utilisation. According to Eastman and Eastman (2015), status consumption that is externally motivated is closely related to conspicuous consumption, snob appeal or the bandwagon effect. They further argue that status consumption that is externally motivated is more likely to result in an increase in public consumption of products that have status symbols and consumption that is more conspicuous. Eastman and Eastman (2015) maintain that consumption of status products that is internally motivated is related to hedonic consumption, perfectionism and the idea of rewarding oneself with status or luxury products. They further assert that consumption of status products that is internally motivated is likely to end in secretive or restrained utilisation of prestige items.

2.2 Status consumption

There are numerous definitions of status consumption in literature, all concentrating on the motive (external and/or internal) for such consumption.

Eastman, Goldsmith and Flynn (1999) explain prestige utilisation as a practice in which people seeking to elevate their social status are continuously motivated to purchase products perceived to indicate their high social status and those with whom they associate. Eastman *et al.* (1999) further maintain that consumers from all social levels may buy costly products in relation to their earnings and social backgrounds. According to O'cass and Frost (2002), conspicuous utilisation as well as prestige utilisation are not different. They further argue that the two have frequently been treated as similar. Bevan-Dye, Garnett and De Klerk (2012) confirm this view when they argue that literature tends to use status and conspicuous consumption as meaning same thing.

The notion of conspicuous consumption originates from the work of Veblen (1899) Veblen argued that it is people who are wealthy who often purchase extremely conspicuous items or services to publicly show their riches. Veblen further argues that by publicly displaying their wealth, they in turn, achieve greater status. Memushi (2013) holds a contrary view to Veblen that conspicuous consumption is only limited to the wealthy. Memushi (2013) argues that people from the lower class can also engage in conspicuous consumption. He maintains that it is not only individuals who are wealthy who engage in conspicuous consumption, but individuals from the middle and working class do also engage in kinds of behaviour to achieve status or prestige.

Memushi (2013) describes conspicuous consumption to mean utilisation of products or items that is mostly motivated by the need or desire to demonstrate their ability to afford or pay for those services. In this regard, Memushi (2013) furthers states that consumers who purchase and consume conspicuous goods or services are motivated not only by the material need that these goods can satisfy, but they are also motivated by social need, such as prestige.

Eastman *et al.* (1999) further support Memushi's view, articulated above, when they contend that consumers who purchase products or goods that signal a high status will purchase those products, regardless of their level of income or the level of their social class. They maintain that consumers who purchase products for status prefer products that represents status to themselves as individuals and to their circle of friends. In this regard, they argue that as the desire of achieving status increases, consumers will also accelerate utilisation of status goods or items that will enhance their prestige.

Madinga, Maziriri and Lose (2016) describe "status consumption as the individual nature of possessing status goods both for inner reasons (self-reward, without showing the product to the public) and/or external reasons (to show wealth through public display of products)" (p.131). This definition was affirmed by Eastman and Eastman (2015)'s definition that "Status Consumption is the interest a consumer has to improve one's social and/or self-standing through consumption of consumer products that may be conspicuous and that confer and symbolize status for the individual and surrounding significant others" (p.3).

2.3 Social recognition

Marcoux, Filiatrault and Cheron (1997) explained the public display of prestige items as an aspect of conspicuous utilisation. They further argued that relational influence and display of social prestige were common variables from the meaning of conspicuous utilisation scale.

Heaney, Goldsmith and Jusoh (2005) contend that consumers purchase products to gratify social needs. They further argue that goods that are seen to possess high prestige indicate the high-status level of the owner and also assist them to be acceptable and be part of high social levels.

Kastanakis and Balabanis (2011) maintain that status utilisation seeks to gratify both the individual's quest for self-gratitude and the need for acknowledgement by others. They further argue that status consumption, in the case of bandwagon consumers, drives people not just to become members of the group, but to get admiration and social prominence.

Schiffman, Kanuk and Wisenblit (2010) define status as the classification of people within a society according to wealth, influence and esteem or reputation. Schiffman *et al.* (2010) further posit that a person's social status is mainly measured by how much they earn, their type of job and education standard.

Eastman and Eastman (2015) contend that the motivation to consume status goods or products is motivated by external and internal factors. They further suggest that externally motivated status consumption is related to conspicuous consumption and status consumers are susceptible to take part in conspicuous consumption. Eastman and Eastman (2015) further suggest that status consumption that is internally motivated is likely to result in subtle or private consumption of status products or goods.

Nwankwo, Hamelin and Khaled (2014) maintain that shoppers pursue status possessions to show group affiliation, classify themselves and demonstrate their social standing. Nwankwo *et al.* (2014) further contend that with the ownership of status goods, fulfilment comes mainly from goods or product's scarceness and social exclusivity.

The findings of Kaus (2013) indicate that coloureds and blacks in South Africa purchase approximately 30 and 50 percent more on noticeable consumption products and items compared to whites.

Eastman *et al*. (1999) describe prestige utilisation as consumers driven by aspiration for status. They further argue that status consumption is independent of particular status elements, such as earnings or level of social class position. This view is confirmed by the behaviour of youth in townships, where they purchase expensive goods and burn them just to show off to their friends that they can afford to do this, or they have these goods in abundance.

Mnisi (2015) argues that the behaviour of *izikhothane*, the youth who purchase expensive clothes and burn them in public, is indicative of their aspirations in the democratic situation and “they are burning to consume- both in the literal and the figurative sense” (p.352).

This research seeks to explore presence or existence of a positive association or link between the need for enhanced social recognition by the youth in townships by purchasing of status goods that are more visible and expensive.

2.4 Self-esteem

Subrahmanyan and Gomez-Arias (2008) maintain that people who cannot fulfil their self-esteem or self-actualisation needs will search for other ways to replace that gap. In this regard, they argue that low-income households purchase expensive products that have high visible social standing to enable them satisfy the need for high social prominence.

Fontes and Fan (2006) affirm that when people feel the absence of traditional high social status indicators such as wealth, they tend to consume social status products that are easily perceived as high social status symbols

Belk (1988) contends that need for material accumulation is a key motivator to and consideration of people’s characteristics.

Claiborne and Sirgy (2015) maintain that people have professed personal perception connecting to their personal being and always endeavour reserving, improving and transforming their appearance by acquiring/consuming goods they view significant.

According to Kastanakis and Balabanis (2014), other people are inclined to put emphasis on their inner domain and self-centred objectives. They further argue that these people tend to emphasise their distinctive individual characters and qualities and de-emphasise other persons. This type of a person has an independent self and dissociate themselves from other people. They are also not conventional and the display of their particular taste takes priority above social intentions.

Kastanakis and Balabanis (2014) further argue that contrary, there are those that put emphasis on relational domain and thoughts or feedbacks of other people. They are more focused on their physical appearance to the public. They have an inter-dependent self and emphasise relationship with like-minded people and conformity to in-groups or materialistic groups. Kastanakis and Balabanis (2014) maintain that customers with self-confidence display individual preference in luxury consumption. However, Ackerman and Chung (2012) argue that shoppers with an interdependent-self tend to focus mainly on the social purpose of luxury utilisation.

2.5 Quality

Zeithaml (1988) suggests that quality can be described largely as superiority or fineness. Zeithaml (1988) further maintains that there is a difference between perceived quality and objective or actual quality. He defines perceived quality as the conclusion or judgement that a consumer has about the superiority of a product and objective quality as quantifiable and provable superiority on some pre-set standard.

Zeithaml's view that there is a difference between perceived and objective quality is confirmed by various researchers, which include Parasuraman, Zeithaml and Berry (1985) and Jacoby (1977).

Tsai (2005) affirms that luxury brands are assumed to have superior quality and presentation when comparing them to brands considered to have no luxury in similar product group.

Eastman and Eastman (2015) identified the desire for quality products as another motivation for consumers to buy expensive luxury products. They further observed that those consumers who have internal motivations to buy status products may be interested in the quality while consumers with external motivations might be worried with what these represent within their social groups.

2.6 Price

Price has been defined by Goldsmith, Flynn and Kim (2010) as the amount of money that consumers must give up to acquire a product. Zeithaml (1988) argues that a price, looking at it from the customer's point of view is what is given up or forfeited to get an item or goods.

Wiedmann, Hennigs and Siebels (2009) maintain that people attach or associate highly priced products with good quality and high social standing. They argue that people seeking high social status recognition are inclined to use a highly priced product to measure its importance. In this regard, people motivated to be associated with high social status people will be motivated to buy highly priced products.

2.7 Measurement instruments

In measuring the constructs, the study adapted and adopted measurements instruments utilised to undertake surveys on status consumption. These are instruments used or created by Eastman *et al.* (1999), Kilsheimer (1994), Richins and Dawson (1992), Lennox and Wolfe (1984) and Moschis (1981).

The constructs were measured using established scales. 5-point Likert scale was utilised. 1 indicating a strong disagreement and 5 indicating a strong agreement.

2.8 Conclusion

Literature review indicates that very few studies have been done looking at status consumption at the base of the pyramid. Most of the surveys conducted on status consumption were mainly focusing on the middle and upper-class consumers.

The very few studies conducted on status utilisation at the base of the pyramid have found presence of a relationship or association between status consumption and materialism, social standing and recognition.

This study contributes to literature on status consumption as few studies have been conducted focusing on the bottom of the pyramid, particularly youth living in townships and informal settlements.

With the growing number of luxury goods consumers, it’s critical to have more insight on these consumers, mainly what inspires them to buy these products. This will enable marketers to develop innovative and informed marketing strategies. The old conventional marketing strategies will not be effective as this is a new market that requires new and innovative strategies. As confirmed by Rucker and Galinsky (2008), factors and conditions that influence status consumption must be determined and understood.

South Africa has witnessed an increasing number of internationally recognised luxury shops established in the country. In addition, there is a growing trend of shopping malls established in townships. This study will enable marketers to correctly position and build the desired status image for their brands.

2.9 Conceptual model and hypothesis statement

Below is the study's conceptual model:

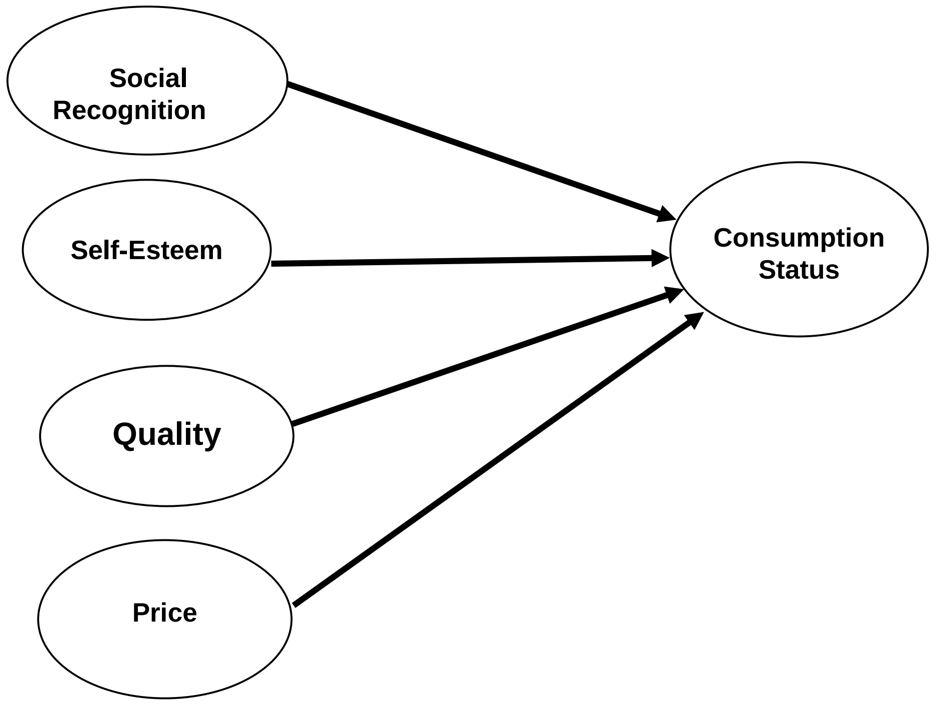

Figure 2.1: Conceptual Model

2.9.1 Hypothesis Statement

A hypothesis is a statement of what the study seeks to investigate. Two well-known types of hypotheses are null and alternative hypothesis. Prasad, Rao and Rehani (2001) describe null hypothesis as a statement supposed to be correct or utilised as a foundation for deliberation but has not been substantiated. Prasad *et al.* (2001) further define alternative hypothesis as a declaration of what a hypothesis assessment is established to ascertain.

The study has four identified hypothesis based on the above conceptual model:

2.9.1.1 First Hypothesis

Null hypothesis: There is no positive relationship between social recognition and status utilisation among youth in townships.

Alternative hypothesis: There is a positive relationship between social recognition and status utilisation among youth in townships.

2.9.1.2 Second Hypothesis

Null hypothesis: There is no positive association between self-esteem and status consumption among youth in townships.

Alternative hypothesis: There is a positive association between self-esteem and status consumption among youth in townships.

2.9.1.3. Third Hypothesis

Null hypothesis: There is no positive relationship between quality and status utilisation among youth in townships

Alternative hypothesis: There is a positive relationship between quality and status utilisation among youth in townships.

2.9.1.4 Fourth Hypothesis

Null hypothesis: There is no positive association between price and status utilisation among youth in townships.

Alternative hypothesis: There is a positive association between price and status utilisation among youth in townships.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

Philosophy utilised to undertake the research is positivist. Coviello and Jones (2004) describe a positivist research philosophy as focusing on explaining and predicting causal relationships between variables and constructs.

3.2 Research strategy/paradigm

The research paradigm utilised in conducting this study was deductivism.

Lawson (2006) describes deductivism as mainstream economics. He further explains that any method of descriptive undertaking that relies upon closed systems is deductivism. Lawson (2006) further argues that conventional economics is a form of deductivism that posits functional relations, assuming closures of causal sequence.

The paradigm of a study is also alluded to as study methodology or study worldview. Bryman and Bell (2015) described research paradigm as “a general orientation to the conduct of business or social research” (p.18). This could be surveys conducted for social or business objectives. Various definitions explain that surveys are undertaken to find a solution or to address a specific issue. Blumberg, Cooper and Schindler (2011) contend for the necessity to have an organised or orderly methodology in undertaking surveys. Survey paradigm is further described as a type of examination done following an organised or methodical approach. Blumberg *et al*. (2011) further indicate that research is performed or undertaken to meet the objective of resolving an issue or difficulty that has been identified.

There are three research strategies or techniques which are: qualitative, quantitative and mixed.

This study utilised the quantitative research approach.

Quantitative research is essentially about numbers or amounts. This relates to the information gathering process and the evaluation/analysis of the information. One shared component in the different explanations that seeks to define quantitative research technique is the significance put on the measurement of information.

Zikmund *et al.* (2013) defined quantitative research as “business research that addresses research objectives through empirical assessments that involve numerical measurement and analysis" (p.134). Bryman and Bell (2015) placed emphasis on the evaluation of information to be the focal point of quantitative study methodology. This posture was affirmed by Kumar (2011) when clarifying that quantitative survey procedure is mostly about estimation of factors. Kumar (2011) additionally contends that the method utilised in embarking on a quantitative survey is objective.

The quantitative research procedure was fitting for this investigation as it aimed to gather information from an extensive number of respondents. This survey approach also contributes in guaranteeing that the survey outcomes are universal. Kumar (2011) contends quantitative survey to be appropriate for measuring a huge sample. Kumar (2011) indicates that because of expansive number of people to be investigated, survey results are essentially viewed as dependable, valid and can be regarded as generally applicable.

Quantitative research system was effectively used in different examinations. In the investigation done by Eastman, Iyer and Thomas (2013), this research system was used. The examination took a gander at the presence of a connection between status utilization and shoppers being cognizant about the brand they were buying and on the off chance that they were propelled by their unwaveringness to the brand. The examination likewise needed to see whether these purchasers were impacted by their high mindfulness, uniqueness, purchasing on drive and on the off chance that they view shopping as a component of their recreational movement.

The examination led by Grotts and Widner (2013) concentrated on the utilization conduct of the millennial shoppers. The examination targeted exploring if millennial customers are utilizing the acquiring of purses as a materialistic trifle. Goldsmith, Flynn and Kim (2010) focused on discovering the connection between status utilization and value affectability.

The three examinations depicted above utilised a quantitative survey methodology. This methodology was utmost fitting taking into consideration the huge number of survey respondents the investigations overviewed. Kumar (2011) affirmed this by declaring that quantitative survey worldview remains the best approach when measuring or surveying a huge population.

The quantitative research technique was used for this investigation, as the proposed survey participants to be examined was huge. This quantitative methodology is proper if the population to be examined is large.

3.3 Research Design

Research design could be explained to mean configuration or framework utilised to conduct survey. Bryman (2012) defined it as "a framework for the collection and analysis of data. A choice of research design reflects decisions about the priority being given to a range of dimensions of the research process such as causality and generalization" (p.715). Writers such as Zikmund *et al.* (2013) called it blueprint, whereas Bryman (2012) termed it a system. Blumberg, Cooper and Schindler (2011) maintained that it's a plan utilised for giving explanations to survey questions as well as to attain purpose/goal of the study. A total of five general survey configurations were specified by Bryman (2012), and these are "cross-sectional design, longitudinal design, case study design, comparative design and experimental design" (p.715).

This research utilised cross-sectional.

Bryman (2012) defined cross-sectional as " the collection of data on more than one case (usually quite a lot more than one) and at a single point in time in order to collect a body of quantitative or quantifiable data in connection with two or more variables (usually many more than two), which are then examined to detect patterns of association" (p.40). Kumar (2011) affirms the design to be appropriate for studies aimed at discovering the predominance of a condition, difficulty, outlook or matter by including a cross-section of the population.

This study design was utilised by Eastman and Eastman (2011) when they studied the existence of an association between status utilisation and economic perceptions. The investigation was to ascertain presence of an association or connection between status utilisation and customers' perceptions regarding value, price and brand. Goldsmith *et al*. (2010) also employed this design in their research intended to investigate impact of prestige utilisation and the extent to which the price of an item or goods influence customer's buying conduct. The same design was utilised by Grotts and Widner (2013) when investigating the buying behaviour of millennial generation, to ascertain whether they were buying handbags to demonstrate their social prestige.

All research surveys that have been explained opted to use cross sectional study approach because it's deemed suitable when the survey is aimed at determining the presence of a relationship or link amongst factors. This survey design is suitable when conducting studies intended to establish presence of commonness regarding a matter, condition or difficulty (Kumar 2011).

All research described above achieved their objectives or aims they set to achieve by using cross sectional design. They successfully managed to measure data/ information gathered and most significantly, the three research surveys were able to ascertain the patterns or tendencies between variables.

Cross sectional research configuration was of advantage to this investigation as it similarly intended to define the presence of relationships between variables.

The research plan of this investigation was undertaken utilising a survey questionnaire that was structured.

3.4 Research procedure and methods

3.4.1 Information gathering tool

Information gathering tool has been described by Bryman (2012) to refer to survey questionnaire. Blumberg *et al.* (2011) confirm this description and reiterate that they are amongst tools utilised to gather or register information. They also maintained existence of different tools that can be employed in gathering of information. These tools include survey documents that have spaces to be used for entering information or to be completed when undertaking the investigation. Bryman (2012) demonstrated that an information gathering instrument is structured by the researcher to be able to undertake an investigation that is aimed to ascertain and find solution to resolve a survey problem. Information collection has been defined by Zikmund *et al.* (2013) to mean a procedure utilised to gather/accumulate information. In addition, they demonstrate how information is gathered using technology such as capturing or recording information on machines. An illustration of this can be information that has been scanned and studies conducted electronically or online. The two kinds of information gathering instruments are through conducting interviews and observations.

The information gathering instrument employed in this investigation was through conducting interviews.

Bryman (2012) defined interview as "a collection of questions designed to be asked by an interviewer. An interview is always used in a structured interview" (p.712). Blumberg *et al.* (2011) maintain that it's an accumulation of inquiries which are utilised during the meeting or discussion. Bryman and Bell (2015) explained the process of conducting face to face interview as follows "an interviewer stands or sits in front of the respondent, asking the latter a series of questions and writing down the answers" (p.148).

The survey information gathering instrument structure refers to the inquiries that are recorded in a survey questionnaire, which a person conducting the interview uses to lead an interview. Bryman (2012) contends that interviews that are structured utilise an information gathering format. The following are three identified formats: unstructured, semi- structured and fully structured. The current survey utilised a fully structured information gathering instrument.

Bryman (2012) asserts that a fully structured information gathering instrument is portrayed by having numerous inquiries that are intended to accomplish a similar goal or motive. The person asking the questions follow the prepared question sheet. Respondents provide particular answers as they are requested to respond. Zikmund *et al.* (2013) attest this by affirming that the interview questions are structured in such a manner that guides the respondent with regards to the number of responses they can offer.

A fully structured information gathering instrument is suitable to gather information of an investigation that aims to ascertain connection or link between variables and the information gathered is supposed to be measured. The information gathering instrument is appropriate for this research as the investigation is intended to determine the presence of a connection or link between variables.

Various research that considered utilising a quantitative technique have utilised a survey questionnaire to gather information or data. A completely designed information gathering tool was utilised by Grotts and Widner (2013) when conducting research. The research took a gander at prestige utilisation of millennial shoppers, particularly looking at prestige utilisation and conspicuous utilisation. Their investigation determined presence of a link in relation to millennial’s buying expensive/high quality goods and creation of perception of possessing those goods. Their investigation utilised prepared question sheet, which was managed by electronic means in gathering information. Prepared question sheet was a fitting tool in gathering important information. Utilising a survey questionnaire was beneficial to this investigation as the research also looked at the existence of relationships between factors or variables.

Goldsmith *et al*. (2010) used a completely designed information gathering tool. The tool was also utilised by Eastman and Eastman (2011) when conducting research. Their research took a gander at the connection or link in relation to prestige utilization and factors that include importance and image cognizance. The investigation utilized an electronic survey question sheet.

Goldsmith *et al.* (2010)'s investigation centered on establishing existence or presence of relationships between factors or variables. Their investigation focused at the impact that status consumption has on price sensitivity. The information for this study was gathered utilising a survey question sheet circulated to survey participants for them to fill in information.

It's a noteworthy observation all investigations discussed utilised quantitative investigation approach. Again, all used a survey question sheet to gather information. Above all, the primary motivation behind each of the three investigations was to establish or discover existence /presence of connections or relationships between variables.

The survey questionnaire was the suitable instrument used to gather relevant information for these investigations. The use of survey questionnaire to gather information was also beneficial to this research, as the research utilised a quantitative methodology, looking at existence or presence of relationships or associations between variables.

The survey questions incorporated into this research were adjusted and adopted from some research instruments that were previously used to undertake research that focused on prestige utilisation.

3.4.2 Target population and sampling

Bryman and Bell (2015) defined target population as "the universe of units from which the sample is to be selected" (p.123). The definition is affirmed by Zikmund *et al.* (2013) contending that people targeted to be surveyed have some shared qualities.

The population that this study was the youth living in townships in Gauteng. This included both male and female, those that were working and those not employed.

The target population also included learners still at school and students studying at tertiary institutions. The age group was somewhere in the range of 18 and 35.

The National Youth Policy (2009-2014) describes youth to be those that fall inside the age of between 14 and 35 years. The African Youth Charter also describes youth as those within the age group of 15 and 35 years.

The National Youth Development Agency (NYDA), an organisation formed to address challenges facing young people in South Africa, suggests that South Africa has a huge population of young people that are between the ages of 14 and 35 years. According to the NYDA, this represent 42% of South Africa's population. The NYDA contends that since the majority of South Africa's population comprises of the youth, triple challenges of poverty, unemployment and inequality affect mainly young people.

The investigation piloted by Goldsmith *et al.* (2010) was aimed at scholars. They looked at impact of prestige utilisation and the extent to which scholars' purchasing behaviour was affected by the item's price. Grotts and Widner (2013)'s research was also aimed at scholars. Purpose of their survey was ascertaining scholars' utilisation of prestige goods or items and scholars' conduct that exhibited utilisation tendencies that could be classified as conspicuous.

The investigations discussed above mostly focused on the youth, especially scholars. Young people and scholars/leaners specifically, are mostly known to take part in status consumption activities. It is widely known that young people, mostly at tertiary institutions are more intrigued by fashion; therefore, will probably purchase products or goods that perceived to be of high status. This is done to create an impression about their status level. The students were further chosen because of the fact that, as the target population, they easily available and accessible for the research. As this research looked at the presence or existence of relationships or associations between status consumption and other factors that include self-esteem, price, quality and recognition, it is significant that the target population be young people as they are the people actively participating in status purchasing and consumption behaviour.

3.4.3 Sample and sampling method

Bryman and Bell (2015) described sampling to involve registering all elements in the populace that will be used to choose research participants. Bryman (2012) defined sampling as "the segment of the population that is selected for research. It is a subset of the population" (p.715). Zikmund *et al.* (2013) contend that sampling consists of a process to make deductions based on assessments of section of populace to be studied.

Bryman and Bell (2015) identified the following six kinds of sampling "probability sampling, random sampling, simple random sampling, systematic sampling, stratified random sampling and multi-stage cluster sampling" (p.126).

The examination of the Community Survey (2016) conducted by Statistics South Africa indicates that the province of Gauteng has remained the most populous with a population of 13, 4 million. The age group between 15 -19 is 912 157, age group 20 - 24 is 1 192 598, 25 - 29 is 1 325 151, 20 - 34 is 1 153 243 and 35 - 39 is 1 244 171. The total number of youth in Gauteng amounts to 5, 8 million. This translates to 43.3% of the age group between 15 years and 39 years in Gauteng.

The respondents for this investigation were chosen utilising the simple random sampling strategy. The study surveyed 385 youth residing in townships in Gauteng. The Raosoft calculator was utilised to decide the size of the sample to be surveyed. The total youth populace size utilised was 6 000 000. The identified margin error was 5% and confidence level was 95%. The reaction distribution level was 50%.

This kind of sampling approach is ideal for this survey as it offers a great opportunity for every component of the sample size to partake in the investigation. Bryman and Bell (2015) affirm this view and contend that "simple random sampling is the most basic form of probability sample. With random sampling, each unit of the population has an equal probability of inclusion in the sample" (p.126).

The quantitative research undertaken by Goldsmith and Clark (2012), Goldsmith *et al.* (2010) and Grotts and Johnson (2013) used this method of sampling.

The investigation by Grotts and Johnson (2013) looked at buying actions of young females born during 1980’s or 1990’s participating in prestige utilization activities. The young females were studying at tertiary institutions and their age group was within 18 to 25 years. Goldsmith and Clark (2012)’s investigation also looked at presence of a link or connection in relation to prestige utilization and autonomy of consumers. The research participants were undergraduate undergraduates in the field of business management. Goldsmith *et al*. (2010) also used students as target population for the research conducted. The students were rewarded or offered some enticements to encourage them to be part of the research.

The benefit of utilizing this sampling approach was that everyone chosen had equivalent prospect of being part of the investigation. Another advantage was the high successful rate of people that managed to complete the survey questionnaire in all the three investigations.

The simple random sampling strategy was utilised for this investigation. The benefit of using this strategy was to empower all respondents in the sample size to have an equivalent chance to participate in the survey.

3.4.4 Ethical considerations when collecting data

Zikmund *et al*. (2013), Bryman and Bell (2015) maintain that it’s critical to take into account moral issues when undertaking investigations. Their contention is that survey ought to guarantee important issues such as confidentiality of information, affirmation of interests, security of respondents, assent of respondents and the protection of respondents ought to be taken into consideration when investigations or surveys are conducted.

3.4.5 Information gathering

According to Bryman and Bell (2015), information gathering “involves the administration of the research instruments. In cross-sectional research using survey research instruments, it will involve interviewing the sample members by structured interview schedule or distributing a self-completion questionnaire” (p.101).

Zikmund *et al.* (2013) argue that data can be gathered using various methods that include interviews or by utilising technological innovation such as web-based or online studies. The four methods that can be used in the information gathering process are the following: ethnography, interviews that include eye-to-eye, telephone and web-based or online. Information can also be gathered through focus groups and archives.

This survey opted to use face to face interview to gather information. In this regard, structured or organised question sheet was utilised for information gathering. In designing the questionnaire, this survey adjusted the status consumption scale used by Kilsheimer (1993).

Bryman and Bell (2015) explained that in conducting a face to face interview, the respondent is required to respond to specific questions that are asked by the questioner. In this regard, the questioner is required to ask the questions as they are reflected in the questionnaire. The interviewer is also expected to record the responses. They further assert that “an interviewer stands or sits in front of the respondent, asking the latter a series of questions and writing down the answers” (p.148).

This survey utilised the face-to-face interview as a method of gathering information. This was the most appropriate method taking into consideration that the strategy or method used was quantitative.

Eastman *et al.* (2013)’s investigation gathered information by utilising survey question sheet. Responses were recorded by the interviewers. The investigation by Eastman *et al.* (2013) looked at the connection or association in relation to prestige utilization and other factors like fashion, value and product allegiance. Geiger-Oneto *et al*. (2013)’s investigation similarly utilised survey question sheet to collect information. The questionnaire was distributed and completed by the respondents. Their investigation examined the significance shoppers put on status when they encounter a situation where they need to make a choice of buying an elective item. Research information was also gathered utilizing survey question sheet that was self-administered by survey participants in an investigation undertaken by

Goldsmith *et al.* (2010). The aim of the investigation was to ascertain if there was a connection between price and status consumption.

The advantage of utilising face-to-face interview as a method of gathering information in this investigation was the fact that it was more appropriate to the survey sample, which was youth in townships.

Research information was gathered with the help of study assistants to guarantee that information collected was protected and the respondents' security and privacy was appreciated and preserved.

3.4.6 Information examination

Bryman and Bell (2015) described information examination as "refers to the fact that once information has been collected, it must be transformed into data. In the context of quantitative research, this mean that it must be prepared so that it can be quantified" (p.101). According to Babbie (2016), it's a method used to sort and stack survey information into computers or processors. However, Zikmund *at al.* (2013) contend the procedure to begin with screening survey data that is then coded.

Babbie (2016), Bryman (2012) and Zikmund *et al.* (2013) define information coding as the procedure where survey data that is not structured can be transformed into an arrangement that is standardised. Bryman and Bell (2015) state that it refers to "transforming information into numbers to facilitate the quantitative analysis of the data, particularly if the analysis is going to be carried out by computer" (p.101).

Information capturing into computers refers to procedure through which information gathered utilising survey question sheet is transmitted to processors (Zikmund *et al.* 2013). They further stated that information screening is conducted as last phase when coding information. During this phase, information is screened, tested and confirmed. According to Bryman and Bell (2015), information examination can be defined as "using a number of techniques of quantitative data analysis to reduce the amount of data collected, to test for relationships between variables and to develop ways of presenting the results of the analysis to others" (p.101). Information examination includes presenting survey results so that it can be easily interpreted and accessible to other people (Bryman and Bell, 2015).

This investigation utilised the SPSS 21 Statistical programming in converting survey information to interpretive measurements. The investigation utilised AMOS 21 Statistical programming to do corroborative element examination.

3.4.7 Description of the respondents

The respondents of this survey were youth in townships. This included both male and female youth that were working, not working or jobless, learners and students at institutions of higher learning.

3.5 Research reliability and validity measures

3.5.1 Reliability

Reliability means the quality or superiority of a measurement methodology that offers precision and repeatability.

Bryman and Bell (2015) explained reliability as "concerned with the question of whether the results of a study are repeatable. The term is commonly used in relation to the question of whether or not the measures that are devised for concepts in business and management are consistent" (p.28). They further indicate that there are three noticeable aspects to be taken into consideration in establishing if a measure is dependable, and these are: stability, internal reliability and inter-rater reliability. They described the three elements as follows: "Stability involves asking whether or not a measure is stable over time to build confidence that the results relating to that measure for a sample of respondents do not fluctuate. Internal reliability is whether or not the indicators that make up the scale or index are consistent. Inter-rater reliability mainly relates to activities where there is a lot of subjective judgement such as the recording of observations or the translation of data into categories and where more than one rater is involved. There is a likelihood that there is a lack of consistency in their decisions” (p.107).

To measure the consistency of this study’s research instruments, two types of coefficients were used. These are Cronbach's alpha value utilising the SPSS Statistical programming and Composite dependability value utilising AMOS 21. AMOS 21 Statistical programming. Cronbach's alpha value and Composite dependability value ought to be higher than 0.6.

3.5.2 Validity

The validity or meaningfulness of a measurement tool or procedure is effective when it measures the concept that it seeks to measure. Bryman and Bell (2015) describe validity as alluding to whether a set of indicators truly measure a concept that they were formulated to measure.

Adcock (2001) contends that measurement validity mainly focuses on the operationalisation and scoring of cases to ensure that they appropriately indicate the concept the investigator aims to measure. Adcock (2001) further argues that it is important to understand measurement validity with regards to matters that may emerge in moving among models and interpretations. He affirms that valid measurement is attained when the scores definitively capture the concepts that are contained in the equivalent concept.

According to Bryman and Bell (2015), “validity is concerned with the integrity of the conclusions that are generated from a piece of research” (p.29). Validity can be classified into the following kinds: ecological, external, internal as well as measurement. They maintain that “measurement validity relates to the question of whether or not a measure is measuring what it is supposed to measure” (p.212).

Bryman and Bell (2015) contend that “internal validity means whether or not there is a good match between researchers' observations and the theoretical ideas they develop” (p.294). They uphold the view that external validity is essentially about how much research discoveries or results can be summed up crosswise over social settings. They further contend that ecological validity is about the practical implementation of research results to a person's day-to-day social or living conditions.

Bryman and Bell (2015) explain that there are different methods of ascertaining validity and these consist of the following: "face validity, concurrent validity, predictive validity, construct validity, convergent and discriminate validity" (p.109)

In ascertaining if the study's research instruments are measuring what they are supposed to measure, the following two classes of validity were conducted: convergent validity and discriminate validity.

3.5.2.1 Convergent Validity

Bryman and Bell (2015) described "convergent validity as the validity of a measure that ought to be gauged by comparing it to measures of the same concept developed through other methods" (p.109). Convergent validity included standardised regression weights and item to total correlation values.

3.5.2.2 Discriminant Validity

Bryman and Bell (2015) stated that "discriminant validity entails that when a measure is used for one construct (Construct A) it is different in terms of its content from a measure used to measure another construct (Construct B)" (p.110). The testing of discriminant validity is essential to prevent too much overlap concerning measures of concepts that are associated.

3.6 Research limitations

The constraints of this research are outlined below:

• Dissemination of the survey questionnaire – there was a deferral in the dispersion and gathering of information.

•Language – the survey respondents were in townships, where indigenous African languages are mainly spoken. In this regard, there were respondents could not fully comprehend the survey questionnaire as it was written in English. However, research assistants managed to assist and this implied that additional time was required for the completion of the survey questionnaire.

CHAPTER 4: RESULTS/FINDINGS

4.1 Introduction

This section focus on survey results. The SPSS 22 and AMOS 22 statistical programs were used in evaluation of information. The section begins with general insights that give a clarification of the sample group together with associated data. Following this, scale item results from the verified information are outlined. Subsequently, the section discusses the reliability test and later discuss the validity test. In testing the replication of the measures, replication assessments were done. In addition, validity checks were examined to separately study convergent validity and discriminate validity. In brief, this section discuss the implementation of Structural Equation Modelling utilised.

4.2 Descriptive Results

Survey question sheets were disseminated to respondents both physically and via emails. The two dissemination techniques had clear guidelines given on the best way to complete the inquiry form or survey question sheet. 500 survey questions sheets were disseminated and 216 being effectively completed, with 208 reasonable for examination. Consequently, reaction percentage for the investigation was 43%. Therefore, this reaction percentage can be contended to be low. Fatoki and Asah (2011) maintain that taking into consideration the impediments related with self-completion of question sheets as information gathering, this can be regarded as normal. The researcher’s aim is to depict and present the sample data as well as statistics in a modest and comprehensible way (Santy and Kreale, 1998). In addition, it is highlighted that descriptive statistics analyse designs with the end goal to examine and display a cluster of information that intends to characterise the distinctions of the cohort with the objective of deducing some relations.

Below is table 4.1 that shows demographic profile of survey respondents.

Table 4.1: Sample profile

	Frequency	**Percentage**		**Frequency**	**Percentage**
Gender			**Age group**		
Male	208	96.3 %	18 -24 years old	107	49.5%
Female	8	3.7 %	25-30 years old	87	40.3%
Total	**216**	**100 %**	31 to 35 years	22	10.2%
			Total	216	100

4.2.1 Gender

Table 4.1 demonstrates that out of 216 respondents who participated in the study, 96.3 % (n=208) consist of male and 3.7 % (n=8) consist of female.

4.2.2 Age group

Table 4.1 represents the age composition of survey participants. The results show that 49.5 percent (n=107) were 18-24 years old. This was then followed by those who were between 25-30 years old at 40.3 percent (n=87) and 10.2 percent (n=22) who were between 31 and 35 years old.

4.3 Measurement Model Assessment

4.3.1 Reliability

This study utilised three techniques which are Cronbach's alpha test (Cronbach α), Composite Reliability test (CR) and Average Value Extracted (AVE) to affirm the replication of survey instruments. It was vital to utilise every one of the three techniques to guarantee proportion of dependability. Cronbach's alpha test's purpose is to confirm replication. The purpose of CR and AVE is to approve/ confirm existence of replication. Table 4.2 demonstrates consequences of each of the techniques utilised in checking replication of survey measure. In addition, mean values with respect to the reactions of survey respondents and the Standard Deviation Values are demonstrated by using descriptive statistics.

Table 4.2: Scale Accuracy Analysis Statistics

Research Construct		Descriptive Statistics				Cronbach's Test		C.R. Value	AVE Value	Highest Shared Variance	Factor Loading
		Mean Value		Standard Deviation		Item-total	α value				
SR	SR1	3.055	4.589	0.788	0.898	0.826	0.825	0.827	0.549	0.402	0.702
	SR2	4.551		0.901		0.772					0.749
	SR3	4.223		0.887		0.685					0.766
	SR4	3.718		0.874		0.701					0.698
	SR5	3.997		0.801		0.823					0.861
	SR6	4.887		0.772		0.726					0.770
SE	SE1	4.630	4.133	0.900	0.882	0.729	0.723	0.504	0.601	0.373	0.864
	SE2	4.343		0.914		0.865					0.732
	SE3	3.343		0.906		0.782					0.706
	SE4	4.007		0.812		0.687					0.781
	SE5	4.398		0.788		0.884					0.882
QU	QU1	4.463	4.262	0.906	0.892	0.747	0.711	0.534	0.588	0.361	0.699
	QU2	4.060		0.963		0.847					0.703
	QU3	3.882		0.772		0.699					0.753
	QU4	3.901		0.867		0.803					0.796
	QU6	4.897		0.885		0.799					0.805

PR	PR1	3.727	3.876	0.787	0.737	0.828	0.701	0.771	0.600	0.454	0.738
	PR2	3.583		0.858		0.720					0.699
	PR3	3.356		0.899		0.707					0.684
	PQ4	3.639		0.925		0.828					0.870
	PQ5	4.552		0.662		0.722					0.799
	PQ6	4.331		0.607		0.809					0.862
CS	CS1	4.028	4.140	0.879	0.861	0.676	0.781	0.613	0.507	0.324	0.833
	CS2	4.051		0.935		0.624					0.719
	CS3	3.965		0.975		0.528					0.624
	CS4	3.417		0.899		0.630					0.772
	CS5	0.442		0.701		0.871					0.886

4.3.2 Cronbach's Alpha Test

In evaluating the internal reliability of each concept, the standardised Cronbach's coefficient alpha was used. A more elevated amount of Cronbach's coefficient alpha affirmed a higher reliability of the measure (Chinomona, 2011). In addition, greater inter-item associations showed statistical alignment between surveyed items.

Table 4.2 indicates the outcomes of scale reliability assessments. As it is indicated, item-to-total values extended from 0.528 to 0.884 and hence, were over the cut-off purpose of 0.3 (frequently ≦0.3) prescribed by Dunn, Seaker and Waller (1994) with the objective to enhance the interior consistency of the concept. Nunnally and Bernstein (1994) suggest a Cronbach's alpha significance that is equivalent or more noteworthy than 0.7. As can been found in Table 4.2, Cronbach's alpha coefficients are satisfactory as they went from 0.701 to 0.825, surpassing the prescribed edge of 0.7 (Nunnally and Bernstein, 1994).This affirms that the measures utilised in this research are reliable.

4.3.3 Composite Reliability (CR)

The internal reliability of each construct was evaluated utilising the Composite Reliability (CR) index test, as suggested by Chinomona (2011) and Nunnally (1967). The equation indicated below was implemented to assess CR:

CRη=(Σλyi)2/[(σλyi)2+(σεi)] :

Composite Reliability = (square of the summation of the factor loadings)/{(square of the summation of the factor loadings)+(summation of mistake variances)}

As shown by various writings, a Composite Reliability indicator that is more prominent than 0.7 delineates a satisfactory interior reliability of concept (Hair *et al*. ,2006). Nunnally (1967) demonstrates that sufficient inner reliability of the construct is attained with a CR index of more than 0.6. The outcomes in Table 4.2 show CR indexes in the range of 0.504 and 0.826. Quality and self-esteem were under the 0.6 suggested index for importance. Noteworthy is that these values surpassed the approximation standards utilised by earlier writings (Hair *et al*., 2006).

4.3.4 Average Value Extracted (AVE)

Chinomona (2011) contends that aggregate fluctuation shown by the dormant construct reflects expected average variance extracted. In order to test AVE, the following equation was utilised:

Vη=σλyi2/(Σλyi2+σεi) :

AVE = summation of the squared of factor loadings/{(summation of the squared of factor loadings) + (summation of error variances)}

The AVE approximation has shown that the general measure of fluctuation in the indicators were represented by the dormant construct. Values more than 0.40 verified that the indicators sufficiently denoted dormant construct.

Generally, AVE values went from 0.507 to 0.601, in line with the benchmark endorsed by numerous writers (Sarstedt, *et al*. 2014; Fornell, *et al*., 1981; Fraering and Minor, 2006). The outcomes gave proof for negligible to adequate levels of survey scale dependability. Overall, concept dependability and AVE estimates suggested that scales are internally consistent.

4.3.5 Validity

In this study, assessments to check validity were conducted. These tests included convergent validity and discriminant validity.

4.3.5.1 Convergent Validity

Research Constructs and Factor Loading

Sarstedt *et al*. (2014) clarify that convergent validity administers the extent a construct come together in its indicators by offering a clarification of the variables' variance. Apart from the evaluation of convergent validity of variables done through investigating connections in the item-total index (Nusair and Hua, 2010), as suggested by writings, factor loadings were assessed to decide convergent legitimacy of assessment variables (Sarstedt, *et al*. 2014). Nusair and Hua (2010) show that variables exhibit commendable convergent validity when they load firmly on their shared construct.

Convergent validity was assessed through evaluating if singular variable loadings for each relating survey construct were more than 0.5, which implies convergent validity as recommended by Anderson and Gerbing (1988). As shown in Table 4.2, the factor loadings were from 0.624 to 0.886. All variables utilised for this survey had a loading of more than the prescribed 0.5, demonstrating adequate single item convergent validity as in excess of 50 percent of every item's variance was shared with its particular construct. This outcome was upheld by the convergent validity of all measurement items.

4.3.5.2 Discriminant Validity

Correlation Matrix

It's important to differentiate if the experiential variable demonstrates a higher loading on its specific construct than on any other construct included in the structural model regardless of whether assessment for discriminant validity is conducted or not. Chinomona (2011) proposes that to test for discriminant validity is mostly to assess if the relationship between the study constructs is under 1.0. As demonstrated in Table 4.3, the inter-correlation values for all matched dormant variables were under 1.0, accordingly, suggesting the presence of discriminant validity. All the dormant variables had values less than the prescribed 0.7 (Nunnally and Bernstein, 1994).

Table 4.3: Correlation between constructs

Correlations

	SR	SE	QU	PR	CS
SR	1				
SE	0.523*	1			
QU	0.472*	0.584*	1		
PR	0.232**	0.497*	0.413*	1	
CS	0.217**	0.315*	0.551*	0.562*	1

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Inter-construct correlation matrix

To evaluate the discriminate validity of the study constructs, inter-construct correlation matrix was utilised. Relationships between tested dormant concepts were evaluated to check if they were less than 1.0. A value under 0.7 among study constructs is important to affirm discriminant validity (Nunnally and Bernstein, 1994).

Average Value Extracted (AVE) and Shared Value (SV)

Discriminant validity was further affirmed by evaluating if the AVE value was more than the uppermost-shared variance (SV) value (Fornell and Larcker, 1981). As showed in Table 4.3, all AVE were over the SV for all survey constructs, affirming the presence of discriminant validity. Precisely, Table 4.3 demonstrates the fact that all AVE values (0.549, 0.601, 0.588, 0.600 and 0.507) are above the SV values (0.402, 0.373, 0.361, 0.454 and 0.324) for all survey concepts, thus affirming the presence of discriminant validity. This subsequently demonstrates the presence of discriminant validity (Nusair and Hua, 2010).

4.3.6 Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) was done to ascertain the reliability and validity of the research evaluation tools. The following is description of CFA model using AMOS version 25.

4.3.7 CFA model

The circles or ovals represent the dormant variables in this model while the squares or rectangles symbolise the surveyed variables with their estimation inaccuracies indicated in round or oval shape. Bidirectional arrows demonstrate the relationship amongst variables. Jenatabadi (2015) states that "The CFA demonstrate is an unadulterated estimation display with un-checked covariance between every one of the conceivable inactive variable sets" (p.4).

Hair *et al*. (1998) maintain that the goodness-of-fit values that consequently enlarge estimation scale levels are the result of this process. As suggested by other researchers, this study used the goodness-of-fit values to evaluate the measurement model (Hair, *et al*., 1998; Schumacker and Lomax, 2004).

4.3.7.1 Model Fit Assessment

The study adjusted the two-step model building approach prescribed by Nusair and Hua (2010). Firstly, CFA was utilised to assess the sufficiency of the estimation model. In this regard, the reliability of both the construct and item were tested. After the reliability of the scale was affirmed, validity of the concept was examined utilising discriminant validity and this was done before evaluating the measurement model. Secondly, assessment of the structural model was conducted. Schumacker and Lomax (2004) maintain that the whole model fit was assessed utilising goodness-of-fit indices in both models (measurement and structural). The indices included the following: c/df ratio, CFI, NFI, RFI, IFI and RMSEA. Table 4.4. demonstrates the outcomes for the measurement model.

Table 4.4. indicates the chi-squared ratio over degree of freedom of 2.023. This research outlines four additional model fit indices that have been perceived as strong to sampling qualities (Hair, *et al.,* 2006). These are as follows: normed fit index (NFI), Tucker-Lewis index (TLI), incremental fit index (IFI), comparative fit index (CFI) and the root mean square error of approximation (RMSEA).

The NFI, TLI, IFI and CFI had values over .9 demonstrating sufficient fit whereas RMSEA had a value under 0.08 as suggested by Wallace and Sheetz (2014). The majority of item loadings were over 0.6, therefore adequate, as indicated by Fraering and Minor (2006).

Table 4.4: Model Fit Results

Model fit criteria	Chi-square (χ^2 /DF)	NFI	TLI	IFI	CFI	RMSEA
Indicator value	2.023	0.931	0.944	0.937	0.928	0.078

Note: (χ^2 /DF)= Chi-square/degrees of freedom NFI= Normed Fit Index TLI= Tucker-Lewis Index IFI= Incremental Fit Index CFI= Comparative Fit Index RMSEA= Root Mean Square Error of Approximation

4.3.7.2 Chi-square (χ^2 /DF)

Testing the overall fit of the model is conducted by using the Chi-squared (Chen, *et al.,* 2010). Chinomona (2011) argues that a signal of adequate model fit is demonstrated by a chi-square value in which the over degree of freedom of the value is under 3. The chi-square value of 2.023 shown in the table 4.4 indicates an adequate model fit.

4.3.7.3 Normed Fit Index (NFI)

Bentler and Bonett (1980) state that NFI value over 0.9 shows a good fit. As demonstrated in table 4.4 above, NFI value of this survey is 0.931, indicating a good fit.

4.3.7.4 Tucker-Lewis Index (Ferrell & Hartline)

Hooper, *et al. (*2008) demonstrate that TLI value of 0.9 or higher is indication of appropriate model fit. The TLI value in Table 4.4 indicates TLI value of 0.944, affirming appropriate model fit.

4.3.7.5 Incremental Fit Index (IFI)

As indicated by Chinomona (2011), an IFI value equivalent to or over 0.9 shows adequate model fit. The IFI value shown in table 4.4. is 0.937, meeting the prescribed limit indicating adequate model fit.

4.3.7.6 Comparative Fit Index (CFI)

Byrne (1998) shows that the Comparative Fit Index that represents the extent of the sample survey is a reconsidered type of NFI. Tabachnick and Fidell (2007) argue that CFI is similarly appropriate in few sample cohorts. Literature demonstrates that a CFI value equivalent or more than 0.9 is a sign of adequate model fit. The CFI in table 4.4 is 0.928, affirming adequate model fit.

4.3.7.7 Root Mean Square Error of Approximation (RMSEA)

Researchers have concluded that a RMSEA value from 0.05 to 0.08 is an indication of good model fit (Dyson and Brown, 2005). The RMSEA value in Table 4.4 is 0.078, affirming appropriate model fit. Most importantly, taking into consideration that all six goodness-of-fit indices indicated in Table 4.4 meet their particular prescribed limits, it can be presumed that the information is suitable for the model.

4.4 Hypothesis Testing

After evaluation and finalisation of the hypothesised structural and measurement model, testing of causal connections between dormant variables by path assessment was the following phase or stage to be conducted (Nusair and Hua *et al.,* 2010).

As described in literature, SEM underlines that certain dormant variables impact other dormant variables either directly or by implication with the model, which results in estimation outcomes that connote how the dormant variables are related. Table 4.5. indicates the estimation results for this investigation. The table consist of the proposed theories, factor loadings and the p values to demonstrate importance or rejection of suppositions. Chinomona *et al.* (2010) posit that p values less than 0.05, 0.01 and 0.001 are signs of relationship prominence. Also, positive factor loadings indicate solid relations between dormant variables.

Table 4.5: Hypothesis Relationships

Proposed Hypothetical Relationship	**Hypothesis**	Path coefficient estimate	**P Value**	**Supported/ Rejected**
Social Recognition (**SR**) → Consumption Status **(CS)**	H_1	0.71^c	***	Supported and significant
Self-Esteem **(SE)** → Consumption Status **(CS)**	H_2	0.69^c	***	Supported and significant
Quality **(QU)** → Consumption Status **(CS)**	H_3	0.22^c	***	Supported and significant
Price **(PR)** → Consumption Status **(CS)**	H_4	0.31^c	***	Supported and significant

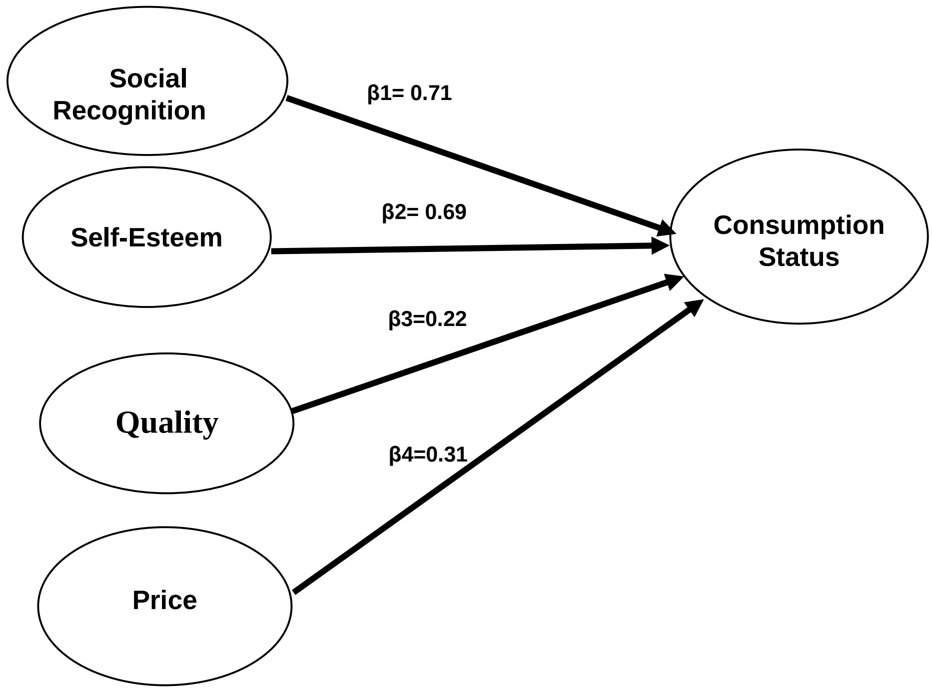

Figure 4.1: SEM path model structure

These findings confirmed the sufficiency of the model and assert that the four hypothesis were upheld. Model data demonstrate that the suggested conceptual model merged well. The following section briefly discuss the findings of hypothesis examination.

This area gives results of the initial hypothesis formulated out of the survey hypothesis and aims as stated in Chapter 1. The survey's hypothesis were assessed to determine the relations between dormant variables. Table 4.5 indicates the results after the evaluation of the hypothesis has been conducted. The results are briefly outlined below.

4.4.1 First hypothesis (H1)

The first hypothesis (H1) indicated existence of positive relationship between social recognition and status consumption among youth in townships. The research findings indicates that social recognition positively influence status consumption in a significant way. The empirical findings confirmed the existence of a significant (*** - p-value less than 0.001) and positive (path coefficient of 0.71) relationship between social recognition and status consumption. This therefore confirms that the hypothesis is significant and supported.

4.4.2 Second hypothesis (H2)

The second hypothesis (H2) showed positive relationship between self-esteem or and status consumption among youth in South African townships. The research findings affirms that self-esteem definitely stimulate status consumption in a significant way. The empirical findings confirmed the existence of a significant (*** - p-value less than 0.001) and positive (path coefficient of 0.69) relationship between self-esteem and status consumption. This confirms that the hypothesis is significant and is supported.

4.4.3 Third hypothesis (H3)

The third hypothesis (H3) indicated existence of a positive relations between quality and status consumption among youth in South African townships. The research findings confirmed that quality does influence status consumption in a significant way. The empirical findings confirmed the existence of a significant (*** - p-value less than 0.001) and positive (path coefficient of 0.22) relationship between quality and status consumption. This therefore confirms the significance of the hypothesis and is supported.

4.4.4 Fourth hypothesis 4 (H4)

The fourth hypothesis (H4) expressed presence of a positive association between price as well as status consumption among youth in South African townships. The research findings established that price does influence status consumption in a significant way. The empirical findings confirmed the existence of a significant (*** - p-value less than 0.001) and positive (path coefficient of 0.31) relationship between price and status consumption. This therefore confirms the significance of the hypothesis and is supported.

4.5 CONCLUSION

The results/findings section focused on the survey. It started with an outline on demographic profile of respondents. The reliability and validity of the research's evaluating tool were confirmed to be adequate and suitable. Statistical evaluation was conducted on statistical data set using descriptive assessment. The study also conducted confirmatory factor examination and structural equation modelling to evaluate the sufficiency and overall fit of the measurement model. The association among the concepts was ascertained using SEM. This chapter was closed by looking at the evaluation of the hypothesis.

The next section gives concluding observations, commendations and suggestions for further research.

CHAPTER 5. CONCLUSION AND RECOMMENDATIONS

5.1. Introduction

The purpose of this section is to draw conclusions on the research findings outlined in Chapter 4. The section begins by presenting a summary of the results. The section once again present key results of the study. The suggestions or effects that the survey results might have on current research are discussed. Following this is the conclusion and proposals with regards to further investigations emanating from the findings. The last section of this chapter looks at the research constraints which include proposals for future investigation.

5.2 Summary of the findings

The study investigated existence of association or link between status consumption and the desire or aspiration for social recognition, self-esteem among youth in South African townships. The four hypotheses were tested and the research results are explained below.

5.2.1 Social Recognition (SR) and Status Consumption (SC).

The research findings confirmed existence of a positive relationship between social recognition and status consumption. This finding was anticipated as social recognition is associated with the prestige and admiration that people get as a result of exhibiting characteristics such as possessing expensive products. In line with this finding, it can be affirmed that youth consumers are likely to engage in status consumption once they realise that there is need for some social recognition.

5.2.2 Self-Esteem (SE) and Status consumption (SC).

Findings demonstrated that self-esteem has a positive relationship with status consumption. This was expected, the gist seems to be that when a consumer is having a feeling of low confidence or self-esteem, there is a huge possibility that they will be more determined to purchase items or products considered to be of high status such as expensive watches and fancy clothes or shoes. The survey results affirm that youth are likely to engage in status consumption to boost their self-esteem.

5.2.3 Quality (QU) and Status consumption (SC).

The research findings confirmed a positive connection between quality and status consumption. The research finding was anticipated as prestige items have a familiar high-perceived quality. Therefore, deducing from the research findings, it could be affirmed that youth buy status items once they realise that the perceived high quality of the items/brands will result in some high status recognition.

5.2.4 Price (PR) and Status Consumption (SC).

It was uncovered that cost has a positive association with status utilisation. This was normal since extravagance merchandise are related with premium prices. Purchasers will incur higher cost for higher status items. In view of these findings, it can be confirmed that young people or youth in townships are most likely to purchase costly status goods or products if they are perceived to be status products.

5.3 Research Implications

The findings have created few deductions for the study and they are deliberated below:

5.3.1 Social Recognition (SR) and Status consumption (SC).

The results established that the relationship between SR and SC is noteworthy at p-value of <0.001. This means existence of a positive relationship between social recognition and status consumption – the association is relatively solid ($\beta1= 0.71$). This implies that the status consumption is strongly influenced by social recognition when compared to other factors such as self-esteem. However, it is suggested that marketing practitioners or brand managers should prioritise other variables with positive impact on status consumption, such as quality and price.

5.3.2 Self-Esteem (SE) and Status consumption (SC).

Results have indicated existence of a significant relationship at p-value of <0.001. This implies presence of a positive relationships between self-esteem and status consumption – the association is relatively solid ($\beta 1 = 0.69$). This implies that the status consumption is strongly influenced by self-esteem when compared to other factors such as quality. However, it is suggested that marketing practitioners or brand managers should prioritise other variables which can have a positive impact on status consumption, such as price.

5.3.3 Quality (QU) and Status Consumption (SC).

The research results indicated the existence of a significant link between QU and SC at p-value of <0.001. This implies existence of a positive relationship between quality and status consumption – the association is relatively strong ($\beta 1 = 0.22$). This implies that the status consumption is strongly influenced by quality. However, it is suggested that marketing practitioners or brand managers should also prioritise variables that have positive impact on status consumption, such as self-esteem, price and quality.

5.3.4 Price (PR) and Status consumption (SC).

The research results indicated the presence of a significant positive relationship between PR and SC at p-value of <0.001. The association is relatively solid ($\beta 1 = 0.31$). This implies that status consumption is strongly influenced by price. It is suggested that marketing practitioners or brand managers should also prioritise price as it has a strong influence on status consumption. Pricing of goods or items at high prices create a perception that goods are of good quality and high status. High prices also create a sense of exclusivity as these goods or items will only be accessible to the very few consumers that can afford to purchase them.

5.3.5 Overall implication of the study

The survey results indicate that the research's hypothesis is valid and adequate. The findings further show that social recognition, self-esteem, price and quality all have a positive effect on status consumption. However, quality has the weakest impact on status consumption**.**

5.4 Conclusion

The study looked at the presence of association between status consumption and the desire or aspiration for social recognition/self-esteem among youth in South African township. It spells out the implications of the study for academics and industry alike. The research report also discusses the survey's constraints and makes suggestions for future investigation. The Structural Equation Modelling (SEM) was utilised to evaluate the information and path modelling utilised to define interactions between the variables under study. The diagnostic results of the study inferred that all proposed hypothesis H1, H2, H3 and H4, were supported.

The results indicate that all the variables have a relationship with status consumption with the strongest relationship being with social recognition, followed by self-esteem, price and finally quality. The study confirmed all the hypothesis put forward in Chapter 2.

5.5 Contributions and Recommendations

A core section of research is in understanding how the results of the study can be used to benefit users. The results of the study have suggestions for both academia as well as for Industry. Literature review revealed that there is little known about status consumption at the bottom of the pyramid in South Africa, and for academics, the research makes valuable input to the theoretical understanding of social recognition, self-esteem, price and quality and status consumption, particularly in townships. All variables studied were positive and noteworthy. The study has illustrated that strong relationships exist amongst social recognition, self-esteem, price and quality and status consumption.

For the marketing industry, the results will be beneficial for South African marketers when they are determining the factors that contribute to status consumption among the youths. The results show in chronological order, the most important elements that should be used when determining status consumption among the youth. The results of this study will assist marketing practitioners to know which key elements will be critical in influencing youth when developing their marketing strategies targeting the youth. Undoubtedly, the study will benefit marketing practitioners by guiding them on how to structure marketing strategies and messages. For instance, the study suggests that when crafting marketing communication messages, greater emphasis should be placed on social recognition, self-esteem, quality and price perceptions as all these variables have impact on status consumption among the youth.

5.6 Limitations and future research

In evaluating the results of this survey, it’s important to recognise that the survey had some constraints, which present an opportunity for future survey. One notable constraint is the sample size that only comprised of youth in one province, i.e. Gauteng. This restricts the opportunity to take a broader view in interpretation of the survey findings to encompass all youth buyers in the country. Possibly, if information gathering is extended to consist of South Africa’s additional generational cohorts; the research findings might be more insightful. In addition, broadening the study to include more provinces in the country and evaluating the theoretical approach can make significant contribution to research going forward.

This survey was conducted using five elements of social recognition, self-esteem, price, quality and status consumption. The opportunity to further explore other predictors of status consumptions components exists in future research.

Another constraint is in relation to the utilization of a single approach in gathering information. This survey utilized a quantitative method in gathering information. It is suggested that in conducting similar studies in future, researches may consider to utilize a combination of both qualitative and quantitative methods. The two methods complement each other.

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APPENDIX: RESEARCH INSTRUMENT

Demographic Profile (Please indicate your answer by circling appropriate box)	
1.1. Gender	
Male	**1**
Female	**2**
1.2. How old are you	
18-25 years	**1**
26-35 years	**2**
1.3. Occupation	
Employed	**1**
Unemployed	**2**
1.4. Income per months (If employed)	
R2,000- R3,000	**1**
R4,000-R6,000	**2**

R7,000-R10,000	**3**
R11,000 –R12,000	**4**
R13,000-R15,000	**5**
More thanR15, 000	**6**

Please indicate how much agree or disagree with the following statements by circling one option in each line:	Strongly	Disagree	Neither disagree or	Agree	Strongly
Status					
1. I will buy a product because it has status	1	2	3	4	5
2. I am interested in new products with status	1	2	3	4	5
3. I would pay more for a product if it had status	1	2	3	4	5
4. The status of a product is not important to me*	1	2	3	4	5
5. A product is more important to me if it has some exclusivity or special appeal	1	2	3	4	5
6. When buying products, I generally purchase those brands that I think others will approve of	1	2	3	4	5
Social recognition					
1. It is my feeling that if everyone else in a group is dressed in a certain way, then this must be the way to dress	1	2	3	4	5
2. I do not wear clothes that are old-fashioned	1	2	3	4	5
3. At parties, I usually try to dress in a way that will fit in	1	2	3	4	5

4. When I am uncertain how to dress, I look to others for clues	1	2	3	4	5
5. I try to pay attention to the reaction of others to avoid being out of place	1	2	3	4	5
6. I tend to pay attention to what others are wearing	1	2	3	4	5
Self esteem					
1. On the whole, I am satisfied with myself	1	2	3	4	5
2. I have no doubt about my social capability	1	2	3	4	5
3. The things I own say a lot about how I am doing in life	1	2	3	4	5
4. I like to own things that impress people	1	2	3	4	5
Please indicate how much agree or disagree with the following statements by circling one option in each line:	Strongly	Disagree	Neither disagree or	Agree	Strongly
Quality					
1. The likely quality of a product is extremely high if it has status	1	2	3	4	5
2. The likelihood that a product would be functional is very high if it has status	1	2	3	4	5
3. Quality products are expensive	1	2	3	4	5
4. I would pay more for a product if it has good quality	1	2	3	4	5
5. Quality of a product determines its price	1	2	3	4	5
Price					
1. It sometimes bothers me quite a bit that I can't afford to buy all the things I want	1	2	3	4	5

2. I admire people who own expensive homes, cars and clothes	1	2	3	4	5
3. I would pay more for a product if it had status	1	2	3	4	5
4. Price of a product signal quality and status of a product	1	2	3	4	5
5. Price of a product determines its quality	1	2	3	4	5