

https://dspace.org/

Language choice in business: perceived relevance of code switching among immigrant traders

Olawunmi, Oluwaseun Funmi

2016

https://hdl.handle.net/10539/25781

Olawunmi,Oluwaseun Funmi (2016) Language choice in business: perceived relevance of code switching among immigrant traders,University of the Witwatersrand, Johannesburg, <http://hdl.handle.net/10539/25781>

Downloaded from a DSpace repository. https://dspace.org/

University of the Witwatersrand

School of Education

Language Choice in Business: Perceived Relevance of Code switching among Immigrant Traders

OLUWASEUN FUNMI OLAWUNMI

Student number: 727941

A research project submitted to the School of Education, Faculty of Humanities, University of the Witwatersrand, Johannesburg in partial fulfillment of the requirement for the degree of

Master of Education

HREC Ethics Clearance

Protocol Number: 2015ECE048M

Supervisor: Dominique Mwepu

Co-Supervisor: Sibongile B. Magwaza

Date Submitted: 11th July 2016

DECLARATION

I hereby declare that this research report is my work. Wherever other resources have been used, they have been acknowledged. It is being submitted in partial fulfilment of the requirements for the degree of Master of Education at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree, award or examination at any other university.

Oluwaseun Olawunmi

Signature.....Seun.....on this day....11th.... of ....July.....2016

DEDICATION

This work is dedicated to God who makes all things possible. And to my dear husband, Samuel O. Odeyemi, without whose constant caring support it would not have been possible, and to my son, Joshua O. Odeyemi for unusual patience and understanding for a baby. This work is also dedicated to my parents Mr & Mrs Olawunmi who have always encouraged me that all things are possible if you believe and set your mind towards it.

ACKNOWLEDGEMENTS

I would like to thank my family for their constant and unconditional support throughout the process of putting this dissertation together. First of all, I would like to thank my husband who has always been there to encourage me and who has confidence in me that I can achieve anything I want to. I would also like to thank my son, baby Joshua who seemed to understand when mummy was busy and needed to focus on her research. Special thanks and appreciation goes to my mother Mrs C.M Olawunmi who was around to help with my baby and always encouraged me constantly that I will make it. I am also grateful to friends who have become sisters for their moral and financial support when things were a bit tight.

I am grateful to the University of the Witwatersrand for granting me the Postgraduate Merit Award with which I was able to pay my tuition and further my studies. Special thanks go to all the lecturers at the Wits School of Education who have all supported and encouraged me at different points in time.

I would like to acknowledge and specially thank my supervisor, Dr. Dominique Mwepu, who encouraged my research ideas and helped build them up with encouragement, constant availability for consultations as well as prescribing several relevant materials that made this research a reality. It is through his persistent criticisms, advice and guidance during the writing of this dissertation that has brought me this far and made studying at Wits an enhancing experience. I would also like to thank Mrs Balungile Magwaza, with a sincere heart of gratitude, for readily accepting to continue with my supervision and for being so understanding and supportive. I found her comments and advice very helpful.

And to all my course mates, thank you all for the times when we had to encourage one another and had the belief that we will all succeed no matter what.

Lastly, I would like to thank Prof. Leketi Makalela who fine-tuned my research skills when he supervised me during my B.A (Hons) and has always been a source of inspiration to me in the educational and research field.

ABSTRACT

Research has shown that language has an impact on commercial growth and is a significant driver of economic performance (Jain, 2011). However, before language can have such impact, it has to be mutually understood within a group of people. Hence, immigrants in a country need to be able to understand the language(s) in the destination business environment to a certain extent in order to be able to make sales or render services. This is known as language contact. Other scholars have suggested that language contact promotes bilingualism within a given community and Code switching is a central part of a bilingual discourse (Appel and Muysken, 1987). Although a plethora of studies have shown the importance and positive relevance of language choice and/or code switching especially in the classroom, there are no conclusive findings or research on the relevance of code switching in small business environments. This study looks at the perceived relevance of code switching among immigrant traders in Johannesburg, a super diverse state in a super diverse South Africa. The study involves identifying the benefits of changing codes generally when dealing with customers and the outcome. To measure the impact and relevance of code switching among selected immigrant traders who own small businesses in Johannesburg, perceptions of such traders is elicited through a questionnaire, an observation schedule and an interview schedule. The results of the perceived relevance is analyzed based on the Halliday and Hasan's (1985) Framework on the Stages of Service Encounters and Myers-Scotton's Markedness Model, as well as recommendations are offered at the end.

Keywords: Bilingualism, Language choice, Code Switching, Immigrant traders.

Table of Contents

DECLARATION i
DEDICATION ii
ACKNOWLEDGEMENTS iii
ABSTRACT iv
Table of Contents v
Table of Figures ix
LIST OF TABLES x
ABBREVIATIONS xi
CHAPTER ONE: INTRODUCTION 12
1.1 BACKGROUND TO THE STUDY 12
1.2 CODE-SWITCHING 14
1.2.1 INTRODUCTION 14
1.2.2 DEFINITION 15
1.2.3 CODE MIXING 16
1.2.4 Types of Code Switching 16
1.2.5 REASONS FOR CODE SWITCHING 17
1.3 SOCIOLINGUISTIC BACKGROUND OF JOHANNESBURG, SOUTH AFRICA 18
1.4 IMMIGRATION IN SOUTH AFRICA 19
1.5 LANGUAGE CHOICE IN BUSINESS 21
1.6 IMMIGRANT TRADERS IN JOHANNESBURG 21
1.7 ECONOMICS OF LANGUAGE 23
1.8 STATEMENT OF THE PROBLEM 24
1.9 RESEARCH QUESTIONS 24
1.10 AIM 25
1.11 OBJECTIVES 25
1.12 RATIONALE OF THE STUDY 25
1.13 SIGNIFICANCE OF THE STUDY 26
1.14 CHAPTER OUTLINE 26
CHAPTER TWO: LITERATURE REVIEW 28
2.1 INTRODUCTION 28

2.2 CODE SWITCHING IN THE EDUCATIONAL CONTEXT IN SOUTH AFRICA 28
2.3 CODE SWITCHING DURING BUSINESS TRANSACTIONS 29
2.4 CONCEPTUAL FRAMEWORK 32
2.4.1 Myers-Scotton Markedness Model 32
2.4.1.1 Code switching as a marked choice 33
2.4.1.2 Code switching as an unmarked choice 34
2.4.1.3 Code switching as a sequential unmarked choice and as an exploratory choice 34
2.4.2 Halliday and Hasan's (1985) Framework 35
CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY 37
3.1 RESEARCH DESIGN 37
3.1.1 Population 37
3.1.2 Eligibility Criteria 38
3.1.3 Sampling procedure 38
3.1.4 Sample Size 38
3.1.5 Sample 39
3.2 RESEARCH METHOD 39
3.3 PARTICIPANTS 39
3.4 SAMPLING TECHNIQUE 40
3.5 RELIABILITY AND VALIDITY 40
3.6 DATA COLLECTION METHODS 41
3.5.1 RESEARCH INSTRUMENTS 42
3.5.1.1 Questionnaire 42
3.5.1.2 Observation Schedule 42
3.1.5.3 Semi structured interviews 43
3.7 DATA ANALYSIS METHODS 43
3.8 ETHICAL CONSIDERATIONS 44
3.9 LIMITATIONS TO THE STUDY 44
3.10 BIOGRAPHICAL INFORMATION OF PARTICIPANTS (SUMMARY) 45
3.10.1 GENDER 45
3.10.2 AGE GROUP 46
3.10.3 COUNTRY OF ORIGIN 46

3.10.4 KIND OF BUSINESS 47
3.10.5 AREA OF THE SHOP 48
3.10.6 LANGUAGE BACKGROUND 48
CHAPTER FOUR: DATA PRESENTATION 49
4.1 INTRODUCTION 49
4.2 INSIGHTS FROM THE QUESTIONNAIRE 49
4.2.1 Acknowledgement of Code Switching by Participants 50
4.2.2 Effect of Code Switching in the Participants' Business Dealings 51
4.2.3 Customers' Reactions towards the Participants' Code Switching 54
4.3 INSIGHTS FROM THE OBSERVATION 57
4.3.1 Immigrants Restaurants Observed 58
4.3.1.1 Restaurant 1: Special African Dishes Restaurant, Randburg 58
4.3.1.2 Restaurant 2: Ujunwa Restaurant, Cosmo City 58
4.3.1.3 Restaurant 3: Naija Foods Restaurant, Randburg 59
4.3.2 INSTANCES OF CODE SWITCHING OBSERVED BASED ON HALLIDAY AND HASAN'S (1985) FRAMEWORK 59
4.3.2.1. Restaurant 1 60
4.3.2.2 Restaurant 2 62
4.3.2.2 Restaurant 3 63
4.3.3 SPECIFIC FUNCTIONS OF CODE SWITCHING AMONG IMMIGRANT TRADERS ... 65
4.4 INSIGHTS FROM THE INTERVIEW 69
4.4.1 Acknowledgement of Code Switching 71
4.4.2 Reasons for code switching 72
4.4.3 Frequency of code switching 72
4.4.4 Function of code switching 74
4.4.5 Consequences of code switching 74
4.4.6 Code switching leading better interaction with customers 75
4.4.7 Impact of code switching 76
4.4.8 Usefulness of code switching 77
CHAPTER FIVE: DATA INTERPRETATION 79
5.1 INTRODUCTION 79
5.2 DISCUSSION OF FINDINGS 79

5.2.1 Questionnaire 79
5.2.1.1 Acknowledgement of Code Switching by Participants 80
5.2.1.2 Effect of Code Switching in the Participants' Business Dealings 80
5.2.1.3 Customers Reactions towards Code Switching 81
5.2.2 Observation 82
5.2.2.1 Instances of Code Switching in the Stages of Service Encounters 82
5.2.2.2 Specific Functions of Code Switching 83
5.2.2.3 Thematic Analysis of Code Switching Occurrences in the Data 83
5.2.3 Interview 88
CHAPTER SIX: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS 90
6.1 INTRODUCTION 90
6.2 SUMMARY OF THE STUDY 90
6.3 RESEARCH QUESTIONS 91
6.4 MAJOR FINDINGS OF THE STUDY 92
6.5 RECOMMENDATIONS 93
6.6 CONCLUSION 94
REFERENCES 95
APPENDIX I 98
APPENDIX II 99
APPENDIX III 101
APPENDIX IV 102

Table of Figures

Figure 1 Age Groups of the Participants..... 46
Figure 2 Countries of Participant... 47
Figure 3 Kinds of Business 48

LIST OF TABLES

Table 1- Sociolinguistic Background of South Africa..... 20

Table 2 - Frequency distribution of Gender... 45

Table 3 - Frequency distribution of Acknowledgement of Code Switching by Participant.....51

Table 4 - Frequency distribution of Influence of code Switching on Sales 52

Table 5 - Frequency distribution of Code Switching and Perceived Profitability.....52

Table 6 - Frequency distribution of Impact of Code Switching on Traders Economic. 53

Table 7 - Frequency distribution of Effects of Code Switching in Business Dealings....53

Table 8 - Frequency distribution of The Influence of Code Switching on Communication 55

Table 9 - Frequency distribution of Customer Reactions towards Code Switching.....55

Table 10 - Frequency distribution of The Perceived attitude of Customers regarding Code Switching.....56

Table 11 - Instances of Code Switching in Restaurant 1 61

Table 12 - Instances of Code Switching in Restaurant 2 62

Table 13 - Instances of Code Switching in Restaurant 3 64

Table 14 - Frequency of the Specific Functions of Code Switching Observed between Nigerian Trades and Nigerian Customers..... 66

Table 16 - Frequency of the Specific Functions of Code Switching Observed between Nigerian Trades and Non Nigerian Customers 67

Table 17 - Frequency of the Specific Functions of Code Switching Observed between Nigerian Trades and Both Nigerian Customers and Non Nigerian Customers 68

ABBREVIATIONS

CS- Code switching

G- Greeting

S.I- Sale Initiation

S.R- Sale Request

S- Sale

S.C- Sale Compliance

P- Purchase

P.C- Purchase Closure

F- Finis

CHAPTER ONE: INTRODUCTION

The main body of the chapter is divided into three parts. The first part of the chapter is background of the study, which deals in-depth with the South African economy and the place of South Africa in the global context. The second part sets the definition of the phenomenon of code-switching. The third section looks at the sociolinguistic background of Johannesburg.

1.1 BACKGROUND TO THE STUDY

The South African economy contributes to the African and global economy as a whole because of its complex and tiered nature. This economy comprises of both the formal and the informal economy also referred to as the formal economic sector (FES) and informal economic sector (IES) respectively (Moyo and Gumbo, 2014). According to Daniels, 2004, formal economy is based on the employment of waged labour and in this economy, jobs are relatively secure. The employed individuals in this economy contribute to the public good through taxes. Informal economy on the other hand, is a very significant part of the labour force in mega cities in the developing world such as Johannesburg. This economy is based on the earnings made by individuals in this economy such as vendors, cab drivers, artisans and traders add to the local economy through their small scale productions such as crafts, artworks salons, and food. This type of work in the informal sector is said to generate a "significant volume of unregistered economic activity" (Daniels, 2004). However, inasmuch as these sectors tend to be separated, Geyer (1989) points that they are linked and cannot be considered as separate through the reciprocal supportive model. Both the formal and informal economies are as important as each other and one should not supersede the other when compared. This is because both contribute to the economy as a whole. In a multilingual environment, language practices that characterize both the formal and informal economies are worth investigating. This is due to the fact that the choice of language during business transactions is invariably linked to their contribution to the

economy. That is, the language a multilingual trader, for example, uses when dealing with customers is reliant on the factor of awareness of the role language plays in the economy as a whole.

Research has shown that language, which is an important social institution, has an impact on commercial growth and is a significant driver of economic performance (Jain, 2011). Although this idea deviates from the dominant view of language as a means of communication, language as a social institution is important because a social institution is a system of behavioural and relationship patterns that function across an entire society and structure the behaviour of individuals by means of their normative character (Jain, 2011). This institution regulates the core areas of society one of which is in the labour-market and economy and provide for the production and distribution of goods and services. Language is a medium of communication in an institution generally. However, before language can have such impact, it has to be mutually understood within a group of people hence, immigrants in a country need to be able to understand and use, to some degree, the language(s) in the destination business environment to a certain extent in order to be able to make sales or render services .

For instance, in recent times, there have been many new immigrant traders in Johannesburg. These people come from diverse countries in West Africa, the horn of Africa, the Gulf region among others. These people arrive here with many different languages that locals will find it hard to understand; yet at the same time they need to trade. A problem arises as to what language they must use so that they can communicate with their customers as they mutually do not understand each other's language. Therefore, in a city such as Johannesburg where there is linguistic diversity, mutual understanding of languages is very important due to language contact. In the next section, I will discuss the phenomenon known as code switching: definition, types and reasons.

1.2 CODE-SWITCHING

1.2.1 INTRODUCTION

As a way to mitigate language problems between the immigrant traders and their customers, code switching (CS) is often used. Code-switching has been in existence since time immemorial but from about 1970s, linguists have focused on it from sociolinguistic, psycholinguistic and linguistic points of view (Appel & Muysken, 1970, Moodley, 2013). In the field of linguistics, code switching is said to occur when a speaker alternates between two or more languages, or language varieties, in the context of a single conversation. As simple as that sounds, code switching has been a major debate for scholars for several years (Appel and Muysken, 1970; Gumperz, 1982; Auer, 1984; Myers-Scotton, 1993). However, worthy of note is the fact that there are two distinct but related and complimentary directions in which Code Switching has developed and they are Structural and Sociolinguistic. While the structural approach deals with its grammatical aspects such as the syntactic and morphosyntactic constraints on CS, the Sociolinguistic approach deals with CS as a discourse phenomenon with its focus on why multilingual speakers talk the way they do, that is, the social functions of CS (Botzepe, 2006).

A person is said to be multilingual if he or she is competent in more than one language. Multilingualism is usually the result of many factors, such as colonization, education, and many other reasons. For Hymes (1979), a person who is capable of using appropriately two languages or more is said to be multilingual. Usually, bilinguals and multilinguals tend to switch languages within the same utterance. This phenomenon is referred to as code-switching. Eyamba Bokamba, a professor of Second Language Acquisition at the University of Illinois defines code-switching as, "... the mixing of words, phrases and sentences from two distinct grammatical (sub) system across sentence boundaries within the same speech event" (Bokamba, 1989). There are many factors that stand behind code-switching, such as social class, affection, solidarity and persuasion.

With respect to its linguistic form, code switching in intraturn utterances may be intersentential or intrasentential" (Taribio, 2001), that is, occur between sentences

and within one sentence respectively. The sociolinguistic approach to code switching is the focus of this study as it is going to research how and why immigrants make use of code switching in their businesses.

1.2.2 DEFINITION

In many situations, a speaker may shift from one code to another, consciously or unconsciously. This shift may be from one language to another, from one code to another, or from one dialect to another for many different reasons. For example, a bilingual teacher in the classroom may switch his language in order to elaborate a certain point he is explaining. Sociolinguists refer to this phenomenon as 'code-switching (CS)'. "Code switching refers to the alternate use of sentences from two languages in a single discourse, while code-mixing refers to the alternate use of constituents from two languages within a sentence" (Obiamalu and Mbagwu, 2007). Indeed, the definition of code-switching varies from one linguist to another, thus I will use several definitions that were put forth by various sociolinguists. In this study, I would like to emphasize that any person who is capable of switching codes must be competent bilingual or multilingual. The use of different languages in Johannesburg brings in a context of multilingualism. Besides, code switching among immigrant traders and their customers comes about through language contact. The popular belief regarding language contact dictates that through language contact results to bilingualism/multilingualism where more than one code is used either in a sentence or a speech (Appel and Muysken, 1987).

Bilingualism/Multilingualism is said to occur when two or more languages are spoken by individuals in a society. Appel & Muysken (1987) distinguished bilingualism as societal and individual. In a country such as South Africa, with 11 official languages (English, Afrikaans, isiZulu, isiXhosa, isiNdebele, Swati, Sesotho, Setswana, Sepedi, Xitsonga and TshiVenda), the average South African is bilingual, that is, understand and use at least two languages within the society. The same thing applies to some other countries with two or more official languages and several other indigenous languages. Bi/multilingualism, a result of language contact, gives rise to code

switching, a term used to refer to alternations of linguistic varieties within the same conversation (Myers-Scotton, 1993). In a linguistically diverse community, some phenomena occur such as code switching, code mixing, code alternation, code shifting and code meshing, to mention a few. These occur because multilinguals, speakers of more than one language, introduce elements of multiple languages in a conversation but for the purpose of this study, code switching and code mixing will be explained and discussed. Code switching is a central part of a bilingual discourse (Appel and Muysken: 117) therefore it is not an isolated phenomenon because since bilingual discourse refers to the written or spoken communication of a person fluent in two languages, code switching is bound to occur during communication.

1.2.3 CODE MIXING

Obiamalu and Mbagwu (2007) pointed out that "code-switching refers to the alternate use of sentences from two languages in a single discourse, while code-mixing refers to the alternate use of constituents from two languages within a sentence". Code switching and code mixing used to be seen as evidence of "internal mental confusion, the inability to separate two languages sufficiently to warrant the description of true bilingualism" (Appel and Muysken, 1987 cited in Obiamulu and Mbawgu 2007). But in recent times, through various studies, code switching and code mixing are now seen "as a rule-governed behavior among bilinguals which are motivated by various socio-psychological as well as linguistic factors (Obiamalu and Mbagwu 2007). "Code switching" and "code mixing" have been used to distinguish two types of alternation in the use of two or more languages.

1.2.4 Types of Code Switching

Hughes, Shaunessy et al. (2006) describes the types and processes of code switching based on Brice&Brice, 2000; Hammink, 2000; Poplack, 1980 as borrowing, where a single word, similar in grammatical usage, from a different language to the primary language is used in a situation where a term seems not to be available in the primary language; calque, where an expression from another language is translated without

the use of appropriate syntax and intersentential where an entire sentence or phrase is interjected into the primary language which may serve to "emphasize a point made in another language, signal a switch in the conversation participants, indicate to whom the statement is addressed or to provide a direct quote from or reference to another conversation. (Hughes, et al., 2006).

1.2.5 REASONS FOR CODE SWITCHING

There are several reasons for code switching as can be seen in the same article by Hughes et al. 2006. The first can be said to be as a result of the speaker not being able to express himself in the primary language effectively or is translating for someone else with limited English proficiency. Code switching may be viewed as interference when it is used to "compensate for a language difficulty" (Skiba, 1997 cited by Hughes et al., 2006). One thing interesting to note here, is the fact that this type of code switching may be considered a strength when it is used as a sociolinguistic tool to aid the understanding of another person who is not fluent in both languages (Hughes et al., 2006).

The second reason why code switching happens in a conversation is that the individual may want to establish himself as a member of a particular group. Showing solidarity in her book *Introduction to Sociolinguistics*, Janet Holmes writes that, "a speaker may switch to another language as a signal of group membership and shared ethnicity within an addressee" (Holmes, 2000). Evidently, Code-switching can be used to express solidarity between people from different or the same ethnic groups. This is an example of a situation motivated switch where two or more people in a larger group changes or alternates between codes to show their bilingual and bicultural identity or to exclude other members of a group who are not as familiar with the language for example when an English language speaker who also speaks an indigenous language as a second language switch from English speaking after a lecture with other colleagues to speaking isiZulu and English with someone who is bilingual in both languages as well. This causes others to identify a different language to what is

the usual languages in the classroom and makes it general knowledge that they are from the same tribe.

The third reason for code switching in a conversation is the fact that it can be used as a sociolinguistic tool whereby if some speakers convey a certain effect or attitude by changing the formality of their speech, bilinguals can simply code switch. (Skiba, 1997 cited by Hughes et al., 2006). The reasons people code-switch and the ways in which they do it are far more numerous than the few examples I have listed here.

This section has explained code switching among multilinguals: approaches, definition, types and reasons. For the purpose of this research, the focus will be on the sociolinguistic approach to code switching; code switching and code mixing as different phenomena but both types will be looked into with code switching used to refer to both. Also, all three reasons of code switching will be focused on. With South Africa being a multilingual country with immigrants from different countries, it is pertinent for such immigrants, especially those who own small businesses, or trade on a daily basis, to switch or alternate between different languages in order to make sales, offer their services and thus make profit that in turn boost their economy.

1.3 SOCIOLINGUISTIC BACKGROUND OF JOHANNESBURG, SOUTH AFRICA

According to Statistics South Africa in 2014, the population of South Africa was 54 million where Gauteng comprises the largest share of the population. Johannesburg is a very large city in the Gauteng province of South Africa and has a high number of foreign nationals both skilled and unskilled and also both in the formal and informal sectors of the economy. Johannesburg is considered as an economic hub, that is, where the money is as well as a fast paced metropolis which leads the country and is the first stop for any big thinking businessman in Africa (joburg.org.za). South Africa, in general, is a diversely multilingual society with 11 official languages. Johannesburg is a microcosm of multilingual South Africa, a linguistic melting pot. The city is also referred to as the economic capital of South Africa as well as a popular destination

for immigrants (Landau and Gindrey, 2008). All these features make Johannesburg a pole of attraction from different parts of the world. The average South African is multilingual and switches languages in conversations depending on the situation and context. In schools, companies, religious places, shops, markets, code switching happens on a daily basis, even among the educated. Code switching comes naturally to bi/multilinguals in any society.

First Language	Population	%	First Language	Population	%
IsiZulu	174,620	17.31	Sesotho	57,223	5.67
IsiXhosa	56,995	5.65	Xitsonga	24,509	2.43
Afrikaans	161,653	16.02	SiSwati	7,581	0.75
Sepedi	42,759	4.24	Tshivenda	15,401	1.53
Setswana	53,973	5.35	IsiNdebele	11,725	1.16
English	374,576	37.12	Other	28,019	2.78

Table 1: Sociolinguistic Background of South Africa

Table 1 above shows the population and percentages of the languages used in Johannesburg generally (Census, 2001). English, isiZulu and Afrikaans are the highest used languages.

1.4 IMMIGRATION IN SOUTH AFRICA

Due to the fact that movement barriers have greatly reduced and international trade has increased, the world has become such a global place where people move from one place to another due to different factors such as socioeconomic, political and environmental climate in their places of origin. One of the countries people move to includes South Africa. When they move, some decide to stay and some decide to move on to another place after a few years. Those that decide to stay in a particular country other than their own country are referred to as immigrants. Immigrants may

move to another country different from their own with different skills and education. Some can come with a degree with the aim of furthering their study; some come with the hope of getting a job while some just have the intention of setting up businesses. Whatever they end up doing contributes to the economy of the destination place. Figures from South Africa's 2011 Census suggest that there are about 1.7 million non-South African citizens in South Africa although it was reported that there are no official figures available on the total number of immigrants in South Africa (southafrica.info). This is close to the outcome of the FMSP (Forced Migration Study Programme) extrapolations from census data where Polzer, 2010 pointed that the overall foreign population is likely to be between 1.6 and 2 million or 3-4% of the total national population. These figures combine both documented and undocumented immigrants in South Africa. These immigrants contribute to South Africa's economy through their skills, more especially in the informal sector. The informal sector, also referred to as informal economy is described as the part of an economy that is not taxed as well as not monitored by any form of government. Activities that are engaged in this economy are not included in the gross national product (GNP) and gross domestic product (GDP) of a country unlike in the formal economy. The informal sector, even though is usually stigmatized as troublesome and unmanageable, provides the critical economy opportunities for the poor (The Informal Economy, 2011). Home based workers and street vendors are the most dominant types of work in the informal economy as the two fields make up about 10-15% of the non-agricultural workforce in developing countries (Men and women in the informal economy, 2002).

The influx of migrants and immigrants into the cities has greatly increased the ranks of the informal sector (Crush, 1999 and Peberdy & Rogerson, 2003 cited in Callaghan, 2014). Language choice and use in the informal sector is informal that is, since it is outside of the classroom and other formal sectors, there are no 'set' rules that govern the language use. Therefore, the use of linguistic phenomena common to multilinguals in such an environment with both local and foreign traders will be prominent.

1.5 LANGUAGE CHOICE IN BUSINESS

One of the major reasons of owning a business is to make profit and one of the surest ways to ensure this is the use of language. Grosjean, 1992 outlines four factors that influence language choice. They are participants, situation, content of discourse and function of interaction. Included in the participants' factor are language proficiency, language preference, socioeconomic status, age, sex, occupation, education; in the situation factor are location, setting, presence of monolinguals, degree of formality and degree of intimacy; in the content of discourse factor are topic and type of vocabulary; in the function of interaction factor are to raise status, to create social distance, to exclude someone and to request a command (Grosjean, 1992). These factors that influence language choice are relevant and can truly be reflected in different contexts, for example, during a business transaction. Language as a social institution in the context of business, growth and the economy is quite significant in the sense that, depending on the location of the business and the target customers, the use of language cannot be overemphasized. Owning a business in a multilingual society means that some of the aforementioned linguistic phenomena peculiar to multilinguals such as code switching and/or code mixing will be used.

Previous studies in certain publications (Bloom & Grenier, 1996; Chiswick & Miller, 2002; and Davila & Mora, 2000 cited in Francois, 2003) "indicate that immigrants benefit significantly from knowing the dominant language of their country of residence" (Francois, 2003). Knowledge of the dominant language in their country of residence reflects the importance of language and the economy in the sense that for a trader to make sales and profit thus boosting their economy, it has to be done in a mutually understood language.

1.6 IMMIGRANT TRADERS IN JOHANNESBURG

There are about 550,000 immigrants in Johannesburg as at the last estimate in 2011 (cde.org.za). Some immigrants, especially African immigrants from countries such as

DRC, Zimbabwe, Somali, Ghana, Malawi, Mali, Mozambique and Nigeria come to Johannesburg, South Africa for different reasons. Reasons such as political problems/instability in their countries, economic problems, persecution, economic reasons, to make more money to uplift them and remit some of their incomes or goods to their families back in their countries of origin (Landau and Gindrey, 2008). When immigrants get to Johannesburg, they have to immediately find means of livelihood in either skilled or unskilled positions. Some are fortunate to get employment in the formal sector but due to the fact that there is a high rate of unemployment, some may have to engage in some sales or trading activity to be able to sustain themselves in such an environment. Immigrant traders contribute to the economy of South Africa through employing local citizens as well as by paying rent. However, only a fraction of the above figure are traders. These traders are usually polyglots, that is, depending on the countries they come from are already bilinguals. For example, a Zimbabwean who arrives could already speak English and Shona or an Ethiopian who is bilingual in both Amharic and English language. On the other hand, a Pakistani may only be able to speak Urdu with no English or a Chinese only conversant in Mandarin. Especially for those who are not usually exposed to the English language where they come from, or any other official language in Johannesburg South Africa, they will have to learn basic English at least so as to be able to communicate in the lingua franca of the destination area. English is considered as the hegemonic language, that is, dominant language which embodies prestige and is likely to provide immigrants with material resources. Some may be very conversant in English language and some other languages in Johannesburg and will find themselves switching between languages within a conversation to either get along in everyday life and situations or to make sales and trade. This switch between languages, referred to as code switching, among immigrant traders in the informal sector of Johannesburg, is the backdrop of this research.

1.7 ECONOMICS OF LANGUAGE

Grin, 2002 represents the beginnings of the economics of language in terms of three generations of studies. The first generation is said to look at language as an ethnic attribute which may have an effect on a person's earnings. The second generation is said to emphasize the human capital nature of language which opens the way to a different perspective on language in which individuals and societies could profitably invest as a source of economic advantage. The third generation is said to combine both, that is, languages are now seen as a set of linguistic attributes which together influence actors' socio-economic status (Grin, 2002). All three generation of studies point out the fact that language use and choice of language is invariably linked to the economy albeit in different ways. Several authors have written about the economics of language (Marschak (1965), Arcand 1996; Bloom and Grenier 1996; Bruthiaux 2000, 2003, 2008; Djité 2008; Grin 1990, 1994, 1996a, 1996b, 1999a, 1999b, 2001, 2003; Grin, Sfreddo and Vaillancourt 2010; Grin and Vaillancourt 1997; Kamwangamalu 2004, 2010; Kaplan and Baldauf 1997; Ozolins 2003; Piekkari and Tietze 2011; Steyaert, Ostendorp and Gaibrois 2011; Tange 2009; Usunier 2011; Mockaitis and Harzing 2011) and have all succeeded in pointing out the relevance of language and its use in matters concerning the economy both in the formal and informal sectors.

For example, Grin 2002, points out that some previous studies document "a general preference by bilingual customers in Catalonia and Quebec for being offered goods and services in their own language" (Grin, 2002). Grin also refers to Cremer and Wiles, 1991 who showed that trade can take place with a remarkably low degree of second language competence among the various trading partners. This was concluded through a small scale survey data that was used to analyse language use in trading activities in the far East (Grin, 2002). This study will attempt to investigate if there will also be a general preference by bilingual customers in Johannesburg for being offered goods and services in their own language through observing how immigrant traders use languages with their customers.

1.8 STATEMENT OF THE PROBLEM

South Africa, a country with 11 official languages, has a high unemployment rate, coupled with the difficulty of entering the South Africa formal sector alongside the high level of competitiveness in the informal business sector. The target market is multilingual with language(s) immigrants may not be familiar with, thus their resort to code-switching in order to have an effective production and economic growth. Rose, 2006 concluded that "code-switching is viewed as a positive linguistic phenomenon by learners and teachers" (Rose, S. 2006). Even though Rose focuses on teachers and learners, I believe that CS is also a positive linguistic phenomenon for immigrant traders, as well. Lau and Ting, 2013 showed code switching led to more efficient sales. There is a need to assess the functions, effects and relevance of CS among immigrant traders regarding language choice in business. This research could contribute to existing debate about the general importance of code switching and show the value placed on the English language as a target language when code-switching in order to make more sales or profit. Code switching as a language practice among immigrant traders is an important research because it will show the power of language in the economic arena.

1.9 RESEARCH QUESTIONS

The following are the research questions for this research:

- How do immigrant traders in Johannesburg perceive the role of code switching in their business?
- What are the consequences of code switching among immigrant traders in Johannesburg?
- To what extent do they think code switching leads to more efficient business transactions?

1.10 AIM

This research aims at investigating the perceived relevance of code switching among immigrant traders in Johannesburg, South Africa and to what extent it leads to more efficient business.

1.11 OBJECTIVES

This research has the following objectives:

- to identify the specific functions of code switching among immigrant traders in Johannesburg
- to gauge the perceived relevance of code switching among immigrant traders in Johannesburg
- to determine if code-switching has an economic impact when used during business dealings

1.12 RATIONALE OF THE STUDY

The rationale of this study is due to the fact that the world has become such a global place and people migrate to different countries for different purposes. South Africa happens to be a country with its fair share of immigrants, especially in Johannesburg, one of its large cities. In a country such as South Africa with an already diverse society and language use, the use of code-switching cannot be escaped. Language is the most important tool with which people communicate in every aspect of life which includes business. Language choice (CS) therefore is quite important when it comes to handling business in such an environment, a foreign land with people from all over. A plethora of studies have been carried out regarding Code-Switching: its social factors, in and out of the classroom to mention a few but there is a need for studies that will investigate perceived relevance of code-switching among immigrant traders in Johannesburg with regards to their language choice in business. This research was carried out to fulfil that need.

1.13 SIGNIFICANCE OF THE STUDY

This study is significant in the sense that immigrant traders in Johannesburg have children who go to school in South Africa, an already super diverse country with super diverse classrooms. Research has shown that the majority of under-performing learners in South Africa are children who learn in a language that is not their mother-tongue (Lafon, 2009). Therefore, code switching perceived as relevant among immigrant traders in Johannesburg will have different implications. This study could have implications for code switching and contribute to the existing debate about the use of code switching in multilingual and super diverse classrooms such as South Africa and other multilingual countries. The research findings could help teachers build more confidence to take their use of code switching into the multilingual classrooms which will in the long run improve the quality of education students get. In that way, meaningful access to education will not be denied the multilingual learner in the classroom. The findings of this research could also answer the question of whether recent language policies have changed the linguistic practices of schools and how this impacts on 'meaningful' access, understood as learners' access to the curriculum and therefore broad content knowledge (Lafon, 2009). It is hoped that the research findings could enable teachers regard code switching as an important linguistic tool to be used in a multilingual classroom which in turn help learners get the best out of learning.

1.14 CHAPTER OUTLINE

Chapter Two provides literature review on code switching and is divided into the following themes; 1) Code Switching in the educational context in South Africa 2) Code switching during business transactions. Chapter Two also presents literature review conducted under the framework of Myer's Scotton Markedness Model and Halliday and Hasan's (1985) Framework with reference to Code switching.

Chapter Three provides a description of the research methodology that was used in the study which consists of the following;

1. Population and Sampling

2. Instrument and Data Collection Procedures
3. Data Analysis

Chapter Four consists of the data presentation and analysis

Chapter Five provides the data interpretation of the study and the findings presented in detail.

Chapter Six provides the summary, conclusions and recommendations based on the research findings.

CHAPTER TWO: LITERATURE REVIEW

2.1 INTRODUCTION

Code switching as a linguistic phenomenon is getting more recognized. Various scholars have conducted research to draw attention to the importance of code switching in the classroom, in business and generally in the world of bi/multilingualism today. This section focuses on literature regarding code switching in classroom and research related to code switching in business that has been carried out.

2.2 CODE SWITCHING IN THE EDUCATIONAL CONTEXT IN SOUTH AFRICA

This phenomenon known as code switching has been researched over and over again (Adendorff, 1992, Peires, 1994, Kieswetter, 1995, Marawu, 1997 and Rose, 2006). These researchers examined code switching as a communicative and learning resource in the classroom and educational contexts as an aid to learning as well as code switching by students from selected South African schools.

Marawu (1997) explores the use of English and Xhosa in the classroom as a communicative resource. The focus was on the communicative functions of the switching behavior of a teacher as she interacts with her pupils. In other words, the study looked at how the research subject uses English and Xhosa to get things done in the classroom. The study mainly concentrated on her communicative repertoire and did not deal with the linguistic constraints of code switching. A major finding showed that the research subject did not use code switching to avoid using English but rather uses it as a learning resource. Another finding showed that code switching was used by the research subject as a contextualization cue such as nonverbal communication cues. The findings were found to be in line with Martins Jones' (1995) viewpoint that code switching is used to negotiate and renegotiate meaning rather than to express solidarity with the learners by bilingual teachers.

Rose (2006) identifies the functions of code switching in intercultural communication occurring in multilingual high school classrooms. The specific focus was to consider the use of Code switching between Afrikaans and English by learners and teachers in the classroom. The aim of the research was to show that code switching does indeed have specific functions and is used intentionally to make meaning. The research was carried out in a multicultural and multilingual high school in the Western Cape in five classrooms of three different subjects. Data was collected through means of learner and teacher questionnaires. Most learners were from various linguistic backgrounds. The learners' age ranged between 14 to 16 years of age and most of them speak English as an L1 with Afrikaans or isiXhosa as an L2. A large number of the learners in the school are able to speak a number of the indigenous languages of South Africa. The research questions were to analyze the types of code switching in a multicultural classroom in terms of Myers-Scotton's (1993) Markedness Model as well as to identify the specific functions of code switching in a multicultural classroom. Results showed that examples of marked, unmarked, sequential types of code switching were identified but exploratory type of code switching was not identified. The researcher concluded by saying that code switching is viewed as "a positive linguistic phenomenon by the learners and the teachers involved in the study, and that it has specific functions in our multicultural and multilingual society." Following a cue from the findings of the above researcher, the researcher of this present study will like to find out if code switching is also viewed as a positive linguistic phenomenon outside of the classroom, among immigrant traders.

2.3 CODE SWITCHING DURING BUSINESS TRANSACTIONS

The above mentioned studies have been carried out with regards to code-switching, its functions especially in the classroom but because there is an impact of language on economic performance, some studies carried out previously divert from code switching in the classroom and focuses on the relationship of code-switching in the economic arena . Building on a sociolinguistic framework, David Luna and Laura A. Peracchio (2012) explored the impact of code-switching on the persuasiveness of

marketing messages in their research. They described code-switching as referring to the mixing of languages within a sentence, a common practice among bilingual consumers. The aim was to investigate how responses to different types of code-switched messages can provide insight into bilingual consumers' persuasion processes. In their research, a pilot study was carried out and it revealed that "a code-switching direction effect such that minority-language slogans switching to the majority language result in greater persuasion than majority language slogans switching to the minority language" (Luna & Peracchio, 2012). The researchers used two hypotheses in their work. The first one was that "slogans switching from the majority language to the minority language (majority-minority-slogans) will lead to lower product evaluations than slogans switching from the minority language to the majority language (minority-to-majority slogans) and the second one was that "for individuals with positive attitudes towards the minority language, majority-to-minority slogans will lead to higher product evaluations than minority-to-majority slogans" (Luna & Peracchio, 2012). The results of the study confirm that a negative attitude toward the minority language motivates the code-switching direction effect.

Rajeev K. Doley (2013) examined the medium of communication used by traders, particularly of the makeshift evening and weekly markets of middle Assam, India. One of the tools traders use at such markets to woo customers is Situational change of language or code-switching. In this study, recorded data was collected through participatory as well as non-participatory observation and translated into English discussed in the light of the Markedness Model to arrive at a stage of conclusion. Excerpts of this typical medium of communication from three of such markets were empirically studied by employing the Markedness Model of Carol Myers-Scotton which allows the researcher to find out what motivates a person to speak different languages at different situations but in the same conversation. The findings of this study suggest that many of the traders of temporary and mobile markets in Assam use different languages to fulfil their various intentions in their attempt to promote business. The researcher concluded by saying that traders change languages in an effort to fulfil their goals and is quite a common phenomenon in the popular

makeshift markets in Assam. They make judgements on the basis of the look and attitude of the customers as they (the customers) have the power of purchase. Thus, they situationally depart from the existing medium of communication while doing this. Code switching in this instance is believed to bring them better results (Doley K. R. 2013).

On a similar trajectory like Doley (2013), Ting (2013) investigated Chinese vendors' code switching in service encounters in Sarawak, Malaysia. The research site was a bakery operated by Chinese vendors in a Foochow-dominant town in Malaysia. The method used for data collection was observation and recording of naturally occurring service encounters of one hundred customers. Out of the one hundred, 83 were Chinese and the remaining non-Chinese. Foochow was the default language choice in intra-ethnic interactions but Mandarin was discovered to be emerging as a viable option. In the interethnic interactions, the Chinese vendors were said to have accommodated by speaking either Bahasa Malaysia or Bazaar Malay. A majority of the service encounters were said to have taken place in one language as code-switching was identified in only 19 of the encounters. The vendors were said to have switched codes to thank customers in English in interethnic interactions but in intra-ethnic interactions, the functions of code-switching varied with regards to the different stages of service encounters. The main functions observed in the study were emphasis on attributes of goods in sale Enquiry, attributes and quantity of goods to buy in Sale Request, and attributes, quantity and price of goods to sell in Sale Compliance. And in the Purchase Closure stage, code-switching as said to have brought in expressions of thanks which in Eastern settings, is not an integral feature of service encounters. In this study, it is interesting to note that the researchers' use of the stages of service encounters to explain code-switching functions provides a less context-dependent framework which showed how code-switching brings about efficiency in service encounters.

These studies discussed above have shown the importance and impact of code switching in the classroom in multilingual societies as well as in the business environments in some parts of the world such as mentioned. From these research

reviewed briefly, one can tell that code switching as a linguistic phenomenon is quite an interesting area of research that needs more studies in different angles. This project attempts to replicate a more context-independent framework which use the stages of service encounters as outlined in Halliday and Hasan's (1985) Framework to explain functions of code-switching where meanings of code-switching are derived from the markedness of the language switch rather than the status and roles of languages in the wider socio-cultural, economic and political context of language use as proposed by Lau and Ting (2013). However, the replication will be in an immigrant owned business.

2.4 CONCEPTUAL FRAMEWORK

This section establishes a framework for the conceptualization and analysis of the data gathered in this study. Language choice, more specifically code switching can be understood within a number of frameworks that have been used to account for the types, functions and reasons for code-switching. These include Myers-Scotton's Markedness Model of code switching as well as Halliday and Hasan's (1985) Framework. These frameworks attempt to explain the uses, types, functions and reasons for code-switching within a service encounter context.

2.4.1 Myers-Scotton Markedness Model

Myers-Scotton (1993) Markedness Model is one of the most significant and controversial theory within the sociolinguistic perspective. In 1993, Myers-Scotton presented a Markedness Model of Codeswitching in which the theory proposed that "speakers have a sense of Markedness regarding available linguistic codes for interaction but choose their codes based on the personal and/ or relation with others, which they wish to have in place" (Scotton, 1993 cited by Jagero and Odongo, 2011). Prior to the Markedness theory, in 1983, Scotton proposed the Negotiation Principle which states that all code choices could ultimately be explained in terms of speakers'

motivations. This principle, modeled after Grices's "Cooperative Principle" in 1975, is said to embody the strongest and central claim of the Markedness theory in that it allowed for code choice as long as meanings were constrained by reference to common interpretative components shared by all members of a speech community (2011; 2). In the negotiation principle, all code choices are seen to be inherent therein. In other words, the principle states, "choose the form of your conversation such that it indexes the set of rights and obligations which you wish to be in force between speaker and addressee for the current exchange (Scotton, 1993 cited by Jagero and Otondo, 2011). The Markedness Model can be said to build on the Negotiation Principle and its set of general maxims that applied to code choices. Here, this model approached the social functions of code switching in a different way. The model "accounts for all types of CS and their social motivations as one of four complementary types" (Myers-Scotton, 1993) named as follows: Marked, Unmarked, Sequential and Exploratory. Speakers are said to engage in code switching resulting in one of these four related types.

2.4.1.1 Code switching as a marked choice

Code switching as a marked choice is described as a situation in which the speakers are engaged in a relatively normal conversation in which a speaker tries to negotiate an RO set other than the unmarked one. In this situation, the speaker takes a different path of the marked choice maxim where the conversation takes place in a "relatively conventionalized interaction" (Scotton, 1993). Simply put, code switching as a marked choice maxim occurs in a situation where, "though it is "safer" to make an unmarked choice, speakers do not always do" (Jagero and Otondo, 2011). The speakers will rather assess the potential cost and rewards of all the alternative choices and made their decisions unconsciously. They thus resort to marked (unexpected choices), where the speaker is presumed to say, "put aside any presumptions you have based on societal norms for these circumstances and view our relationship to be otherwise" (Scotton, 1993).

2.4.1.2 Code switching as an unmarked choice

Code switching as an unmarked choice is described as a situation in which the speakers are engaged in a continuous pattern of using two or more languages and where in most cases, the switching is intrasentential and sometimes within the same word (P 117). Each switch in this type of code switching "does not necessarily have a special indexicality; rather it is the overall pattern which carries the communicative intention". Thus means that code switching here just happens during discussion in the sense that the speakers, even if educated and good speakers of English language, decide to switch languages as a form of being free and comfortable with one another. In such situations, Scotton explains that code switching occurs in certain conditions such as the speakers being bilingual peers, the speakers wishing to symbolize the dual memberships that such code switching calls up in an informal setting, speakers positively evaluating the indexical values of the varieties used in the switch, and speakers being relatively proficient in the languages involved even though the degree of proficiency is open to question. The term "unmarked language" refers to the status or general acceptance of a given language in a situation or a society. Scotton refers to this type of code switching occurrence whereby the speaker wishes to index two identities toward the interaction and two RO sets simultaneously.

2.4.1.3 Code switching as a sequential unmarked choice and as an exploratory choice

Code switching as a sequential unmarked choice is described in a situation where the situational factors change within the interaction and the speaker wishes to index the new unmarked RO set in alignment with them. Code switching as an exploratory choice is described in a situation where speakers themselves are not sure of the "expected or optimal communicative intent, or at least not sure which one will help achieve their social goals" (P.142). This type of code switching is the least common because it is not often a needed choice in the sense that an unmarked choice is clear. In the exploratory choice, it is usually not clear which norms apply therefore they propose one code first and see if it is reciprocated. In a case where it is not reciprocated, they switch to another. Myers-Scotton makes an illustration of

Exploratory code switching in an instance where a local resident is trying to show solidarity as well as impress a visitor by aligning himself in worldliness and education but the visitor did not reciprocate because it seems inappropriate in the setting.

It can be concluded that since speaking is an interactional behaviour, code choices are therefore a function of negotiation because speaking is seen as rational or logical process that involves decisions, therefore the Negotiation Principle and its set of maxims govern conversations. That way, speakers are able to choose the form of conversation in a given exchange to negotiate social identities. Also, the importance of these maxims as Scotton pointed out was that, central to any form of conversation was giving and receiving of information, influencing and being influenced by others, the theory therefore accounted for the societal norms in explaining code choices and the functions these codes served in a marked setting (Scotton, 1993, cited by Jagero and Otondo, 2011).

The language choices immigrants make during business transactions will reflect the way they negotiate their social identities as well as point out the social motivations for code switching in their businesses. This will explain the functions the languages (codes) serve in a 'marked setting'.

2.4.2 Halliday and Hasan's (1985) Framework

Halliday and Hasan's (1985) Framework outlines the minimal exchange between a grocer and customer in a local grocery shop in Australia and it was termed the "Generic Structure Potential" of the service encounter genre. This framework has been cited in recent studies on buying and selling interactions (e.g., Clarke and Nilsson, 2008; Togher, Hands and Code, 1997; Togher, McDonald, Code and Grant, 2004; Torras and Gafaranga, 2002; cited by Lau and Ting (2013)). This framework will be used for the analysis of the stages of service encounters.

In Halliday and Hasan's (1985) Framework, the guidelines for analysis of stages of services are outlined as follows Greeting (G), to show recognition of personal relation; Sale Initiation (SI), to initiate service encounter and is said to be complete when

customer has responded; Sale Request (SR), to request goods or services and said to usually involve demands, reference to goods and quantity of goods; Sale Compliance (SC), to grant or reject sale request and a true granting of SC is said to be getting goods and services rendered for customer but the verbal response is to invite more purchases, SC is complete when customer has responded to the invitation; Sale Enquiry (SE), to determine some attribute of goods contemplated for purchase which can be raised by either the customer or the vendor and is said to occur anywhere, as long as it does not precede G or SI and as long as it does not follow P, PC or F; Sale (S), to inform exchange value of goods; Purchase (P), to offer the exchange value in return for ordered goods; Purchase Closure (PC), to acknowledge receipt of payment which signals end of purchase act and might additionally cover the business of handling over change; Finis (F), to indicate continuity in interpersonal relation by displaying good will or desire to new contact. (Cited by Lau and Ting (2013). However, five of the stages are termed as "obligatory elements in an economic transaction in which the agents of transaction are customer and vendor who are socially distant" and also, "the mode of the economic transaction is spoken with visual contact" (2013:203). Therefore, for a service encounter to be complete, based on the framework, it has to have Sale request (SR), Sale Compliance (SC), Sale (S), Purchase (P) and Purchase Closure (PC).

This framework was used in an English only context in Australia and highlighted the obligatory and optional elements during a business transaction as well as the structures in a text. For the purpose of this study, this framework will be used within the context of code switching during buying andselling interactions among immigrant traders.

CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

3.1 RESEARCH DESIGN

This chapter is divided into four parts. First part explores how this research was designed. The second part looks at the research method. The third part focuses on the data collection methods while the fourth and final part examines the biographical information of the participants.

This research is an ethnographic one as the researcher intends to describe and interpret a culture or social group (Mouton, 2001). A research design can be defined as a detailed plan of how one plans to conduct a research (van Wyk and Taole, 2015). This will ensure that the design is valid, accurate and sets out objectives to be achieved (p.165). The research design selected for this study is a mixed method design which combines both qualitative and quantitative designs in order to provide a more complete understanding of a research problem (p.166).

3.1.1 Population

Population refers to an aggregate or totality of all the objects, subjects or members that conform to a set of specifications (Polit and Hungler, 1999). In this study, the population will be divided into two sets. The first set of population will be immigrant traders of various nationalities and different age groups who trade on daily basis in the north of Johannesburg. They will take part in a survey that will help establish the fact that code switching happens/does not happen during their trading. The second set of population will be Nigerian traders who trade on a daily basis in the North of Johannesburg, who respond positively towards code switching in the survey. They will take part in the qualitative aspect of this study. The researcher specifically chose Nigerian traders for language reasons, which is, since the researcher is Nigerian and has the same language background as the participants, the languages used can be understood.

3.1.2 Eligibility Criteria

The eligibility criterion specifies the characteristics that people in the population must possess in order to be included in the study (Polit & Hungler 1999:278). The eligibility criteria in this study, for the survey aspect, are that the participants have to:

- be non-South African citizens
- trade on a daily basis in the informal sector of Johannesburg

3.1.3 Sampling procedure

The process of selecting a portion of the population to represent the entire population is known as sampling (Polit & Hungler 1999:95). A number of immigrant traders who trade in Randburg will be selected. Randburg was selected because it has a pool of immigrant traders within the location. Obtaining data from the population of immigrants in the north of Johannesburg would work well as analysing and interpreting vast amounts of data could be impossible to accomplish within the time constraint.

3.1.4 Sample Size

The goal of a quantitative research is to gather a sample that is as representative as possible of the population of interest so that the findings can be generalized (Macnee & McCabe, 2008). The sample size for the quantitative part of this research was 65 immigrant traders. Although the researcher is aware that the minimum sample size for a research to be representative of the target group is 100 so the researcher left an allowance of 10 extra participants in case some participants refuse to take part in the research. However, only 65 participants willingly agreed to fill in the questionnaire. The sample size for the qualitative part of this research was six participants out of the original 65 from the quantitative sample. This is so because the researcher wants to get an in-depth understanding of their opinions and perceptions about the relevance of code switching in their businesses. The six were selected based on those who own/work in a restaurant, speak the same language as the researcher and

responded most positively towards the notion. Those who responded least positively in equal proportions were also considered.

3.1.5 Sample

A sample is a subset of a population selected to participate in the study, it is a fraction of the whole, selected to participate in the research project (Polit & Hungler 1999:227). In this research, the sample is a subset of immigrant traders in Randburg, a northern suburb in Johannesburg.

3.2 RESEARCH METHOD

This research aimed to investigate the perceived relevance of code switching among immigrant traders in Johannesburg. Therefore, this research was a mixed method research (quantitative and qualitative) as it used a survey and an observation and follow up interview schedule to achieve the objectives of this research as well as try to answer the research questions. A mixed methods research design is a procedure for collecting, analysing, and "mixing" both quantitative and qualitative research and methods in a single study to understand a research problem. Burns and Grove (1993:777) define quantitative research as a formal, objective, systematic process to describe and test relationships and examine cause and effect interactions among variables. According to Hancock (2006), qualitative approach attempts to increase the understanding of why things are the way they are in the social world and why people act the way they do. This research used a sequential mixed method, from quantitative to qualitative so as to be able to provide a better understanding of the research problem: depth and breadth.

3.3 PARTICIPANTS

The participants of this research for the survey aspect of it were 65 immigrant traders around the North of Johannesburg who were randomly selected within a pool of immigrant traders for the quantitative part of the research. Afterwards, six immigrant traders who are Nigerians were observed in their shops during service encounters for two hours, three times a week for a period of two weeks. The researcher took into consideration that the issue of research size is often subject to criticism due to the fact that it is believed that it is likely to compromise the validity

or credibility of the research (Arber, 1993). The research size in this study provided insights into the subject being explored through triangulation.

3.4 SAMPLING TECHNIQUE

The present study of the phenomenon of code switching was conducted in shops and shopping areas with a large number of immigrant owned shops. The sampling technique that was used is a simple random sampling within a pool of immigrant traders such as Randburg, a Northern suburb of Johannesburg. The criterion that was used was to get immigrants from various countries that own their own small businesses or are traders and have to communicate daily with people with different language backgrounds during service encounters. The researcher tried to make sure that the 65 participants spread across different countries and languages such as Nigeria, Zimbabwe, Zambia, Malawi, Ghana, Gabon, Bangladesh, and Pakistan. The researcher also tried to make sure that the gender of the participants was equally distributed but succeeded with 34 females and 31 males in order to control gender bias in the data. Afterwards, six out of the original 65 participants were observed during their day to day service encounters and interviewed to get a deeper sense of their opinions and perceptions of the importance and impact of code switching in their businesses.

3.5 RELIABILITY AND VALIDITY

Validity: validity refers to the extent to which an instrument is accurate that is, whether or not it measures what it is supposed to measure. According to Kimberlin and Winterstein, 2008, an instrument can be defined as "the extent to which an instrument measures what it purports to measure" (Kimberlin and Winterstein, 2008:2278). There are three types of validity: content validity, criterion validity and construct validity. For the purpose of this research, the content validity was used because it helped to measure if content of the instruments matched the aim and objectives of the research.

Reliability: reliability can be defined as the extent to which an instrument is consistent. The questions for the survey have been previously used in Rose, 2006, albeit in a classroom setting. Also, a pilot testing of the survey for this research was carried out to ensure that reliability was measured.

In combining both validity and reliability of this study, the researcher, who is a competent one, presented the analysis and interpretation of the data collected progressively to the very capable supervisor who queried and gave insightful suggestions for revising the analysis and interpretation.

3.6 DATA COLLECTION METHODS

To investigate the economic importance of Code-Switching among immigrant traders in Johannesburg, a survey was done through the means of a self-rate questionnaire that enabled the participants to respond to questions adapted from Rose, 2006 such as "I think that mixing languages has a positive/negative influence on communication between people from different cultures"; "My customers react positively/negatively when I mix my languages"; "I think that mixing languages has a positive/negative influence on my sales"; "I think people in general have a positive/negative attitude toward the mixing of languages"; "Mixing languages enhances my profitability positively/negatively"; "Being able to mix languages has a positive/negative impact on my economy". The participants were expected to circle either of the two words in bold font based on their opinion about code switching. After the data had been collected, six participants out of the original 65 were selected to be observed during service encounters and communicative interactions as well as participate in an unstructured follow up interview that will be conducted for about 5 minutes each in order to find out why they responded the way they did and also to gauge more about their beliefs through their unrestricted responses.

For the present study, the researcher made use of written recordings of physical observation and audio recordings of the interviews in the traders' shops and service encounters as well as a questionnaire prior to the interview. The questionnaire served

as a tool to help establish the number of those who actually code switch among immigrant traders while the observation and interview schedules served as tools with which the researcher were able to find out the reasons why the participants code switch during service encounters as well as describe in detail the impact of such on their businesses. These methods of data collection helped to provide an overall picture of the language use of the immigrant traders and a view into their personal feelings, perceptions and opinions about code switching.

3.5.1 RESEARCH INSTRUMENTS

This study relied on three instruments: self-rate questionnaire (administered to all 65 participants) and an observation schedule/follow-up unstructured interview schedule (with six out of the 65 participants).

3.5.1.1 Questionnaire

A short self-rate questionnaire was administered to 65 participants who trade on a daily basis. This was to establish that code switching occurs in their shops during service encounters and to decipher if it is viewed in a positive light.

3.5.1.2 Observation Schedule

Language choice, code switching can be authentically recorded in natural settings through observations. Observation is seen as one of the main sources of information in an ethnographic research. The researcher observed three different immigrant owned restaurants in the north areas of Johannesburg during the observational period. Service encounters in each restaurant were observed and instances of code switching will be noted using field notes and a recorder. The data collected from the observation was then analysed based on the frameworks. Observations started in November as shown in the table below.

Site	Duration	Frequency per week	Time span	Total hours/week
Restaurant 1	2 weeks	3 times per week	2 hours	12 hours
Restaurant 2	2 weeks	3 times per week	2 hours	12 hours
Restaurant 3	2 weeks	3 times per week	2 hours	12hours

The final timetable as regards week, day and time were negotiated with the restaurant owners.

3.1.5.3 Semi structured interviews

In this study, the interviews were conducted in the restaurants when they were no longer in their peak period, that is, when sales were beginning to start off or wind down so as to get an undivided attention from the participants. The interview took an average of 5 minutes each and questions that gauged their perceptions of the relevance of code switching to their business were asked. By doing so, the researcher was able to answer the research questions as well as able to focus on some of the objectives. It is worthy of note to mention that one of the restaurant owners assigned participants for the interview.

3.7 DATA ANALYSIS METHODS

The qualitative data from the interview was analysed for themes and patterns that emerged from the transcribed data through a deductive approach. The qualitative data (observation and interview) was analysed by the thematic analysis as portrayed in the observation and interviews so that the perceptions and opinions towards code switching was discerned. These were analysed based on aforementioned frameworks to investigate the patterns of code switching used among immigrant traders. The researcher transcribed the recorded interviews in question and answer format and

analysed. This technique provided a picture for cross analysis by following the same question across all research sites. The general method was descriptive, analytical, comparative and interpretive.

3.8 ETHICAL CONSIDERATIONS

The ethical clearance to carry out this research was requested from the Ethics department of the Wits school of Education and was granted. The researcher also obtained consent from the participants who decided to be a part of the research. All participants were informed on what the research is about and what it intends to achieve and that their identities will be protected should they agree to take part in the research. Anonymity and confidentiality was ensured to the maximum extent. Also, the data will be locked up in a password-protected computer and all raw materials will be put in a locked cabinet for 3 years.

3.9 LIMITATIONS TO THE STUDY

The researcher initially planned to get between 100-110 research participants for the study but realized that immigrant traders are very resistant to pen and paper and despite the letter of consent and promise of anonymity and all, some of them fear that their information could be used against them in some way or another therefore, because of time constraints, only 65 participant agreed to fill in the questionnaire. And out of the 65 who agreed, the majority were Nigerians found in the area.

Another limitation to the study was due to the fact that the average restaurant had about 4-5 traders attending to customers at the same time therefore, it was impossible to have an audio recording of the observation as planned and as such, only written recordings were achieved for this study.

The final limitation was that it was difficult to get the traders to leave whatever they were doing to participate in the interview as they were always busy in the three restaurants. It always seemed like the researcher was bothering them therefore it took a while before all six interviews were conducted with five being Nigerians as

planned and the sixth one being a Zimbabwean as the other Nigerian staff member was always busy cooking or attending to customers.

3.10 BIOGRAPHICAL INFORMATION OF PARTICIPANTS (SUMMARY)

The population for the questionnaire section of the research and data collection instrument were immigrant traders of various nationalities and different age groups who traded on a daily basis in Randburg. Their biographical information was elicited from the participants so as to help during the interpretation of the data. The participants were asked to fill in their gender, age group, country of origin, language background, and the type of business they did. The results are summarized as follows.

3.10.1 GENDER

The researcher planned to have an equal gender number of the respondents. However, the majority of the participants were of the female gender as can be seen in FIG.1 below.

Table 1: Frequency Distribution of Gender

Gender	Count	Percentage (%)
Male	31	48%
Female	34	52%
Total	65	100%

Table 1 shows the distribution of the gender of the participants from which data was collected. 48% of the participants were male while a slightly higher percentage of 52 were female.

3.10.2 AGE GROUP

The age groups reflected in the questionnaire were as follows 18-24 represented by "1", 25-30 represented by "2", 31-40 represented by "3", 41-50 represented by "4" and 50 and above represented by "5". The age groups of all the participants are presented in FIG.1 below

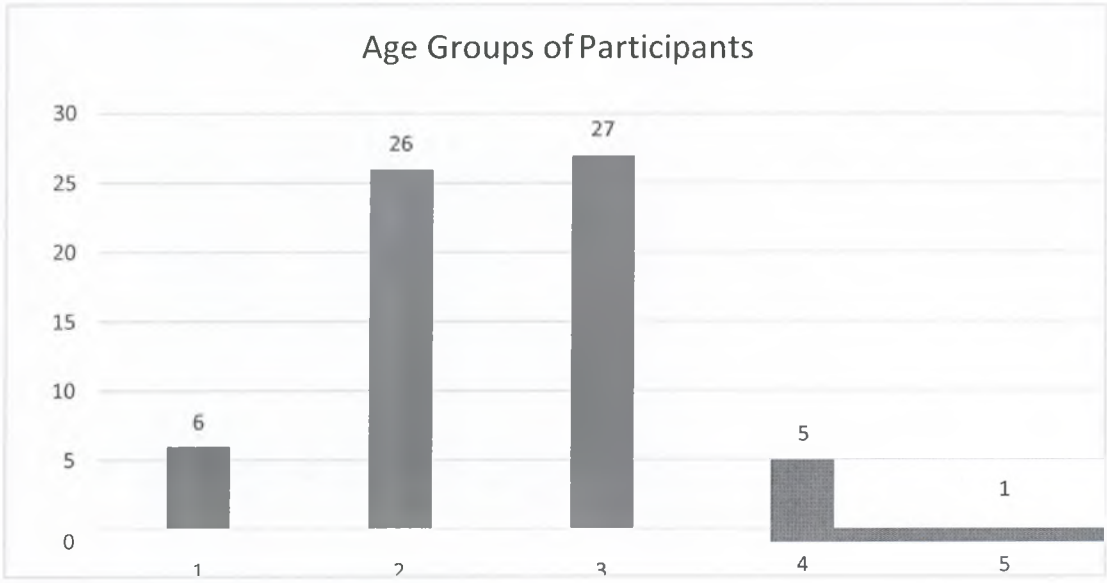


FIG.1: Age Groups of the Participants

The chart shows that out of the 65 participants, a total of 53 were in groups 2 and 3 which reflects that most of the traders were aged between 25 and 40. This means that it is mostly young people between these ages who engage in these kinds of informal trade in Johannesburg.

3.10.3 COUNTRY OF ORIGIN

As the research focuses on the perceived relevance of code switching among immigrant traders, it was necessary to find out the countries the traders came from. The countries represented in the data collection are presented below in FIG.2

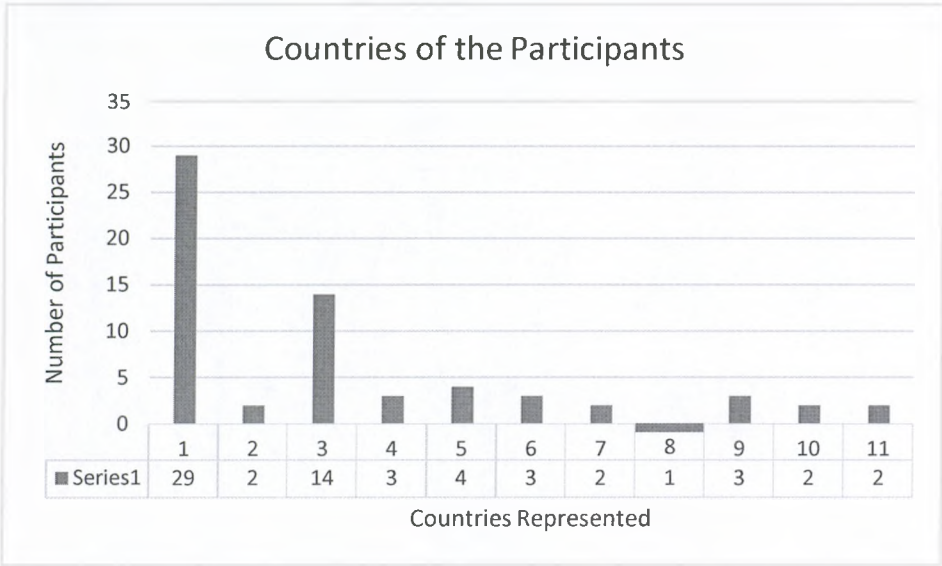


FIG.2: Countries of the Participants

11 countries were represented in this study during the data collection and they are Nigeria, Zambia, Zimbabwe, Ghana, Congo, Gabon, Cameroon, Cotonou, Bangladesh, Malawi and Pakistan. These are represented in the order in which they appeared. As seen in the table above, Nigeria had the highest number of participants followed by Zimbabwe. This could mean either that they are the highest number of immigrants who travel outside their countries or they are those who engage most in the informal business sector of Johannesburg and who also code switch.

3.10.4 KIND OF BUSINESS

During the data collection, there were several kinds of businesses ranging from clothing, street hawking, barbing salon, meat shop, hair salon, nail bar, internet café to mention a few. From those who agreed to fill the questionnaire however, the figure below presents the kinds of businesses these immigrant traders engage in on a daily basis.



Fig. 3: Kinds of business

The participants who are immigrants based in South Africa were asked in the questionnaire to state the kind of business they engaged in on a daily basis. The most common businesses covered were Clothing, Restaurant, Salon, Fashion Design, Electronics, Furniture, Internet Café, Food stuff and Retail.

3.10.5 AREA OF THE SHOP

The area used in this research was mainly Randburg, in the north of Johannesburg. Randburg was selected because it has a high number of immigrant owned shops as well as large number of immigrants living in the area and buy from the shops. This made the area a good one for the aim of the research which is to investigate language choice in business among immigrants.

3.10.6 LANGUAGE BACKGROUND

A part of the questionnaire asked the participants to indicate their home language. Findings showed that according to their countries, the languages they speak apart from the English language include Yoruba, Igbo, Hausa, Pidgin, Beba, Shona, Akan, Ndebele, French, Lingala, Bateke, Bamenda, Bangley, Chewa, and Urdu.

CHAPTER FOUR: DATA PRESENTATION

4.1 INTRODUCTION

This is an ethnographic study aimed at investigating the perceived relevance of code switching among immigrant traders in Johannesburg and to what extent it leads to more efficient business. This chapter presents and analyses findings from the data collected in this study. The study relied on three data collection instruments which are questionnaire, observation and interview in order to fully describe and interpret a culture or social group (Mouton, 2001). The findings followed the logic of the research questions and the objectives of the study. The full description of the biographical information of the research participants are included in the previous chapter, therefore, findings are presented and analysed directly.

The objectives were to identify the specific functions of code switching among immigrant traders in Johannesburg, to gauge the perceived relevance of code switching among immigrant traders in Johannesburg and to determine if code-switching has an economic impact when used during business dealings. The research questions were (i) How do immigrant traders in Johannesburg perceive the role of code switching in their business? (ii) What are the consequences of code switching among immigrant traders in Johannesburg? (iii) To what extent do they think code switching leads to more efficient business transactions? The findings of the data collected for this research will be used to answer the research questions as well address the objectives. The research instruments used for this research were a trader's questionnaire, observation schedule and an interview guide.

4.2 INSIGHTS FROM THE QUESTIONNAIRE

The questionnaire had participants who are immigrant traders who responded to some questionnaire items with a response of yes or no (as adapted by Rose, 2006 in her research on code switching in the classroom) which reflects their thoughts and opinions on the following items :

1. Mixture of languages

1. Location of the physical place where it occurs
2. Effects of Code Switching in business dealings
3. Influence of Code Switching on communication
4. Customer reactions towards Code Switching
5. Influence of Code Switching on sales
6. Perceived attitude of customers regarding code switching
7. Code switching and perceived profitability
8. Impact of code switching on traders economy

The items on the questionnaire were divided into three themes and analysed according to each theme:

i. Acknowledgement of Code Switching by Participants (item 1)
ii. Effect of Code Switching in the participants' business dealings (item 2,5,7 and 8)
iii. Customers' reactions towards the participants' Code switching (items 3,4 and 6)

4.2.1 Acknowledgement of Code Switching by Participants

Code switching is the use of two or more languages simultaneously within a conversation and according to Obiamalu and Mbagwu, (2007), "code switching refers to the alternate use of sentences from two languages in a single discourse, while code-mixing refers to the alternate use of constituents from two languages within a sentence" (Obiamalu and Mbagwu, 2007). The researcher intended to find out if the immigrant traders which are the participants are aware of code switching and also if they acknowledge its use during their everyday life which includes their business transactions. Their responses can be seen in Table 1 below:

TABLE 1: Frequency Distribution of Acknowledgement of Code Switching by Participants

Mixture of languages?	Count	Percentage (%)
Yes	64	98.5%
No	1	1.5%
Total	65	100%

The first item on the questionnaire required the participants to answer if they code switch and 98.5% replied in the affirmative while 1.5% replied in the negative. The reason for this question was to establish the fact that code switching did exist among immigrant traders and the responses did prove that it exists in a very high percentage. And apart from the fat that it exists in a high percentage, it is also important to note that it is an acceptable linguistic phenomenon in a multicultural and multilingual society.

4.2.2 Effect of Code Switching in the Participants' Business Dealings

One of the objectives of this research was to gauge the perceived relevance of code switching among immigrant traders in Johannesburg through the questionnaire. The research question used to investigate this was "how do immigrant traders in Johannesburg perceive the role of code switching in their business?"

Item 2 required the participants to respond by writing their perceived effect of code switching in their business dealings. The major and most prominent themes that emanated from their responses were:

i) Customer Satisfaction

ii) Making Sales and hence profit

The following three items on the questionnaire were used to gauge the perceived relevance of code switching among immigrant traders.

Item 5. Influence of Code Switching on sales

Item 7. Code switching and perceived profitability

Item 8. Impact of code switching on traders economy

The participants responded to the questionnaire which was in a form of yes or no answers. Their responses were coded such that if the participants circled items 5,7 and 8 as positive, then it was coded as yes and if circled as negative, then it was coded as a no. Although there was no option of a neutral, some of the participants circled both which the researcher coded as a neutral response. The results of these are presented in the table below:

TABLE 2: Frequency Distribution of Influence of Code Switching on Sales

Response	Item 5: Influence of Code Switching on Sales	(%)
Yes	55	84.6%
No	7	10.8%
Neutral	3	4.6%
Total	65	100%

For item 5, the purpose was to find out the perceived influence of code switching on the participants' sales and 84.6% of them responded in the affirmative that code switching during business dealings did have a positive influence on their sales. 10.8% responded in the negative as they did not think it had a difference in the sales they made whether they switched languages or not and 4.6% were neutral about it.

TABLE 3: Frequency Distribution of Code Switching and perceived profitability

Response	Item 7: Code switching and perceived profitability	(%)
Yes	57	87.7%
No	6	9.2%
Neutral	2	3.1%
Total	65	100%

For item 7, the purpose was to find out if the uses of code switching during business transactions did increase their profitability and 87.7% of the participants agreed that the use of code switching did increase their profitability while 9.2% did not think it made any difference. 3.1% of the respondents however were indifferent about code switching increasing their profitability or not.

TABLE 4: Frequency Distribution of Impact of Code Switching on traders' economy

Response	Item 8: Impact of code switching on traders' economy	(%)
Yes	58	89.2%
No	5	7.7%
Neutral	2	3.1%
Total	65	100%

The purpose of item 8 was to find out if the participants were of the opinion that the use of code switching has an impact in their economy. 89.9% of them replied in the affirmative that the use of code switching did have an impact in their economy and 7.7% did not quite agree to that. The remaining 3.1% of the participants were not sure if it had an impact on their economy or not.

TABLE 5: Frequency Distribution of Effects of Code Switching in Business Dealings

	Item 5	(%)	Item 7	(%)	Item 8	(%)
Yes	55	84.6%	57	87.7%	58	89.2%
No	7	10.8%	6	9.2%	5	7.7%
Neutral	3	4.6%	2	3.1%	2	3.1%
Total	65	100%	65	100%	65	100%

TABLE 5 above presents a summary of the perceived effects of code switching in the immigrants' day to day business dealings. The highest percentages of the participants responded in the affirmative that code switching did have a positive effect in their

business transactions and dealings. This shows an overall picture of code switching viewed in a positive light by the immigrant traders.

4.2.3 Customers' Reactions towards the Participants' Code Switching

This section of the questionnaire and theme aims to find out if indeed switching languages with customers led to more sales as well as answer the research question "to what extent do they think code switching leads to more efficient business transactions?"

The following three items on the questionnaire were used to decipher the customer's attitude and reaction toward code switching when buying from immigrant traders.

Item 3: Influence of Code Switching on communication

Item 4: Customer reactions towards Code Switching

Item 6: Perceived attitude of customers regarding code switching

The participants responded to the questionnaire which was in a form of yes or no answers. Their responses were coded such that if the participants circled items 3,4 and 6 as positive, then it was coded as yes and if circled as negative, then it was coded as a no. Although there was no option of a neutral, some of the participants circled both which the researcher coded as a neutral response. The results of these are presented in the table below:

TABLE 6: Frequency Distribution of the Influence of Code Switching on Communication

Response	Item 3: Influence of Code Switching on Communication	(%)
Yes	49	75.3%
No	12	18.5%
Neutral	4	6.2%
Total	65	100%

The purpose of item 3 was to find out the influence of code switching on communication with people with different language backgrounds by eliciting the participants' responses as such. 75.3% of them replied in the affirmative that the use of code switching did have a positive influence in communication between people with different cultures. 18.5% did not think so whilst 6.2% were indifferent about it.

TABLE 7: Frequency Distribution of the Customers' Reactions towards Code Switching

Response	Item 4: Customers' Reactions towards Code Switching	(%)
Yes	53	81.5 %
No	9	13.9%
Neutral	3	4.6%
Total	65	100%

For item 4, the purpose was to find out the customers' reactions towards code switching and how they reacted whenever code switching occurred during business transactions. 81.5% of the participants responded that their customers reacted positively towards code switching, 13.9% responded that the customers reacted negatively towards code switching while 4.6% gave a neutral response.

TABLE 8: Frequency Distribution of the Perceived Attitude of Customers regarding Code Switching

Response	Item 6: Perceived attitude of customers regarding code switching	(%)
Yes	48	73.9%
No	14	21.5%
Neutral	3	4.6%
Total	65	100%

Item 6 was aimed at gauging the perceived attitude of customers regarding code switching and 73.9% responded in the affirmative that customers had a positive attitude toward code switching and 21.5% responded that customers have a negative attitude towards code switching and do not like it. Only 4.6% had a neutral response to the question.

TABLE 9: Frequency Distribution of the Customers' Reactions to Code Switching

Response	Item 3	(%)	Item 4	(%)	Item 6	(%)
Yes	49	75.3%	53	81.5 %	48	73.9%
No	12	18.5%	9	13.9%	14	21.5%
Neutral	4	6.2%	3	4.6%	3	4.6%
Total	65	100%	65	100%	65	100%

Table 9 above presents an overall picture of how the customers are perceived to react towards code switching. That is, whether they accepted it as a necessary linguistic phenomenon during business transactions in an immigrant owned shop. The figures reflect that customers are perceived to react positively towards code switching as it will help them make their purchase easier if and when needed.

In conclusion, the questionnaire helped to provide a very useful insight regarding the

perceived relevance of code switching through the responses of the immigrant traders who were the participants in this study. First and foremost, their responses helped to establish the fact that code switching does exist among immigrant traders and also showed that it is regarded as a useful and relevant linguistic tool during business transactions. These will be discussed in further details in the next chapter as it relates to this study as a whole through syncing it with the aim, objectives and research questions of this study.

4.3 INSIGHTS FROM THE OBSERVATION

Observation is regarded as one of the main sources of information in an ethnographic study. To get a representing picture of the targeted group, for the observation section of the data collection, the researcher went to three restaurants selected from the respondents of the questionnaires who responded positively toward code switching in their business and who are also from the researcher's country in order to make language understanding easier. The observation schedule was based on Halliday and Hasan's 1986 Framework or Service Encounters and aimed to answer the following questions: *what are the specific functions of code switching among immigrant traders* and *what are the effects of code switching in their business dealings?* The schedule was such that, for every stage of service encounter listed and where code switching did occur, it was noted on the schedule. The observation was carried out three times a week, for two hours in each session and in three weeks in total. One instance of service encounter was recorded per session. Overall, nine observation schedules were filled out per restaurant which gives a total of 27 instances of the stages of service encounters in an immigrant owned restaurant in the Randburg, Johannesburg area. The data, as observed, is presented below per restaurant and per week.

The data collected through the observation will be presented and interpreted using the analytical framework below:

1. Immigrant shops observed
2. Instances of code switching observed based on Halliday and Hasan's (1985)

Framework

3. Specific functions of code switching among immigrant traders

4.3.1 Immigrants Restaurants Observed

After the data had been collected through the questionnaire, the researcher went on to look at responses from participants who owned or worked in restaurants, who were Nigerians and who responded positively to the questions and sought their permission to observe them in their shops during business transactions. The shops were observed three times a week for a period of two weeks each. The names of the restaurants are pseudonyms in order to protect the participants. The information, including biographical information, about the shops observed are presented below.

4.3.1.1 Restaurant 1: Special African Dishes Restaurant

The first shop observed is based somewhere in Randburg close to apartments with several residents. The restaurant is owned by a Nigerian lady who has been in South Africa for about nine years. She hails from Cross River state in South South Nigeria and speaks Efik as her mother tongue although she speaks English, Yoruba, Igbo and Pidgin English as well. Her restaurant is the busiest one out of all the three that were observed. She has six staff which comprises of four Nigerians and two Zimbabweans. The restaurant has diverse customers especially due to the fact that Randburg is a multicultural area and has customers from Nigeria, South Africa, Ghana, Malawi, Zimbabwe, Congo, Gabon, Cameroon, and many other countries. All the staff in the restaurant including the shop owner have to code switch in order to be able to attend to the customers efficiently. For example, a customer came in one day speaking to the shop owner in Yoruba at first and she did respond but the customer went on to switch to three other languages as they both were from the same South South region of Nigeria and were happy to see each other and felt at home speaking all the languages they both understood perfectly.

4.3.1.2 Restaurant 2: Ujunwa Restaurant

The second shop observed, also based in Randburg, is owned by a Nigeria couple who are both from the Eastern part of Nigeria with Igbo language as their main language. Other languages they speak are English, Hausa as well as bits and pieces of Zulu, Shona and Xhosa languages. The couple have both been in South Africa for six years and started the restaurant about four years ago and have three staff members which comprises of one Nigerian and two Zimbabweans. The restaurant is a thriving one and really gets busy with diverse customers such as Nigerians, Zimbabweans, Malawians, and South Africans of all races. The main language used in the restaurant is English but the shop owners switch as and when necessary.

4.3.1.3 Restaurant 3: Naija Foods Restaurant

The third and final shop observed was situated somewhere in Randburg and is owned by a Nigerian man from the Eastern part of Nigeria. He has been in South Africa for over 10 years. He speaks English and Igbo and knows the greetings in some South African languages as well as a bit of French. He has a total of 8 staff of which three are non-Nigerians and the remaining five are Nigerians. They get diverse customers in the restaurant from various nationalities such as Nigeria, South Africa, Zimbabwe, Zambia and several other African countries.

4.3.2 INSTANCES OF CODE SWITCHING OBSERVED BASED ON HALLIDAY AND HASAN'S (1985) FRAMEWORK

The observation schedule used in this study was based on and designed to encompass the stages of service encounter as outlined in Halliday and Hasan's (1985) Framework. This framework outlines the minimal exchange between a grocer and customer in a local grocery shop in Australia and it was termed the Generic Structure Potential of the service encounter genre but in this case, it was used in South Africa and within

code switching context. In Halliday and Hasan's (1985) Framework, a summary of the guidelines for analysis of stages of services are outlined as follows Greeting (G), Sale Initiation (SI), Sale Request (SR), Sale Compliance (SC), Sale Enquiry (SE), Sale (S), Purchase (P), Purchase Closure (PC) and Finis (F) (Cited by Lau and Ting (2013). For definitions and descriptions of the stages of service encounter, refer to Conceptual framework in Chapter 2.

The observation schedule was designed in a tabular form such that, all stages were listed and the researcher recorded it every time code switching was observed in any of the stages during the period of observation. Findings and analysis of the data collected during the observation are presented in the tables below as observed in each shop.

4.3.2.1. Restaurant 1

In restaurant one, two Nigerian traders were observed during service encounters with different customers. They were observed based on their availability as either of them had to assist the owner in cooking sometimes therefore, they were not observed in equal proportions. However, they both have similar language backgrounds and as such, there was not much difference observed in their language choice and use. Throughout the six days of observation here, patterns of code switching were observed and recorded between each trader and their customers. Findings are presented in the table below.

TABLE 10: INSTANCES OF CODE SWITCHING IN RESTAURANT 1

Stages of Service Encounters based on Halliday and Hasan's 1985 Framework	Was an instance of code switching observed in the stage? WEEK 1			Was an instance of code switching observed in the stage? WEEK 2		
	D1	D2	D3	D1	D2	D3
Greeting (G)		Y	Y	Y	Y	
Sale Initiation (SI)		Y				Y
Sale Request (SR)	Y				Y	Y
Sale Compliance (SC)						Y
Sale Enquiry (SE)						Y
Sale (S)	Y	Y				Y
Purchase (P)						Y
Purchase Closure (PC)	Y	Y			Y	Y
Finis (F)				Y	Y	Y

Code switching is seen to have been observed at some stages of service encounters on different days and week during the observation as presented in Table 10. Code switching was observed in different frequency levels on different days. For example, on the third day of observation in week one, code switching was recorded to have occurred just once out of Halliday and Hasan's (1985) Framework stages of service encounter. It occurred at the greeting stage. On the third day of observation in the second week however, code switching was recorded to have occurred in eight out of the nine stages of service encounter. On other days, code switching was recorded to have occurred in two, three and four stages of service encounter. It is interesting to note that code switching patterns were observed to have occurred the most in Nigerian to Nigerian contexts and less in Nigeria to non-Nigerian contexts as seen in

the table. Day three of week one had only one instance of code switching at the greeting stage during a business transaction between a Nigerian trader and a non-Nigerian customer. While it occurred at two stages, the Greeting and the Finis stages on day one, week two between a Nigerian trader and another non-Nigerian. All the other days of observation in the restaurant had a minimum of code switching patterns observed in at least three of the stages being observed. In a general overview of the instances of code switching at the stages of service encounter, the table shows that code switching occurred the most at the Greeting and the Purchase Closure stages of the service encounters. It occurred least at the Sale Compliance, Sale Enquiry and Purchase stages in this particular shop.

4.3.2.2 Restaurant 2

In restaurant two, two Nigerian traders were also observed during service encounters with different customers. They each were observed per week as assigned to the researcher by the restaurant owner. They also both have similar language backgrounds and as such, there was not much difference observed in their language choice and use. Throughout the six days of observation here, patterns of code switching were observed and recorded between each trader and their customers. Findings are presented in the table below.

TABLE 11: INSTANCES OF CODE SWITCHING IN RESTAURANT 2

Stages of Service Encounters based on Halliday and Hasan's 1985 Framework	Was an instance of code switching observed in the stage? WEEK 1			Was an instance of code switching observed in the stage? WEEK 2		
	D1	D2	D3	D1	D2	D3
Greeting (G)	Y	Y	Y	Y	Y	Y
Sale Initiation (SI)					Y	
Sale Request (SR)	Y				Y	
Sale Compliance (SC)					Y	
Sale Enquiry (SE)		Y			Y	
Sale (S)			Y	Y		
Purchase (P)						
Purchase Closure (PC)	Y	Y		Y	Y	
Finis (F)	Y	Y			Y	

In Table 11 above, code switching is seen to have been observed at some stages of service encounters on different days and week during the observation. Code switching was observed in different frequency levels on different days. For example, on the third day of observation in week two, code switching was recorded to have occurred just once out of Halliday and Hasan's (1985) Framework stages of service encounter. This was in a Nigerian trader to non-Nigerian trader context with no indigenous language except the Pidgin English. It occurred at the greeting stage. On the second day of observation in the second week however, code switching was recorded to have occurred in seven out of the nine stages of service encounter in a Nigerian to Nigerian service encounter. This shows, as observed in the previous restaurant, a higher frequency of patterns of code switching observed in Nigerian to Nigerian transactions

as opposed to Nigerian to non-Nigerian transactions.

In a general overview of the instances of code switching at the stages of service encounter, the table shows that code switching occurred the most at the Greeting stage of the service encounters and least at the Sale Compliance stage in this particular shop.

4.3.2.2 Restaurant 3

In restaurant three, two Nigerian traders were observed as well during service encounters with different customers. They were also observed based on their availability in restaurant one as either of them had to assist the owner in cooking sometimes therefore, they were not observed in equal proportions. However, they both have similar language backgrounds and as such, there was not much difference observed in their language choice and use. Throughout the six days of observation here, patterns of code switching were observed and recorded between each trader and their customers. Findings are presented in the table below.

TABLE 12: INSTANCES OF CODE SWITCHING IN RESTAURANT 3

Stages of Service Encounters based on Halliday and Hasan's 1985 Framework	Was an instance of code switching observed in the stage? WEEK 1			Was an instance of code switching observed in the stage? WEEK 2		
	D1	D2	D3	D1	D2	D3
Greeting (G)	Y	Y	Y	Y	Y	Y
Sale Initiation (SI)		Y			Y	
Sale Request (SR)	Y					
Sale Compliance (SC)						
Sale Enquiry (SE)						
Sale (S)	Y				Y	
Purchase (P)		Y			Y	
Purchase Closure (PC)		Y	Y		Y	Y
Finis (F)		Y	Y		Y	

As seen in the Table 12, code switching is seen to have been observed at some stages of service encounters on different days and week during the observation. Code switching was observed in different frequency levels on different days. For example, on the first day of observation in week two, code switching was recorded to have occurred just once out of Halliday and Hasan's (1985) Framework stages of service encounter in a Nigerian to non-Nigerian service encounter where the customer was observed to greet saying "unjani" and the trader responded with "ngiyaphila, wena?" but could not go further than that and indicated by switching to the English language. As described, it occurred at the greeting stage. On the second day of observation in

the second week however, code switching was recorded to have occurred in six out of the nine stages of service encounter in a Nigerian to Nigerian service encounter. Worthy of note is that on the second day in the first week which had five instances of code switching observed, it was in a Nigerian to non-Nigerian service encounter with the South African lady switching between English and Pidgin English so fluently. This was an exception to the usual norm of less code switching observed in non-Nigerian service encounters.

In a general overview of the instances of code switching at the stages of service encounter, the table shows that code switching occurred the most at the 'Greeting stage' of the service encounters and did not occur at all at the Sale Compliance and the Sale Enquiry stages in this particular shop.

Halliday and Hasan (1985) termed five of the stages as "obligatory elements in an economic transaction in which the agents of transaction are customer and vendor who are socially distant" and also, "the mode of the economic transaction is spoken with visual contact" (2013:203). They also stated that for a service encounter to be complete, based on the framework, it has to have Sale request (SR), Sale Compliance (SC), Sale (S), Purchase (P) and Purchase Closure (PC). However, as used in this multicultural and multiracial context and as recorded in the observation, Greeting (G) could be added to the stages termed as obligatory rather than being an optional element because a service encounter did not quite start without some form of greeting. This leads to the next item of analysis.

4.3.3 SPECIFIC FUNCTIONS OF CODE SWITCHING AMONG IMMIGRANT TRADERS

One of the objectives of this study is to identify the specific functions of code switching among immigrant traders in Johannesburg and based on the Halliday and Hasan's (1985) Framework that was used to collect the observation data. These functions are presented in three classes. The first is the frequency of the specific

functions of code switching observed between Nigerian traders and Nigerian customers; the second is the frequency of the specific functions of code switching as observed between Nigerian traders and non-Nigerian customers; the third is a combination of both Nigerian traders to Nigerian customers and Nigerian traders and non-Nigerian customers. The specific functions of code switching are presented in the following tables below.

TABLE 13: Frequency of the Specific Functions of Code Switching Observed between Nigerian Traders and Nigerian Customers

Stages of SE	Restaurant 1	Restaurant 2	Restaurant 3	Total (18)
Greeting	2	2	2	6
Sale Initiation	2	1	1	4
Sale Request	3	2	1	6
Sale Compliance	1	1	0	2
Sale Enquiry	1	1	0	2
Sale	3	0	2	5
Purchase	1	0	1	2
Purchase Closure	4	2	1	7
Finis	2	2	1	5

Each restaurant had different frequencies of the occurrence of code switching at the stages of service encounter. In Table 13, the stage which had the highest occurrence of code switching is the Purchase Closure stage with a total of 7 out of 16 and with its highest occurrence in Restaurant 1. This highlights the importance of clarity when it comes to money as the Purchase Closure stage involves exchange of money for the transaction therefore it is important for both parties to understand each other clearly. Hence, code switching occurred until the aim of clarity is well achieved. The next stage with a high frequency is the greeting stage where it was observed that greeting actually took a large chunk of the service encounter conversation. Almost no

sale occurred without some form of greeting. This shows the value placed on greetings as Africans (Schottman, W. (1995)), in such a way that most customers were predominantly Africans buying African (Nigerian) food. See Appendix IV for excerpts.

TABLE 14: Frequency of the Specific Functions of Code Switching Observed between Nigerian Traders and non-Nigerian Customers

Stages of SE	Restaurant 1	Restaurant 2	Restaurant 3	Total (18)
Greeting	2	4	4	10
Sale Initiation	0	0	1	1
Sale Request	0	0	0	0
Sale Compliance	0	0	0	0
Sale Enquiry	0	1	0	1
Sale	0	2	0	2
Purchase	0	0	1	1
Purchase Closure	0	2	3	5
Finis	1	1	2	4

Patterns of code switching were observed to have occurred the most in the Greeting stage when looking at the frequency of the specific functions of code switching between Nigerian traders and non-Nigerian customers. This shows that greeting is quite important before a service encounter can proceed. Greetings are extremely pivotal in all other aspects of African culture that cannot be overlooked in whatever setting or context. This justifies the high frequency of its occurrence. The next stage with a relatively high number of patterns of code switching observed during service encounters is the Purchase Closure stage which is important as it is the stage where money is involved and change collected where necessary, so for clarity, language switches occur to make sure that there are no misunderstandings. The Finis stage, which is also a form of greeting and end of service encounter proceedings, is next on the table with four out of the 18 total.

TABLE 15: Frequency of Specific Functions of Code Switching Observed between Nigerian Traders and both Nigerian and non-Nigerian Customers

Stage of SE	Restaurant 1	Restaurant 2	Restaurant 3	Total (18)
Greeting	4	6	6	**16**
Sale Initiation	2	1	2	**5**
Sale Request	3	2	1	**6**
Sale Compliance	1	1	0	**2**
Sale Enquiry	1	2	0	**3**
Sale	3	2	2	**7**
Purchase	1	0	2	**3**
Purchase Closure	4	4	4	**12**
Finis	3	3	3	**9**

During observation days and weeks combined in all three shops observed, it gives a total of 18 days in which instances of code switching were observed during the nine stages of service encounter. The table above shows the frequency in which code switching occurred at the different stages of service encounter which is based on Halliday and Hasan's (1985) Framework. The number of times code switching occurred at each stage are highlighted in the bold font on the extreme right of the table and it can be seen that Greeting (G) had the highest level of code switching occurring at the particular stage of service encounter. This shows how much Africans love greeting and how much greeting is appreciated in one's home language even if it stops at that, just greeting. It was observed in all the restaurants that code switching occurred at the greeting stage quite frequently. For example, in the first week and first day of the observation in Shop 3, there was an instance of code switching observed in the greeting stage of a service encounter between a Nigerian customer and a Nigerian trader. Both the customer and trader could speak Igbo as well as Pidgin English. When the customer walked in, the trader greeted the customer in Igbo language because it

was a regular face and the customer responded in Igbo but switched between Igbo and Pidgin back and forth at the Greeting stage especially.

The next stage of service encounter with a high number of frequencies is the Purchase Closure stage where a total of 12 occurrences of code switching were recorded at the stage. Purchase Closure is a stage which is used to acknowledge receipt of payment which signals end of purchase act and might additionally cover the business of handling over change. This stage is quite important because it is a stage where money is involved and as such, code switching is used in order to clarify the discussion and make sure that they understand one another.

The Finis (F) stage is the next stage with a high frequency after the Purchase Closure stage. At this stage of service encounter, code switching was recorded to have occurred nine times in total. This stage appears to be like the greeting stage whereby other conversation not directly linked with the sale/purchase are included. The stage is like an opportunity to make other comments about future sale/purchase or talk about travel plans for example.

Data collected from the observations, which occurred in the natural settings in the three different restaurants provided insights such as the specific functions of code switching as well as the instances of code switching observed in the Halliday and Hasan's (1985) framework stages of service encounters. These will be further discussed in the next chapter in relation to the aim of the study, objectives and research questions of this study.

4.4 INSIGHTS FROM THE INTERVIEW

The six participants selected comprise of two males and four females and they are all Nigerians except one Zimbabwean. And the participants' home languages varied among Yoruba, to Igbo, Shona, Efik and Edo although they could all speak English and other languages. Each interviewed lasted for about four to six minutes each where the

participants responded to the same questions but separately and in different restaurants.

A follow up interview was carried out with six out of the original 65 participants whose restaurants were observed in order to find out why they feel the need to switch languages during business transactions as well as to gauge more about their beliefs on the phenomenon through their unrestricted responses. The researcher started by asking the interviewees some biographical questions such as their nationalities, their length of stay in South Africa and the languages they could speak. The biographical information about the interview participants are as summarized in the next paragraph.

As far as gender is concerned, six participants were interviewed in total with four females and two males. Talking about their nationality, all the participants are Nigerians except one who is a Zimbabwean who has worked in the restaurant for a very long time. The choice of nationality being the same was intentional. The researcher chose to observe and interview Nigerian traders so that the language choices could easily be identified and understood in certain scenarios as the researcher is from the same country. The average length of stay of the participants was 5 years. The languages spoken by the traders as well as the languages they shared with the customers in this context are mainly English and Pidgin English. Other languages are Yoruba and Igbo and bits of Shona and Zulu.

The interviewed participants were all asked the same questions in their various restaurants. They were asked questions that reflected their opinion about code switching and the impact it has in their businesses. The following items on the interview schedule and the responses are presented below. The participants were labelled in the order of their responses to the interviews: Restaurant 2 (Response 1 and 2); Restaurant 3 (Responses 3 and 4) and Restaurant 1 (Responses 5 and6).

4.4.1 Acknowledgement of Code Switching

When asked if the immigrant switched languages with customers, they all responded in the affirmative with responses that point out that they know what code switching is and acknowledges the use of it during service encounters as reflected in the excerpts below.

Question: Code switching is the use of two or more languages simultaneously in a conversation. Do you find yourself doing so with your customers?

Restaurant 2

Interviewee 1: *"I do, I do"*

Interviewee 2: *"Yeah, sometimes. I'm from Nigeria, I speak English and I speak Yoruba so sometimes if a Yoruba man comes talking to you, they will speak English to you and speak Pidgin to you sometimes so you end up mixing things up so yeah it does happen just like that".*

Restaurant 3

Interviewee 3: *"Some customers speak French, some don't understand English, so while communicating with them, and you find yourself switching to Zulu or English, in order for them to understand you and communication to take place".*

Interviewee 4: *"Yes, most of the time".*

Restaurant 1

Interviewee 5: *"Yes I do, the pidgin language more and if I really want to go down to their roots"*

Interviewee 6: *"Yes I do, it helps the customer feel comfortable, and helps the service to be better, which makes them happy"*

4.4.2 Reasons for code switching

When asked about their reasons for code switching, in business, the following responses were received.

Question: why do you feel the need to switch different languages when dealing with your customers?

Restaurant 2

Interviewee 1: *"I feel the need because I feel I want to show them that we are the same, we are the same Africans, we are the same irrespective of our Nationalities even irrespective of our colour, we are still human beings, everyone can still eat the same food, everyone can still interact with each other because we are still the same. It makes them also feel at home while you speak with them in their language".*

Interviewee 2: *"to be able to understand them better and to be able to give them exactly what they need".*

Restaurant 3

Interviewee 3: *"To make them understand what you're saying to them"*

Interviewee 4: *"It makes customers feel more comfortable with you and more relaxed, because the kind of business we do, we don't have to be too official about it, so we have to be kind of flexible".*

Restaurant 1

Interviewee 5: *"It's a way of getting more familiar with them, and making them feel at home"*

Interviewee 6: *"To make the customers happy and comfortable".*

4.4.3 Frequency of code switching

Another question that was asked was how often did the interviewed participants find themselves code switching during service encounters. Most of the respondents replied

by attesting to the fact that they did code switch quite frequently while dealing with customers.

Restaurant 2

Interviewee 1: *"Especially when I know your language, I try to chip in some bits of the language in the course of either selling for them or conversation especially in my shop".*

Interviewee 2: *"Yeah, much often, because if the people you are having a conversation are doing it, you will find yourself doing it often"*

Restaurant 3

The Zimbabwean lady from restaurant 3, in response 3 responded that she did not have to code switch too often as seen in the excerpt below.

Interviewee 3: ***"Not so often, maybe one or two times".***

This could be due to the fact that she is non-Nigerian and therefore do not speak the same indigenous languages as the Nigerians since it is a Nigerian dominated restaurant. It could also be due to the fact that she helped more in the kitchen/cooking and preparation and hardly has to interact with customers face to face.

Interviewee 4: *"Very often".*

Restaurant 1

Interviewee 5: *"More often, especially with those from West Africa".*

Interviewee 6: *"I find myself switching most often".*

4.4.4 Function of code switching

It was important to elicit from the participants their perceived relevance/function of code switching during their business transactions. Their responses are revealed in the excerpts.

Restaurant 2

Interviewee 1: *"for function, like I see myself, it makes them come closer to you and feel like you are one and the same. It brings them nearer to you and makes them feel happy to come to you every time because you make them feel the way they feel, speak the way they speak and every other thing. So they don't see the difference again, they come always".*

Interviewee 2: *"it will make your business grow because people will come to you when they know that they will be understood and give them whatever they ask for even though you can't really speak their language, as long as you can understand them".*

Restaurant 3

Interviewee 3: *"I can't really say what the functions of switching languages are, it's kind of confusing".*

Interviewee 4: *"It makes the communication easier".*

Restaurant 1

Interviewee 5: *"To make customers feel accepted and comfortable".*

Interviewee 6: *"It makes the customer feel comfortable and welcomed".*

4.4.5 Consequences of code switching

Every action is known to have a consequence whether positive or negative. The interviewed participants were asked about their beliefs on the consequences of code switching. They all believed that code switching did have consequences when used

during service encounters in their restaurants. Their responses are captured in the excerpts below.

Restaurant 2

Interviewee 1: *"I think the consequences, even your profit, also, making the customers to come always at times even the way you talk with them, they feel that you are being close to them, in the course of that, you also, you maximize your profit".*

Interviewee 2: *"to me, I don't see any negative thing in switching languages that much because you yourself you are learning because you get to learn new languages and you get to interact with people so I don't really think there is any negative thing there".*

Restaurant 3

Interviewee 3: *"You will end up not understanding each other and also being aggressive to each other because you don't understand each other".*

Interviewee 4: *"It helps the business in moving forward, but for those who can't speak or understand my language can stick to English, which I understand also".*

Restaurant 1

Interviewee 5: *"It leads to too much familiarity, and which some of them take advantage of, in terms of paying cheaper price for a certain goods".*

Interviewee 6: *"It makes them feel over familiar with you, and sometimes take advantage of it".*

4.4.6 Code switching leading better interaction with customers

One of the ways in which code switching can be said to be perceived to be relevant among immigrant traders in their shops and restaurants is if it leads to better interaction with customers and thus leading to sales. The interviewed participants were asked if they think that code switching leads to better interaction with their customers. They all agreed that it does and that code switching goes a long way in

helping them relate better with their customers. Their responses are captured in the excerpts below.

Restaurant 2

Interviewee 1: *"For sure. Yeah".*

Interviewee 2: *"sure, yeah, because imagine a zulu man comes to you and he's speaking, if you can't really speak, you won't be able to serve him properly but if you can also speak the language, you'll find out that you guys will move along well".*

Restaurant 3

Interviewee 3: *"Because when we are talking we need to use one language, switching languages will make us not understand each other".*

Interviewee 4: *"Yes, because of the kind of business I do, and it makes the customers feel comfortable and relaxed".*

Restaurant 1

Interviewee 5: *"It's a 50 /50 chances, because some take advantage of it, while some it makes them feel more comfortable".*

Interviewee 6: *"Yes it does, it makes them feel comfortable, as I said earlier and helps serve them better".*

4.4.7 Impact of code switching

The interviewed participants were asked about their opinion about the impact of code switching during service encounters and in their business as a whole. And some of them responded that it helps them maximize their profit among other responses. Their responses are shown in the excerpts below.

Restaurant 2

Interviewee 1: *"it maximizes profit for sure because everyone feels like you are the same with them, you crack jokes, they are happy and then they come back".*

Interviewee 2: *"it will make people from different places not be limited by you trying to understand them".*

Restaurant 3

Interviewee 3: *"50% of the customers do feel at home, while 50% are being chased away, because when you get into a place they except one or two people to understand what they are trying to say, but if they find out they don't understand what you are saying or even the first letter that comes out of your mouth, they tend to be chased away, I can also say 50% of them are Zulu and English, I can speak Zulu and English and we can communicate well, but those who are actually from the French speaking countries, find it difficult communicating, cause they don't understand English or Zulu".*

Interviewee 4: *"It has helped the business to grow to an extent".*

Restaurant 1

Interviewee 5: *"It does lead to more sales, because of the comfort they find when they come around".*

Interviewee 6: *"It has a huge impact, because they tend to keep coming back".*

4.4.8 Usefulness of code switching

Code switching if perceived as relevant among immigrant traders must have its usefulness during service encounters and in their business in general. The interviewed participants were asked to describe the usefulness of code switching in their business. Their responses are presented below.

Restaurant 2

Interviewee 1: *"the usefulness is that you make people understand you more like for example, there are some of my customers that they only want food but when you greet them in their language, they feel happy, they feel, aww, he's with us, he's the same with us so they understand you more".*

Interviewee 2: *"it is useful but it should not be too much".*

Restaurant 3

Interviewee 3: *"Its usefulness is that the customer feels comfortable and it also makes the job easier, when you can speak in other languages and the customer can understand".*

Interviewee 4: *"It makes one have an interactive conversation with the customer better, they can be able to explain and express themselves freely".*

Restaurant 1

Interviewee 5: *"When am able to interact with people in their various language it makes them feel happy and they warm up to me, and it makes them want to buy from me more".*

Interviewee 6: *"It helps bring about togetherness, unity and easy interaction".*

These responses from the interviewed participants' further show how highly code switching is perceived in immigrant owned restaurants during business transactions. These responses provide social motivations for code switching because they agree to switching languages for different reasons. These will be discussed further in the next chapter based on Myers-Scotton Markedness Model (1993) as it relates to the aim, objectives and research questions of this study.

CHAPTER FIVE: DATA INTERPRETATION

5.1 INTRODUCTION

This study intends to investigate the perceived relevance of code switching among immigrant traders in Johannesburg. This chapter will provide an interpretation of the data collected in the course of the study as presented in the previous chapter. Insights from the questionnaire, observation and interview will be discussed in depth.

5.2 DISCUSSION OF FINDINGS

The objectives were to identify the specific functions of code switching among immigrant traders in Johannesburg, to gauge the perceived relevance of code switching among immigrant traders in Johannesburg and to determine if code-switching has an economic impact when used during business dealings. The research questions were (i) How do immigrant traders in Johannesburg perceive the role of code switching in their business? (ii) What are the consequences of code switching among immigrant traders in Johannesburg? (iii) To what extent do they think code switching leads to more efficient business transactions?

In order to get ample data that will provide useful insights into the perceived relevance of code switching among immigrant traders in Johannesburg, three data collection instruments were used. A questionnaire was first administered to 65 immigrant traders from different nationalities, then six Nigerians who responded positively and who worked or owned a restaurant were selected to be observed during service encounters with customers and then interviewed afterwards. The findings were presented in the previous chapter but will be discussed in this chapter.

5.2.1 Questionnaire

A questionnaire was administered to 65 immigrant traders who were randomly selected in the Randburg area of Johannesburg. The questionnaire sought to elicit

thoughts and opinions on items such as mixture of languages; location of the physical place where code switching occurs; effects of code switching in business dealings; influence of code switching on communication; customer reactions towards code switching; influence of code switching on sales; perceived attitude of customers regarding code switching; code switching and perceived profitability and impact of code switching on traders' economy. These items which were divided into the following three themes are discussed below.

5.2.1.1 Acknowledgement of Code Switching by Participants

The researcher wanted to find out if code switching did occur during service encounters among immigrant traders and wanted to establish if the participants acknowledged that there is a phenomenon referred to as code switching. From the data, it was discovered that there was a very high acknowledgement of code switching by the participants. This proves that it is an acceptable linguistic phenomenon in a multicultural and multilingual society. Acknowledgement of code switching and its use among immigrant traders could ultimately be explained in terms of the speakers' motivations (Scotton, 1993).

5.2.1.2 Effect of Code Switching in the Participants' Business Dealings

The participants were asked to write the perceived effect of code switching in their business dealings and the majority of them attested to the fact that it helped them make more sales and hence profit by making sure the customers are satisfied. The way to make a customer satisfied, according to them, is to speak to them in a language that they prefer, whenever possible. This is evident in some of their quotes below:

Also, three items were used to gauge the perceived relevance of code switching among immigrant traders which are influence of code switching on sales, code switching and perceived profitability and impact of code switching on the traders economy. Overall, high percentages were realized from the participants who affirmed that code switching did have a positive effect in their business dealings. And if code

switching is perceived to have a positive effect in the immigrant traders' business dealings, it confirms that code switching is used as a marked choice where the speakers will rather assess the potential cost and rewards of all the alternative choices and make their decisions unconsciously (Scotton, 1993).

This section dealt with the objective of gauging perceived relevance of code switching among immigrant traders in Johannesburg and also helped answer the research question "how do immigrants traders in Johannesburg perceive the role of code switching in their business?" The responses show that the participants regard code switching as a sociolinguistic tool by changing the formality of their speech into that which will suit the customer. This is one of the reasons of code switching according to Hughes et. al (2006). Also, it portrays code switching under Myers-Scotton Markedness Model which states that "speakers have a sense of Markedness regarding available linguistic codes for interaction but choose their codes based on the personal and/ or relation with others, which they wish to have in place" (Scotton, 1993 cited by Jagero and Odongo, 2011).

5.2.1.3 Customers Reactions towards Code Switching

Three items on the questionnaire were used to decipher the attitude and reaction of the customers toward code switching when dealing with immigrant traders. The participants answered in the affirmative with high percentages that reflected that the customers had a positive attitude and reaction towards code switching. The participants in this study are immigrant traders who switch different languages in order to satisfy their customers.

This section helped to answer the research question "to what extent do immigrant traders think code switching leads to more efficient business transactions as the higher percentages in all three items were in the affirmative about customers having a good reaction towards code switching during business transactions with immigrant traders.

5.2.2 Observation

After the questionnaire was collected, six out of the original 65 who were randomly selected from Randburg area were purposely selected for the qualitative aspect of this study. Permission was sought from them and they gave their consent to be observed during business transaction so that the stages of service encounter could be observed and recorded. The six participants selected comprise of two males and four females and they are all Nigerians except one Zimbabwean. And the participants' home languages varied among Yoruba, to Igbo, Shona, Efik and Edo although they could all speak English and other languages.

5.2.2.1 Instances of Code Switching in the Stages of Service Encounters

The observation schedule was based on Halliday and Hasan's (1985) Framework which outlined elements that occur in the stages of a service encounter. These elements are Greeting, Sale Initiation, Sale Request, Sale Compliance, Sale Enquiry, Sale, Purchase, Purchase Closure and Finis (cited by Lau and Ting (2013). Instances of code switching were observed during a service encounter on each day of the observation at the different restaurants. Patterns of code switching were observed at different frequency levels on different days. All the customers were different but the traders were the same on some specific days.

It is interesting to find out that instances of code switching were observed to occur the most during Nigerian to Nigerian service encounters. They switched languages based on Myers-Scotton's Markedness Model which state four choices one can make during a conversation that involves code switching. These four choices referred to are code switching as a marked choice, code switching as an unmarked choice, code switching as a sequential choice and code switching as an exploratory choice. For definition, see Chapter two, pages 25-27. Patterns of code switching were observed to have occurred as four of the complementary types of code choices named by Myers-Scotton.

On the other hand, non-Nigerian who did not share common indigenous languages with the Nigerian traders still switched languages just to encourage some sort of familiarity and possibly persuade the traders to give them a fair deal. Or sometimes, as observed, they switched languages just to be friendly and make conversation other than the transaction they want to make.

5.2.2.2 Specific Functions of Code Switching

The specific functions of code switching among Immigrant traders using the Halliday and Hasan's (1985) Framework stages of service encounters are Greeting, Purchase Closure and Finis as highlighted in the data presentation section. This reflects how much greeting is appreciated and important in the African context because in some other parts of the world, for example, in Australia where this Framework was used and in some parts of Asia, greeting is not an important stage in the stages of service encounter. Asian retailers for example show a frequent omission of greeting and farewell bidding sequences (Doley, 2013).

The other stages such as the Sale, Sale Request, Sale Initiation, Sale Enquiry, Purchase and Sale Compliance stages also had occurrences of code switching although not as frequent as the others. The fact that occurrences of code switching were not frequent in these Halliday and Hasan's (1985) stages of service encounters does not negate their importance or usefulness in a business transaction but rather, it means that it was observed not to be as useful in the particular context and setting of this study.

5.2.2.3 Thematic Analysis of Code Switching Occurrences in the Data

Language choice (code switching) was authentically recorded in natural settings through observations. Other types of analysis have been done with the data collected from the observation schedules in this study but it was necessary to pull out themes from the data observed. Several themes came up in the restaurants' observations and the four prominent ones are listed and discussed below.

1. Reliance on the Pidgin English
2. Code Switching is mostly customer led
3. Sale and Purchase done in customer's most comfortable language
4. Getting a better bargain

Reliance on the Pidgin English

During the weeks of observation at three different restaurants in Randburg, a strong theme that emanated from the data collected was the fact that the Pidgin English, a lingua franca commonly used in Nigeria and other countries was heavily relied upon to get messages across during service encounters. It was observed that non-Nigerians who did not have the Pidgin English as a language commonly used in their particular countries also spoke the language. Some of the non-Nigerian customers spoke the Pidgin English relatively well while some struggled but were nevertheless happy that they had an opportunity to speak the language. This shows that as Africans, general, even if there is no common indigenous language to speak, there is still a need to feel united by speaking a common language other than the English language hence, the reliance on the Pidgin English.

An example of this situation of a non-Nigerian speaking Pidgin English was observed in the second week and third day of the observation in Shop 1 where there was an instance of code switching observed in the stages of service encounters between a non- Nigerian who was being attended to by a Nigerian staff of the restaurant. When the customer walked in, the trader greeted the customer in English language because it was presumed to be a new customer and English was the lingua Franca or common language of the restaurant. The customer responded in English but said that she had been looking for an opportunity to speak Pidgin English and as such switched to Pidgin in which she struggled a bit but both the customer and the trader switched between English and Pidgin till the end of the service encounter. The trader obliged the customer who was bent on speaking Pidgin English even though she struggled and spoke English a few times. The effect of code switching in this instance is that it

made the customer feel happy that she could practice her Pidgin English skills which she said she learned from her neighbours.

Customer Led Code switching

Doley, 2013 writes about having to woo customers who are said to have the power of purchase which the traders have to gain as much as possible from by eventually selling their goods. However, here in South Africa, among immigrant traders as observed, there is not much need to woo the customers because the traders (restaurant owners) are well known in the area as Nigerian restaurants. Therefore, most of the people who go in there go with the purpose of either buying food or making a booking for a party that they would like the traders to cater for. Worthy of note though, is the fact that the traders in the Nigerian restaurants respond greatly to the customers who code switch by speaking whatever languages they chose to speak.

Code switching was observed to be customer led in most of the instances observed. The customer would walk in and be greeted in a specific language but will choose to switch to whatever language they preferred. The trader in all the instances of code switching in their shops played along and it was observed that they easily adapted to whatever language choice the customers selected. This shows that all the traders intend to make sales. Sometimes by maximizing their profit therefore they did not mind speaking whatever language presented to them as long as they were conversant in the language and could speak it. The customer initiating code switching most of the time confirms Myers-Scotton's claim that the Negotiation Principle and its sets of maxims govern conversations since speaking is an interactional behaviour, code choices are therefore a function of negotiation because speaking is seen as rational or logical process that involves decisions (Scotton, 1993).

In the first week and first day of the observation in Shop 2, there was an instance of code switching observed in the stages of service encounters between a Nigerian customer and a Nigerian trader that was a customer led code switching during the business transaction. Both the customer and trader were from the same state in

Nigeria and therefore understand each other's language which is Igbo. However, they could also speak English and Pidgin English. When the customer walked in, the trader greeted the customer in Pidgin English language because it was a regular face and the customer responded in Pidgin and they both switched between English and Pidgin till the Sale Request stage where the customer then switched to Igbo language. There was no further code switching occurrence between both men until at the Purchase Closure and Finis stages where the customer switched to Pidgin from Igbo and switched again to proper English and left satisfied. The trader was observed to easily switch along with the customer as he was aware that the customer spoke the same languages as he did and as such, took part in whatever language the customer chose to make use of. The effect of code switching in this instance is that it made the customer feel comfortable as the actual sale and purchase were done in Igbo language as the trader could easily ask for the service and exact servings he wanted in his home language.

Sale and Purchase in most comfortable language

It was observed that inasmuch as the customers switched languages frequently, they always made sure that they switched to the language they were most comfortable speaking at the sale and purchase stages so that they could express themselves clearly and avoid any misunderstandings whilst making their orders. That is why it was observed that there was not much code switching occurrences in the sale enquiry, sale request and sale compliance stages.

For example, in the first week and first day of the observation in Shop 2, there was an instance of code switching observed in the stages of service encounters between a Nigerian customer and a Nigerian trader. Both the customer and trader were from the same state in Nigeria and therefore understand each other's language which Igbo. However, they could also speak English and Pidgin English. When the customer walked in, the trader greeted the customer in Pidgin English language because it was a regular face and the customer responded in Pidgin and they both switched between English and Pidgin till the Sale Request stage where the customer then switched to

Igbo language because it was observed that he felt most comfortable in Igbo language. There was no further code switching occurrence between both men until at the Purchase Closure and Finis stages where the customer switched to Pidgin from Igbo and switched again to proper English and left satisfied.

Another example observed of a customer that switched to his most comfortable language before placing an order was recorded in the second week and on the second day of the observation in Shop 1, where an instance of code switching observed in the stages of service encounters between a Nigerian staff member of the restaurant and a fellow Nigerian customer. The specific functions of code switching were observed in four out of the nine stages of service encounters which were the Greeting, Sale Request, Purchase Closure and the Finis. When the customer walked in, the trader greeted him in Yoruba and the customer responded in the same language. They conversed for a while moving flawlessly from Yoruba to Pidgin English and then to standard English and spoke in English up until the Sale Request stage where the customer switched to Yoruba which they both spoke up until the Purchase Closure stage where the customer switched from Yoruba to Pidgin and then Pidgin to English at the Finis. Switching languages made the customer feel comfortable that he could discuss in any language he chose.

Getting a better bargain

Another theme that emanated from the observation data is the fact that most of the customers were observed to switch to the traders home language or at least the pidgin English if they did not share a common language. They make this switch, as observed, to attempt to be a bit more familiar with the trader in order to get a better bargain or even the best bargain from the trader. Quite a number of these reason for switching to the trader's language were observed especially with non-Nigerians.

5.2.3 Interview

The six traders who were observed were also interviewed in order to investigate their thoughts, belief and opinion about the relevance of code switching during their service encounters and in their business. The questions asked reflected their acknowledgement of code switching, reasons for code switching with customers, frequency of code switching with customers, functions of code switching, consequences of code switching, code switching, impact of code switching in their business and the usefulness of code switching. Their responses reflected an overall positive outlook towards code switching which they view as a very valuable linguistic phenomenon and as a sociolinguistic tool.

The final research question, "what are the consequences of code switching among immigrant traders in Johannesburg" was answered through the interview through the responses of the interviewed participants. Some believe that the consequences of code switching are reflected in the profit as it helps them make more profit if customers are satisfied to the extent of coming back regularly. Some also believe that it helps in moving the business forward by making them feel satisfied and well attended to. On the other hand, some of the participants felt that one of the consequences of code switching in business is the fact that it can lead to over familiarity where some customers will try to take advantage of the fact that the trader can speak their indigenous language and therefore should sell to them at a cheaper price or completely free at times if allowed. The responses are revealed in the excerpts below:

"I think the consequences, even your profit, also, making the customers to come always at times even the way you talk with them, they feel that you are being close to them, in the course of that, you also, you maximize your profit".

"It helps the business in moving forward, but for those who can't speak or understand my language can stick to English, which I understand also".

"It leads to too much familiarity, and which some of them take advantage of, in terms of paying cheaper price for a certain goods".

"It makes them feel over familiar with you, and sometimes take advantage of it".

Also, one of the objectives of this study was to determine if code switching has an economic impact when used during business dealings. Their responses showed that it did have an impact in their economy through their responses in the excerpts below:

"it maximizes profit for sure because everyone feels like you are the same with them, you crack jokes, they are happy and then they come back".

"It has helped the business to grow to an extent".

"It does lead to more sales, because of the comfort they find when they come around".

"It has a huge impact, because they tend to keep coming back".

The use of code switching during business transactions is confirmed to maximize profit, leads to more sales and grow the business because when they are attended to in the languages they prefer, customers tend to come back again and again. This shows that code switching is a wise language choice to make in business. The perceived relevance of code switching among immigrant traders in Johannesburg, which is the aim of this study, has been achieved through the statements in the excerpts.

CHAPTER SIX: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

This chapter aims at summarizing the whole research and describing briefly each chapter. It also centres on presenting the conclusions made by the researcher after the investigation of the findings of this research. This chapter also shows the extent to which the research topic, questions and objectives have been addressed. It also supplies recommendations based on the findings.

6.2 SUMMARY OF THE STUDY

Chapter one fulfilled the purpose of being the introduction and outlining the research problem that made this study necessary. The problem statement was that some immigrants face high unemployment rate, coupled with the difficulty of entering the South Africa formal sector alongside the high level of competitiveness in the informal business sector. And the target market is multilingual with language(s) immigrants may not be familiar with, thus they resort to code-switching in order to have an effective production and economic growth. Rose, 2006 research concluded that "code-switching is viewed as a positive linguistic phenomenon by learners and teachers" (Rose, S. 2006). Lau and Ting, 2013 showed code switching led to more efficient sales. This study assesses the functions, effects and relevance of CS among immigrant traders regarding language choice in business in South Africa. The research aimed at investigating the perceived relevance of code switching among immigrant traders in Johannesburg, South Africa and to what extent it leads to more efficient business through the following objectives:

- to identify the specific functions of code switching among immigrant traders in Johannesburg
- to measure the perceived relevance of code switching among immigrant traders in Johannesburg

- to determine if code-switching has an economic impact when used during business dealings

Chapter two provided a literature review classified into the following themes: 1) Code Switching in the educational context in South Africa 2) Code switching during business transactions. The literature showed that code switching is perceived positively in the classroom as well as during business transactions outside South Africa. But, there is a need to investigate the perceived relevance of code switching among immigrant traders in Johannesburg. This research was carried out to fulfil that need. The Literature review was further conducted under the framework of Myer's Scotton Markedness Model and Halliday and Hasan's (1985) Framework with reference to Code switching.

Chapter three explained the research methodology used in this study. The chapter gives account of the quantitative-qualitative sequential study that used a sample of 65 immigrant traders as well as a subsequent 6 from the Randburg area of Johannesburg. The research tools were survey (questionnaire) as well as observations and follow up interview. It also showed that descriptive and inferential statistics were appropriate measures to analyse the data. Specific themes were also selected from the interviews.

6.3 RESEARCH QUESTIONS

Chapter five aimed at discussing the findings of the study in order to address the research questions. Based on the findings that the immigrant traders acknowledge and view code switching in a positive light, the first research question "how do immigrant traders in Johannesburg perceive the relevance of code switching in their business?" was answered.

The research findings also showed that there are positive consequences of code switching answered the second research question "what are the consequences of code switching among immigrant traders in Johannesburg?"

Findings also showed that immigrant traders believe strongly that code switching leads to more sales and profit answers the final research question "to what extent do they think that code switching leads to more efficient business transactions?"

6.4 MAJOR FINDINGS OF THE STUDY

This research investigated the perceived relevance of code switching among immigrant traders in Johannesburg. The immigrant traders' perception towards code switching during their business transactions were used to replicate Halliday and Hasan's (1985) Framework which outlines the stages of service encounters. The conceptual framework that was used in this research is the Myers Scotton's Markedness Model (1993) and Halliday and Hasan's (1985) Framework. The major findings of this research are stated as follows:

1. First of all, it contributes to the existing debate (Appel and Muysken, 1970; Gumperz, 1982; Auer, 1984; Myers-Scotton, 1993) about the importance of code switching in general as it was viewed in a positive light in this research as an important linguistic tool.

2. Immigrant traders in Johannesburg perceive code switching in a positive light and as an important tool that can be used during their business transactions. Therefore, they have embraced it as a daily linguistic phenomenon in a multicultural and multilingual society.

3. Code switching occurs mostly in the Greeting and Purchase closure stages of the Halliday and Hasan's (1985) Framework. This suggests that in the African context, these stages are considered as are obligatory elements rather than as the optional elements as outlined in the framework.

4. Code switching in Business leads to better and more efficient sales and hence profit among immigrant traders in Johannesburg through its uninhibited and daily use.

5. Immigrant traders in Johannesburg use all the four complementary types of code switching as accounted for by Myers Scotton in 1993. That is, code switching as a marked choice, as an unmarked choice, as a sequential choice and as an exploratory choice.

6. There are indeed social motivations for code switching as reflected among the selected immigrant traders in Johannesburg. For example, being mostly customer led rather than trader initiated implies that friendships are established between customers and traders.

7. Although majority of the participants are not educated in the formal classroom setting, they have been able to discover the relevance of code switching through daily use and are able to apply it in their informal business settings and enjoy the benefits thereof.

6.5 IMPLICATIONS OF FINDINGS FOR EDUCATION

a. Immigrant traders in Johannesburg perceive code switching in a positive light and as an important tool that can be used during their business transactions. Therefore, they have embraced it as a daily linguistic phenomenon in a multicultural and multilingual society. This finding is very significant because research on CS perception in school indicates the prevalence of both negative and positive perceptions yet in real life there has not been a single instance where CS has been cast in a negative light. The SA school environment in the main shares a number of common features with the SA society at large. They are both multilingual and multicultural. Are there certain forces at play at school which lead to the negative perceptions of CS? Is the school an artificial environment where certain manifestations of a multilingual society are suppressed?

Does the suppression of CS as a naturally occurring linguistic phenomenon lead to the suppression of the linguistic capital the African child brings to the school environment? Does this situation in turn lead to feelings of alienation and estrangement experienced by the African child at school? How can the African child thrive in an environment which rejects linguistic practices that are an intrinsic part of his repertoire? It is therefore not surprising that the school pass rate of African children is lower than that of other groups. Therefore, if CS is embraced at schools, things could definitely change for the better as there will be improvement among learners if their teachers were to CS and allow its use in classrooms especially.

b. Code switching occurs mostly in the Greeting and Purchase closure stages of the Halliday and Hasan's (1985) Framework. This suggests that in the African context, these stages are considered as are obligatory elements rather than as the optional elements as outlined in the framework. This calls for future studies to use this framework in the school environment because it provides clearer picture of the conversation stages where CS is most prevalent. CS research in the school environment accounts for many aspects of CS practices including reasons of CS, functions of CS, perceptions of CS but there is a dearth of studies on the frequency of CS or the stages of a classroom interaction where is likely to occur. A quantitative study which characterizes the conversational stages and the frequency of CS will be a good start. Such an understanding will allow teachers to design more dynamic and responsive lesson plans which cater for CS at specific stages. Such an innovative and evidence driven lesson planning will play a role in offsetting the pervasive negative perceptions of CS; hence making teachers in particular and the school environment in general to be pro-active and not reactive in its approach to CS.

6.6RECOMMENDATIONS

Based on the findings of code switching being viewed in a positive light among immigrants traders in Johannesburg and their customers, it is recommended that its use should be used continually in such settings and even elsewhere as it is tied to the African culture and society. Traders in general, whether immigrant traders or local

should embrace code switching as a very useful and important linguistic tool in their day to day business dealings.

Also, based on the findings of this study, Greeting and Purchase Closure could be added to the stages of service encounter outlined in the Halliday and Hasan (1985) Framework.

For the purpose of confirming that code switching is more customer led during business transactions among immigrant traders, as discovered in this study, even though it is assumed to be trader led in most cases, I recommend further studies to be carried out to investigate who actually starts code switching between a trader and a customer on a larger scale. Also, through this research, code switching has been proved to be an effective linguistic tool used to achieve different purposes therefore, I suggest that more attention should continually be placed on code switching especially in the super diverse classrooms as some scholars have suggested. This way, multilingual learners will be enabled to gain meaningful access to education.

6.7CONCLUSION

The aim of this research was to investigate the perceived relevance of code switching among immigrant traders in Johannesburg. The findings of this research showed that code switching is perceived to be very relevant among immigrant traders who view it as a normal linguistic tool and see code switching as a norm for them in their day to day business transactions. This finding confirms previous studies on the relevance of code switching in the classroom and in business, however, with a focus on immigrant traders in Johannesburg in this case. This proves that code switching as viewed through the lenses of Myers Scotton's Markedness Model occurs in all four choices with social motivations. This can also be relevant in the super diverse classroom setting as proved by Rose, 2006. It reveals how highly code switching is perceived to be a relevant language choice in business among immigrant traders just as it is in the multilingual classroom.

REFERENCES

Adendorff, R. (1992). Code-switching amongst Zulu speaking teachers and their pupil: Its Functions and Implications for Teacher Education. In J. Boughey (ed.), Applied language Studies: Visions and Realities. Proceedings oC1992 SAALA conference (pp.23-42). Cape Town: UCT.

Appel, R., & Muysken, P. (1987). *Language contact and bilingualism*. London: E.Arnold.

Arber, S. (1993). Design samples. In N. Gilbert (ed.) Research Social Life. London: Sage

Arimah, B. C. 2001. "Nature and Determinants of the Linkages Between Informal and Formal Economic Sector Enterprises in Nigeria." African Development Review 13:114-144.

Bokamba, E. (1989) Are there syntactic constraints on code-mixing? *World Englishes*, 8(3). 277-292.

Botzepe, E. (2006) Issues in Code-Switching: Competing Theories and Models, Teachers College,Columbia University retrieved from http://journals.tclibrary.org/index.php/tesol/article/viewFile/32/37

Callaghan, C.W., 2014, 'Changes in the structure of earnings of informal street traders', Acta Commercii 14(1), Art. #193, 13 pages. http://dx.doi.org/10.4102/ ac.v14i1.193

Burns, N., & Grove, S. (1993). *The practice of nursing research*. Philadelphia: Sanders.

Camilleri, A. (1996). Language Values and Identities: Code Switching in Secondary Classrooms in Malta. Linguistics and Education 8, 85-103.

Doley, R. K. (2006) Code-Switching at the Market Place: The Trader's Tool. Tezpur University, Assam, India. *Asian Journal of Social sciences and Humanities*

Geyer, H. S. 1989. "The Integration of the Formal and Informal Urban Sectors in South Africa." Development Southern Africa 6:29-42.

Grin, F. (2003). Language Planning and Economics. *Current Issues in Language Planning*. Vol. 4, No. 1, 2003.

Grosjean, F. (1982). Life with two languages: An introduction to bilingualism. Cambridge, MA: Harvard University Pres.

Hancock, D. R., & Algozzine, B. (2006). Doing case study research: A practical guide for beginning researchers. Teachers College Press.

Holmes, J. (1992). *Introduction to Sociolinguistics*. London ; New York : Longman

Hughes, E., Shaunessy, S., Brice, R., Ratliff, A., and McHatton, A. (2006). Code Switching among Bilingual and Limited English Proficient Students: Possible Indicators of Giftedness. *Journal for the Education of the Gifted*. Vol. 30, No. 1, 2006, pp. 7-28. Prufrock Press

Hymes, D. (1979). 'On communicative competence' in Brumfit, C. and Johnson, K. (eds) *The Communicative Approach to Language Teaching* Oxford, Oxford University Press.

Jagero, N., & Otondo E. K. (2011) Patterns and Motivations of Code Switching among Male and Female in Different Ranks and Age Groups in Nairobi Kenya. *International Journal of Linguistics*. Volume 3 retrieved from http://www.macrothink.org/journal/index.php/ijl/article/viewFile/1164/pdf

Kieswetter, A. (1995). Code-Switching amongst African High School Pupils.'Occasional Papers in African Linguistics, No.1.

Kimberlin, C., & Winterstein, A. (2008). Validity and reliability of measurement instruments used in research. *American Journal of Health-System Pharmacy*, *65*(23), 2276-2284. http://dx.doi.org/10.2146/ajhp070364

Lafon, M. (2009). The Impact of Language on Educational Access in South Africa. *Create (Consortium for Research on Educational Access, Transition and Equity)* Create Pathway to Ac. 2009, pp.27.

Landau, L. and V. Gindrey. 2008. Migration and Population Trends in Gauteng Province 1996-2055. Retrieved September 25, 2015 from http://www.urbanlandmark.org/newsletter/issue/0403/download/42_LandauGindrey.pdf

Lau & Ting (2013) Chinese vendors' code-switching in service encounters in Sarawak, Malaysia *Sociolinguistic Studies* Vol 7 199-223 doi: 10.1558/sols.v7i3.199z

Lin, A.M.Y. (1996). Bilingualism or Linguistic Segregation? Symbolic Domination, Resistance, and Codeswitching. Linguistics and Education 8,4984

Luna, D. & Peracchio, L.A. (2005). Advertising to bilingual consumers: The impact of codeswitching on persuasion. Journal of Consumer Research, 31, 760-765

Macnee, L., & McCabe, S. (2008). Understanding Nursing Research: Using Research in Evidence-based Practice. R.R Donnelley, China

Makalela, L. 2015. Translanguaging as a vehicle for epistemic access: Cases for reading comprehension and multilingual interactions. Per Linguam (in Press). - See more at: https://www.wits.ac.za/education/divisions/languages-literacies-and-literatures/publications/#sthash.qCcVrkUJ.dpuf

Mouton, J. (2001). How to succeed in your Masters and Doctoral Studies: A South African guide and resource book. Pretoria: Van Schaik Publishers.

Moyo, I., & Gumbo, T. (20 14). On the Edge of Malfeasance: Informal African Immigrant Traders in the Johanesburg Inner City, South Africa. Sociology Study ISSN 2159-5526 April 2014, Volume 4, Number 4, 323-333: David Publishing

Muysken, P. (2000) Bilingual Speech: A Typology of Code-mixing. Cambridge University Press. ISBN 0-521-77168-4

Obiamalu, G. O & Mbagwu, D. U. (2007) Motivations for Code-Switching Among Igbo English Bilinguals: A Linguistic And Sociopsychological Survey.

Peires, M.L. (1994). Code Switching as an Aid to L2 Learning. Southern African Journal of Applied Language Studies 3(1), 14-22).

Polit, D., & Hungler, B. (1999). *Nursing research*. Philadelphia: Lippincott.

Polzer, T. (2010) Population Movements in and to South Africa. Migration Fact sheet

- retrieved from http://www.cormsa.org.za/wp-content/uploads/2010/07/fmsp-fact-sheet-migration-in-sa-

june-2010doc.pdf

Schottman, W. (1995). The Daily Ritual of Greeting among the Baatombu of Benin. *Anthropological Linguistics, 37*(4), 487-523. Retrieved from http://www.jstor.org/stable/30028332

Stats SA (2014) Midyear Population estimates. Statistical Release P0302. Statistics South Africa retrieved from http://statssa.gov.za

Taribio, A. 2001. Bilingualism: Language and Cognition. Cambridge University Press retrieved from http://journals.tc-library.org/index.php/tesol/article/viewFile/32/37

"The Informal Economy: Fact Finding Study" (PDF). Department for Infrastructure and Economic Cooperation. Retrieved 20 November 2011.

Rose, S. (2006) *The functions of Codeswitching in a multicultural and multilingual high school.* MPhil research: Stellenbosch University

Rainbow Immigration
http://www.southafrica.info/travel/documents/immigration-trends.htm#.VZb0d_mqqko#ixzz3erd2r9pD

Scotton, M. (1993). Social Motivations for Code Switching: evidence from Africa. Oxford: Clarendon Press.

Van Wyk, M. & Taole, M. (2015). Research Design. In Okeke, C. & van Wyk, M (Ed.), *Educational Research: An African approach* (pp. 164-185). Cape Town: Oxford University Press Southern Africa (Pty) Limited.

Verwiebe R. (2009) Social Institutions: Department of Sociology University of Vienna Rooseveltplatz Austria retrieved from https://www.soz.univie.ac.at/fileadmin/user_upload/inst_soziologie/Personen/Institutsmitglieder/Verwiebe/Social_Institutions_in_Encyclopedia_of_Quality_of_Life_Research.pdf

Women and Men in the Informal Economy (PDF). International Labour Organisation. 2002. ISBN 92-2-113103-3. Retrieved 2006-12-18.

APPENDIX I

Questionnaire

Gender: Male..... Female.....

Age group: 18-24 ..... 25-30..... 31-40..... 41-49..... 50&above.....

Country of Origin.....

Kind of business:.....

Shop Area:.....

Languages spoken:

.....

.....

Please answer the following questions.

1. Do you ever mix languages within one conversation? Yes.....No.....

If yes, where:

Home.....Shops.....My Shop.....With friends.....

2. If you do mix your languages in your shop, what effect does it have in your business dealings?

.....

.....

.....

Circle the appropriate word in the following questions

3. I think that mixing languages has a **positive/negative** influence on communication between people from different cultures.

4. My customers react **positively/negatively** when I mix my languages.

5. I think that mixing languages has a **positive/negative** influence on my sales.

6. I think people in general have a **positive/negative** attitude toward the mixing of languages.

7. Mixing languages enhances my profitability **positively/negatively**.

8. Being able to mix languages has a **positive/negative** impact on my economy.

APPENDIX II

Oluwaseun Olawunmi
University of the
Witwatersrand
Faculty of Humanities - School of Education
Johannesburg – South Africa

E-mail:
oluwaseunolawunmi@yahoo.com Tel:
+27(0)782890907

OBSERVATION SCHEDULE Date:.....
Time:.....

Observation of Code Switching in immigrant traders' shops

Shop location:
..... Type of shop: .....

Questions:

- *What are the specific functions of code switching among immigrant traders?*
- *What are the effects of code switching in their business dealings?*

Stages of Service Encounters based on Halliday and Hasan's 1985 Framework	**Was an instance of code switching observed in the stage?**	**Comments**
Greeting (G)		
Sale Initiation (SI)		
Sale Request (SR)		
Sale Compliance (SC)		
Sale Enquiry (SE)		
Sale (S)		
Purchase (P)		
Purchase Closure (PC)		
Finis (F)		

Elaboration on the Observations:

Detailed record on the observed effects of code switching during business transactions.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Detailed record on the information on language use by traders.....

.....

.....

.....

.....

.....

.....

.....

.....

OBSERVATION SCHEDULE

SITE	MONTH	DURATION	FREQUENCY PER WEEK	TIME SPAN	TOTAL HOURS/WEEK
Shop 1	November	2 weeks	3 times per week	2 hours	12 hours
Shop 2	November	2 weeks	3 times per week	2 hours	12 hours
Shop 3	November	2 weeks	3 times per week	2 hours	12hours

APPENDIX III

Oluwaseun Olawunmi

University of the

Witwatersrand

Faculty of Humanities - School of Education

Johannesburg – South Africa

E-mail: oluwaseunolawunmi@yahoo.com

Tel: +27(0)782890907

Interview Schedule

Schedule for follow up interview with traders after being observed in their shops.

Trader's Background

Q1. What is your country of origin?

Q2. How long have you been in South Africa?

Q3. How many languages do you speak and what are they?

Customer Background

Q4. What kinds of customers do you get and where do the majority of them come from country wise?

Q5. What languages do they speak?

Q6. Do you speak some of the languages as those of your customers? Please mention them.

Knowledge and act of code switching

Q7. Code-switching is the use of two or more languages simultaneously in a conversation. Do you find yourself doing so with your customers? If yes, what languages do you switch and in what circumstances?

Q8. How often do you find yourself switching languages when dealing with customers?

Reasons and functions of code switching

Q9. Why do you feel the need to switch between different languages when dealing with some of your customers?

Q10. What do you think is the function of switching languages in your business?

Q11. In your opinion, what are the consequences of switching languages during business transactions?

Impact of code switching

Q12. Do you think switching languages leads to better interaction with your customers and lead to efficient business transactions? How so?

Q13. What would you say is the impact of switching languages on your business?

Q14. In general, describe the usefulness of Code-Switching in your business.

Thank you for your time and participation.

APPENDIX IV

Pg. 67

Instances of code switching observed at the greeting stage

Conversation between a Nigerian customer (NC) and a Nigerian trader (NT).

Languages: Yoruba and Pidgin

NC: Ekaaro o, how you dey?

(Good morning, how are you?)

NT: I dey fine, and you?

(I'm fine and you?)

NC: Me self dey okay. Se egusi wa?

(I am fine as well. Do you have egusi?)

NT: Yeah, we get egusi

(Yes, we have egusi)

NC: Ok, egusi ati semo ni mo fe pelu eran assorted

(Okay. I would like to have egusi and semolina with assorted meat)

NT: Ok, mo ma gbe wa, e lo joko

(Okay, please take a seat, I'll bring the food)

*egusi is a Nigerian soup made with dried and blended melon seeds, palm oil, fish and meat.XLZ

*assorted meat refers to a combination of different types of meat (chicken, beef, tripe) in a plate.

Wits School of Education



27 St Andrews Road, Parktown, Johannesburg, 2193 Private Bag 3, Wits 2050, South Africa. Tel: +27 11 717-3064 Fax: +27 11 717-3100 E-mail: enquiries@educ.wits.ac.za Website: www.wits.ac.za

22 February 2016

Student Number: 727941

Protocol Number: 2015ECE048M

Dear Funmi Olawunmi

Application for ethics clearance: Master of Arts by Research

Thank you very much for your ethics application. The Ethics Committee in Education of the Faculty of Humanities, acting on behalf of the Senate, has considered your application for ethics clearance for your proposal entitled:

Language Choice in Business: Perceived Relevance of Code-Switching among Immigrant traders

The committee recently met and I am pleased to inform you that clearance was granted.

Please use the above protocol number in all correspondence to the relevant research parties (schools, parents, learners etc.) and include it in your research report or project on the title page.

The Protocol Number above should be submitted to the Graduate Studies in Education Committee upon submission of your final research report.

All the best with your research project.

Yours sincerely,

M Mabetha

Wits School of Education

011 717-3416

cc Supervisor - Dr Dominique Mwepu