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Enhanced motor vehicle security in South Africa

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A business venture proposal submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Business Administration

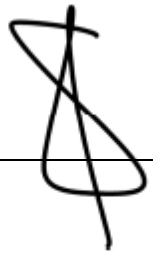
Johannesburg, [2022]

Protocol number: WBS/BA970772/652

March 2022

DECLARATION

I, Sabatha Luthuli, declare that this business venture proposal my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration in the Graduate School of Business Administration, University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.



Sabatha Luthuli

Signed at Sandton

On the 31st day of March 2022

ACKNOWLEDGEMENTS

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SUPPLEMENTARY INFORMATION

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	Statistical analysis from SPSS
	Consent Form

EXECUTIVE SUMMARY

This study was aimed at investigating enhanced motor vehicle security in South Africa. there has been an increase in car theft in South Africa as a result of dwindling motor vehicle security in the country. Therefore, it was important to investigate enhanced motor vehicle security solutions and how this gap in motor vehicle security can be filled by new investors. The study objectives were as follows to explore the views of potential motor vehicle security customers in South Africa, and to demonstrate business opportunity through a survey of potential motor vehicle security customers in South Africa.

The quantitative research method was applied in order to achieve the research objectives of this study. The quantitative data used in this study was collected by means of an online questionnaire and there were 55 research respondents who are potential motor vehicle security customers in Gauteng, South Africa. The data collected was analysed using SPSS Statistics 28. According to the study, potential vehicle security customers in South Africa need additional security and with their current vehicle security. In addition, potential vehicle security customers in South Africa will buy a steering lock because they are concerned about security.

Further, potential vehicle security customers in South Africa believe that this concept product is the best to protect their vehicle and they have a strong appeal for the product. The results also showed that some potential vehicle security customers in South Africa are willing to spend up to R1000 on vehicle security because are somewhat concerned about their parked cars that are left unattended for a long time. Furthermore, the results showed that potential vehicle security customers in South Africa are willing to purchase this concept product as a gift for someone.

Based on this study, the government should encourage investment in motor vehicles and property security in the country, and investors should explore various innovative methods of providing motor vehicle security to potential customers. In addition, the government should encourage comprehensive insurance coverage for potential motor vehicle customers and should reinforce public security to reduce the current security risk for potential motor vehicle customers.

Keywords: Car theft Business Venture Steering Lock Vehicle Security Crime Prevention

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CHAPTER 1: INTRODUCTION

1.1 Introduction

This study was aimed at investigating enhanced motor vehicle security in South Africa. Permission to undertake this study was granted by the University of the Witwatersrand and this enabled the researcher to carry out a field study aimed at investigating enhanced motor vehicle security in South Africa. The study aims to provide solutions for enhanced motor vehicle security that can be taken up by investors in South Africa and beyond. The following sections comprise of background and context of the study, the problem statement, aim of the study, research objectives, research questions, significance of the study, and outline of the study.

1.2 Background and Context of the Study

Crime in South Africa has been increasing exponentially and there has not been any intervention that has been able to reduce it even though the South African government has been increasing its financial budget through institutions such as South African Police Services in attempts to keep control of crime (Ndlela, 2020). Through reduction of car theft this project seeks to assess whether investing in innovative ways to prevent car theft will yield return or not based on assessing result with known return on investment models that Habib (2021) defines as an expression of an entities success in going about its business, an example of an entity being able to have its liabilities being less then incomes demonstrate success in it return on investment. Habib (2021) further recommends that an entity should look into its owners or potential creditors for the initial financial support it needs to archive it objectives. Parhankangas (2012) states that most start-ups have relied on venture capitalist in their early days as a model of finance in order to grow and meet their objectives of value creation.

Jonathan, Olusola, Bernadin and Inoussa (2021) stipulate that crime is as old as human beings and continuity of crime unhindered in developing societies is a norm, it creates pandemonic in communities where it exist and it hinder the social economic growth in communities, causes the cost of leaving to be expensive for those in those communities and lastly it dispels the potential investment that can cause the community to grow when those finances are invested in that community. According to

Yıldırım and Cakar (2015) insurance is a contract that transfer the risk of the item insured to the insurer, if there is high occurrences of crime in that certain area it means that it will be used as a factor to increase the premiums that are agreed upon monthly to meet the demands of the insurance contract and this is based on the research done on what effects the premiums of insurance, this is one example of the effect of increased crime.

Since the potential of investing in this business is not known whether it is going to be a success or not it is vital to measure the performance of the small business via product market performance since it is key in measuring a small business bearing in mind that since the business is young and market information is still vague then these measure help to extract the information required by the managers of this small business and the potential investors of this small business (Buttenberg, 2017).

1.3 Problem Statement

The problem to be addressed in this study is that there has been an increase in car theft in South Africa as a result of dwindling motor vehicle security in the country. According to Businesstech (2022), there has been a steep increase in motor vehicle theft in South Africa in the first quarter of 2022 despite the hard lockdown restrictions during the peak of the COVID-19 pandemic. However, this gap in motor vehicle security can be filled by new investors.

1.4 Aim of the study

The study aimed to investigate and provide solutions for enhanced motor vehicle security that can be taken up by investors in South Africa and beyond. The study used research respondents who are potential motor vehicle security customers in Gauteng, South Africa in order to answer questions on motor vehicle security in the country.

1.5 Research Objectives

The study objectives were as follows:

- To explore the views of potential motor vehicle security customers in South Africa, and

- To demonstrate business opportunity through a survey of potential motor vehicle security customers in South Africa.

1.6 Research Question

The study questions were as follows:

- Is there an increase in motor vehicle insecurity in South Africa?
- What measures can be taken to reduce motor vehicle insecurity in South Africa?

1.7 Significance of the study

The results of this study provide insights for the state of motor vehicle insecurity in South Africa. The study also provides potential measures that can be taken to reduce motor vehicle insecurity in South Africa. In addition, the results are also of benefit to potential investors who may be willing to invest in motor vehicle security products in South Africa.

1.8 Study Outline

Table I is the outline of the study covering five chapters from the introduction to the conclusions and recommendations. The study took 90 days that comprised of review of current literature, field study, and reporting phases.

Table I: Study Outline

	Title	Description
Chapter 1	Introduction	Outlines the background of the study, statement of the problem, aim of the study, research objectives, research questions, significance of the study, and outline of the study.
Chapter 2	Literature Review	Discusses the relevant literature on motor vehicle security, and investment opportunities.
Chapter 3	Research Methodology	Explains the research methods used in this study.
Chapter 4	Results and Findings	Presents the results and findings from the data analysis.
Chapter 5	Discussion of the Results	Evaluates the research study in terms of whether the objectives of the study have been met even though with limitations.
Chapter 6	Conclusion and Recommendations	Presents the conclusion and provides recommendations for further research studies.

1.9 Aim of the study

The study aimed to investigate and provide solutions for enhanced motor vehicle security that can be taken up by investors in South Africa and beyond. The study used research respondents who are potential motor vehicle security customers in Gauteng, South Africa in order to answer questions on motor vehicle security in the country.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

Chapter 2 contains the literature review relating to explore the views of potential vehicle security customers in South Africa, and to demonstrate business opportunity through a survey of potential vehicle security customers. There has been a steep increase in vehicle theft in South Africa in the first quarter of 2022 despite that hard lockdown restrictions during the peak of the recent pandemic (Businesstech, 2022). Consequently, these has raised concerns for vehicle security in the country and also this may be a business opportunity for new ventures. This chapter covers the theoretical review on which the study is based, how to identify a business opportunity, theoretical review of situational analysis: SWOT analysis, PESTEL, industry analysis, and Porter's Five forces, vehicle security, vehicle owners' view of security, enhanced vehicle security in South Africa, and conclusion.

2.2 Theoretical Review

The theory underpinning this study is the theory of entrepreneurial opportunity identification and development by Ardichvilia, Cardozob, Ray (2013). This theory was developed based on the Dubin's (1978) theory building framework that comprises of phases or units towards theory development in the social sciences, organisational behaviour and other disciplines. According to the theory of entrepreneurial opportunity identification and development by Ardichvilia, Cardozob, and Ray (2013), the opportunity identification and development consist of units known as opportunity, opportunity development, opportunity recognition, and opportunity evaluation. Even though the individual traits of an entrepreneur can make a huge difference in the entire process of opportunity identification and development (Ardichvilia, Cardozob & Ray, 2013), there are business management tools such as situational analysis (Harvard Business Review, 2010) that can help entrepreneurs identify and develop business opportunities. Figure I is an illustration of the steps that entrepreneurs use to turn around a market need to a successful enterprise.

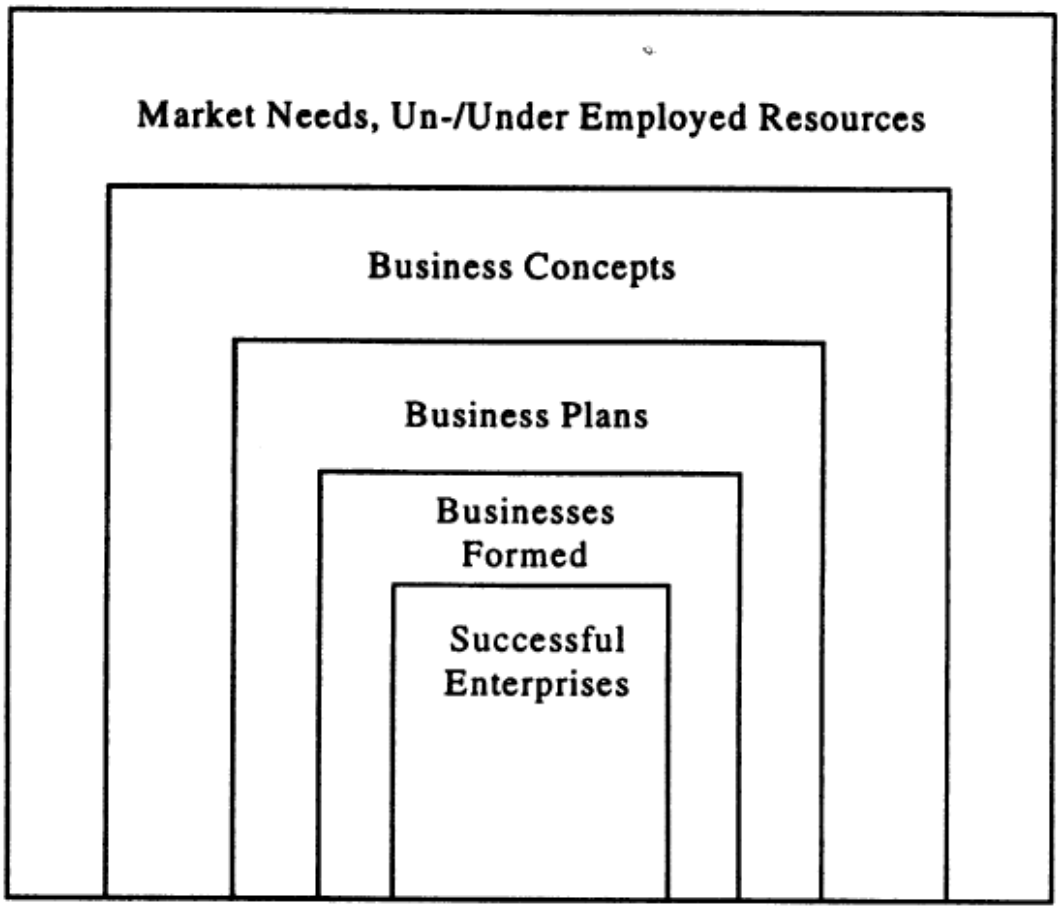


Figure I: From a market need to a successful enterprise

Source: Ardichvilia, Cardozob, Ray (2013)

2.3 Situational Analysis

Situational analysis is a management technique used to evaluate a firm's internal and external environment to understand the firm's strengths, weaknesses, threats and opportunities in the business environment (Harvard Business Review, 2010). Situational analysis approaches include macroeconomic (PESTLE) analysis, SWOT analysis, and the Porter's five forces analysis. In conducting situational analysis, the top-down approach is usually preferable because we have to know about the environment to adapt the business plan using the internal factors that we have control over (Harvard Business Review, 2010). Consequently, the analysis starts with the PESTEL followed by industry analysis, and lastly SWOT analysis.

2.3.1 Pestle

According to Johnson, Whittington, and Scholes (2011), PESTLE is the framework used for identifying opportunities and giving advanced warnings of significant threats. In addition, the PESTEL framework can reveal the direction of change within a business environment (Harvard Business Review, 2010). Thus, the PESTEL framework is relevant when conducting strategic analysis in the external environment of an organisation because of the impact of the external environment on organisational activities and performance. In a PESTEL analysis, political refers to government policies while economic refers to macroeconomic factors. Social covers the demographics while technological refers to changes in technology, and government spending on research. The environmental refers to issues such as pollution, waste, and natural disasters; and lastly the legal pillar covers regulatory matters (Johnson, Whittington & Scholes, 2011).

2.3.2 Industry Analysis

The industry analysis is a framework that determines the competitive intensity of an industry and therefore its attractiveness in terms of profitability (Porter, 1980). The Porter's five forces analysis is a well-known industry analysis approach that determines the competitive intensity of an industry and therefore its attractiveness in terms of profitability (Porter, 1980). According to Porter (1980), the five forces that drive industry competition are include threat of new entrants, bargaining power of buyers, bargaining power of suppliers, threat of substitutes, and intensity of rivalry among competitors. Figure II shows a graphical representation of the Porter's five forces.



Figure II: Porter's five forces

Source: Vectorstudy.com (2022)

2.3.3 SWOT Analysis

This SWOT analysis is firm level analysis used to identify the strengths, weaknesses, opportunities, and threats of a firm or organisation (Harvard Business Review, 2010). Situational analysis combines all three of these analyses to position an organisation. As explained by Alvarez and Rubio (2016), SWOT analysis comprises of a firm's strengths, weaknesses, and opportunities that could be exploited to its advantage and threats that could cause trouble for the firm. Accordingly, the internal factors such as operations, finance and marketing are within control of the firm while the external factors such as the the economy, politics, technology, and competition are not within the control of the firm (Lee & Ko, 2000). Consequently, the SWOT analysis allows the firm to ameliorate the weaknesses and threats and to enhance the strengths and opportunities (Alvarez & Rubio, 2016). Figure III is an illustration on how to conduct a SWOT analysis. The process is continuous with feedback from both the internal and external analysis.

	Strengths	Weaknesses
Opportunities	How do I use these strengths to take advantage of these opportunities?	How do I overcome the weaknesses that prevent me from taking advantage of these opportunities?
Threats	How do I use my strengths to reduce the impact of threats?	How do I address the weaknesses that will make these threats a reality?

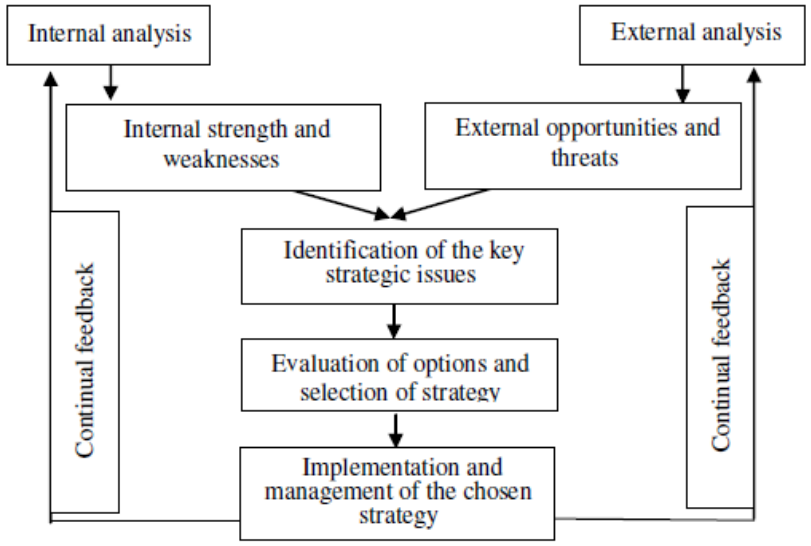


Figure III: The process of SWOT analysis

Source: Ommani (2011)

SWOT Analysis	
Strength	**Weakness**
• Product Affordability/Lower Prices • Our Clear Market Segment • Knowledge of local market • Customer Centric Strategy • Great Value Product & Easy to Use • Clear Value Proposition	• Lack of reputation & influence • Staff and Skills Scarcity • Inability to present cash flow in the early stage we lack?
Opportunities	**Threats**

• Proudly South African Campaign Brand Association • Customer attraction through social media • Build relations with influencers • Build brand awareness • Build online engagement • Get better ratings through online review websites • Differentiating our product offering • Provide delivery services to customers	• Cheaper substitute product • Costs that are rising (fixed) • Funds can slow growth of business (inability to raise funds) • Gaining market share will be hard • Competition

Table II: Summary of the SWOT Analysis

Source: Own Compilation

Strength

Ceylan, Koseb, & Aydin (2014) considers price as one of the greatest influences in the marketing of a product, it influences the customers to have a certain perception about the product and its quality in summary to influences the buying behaviour of a customer, in some instances it is the factor that affects the preference of the product by the customer. The average salary of a South African according to Writer (2021) is equivalent to R15 042 after tax comparing with the average price of a steering lock is R349 as found in Makro (2022). This means that the percentage to ratio of a steering lock is just around 2% of an average South African salary resulting in a low amount of money for someone who want to buy the product once off that will protect their vehicle for a lifetime is a great strength of a product.

According to Lappeman, Egan, Rightford, & Ramogase (2021) the market is considered as the pool where all out potential customers are situated ,it is the process of subcategorising the potential consumers of your product those that know it and

those that does not know the product and segmentation is dividing the potential customers further by categorising them in how valuable the customers are to us as marketers. With the understanding of what market segment is we can conclude that since we know with our product we are targeting those potential customers who own cars and have a potential of owning a car. Having a clear and accurate population that can buy the product it saves companies a lot of time and this will ensure we focus and aim at our target market and this is in accordance with view of Dey (2010).

Local marketing is setting up the business offerings to be in line with the customer needs and wants, a specific ability to identify the groups requiring the product give the business an advantage (Armstrong, Adam, Denize, Volkov, & Kotler, 2017). Because of the this new venture understanding the local market and how customers respond to marketing tactics this is an advantage to the new business proposed.

Bonacchi & Perego (2011) states that when all the activities such as spending more time understanding the customer data such as demographic, behavioural, financial and transactional rather than focusing on the product that is a customer centric approach. They further state that the customers preference can be learned from the history of their buying pattern and that type of data can easily be link to the potential performance of business venture. This is a strength of taking this type of a strategy and it improves the profitability of the business. Amazon employs a customer centric approach which focuses on the customer, by realising the products specific to the customer needs and most importantly putting more efforts in researching and understanding the customer needs (Baboolal-Frank, 2021).

Customer experience is the concept of the perception of the customer in relation to the whole experience of the business and its offering, it is deduced that when a product is easy to use while offering a good value the outcome is positive and integration of customer experience for that matter is encouraged in business (Barbu, Florea, Dabija, & Barbu, 2021). A steering lock is an easy-to-use product, and it offers a great value to the customer this is a strength that assure us that the business will do well.

There is a bridge between customer and the business (market) and in order for the business to strive it must be able to bridge this gap, one way to bridge this gap is to focus on the customer or to be customer centric so the business make a promise (value) to the customer and the customer receive the assured promise (value), and there are two ways in which a value can be identified by the business and that is through identifying the product as similar to the existing products or differentiating a product the business is offering (Galli, 2021). One example is if the business is offering a television screen, there are other businesses offering television screens, but the uniqueness of the business's television screen is what can create a value proposition and as well as the television not being different from what the other businesses are offering is what might clarify it standing with the value proposition. In this case this new business venture being established the product seek to give more for less as stated by Armstrong et al., (2017) this means the product that we are offering is giving the customer more value by spending less money, the steering lock that the customer will buy will last a life time and they will only buy it once they do not need to fix it at a later stage or upgrade it.

Weaknesses

The influence and the reputation of the business is affected by it being known and also not being known, meaning that a good reputation yields good and positive result while the business not being known might not yield positive results. The accrual of accomplishment by the business is what constitute the reputation, which then results in the ability to influence in their marketing as well (Merlo, Lukas, & Whitwell, 2012). Raikov (2009) states that reputation is not does not necessarily have the quantitative and measurable metrics instead it can be different related factors such as information channels, market segment and growth standard. Reputation being socially derived are regarded as a belief that the potential customers have about the product or a business based on positive opinions and views from their own experience or others experience. Influence on the other hand is the process in which the potential customers can be persuaded to buy the product or to believe that the product is in line with their values and norm and more importantly, it meets their expectations. As a new start-up and a

new business none existence of reputation and influence is a weakness since we cannot take advantage of it immediately and since it is accrued over a period. In this case again of our new business our competitors already have the reputation and influence we require.

Brunello & Wruuck (2021) states that currently the labour market is having many changes that has seen a large number of resignations during the light of this COVID-19 pandemic and the whole global market is going under the structural change. The skills constraints have negatively impacted the labour productivity and the development of many sectors. This means that for businesses they will experience longer time without the appropriate individuals who will fill the correct roles in the business and the affect the businesses finances negatively. Skills highly complicated to measure but it is defined as that individual's ability to meet the abilities required by the recruiter to fill / execute the jobs specifications. Then mismatch is when certain job role is not filled by the individual who meet the job specification or who do not meet the minimum requirements such as not having adequate qualification. Being a new start-up it place us in a weak position to commence to compete in the market where it is harder to find employees are qualified and in an environment that is full of mismatch skills. Especially since this is a start-up project, it is imperative to have proper business skills such as marketing and financials skills to execute the project successfully.

Boex (2015) states that is highly likely to have a business being profitable and not being able to grow and attract investors or even secure finance while it is also possible to have a business that does not have profit but with a good cash flow being able to attract new finance and being able to continue being sustainable. Profit does not equate to the good standing of the firm even though most people assume that a firm that has profit is in good standing. Cash is king, profit of a business can be manipulated since it does not represent the holistic transactional items while the cash flow gives the actual view of the transactions as they move in and out of the business. As a new business not having profit nor cash flow is a weakness that will make it difficult to attract the potential investors and also to prove that the businesses has a potential of being sustainable. On the other hand Moro visconti (2020) compare cash to the blood

in a human, meaning it gives life to the business a human being without the blood will perish as well as the business without cash it will perish. How humans take care of themselves it is important factor since that will show on their health status as well as the health of the business is measured using the finances of the business. The inability to produce history of finances is definitely a weakness to the new business startup and the project as a whole since it cannot prove it ability to grow finances.

Opportunities

Thoola (2022) defines Proudly SA Campaign as a brand that became very visible the past 10 years and represents creation of jobs opportunities in South Africa and the support of local brand in actual fact it shows patriotic of South African market. Owusu Ansah (2017) on the research done discovered that there was a significance positive relationship between the intentions of the customer to buy when it was related to the Proudly South African Campaign as well as an economic benefit related to the Proudly South African campaign and a non-significant positive relationship when it comes to the customer attitude to buy the product or even in strengthening the reputation about the product. There is an opportunity for the new business to partake in the Proudly South African campaign for South Africa to realise the economic benefit and to influence the potential customers to have intention to purchase the product we are offering.

There has been a large number of opportunities to attract customers, traditional way is a use of well known media such as newspaper, television (movies) and any other possible way of transmitting messages which is regarded as media where products and services can be marketed to attract potential customers (Einizadeh, 2017). Another way which Maharaj, Cowden, & Karodia (2015) identify as an enhancer in marketing is the use of social media of which is the new and innovative way to advertise as opposed to the traditional way of advertising. The opportunity lies in the ability to convey product advertisement in a quicker manner than it is in a traditional way. Einizadeh (2017) describe physical media which includes a longer process to from the creation of the advert to reaching the consumers and inability to properly reach the target market, while it attracts exuberant amount of cost to the business.

While the new social media way as stated by (Maharaj et al., (2015) enables advert to be convey quickly and also it enables the product advertisement to reach more people in a short space of time and also to reach the appropriate target market that is intended to buy the product, as well as reduced and controllable costs due to the business. This is a very good opportunity for the business to quickly share the proposed product to the potential customers using social media.

According to Amar (2016) the differentiating strategy is what set apart the business from it competitors by creating an atmosphere that seeks to provide different services, marketing even the quality of the products which results in customer groups and differentiation. Products can be differentiated by their brands and a large number of other factor, but what create a competitive brand is the ability of the business to be able to create a meaningful differentiator in their product (Joy, Oluwole, & Ibidunni, 2013). Differentiation then results into competitive matching which means that this is an opportunity for the business to increase the influence of customers to buy the product by making it different from the competitors once (Joy et al., 2013).

There is an increase in the e-commerce the past years and the most prevalent is the business to consumer (B2C), this is an online platform normally created by the business to enable the consumer to have access to the products (Alaraj, 2012). According to Naidoo & Botsi (2021) the online store buyers in South Africa were not happy with their online shopping experience such as availability of the products, delivery speed and the whole lifecycle of B2C relating to the efficiency on the other hands the behavioural intentions were positive. This means we have an opportunity to engage with our customers online and allow them to buy our products. The business will take advantage of knowledge know about the behaviours of customers online and the improve on what they regard as a bad experience. The opportunity is provide improved delivery services to customers.

Threats

The bilateral agreement between China and South Africa constitute to unemployment and business shutdown in South Africa since the “dumping” of products from China makes it hard for South African companies to compete (Tshedza & Ephraim, 2021). Importing cheaper product from China might not be perceived well and it might have a negative effect on the product.

The increase in labour costs is seen in countries that are experiencing rapid economic growth (Wang, Kinnucan, & Duffy, 2019). According to Kiwanuka et al., (2017)The rising costs directly affect the quality of the service offered since businesses experience difficultly retaining employees, employees tend to go for other opportunities that are better posing a threat to businesses that are starting up.

Difficulty for new ventures to access credit is a threat to the growth of the business (Fortunatus & Eyiah, 2020).

The earning of market share by new start-up is hard and it is advisable for new start-ups to focus on their product offering instead of putting more focus on the earning the market share (Kanojia, 2021). This poses a threat to the business since none existing market share means less customers.

According to Margulescu & Pospisil (2014) new types of businesses that has erupted over the years have resulted in a new type of competition and resulted in businesses restructuring their businesses. Competition is inevitable, for this fact rival will always pose a threat.

2.4 South African Crime and need for vehicle security

2.4.1 Introduction

According to Johnson, Whittington, and Scholes (2011), PESTLE is the framework used for identifying opportunities and giving advanced warnings of significant threats. According to Webb (1994), the fitting of vehicle security gadgets into vehicle design has turn into an important method to the avoidance of vehicle theft. This approach to vehicle security has become very important over the years (Webb, 1994). The steering lock is a crucial example of this method with the then Federal Republic of Germany being the first nation to establish such directives, in 1961, and this was followed by the USA and the UK almost ten years later. As explained by Webb (1994), the vehicle security method of steering column lock on motor vehicles helped in reducing car theft in these countries and many other countries around the world.

According to Ndlela (2020) crime is any actions that can violate laws of the country (South Africa) that are set out by the government supported by the constitution of which acts as a foundation of the laws of the country where all the other precepts are derived. For example, driving in a designated zone with a limit of 60 KM per hour at a speed exceeding this prescribes speed limit will result in fine if caught driving at the speed above this prescribed speed. A second example is someone hijacking a vehicle at a gun point and using excessive force this normally result in a prison sentence that is longer.

What can be perceived from both examples is that punishment differ depending on how South Africa weigh the crime. The former example is not perceived as requiring a harsh punishment while the latter is considered as very serious crime not only against the civilian but also against the state.

The transition from apartheid to democracy has left South Africa as one with the highest reported rate of violent crimes in the world. There is fear amongst South African and it cane be seen from the habits that are exhibited by individuals of class, races and genders. The habits referred to are seen amongst high class and middle class living behind tall walls to protect themselves against perpetrators. Signs and notices warning against trespassing and security companies visibility are common in the suburbs. Protection of properties has increased post-apartheid. There is an

existing class war between those who have and those who do not have even though South Africa is now enjoying Democracy. (Powers, 2015)

2.4.2 Crime Statistics

As depicted in the annual report of (SAPS, 2021a) which consist of statistics of crime from year 2010 to year 2020 of which is exactly 10 years, all categories that are deemed as serious not even a single one of them has reduced. The report from the South African Police Service who are the first in line of command to always provide protection to the South African citizens categories crime into 38 categories. The role of South African Police Service consists of four and not limited to main things of which is to enforce the law and its statutes, protect citizen and their property, maintain public order and investigation of crime (Modise, Taylor, & Raga, 2020).

Contact crimes are those crime that are against the person and includes murder, sexual offence, and similar categories. A conclusion from (Haroon, Adaiah, Jabulile, & Amy, 2017) is that South Africa has the highest rate of reported crime in the world for some of it crime categories. From the murder statics from year 2010 to year 2020 it is clear that the South African Police Service has dismally failed to curb or reduce the number of reported murder cases of the past 10 years. The number has increased from 15 893 of reported cases back in year 2010 to 21 325 reported cases in year end of 2020. These number show a huge increase in reported cases and they concur with the conclusion of (Haroon et al., 2017).

Property related crime are those crime of which the sub-categories include burglary whether at a non-residential premises or at a residential premises. Also theft of motor vehicles and motorcycles, and theft out of or from motor vehicle are sub-categories of property related crimes. From the (SAPS, 2021a) it is clear that the number fluctuates and it depends on factors that are not stated on the report generated by South African Police Service. The most important thing about the statistics is that pattern is the same in all provinces the property-related crime reduced compared to the previous years. What is known is that from March last year South Africa had a lockdown where everyone was expected by laws to be indoors to protect against the spread of the virus, when compared to result of the reported property related crime there was a huge

reduction on all sub categories. To the most notable comparing year 2019 and year 2020 there was a reduction of 25 937 reported cases relating to property crimes. It should be noted that also that this category is the only category that had all sub-categories reducing.

2.4.3 Overlapping of crime categories

What can be deduced from the statistics as much as crime is categorized there is an overlap of categories of crime for instance burglary at a residence can occur and other crimes not categorised as burglary may be part. When a burglary occurs and there is a use of firearm from the perpetrators, sexual assault and attempted murder now this means there is at least 3 categories of crime that are involved. When analyzing the statistics, it is very important to note these. When focusing on a certain category as we are doing so in this paper it is wise to bare this in mind. What this means also is that crime that has been reported might have been motivated by another category of crime an attempted murder might occur as a result of murder that was planned and not a success.

2.4.4 What is the course of crime?

It must be noted that according to (Modise et al., 2020) South African Police service and its leadership have difficulties conducting their duties without huddles. This is the first notable course of crime since South African Police service is expected to protect the South African citizens. Regardless of whether the South African Police service is effective or not the taxpayers concerns are whether their tax contribution is used effectively or not by the South African Police Service. Lack of skills and training are attributed to the poor training and recruitment process that leads to incompetent officers (Burger, 2013).

2.4.5 Drug and Poverty

Incompetency of South African Police Services then leads to the problem of crimes generated by drugs and poverty (Cheteni, Mah, & Yohane, 2018), even though these authors argue that in countries that are developed there is less coloration between crime and poverty and in these countries there poverty is almost none existence. While on the other side countries that are developing, and growing crime seem to be affected

by poverty. Inequality is believed to be the reason for spike in the property related crimes. South Africa is a growing country which has gone through a numerous number of policy developments and changes, but crime has continued to rise. I inequality as well has continued to be visible.

2.4.6 Crime by location

According to (Demombynes & Özler, 2002) the areas where the wealthy people resides in South Africa we see a lot of increase in property related crimes. This is caused by the fact that criminals travel to these places where wealthy resides with hope that in wealthy areas there are more chances or being able to steal properties of higher value in their neighborhood.

The report from (SAPS, 2021a) depicts that KwaZulu-Natal, Gauteng and Western Cape Province are leading when it comes to contact crime especially murder category. KwaZulu-Natal province has a highest number of 4859 murders, followed by Gauteng province with a number of 4555 murders and Western Cape Province being the third out of nine South African province with a number of 3975.

These three provinces out of nine province account for 62% of murder crime that occurred in South Africa for the period of year 2020. The statistics are inline with the findings from (Cheteni et al., 2018) that depicts that in the developing arears there are more chances of crime being very high. When noticing the there three mentioned provinces these are economic hub of South Africa and where there is more development happening.

The pattern is similar again in KwaZulu-Natal, Gauteng and Western Cape Province when it comes to property-related crimes. Gauteng province is leading when it comes to theft of motor vehicle and motorcycle with a number of 23 819 stolen and carjacking at 9025. KwaZulu-Natal province follow with the number of theft motor vehicles and motorcycles at 8030 and carjackings at 3041. The third province is Western Cape with the theft of motor vehicle and motorcycles at 6359 and carjacking at a number of 2760. These statistics are drawn from (SAPS, 2021a). What can be deduced from the statistics is that Gauteng province alone accounts for at least 51% of all theft of motor vehicles and motorcycle in South Africa. KwaZulu-Natal province account for 17% of all the theft of motor vehicle and motorcycles in the third place Western Cape province

taking a percentage of 13.5%. The remainder of the six provinces are only responsible for theft of motor vehicle and motorcycles equaling to a percentage of 18.5%. As per the findings of (Cheteni et al., 2018) areas with less development do not experience a large number of crimes.

2.5 Existing vehicle security

2.5.1 Introduction

A In this section the paper seeks to give illustrations relating to property-related crimes. This section investigates the natural methods of preventing crime, protecting oneself and security for one's property.

When it comes to security and protection it comes natural to human beings to protect themselves against any form of harm but there is always rules of engagement when it comes to how one can respond to their defense as stated out by Hosang (2020). These rules of engagement differ from country to country and states to states in countries where provinces have their own set of precepts, in the South African context (Justice, 1996) set the tone for the laws and regulations this means the Constitution of the republic of South Africa is the supreme law of the country all the other governing Acts and laws are derived from the constitution. One great example is the one stated in the Chapter 2: Bill of Rights which states that everyone has a right to life this means that capital punishment may never be applied in South Africa in any province or by anyone , this gives all South Africans a right to live regardless of their deeds and lastly especially in the context of justice system it means no one can deserve capital punishment as a punishment (Justice, 1996).

The definition of self-defense is also derived from the parameters of the Constitution of South Africa, one being possession of firearm being a notable way of self-defense as stated out by (SAPS, 2001). While firearm has been one way South African citizen defend oneself the new proposed draft firearms control amendment bill, 2021 states that carrying a firearm is not a constitutional right and no where in the constitution it is written (SAPS, 2021b). (Nkwana, 2018) argues that there is no need for South African citizens to carry firearms for the purpose of self-defense, he further states that using a firearm and killing an individual is committing crime since the Constitution of the

Republic of South Africa give a right to everyone to live. He claims that if a firearm is used for protection and it kills a person the owner should be charged of murder even if the owner gets acquitted the owner should still be charged for culpable homicide.

An no profit organisation on Facebook social media with the total number of following of 96 305 members created 17 years ago referred to as GOSA: Gun Owners South Africa advocates for illegal activity when it come to carrying of firearms and fight for the rights of ordinary South Africans to carry their firearms for self-defense purposes as stated in their Facebook about page (Africa, 2021). In one of the post the posts Reuck (2021) a Facebook user argues that the proposed bill should be scrapped and the South African Police Service should make it easy to own firearm in the country. From this social media post, it is clear that there are organisation that are advocating for the carrying of firearms as a mean of self-defense and they are fully against the proposed bill of which they believe it is aimed at disarming the citizen. We can conclude that this organisation has seen a need to organize and fight against their right to carry firearm.

2.5.2 South African Criminal Justice System

According to Government (2021) the South African justice system is divided into six main layers. The first line in command be the South African Police Services who ensure that crime is prevented, investigated and the perpetrators are brought to justice. The second layer being National Prosecution Authority, they decide whether a person should be prosecuted or not. The third layer being the presiding officers normally it is the magistrate or judges these are the ones who hear the case. Fourth layer consist of the department of justice normally who assist to clarify the law when the presiding officers are facing challenges. The fifth layer is the correctional services of which is normally the prison sometimes referred to as rehabilitation centers. The last layer of criminal justice in South Africa includes social workers and probation officers normally found in all magistrate courts. It is imperative to describe the layers of justice since they have an impact in our study which has a lot to do with crime so that we can learn how crime is dealt with in South Africa.

2.5.3 Vehicle Steering Lock / Gear Lock

AThe steering in a vehicle is used to determine the directional stability of a vehicle, in essence a vehicle can not be steered if the steering is not functioning (Sharma & Sharma, 2013). Endo (2014) states that a steering lock is that device that limit the movement of a steering wheel to prevent a vehicle from being steered.

Vehicle gear lock does the similar task as the steering lock. It is not an electronical component it is a mechanical component, there is no need to worry when the electronic fails. This is an essential part of the security of the vehicle. It is very easy to operate and very durable thus making it very difficult to remove it. Gear locks have proven their success over years since they prevent a vehicle from being moved from a location where the owner left it and the thieves needs a lot of time to be able to bypass the gear lock stating (Jhamb, 2021).

2.5.4 Car Tracker

A reputable car manufacture Subaru (2021) states on it website that a car tracker uses the Global Positioning System (GPS) to locate any object where it has been placed in. When these tracking devices are placed in vehicles, they are able to locate them, determine whether they are switch off or on, at what speed is the vehicle is moving, all these using the satellites to communicate with the tracker. It is the most reliable device that can be used at the moment to recover stolen vehicles at a recovery rate of above 92%. It is also state that installing a tracker in your vehicle will put you in good standing with your insurance and affect the premiums you pay monthly.

2.5.5 Network Jammers

Network jammers are those devices that have an ability to block incoming and outgoing signals in devices that uses Bluetooth, GPS signals, Wi-fi, cellphones and other devices Gajjar (2019). How signal jammer work is that it introduced a signal of higher frequency in a range where it is then in turn it destructs all the network activities in that range where it is. In this manner then they disable devices that uses lower frequency. Jammers are usually undetectable, and you can only detect them by noticing no network activity on your device. According to Insider (2015) network jammers are not allowed in South Africa no one has business in destructing network

communication except if it is for State Security use. From the definition of network jammer, it is clear that the car tracker can be disabled by the use of network jammer.

2.5.6 Insurance

Network According to iii.org (2021) vehicle insurance is a contractual agreement between the owner of the vehicle and the company that agrees to cover the cost of the vehicle in the event of loss or theft of the motor vehicle. The contractual policy normally state three most important things of which is the property (car), liability and the medical costs. Taking a vehicle car insurance is another method as a vehicle owner you seek to protect or recover your property in an event of loss.

2.6 Hypothesis

The purpose of the research as stipulated in chapter 1 is to uncover whether vehicle security is an issue or not and if vehicle security is an issue then take an opportunity to develop the business to close that gap.

Research Question

- Is there an opportunity of viability in the proposed business venture?

  H_0: There is an opportunity for a business venture

  H_1: There is no opportunity for a business venture

2.7 Conclusion

Chapter 2 is the review of the literature relating to explore the views of potential vehicle security customers in South Africa, and to demonstrate business opportunity through a survey of potential vehicle security customers. Chapter 3 covers the research methodology used in this research.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

In order to reach an informed decision for the business research needs to be conducted and the method needs to be carefully defined and designed by the researcher, this method will seek to answer the questions defined in the literature by gathering data, processing it, analysing and drawing a conclusion (Zikmund, Babin, Carr, & Griffin, 2013). This chapter consists of the methods that were used to handle data from collection to its analysis.

3.2 Research design

The blue print chosen to fulfil the objectives of the research is the survey since it is best served for the purpose and to answer the questions of this business venture research (Schindler, 2021).

According to Schindler, (2021) survey is a method of collecting data from potential participants, it will be used to collect information from the participants and an electronic survey per say will be the most appropriate to be employed since it allow us to send an email or share the link via social media with a link to the potential participants then they receive the questionnaire electronically in format of a form and they accept or decline participating. Especially since are in the middle of a pandemic where meeting with people face to face is shy upon this is a great solution as well as considering the number of people to reach, with this kind of survey a large number of people can be reached compared to using the survey where people are interviewed face to face and as well as time to collect the data is much more faster compared to the traditional way of collecting data (Schindler, 2021; Tourangeau et al., 2017).

As a researcher it is imperative to consider the feelings and the well-being of the individuals that will be completing the survey so the questions will not be offensive to the participants, this means I should be in the shoes of the participant and not only consider the technical part of the questionnaire but consider the human part, in other words I need to develop a dual role and use a bit of compassion in developing the

survey questions, the results of being able to be considerate can results in the participants leaving the survey incomplete and not being able to successfully collect data (Loopoo & Balfour, 2021).

In line with the Wits Business School code of conduct and since humans were part and parcel of this survey participants consent is required before they commence with the survey and their anonymity is assured. The permission as well is obtained from Wits Business School attached in APPENDIX A – ARP Survey Question.

3.3 Population and Sampling

According to Zikmund et al., (2013) population are those entities such as people, university students, potential buyers that share the same characteristics to mee the objectives of the research, then a sample is part or a subset of the population and since the whole population cannot be interviewed those few that can be interviewed are referred to as sample and they satisfy the objective of the research. The reason why we sample is to get the potion of the whole population so that we can deduce the views of the whole population using the sample.

For our specific product we want to know whether it will make financial sense to sell or not to sell the steering locks to the community of South Africa, we can not test the appetite of all the possible buyers of our product but we can get few number of individuals that we will judge whether the product we are selling will be viable or not.

The decision was to sample the data and the target population was carefully defined so that the data can be accurately siphoned from the population inline with the recommendations that are stipulated by Zikmund et al., (2013). The desired population are those people that reside in South Africa and obviously who have come of age to start driving, it doesn't matter whether there would be new buyers of vehicles or more than one-time buyers of a vehicle, even whether they own a vehicle or not it does not matter, the most important thing is whether they view the product as a strengthener of security in the vehicle or not. Demographic, behavioral, financial and transactional

information is collected from the survey, but it is for the purpose of identifying the possible buyers not that these characteristics they discredit our survey responded in other words they are not a sampling frame of which is also referred to as a working population (Zikmund et al., 2013).

3.4 Data Collection

The data was collected through an online survey that was hosted on Qualtrix platform and it is a quantitative research in line with the recommendations stated by Schindler (2013). For non-experiment quantitative study online surveys are proper (Leavy, 2017). Through snowball sampling that Zikmund et al., (2013) describe as a way of reaching additional respondent through the initial respondents, through social media and emails the link with the questionnaire was shared and the those initial responded were urged to share with other responded within their network in that way a multiple number of respondent is reached and the bigger the sample the better the results of the data.

3.5 Data Analysis

Data collection was through Qualtrix then RAW data was exported from Qualtrix to an excel file (.xls) then imported on IBM SPSS Statistics 26, data got edited where if there are mistakes in the answers those samples are removed or get corrected or where a sample is incomplete and it cannot be usable, then the coding stage where data was coded by assigning numerical values to the responses, then the result is a cleaned data file that can be analysed in the IBM SPSS Statistics 26 (Schindler, 2021).

3.6 Conclusion

Chapter three outlined the methods followed in order to address the research objectives of this study. The study used the on-line questionnaire method in a descriptive research design to collect data and the sample comprised of 55 research respondents. A high professional standard was maintained throughout this research and the researcher utilised the quantitative research method in order to investigate and provide solutions for enhanced motor vehicle security that can be taken up by

investors in South Africa. The data was analysed using the SPSS quantitative data analysis programme. Chapter four is the presentation of the data analysis results.

CHAPTER 4: RESULTS

4.1 Introduction

This chapter presents the results of the analysis of the primary data gathered from the research survey enquiries. To facilitate the comprehension of the survey information gathered, the researcher used tables and figures to present the results and findings. The aim of this study was to explore the views of potential vehicle security customers in South Africa. In addition, the research was guided by the following objectives:

- To explore the views of potential vehicle security customers in South Africa, and
- To demonstrate business opportunity through a survey of potential vehicle security customers in South Africa.

The next sections comprise of demographic information, descriptive statistics, and conclusion.

4.2 Demographic information

Demographics information provides some insights about the backgrounds of the study participants and thus facilitate understanding of the subject under study (Saunders, Lewis, & Thornhill, 2016). For the survey carried out, demographic information accounted for province, age group, gender, vehicle ownership, and additional vehicle security ownership. The demographic information is presented in the appending sub-sections.

4.2.1 Province of the respondents

The province of the survey respondents are summarised in Table III and Figure IV. The results shown in Table III and Figure IV reveal that Gauteng residents make more than half of the research respondents at 54.5%. This is followed by KwaZulu Natal residents that make up 18.2% of the research respondents. In addition, Western Cape makes up 16.4% of the research respondents while Mpumalanga accounts for only

3.6%. Further, the Northern Cape residents make up 1.8% of the research respondents.

Table III: Province of the respondents

Province	Frequency	%
Gauteng	30	54.5
KwaZulu Natal	10	18.2
Western Cape	9	16.4
Mpumalanga	2	3.6
Northern Cape	1	1.8
Missing	3	5.5
Total	55	100

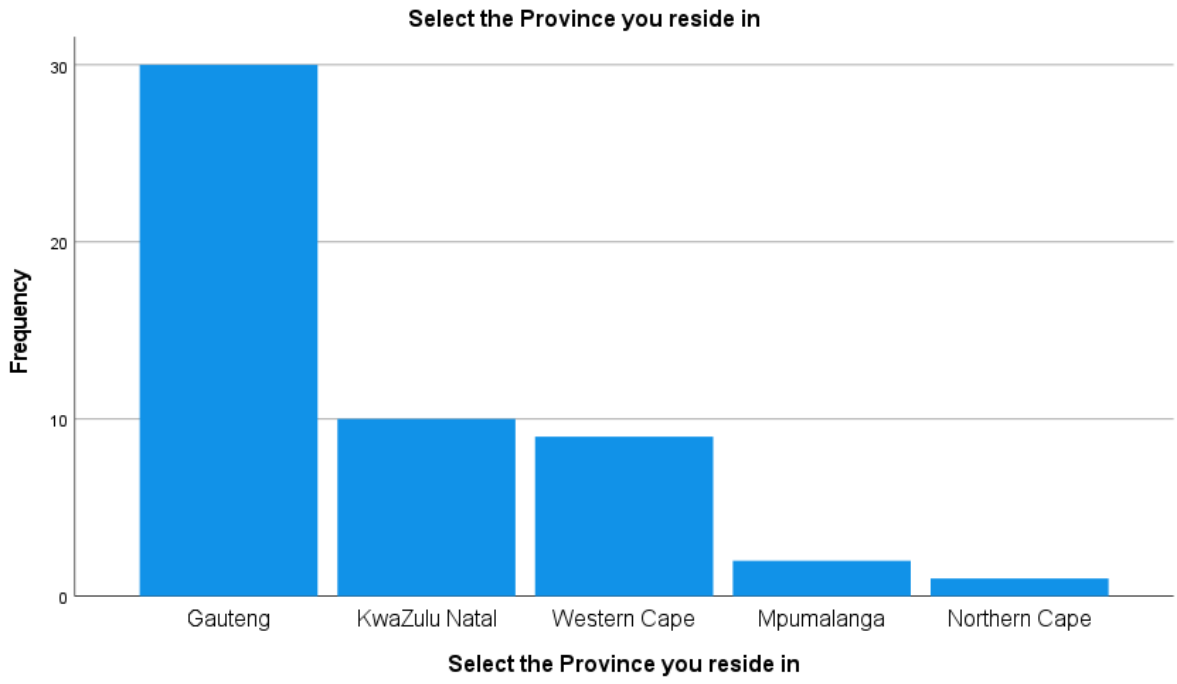


Figure IV: Gender of the Respondents

Source: SPSS 28 (IBM, 2022)

4.2.2 Age group of the respondents

Next, the age group of the survey respondents are summarised in Table IV and Figure VII. The results shown in Table IV and Figure VII reveal that 40% of the survey respondents are in the age group of 25 to 34 years old and also 40% are in the age group 35 to 44 years old. In addition, 7.3% of the survey respondents are in the age group of 18 to 24 years old and 5.5% are in the age group of 55 to 64 years old.

Table IV: Age group of the respondents

Province	Frequency	%
18 to 24 years old	4	7.3
25 to 34 years old	22	40.0
35 to 44 years old	22	40.0
45 to 54 years old	1	1.8
55 to 64 years old	3	5.5
Missing	3	5.5
Total	55	100

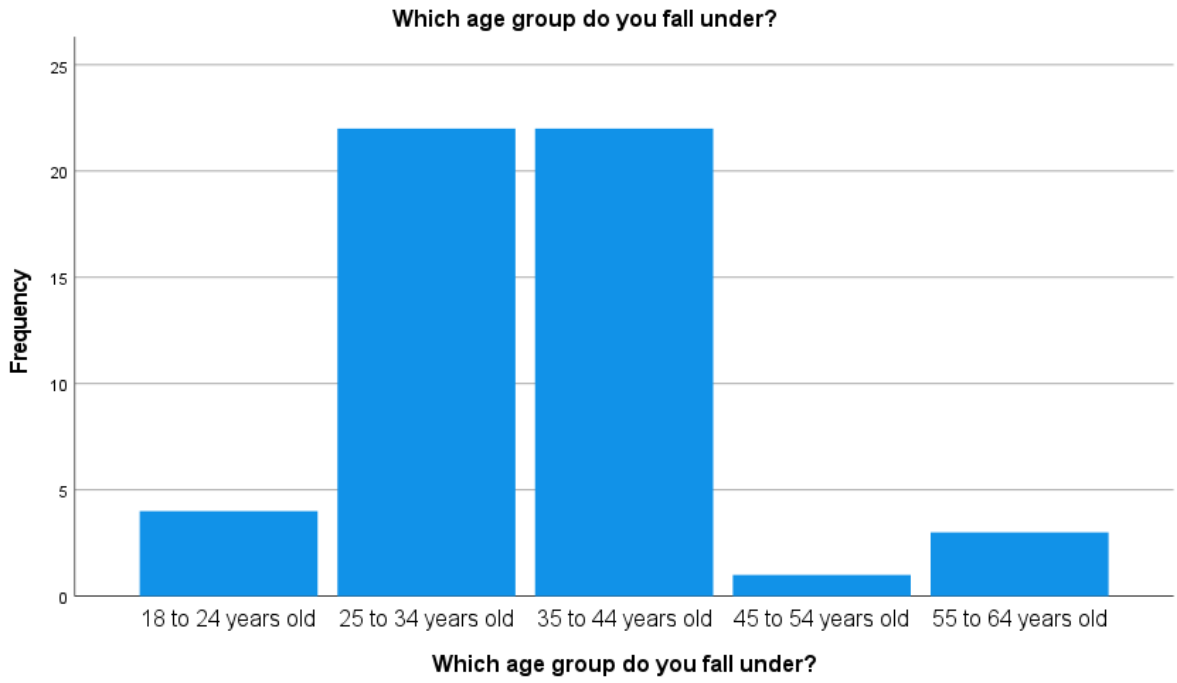


Figure V: Age group of the Respondents

Source: SPSS 28 (IBM, 2022)

4.2.3 Gender of the respondents

The gender of the survey respondents are summarised in Table V and Figure X. The results shown in Table V and Figure X reveal that 43.6% of the survey respondents are male and 40% are female. In addition, 5.5% of the survey respondents are binary or third gender and 5.5% of the survey respondents prefer not to reveal their gender.

Table V: Gender of the respondents

Gender	Frequency	%
Male	24	43.6
Female	22	40.0
Binary/Third Gender	3	5.5
Prefer not to say	3	5.5
Missing	3	5.5
Total	55	100

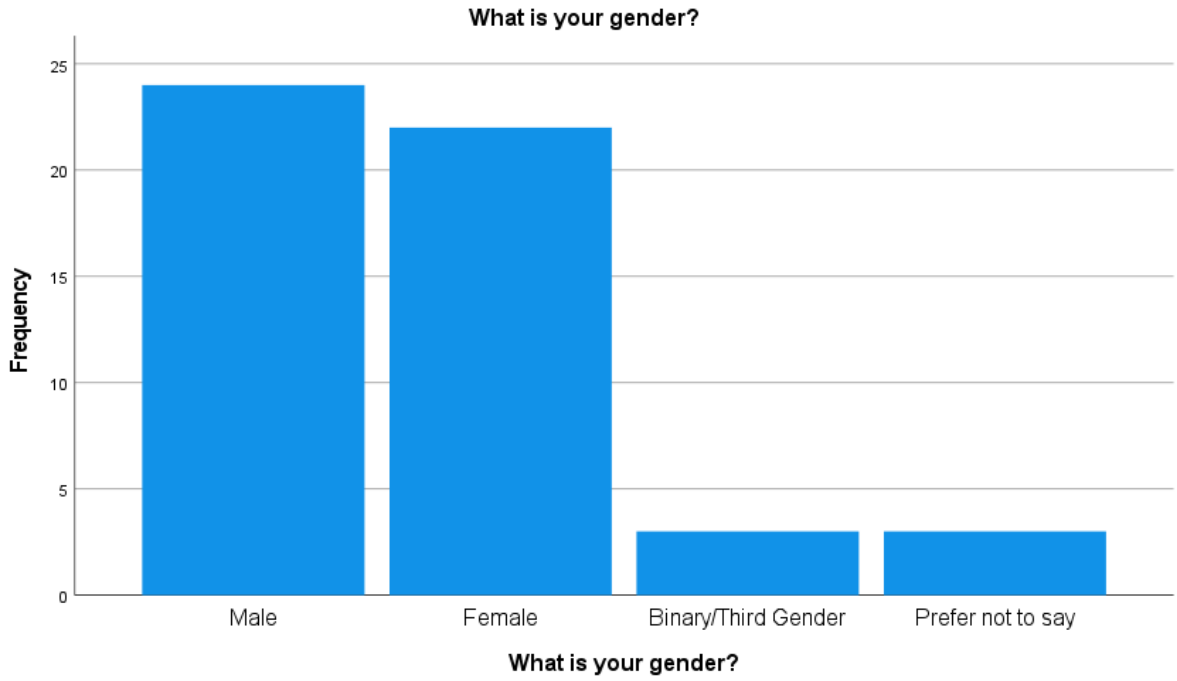


Figure VI: Gender of the Respondents

Source: SPSS 28 (IBM, 2022)

4.2.4 Vehicle ownership of the respondents

The vehicle ownership status of the survey respondents is summarised in Table VI and Figure XI. The results shown in Table VI and Figure XI reveal that 65.5% of the survey respondents own a vehicle. In addition, 29.1% of the survey respondents do not own a vehicle.

Table VI: Vehicle ownership of the respondents

Own vehicle	Frequency	%
No	16	29.1
Yes	36	65.5
Missing	3	5.5
Total	55	100

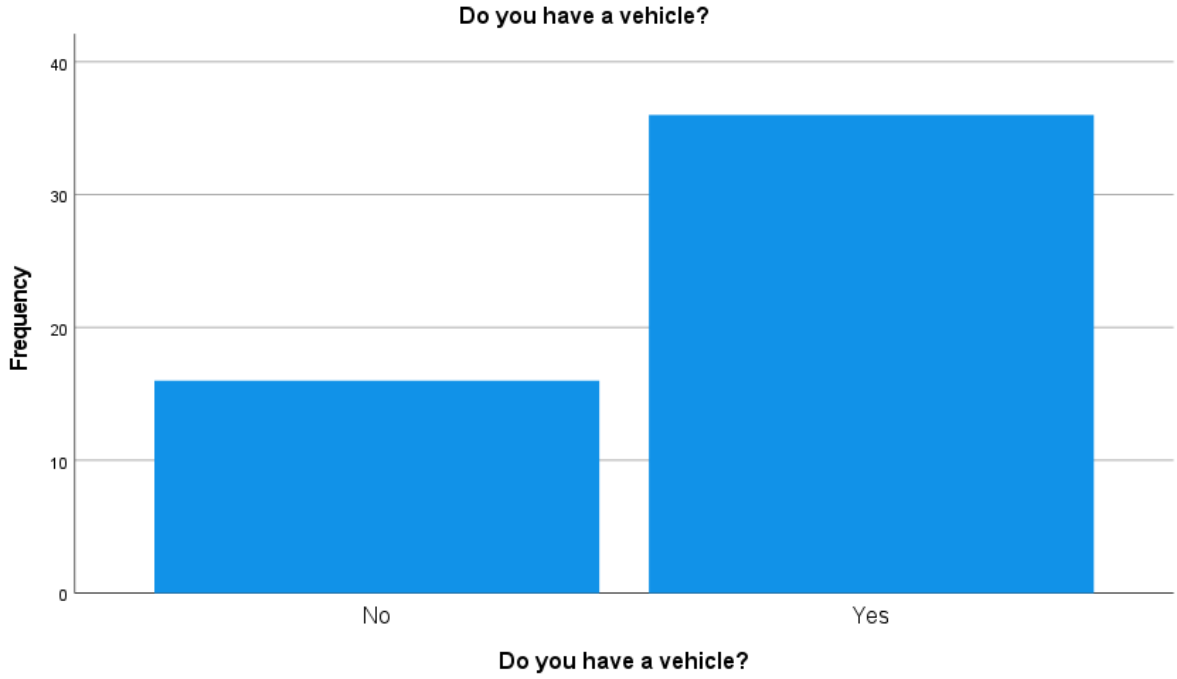


Figure VII: Vehicle ownership of the Respondents

Source: SPSS 28 (IBM, 2022)

4.3 Views of the research respondents on additional vehicle security

The appending questions were meant to survey the views of the respondents on additional vehicle security.

4.3.1 Additional security for vehicle owners

The need for additional security for vehicle owners is summarised in Table VII and Figure XII. The results shown in Table VII and Figure XII reveal that 54.5% of the survey respondents will need additional vehicle security if they own a vehicle. In addition, 10.9% of the survey respondents will not need additional vehicle security if they own a vehicle.

Table VII: Additional security of a vehicle owner

Additional security if a vehicle owner	Frequency	%
No	6	10.9
Yes	30	54.5
Missing	19	34.5
Total	55	100

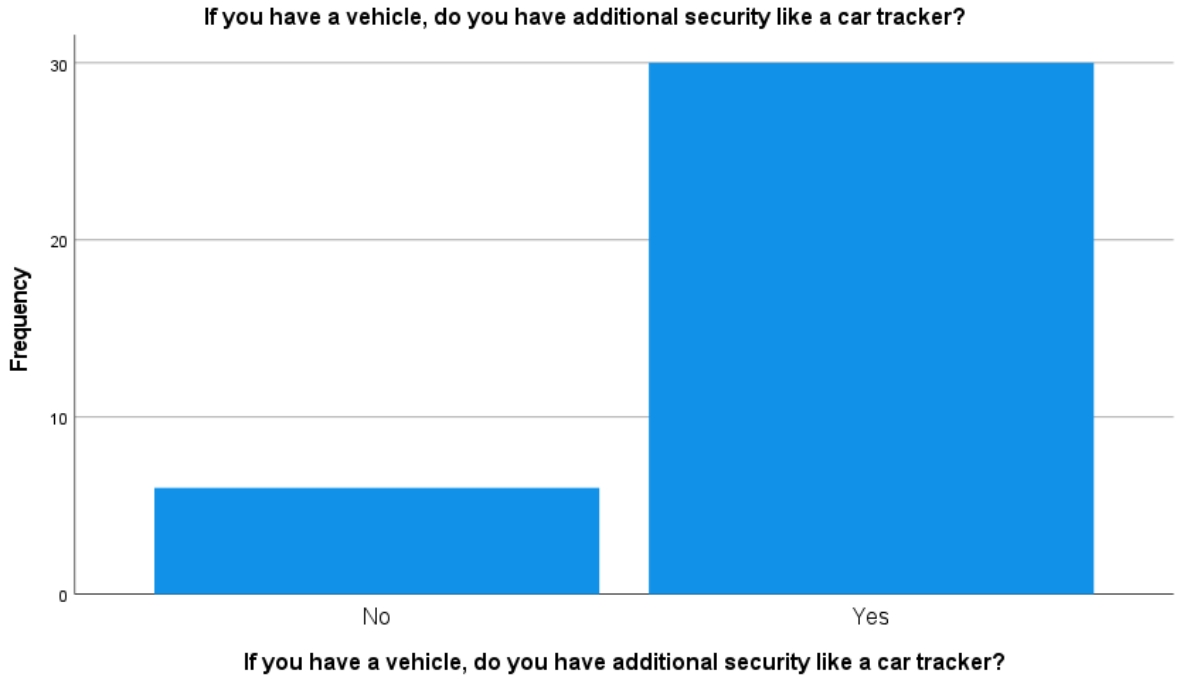


Figure VIII: Additional security of a vehicle owner

Source: SPSS 28 (IBM, 2022)

4.3.2 Plans to buy a steering lock

The survey respondents' plans to buy a steering lock are summarised in Table VIII and Figure XV. The results shown in Table VIII and Figure XV reveal that 92.7% of the survey respondents plan to buy a steering lock. In addition, only 1.8% of the survey respondents do not plan to buy a steering lock.

Table VIII: Plans to buy a steering lock

Plans to buy a steering lock	Frequency	%
No	1	1.8
Yes	51	92.7
Missing	3	5.5
Total	55	100

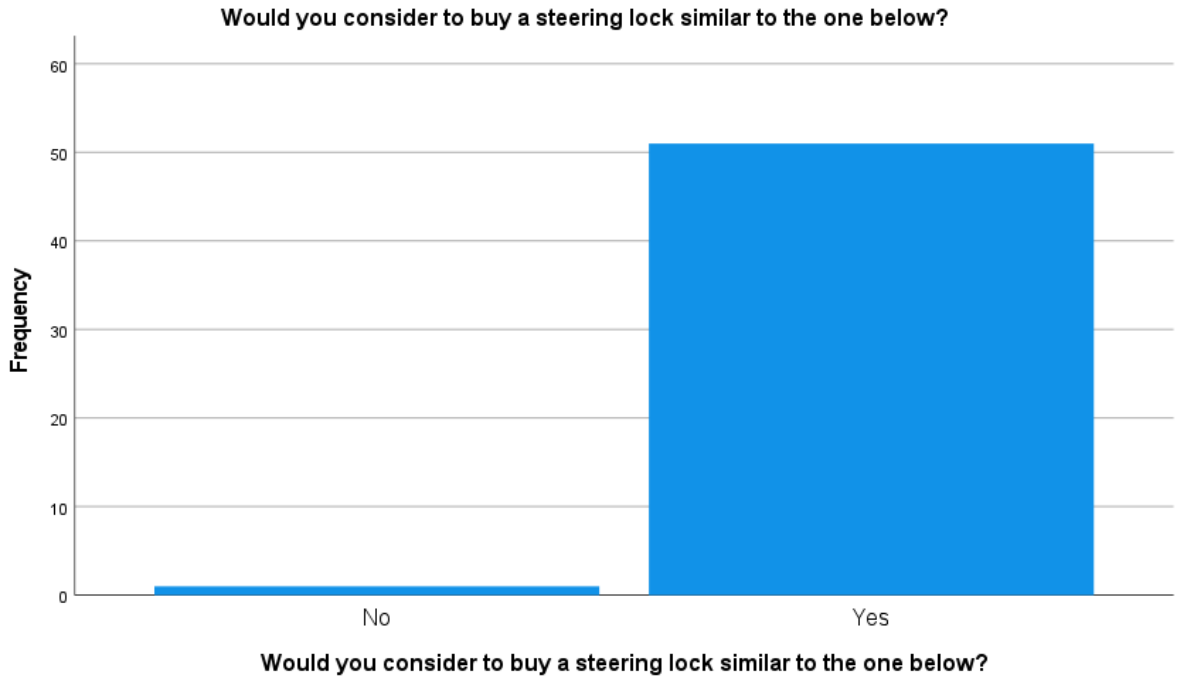


Figure IX: Plans to buy a steering lock

Source: SPSS 28 (IBM, 2022)

4.3.3 Research respondents thinking about the product

The survey respondents' thinking about the product is summarised in Table IX and Figure XVIII. The results shown in Table IX and Figure XVIIIreveal that 89.1% of the

survey respondents believe that the product is the best to protect their vehicle. In addition, only 3.6% of the survey respondents believe that the product will be slightly better than what they are currently using. More so, only 1.8% of the survey respondents do not see any reason to use the product. Only 1.8% of the survey respondents do not see any reason to use the product.

Table IX: Research respondents thinking about the product

Thinking about the product	Frequency	%
Best to protect my vehicle	49	89.1
This would be slightly better than what I am currently using	2	3.6
I don't see any reason to use this	1	1.8
Missing	3	5.5
Total	55	100

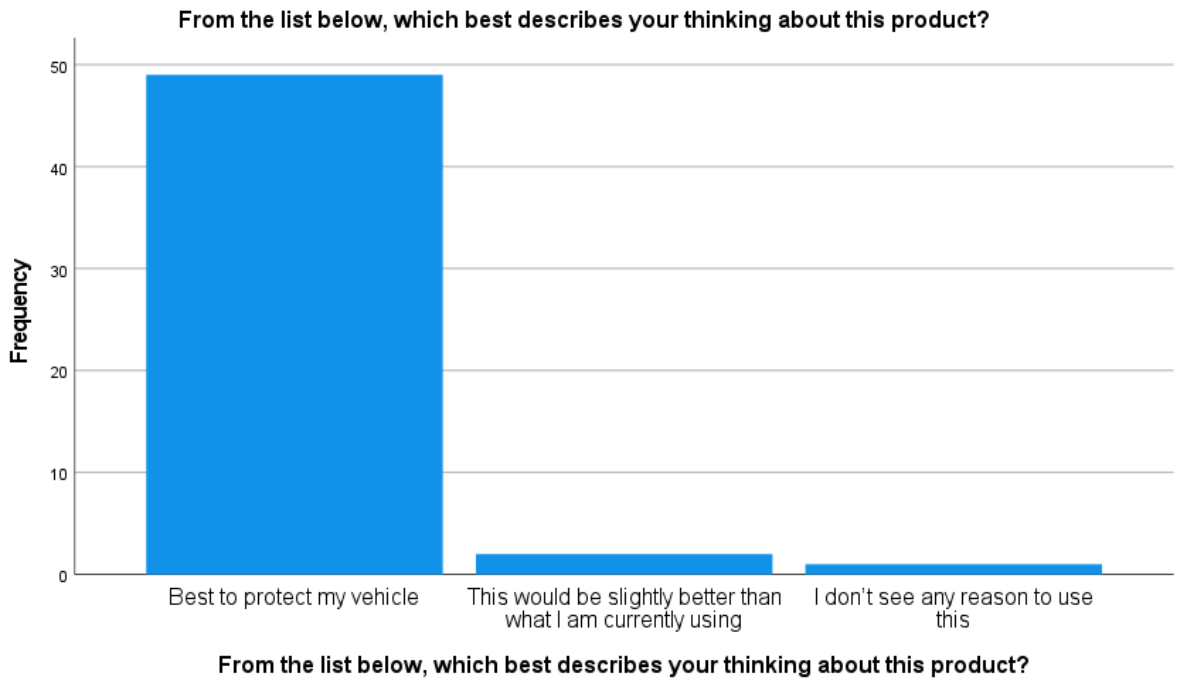


Figure X: Research respondents thinking about the product

Source: SPSS 28 (IBM, 2022)

4.3.4 How much would you spend on a product like this?

How much the survey respondents will spend on a product like this was summarised in Table X and Figure XIX. The results shown in Table X and Figure XIX reveal that 58.2% of the survey respondents will spend less than R500 on a product like this. In addition, 34.5% of the survey respondents will spend above R500 but below R1000 on a product like this. However, 1.8% of the survey respondents will spend above R1000 on a product like this.

Table X: How much would you spend on a product like this?

How much would you spend?	Frequency	%
Less than R500	32	58.2
Above R500 & Below R1000	19	34.5

Above R1000	1	1.8
Missing	3	5.5
Total	55	100

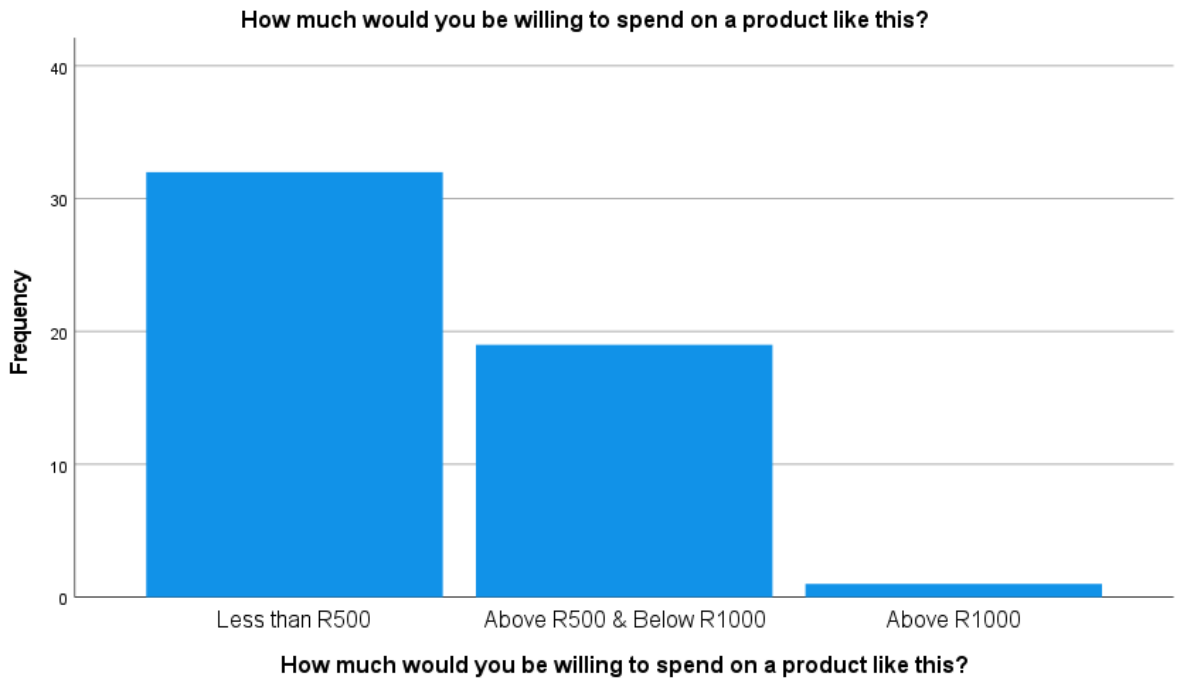


Figure XI: How much would you spend on a product like this?

Source: SPSS 28 (IBM, 2022)

4.3.5 Buy as a gift for someone

The survey respondents' plans to buy the product as a gift for someone are summarised in Table XIII and Figure XXII. The results shown in Table XIII and Figure XXII reveal that 89.1% of the survey respondents plan to buy the product as a gift for someone. In addition, only 5.5% of the survey respondents do not plan to buy the product as a gift for someone.

Table XI: Buy as a gift for someone

Buy as a gift for someone	Frequency	%
No	3	5.5
Yes	49	89.1
Missing	3	5.5
Total	55	100



Figure XII: Buy as a gift for someone

Source: SPSS 28 (IBM, 2022)

4.3.6 Overall view about the product

The survey respondents' overall view of the product are summarised in Table XVI and Figure XXIII. The results shown in Table XVI and Figure XXIII reveal that only 1.8% of the survey respondents saw the product image as a great picture. In addition, only of the survey respondents questioned the use of the product and only 1.8% thought they

will purchase the product for all their vehicles. However, a larger proportion (94.5%) of the survey respondents did not respond to this question.

Table XII: Overall view about the product

Overall view about the product	Frequency	%
Great Pic	1	1.8
What's this doing?	1	1.8
I would get for all my vehicles	1	1.8
Missing	52	94.5
Total	55	100



Figure XIII: Overall view about the product

Source: SPSS 28 (IBM, 2022)

4.4 Descriptive Statistics

The appending sections present the results of the Likert-like questions used in the survey to measure the views of potential vehicle security owners in South Africa.

4.4.1 Satisfaction with current vehicle security

This section presents the results of the question that was asked on how satisfied the survey respondents are with their current vehicle security. The measurement scale for this question is shown in Table XVII.

Table XIII: Measurement scale for satisfied with current vehicle security

Extremely satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Extremely dissatisfied
5	4	3	2	1

Source: Adapted from Saunders et al. (2016)

The mean and standard deviation of the responses to the question on satisfaction with current vehicle security are shown in Table XVIII.

Table XIV: Satisfaction with current vehicle security

Variable	Mean	Standard Deviation
If you have a vehicle, how satisfied are you with your vehicle security?	2.11	0.979

Source: SPSS 28 (IBM, 2022)

The mean is a measure of central tendency of numerical values or average number while the standard deviation is a measure of dispersion or spread from the calculated

mean value (Weiers, 2011). In Table XVIII, a mean value of 2.11 shows some dissatisfaction to the question on satisfaction with current vehicle security. In addition, the standard deviation of this question is below 1 thus indicating that the responses are clustered around the mean value. Figure XXIV is the distribution of this variable on satisfaction with current vehicle security.



Figure XIV: Satisfaction with current vehicle security

Source: SPSS 28 (IBM, 2022)

According to the results, potential vehicle security customers in South Africa are somewhat dissatisfied with their current vehicle security. Consequently, there exist a gap in the market for vehicle security in South Africa.

4.4.2 Concern about security for parked cars

This section presents the results of the question that was asked on the concern about security for parked cars. The measurement scale for this question is shown in Table XIX.

Table XV: Measurement scale for concern about security for parked cars

Concerned about security	Neutral	Not concerned about security	I prefer not to say
4	3	2	1

Source: Adapted from Saunders et al. (2016)

The mean and standard deviation of the responses to the question on the concern about security for parked cars are shown in Table XXI.

Table XVI: Concern about security for parked cars

Variable	Mean	Standard Deviation
When your car is parked and about to be left unattended for a long time how do you feel?	3.33	1.265

Source: SPSS 28 (IBM, 2022)

In Table XXI, a mean value of 3.33 shows some concern about security for parked cars. However, the standard deviation of this question is above 1 thus indicating that some of the responses are far away from the mean value. Figure XXV is the distribution of this variable on concern about security of parked cars.

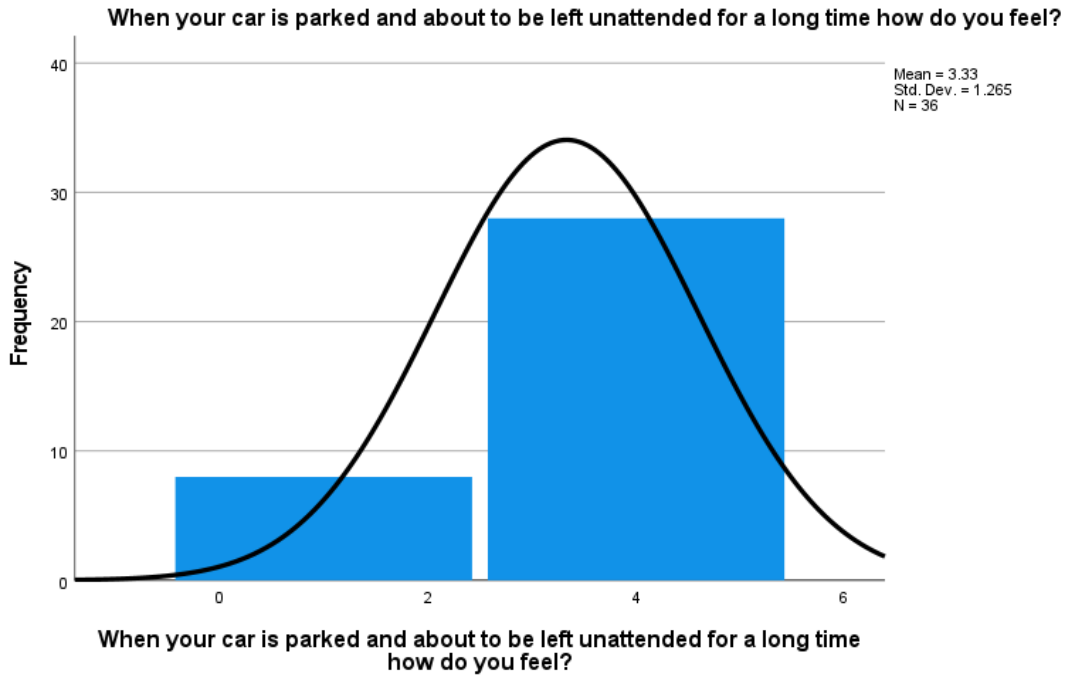


Figure XV: Concern about security for parked cars

Source: SPSS 28 (IBM, 2022)

According to the results, potential vehicle security customers in South Africa are somewhat concerned about their parked cars that are left unattended for a long time. Consequently, there exist a gap in the market for vehicle security in South Africa.

4.4.3 Appeal of the product relative to other products

This section presents the results of the question that was asked on the appeal of the product relative to other products. The measurement scale for this question is shown in Table XXIII.

Table XVII: Measurement scale for appeal of the product

Extremely appealing	Very appealing	Somewhat appealing	A little appealing	Not at all appealing
5	4	3	2	1

Source: Adapted from Saunders et al. (2016)

The mean and standard deviation of the responses to the question on the appeal of the product relative to other products are shown in Table XXV.

Table XVIII: Appeal of the product relative to other products

Variable	Mean	Standard Deviation
How appealing is this concept product to other products currently available?	3.96	0.713

Source: SPSS 28 (IBM, 2022)

In Table XXV, a mean value of 3.69 shows strong appeal to this concept product relative to other products. In addition, the standard deviation of this question is below 1 thus indicating that the responses are clustered around the mean value. Figure XXVI is the distribution of this variable on appeal of the product relative to other products.

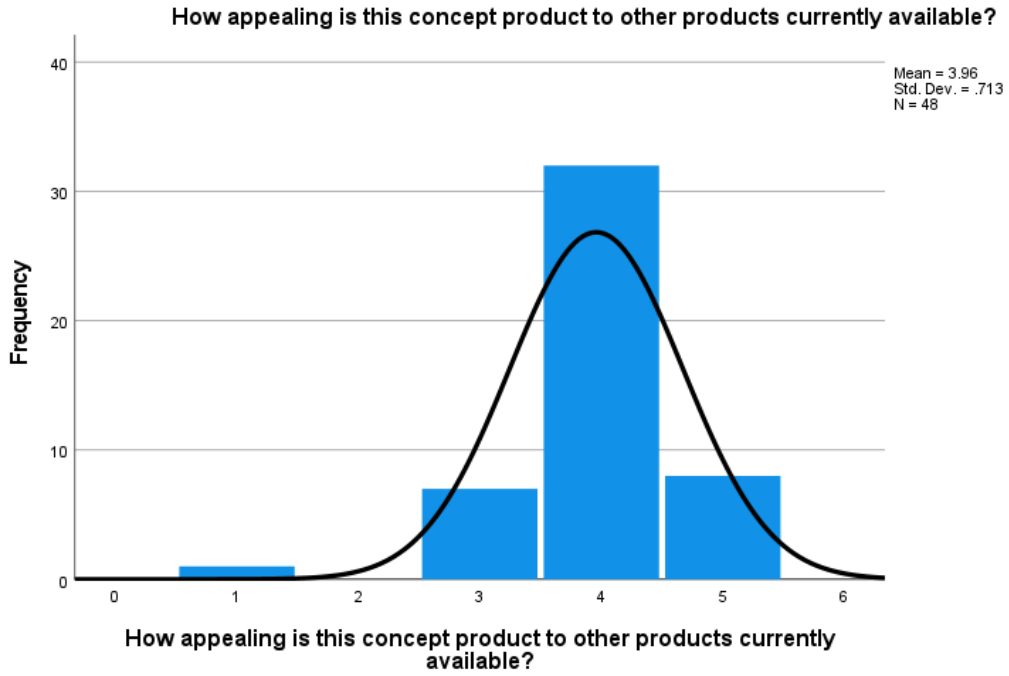


Figure XVI: Appeal of the product relative to other products

Source: SPSS 28 (IBM, 2022)

According to the results, potential vehicle security customers in South Africa have a strong appeal for this concept product. Consequently, this concept product has a potential niche market in South Africa.

4.5 Conclusion

This chapter has presented the results of this study with respect to the research objectives. According to the results, potential vehicle security customers in South Africa are somewhat dissatisfied with their current vehicle security. Accordingly, there exist a gap in the market for vehicle security in South Africa. In addition, potential vehicle security customers in South Africa are somewhat concerned about their parked cars that are left unattended for a long time. As a result, there exist a gap in the market for vehicle security in South Africa. More so, potential vehicle security customers in South Africa have a strong appeal for this concept product. Consequently, this concept product has a potential niche market in South Africa. Chapter 5 discusses the results of this study with respect to the research objectives.

CHAPTER 5: DISCUSSION OF RESULTS

5.1 Introduction

This chapter presents the discussion of the results of the study with respect to the research objectives. The aim of this study was to explore the views of potential vehicle security customers in South Africa. In addition, the research was guided by the following objectives:

- To explore the views of potential vehicle security customers in South Africa, and
- To demonstrate business opportunity through a survey of potential vehicle security customers in South Africa.

The appending sections contain the discussion of the results of the study.

5.2 To explore the views of potential vehicle security customers in South Africa

Based on the results, potential vehicle security customers in South Africa need additional security. In addition, potential vehicle security customers in South Africa will buy a steering lock. Further, potential vehicle security customers in South Africa believe that this concept product is the best to protect their vehicle. The results also showed that some potential vehicle security customers in South Africa are willing to spend up to R1000 on vehicle security. Furthermore, the results showed that potential vehicle security customers in South Africa are willing to purchase this concept product as a gift for someone. These findings indicate there is an existing niche market for vehicle security in South Africa.

5.2.1 Dissatisfaction with current vehicle security

Based on the results, potential vehicle security customers in South Africa are somewhat dissatisfied with their current vehicle security. Accordingly, there exist a gap in the market for vehicle security in South Africa.

5.2.2 Concern about security for parked cars

On account of the results, potential vehicle security customers in South Africa are somewhat concerned about their parked cars that are left unattended for a long time. As a result, there exist a gap in the market for vehicle security in South Africa.

5.2.3 Strong appeal for the concept product relative to other products

According to the results, potential vehicle security customers in South Africa have a strong appeal for this concept product. Consequently, this concept product has a potential niche market in South Africa.

5.3 To demonstrate business opportunity through a survey of potential vehicle security customers in South Africa

The results of the survey data analysis has revealed the existence of potential vehicle security customers in South Africa, and therefore a niche market for the concept product. Table XXVII outlines the strengths, weaknesses, opportunities, and threats (SWOT) of this concept product in its potential niche market based on the survey results. The acronym SWOT refers to strengths, weaknesses, opportunities, and threats (Harvard Business Review, 2010). SWOT analysis enables attainable and effective goals to be fixed for the business. As explained by Alvarez and Rubio (2016), SWOT analysis comprises of a firm's strengths, weaknesses, and opportunities that could be exploited to its advantage and threats that could cause trouble for the firm. Accordingly, the internal factors such as operations, finance and marketing are within control of the firm while the external factors such as the the economy, politics, technology, and competition are not within the control of the firm (Lee & Ko, 2000). Consequently, the SWOT analysis allows the firm to ameliorate the weaknesses and threats and to enhance the strengths and opportunities (Alvarez & Rubio, 2016).

Based on the SWOT analysis on Table XXVII, the strengths and opportunities faced by the concept product outweighs the weaknesses and threats. Because potential vehicle security customers have a strong appeal for the concept product, and they are willing to buy the product for themselves and also as a gift for others then we can conclude that there is a niche market for vehicle security in South Africa. More so,

potential vehicle security customers in South Africa are somewhat dissatisfied with their current vehicle security.

Table XIX: SWOT analysis based on the survey results

SWOT Analysis	
Strength	**Weakness**
• Potential customers have a strong appeal for the product and that the product is the best for protecting their vehicles • Potential customers are willing to buy the product for themselves and also as a gift for someone	• Lack of reputation and brand influence because it is a new concept
Opportunities	**Threats**
• Potential customers are somewhat dissatisfied with their current vehicle security • Potential customers are somewhat concerned about vehicle security • Potential customers have a strong appeal for the product • Potential customers are willing to spend up to R1000 on vehicle security	• Competition from cheaper substitute products • Rising fixed costs • Inability to raise funds to meet the niche market demand in South Africa

5.4 Conclusion

This chapter has presented the discussion of the results of this study with respect to the research objectives. Based on the results, potential vehicle security customers in South Africa need additional security and with their current vehicle security. In addition, potential vehicle security customers in South Africa will buy a steering lock because they are concerned about security. Further, potential vehicle security customers in South Africa believe that this concept product is the best to protect their vehicle and they have a strong appeal for the product. The results also showed that some potential vehicle security customers in South Africa are willing to spend up to R1000 on vehicle security because are somewhat concerned about their parked cars that are left unattended for a long time. Furthermore, the results showed that potential vehicle

security customers in South Africa are willing to purchase this concept product as a gift for someone. Chapter 6 covers the conclusions and recommendations of the study.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

The two main objectives of this research were to explore the views of potential vehicle security customers in South Africa, and to demonstrate business opportunity through a survey of potential vehicle security customers in South Africa. The research on chapter two commences with looking into the crime statistics and how it affects the country. Numbers show that the crime related to vehicle theft is very high and increasing. The gap is huge, and it needs to be reduced. South African Police Service cannot do this on their own that is why security companies saw a gap in increasing crime and took a business opportunity.

According to study findings, potential vehicle security customers in South Africa need additional security and with their current vehicle security. In addition, potential vehicle security customers in South Africa will buy a steering lock because they are concerned about security. Further, potential vehicle security customers in South Africa believe that this concept product is the best to protect their vehicle and they have a strong appeal for the product. The results also showed that some potential vehicle security customers in South Africa are willing to spend up to R1000 on vehicle security because are somewhat concerned about their parked cars that are left unattended for a long time. Furthermore, the results showed that potential vehicle security customers in South Africa are willing to purchase this concept product as a gift for someone.

Further, the survey results show that there is a huge need from the potential customers who would like an additional security in their motor vehicles. In this research we discovered that there is a large number of vehicles that get stolen daily, and the business looks into solving this problem for these group of people who are at risk of being victimised. We can conclude that this research satisfy the two objectives since it did explore the potential customers in South Africa and demonstrated the opportunity as well for the potential business.

We can conclude that all the applied security measures have not been able to curb crime and prevent car theft in South Africa. There is a still a huge need to explore other

security measures that can be applied to reduce or even end car theft. When curbing the crime also as it is mentioned in the overlapping of category of crimes in chapter two you might be curbing other two possible categories of crime that might have been part of the main part was not curb. For example, if you can reduce carjacking, you might also reduce burglary since the vehicles used during burglary are stolen.

6.2 Recommendations

Based on this study, the following recommendations can be made:

- Government should encourage investment in motor vehicles and property security in the country.
- Investors should explore various innovative methods of providing motor vehicle security to potential customers.
- Government should encourage comprehensive insurance coverage for potential motor vehicle customers.
- Government should reinforce public security to reduce the current security risk for potential motor vehicle customers.

6.3 Evaluation of the Study

The preceding discussion confirms that the proposals made at the beginning of this study have been addressed and, consequently, that the researcher has addressed the research objectives of this study.

6.4 Orientation for Further Studies:

The following route could be helpful for additional studies:

- To explore enhanced motor vehicle security in South Africa using a qualitative study.

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Appendices

APPENDIX A – ARP Survey Question

Online Link: https://qfreeaccountssjc1.az1.qualtrics.com/jfe/form/SV_9Kybt9P3LnmEYnA
Instructions
Research Project: Enhanced motor vehicle security in South Africa My name is Sabatha Luthuli a registered student at Wits Business School studying Master of Business Administration. If you own a vehicle or you have a desire to own one in the future, then you can complete this survey. The aim of the research is to collect the opinions on the necessary security measures of motor vehicles in South Africa. The reason for this is for the researcher to test the feasibility of enhancing security into motor vehicles. This will probably enhance the security of motor vehicles in the future. The questionnaire should not take more than 5 minutes of your time. The questionnaire includes both short and one long question. In case you are not comfortable answering certain questions please skip them. Commencing with the survey means you consent to participating voluntary and the survey will be anonymous to the audience and your personal information will be kept private.

My Email: 970772@students.wits.ac.za

My Supervisor Email: Asabea.ahwireng-obeng@wits.ac.za

Question 1

Select the Province you reside in:

- KwaZulu Natal
- Northern Cape
- Mpumalanga
- Western Cape
- Eastern Cape
- Gauteng
- Free State
- Limpopo
- Northwest
- Limpopo

Question 2

Which age group do you fall under?

- Under 18
- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64

- 65 – 74
- 75 – 84
- 85 or older

Question 3

What is your gender?

- Male
- Female
- Non-Binary / third gender
- Prefer not to say

Question 4

Do you have a vehicle?

- Yes
- No

Question 5

If you have a vehicle, do you have additional security like a car tracker?

- Yes
- No
- Maybe

Question 6

If you have a vehicle, how satisfied are you with your vehicle security?

- Extremely dissatisfied

- Somewhat dissatisfied
- Neither satisfied no dissatisfied
- Somewhat satisfied
- Extremely satisfied

Question 7

When your car is parked and about to be left unattended for a long time how do you feel?

- Concerned about security
- Neutral
- Not concerned about security
- I prefer not to say

Question 8

Would you consider to buy a steering lock similar to the one below? (Select the appropriate option)



Yes

Maybe

No

Question 9

From the list below, which best describes your thinking about this product?

- Best to protect my vehicle
- I need it because nothing else solve the problem
- This would be slightly better than what I am currently using
- This is essentially better than what I am currently using
- What I am currently using is better than this
- I don’t see any reason to use this

Question 10

How much would you be willing to spend on a product like this?

- Less than R500
- Above R500 & Below R1000
- Above R1000
- I prefer not to say

Question 11

Would you buy this as a gift for someone?

- Yes
- Maybe
- No

Question 12

How appealing is this concept product to other products currently available?

- Extremely appealing
- Very appealing
- Somewhat appealing
- A little appealing
- Not at all appealing

Question 13

What would you say about this product?