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Postmodernism, Postmodern marketing, and the consumption behaviours of Millennials and Generation Z in South Africa

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A research article 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

Supervisor:
Dr Yvonne Kabeya Saini

Wits Business School

[April 2023]

DECLARATION

I, Zonke Mbali Mkhonto, declare that this research article is my own work, except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of 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.

_____

(Zonke Mbali Mkhonto)

Signed at: Bryanston, Johannesburg

On the 31 day of May 2024

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First and foremost, I express my most heartfelt gratitude to Almighty God for His numinous presence and inordinate blessings He has bestowed upon my life. Through His unwavering grace and unmerited favour, He has provided for me beyond my limited imaginations and expectations. He has surrounded me with angels in the form family and friends who cared for me and motivated through this journey of life. I am eternally grateful, Thank You, Creator of All Things!!

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Supervisor:	Dr Yvonne Kabeya Saini, PhD

ABSTRACT

There is an insufficient degree of research-related exploration and analysis in the postmodern marketing field or sphere in the context of consumer behaviours of the Generation Y (Millennials) and Generation Z in South Africa. Accordingly, this study explores the integration of and its application to postmodern marketing strategies, and also analyses the influences of these strategies on the consumption habits and behaviours of the Generation Y and Generation Z youth cohorts. In its focus on contributin towards the resolution of these research-related gaps, the study explored and analysed the application of postmodernism in respect of the principles or constructs of hyperreality, fragmentation, and reversals of production and consumption. These principles were then examined and integrated with postmodern marketing approaches such as the gamification, omnichannel, user-generated content, and experiential marketing strategies for broader understanding of the nature and impact of the identified consumption behaviours of the Millennials and Generation Z in South Africa.

The methodology entailed a quantitative methodological approach since it is objective, systematic, more efficient and further amenable to testing of hypotheses. A self-administered online questionnaire designed by the researcher was utilised for data collection and as reference framework for statistical data analysis.

The findings supported all the developed hypotheses, and further revealed, amongst others, that a positive and significant relationship between all constructs concerning the nature and impact of the identified consumption behaviours of the Millennials and Generation Z in South Africa. Notwithstanding these findings, the study supports and recommends further research (future studies) in the adoption and application of the omnichannel marketing strategy, which seemed to display the most dynamism in the context of correlation analysis and path modelling more than the other postmodern marketing constructs.

Keywords: Hyperreality, fragmentation, reversal of production and consumption, gamification strategy, omnichannel strategy, user-generated content, experiential marketing, Generation Y, Generation Z.

Table of Contents

DECLARATION i

ACKNOWLEDGEMENTS ii

SUPPLEMENTARY INFORMATION iii

ABSTRACT iv

CHAPTER 1: INTRODUCTION 1

1.1 Purpose of the Study 1
1.2 Context of the Study 5
1.3 Problem Statement 7
1.3.1 Sub-problem 1: The efficacy of hyperreality in the form of a gamification strategy on the consumption behaviour of generation Y and generation Z in South Africa 8
1.3.2 Sub-problem 2: The efficacy of fragmentation in the form of an omnichannel strategy on the consumption behaviour of generation Y and generation Z in South Africa 9
1.3.3 Sub-problem 3: The efficacy of the reversal of production and consumption in the form of an experiential marketing strategy on the consumption behaviour of generation Y and generation Z in South Africa 9
1.3.4 The efficacy of the reversal of production and consumption in the form of the user generated content strategy on the consumption behaviour of generation Y and generation Z in South Africa 10
1.4 Significance of the Study 10
1.5 Delimitations of the Study 11
1.6 Definition of Terms 12
1.7 Assumptions 12

CHAPTER 2: LITERATURE REVIEW 13

2.1 Introduction 13
2.2 The Segmentation, Targeting and Positioning (STP) Framework 13
2.2.1 Segmentation 14
2.2.2 Targeting 15
2.2.3 Positioning 15
2.3 Postmodernism 16
2.4 The Postmodern Constructs/ Traits 19
2.4.1 Hyperreality 19
2.4.2 Fragmentation 20
2.4.3 Reversals of production and consumption 20
2.5 Postmodern Marketing 21
2.6 Application of the Postmodern Constructs/ Attributes in Marketing 25
2.6.1 Hyperreality 25
2.6.1.1 Gamification 26
2.6.1.2 Case Study: Wendy's Invades Fortnite 26
2.6.2 Fragmentation 27
2.6.2.1 Omnichannel Commerce Strategy 29

2.6.2.2 Nike – The Omnichannel Strategy 29
2.6.3 Reversals of production and consumption..... 31
2.6.3.1 Interactive/ Immersive Marketing and Experiential Marketing .. 31
2.6.3.2 User Generated Content (UGC) 32
2.6.3.3 Carling Black Label – #NoExcuse..... 33
2.7 Measuring Postmodern Marketing Strategies 36
2.7.1 Measuring gamification..... 36
2.7.2 Measuring the omnichannel commerce strategy 37
2.7.3 Measuring experiential marketing..... 37
2.7.4 Measuring user generated content 38
2.8 Measuring Consumption Behaviour 40
2.8.1 Consumption behaviour..... 40
2.8.2 Postmodern consumption behaviour 41
2.8.3 Measuring postmodern consumption behaviour..... 43
2.9 Generational Cohorts Profiling 44
2.9.1 Generation Y (Millennials) 44
2.9.2 Generation Z..... 45
2.10 Conclusion on Literature Review..... 46
2.10.1 Postmodern marketing conceptual framework 47
2.10.2 Hypotheses..... 48
CHAPTER 3: RESEARCH METHODOLOGY..... 50
3.1 Research Methodology 50
3.2 Research Design..... 51
3.3 Population and Sampling 52
3.3.1 Population..... 52
3.3.2 Sampling and sample size..... 53
3.3.2.1 Sample Size..... 53
3.3.3 Sampling method/ strategy..... 54
3.4 The Research Instrument (Online Survey Questionnaire) 55
3.4.1 Research instrument development and motivation/ rationale..... 57
3.4.1.1 Gamification 57
3.4.1.2 Omnichannel Marketing 57
3.4.1.3 Experiential Marketing 58
3.4.1.4 User Generated Content..... 58
3.4.2 Structure of the online survey questionnaire 58
3.5 Procedure for Data Collection 59
3.6 Data Analysis and Interpretation 59
3.6.1 Correlation analysis 60
3.7 Limitations of the Study..... 61
3.8 Validity and Reliability 61
3.8.1 External validity..... 61
3.8.2 Internal validity..... 62
3.8.3 Reliability 62
3.9 Pretesting of the Research Instrument..... 63
3.9.1 Reliability tests..... 63
CHAPTER 4: PRESENTATION OF RESULTS 68

4.1 Introduction 68
4.2 Descriptive Statistics 68
4.2.1 Section A: Demographic profiling 68
4.2.1.1 Age Category or Cohort 69
4.2.1.2 Place of Residence 70
4.3 Section B: Customer Engagement Questions 71
4.3.1 The efficacy of hyperreality in the form of a gamification strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa 71
4.3.2 The efficacy of fragmentation in the form of an omnichannel strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa 74
4.3.3 The efficacy of reversal of consumption and production in the form of user generated content impacts on the consumption behaviour of generation Zs and generation Ys in South Africa 76
4.4 Section C: Customer Satisfaction Questions 79
4.4.1 The efficacy of hyperreality in the form of a gamification strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa 80
4.4.2 The efficacy of fragmentation in the form of an omnichannel strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa 83
4.4.3 The efficacy of reversal of consumption and production in the form of experiential marketing on the consumption behaviour of the generation Zs and generation Ys in South Africa 86
4.5 Section D: Conversion Rates Questions 89
4.5.1 The efficacy of reversal of consumption and production in the form of experiential marketing on the consumption behaviour of the generation Zs and generation Ys in South Africa 89
4.5.2 The efficacy of reversal of consumption and production in the form of user generated content (UGC) impacts the consumption behaviour of the generation Zs and generation Ys in South Africa 92
4.6 Mean Scores 95
4.7 Reliability 98
4.7.1 Reliability measurement 98
4.8 Pearson's Correlational Analysis 99
4.8.1 Section B: Customer engagement 100
4.8.1.1 Gamification Strategy 100
4.8.1.2 Omnichannel Strategy 101
4.8.1.3 User Generated Content 101
4.8.2 Section C: Customer Satisfaction 102
4.8.3 Section D: Conversion Rates 103
4.9 Path Modelling and Hypothesis Testing 103
4.9.1 Path Modelling 104
4.9.2 Hypotheses Results 104
4.10 Summary of Hypothesis Results 117

4.10.1 Customer engagement results 117
4.10.1.1 Ha1: Hyperreality in the Form of a Gamification Strategy in Marketing Does Significantly Influence the Consumption Behaviours of the Generation Y and Generation Z Youth Cohorts in South Africa 117
4.10.1.2 Ha2: Fragmentation in the Form of an Omnichannel Strategy Significantly Influences the Consumption Behaviours of the Generation Y and Generation Z Youth Cohorts in South Africa 117
4.10.1.3 Ha4: The Reversal of Consumption and Production in the Form of User Generated Content Significantly Influences the Consumption Behaviour of the Generation Y and Generation Z Youth Cohorts in South Africa 118
4.10.2 Customer satisfaction results 118
4.10.2.1 Ha1: Hyperreality in the Form of a Gamification Strategy in Marketing Does Significantly Influence the Consumption Behaviours of the Generation Y and Generation Z Youth Cohorts in South Africa. 118
4.10.2.2 Ha2: Fragmentation in the Form of an Omnichannel Strategy Significantly Influences the Consumption Behaviours of the Generation Y and Generation Z Youth Cohorts in South Africa 118
4.10.2.3 Ha3: The Reversal of Consumption and Production in the Form of Experiential Marketing Significantly Influences the Consumption Behaviours of the Generation Y and Generation Z Youth Cohorts in South Africa 119
4.10.3 Conversion rate results 119
4.10.3.1 Ha3: The Reversal of Consumption and Production in the Form of Experiential Marketing Significantly Influences the Consumption Behaviours of the Generation Y and Generation Z Youth Cohorts in South Africa 119
4.10.3.2 Ha4: The Reversal of Consumption and Production in the Form of User Generated Content Significantly Influences the Consumption Behaviour of the Generation Y and Generation Z Youth Cohorts in South Africa 119
CHAPTER 5: DISCUSSION OF RESULTS 120
5.1 Introduction 120
5.2 Customer Engagement Questions 120
5.2.1 The efficacy of the gamification strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa ... 120
5.2.1.1 Qb1: Engagement with Gamification 120
5.2.1.2 Qb2: Enjoyable and Immersive Experiences 121
5.2.1.3 Qb3: Likelihood to Continue Engagement 121
5.2.2 The efficacy of omnichannel strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa 122

5.2.2.1 Qb4: Engagement with Omnichannel Touchpoints 122
5.2.2.2 Qb5: Likelihood to Recommend Based on an Omnichannel Experience 122
5.2.2.3 Qb6: Effectiveness of Consistent Messaging Across Multiple Channels 123
5.2.3 The efficacy of user generated content (UGC) on the consumption behaviours of the generation Zs and generation Ys in South Africa . 124
5.2.3.1 Qb7: Engagement with User Generated Content 124
5.2.3.2 Qb8: Influence of User Generated Content 124
5.2.3.3 Qb9: Reliability of User Generated Content for Information ... 125
5.3 Customer Satisfaction Questions 125
5.3.1 The efficacy of a gamification strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa 126
5.3.1.1 Qc1: Satisfaction with Gamification Elements in a Brand's Marketing Strategy 126
5.3.1.2 Qc2: Satisfaction or Dissatisfaction with the Effectiveness of Gamification Strategies 126
5.3.1.3 Qc3: Enjoyment and Entertainment Value Through Gamified Elements 127
5.3.2 The efficacy of the omnichannel strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa ... 127
5.3.2.1 Qc4: Convenience of, and Accessibility to Omnichannel Marketing 127
5.3.2.2 Qc6: Likelihood to Recommend a Brand Based on Omnichannel Marketing 128
5.3.2.4 Qc7: Impact on Omnichannel Marketing Efforts on Overall Shopping Experience 129
5.3.3 The efficacy of experiential marketing on the consumption behaviour of the generation Zs and generation Ys in South Africa 129
5.3.3.1 Qc5: Satisfaction with brand Activations and Events Incorporating innovation, Technology and AI 129
5.3.3.2 Qc8: Impact of Well Executed Events on Brand Perception ... 129
5.3.3.3 Qc9: Likelihood to Share Positive Experiences Based on Experiential Efforts 130
5.4 Section D: Conversion Rates Questions 131
5.4.1 The efficacy of experiential marketing on the consumption behaviour of the generation Zs and generation Ys in South Africa 131
5.4.1.1 Qd1: Influence of Experiential Marketing on Purchasing Behaviour 131
5.4.1.2 Qd2: Influence of Experiential Marketing on Brand Perception 131
5.4.1.3 Qd3: The Level of Interactivity and Immersion Experience at an Event Influences the Likelihood to Convert a Visitor to a Customer 132
5.4.2 The efficacy of user generated content on the consumption behaviour of the generation Zs and generation Ys in South Africa 132

5.4.2.1 Qd4: Influence of User Generated Content on Purchasing Content 132
5.4.2.2 Qd5: Trust and Credibility of User Generated Content 133
5.4.2.3 Qd6: Effectiveness of User Generated Content on Capturing Attention and Driving Purchase 133
5.5 Hypotheses Discussion 134
5.5.1 Gamification strategy in marketing 134
5.5.2 Omnichannel strategy 135
5.5.3 Experiential marketing 136
5.5.4 User generated content 137
5.6 Conclusion 138
CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS 139
6.1 Introduction 139
6.2 Conclusions of the Study 139
6.2.1 Hyperreality in the form of the gamification strategy 140
6.2.2 Fragmentation in the form of the omnichannel strategy 141
6.2.3 Reversal of consumption and production in the form experiential marketing 141
6.2.4 Reversal of consumption and production in the form user generated content 142
6.3 Recommendations 143
6.3.1 Adoption of the gamification strategy 143
6.3.2 Adoption of the omnichannel strategy 145
6.3.3 Adoption of the experiential marketing strategy 146
6.3.4 Adoption of user generated content (UGC) 147
6.3.5 Additional recommendations 148
6.4 Future Studies 149
REFERENCES 151
Annexure 1: WITS MBA Approval of Research Topic 164
Annexure 2: Ethical Clearance Certificate 165
Annexure 3: Research Instrument (Questionnaire) 165
Annexure 3: Research Instrument (Questionnaire) .... **Error! Bookmark not defined.**

LIST OF FIGURES

Figure 2.1: Postmodern marketing conceptual framework 14
Figure 2.2: Postmodern marketing conceptual framework 48
Figure 4.1: Age category or cohort 69
Figure 4.2: Place of residence 70
Figure 4.3: Engagement with gamification 71
Figure 4.4: Enjoyable and immersive experiences 72
Figure 4.5: Likelihood to continue engagement 73
Figure 4.6: Engagement with omnichannel marketing 74
Figure 4.7: Likelihood to recommend based on an omnichannel experience 75

Figure 4.8: Effectiveness of consistent messaging across channels 76
Figure 4.9: Engagement with user generated content 77
Figure 4.10: Influence of user generated content 78
Figure 4.11: Reliability of user generated content for information 79
Figure 4.12: Satisfaction with gamification elements in a brand's marketing strategy 80
Figure 4.13: Satisfaction or dissatisfaction with effectiveness of gamification strategies 81
Figure 4.14: Enjoyment and entertainment value through gamified elements..... 82
Figure 4.15: Convenience and accessibility on omnichannel marketing 83
Figure 4.16: Likelihood to recommend a brand based on omnichannel marketing .. 84
Figure 4.17: Impact of omnichannel marketing efforts on overall shopping experience 85
Figure 4.18: Satisfaction with brand activations and events incorporating innovation, technology and AI 86
Figure 4.19: Impact of well executed event marketing on brand perception 87
Figure 4.20: Likelihood to share positive experiences based on experiential efforts 88
Figure 4.21: Influence of experiential marketing on purchase behaviour 89
Figure 4.22: Influence of experiential marketing on brand perception 90
Figure 4.23: The level of interactivity and immersion experience at an event influences the likelihood to convert a visitor to a customer 91
Figure 4.24: Reliability of user generated content for information 92
Figure 4.25: Trust and credibility of user generated content 93
Figure 4.26: Effectiveness of user generated content on capturing attention and driving purchase 94
Figure 4.27: Mean scores for gamification, omnichannel, and user generated content strategies 95
Figure 4.28: Mean scores for gamification, omnichannel marketing, and experiential marketing strategies 96
Figure 4.29: Mean scores for experiential marketing and user generated content... 97
Figure 4.30: Path modelling: postmodernism, postmodern marketing, and the consumption behaviours of millennials and generation z in South Africa 104

LIST OF TABLES

Table 2.1: Key distinctions between modern marketing and postmodern marketing 25

Table 2.2: Linkages between the postmodern conditions and postmodern marketing 35
Table 2.3: Measuring postmodern marketing 40
Table 3.1: Pretesting reliability (Cronbach's alpha) 66
Table 4.1: Cronbach's alpha for customer engagement 98
Table 4.2: Cronbach's alpha for customer satisfaction (C2) 99
Table 4.3: Cronbach's Alpha for conversation rates 99
Table 4.4: Pearson's correlation for gamification, omnichannel strategy, and user-generated content 100
Table 4.5: Pearson's correlation for gamification, omnichannel strategy, and experiential marketing 102
Table 4.6: Pearson's correlation for experiential marketing and user generated content 103
Table 4.7: Hypothesis testing results 116

CHAPTER 1: INTRODUCTION

1.1 Purpose of the Study

Postmodern marketing has been fundamentally influenced to a large degree by three core constructs of postmodernism (namely: hyperreality, fragmentation, and reversals of production and consumption), whose application and efficacy has influenced the consumption behaviours of consumers. There is an insufficient degree of research-related exploration and analysis in the field or sphere of postmodern marketing in the context of consumer behaviours of the Millennials and Generation Z in South Africa (Deloitte, 2020; Firat & Dholakia, 2006; Kitchen & Proctor; 2015; Kotler, Keller, Brady, Goodman & Hansen, 2017) In attempting to contribute towards a resolution of these research-related gaps, the aim or purpose of the intended research is to explore and analyse the application and efficacy of postmodern marketing strategies and principles of hyperreality, fragmentation, and reversals of production and consumption on the consumption behaviours of Millennials and Generation Z in South Africa from the perspectives of marketing agencies and the Millennials and Generation Z themselves.

To achieve the above-cited aim, the study first establishes the context of postmodernism and examines its association with marketing in the postmodern era. The study then identifies and discusses five key traits or constructs that emanate from the postmodern movement and their effect on consumption behaviours of Millennials and Generation Z in South Africa. Additionally, the study also explores and analyses the extent to which postmodern brands have incorporated and interwoven these constructs into their marketing strategies for the purpose of enhancing consumer appeal among the Millennials and Generation Z in South Africa.

Postmodernism and its postmodern constructs or traits are closely intertwined (Butler & Collins, 2001). According to the latter author, postmodernism (or the postmodern condition) refers principally to the current knowledge- and technology-driven era, which is predominantly characterised by rapid change and complexity.

Furthermore, traditional disciplinary boundaries are becoming obsolete, and new ways of thinking about knowledge are needed that embrace uncertainty and complexity (Butler, & Collins, 2001). Meanwhile, postmodernism is characterised by aspects such as the rejection grand narratives, scepticism toward authority and tradition; as well as an emphasis on inclusivity and diversity (Duignan, 2009).

Postmodern marketing scholars such as Kitchen and Proctor (2015) and Firat and Dholakia (2006) emphasize that the transition from modernism to postmodernism could be attributed to a profound cultural shift and rapid technological advancements, particularly in the realm of digital communication and electronic transactions. These developments have been instrumental in driving change and continually reshaping culture (Shiflet, 2019).

Postmodern marketing itself is a concept that has been explored extensively by scholars in recent years. Butler and Collins (2001), Firat and Dholakia (2006), and Kitchen and Proctor (2015) are among the leading researchers in this field, and their work has contributed significantly to concerted understanding on the evolution of marketing in response to changes in society and culture. For instance, Berger (2018) posit that postmodern marketing is characterised by a focus on the individual, the subjective, and the experiential. This approach emphasizes the need for marketers to engage with consumers on a more personal level and to create a unique, memorable experience for each individual. In adopting postmodern marketing, companies must be willing to challenge traditional marketing practices and embrace new strategies that prioritize the consumer experience.

Niemann (2005) highlights the importance of creating a flexible and adaptable brand identity, as well as the need to transition from mass marketing approaches towards niche targeting. To the extent that postmodern marketing also acknowledges the role and significance of cultural influences in shaping consumer behaviour, marketers are then obliged to be attuned to the different cultural perspectives of their target audience and respond accordingly (Niemann, 2005).

Therefore, deep understanding is required in respect of the social, economic, and political factors that affect consumer behaviour.

In addition to Kotler et al.'s. (2017) above-cited propositions, Butler and Collins (2001) further augment that there exists a symbiotic association between postmodernism and postmodern marketing. In addition, Solomon, Dahl, White, Zaichkowsky andPolegato (2014), and Kitchen and Proctor (2015) have also noted and reported on the interstitial link between postmodernism and the postmodern constructs or traits in the sphere of postmodern marketing. In that regard, Solomon et al. (2014) assert that some of the key characteristics of postmodern marketing include the emphasis on authenticity and transparency, as well as the blurring of boundaries between different categories. Furthermore, a study by Kitchen and Proctor (2015) concluded that postmodernism has transformed the way consumers think about advertising and marketing.

The postmodern world is also shaped and influenced by consumers' scepticism concerning traditional advertising messages, and are increasingly exploring authentic, personalised experiences (Berner & Van Tonder, 2003). Consequently, brands must adopt a more holistic approach to marketing by integrating various communication channels and focusing on building relationships with customers. Therefore, in a world where consumers are increasingly sceptical of advertising and marketing claims, it is crucial for brands to build trust through honest and genuine interactions with their customers (Sharnoff, 2015).

In the field of postmodern marketing, key contributors often observe the effects of postmodernism on marketing through the lens of postmodern constructs or traits and constructs such as hyperreality, fragmentation, reversal of production and consumption, are used as a structural basis for the debate (Clarke, Doel, Merrin & Smith, 2008). Hyperreality is observable in how brands create idealised images and lifestyles to which consumers aspire, despite that such lifestyles may be unattainable, surreal and fictional (Baudrillard,1994). From the perspectives of Kitchen and Proctor (2015) and Mazur (2021), technology has played a crucial role

in the creation of hyperrealistic representations of products, services, and lifestyles.

Accordingly, emerging technologies such as virtual and augmented reality are critical in creating immersive, interactive, and multisensory experiences that resonate with consumers emotionally (Mazur, 2021). In addition, social media, other digital platforms, and data analytics also play a significant role in postmodern marketing by allowing for personalised, targeted, and real-time consumer interactions. To the extent that technology facilitates the fluidity, flexibility, and dynamism that is central to postmodern marketing strategies, technology could then be viewed as an enabler and facilitator hyper of postmodern marketing's hyperreality (Petrescu & Lauer, 2017).

Fragmentation in marketing, on the other hand, refers to the breakdown of traditional categories and boundaries in advertising and consumer culture (Kitchen & Proctor, 2015). Fragmentation is evident in the proliferation of media channels, the blurring of advertising and entertainment, and the breaking down of consumer identities and preferences (Kitchen & Proctor, 2015).

Meanwhile, the reversal of production and consumption refers to consumers' increased involvement in the production process, blurring the traditional boundaries between producers and consumers (Miller & Washington, 2019). Accordingly, consumers are more likely to switch between brands and products, compounding the situation for marketers to build lasting relationships with their customers.

Based on the discussions above in this section, and consonant with both the research topic and attendant purpose of the study, the literature gap identified in this study is premised mostly on the disjuncture between the core constructs of postmodern marketing on the one hand; as well as their application and efficacy on the consumption behaviours of Millennials and Generation Z in South Africa, on the other.

1.2 Context of the Study

In resonance with the research topic, this study is framed in the South African context and in terms of the Millennials and Generation Z as the principal demographic reference cohort through whom the dynamic constructs of postmodern marketing are explored and analysed. The Millennials (also known as 'Generation Y') and Generation Z (also known as 'zoomers') are the two generational cohorts that are targeted for postmodernism and its effects on postmodern marketing in the context of consumer behaviours and preferences. Therefore, these cohorts and demographic point of reference constitute the research population and subject of this study. Generation Y or millennials refers to group of individuals born between 1981 and 2000 (Whitney-Gibson, Greenwood, & Murphy, Jr. 2009); while Generation Z refers to a group of individuals born between 1995 and 2010 (Francis & Hoefel, 2022).

By January 2023, the total population of South Africa was 60.87 million (Countrymeters, 2023). During the same period, the South African population age distribution was as follows:

- 9.6% of the population were children under the age of 4 years;
- 15.1% of the population were children between the ages of 5 years and 12 years;
- 8.9% of the population were minors aged 13 to 17 years;
- 10.6% of the population were between the ages of 18 years and 24 years;
- 17.9% of the population were in the 25 to 34 years age cohort, and
- 15.3% were aged between 35 years and 44 years (Kemp, 2023).

Extrapolated from the above-cited age group distributions is that the 18-44 years age cohort constituted approximately 43.8% of the South African population, and more or less fall within the Millennials and Generation Y cohorts. Assuming all people are economically active, they possess 43.8% of the purchase power in the country. Hence, their selection as the study's reference point for both the investigation and measurement of the changing cultural values and consumption behaviours or preferences on the one hand; as well as efficacy of the core

postmodern marketing constructs. These concepts are important for marketers to understand if they want to succeed in a postmodern world, where consumers prefer authenticity, novelty, and engagement from brands (Schutte & Chauke, 2022; Kitchen & Proctor, 2015).

A report by Deloitte (2023) articulates that the Millennials/ Generation Y and Generation Z together account for nearly half of the global population and are expected to make up 60% of all consumers by 2025. They have a significant economic effect as they are active consumers, but also entrepreneurial and innovative. Another study by Ernst and Young (2023) found that 74% of Gen Z and 71% of Gen Y have aspirations to start their own business, indicating a strong desire for economic participation. This renders these two generational cohorts a valuable target audience for brands because they have strong purchasing power. This global contextualisation of the Millennials or Generation Y and Generation Z (the ‘zoomers’) is also critically relevant in this study, because it provides a framework in terms of which current South African trends could be compared and contrasted with their international corollaries. Therefore, this research study targets Generation Y and Generation Z because they are the largest consumer groups with significant purchasing power (Deloitte, 2023; Schutte & Chauke, 2022; Telecom Review, 2023).

The proclivity towards Interactive information and communication technologies is at the helm of postmodern marketing (Deloitte, 2023). Accordingly, gauging the digital adoption state of a country could potentially yield insights on the efficacy of postmodern marketing on Generation Y’s and Generation Z’s consumption behaviours and preferences (Shiflet, 2019; Whitney-Gibson et al., 2009). According to Hootsuite's 2023 Digital Yearbook, South Africa is experiencing rapid growth in digital adoption, with a 13% increase in internet users and a 21% increase in active social media users from 2022 to 2023 (Kemp, 2023). In comparison, the United States of America (USA) has a more mature digital landscape, with a 2% increase experienced in internet users and a 4% increase in active social media users during the same period (Kemp, 2023). This difference between the USA and South Africa may be attributed to differences in

infrastructure, technology access, and cultural attitudes towards digital usage (Kemp, 2023; Lo & Campos, 2018).

The report further reveals that in South Africa, the average daily time spent using mobile internet is 4 (four) hours and 39 minutes, with social media being the most popular online activity (Kemp, 2023). In comparison, the USA is experiencing an average daily mobile internet usage of 5 (five) hours and 1 (one) minute, with video streaming and social media occupying the top activities. While digital adoption in South Africa and the USA may be at different stages of development and application, both countries are experiencing similar trends of mobile-first and social-first digital strategies (Lo & Campos, 2018; Telecom Review, 2023).

Furthermore, digital adoption and use in South Africa reached 43.48 million internet users at the start of 2023; which translates into an internet penetration of 72.3% (Kemp, 2023). In addition, 25.80 million South Africans were social media users as of January 2023, which translates into 42.9% of the total population. Moreover, a total of 112.7 million cellular mobile connections were active in South Africa in early 2023, which is the equivalent to 187.4% of the total population (Kemp, 2023).

In analysing this reported data, it could be inferred that South Africa's Millennials and Generation Z could be deemed to be 'digital natives' on account of their digital savviness, similar to their global counterparts in leading postmodern markets who have sufficient access to the internet (Petrescu & Lauer, 2017; Pallini, 2022). It is on this basis that South Africa's Millennials and Generation Z provided a relevant context of the study in consonance with both the study topic and purpose.

1.3 Problem Statement

The overarching problem statement is that postmodernism has influenced postmodern marketing (Simmons, 2008; Yang, Xi, Tang & Hamari, 2023). However, the effects of postmodern marketing on the consumption behaviours

and preferences of Generation Y and Generation Z in South Africa appear to be unclear and dissonant. This problem statement is aligned or qualified

In this research study, the (unknown) problem premises on the insufficiency of research concerning the effects/ impact of post-marketing strategies/ principles (i.e., hyperreality, fragmentation, and reversals of production and consumption) on the consumption behaviours of Millennials and Generation Z in South Africa. Prominent scholars in the field of postmodern marketing, such as Aylesworth (2015), Jeong and Seol, (2022), and Kitchen and Proctor (2015) acknowledge that there is an adequacy of research scholarship concerning the consumption behaviours and attitudes of these significant age cohorts.

The next sub-section presents the various sub-problems attendant to the core themes attendant to post-modern marketing. Most importantly, these sub-problems are also symbiotically linked to both the conceptual framework in Sub-section 2.9.1 and hypotheses in Sub-section 2.9.2.

1.3.1 Sub-problem 1: The efficacy of hyperreality in the form of a gamification strategy on the consumption behaviour of generation Y and generation Z in South Africa

Hyperreality in postmodern marketing is reliant on exaggerated imagery and advertising in order to create a hyperreal brand representation and experience (Firat, 1991). While the efficacy of hyperreality could be evident for the consumption behaviours and preferences of Generation Y and Generation Z in the US and European markets, such efficacy is not apparent for the consumption behaviours of Gen Z and Gen Y in South Africa (Deloitte, 2020; Kitchen & Proctor, 2015).

This section of the study analyses the reactions and engagements of South Africa's youth segment (i.e., Generation Y and Generation Z) with brands that leverage hyperreality in their marketing strategies. Accordingly, this section

analyses hyperreality in marketing strategies and its efficacy on the consumption behaviours and preferences of the Generation Y and Generation Z youth cohorts.

1.3.2 Sub-problem 2: The efficacy of fragmentation in the form of an omnichannel strategy on the consumption behaviour of generation Y and generation Z in South Africa

Fragmentation in postmodern marketing refers to the breaking down or dissolution of traditional marketing structures and boundaries (Pospisil, 2010). The proliferation of media channels and marketing communication platforms has increased the important for brands to reach and connect with their target audiences. As such, fragmentation has resulted in a highly diverse and individualised market, where consumers expect personalised and authentic experiences that align with their values and preferences (Proctor & Kitchen, 2015).

This research study connects or links fragmentation to the omnichannel postmodern marketing approaches. Although the efficacy of omnichannel commerce as a postmodern marketing strategy may be evident in the consumption patterns of Generation Z and Generation Y in the US and European markets (Pallini, 2022), it is not apparent in the corresponding South African consumption patterns of the Generation Y and Generation Z youth cohorts. In that regard, this study investigates the South African youth's marketing proclivity towards engagement with brands that anchor omnichannel marketing techniques or strategies.

1.3.3 Sub-problem 3: The efficacy of the reversal of production and consumption in the form of an experiential marketing strategy on the consumption behaviour of generation Y and generation Z in South Africa

This research study connects the reversal of production and consumption postmodern marketing strategies to experiential marketing. Firat and Dholakia (2006) intimate that postmodern marketing indices a reversal of traditional production and consumption processes. Instead of shaping consumer needs

through production, contemporary consumers require brands to identify and appeal to existing consumer needs and desires through targeted messaging, authenticity and immersive experiences with brands (Doan, Hoang & Pham, 2020). Accordingly, the study examines how South Afric''s Generation Z and Generation Y youth cohorts respond to, and interact with brands that use experiential marketing in their marketing campaigns.

1.3.4 The efficacy of the reversal of production and consumption in the form of the user generated content strategy on the consumption behaviour of generation Y and generation Z in South Africa

This research also connects user generated content (UGC) to the postmodern characteristic of reversed production. According to Denba, Chiliya and Ndoro (2019), younger consumers prefer user-generated content to traditional advertising methods because such content comes from their peers and feels more relatable. User generated content enables brands to tap into this trust and create more authentic marketing campaigns. By actively involving consumers in brand storytelling, UGC fosters a sense of community and appreciation among the target audience. Thus, the study explores and analyse the South African Generation Z and Generation Y youth cohorts' reaction to, and interaction with brands that apply user-generated content in their marketing campaigns.

1.4 Significance of the Study

This study will contribute significantly to the conceptual and empirical understanding of the influence of postmodern marketing on the consumption behaviours and preferences of Generation Y and Generation Z in South Africa, as well as the effect of postmodernism on postmodern marketing.

While research studies are abundant on postmodern marketing and consumer behaviour in the USA and European markets, the available literature on the relationship between postmodern marketing and consumption behaviours of Generation Y and Generation Z in South Africa still needs to be expanded (Ernst & Young, 2023; Schutte & Chauke, 2022). In the latter regard, the study will explore

and analyse the concept of postmodern marketing and its fundamental constructs or traits (i.e., hyperreality, fragmentation, and reversals of production and consumption), in respect of their resonance or dissonance with the South African consumer. Furthermore, the manifestation of the five postmodern marketing constructs or variables will be evaluated against the South African consumer's consumption behaviour and appeal in the context of the applicable marketing strategies.

The study's findings will have practical implications for businesses as they develop their strategies, particularly in respect of their functional marketing strategies. Modern marketing approaches are based on identifying and satisfying customer needs (Bahtar & Muda, 2016; Macpherson, 1991), whereas postmodern marketing views customers as active participants in the marketing process and product development (Doan et al., 2020). Therefore, understanding of the effects of postmodernism and its associated concepts will help businesses to tailor their marketing strategies more effectively. Most importantly, the results of this research will also contribute to the development of new literature on postmodern marketing.

Overall, this study will contribute to the existing body of knowledge on postmodern marketing, and its findings will help businesses to develop marketing strategies that align with the postmodern consumer's needs and behaviours of the South African consumer.

1.5 Delimitations of the Study

This study is confined only to the South African Generation X and Generation Z youth cohorts. To ensure methodological consistency, the researcher adopted the categorisation of cohorts as proposed by Whitney-Gibson et al. (2009) for the Millennials, who are defined as individuals born between 1981 and 2000. Similarly, the researcher used the categorisation of the Generation Z cohort as developed by Francis and Hoefel (2022), in terms of which Generation Z is defined as individuals born between 1995 and 2010.

1.6 Definition of Terms

For the reader's convenience, the following definitions are provided:

- **Generation Z:** The cohort of individuals born between 1996 and 2021 Generation Z, Francis & Hoefel, 2022).
- **Millennial (Generation Y):** The cohort of individuals born between 1981 and 2000 (Whitney-Gibson et al., 2009).
- **Postmodernism:** Postmodernism refers to an era characterised by new social and cultural patterns that were significantly influenced by economic changes, marked by mass production, new societal trends that appear and disappear, the growing role of information and communication technologies in society, and rapid changes in fashion and the arts (Barthes, 2010; Jameson, 1992).
- **Postmodern marketing:** Blythe (2010) defines postmodern marketing as the application of postmodern philosophy to marketing activities and concepts.

1.7 Assumptions

The following assumptions underpin this study:

- The targeted respondents have access to the internet.
- Although there is disagreement among researchers about the start and end dates of each cohort, the study adheres to the assumption that respondents belonging to Generation Y were born between 1981 and 2000, and those belonging to Generation Z were born between 1995 and 2010.
- Respondents provided honest and accurate responses.
- Data was efficiently collected using Google Forms.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter provides an exploration and analysis of the existing scholarship and literature pertinent to the research topic. Accordingly, the reviewed literature initially presents the conceptual parameters that guided the discussion on the consumption behaviours of the identified two age cohorts in the study. The lieterature review also yielded focused discussions on postmodernism as the pivotal pillar or central phenomenon of the study, as well as its effect and correlation to the discipline of marketing (Kotler & Armstrong, 2020). Subsequently, the chapter identifies and discusses five significant traits or constructs of postmodernism. The chapter further explores the postmodern brands' integration and interwoven aspects of these constructs into marketing strategies in order to enhance consumer appeal within the Millennials and Generation Z cohorts. The reviewed literature also delves into postmodern consumption behaviour, and finally establishes a postmodernism contextual framework that is congenial to marketing in the postmodern era.

2.2 The Segmentation, Targeting and Positioning (STP) Framework

According to a study by Armstrong and Kotler (2017), the application of management theories in marketing helps brands identify and respond to changing market trends, consumer preferences, and competitive dynamics. By incorporating theories from fields such as psychology, sociology, and economics, brands can gain insights into consumer motivations, perceptions, and decision-making processes.

This study utilises the Segmentation, Targeting, and Positioning (STP) framework to analyse the consumption behaviours of Gen Y with reference to gamification and omnichannel strategy as well as experiential marketing and User Generated Content (UGC) for Gen Z. This framework is a fundamental concept in marketing that helps brands effectively reach and connect with their target customers. According to Armstrong and Kotler (2017), marketers need to carefully consider

factors such as segment size, growth potential, competition, and compatibility with the company's resources and capabilities when selecting the segments to be focused on. Figure 3.1 overleaf is a diagrammatic representation of the STP framework and its three commpsite aspects, namely: Segmentation, Targeting, and Positioning.

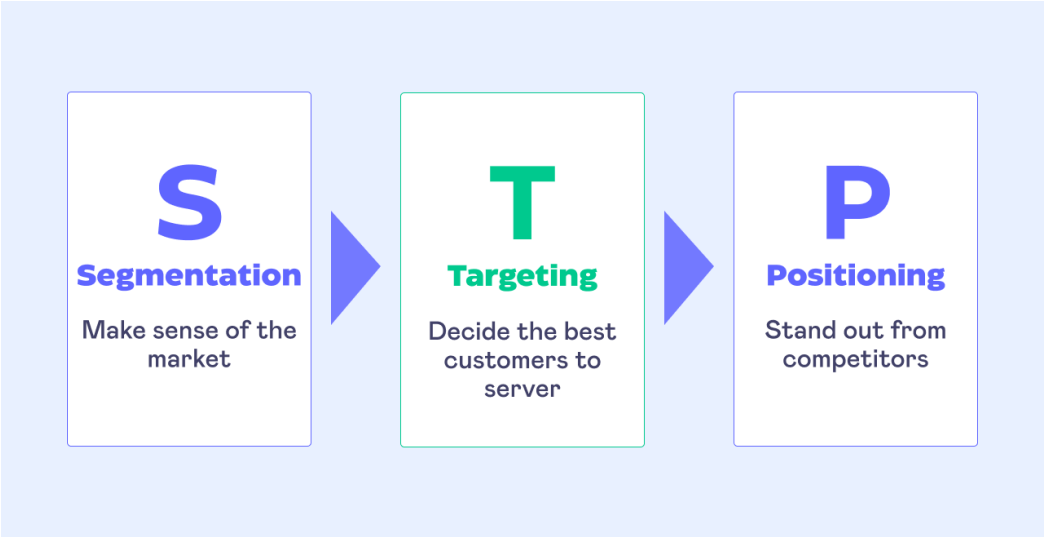

Figure 2.1: Postmodern marketing conceptual framework

Source: https://www.symson.com/no/blog/stp-marketing-model

It is worth noting that these three fundamental pillars collectively relate to both the company, its core customers, as well as the external environment as detrmined through the competitors or the market dynamics as a whole. Following below is a discussion of each of the three STP pillars and their relevance to the study.

2.2.1 Segmentation

Segmentation involves dividing the market into distinct groups of customers with similar needs, wants, and characteristics (Kotler & Armstrong, 2020). This allows marketers to tailor their products, services, and marketing efforts accordingly. There are different ways to segment a market, such as demographic, psychographic, behavioural, and geographic segmentation (Kotler et al., 2017). In the context of this study, the segmentation of the two cohorts (Gen Z and Gen Y) is derived from existing literature. In relation to the study, this approach is

acceptable because generational cohorts are widely categorised by their age range. Therefore, this study conforms to this universal method of segmentation. Secondly, key profiling traits are based on their preferences, attitudes and consumptions patterns which are generally generic.

2.2.2 Targeting

Targeting involves the evaluation of the different segments identified during the segmentation process and selecting the most lucrative and accessible segments to focus on. Marketers need to consider factors such as segment size, growth potential, competition, and compatibility with the company's resources and capabilities when choosing which segments to target (Armstrong & Kotler, 2017). In the context of this study, targeting is crucial because the study aims to uncover the unique preferences and characteristics of Gen Z and Gen Y in South Africa. This study essentially aims to gain insights on the following:

- How does the South African youth segment (Gen Z & Gen Y) react to marketing initiatives that leverage hyperreality in the form of gamification?
- How does the South African youth segment react to borderless marketing or fragmentation in the form of omnichannel marketing strategy?
- How does the South African youth segment react to brands utilising reversal of production and consumption in the form of experiential marketing?
- How does the South African youth segment engage with and react to utilising reversal of production and consumption in the form of experiential marketing user-generated content (UGC)?

2.2.3 Positioning

Positioning refers to the consumers' perception of a brand or product in relation to its competitors (Hooley et al., 2012). Furthermore, positioning involves the creation of a unique and compelling value proposition that differentiates the brand from others in the market (Hooley et al., 2012). In the context of the study, positioning is relevant insofar as it enables the unravelling of insights regarding the following aspects:

- How best can brands position their gamification, omnichannel, experiential marketing and User Generated marketing strategies to influence the consumption habits of South African Gen Z & Gen Y segmentation?
- What are the differences or similarities in terms of how these two cohorts respond to these marketing tactics?

The following sections provide various scholarship perspectives accruing from the reviewed literature in respect of postmodern marketing practices and trends.

2.3 Postmodernism

Postmodernism emerged in the late 1970s as a movement and school of thought in philosophical studies through the publication, *"The Postmodern Condition: A Report on Knowledge"* by Lyotard (1994). Postmodernism is a challenging concept to define as it encompasses a range of perspectives that reflect a lack of definitive meanings or interpretations. Instead, it should be understood as a "set of critical, strategic and rhetorical practices employing concepts such as difference, repetition, the trace, the simulacrum, and hyperreality to destabilise other concepts such as presence, identity, historical progress, epistemic certainty, and the univocity of meaning" (Aylesworth, 2015, p. 76).

In the above regard, Duignan (2009) avers that postmodernism is characterised by scepticism towards objective truths, relativism, subjectivism, suspicion of reason, and rejection of modernism. Similarly, Venkatesh and Meamber (2006), explain postmodernism as a rejection or rebellion against modern conditionalities such as authority, unity, continuity, purpose, and commitment.

While postmodernism may defy precise definition, numerous postmodernist theorists adhere to one or more of the following perspectives: (1) the non-existence of objective reality; (2) the non-existence of scientific or historical truth (objective truth); (3) scepticism towards science, technology, reason, and logic as tools of entrenched authority; (4) the limited applicability of reason and logic; (5) the influence of social constructs on human behaviour and psychology, and rendering human nature fluid; (6) language's inability to signify a reality beyond itself; (7) the

absence of certain knowledge; and (8) the rejection of valid or true overarching theories of the natural or social world, as these theories are deemed to be illegitimate “metanarratives” (Kendall, 2016).

Moreover, postmodernism is widely applied in various disciplines, including anthropology, economics, education, literature, management, marketing, political science, psychology, sociology, and zoology (Bischof, 2017; Niemann, 2005). It is in the latter regard that interpretations of postmodernism entail discipline-specific variability (Brown, 2006; Niemann, 2005; Venkatesh & Meamber, 2006).

Meanwhile, Mazur (2021) argue that the transition from modernism to postmodernism is attributable to factors such as profound cultural shift and rapid technological advancements, particularly in the realm of digital communication and electronic transactions. These developments have played a crucial role in driving change and continuously reshaping culture. Kumar, Paul, and Unnithan (2020) acknowledge the pivotal role of technology in promoting globalisation due to its capacity to enhance connectivity and facilitate the flow of information. Moreover, technological progress has enabled the transition from standardised mass production, which relied on single-function equipment, to product diversity, which is achieved through flexible robotics and computerised manufacturing techniques (Berger, 2018).

In contrast, Jameson (1992) suggests that postmodernism is a cultural manifestation of late capitalism, while Lash and Lury (2007) argue that postmodernism arises from disorganised capitalism. Additionally, postmodernism has engendered new economically inspired consumer behaviours, resulting in novel forms of production and consumption patterns (Jameson, 1992). The latter author also posits that postmodernism reflects the inner workings of the capitalist system, with culture and capitalism as inherently intertwined variables or factors. In the postmodern era, commodities have become integrated into culture, which has resulted in a profound impact of postmodernism on consumer culture and mass media (Singh, 2011).

Despite the varying interpretations attendant to postmodernism, there is widespread consensus that it is primarily a cultural phenomenon (Singh, 2011). If marketing is recognised as a part of culture (Brown, 1995), then the cultural aspects of postmodernism become significant in the context of marketing. Supporting this claim, Pospisil (2010) suggests that since postmodernism denies objective truths, marketing theory and techniques need to be developed in ways that respect postmodern findings.

Culture is an essential aspect of society that shapes individuals' attitudes and behaviours within the established value systems of their respective societies (Durham & Kellner, 2012). Culture also provides people with meaning, including their identities and political beliefs, and encompasses their everyday activities such as meeting for coffee, attending events, shopping, as well as the media they consume (Chong & Druckman, 2012). Therefore, the media plays a significant role in shaping cultural practices, perpetuating and establishing societal norms, and deepening human understanding (Berger, 2018).

Durham and Kellner (2012) concur that the media serves as a mechanism for perpetuating societal values. In this regard, the media's commodification of culture brings attention to the agendas of various media entities, including advertisers, news broadcasts, talk shows, and other formulated programmes (Chong & Druckman, 2012). Consequently, as the discipline of marketing communications leverages media platforms, such marketing becomes intrinsically intertwined with mass media.

Furthermore, within the realm of postmodernism and its multifaceted meanings, there exists a consensus among postmodern scholars regarding recurring traits or constructs that garner significant attention across disciplines. These traits or constructs include hyperreality, fragmentation, and reversals of production and consumption (Payne, Peltier & Barger, 2017). Most discussions pertaining to these constructs or attributes are linked to marketing and consumer behaviour, irrespective of their disciplinary origins (Singh, 2011). The following section delves into these postmodern conditions or traits.

2.4 The Postmodern Constructs/ Traits

This section essentially discusses the foundational postmodern constructs or attributes from multiple scholarship perspectives in the context of postmodern marketing.

2.4.1 Hyperreality

According to Huang (2019), hyperreality permeates everyday life and functions as a collective consciousness. Advertising plays a pivotal role in constructing hyperreality within consumer societies. By presenting captivating scenes and appealing to people's senses and desires, advertising creates a sense of "reality" as described by Baudrillard (1994). Advertising, based on "images", offers individuals a heightened experience of hyperreality. Within the realm of consumption logic, the signifier of an advertisement becomes the object of consumption itself, overshadowing the actual product (Huang, 2019). These objects are symbolically encoded, imbuing them with grandeur and enchantment.

Hyperreality could be exemplified through consumer experiences, notably in the tourism industry, which is the world's largest industry (McCabe & Marson, 2006; Rytel, 2010). Theme parks like Disney World, Universal Studios, and Las Vegas epitomise the simulations of hyperreality (Baudrillard, 1994; Sorkin, 1992). These experiences construct and reinforce the belief in more than just physical surroundings, with both producers and consumers deeply engaged in the experience. For instance, when a community believes that a particular brand of jeans signifies privilege, attractiveness, or sexiness, the jeans provide the promised experiential qualities (Sharnoff, 2015). As previously mentioned, consumption and marketing serve as fertile ground for the manifestation of hyperreality. This may elucidate why discussions of postmodernity, irrespective of disciplinary origins, often place marketing and consumption at the forefront (Sharnoff, 2015).

2.4.2 Fragmentation

Fragmentation, as defined by Venkatesh and Meamber (2006), refers to the disintegration of a unified and singular reality into multiple legitimate realities, each detached from the whole. In the postmodern era, individuals are not constrained to adhere to a single project, lifestyle, or sense of being (Venkatesh & Meamber, 2006). Consequently, consumers have emerged as liberated individuals whose consumption choices are not solely dictated by a single promoted reality within the marketing system (Venkatesh & Meamber, 2006).

According to Brown (1995), fragmentation results in a state of constant, rapid, and hyperactive consumption. This could be attributed to the multitude of roles played by postmodern individuals, including those of a housewife, husband, career woman, sports fan, fashion supporter, and many more. To fulfil these roles, a multitude of brand names becomes necessary (Chrisler, Fung, Lopez & Gorman, 2013). However, these acquired individual identities are not static and undergo frequent changes. Additionally, Chrisler et al. (2021) propose that fragmentation permeates all forms of media consumed by individuals, and represents the predominant mode of exposure in postmodern society.

2.4.3 Reversals of production and consumption

Theorists have drawn a distinction between consumption and production processes, characterising production as an activity that creates value, while consumption is seen as an activity that destroys value (Hamouda, 2012). However, postmodern scholars challenge this notion and argue that the two processes are intertwined and occur concurrently (Venkatesh & Meamber, 2006). According to this perspective, consumers actively participate in the production of consumption symbols and signs, akin to marketers. Brown (2006) supports this stance, asserting that consumers play an active role in meaning creation and participate in the production process.

The power dynamic between production and consumption has shifted, with production losing its cultural significance, while consumption has become the means through which individuals define their self-images, both for themselves and others (McCabe & Marson, 2006). Marketing serves as the primary institution that reinforces this trend. Individuals (re)present their self-images through consumption, viewing themselves as marketable entities that could be customised, produced, positioned, and promoted like products (Chrisler et al., 2013). This shift has also led to the de-centering of the subject. The modernist notion of the esteemed "subject" has been diminished and blurred with the object. Furthermore, the subject is no longer singular but multiple and variable depending on the context (Solomon et al., 2014).

2.5 Postmodern Marketing

The origins of postmodern marketing are not definitively clear, but it is believed to have emerged from postmodern philosophical movements characterised by a critical stance and rejection of a universal cultural narrative or meta-narrative (Russell, 2005; Stokes, 2018). This philosophical outlook has been applied to the contemporary advertising landscape after World War II, giving rise to a new era in advertising, branding, and strategic brand thinking (Kumar et al., 2020). Moreover, postmodern marketing, because of postmodernism, is seen as a response to the changing cultural and economic dynamics of the late 20th and early 21st centuries, marked by globalisation, digital technology, and the fragmentation of traditional media channels (Brown, 1995). Similarly, postmodernism, postmodern marketing rejects the modernist notion of objective truth and instead places emphasis on subjective experience and cultural diversity.

According to Alhassan (2020), postmodern marketing is cognate from the principles of modern or traditional marketing. However, scholars of postmodern marketing have challenged marketing philosophies that rely on modernist principles. Alhassan (2020) intimates that most marketing concepts are rooted in modernist thinking, drawing on rationalism, science, and technology. The importance of a predictable and measurable marketing environment is highlighted

by these concepts, which informs the use of strategies such as analysis, planning, implementation, and control. Postmodern scholars have identified the limitations of existing marketing models and theories and advocate for the incorporation of broader philosophies in marketing. In that regard, scholars argue that consumers are not purely rational and that predicting the marketing environment is challenging. As such, the use of alternative models such as the 4Cs is recommended (change, complexity, chaos, and contradiction) instead of the traditional 4Ps (product, price, promotion, and place) (Simmons, 2008). In support of the latter claims, Kotler et al. (2017) suggest that certain modernist philosophies are ill-suited for application in the postmodern era, as they are based on incomplete truths derived from modernist principles.

In contrast, researchers following a modernist perspective have underscored the notable distinctions between modernism and postmodernism in the field of marketing. According to Lo and Campos (2018), modern strategic marketing theory, prevalent since the 1970s, places emphasis on the value of products and how consumers perceive that value. Empirical evidence has established connections between product attributes and other elements of the marketing mix to project the desired brand image. This modernist rationale suggests that exerting control over the marketing mix elements is essential to achieve the desired positioning of the brand (Lo & Campos, 2018).

On the other hand, scholars of postmodern marketing recognise that the value lies in the image rather than the product itself, with the marketed product serving as a representation of the image and the value it embodies (Singh, 2011). The effectiveness of a product is tied to its successful representation. Some phenomenally successful marketing campaigns have achieved this by promoting the image rather than the specific product. For example, Nike acknowledges that its business is not solely about selling shoes but rather about creating compelling brand images (Patel, 2021).

Based on the literature discussed, it is evident that there is a lack of consensus regarding the application of existing marketing paradigms versus emerging ones. Given the divergence of opinions, Durham and Kellner (2012) assert that the primary concern in the realm of postmodernism lies in addressing the "myopia of marketing" rather than "marketing myopia." This signifies the need to explore how brands could maintain visibility and distinctiveness amidst the changes, complexities, and disruptions brought about by postmodernism. Moreover, the postmodernist approach involves several strategies, including integrated marketing campaigns and developing a strong brand image (Niemann, 2005).

Furthermore, according to Kotler et al. (2017), postmodern marketing can be categorised into three fundamental areas: (i) the idea of change, complexity, and the new, (ii) the sub-discipline of consumer research, and (iii) academic marketing research. Each sub-discipline is briefly explained below.

i. **The Idea of Change, Complexity, and the New:** This category focuses on the intersection of postmodernism, politics, and economic disruptions (Kotler et al., 2017). The concept of the "new" is rooted in planning and strategising for platforms that resonate in the postmodern era. Therefore, marketers need to develop strategies that leverage new media and communication platforms.
ii. **The Sub-discipline of Consumer Research:** This category acknowledges that postmodernism has spurred innovations in sampling, surveying, and target market segmentation methods, which better align with patterns of consumer behaviour (Kotler et al., 2017).
iii. **Academic Marketing Research:** This category explores the implications of postmodernism and its impact on existing marketing and research paradigms. It involves incorporating innovative approaches within the field of marketing and communication (Kotler et al., 2017).

Most importantly, the adoption of postmodern marketing – similar to postmodernism itself - should reject attempts to impose rigid order and work in isolated silos (Bischof, 2017). Instead, marketers should collaborate, drawing on the "artistic" attributes of intuition, creativity, spontaneity, speculation, emotion, and involvement. This implies that marketing theory and techniques should be

developed in ways that acknowledge the denial of objective truths in postmodernism (Pospisil, 2010). The latter author also contends that postmodernism signifies a shift towards symbolism and the creation of authentic narratives. Similarly, Miller and Washington (2019) propose that in the state of postmodern consumption and marketing, organisations should produce symbolic offerings in the form of products imbued with meaning, cater to consumers who seek simulation experiences, and create situations that generate memorable experiences.

Supporting these claims, Miller and Washington (2019) posit that adopting a postmodern marketing approach resolves the ongoing debate in the advertising industry regarding the relative importance of creativity, media, marketing, and branding. Instead of relying on traditional methods, postmodern marketing focuses on personalised one-to-one communication between individual consumers and their devices, such as computers, mobile phones, and other electronic devices (Miller & Washington, 2019).

According to Venkatesh and Meamber (2006), postmodern marketing is a form of marketing that aims to create meaning by utilising signs, symbols, and narratives that are deeply rooted in the cultural and linguistic diversity of contemporary society. In contrast to traditional marketing approaches, postmodern marketing acknowledges and embraces the multiplicity of meanings and cultural perspectives. Instead of relying on a singular, universal message, marketers now tailor their communication strategies to specific target groups, considering their cultural backgrounds, values, and beliefs. The objective is to establish a sense of identity and belonging among consumers by aligning brands with cultural symbols and trends. To provide a clear comparison, Table 2.1 overleaf outlines the key distinctions between modern marketing and postmodern marketing.

Modern Marketing Approach	Postmodern Marketing Approach
Single-world of flat ecosystem	Multipurpose world or dimensional ecosystem
Fixed	Nimble
Traditional	New media
One-to-many	One-to-one
Static	Interactive and immersive
Brand-endorsed created marketing	Consumer-endorsed created marketing
Broad generalisation	Individual customisation

Table 2.1: Key distinctions between modern marketing and postmodern marketing

Source: (Venkatesh & Meamber, 2006)

In conclusion, postmodern marketing is a marketing approach that considers the unique cultural and social context of consumers in a postmodern world. It recognises that traditional marketing techniques may not be effective or relevant in today's diverse and fragmented marketplace, and instead seeks to create a more personalized and authentic connection with consumers (Sundar & Marathe, 2010). This could involve the use of alternative media channels, such as social media and experiential marketing, as well as embracing diversity and individuality in branding and messaging. Failure to align with the values and expectations of consumers could result in significant negative consequences, including loss of market share and damage to brand's reputation (Huang, 2019).

2.6 Application of the Postmodern Constructs/ Attributes in Marketing

2.6.1 Hyperreality

"Hyperreality, as exemplified by the fantasy worlds of theme parks, virtual reality and computer games, involves the loss of a sense of authenticity and the becoming 'real' of what was originally a simulation" (Brown, 1995, p. 107).

2.6.1.1 Gamification

Gamification could be regarded as a manifestation of hyperreality, and involves integrating game elements such as scoring, competition, rules, and achievements into non-gaming contexts (Huang, 2019). In recent years, gamification has become increasingly popular in marketing due to its ability to create immersive experiences and increase in customer engagement which is the first benefit of gamification in marketing. Brands could motivate customers to participate in marketing campaigns and interact with their brand by incorporating gamey elements such as points, badges, and leader boards. The study conducted by Deterding, Dixon, Khaled and Nacke (2011) aptly demonstrated that user engagement could be increased by gamification through the provision of tangible progress, feedback, and challenge.

Brand awareness is the second benefit of gamification in marketing is improved (Deterding et al., 2011). As customers engage with gamified experiences, they are more likely to share them with their social networks, resulting in increased visibility and exposure for the brand. A study by Kim and Ko (2012) found that gamification could enhance word-of-mouth marketing and social sharing, leading to better brand recognition and recall.

The third benefit of gamification in marketing is increased customer loyalty. Long-term business relationships with customers could be built by the provision of rewards and incentives for engagement. Werbach and Hunter (2012) intimated that gamification could increase customer loyalty by tapping into the human desire for achievement, recognition, and social status.

2.6.1.2 Case Study: Wendy's Invades Fortnite

A case study titled "Wendy's Invades Fortnite" provides a practical example of a marketing campaign that effectively employed gamification, a concept derived from the postmodern condition of hyperreality, to resonate with and appeal to the postmodern consumer (VMLY & R, 2018).

In 2019, Wendy's, an American international fast-food chain renowned for its fresh, never-frozen beef and patties, sought to engage with the gaming community and capitalise on the popularity of Fortnite, the world's largest online game and cultural phenomenon. While most brands were merely observing or sponsoring in-game content, Wendy's took a bold step by integrating itself into the game as a player character known as the "slashing" fridge. hundreds of thousands of gamers who actively participated in the invasion were attracted by a unique gaming experience that was live streamed on Twitch, which is an interactive online platform for gaming and entertainment (VMLY & R, 2018).

Wendy's laid the groundwork for innovative ways by introducing a small gameplay modification, whereby brands could engage with consumers using gamification. The in-game activity of destroying freezer slashers by Wendy's accumulated over 1.5 million minutes of viewership, with more than 250 live views on Wendy's Twitch stream (Conway, 2019). The success of the campaign led the platform to create a highlight reel of Wendy's fridge-slashing character, and thousands of gamers joined the mission of obliterating burger freezers, documenting their experiences in user-generated content (Denba et al., 2019). Remarkably, due to the positive response and interaction from the audience, Fortnite's game developers permanently removed the in-game burger freezers, symbolically eliminating frozen beef from the virtual world. In this regard, significant recognition was achieved by this campaign, winning a Grand Prix, two gold, four silver, and one bronze awards at the Cannes Lions Festival (Conway, 2019).

By examining the traits of hyperreality, it is apparent that a strong connection exists between this concept and gamification when it is analysed from a postmodern marketing perspective insofar as demonstrating its association with new media.

2.6.2 Fragmentation

"Fragmentation refers to chaos, the dissolution of established systems and the relationships between entities within a system" (Firat & Dholakia, 2006, p. 131).

The concept of fragmentation permeates all forms of media consumed by individuals and is the predominant mode of exposure in postmodern society (Firat & Dholakia, 2006). The latter author argues that fragmentation is evident in various advertising media, including television, radio, print publications, and online advertising. Furthermore, television commercials are typically composed of fragmented and fleeting scenes and images, with ten (10) to sixty (60)-second segments allocated for their presentation. Similarly, radio advertisements are structured in fifteen (15), thirty (13), forty-five (45), and sixty (60)-second increments that are strategically interspersed within radio programming slots.

Moreover, YouTube advertising employs video or content marketing strategies to target and intercept consumer video searches, aiming at maximising advertising reach, enhancement of brand awareness, influencing purchasing decisions, and improving sales (Jeong & Seol, 2022). In social media marketing, fragmentation occurs through sponsored, promoted, or paid posts, which are explicitly paid content intended for advertising and promotional purposes. However, this form of marketing still interrupts a user's native content by appearing in their feed, hence it is more targeted and less disruptive and is aligned with the concept of fragmentation. Platforms such as Facebook, Instagram, TikTok, and LinkedIn are commonly utilised as paid posts, which are extensively used by postmodern consumers (West, 2023).

In order to understand the characteristics of fragmentation, it could be associated with a brand's omnichannel commerce strategy, which allows consumers to engage with products across various "fragmented" or separate platforms that are seamlessly interconnected. Stokes (2018) avers that omnichannel commerce is a retailing strategy that provides a cohesive customer experience across all available shopping channels and touchpoints. The omnichannel customer experience entails comprehensive integration of back-end systems, consumer data (from the customer's perspective), inventory management, stock movement, supply chain, as well as customer satisfaction, fulfilment, and relationship management. When viewed from the standpoint of postmodern marketing, it could be inferred that the omnichannel commerce strategy closely aligns with the **multipurpose world** or

dimensional ecosystem. On the other hand, **individual customisation** could be associated with postmodern marketing.

2.6.2.1 Omnichannel Commerce Strategy

Omnichannel marketing is a strategy that integrates multiple channels, both online and offline, to provide a seamless and consistent customer experience (Lemon & Verhoef, 2016). This approach allows businesses to engage with their customers regardless of where they are in the sales funnel, whether they are browsing online, visiting a physical store, or interacting via social media (Lemon & Verhoef, 2016).

One key benefit of omnichannel marketing is increased customer satisfaction. According to a study by Lemon and Verhoef (2016), brands that adopt an omnichannel strategy experience a 91% higher year-over-year increase in customer retention rates compared to those that do not. By providing a seamless and consistent experience across all channels, customers are more likely to feel valued and engaged, leading to a stronger sense of loyalty.

Another benefit of omnichannel marketing is improved data collection and analysis. Businesses could gather more comprehensive data on customer behaviours and preferences through integration of various points. In this regard, it leads to better insights on how to optimize marketing efforts and improve overall customer experience. The study conducted by Salesforce noted that companies using omnichannel strategies had a 23% increase in customer satisfaction due to better insights into customer preferences (O'Connell, 2020).

2.6.2.2 Nike – The Omnichannel Strategy

In February 2022, Nike reported a 5% year-over-year increase in sales, indicating positive growth for the company. Nike has pursued a technology-based ecosystem as a key driver of this growth, demonstrating their digital proficiency. Notably, Nike boasts a seamless ecosystem with over 300 million members (Patel, 2021). Nike offers a range of digital applications, including the flagship Nike mobile app, as well as the Nike SNKRS, Nike Training, and Nike Running Club apps. The Nike mobile

and Nike SNKRS apps serve as e-commerce platforms for customers to make purchases, while the latter two (2) apps focus on fitness-related content. By integrating these apps into a cohesive omnichannel ecosystem, Nike enhances its brand presence and customer experience (Patel, 2021).

Taking their strategy further, Nike collaborated with hip-hop artist Meg Thee Stallion to develop workout content for the Nike Training community. Upon completing a workout, loyal members engaged on the platform receive personalised emails featuring recommended apparel inspired by the musician (Haithcock & Stephenson, 2020). Employing omnichannel techniques adds a human touch to the content, fostering a sense of connection and value for consumers. This approach contributes to customer satisfaction and has the potential to drive a return on investment (Meyersohn, 2021). Nike astutely utilised this strategy to appeal to the Millennial and Gen Z segments, recognising the alignment between hip-hop and sports culture in postmodern society (Ho, Choo, Teo & Kaliappen, 2020; Patel, 2021).

Nike's omnichannel strategy goes beyond digital platforms and extends to the brand's physical stores, aiming at providing a seamless and frictionless user experience for the postmodern consumer. The combination of digital and in-store shopping allows consumers to access product information, pick up items, try them on in the newly redesigned stores, and even receive sign-up discounts. In this regard, the integration highlights the postmodern consumer's preference for a unified and smooth user experience across various touchpoints (Stokes, 2018).

Moreover, Nike's digitally robust ecosystem not only enhances brand interaction but also facilitates data-driven decision-making. By leveraging data collected from these integrated engagement points, brands could gain valuable insights into the preferences and behaviours of the postmodern consumer (Stokes, 2018). The analysis and understanding of such data can inform the development of effective marketing strategies that enhance consumer satisfaction and ultimately lead to higher returns on investment.

2.6.3 Reversals of production and consumption

In this sub-section, the researcher discusses the perception of consumption which has undergone a significant shift in contemporary society. It is no longer considered a mundane activity but rather a means of self-expression and self-actualisation, playing a pivotal role in shaping one's identity and self-image (Firat, 1991). Drawing from the Carling Black Label's #NoExcuses integrated campaign case study, the researcher examines how the brand exploited two (2) postmodern marketing strategies, namely: interactive or immersive marketing and consumer-endorsed content (in the form of user generated content) to appeal to its target audience (Denba et al., 2019). The use of this case study also demonstrates the postmodern consumer's propensity to be an active participant in the production and consumption process.

2.6.3.1 Interactive/ Immersive Marketing and Experiential Marketing

Interactive or immersive marketing, which is synonymous with experiential marketing, aims to engage consumers through branded experiences. This approach, also known as "live marketing" or "event marketing experience" seeks to create a lasting impression on consumers that motivates them to share it on digital and offline platforms. These experiences could take the form of events, event segments, or independent pop-up activations unrelated to a specific event. The core concept of experiential marketing is to immerse consumers in real-time encounters (Eventbrite, 2023).

Madhvapaty and Rajesh (2019) intimate that experiential marketing offers several benefits for businesses, including increased brand awareness, improved customer loyalty, and enhanced brand image. One key advantage of experiential marketing is its ability to create a lasting emotional connection with customers. By immersing customers in unique experiences that are relevant to their interests, brands could build personal and emotional connections that are more likely to inspire brand loyalty and advocacy. Furthermore, experiential marketing helps brands stand out from competitors by creating memorable and distinctive experiences that capture the attention of potential customers (Madhvapaty & Rajesh, 2019).

Experiential marketing also offers a valuable opportunity for businesses to collect customer feedback and insights. Through interactions with customers during experiential events, businesses could gather real-time feedback on their products and services, as well as identify areas for improvement. This information could be utilised in informing future product development and marketing strategies, leading to a more customer-centric approach (Madhvapaty & Rajesh, 2019). Finally, the authors claim that experiential marketing could help businesses build a strong brand image and reputation. By positioning themselves as innovative and customer-focused, businesses could attract positive publicity and media coverage, which could further enhance their brand value.

2.6.3.2 User Generated Content (UGC)

A study by Bahtar and Muda (2016) suggests that brands that incorporate UGC in their marketing strategy stand to increase brand authenticity and credibility. UGC is widely regarded as highly authentic and trustworthy. This is because it is created by real people who have experienced the product or service first-hand (Bahtar & Muda, 2016).

User-generated content encourages users to interact with a brand in a meaningful way, which could lead to increased engagement. By encouraging users to share their own experiences, businesses could tap into a sense of community and create deeper connections with their audience (Bahtar & Muda, 2016). The authors further posit that UGC possess the advantage of cost-effectiveness compared to traditional advertising methods. Instead of spending large sums of money on advertising campaigns, brands could rely on UGC to generate buzz and drive traffic to their site or product.

Another benefit of UGC is Search Engine Optimisation (SEO) which could boost a company's search engine ranking. This is because UGC typically uses keywords that are relevant to the product or service being offered. As Bahtar and Muda (2016) note, search engines such as Google often reward websites that have high-quality UGC.

User-generated content could also help brands to better understand their customers and improve their marketing strategies. By analysing UGC, brands could gain valuable insights into their customers' likes and dislikes, purchasing motivations, and the types of content that resonate with them. This could help brands to tailor their marketing messages more effectively and create more targeted campaigns. This is supported by research by Sprout Social, which found that 73% of marketers use UGC to identify and understand their target audience (West, 2023). Finally, UGC could serve as an important source of innovation for companies. This is because user feedback could provide valuable insights into customer needs and preferences. By listening to their customers, businesses could develop new products or services that better meet their needs (Bahtar & Muda, 2016).

2.6.3.3 Carling Black Label – #NoExcuse

In 2017, alarming statistics regarding gender-based violence (GBV) in South Africa highlighted the urgent need for action. Carling Black Label, a prominent South African brand, unintentionally found itself associated with the societal issue of GBV due to its historical link to alcohol abuse (Wilkinson, 2016).

Traditionally, Carling Black Label positioned itself as a brand that celebrated the champion within everyday men, embodying a traditional masculine archetype. However, this traditional masculinity became increasingly irrelevant due to its association with toxic masculinity and patriarchal norms. In addressing this irrelevance, the brand launched the #NoExcuses campaign, aimed at transforming toxic masculinity into positive masculinity, generating discussions around GBV, and empowering a new generation of evolved Carling champions.

The campaign employed an integrated marketing communication strategy across various media platforms. The packaging of the product was also modified to reflect the campaign's message. Additionally, the brand utilised its sponsorship platform, the Carling Black Label Cup, to amplify the conversation. During the Soweto Derby, a flash mob led by Masambe Nono and members of a local choir made an

unexpected appearance, performing hymns with lyrics that highlighted the issue of women abuse just before the match kicked off. This strategic move effectively engaged a sold-out stadium of Carling Black Label's male consumers, who often contribute to incidents of gender-based violence (GBV) (Ogilvy, 2022).

The impact of Carling Black Label's brand strategy, which aimed at addressing gender-based violence, was motivated by authors of British campaign of unintended effects of a domestic violence campaign (Keller, Wilkinson, & Otjen, 2010). In this regard, Carling Black Label #No Excuse campaign heightened and resulted in both on-the-ground and social media amplification. Fans who attended the derby event took the anti-women abuse message to the streets and marched to parliament, leading to a partnership between the brand and the government to establish the Special Parliamentary Portfolio Committee on Gender Equality. This initiative transformed Carling Black Label, South Africa's largest beer brand, from being closely associated with contributing to gender-based violence to being a staunch advocate against it (Ogilvy South Africa, 2017a).

The campaign also gained momentum on social media, with fans sharing and documenting their unique stadium experiences on the day. Additionally, renowned footballer Didier Drogba commended the brand's efforts on Twitter. Consequently, the brand experienced an 823% increase in ratings, generating a profit of R31.8 million and reaching a total audience of 45 million. The remarkable growth in ratings, coupled with the brand's improved reputation and image, earned ABInBev, the leading company in the liquor industry, a Global Best Practice award. Moreover, positive sentiment towards the brand increased by 86%. The campaign's impact was so significant that it was replicated in five other countries within the region (Ogilvy, 2017a).

The above example demonstrates the reversal of the traditional roles of consumption and production. Carling Black Label drew insights from a recurring societal issue associated with their product and placed these insights at the core of their brand strategy to drive behavioural change within South African communities (Ogilvy, 2017b). By addressing a social problem directly linked to

their target audience, the brand acknowledged the socioeconomic crisis, raised awareness, educated their target audience (often the perpetrators), and advocated for an end to gender-based violence in communities. This integrated campaign illustrates how consumers became active creators of meaning and were actively involved in the production process using interactive or immersive marketing and consumer-endorsed created marketing. As noted by Kurt (2018), the fundamental goal of concept of experiential marketing is to immerse consumers in real-time encounters. In the case of Carling Black Label, they leveraged a segment of a soccer event to enhance their marketing communication strategy.

Furthermore, consumer-endorsed content is evident in the organic emergence of user-generated content, which appeals to consumers due to its authentic nature and could be viewed as a modern form of word-of-mouth marketing (Beveridge, 2022; Keller et al., 2010). The author further suggests that consumers are 2.4 times more likely to view UGC compared to brand-endorsed created content. The sharing of stadium experiences, testimonials, and the social media buzz generated around gender-based violence because of the flash mob at the event exemplifies the profound impact and authenticity of UGC, a postmodern marketing strategy employed by the Carling Black Label brand (Beveridge, 2022).

In conclusion, this section of the chapter recognises and links constructs of postmodern condition to postmodern marketing strategies and techniques. Through empirical analysis derived from real life examples and case studies in the discipline of marketing, the linkages in Table 2.2 below were established.

Postmodern Condition	**Postmodern Marketing Strategy**
Hyperreality	Gamification
Fragmentation	Omnichannel strategy
Reversal of production and consumption	Experiential marketing
	User generated content (UGC)

Table 2.2: Linkages between the postmodern conditions and postmodern marketing

Source: Researcher's own compilation

2.7 Measuring Postmodern Marketing Strategies

This section of the study discusses the measuring factors of the above-mentioned postmodern marketing techniques and strategies.

2.7.1 Measuring gamification

Gamification in marketing has become an increasingly popular strategy for brands seeking to engage with consumers and drive customer loyalty (Hamari, Koivisto & Sarsa, 2014). However, measuring the effectiveness of gamification presents a unique set of challenges, requiring companies and brands to develop new metrics and tracking mechanisms that account for the complex interactions between game design, consumer behaviour, and marketing outcomes (Hamari et al., 2014).

Hamari et al. (2014) intimate further that in order for the impact of gamification is to be measured on marketing outcomes, companies need to focus on a range of key performance indicators (KPIs), including engagement, retention, conversion rates, and customer satisfaction. Furthermore, Hamari et al. (2014) highlight the importance of adopting a data-driven approach to measuring gamification in marketing. This involves collecting and analysing user data using a variety of tools and techniques, including surveys, qualitative interviews, and behavioural tracking. By tracking user behaviour and engagement patterns, brands could gain valuable insights into the impact of their gamification strategies on consumer attitudes and behaviours, as well as data-driven decision-making for the optimisation of their campaigns designed for maximum impact.

One of the key challenges in measuring gamification in marketing is identifying the right metrics to track (Chong & Druckman, 2012). While standard KPIs like engagement and retention are important, they may not fully capture the unique dynamics of gamified experiences. Instead, brands may need to develop new and innovative metrics that account for the specific features and characteristics of their gamified campaigns. For the purposes of this research, the KPI's for measuring gamification are limited to engagement, conversion rates, and customer satisfaction.

2.7.2 Measuring the omnichannel commerce strategy

According to De Keyser, Lemon, Klaus, and Keiningham (2015), an important metric for measuring omnichannel marketing strategy is customer satisfaction. As noted by De Keyser et al. (2015), brands could use tools such as customer surveys and feedback forms to gauge customer satisfaction across different channels. This information could then be utilised for identifying areas in which the customer experience could be improved and for tailoring marketing messages accordingly.

In addition to customer engagement and satisfaction, brands could also measure the effectiveness of their omnichannel marketing strategy through metrics such as sales revenue, customer retention, and brand awareness Chong & Druckman, 2012). By analysing these metrics in conjunction with customer engagement and satisfaction data, brands could gain a more comprehensive understanding of how their omnichannel marketing efforts are impacting their bottom line and overall brand perception (De Keyser et al., 2015). For the purposes of this research, customer satisfaction, engagement and retention are used as measuring metrics for this marketing strategy.

2.7.3 Measuring experiential marketing

Experiential marketing is a powerful tool for brands to connect with their customers on a deeper level, but measuring its effectiveness could present some challenges. According to Plassmann, O'doherty, Shiv and Rangel (2008), traditional metrics like sales and customer loyalty may not capture the full impact of experiential marketing. Instead, brands should focus on measuring the emotional reactions and memories that the experiences create in customers (Rytel, 2010).

One way to measure these emotional reactions is through surveys and focus groups, which could provide insight into how customers feel about the experience and what aspects resonated with them the most (Plassmann et al., 2008). Another approach is to use technology like biometric sensors and eye-tracking, which could measure physiological responses like heart rate and pupil dilation to gauge emotional engagement (Plassmann et al., 2008).

According to Wood (2009), another important metric for measuring experiential marketing is customer satisfaction. Satisfaction metrics measure how well the experience met the expectations and needs of the customer. This could be measured through surveys, feedback forms, or other assessments that gather information about customers' perceptions of the experience (Plassmann et al., 2008). Customer satisfaction metrics could provide valuable insights into how well the experience resonated with customers and could be used for identifying areas that require improvement in future campaigns.

Conversion rates are also a key metric used to measure the effectiveness of experiential marketing (Plassmann et al., 2008). Conversion rates measure the rate at which attendees at an experience go on to become customers or take other desired actions, such as signing up for a newsletter or attending another event. Conversion rates provide a tangible measure of the impact of an experience on the bottom line and could be useful in assessing the ROI of experiential marketing campaigns (Wood, 2009). For this study, technology to gauge emotional engagement, customer satisfaction and memorable experiences with a brand experience will be used.

2.7.4 Measuring user generated content

According to Dennhardt (2013), understanding the performance of UGC requires an integrated approach with metrics that extend beyond basic engagement metrics, such as likes, comments, shares, and views. Companies must also consider more qualitative measures, such as conversion rates and sentiment analysis, to fully understand the influence of UGC on their overall brand success. Tracking and measuring engagement metrics could help brands understand how users respond to their content and measure the reach of their campaigns. It is imperative to know the types of content, as they are most effective in terms of creating organic engagement and could assist in shaping future campaigns and maximize the impact of user-generated content (Denba et al., 2019).

Secondly, conversion rates could provide valuable insights into the effectiveness of UGC. Companies should track the rate at which users interact with UGC and then continue to make purchases on their websites for direct measurement (Dennhardt, 2013). The conversion rate refers to the percentage of people who take a desired action after seeing the UGC, and includes purchasing, downloading a white paper, or subscribing to a newsletter. By tracking the UGC conversion rate, brands could determine how effective they are at generating leads and driving sales (Naem & Okafor, 2019). The authors posit that conversion rate is an important metric for evaluating the influence of UGC on brand perception.

Brands can also measure sentiments concerning UGC. Sentiment analysis involves analysing the tone and emotion expressed in UGC. This can help brands to identify the positive or negative effect of the UGC and its influence on customers' perceptions of the particular brand. By tracking sentiment, brands can make data-driven decisions about their UGC strategy (Naem & Okafor, 2019). This research utilised the customer engagement, conversion rates and sentiment analysis.

In conclusion, the literature in Section 2.6 illuminated on the four essential postmodern marketing strategies. Table 2.3 overleaf provides a thematically focused and precise measuring metrics relating to the four critical postmodern marketing strategies.

Postmodern Marketing Strategy	Measurement Metrics
Gamification	Customer engagement & customer satisfaction (Hamari et al., 2014; Huang, 2019; Werbach & Hunter, 2015).
Omnichannel strategy	Customer engagement & customer satisfaction (De Keyser et al., 2015; Lemon & Verhoef, 2016; Pallini, 2022).
Experiential marketing	Customer satisfaction & conversion rates (Eventbrite Blog, 2023; Huang, 2019; Plassmann et al., 2008).
User generated content	Customer engagement & conversion rates (Beveridge, 2022; Conway, 2019; Keller et al., 2010).

Table 2.3: Measuring postmodern marketing

Source: Researcher's own compilation

2.8 Measuring Consumption Behaviour

This section of the chapter delves into the significant factors influencing consumer behaviour, exploring their implications for marketing, and bolstering the argument with scholarly references. It also examines postmodern consumption behaviour.

2.8.1 Consumption behaviour

Consumer behaviour is a multifaceted and ever-evolving field that has captivated the attention of scholars over the years. The comprehension of the numerous factors that shape consumer behaviour is pivotal for brands to craft effective marketing strategies and enhance sales.

The factors that influence consumer behaviour can be categorised into three main domains: personal, psychological, and social (Solomon et al., 2014). Personal factors encompass variables such as age, gender, income, and education level. Research has revealed that younger consumers exhibit a greater interest in products that offer social and emotional benefits, while older consumers gravitate towards products with functional advantages (Solomon et al., 2014; Wright, 2005). Psychological factors encompass internal determinants such as motivation, perception, learning, and attitudes. Meanwhile, packaging design could shape a

consumer's perception of a brand, influencing their overall impression positively or negatively (Lindner, 2014). Social factors encompass external influences such as family, culture, and social class. Cultural values, for instance, can mould consumer preferences in relation to specific products, including food and clothing (Lee & Um, 2014).

In the process of making purchasing decisions, consumers engage in diverse types of decision-making processes. These include the rational decision-making process, limited decision-making process, and habitual decision-making process (Durham & Kellner, 2012). The rational decision-making process involves a meticulous evaluation of available options before arriving at a decision. The limited decision-making process entails making choices based on limited information or previous experience. The habitual decision-making process, on the other hand, involves decisions driven by routine behaviour or habit. For example, consumers may habitually opt for a specific brand of toothpaste without considering alternative choices.

Marketing assumes a pivotal role in shaping consumer behaviour, employing diverse strategies such as advertising, sales promotions, and product placement. Advertising serves as a potent tool to create awareness and generate interest in specific products or services. Sales promotions, encompassing discounts and unique offers, instil a sense of urgency and motivate consumers to make purchases. Product placement, on the other hand, proves effective by strategically integrating products into movies, TV shows, or other media to foster positive associations (Kurt, 2018).

2.8.2 Postmodern consumption behaviour

Postmodernism, on the other hand, offers a distinct viewpoint on consumption, challenging traditional marketing concepts. In contrast to the notion that consumption diminishes value, postmodernists argue that it is a process of value creation akin to production (Venkatesh & Meamber, 2006). The latter authors posit that consumers are also producers, blurring the boundaries between these two

activities (Venkatesh & Meamber, 2006). The dichotomy between production and consumption, according to postmodern consumption philosophy, should be eliminated.

Postmodern theorists emphasize the significance of experience in consumer consumption patterns, considering the diverse identities of consumers and the prevalence of pluralism and hyperreality in postmodern culture (Russell, 2005). As a result, a new type of consumer has emerged during the transition from modernity to postmodernity, known as the experiential consumer, who prioritises experiences over mere hedonism (Alhassan, 2020).

The shift from a modern to a postmodern framework for understanding consumers and their consumption patterns has significant implications for organisations and marketing professionals. This is because marketers continue to be constrained by conventional modern marketing practices (Berner & Van Tonder, 2003). Postmodern consumers exhibit traits such as fickleness, lack of loyalty, a desire for instant gratification, and evolving and fluid needs and preferences. To effectively cater to these characteristics, organisations need to develop and enhance their internal capabilities to monitor and respond adaptively to consumer demands (Berner & Van Tonder, 2003).

Postmodern marketing and consumption behaviour redefine the consumer as an active participant in the continuous production and reproduction of images and symbols. Organisations that produce symbolic offerings represented by meaningful products, while targeting simulation-loving consumers who seek experience-rich situations, are at the forefront of postmodern consumption and marketing practices (Venkatesh & Meamber, 2006). In addition, by analysing postmodern trends in consumer behaviour and preferences, brands could anticipate and respond to changing customer needs and expectations. This is advantageous for brand relevance, increased customer loyalty, and growth expansion.

2.8.3 Measuring postmodern consumption behaviour

Measuring postmodern consumption behaviour is a crucial aspect of market research that helps brands develop effective marketing strategies. Ethnographic research is one of the most effective methods for understanding postmodern consumption behaviour (Petrescu & Lauer, 2017). Ethnographic research involves observing and studying consumer behaviour in natural settings, to understand their motivations and values. According to Belk (2007), ethnographic research provides an in-depth understanding of how consumers interact with products, their cultural beliefs, and their social norms that influence their buying habits.

Netnography is another method for measuring postmodern consumption behaviours. Netnography refers to the study of online consumer behaviour through social media data, blog posts, online forums, and other digital platforms. According to Belk (2007), netnography provides insights into how consumers use social media to interact and share their experiences with products. Netnography is particularly useful for identifying emerging trends and patterns in consumer behaviour.

Qualitative research is another valuable method for measuring postmodern consumption behaviour. Qualitative research involves conducting in-depth interviews or focus groups to gain insights into consumer attitudes, beliefs, and behaviours. According to Gray (2021), qualitative research provides a rich understanding of consumers' behaviour, and the motivations for their purchasing decisions.

Consumer trend analysis is also a valuable method for measuring postmodern consumption behaviour. Consumer trend analysis involves analysing consumer trends and patterns to identify emerging behaviours and preferences. According to Schneider (2021), consumer trend analysis illuminates on consumers' interaction with innovative technologies and response to changing market conditions.

Brand storytelling is another method for measuring postmodern consumption behaviour. Brand storytelling refers to the use of narrative techniques to engage consumers and create emotional connections with them. According to McCracken (2013), brand storytelling helps businesses connect with consumers on a deeper level, by appealing to their emotions and values.

2.9 Generational Cohorts Profiling

2.9.1 Generation Y (Millennials)

Generation Y, also known as Millennials, encompasses individuals born between 1981 and 1996. A distinguishing characteristic of this cohort is their strong reliance on technology. As digital natives, Millennials are highly adept at using technology for shopping, communication, and media consumption. Growing up in a digital world, technology has deeply influenced their lifestyle, both in their professional and personal spheres. Millennials actively engage in generating, searching for, and sharing consumer content as well as work and play on various social media platforms (Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber & Lu, 2013).

To effectively engage with Millennials, brands must establish meaningful connections through relevant digital channels, such as social media and mobile apps (Pew Research Center, 2021). A study conducted by the Shelton Group revealed that over 90% of Millennials are willing to switch to brands that support causes they care about (Shelton Group, 2019). This finding underscores the importance of considering the values and beliefs of this demographic when crafting marketing messages and developing product offerings. Furthermore, Millennials place a high value on sustainability and environmental consciousness, often being willing to pay more for eco-friendly and sustainably produced products. Therefore, incorporating sustainable practices into operations and marketing strategies is likely to resonate with this demographic (Hartmann, Apaolaza-Ibáñez & D'Souza, 2018).

Inclusivity and diversity are also critical considerations for Millennials. They prioritise brands that embrace diversity and inclusion, seeking those that represent diverse communities or deliver inclusive marketing messages (Miller & Washington, 2019). Brands that fail to address these factors run the risk of being perceived as insensitive or disconnected from the values of this demographic.

Technological proficiency is another influential aspect of Millennials' behaviour. This generation possesses an elevated level of digital competence and expects brands to meet their technological expectations. A study by Brodersen, Kalis, Leong, Mitchell, Pupo, Truscott and Accenture (2016) revealed that 68% of Millennials demand a seamless, integrated experience across channels and devices.

In the context of South Africa, Generation Y exhibits greater liberalism and ethnic diversity. According to Countrymeters (2023), the country is home to approximately 14.5 million Millennials, representing 26.5% of the population. This cohort constitutes a massive portion of the South African population and possesses considerable purchasing power. Scholars are therefore interested in studying the developmental trajectories and characteristics of this group over time.

2.9.2 Generation Z

According to Francis and Hoefel (2022), members of Generation Z, born between 1995 and 2010, are considered digital natives due to their upbringing in an era dominated by the internet, social media, and mobile technology. Deloitte (2023) and Yang et al. (2023) intimate that the technological landscape has shaped them into a hypercognitive generation that is at ease with gathering and cross-referencing vast amounts of information while seamlessly integrating virtual and offline experiences.

Moreover, a study conducted in the United States by Brandminds and authored by Iulia-Cristina Uță (2022) highlights the hyperbolic proportions of tech-savviness among Generation Z. They heavily rely on social media and mobile devices for communication, entertainment, and shopping. Technology serves as a means of

self-expression and creativity for this cohort, who actively create and share content on platforms like Instagram and TikTok. This exposure to digital platforms has significantly influenced their shopping behaviour, with a greater propensity to engage in online shopping and make purchases through mobile applications (Iulia-Cristina Uță, 2022).

The following are some of the global statistical characterisations of the Generation Z youth cohort's consumer behaviours and preferences:

- They are a mobile-first, digital native generation (Wunderman-Thompson, 2023);
- Generation Z prefer brands that offer personalised or customised products (Wunderman-Thompson, 2023);
- A brand's ethics and behaviour concerning environmental and socio-political issues are important decision-making factors for Generation Z (PWC Europe, 2020);
- A study conducted in the United States by Brandminds, authored by Iulia-Cristina Uță (2022) revealed that 73% of Generation Z consumers were willing to pay 10% more for sustainable products (Bloomberg Business, 2022);
- Generation Z uses social media to seek inspiration, research products and connect with their favourite brands and 60% of Generation Z in the US use Instagram to discover new brands, products and services (APPTUS, 2022);
- Generation Z embraces mobile payments using mobile apps and mobile wallets (SurveyMonkey, 2022); and
- Compared to older age groups, Gen Z shoppers are less likely to trust companies. Instead, they choose to follow influencers on Instagram. (Uță, 2022).

2.10 Conclusion on Literature Review

Throughout this literature-oriented chapter, it is evident that postmodernism has significantly influenced postmodern marketing strategies on a global scale (Firat & Dholakia, 2006; Kitchen & Proctor, 2015). It is also clear that postmodern marketing strategies have a significant appeal and influence on the consumption

behaviours of Gen Ys and Gen Ys globally. And inevitably, as with any discipline, postmodernism and postmodern trends seem to have had a profound impact on the field of marketing. Thus, postmodern marketing theorists such as Brown (1995) and Firat (1991) suggest that brands that could adapt to change and complexity by developing postmodern marketing strategies and leveraging postmodern trends are well-positioned to remain competitive in a rapidly evolving marketplace. By staying attuned to the needs and expectations of consumers, brands could both survive and thrive in a globalised and postmodern economy (Ho et al., 2020; O' Cass & McEwen, 2004).

Although there might be a correlation on brand and consumers have reacted to the impacts of postmodern marketing strategies and influence of Gen Ys and Gen Zs globally, the impact in South Africa is still not clear. Furthermore, limited research has explored the direct relationship between postmodernism, postmodern marketing, and its impacts on the consumption behaviours of Gen Zs and Gen Zs in South Africa. Therefore, in considering these research gaps, this study aims to address these areas. To that effect, the ensuing Section 2.9.1 is a presentation of the study's conceptual framework according to which the identified research gaps are addressed thematically.

2.10.1 Postmodern marketing conceptual framework

The conceptual framework is depicted in Figure 2.1 overleaf in relation to hyperreality, fragmentation, and reversal of production and consumption as the three critical variables or constructs related to the postmodern marketing.

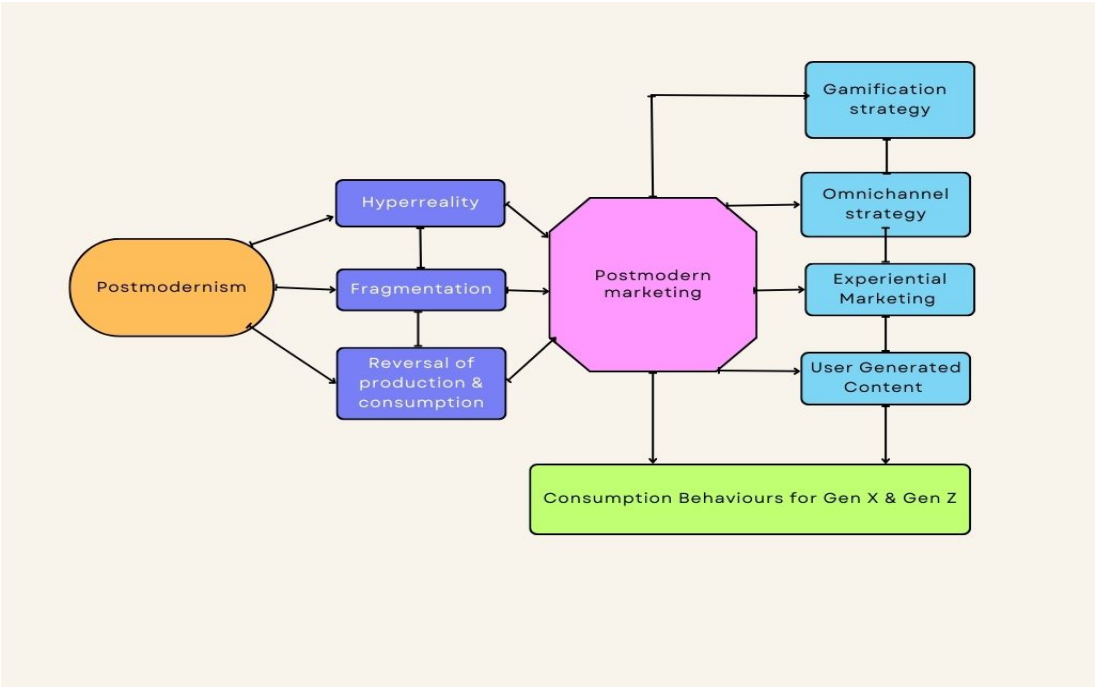

Figure 2.2: Postmodern marketing conceptual framework

Source: Researcher's own construction

In Figure 2.1, postmodern marketing constitutes the central theme around which hyperreality, fragmentation, and the reversal of production and consumption serve as the abstract building blocks, constructs or ideas for the practical application or implementation of gamification, omnichannel marketing, experiential marketing, and user-generated content.

2.10.2 Hypotheses

Ho1: Hyperreality in the form of a **gamification** strategy in marketing does not significantly influence the consumption behaviours of the Generation Y and Generation Z youth cohorts in South Africa.

Ha1: Hyperreality in the form of a ***gamification*** strategy in marketing does significantly influence the consumption behaviours of the Generation Y and Generation Z youth cohorts in South Africa.

Ho2: Fragmentation in the form of an ***omnichannel*** strategy does not significantly influence the consumption behaviours of the Generation Y and Generation Z youth cohorts in South Africa.

Ha2: Fragmentation in the form of an ***omnichannel*** strategy significantly influences the consumption behaviours of the Generation Y and Generation Z youth cohorts in South Africa.

Ho3: The reversal of consumption and production in the form of ***experiential marketing*** does not significantly influence the consumption behaviours of the Generation Y and Generation Z youth cohorts in South Africa.

Ha3: The reversal of consumption and production in the form of ***experiential marketing*** significantly influences the consumption behaviours of the Generation Y and Generation Z youth cohorts in South Africa.

Ho4: The reversal of consumption and production in the form of ***User Generated Content (UGC)*** does not significantly influence the consumption behaviours of the Generation Y and Generation Z youth cohorts in South Africa.

Ha4: The reversal of consumption and production in the form of ***User Generated Content*** significantly influences the consumption behaviour of the Generation Y and Generation Z youth cohorts in South Africa.

CHAPTER 3: RESEARCH METHODOLOGY

Following the protracted literature review by the researcher, the identified research gap revealed that postmodernism has influenced postmodern marketing (Mazur, 2021; Yang et al., 2023). However, postmodernism's influence and effectiveness on the consumption behaviours of Generations Y and Z in South Africa appears to be unclear and dissonant.

The research was conducted on the population of Gen Y and Gen Z living in Johannesburg. The sample was taken from individuals born between these two cohorts: 1995 and 2010 and 1981-1996 as the research population includes Gen Z and Gen Y. Non-probability convenience sampling was employed for the selection of prospective respondents, since a sampling frame is not available to the researcher (Resnik, 2018).

3.1 Research Methodology

This research study has opted for the quantitative methodological approach since it is objective, systematic, more efficient and even amenable to testing of hypotheses (Leavy, 2017). The study experienced and incurred some geographical limitations due to limited resources available to the researcher. It is in this regard that quantitative research is ideal as it allows for generalization. The quantitative research approach is suitable for the research study as it tests established theory deductively from the existing body of knowledge by developing hypothesized relationships and proposed outcomes (Punch, 2014). The hypothesized relationships have been proposed in terms of four hypotheses developed in Chapter 2 in conjunction with the proposed conceptual model (see Figure 2.1, Section 2.9.2).

The adopted quantitative research design methodology has further strengthened the researcher's reflexivity and avoidance of possible researcher bias and subjectivity (Resnik, 2018; Zikmund, Babin, Carr & Griffin, 2021).

3.2 Research Design

There are four major types of research designs, namely: exploratory, explanatory, descriptive, and causal designs (Cooper & Schindler, 2013). In addition, the design of a specific study has the potential to influence the sources and types of data that has been gathered (Cooper & Schindler, 2013).

Efron and Ravid (2019) illuminate that causal research is the most appropriate method for examining the impact of certain conditions and variables on other people. Cooper and Schindler (2013) further suggest that causal study designs seek to investigate the relationship between variables by examining the extent to which specific variables influence the change in other variables. It is in this regard that the research study aims to explore the nature of the relationship between postmodernism, postmodern marketing, and consumption behaviour of the Millennial and Generation Z youth cohorts in South Africa. Hence, causal research design is deemed relevant in this study. Most importantly, the investigation assisted the researcher to draw conclusions regarding the extent of relationship between the three afore-mentioned critical variables.

In addition, the research design for this study was loosely adapted from MBA reports submitted by previous MBA candidates to the Wits Business School. These reports provided valuable insights and guidance regarding the structure of the research methodology, as well as the data collection and analysis methods or techniques. By drawing inspiration from these previous reports, the current study was able to build upon existing knowledge and best practices in the field of marketing and consumer studies (Dantzker, Hunter & Quinn, 2018). This approach helped ensure that the research design was well-founded and tailored to meet the specific needs and requirements of the study. Overall, the utilization of MBA reports from past candidates proved to be a beneficial resource in shaping the research design for this study.

A self-developed online questionnaire was administered by the researcher to collect the required data from the sampled respondents from the study population. Rubin and Babbie (2017) illuminate that online surveys are characterised by some benefits and drawbacks, which also applies to most research instruments. Accordingly, the use of online surveys in a research design is advantageous insofar as reaching people who live far away from the research site, enables contact with respondents who are hard to reach, time-saving and inexpensive, and facilitates the convenience of automated data collecting. However, the drawbacks include factors such as doubts about the accuracy of the data, problems with sampling, as well as the difficulty with the conception, execution, and evaluation of an online survey (Rubin & Babbie, 2017).

3.3 Population and Sampling

3.3.1 Population

The term, 'population' refers to the larger group from which a smaller representative group or sample is selected on account of the similarity or homogeneity of traits, qualities/ characteristics or attributes between the two groups (Flick, 2020). The population also serves as the critical reference point enabling the study's resolution of an investigated problem and consequent accomplishment of the intended outcomes or objectives (Flick, 2020). Accordingly, the study population consists of two critical stakeholders, namely: marketing agencies, as well as Generation Y members born between 1995 and 2010, and Generation Z members born between 1981 and 1996. Both the cohorts and marketing agencies were based in Johannesburg, South Africa.

It is worth noting that the researcher engaged respondents on the basis of ease of accessibility and convenience within two main marketing agencies/organisations, namely Ogilvy South Africa and VMLY&R South Africa (see Section 3.3.3 for further details on sampling choice and rationale). Based on the duality of the stakeholder groups, it was envisaged that the total population would consist of approximately ***80*** members distributed across Ogilvy South Africa and VMLY&R South Africa in Johannesburg.

3.3.2 Sampling and sample size

Sampling refers to the systematic process of selecting prospective respondents on account of their possession of certain factors which the researcher has pre-determined as valid and reliable for advancing the critical aspects of the undertaken study (Creswell & Plano-Clark, 2018; Zikmund et al., 2021). Furthermore, Creswell and Plano-Clark (2018) enlighten that it is not always possible to include all population members in a single study due to factors and considerations such as financial, logistical, and other unforeseeable realities. For that reason, and particularly in studies involving huge population numbers, a quantitative determination of the size of prospective samples or respondents is found to be objective, and also presages a statistically credible outcome of the research process and consequent study findings (Flick, 2020).

3.3.2.1 Sample Size

A sample size relates to the actual or total number of respondents chosen for participation in the study's empirical processes on the basis that they have fulfilled the researcher's pre-determined criteria for inclusion or eligibility (Anderson & Poole, 2014). However, Ary, Cheser-Jacobs, Sorensen and Walker (2019) caution that research studies should focus more on data saturation than sample size as a determinant of the suitability of prospective respondents in the study. In terms of the latter view, sample size should be motivated by a trustworthy and valid sample to allow the generalisation of the findings from the sample to the population under consideration. In other words, the sample statistics should provide reliable estimates that accurately reflect the population parameters within the low margin of error. Ary et al. (2019) mention further that there are certain other factors that should be considered while determining sample size. These factors include variation in population, as well as the precision and confidence level required.

The less the variation in the population, the smaller the standard error, which means that the sample size is not necessarily required to be large (Rubin & Babbie, 2017). As a result, if there is less variability in the population, a smaller sample size is required. Similarly, the greater the precision desired, the closer the sample

results should represent the anticipated population features (Rubin & Babbie, 2017). The greater the precision required, the larger the sample size required, especially when the population's variability is high. The sample size is also influenced by the level of confidence. Accordingly, the larger the sample size, the higher the desired level of confidence, which might range from 0% to 100% (Creswell & Plano Clark, 2018). The traditionally recognised level for most business research is 95% confidence, which is most usually expressed by identifying the significance level as $p \leq 0.05$ (Creswell & Plano Clark, 2018).

Since, the research population is large, a sample was selected by means of the Raosoft (2009) sample size calculator. Therefore, from a total population of 80 combined Ogilvy South Africa and VMLY&R respondents, a sample size of ***68*** respondents is anticipated, with 95 % confidence level and a 5 % margin of error (Raosoft, 2009). The anticipated ***68*** respondents from both Ogilvy South Africa and VMLY&R were involved in the filling-in of the online questionnaire.

3.3.3 Sampling method/ strategy

The sampling method or strategy relates particularly to the technique/s or considerations in terms of which prospective respondents were selected for inclusion in the study (Flick, 2020). Probability sampling is most applicable when the representativity of the sample is important for larger generalizability. In addition, Bougie and Sekaran (2016) ascertain that there are two types of sampling methods (techniques or strategies), namely: *probability sampling* and *non-probability sampling*. Examples of probability sampling include simple random sampling, stratified random sampling, multi-sage sampling, and interval or systematic sampling. It is worth noting that in probability sampling, items or prospective respondents in the population have a known, non-zero chance, opportunity or probability of being chosen as sample subjects (Gray, 2021).

With regard to non-probability sampling, the elements have no known, guaranteed or predicable possibility of being chosen as research subjects (Gray, 2021). Non-probability sampling is sometimes utilised when time or other factors, rather than

generalizability, become important. Examples of non-probability sampling are: snowball sampling, cluster sampling, convenience or availability sampling, and purposive or judgement sampling (Bougie & Sekaran, 2016).

Some non-probability sampling techniques are more reliable than others, and may provide some important leads to potentially relevant demographic information (Bougie & Sekaran, 2016). Non- probability method of sampling method were used in the study, ***as sampling frame is not available to the researcher***. Accordingly, the ***convenience sampling*** method was used, as the researcher engaged respondents based on ease of accessibility within Johannesburg, namely: Ogilvy South Africa and VMLY &R South Africa. Convenience sampling is a strategy for selecting prospective respondents on the basis of their ready availability and the ease with which the researcher is able to access them (Rubin & Babbie, 2017). Additionally, convenience sampling is most commonly employed during the exploratory phase of a research study, and is arguably one of the most viable techniques to rapidly and efficiently selecting human subjects as sources from whom to obtain some basic information (Maree, 2016).

Rather than receiving information from those who are most easily or conveniently available, non-probability convenience sampling is important for obtaining information from specified target groups of persons who are able to provide the needed information, either because they are the only ones who have it or because they meet some criteria stated by the researcher (Ary et al., 2019).

3.4 The Research Instrument (Online Survey Questionnaire)

An online survey questionnaire developed by the researcher was utilised as the primary research or data collection instrument. As the primary measurement instrument, the online suquestionnaire instrument used in this research was adapted from highly esteemed contributors in the fields of gamification strategy, omnichannel strategy, experiential marketing, and user-generated content. By drawing on the expertise and insights of these respected individuals and organizations, the research was able to utilize valid, reliable, and relevant tools to

assess key variables and concepts (Burrel, 2017). This approach ensured that the measurements instruments were robust, reliable, and aligned with current trends and best practices in the respective fields. Overall, by leveraging the knowledge and contributions of experts in gamification, omnichannel strategy, experiential marketing, and user-generated content, the researcher was able to elevate the quality and rigor of the study (Dantzker et al., 2018).

The research questions in the questionnaire have been adapted and modified to suit the specific research objective and target audience. Adapting and modifying research questions to suit the research objectives is crucial because it helps ensure that the study effectively addresses the specific goals and aims of the research (Creswell & Plano-Clark, 2018). When the research questions are aligned with the research objectives, such alignment increases the chances of obtaining relevant and meaningful results.

A study by Creswell and Plano-Clark (2018) emphasizes the importance of developing research questions that align with the research design. These authors suggest that research questions should be clear, concise, and focused, as they guide the entire research process. By modifying research questions to suit the research objectives, researchers are able to ensure that their studies are purposeful and targeted.

Another study by Nieuwenhuis et al. (2016) highlights the need for researchers to adapt their research questions according to the available resources and constraints. The authors argue that researchers should be flexible in tailoring their research questions to fit the practical limitations they may encounter during the research process. By tailoring the questions accordingly, researchers are then enabled to capture the necessary data points and analyse them effectively. Furthermore, modifying research questions allows for flexibility in addressing changes in the research landscape and advancements in the field. Furthermore, as new information emerges or new theories develop, researchers may need to adjust their questions to ensure they are asking the most relevant and up-to-date inquiries.

3.4.1 Research instrument development and motivation/ rationale

In summary, adapting and modifying research questions to suit the research objectives is vital for ensuring that the study is focused, purposeful, and feasible. It further allows researchers to tailor their approach and obtain relevant findings. As such, all the questions in this survey have been aligned with the central research theme of postmodern marketing and its sub-themes. In that regard, the questions are aligned to addressing or measuring the following constructs/ variables: extent of ***gamification*** (as a variable of hyperreality), ***omnichannel marketing*** (as an aspect of fragmentation), ***experiential marketing*** (as an aspect of reversal of production and consumption), and ***user-generated content*** (as another aspect of reversal of production and consumption).

3.4.1.1 Gamification

The references provided are specific to scholarly works produced by Hamari et al., (2014) and Werbach and Hunter (2012), but have been converted in respect of the research theme. All the afore-cited authors are widely recognised and cited as credible and dependable sources in gamification as an academically authentic field of research.

3.4.1.2 Omnichannel Marketing

The references in this section are largely derived from literature produced by Verhoef et al. (2015) and Grewal et al. (2021). Verhoef et al. (2015) conducted a comprehensive study that examined customer behaviour and preferences in multichannel retailing. Their research highlights the importance of understanding how customers engage with brands across various channels and the factors that motivate them. The present study provides a solid foundation for understanding the benefits and challenges of implementing omnichannel strategies.

On the other hand, Grewal et al. (2021) conducted a more recent study that explores the impact of omnichannel retailing on customer satisfaction and loyalty. Their research examines the consistency of information and services provided

across different channels and its effect on customer satisfaction. The study also investigated the likelihood of customers recommending a brand based on their omnichannel experience. Therefore, these works have been referenced because they have contributed to the existing body of knowledge on omnichannel marketing, and have also provided valuable insights for both academics and practitioners on the subject.

3.4.1.3 Experiential Marketing

Drawing from literature produced by Brakus et al., (2009) on brand experience, the references in this section of the survey have been refashioned for this research topic. This is because the authors are widely cited in the discipline of brand experience and experiential marketing. Moreso, the publication provides valuable insights into the subject matter.

3.4.1.4 User Generated Content

This section references and modifies the survey questions in the literature produced by Demba et al. (2019). These authors have researched and analysed UGC phenomena within the South African market. Therefore, their research offers perspectives on UGC behaviours, preferences, and trends specific to the South African market.

3.4.2 Structure of the online survey questionnaire

Survey questionnaires have been used to collect quantitative data from the sampled ***68*** respondents. The self-developed online survey questionnaire is based on both the reviewed literature and the Likert scale since validated scales and questionnaires are not available (see Annexure 3). The questionnaire is segmented into four sections as indicated below.

SECTION A

Section A addresses the respondents' demographic profiles, including their age and respective places of residence.

SECTION D

These sections address the assessment of various postmodern marketing variables and their inter-relatedness. In that regard, the following attributes of post-modern marketing are used to develop a questionnaire guided by the 5-point Likert scale: customer engagement; customer satisfaction and conversion rates. These attributes are thematically derived from the three foundational postmodern marketing variables and hypothesis framework of the study, namely: hyper-reality in the form of gamification, fragmentation in the form of omnichannel strateg , as well as reversals of production and consumption in the forms of experiental marketing and user generated content. Therefore, these four thematic aspects also form part of the macrocosmic framework used to develop the 5-point Likert scale questionnaire.

3.5 Procedure for Data Collection

Data collection took into account ethical issues in order to guarantee that respondents' personal information was kept private and utilised solely for the benefit of this study. Therefore, prior to conducting the research, the researcher sought approval from the supervisor. A copy of the questionnaire was submitted to the supervisor and the ethics panel for approval purposes (see Annexures 1 and 2).

The study utilised Google Forms to collect the data from respondents. A pilot study with two groups, from each of the population cohorts of ten people was utilised to test the survey's viability before it is distributed to the sampled group. The trial used Google forms as the media to communicate with the respondents. The pilot is crucial to identify flaws and examine the reliability and validity of the survey. The researcher checked in frequently to make sure people are participating.

3.6 Data Analysis and Interpretation

Correlation analysis was conducted after descriptive statistics. Further, P-values were calculated to test the six hypotheses. Correlation analysis was conducted after descriptive statistics. Further, P-values was calculated to test the six

hypotheses. Editing and breaking down the data into manageable chunks, identifying trends, and applying statistical techniques are all part of data analysis, which has the specific goal of interpreting the data for in relation to the research problem (Duffet, 2015). The study used descriptive statistics, followed by correlation analysis and calculation of p-values to test the six proposed hypotheses.

The following data analysis steps were followed:

1. Code and clean data collected into SPSS
2. Descriptive statistical analysis;
3. Perform the correlation analysis;
4. Hypothesis testing using p-Value calculation.

The purpose of the test is to determine the relationship between variables proposed in the conceptual model.

3.6.1 Correlation analysis

According to Bougie and Sekaran (2016), a Pearson correlation matrix shows the direction, strength, and significance of all bivariate associations measured at the interval or ratio level. The correlation is calculated by comparing variations in onevariable to changes in another variable (Bougie & Sekaran, 2016).

Bougie and Sekaran (2016) further suggest that, a perfect positive correlation between two variables is represented by 1.0, and a perfect negative correlation is represented by -1.0. However, neither of these will be discovered in reality when examining correlations between any two variables that are supposed to differ from one another. While the correlation could be between -1.0 and +1.0, we need to know if any correlation identified between two variables is significant (i.e., if it happened by chance or if it has a high possibility of being true).

Bougie and Sekaran (2016) posit further that a significance threshold of p= 0.05 is the generally acknowledged standard level in social science research. This means that 95 times out of 100, there is a real or substantial correlation between the two

variables, with just a 5% possibility that the association does not exist. In the event of a correlation of 0.56 (denoted as r= 0.56) between two variables A and B with p< 0.01, it is then known that there is a positive association between the two variables and the possibility that this is not true is 1% or less. That is, we would expect this correlation to exist more than 99% of the time. We do not know which variable causes which, but we do know that the two variables are related (Bougie & Sekaran, 2016). Thus, a hypothesis with a significant positive (or negative) correlation between two variables can be inspected through the extent of their correlation.

For interval and ratio scaled variables, the Pearson correlation coefficient is acceptable. The study seeks to collect data using Likert scale questionnaire; hence Pearson's correlation was calculated using data analysis tool pack from

3.7 Limitations of the Study

The study is only focused on Johannesburg and it does not cover all of South Africa. Online surveys are conducted without a researcher present, thus the researcher is unable to respond to queries, particularly those regarding clarity, as the questionnaire is being filled out electronically (Etikan & Bala, 2017). Furthermore, the study is limited to only two population cohorts. It would have been more helpful to examine all four generational cohorts and know the outcome.

3.8 Validity and Reliability

Respondents were briefed because this survey is self-administered, which helped to prevent confusion and inconsistency. The researcher was, nevertheless, always accessible to the respondents to address their queries or concerns. The pilot study also helped in identifying any repeats or ambiguous questions, as well as whether the respondents comprehend the questions.

3.8.1 External validity

The disclaimer required respondents to provide responses that as truthful as possible.

3.8.2 Internal validity

To ensure that the results are still the same, 10 of the respondents were asked to re-answer at least three of the survey items. The survey's completion time will be allotted to the responders in advance. The respondents would be disqualified if they spent more or less time than the allotted, because that could signify their indecision, and that their comments and input are not authentic (i.e., not truly reflective of their perspectives) (Walliman, 2017).

3.8.3 Reliability

Reliability pertains to the consistency of results, regardless of when the questionnaire is issued, or who is chosen from the sample population (Maree, 2016). On that basis, the respondents could be retested by means of the same questionnaire at a later time, or the same individuals could receive a similar questionnaire at a different time in order to assess the reliability of the results.

Lee Cronbach invented Alpha in 1951(Cronbach,1951) to provide a measure of the internal consistency of a test or scale, which is expressed as a number between 0 and 1. Internal consistency specifies the amount to which all of the items in a test measure the same idea or construct and is thus related to the test's inter-relatedness (Kline, 2014). To ensure validity, internal consistency should be confirmed before a test is used for study or examination. Furthermore, reliability estimates indicate the degree of measurement error in a test. This view of reliability is the test's relationship to itself. Squaring this correlation and deleting from 1.00 yields the measurement error index. For example, if a test has a reliability of 0.80, the scores have 0.36 error variance (random error) (0.80 X 0.80 = 0.64; 1.00 - 0.64 = 0.36) (Kline, 2014).

There are several reports on acceptable alpha values ranging from 0.70 to 0.95. (DeVellis & Thorpe, 2021). A low alpha value may be caused by factors such as a small number of questions, inadequate inter-relatedness between items, or heterogeneous conceptions. If a low alpha is caused by weak correlation between items, some should be updated or deleted. The simplest way to detect the items

is to compute the correlation of each test item with the overall score test, in which case items with low correlations (nearly zero) are removed. If alpha is excessively high, it may imply that some items are redundant because they are testing the same question in multiple ways. A maximum alpha value of 0.90 is advised (Streiner, 2003). Cronbach's alpha score was used to confirm reliability and a score between 0.70 – 0.90 was considered as reliable, as suggested by the literature above.

3.9 Pretesting of the Research Instrument

This section of the provides the pretesting or pilot results of the online survey circulated to the respective respondents. Pretesting the Likert scale instrument is an important step in ensuring the validity and reliability of the instrument before it is used in a larger study or survey. Pretesting essentially involves administering the preferred research instrument to a small sample of respondents and assessing their responses and feedback.

Pretesting of the Likert scale instrument enables researchers to identify and address issues such as the relevance of the test items or variables before the actual or main study or survey (Tight, 2019). Furthermore, pretesting helps to improve the validity and reliability of the instrument and ensures that the data collected is an accurate reflection of the respondents' knowledge, attitudes, experiences and perceptions regarding the issues under investigation. Additionally, pretesting allows researchers to gather valuable feedback and insights from respondents, which then informs further revisions of the Likert scale instrument. The following were the results on the internal consistency of each question, produced through the SPSS software.

3.9.1 Reliability tests

The table below provides information on the items relating to the efficacy of hyperreality (gamification), fragmentation (omnichannel strategy), and the reversal of consumption and production (user-generated content (UGC) and experiential marketing) on the consumption behaviour of Gen Zs and Gen Ys in South Africa.

The table includes the item number, the number of observations (Obs=8), and the alpha values indicating the reliability of the items on the test scale.

Cronbach's alpha is a statistical measure used to assess the internal consistency or reliability of a set of items in a questionnaire or test. It is a measure of the association or interrelatedness of a set of items or variables and is typically used to determine the reliability of a scale or measure. Cronbach's alpha values range from 0 to 1, with higher values indicating greater internal consistency and reliability. A commonly accepted threshold for a reliable scale is an alpha value of 0.7 or higher *(last column).* In the provided table overleaf, the alpha values indicate the overall reliability of the items within each group.

Item	Obs	item-test correlation	item-rest correlation	alpha
The efficacy of hyperreality in the form of a gamification strategy on the consumption behaviour of Gen Zs and Gen Ys in South Africa				
1. I engage gamification in marketing. I feel that by incorporating elements of play, I am more likely to participate and stay engaged with a brand's products or services.	8	-0.0785	-0.1915	0.8736
2. I feel a brand's gamified marketing approach creates an enjoyable and immersive experience for me.	8	0.4965	0.4235	0.8451
3. I am likely to continue engaging with a brand because of its well-executed and interesting gamified marketing initiatives	8	-0.0215	-0.0963	0.8601
The efficacy of fragmentation in the form of an omnichannel strategy on the consumption behaviour of Gen Zs and Gen Ys in South Africa				
4. I feel very engaged with a brand that provides communication options across various omnichannel touchpoints.	8	-0.1390	-0.1406	0.8605
5. I am more likely to recommend a brand to others based on my experience with their omnichannel marketing strategy.	8	0.6141	0.5953	0.8522
6. I find it very effective when brands provide consistent messaging across their different communication channels and touch points.	8	0.5278	0.4922	0.8513

Item	Obs	item-test correlation	item-rest correlation	alpha
The efficacy of reversal of consumption and production in the form of user generated content (UGC) impacts on the consumption behaviour of Gen Zs and Gen Ys in South Africa.				
7. I feel very engaged with a brand when interacting with, or come across user-generated content (e.g., review, shares, testimonials, influencer recommendations, etc) from online platforms	8	0.2661	0.2147	0.8591
8. I find that user-generated content often influences my purchasing or consumption decisions	8	0.6226	0.5894	0.8495
9. I find that user-generated content is reliable for providing authentic and unbiased information about a business product or service	8	0.4893	0.3982	0.8523
The efficacy of hyperreality in the form of a gamification strategy on the consumption behaviour of Gen Zs and Gen Ys in South Africa.				
1. How satisfying do you find the gamification elements implemented in a brand's marketing strategy?	8	-0.2265	-0.3472	0.8829
2. To what extent are you satisfied or dissatisfied with the effectiveness of gamification strategies in your overall satisfaction with a brand?	8	0.4301	0.3463	0.8569
3. Please rate the enjoyment and entertainment value you experience through a gamified element of a brand of your choice				
The efficacy of fragmentation in the form of an omnichannel strategy on the consumption behaviour of Gen Zs and Gen Ys in South Africa (Q4) PLUS the efficacy of reversal or production and consumption in the for of experiential marketing (Q5).				
4. Please rate your satisfaction with the level of convenience and accessibility offered by a brand's seamless omnichannel marketing approach.	8	0.5546	0.4735	0.8522
5. How satisfying do you find brand activations and events in which brands incorporate innovation, technology and Artificial Intelligence (AI)? For example, KFC Kentucky Town (ROP, experience marketing).	8	0.5926	0.5091	0.8539
The efficacy of fragmentation in the form of an omnichannel strategy on the consumption behaviour of Gen Zs and Gen Ys in South Africa				
6. I am likely to recommend a brand to family and friends based on my overall experience with our omnichannel marketing efforts	8	0.9210	0.9132	0.8432

Item	Obs	item-test correlation	item-rest correlation	alpha
7. Omnichannel marketing efforts enhance my overall shopping experience	8	0.8418	0.8150	0.8381
8. I feel a well-executed event marketing experience enhances my perception of a brand and my proclivity to engage with a brand. (Experience, reversal of production)	8	0.8892	0.8736	0.8389
9. I am likely to share my positive experiences with a brand's immersive and experiential marketing efforts with others. (Experience, reversal of production)	8	0.6962	0.6300	0.8356
The efficacy of reversal of consumption and production in the form of experiential marketing on the consumption behaviour of Gen Zs and Gen Ys in South Africa.				
1. When engaging with a brand through experiential/immersive/event marketing experiences, I often make a purchase or purchases based on the actual experience the brand fosters.	8	0.6828	0.6316	0.8438
2. I find experiential or immersive event marketing to be influential in shaping my perception of a brand and ultimately influences me to make a purchase or purchases.	8	0.5077	0.4381	0.8505
3. The level of interactivity and immersion experienced at an event influences the likelihood of my conversion from a visitor to a customer.	8	0.7743	0.7282	0.8387
The efficacy of reversal of consumption and production in the form of user generated content (UGC) impacts the consumption behaviour of Gen Zs and Gen Ys in South Africa.				
4. I find that engaging with user generated content influences me to purchase products and services from certain brands.	8	0.9428	0.9324	0.8342
5. I find that user-generated content enhances my trust and credibility in a brand and drives me to purchase products or services more.	8	0.6926	0.6336	0.8426
6. I find that user-generated content is effective in capturing my attention and propelling me to make purchases compared to content created by the brand itself.	8	0.7299	0.6980	0.8448
Test scale				0.8567

Table 3.1: Pretesting reliability (Cronbach's alpha)

Overall, the items in the sub-scales demonstrate a high degree of reliability, suggesting that they consistently measure the intended constructs of customer

engagement in ***gamification*** and ***user-generated content,*** as well as perceptions regarding ***omnichannel marketing strategies.*** The rest of the questions under the scale of customer satisfaction with subscales gamification, omnichannel marketing and experiential marketing and conversion rates with branches of experiential marketing and user-generated content were interpreted and unpacked further in Chapter 4.

CHAPTER 4: PRESENTATION OF RESULTS

4.1 Introduction

This chapter provides a comprehensive analysis of the results emanating from the final online survey circulated to the respective respondents as detailed in Section 3.4.2 of Chapter 3. The purpose of Section D of the online survey questionnaire Chapter 3 was to inspect the research instrument for potential errors and provide a snapshot of the initial findings. Thus, the findings in Section D of Chapter 3 were utilised to guide and refine the final approach in the current chapter. This survey was administered through Google Docs to a total of 68 respondents. Accordingly, the current chapter first presents the descriptive statistics in the context of the 68 respondents' demographic profiles, with emphasis on their respective age categories or cohorts, as well as their places of residence. The chapter then presents an analytic perspective pertaining to the core aspects of the consumption behaviours of Generation Y (Millennials) and Generation Z in the context of the critical postmodern marketing aspects, namely: customer engagement; customer satisfaction; and conversion rates.

4.2 Descriptive Statistics

As discussed and explained in Section 1.1 of Chapter 1 (Purpose of the Study), this study basically sought to determine or establish the effects of postmodern marketing on the consumption behaviours and preferences of Generation Y and Generation Z in South Africa. In that regard, it is imperative for the unique features of these generation cohorts to be clearly identified in order to understand their consumption behavioural preferences (Krishna, Cian & Sokolova, 2016; Madhvapaty & Rajesh, 2019).

4.2.1 Section A: Demographic profiling

The respondents' demographic profiles presented in this section relate particularly to their respective age categories or cohorts, as well as places of residence.

4.2.1.1 Age Category or Cohort

The age representation or distribution of the various respondent categories is shown in Figure 4.1 below.

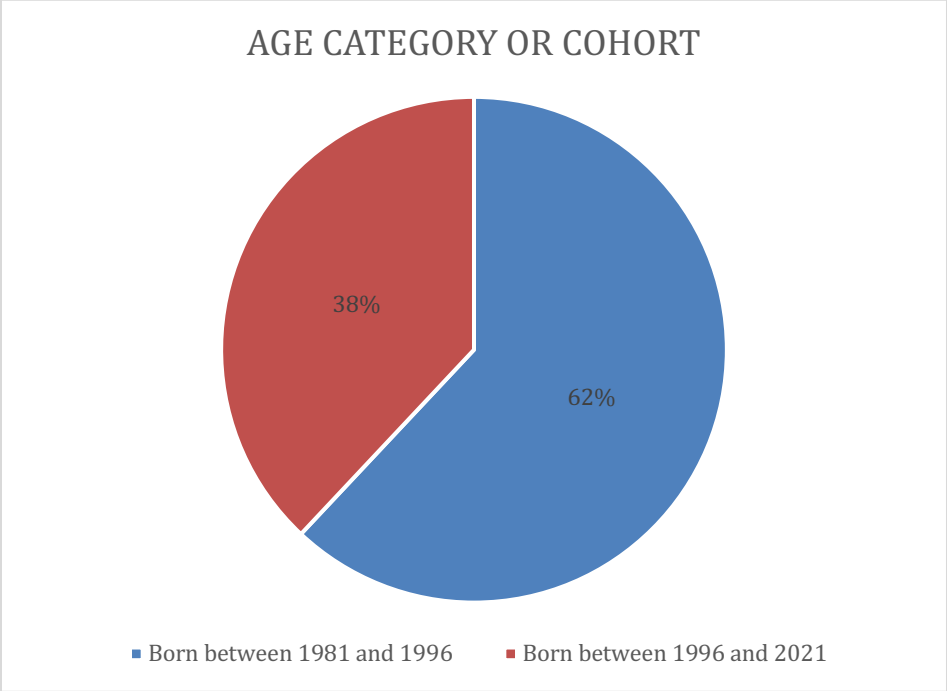

Figure 4.1: Age category or cohort

Figure 4.1 above represents the distribution of respondents across different age categories or cohorts. The two main age cohorts identified were those born between 1981 and 1996 (i.e., Gen Y or Millennials) and those born between 1996 and 2012 (i.e., Gen Z). The survey study included a total of 68 (100%) respondents, the majority of whom (62%) comprised the Gen Ys or Millennials (those born between 1981 and 1996).

On the other hand, a minority (38%) of the respondents were categorized as Gen Z (born between 1996 and 2021). This indicates a noteworthy representation of the younger generation, often referred to as Generation Z, consisting of individuals born from the mid-1990s to the early 2010s. The distribution of respondents across these two generational categories provides insights into the age composition of the surveyed population, which may be valuable for understanding and analysing trends, preferences, or behaviours specific to each generation.

4.2.1.2 Place of Residence

The age representation or distribution of the various respondent categories is shown in Figure 4.2 below.

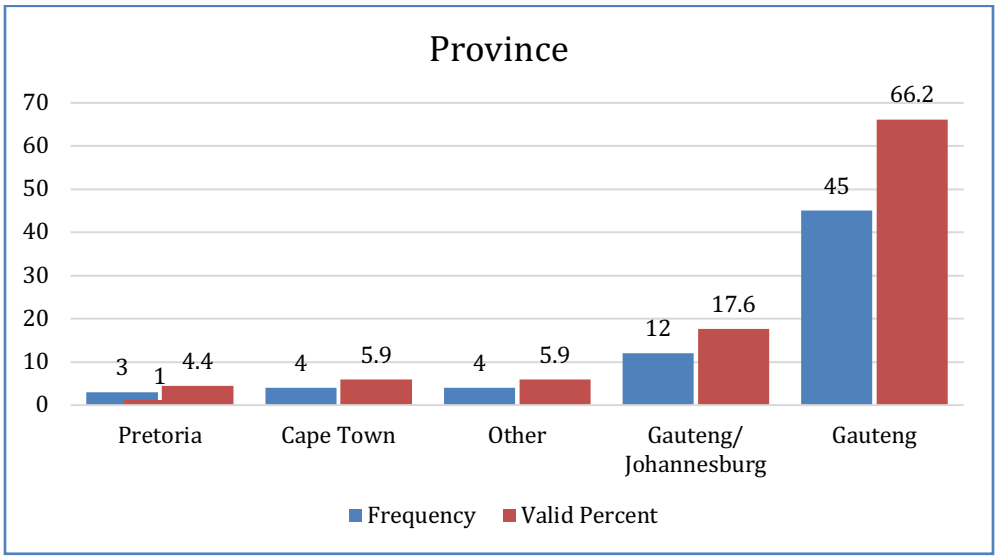

Figure 4.2: Place of residence

Figure 4.2 above depicts that the majority of respondents, (n=45, 66.2%) were located in the Gauteng Province, which includes major urban regions such as the City of Johannesburg and City of Tshwane (Pretoria) municipal municipalities. This concentration suggests a significant presence of respondents in this economically and industrially important province. Following Johannesburg, the next most represented location was Pretoria, with 4.4% of respondents (3 respondents).

As the administrative capital of South Africa, Pretoria (City of Tshwane) hosts part of the surveyed population. Cape Town, another major city in South Africa, is the location for 5.9% of the respondents (4 individuals). This coastal city is known for its cultural richness and scenic landscapes. Meanwhile, Johannesburg represents 17.6% of respondents (12 individuals), likely capturing respondents from the broader Gauteng Province. Additionally, 5.9% of the respondents (4 individuals) are classified under the category “Other,” which includes respondents from the provinces not explicitly listed. Overall, the data provides insights into the regional distribution of respondents, with a notable concentration in Johannesburg, followed by representation in Pretoria and Cape Town respectively.

4.3 Section B: Customer Engagement Questions

This section of the chapter analyses the responses pertaining to customer engagement in relation to the three postmodern marketing concepts, namely: 1) gamification, 2) omnichannel strategy, and 3) user-generated content.

4.3.1 The efficacy of hyperreality in the form of a gamification strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa

Question 1: I engage gamification in marketing. I feel that by incorporating elements of play, I am more likely to participate and stay engaged with a brand's products or services.

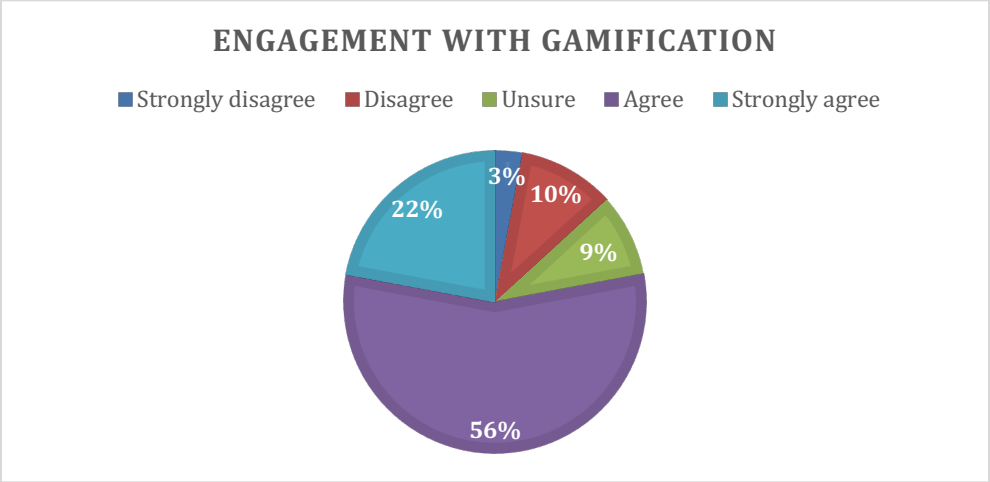

Figure 4.3: Engagement with gamification

The majority of the respondents (56%) agreed that they engaged with gamification in marketing, with a further 22% strongly agreeing. This indicates a high level of confidence in the positive impact of gamification on the respondents' engagement with a brand. Furthermore, 10.3% of the respondents disagreed, suggesting that there was a segment of the audience who may not find gamification effective or engaging. A moderate number of respondents (8.8%) were unsure, indicating a level of ambiguity or neutrality in their perception of gamification.

Question 2: I feel a brand's gamified marketing approach creates an enjoyable and immersive experience for me.

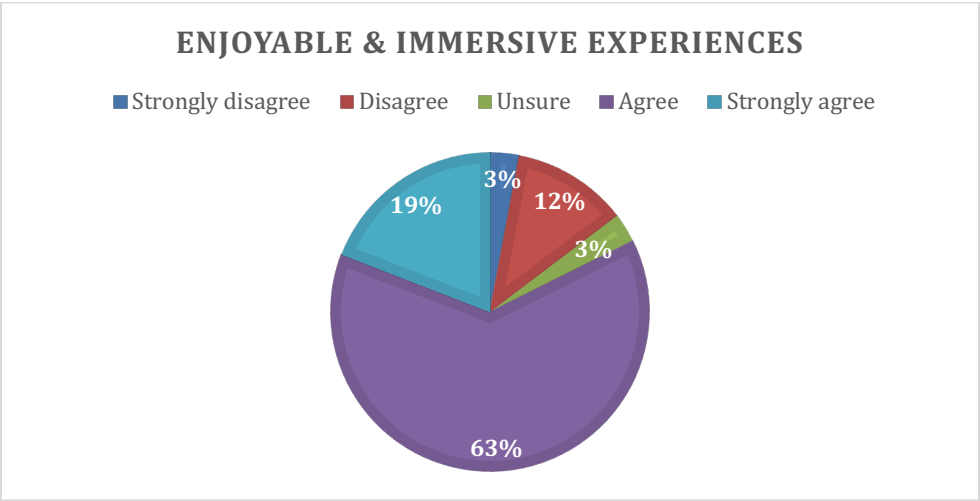

Figure 4.4: Enjoyable and immersive experiences

The majority of respondents (63%) were of the view that a brand's gamified marketing approach creates an enjoyable and immersive experience for them. Meanwhile, 19% strongly agreed, suggesting a strong positive sentiment towards the enjoyable and immersive nature of gamified marketing. Furthermore, 12% disagreed, indicating that there were some who may not perceive gamified marketing as enjoyable or immersive. On the other hand, a minority of 3% were unsure and another minority (3%) strongly disagreed. Collectively, this 6% (3% + 3%) suggests a degree of both uncertainty and disagreeability insofar as whether a brand's gamified marketing approach creates an enjoyable and immersive experience or not. Overall, the majority responses are indicative of the high level of confidence or clarity in the respondents' opinions.

Question 3: I am likely to continue engaging with a brand because of its well-executed and interesting gamified marketing initiatives.

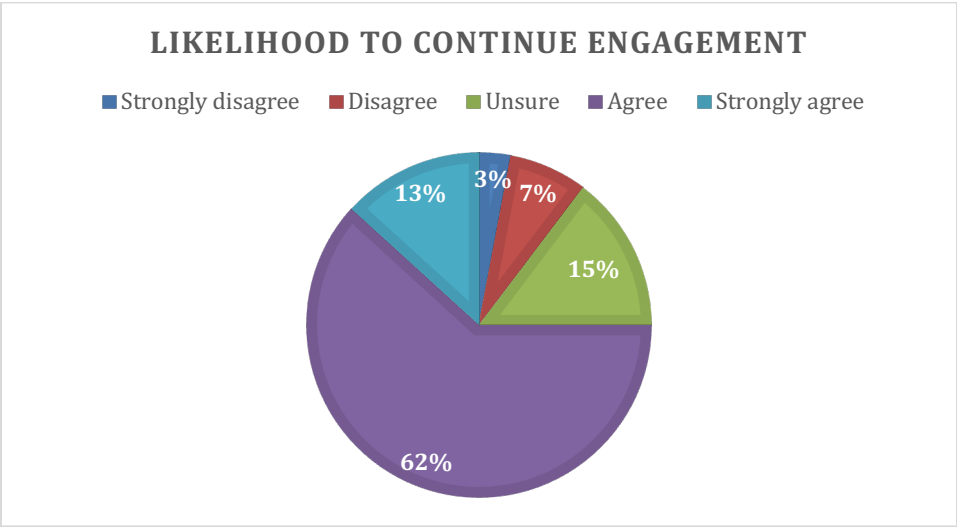

Figure 4.5: Likelihood to continue engagement

The majority of the respondents (62%) expressed the view that they were likely to continue engaging with a brand because of its well-executed and interesting gamified marketing initiatives. Furthermore, 13 % strongly agreed, indicating a strong positive inclination towards continued engagement. On the other hand, 7% of the respondents disagree, suggesting that there was a segment of the audience who may not be influenced by gamified marketing initiatives. Lastly, a relatively higher percentage (15%) were unsure, indicating a degree of uncertainty or indecision regarding the impact of gamified marketing on continued engagement. Furthermore, a minority (3%) strongly disagreed with the proposition (of continuing engagement with a brand due to its well-executed gamification strategies.

Overall, when measured against customer engagement metrics, the data highlights a generally positive perception of gamification in marketing, with a majority of respondents expressing agreement and a positive impact on engagement, enjoyment, and the likelihood of continued interaction with a brand.

4.3.2 The efficacy of fragmentation in the form of an omnichannel strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa

Question 4: I feel very engaged with a brand that provides communication options across various touchpoints, ultimately creating a seamless omnichannel experience.

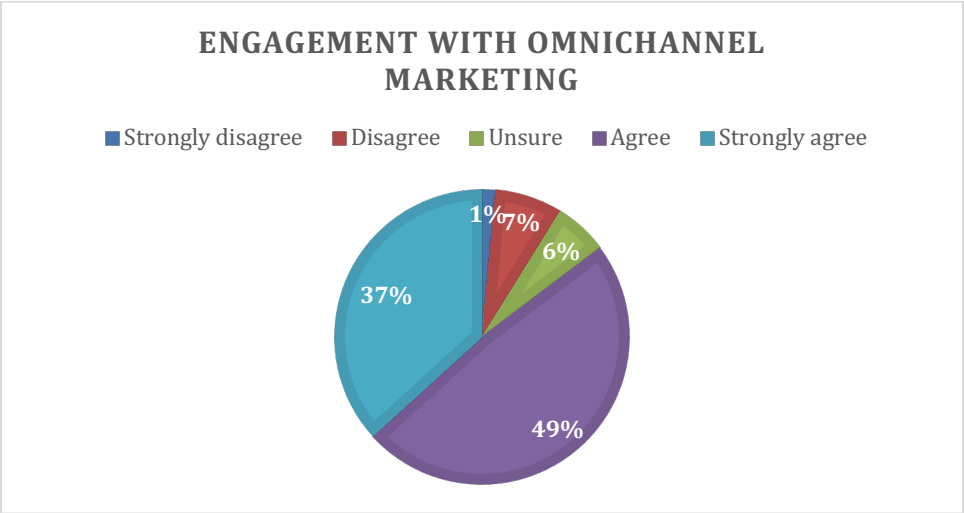

Figure 4.6: Engagement with omnichannel marketing

The majority of the respondents (49%) agreed that they felt very engaged with a brand that provides communication options across various omnichannel touchpoints, which suggests that offering multiple communication channels enhances customer engagement for a significant portion of Gen Zs and Gen Ys. A substantial percentage or 37% of the participants strongly agree, indicating a high level of engagement with brands that adopted an omnichannel approach. On the other hand, 7% of the respondents disagreed and 1% strongly disagreed, suggesting that there was a total minority of 8% (7% + 1%) who collectively did not find engagement with omnichannel touchpoints effective, while a moderate 6% of the respondents indicated some level of ambiguity or neutrality in their perception of engagement through omnichannel touchpoints.

Question 5: I am more likely to recommend a brand to others based on my experience with their omnichannel marketing strategy.

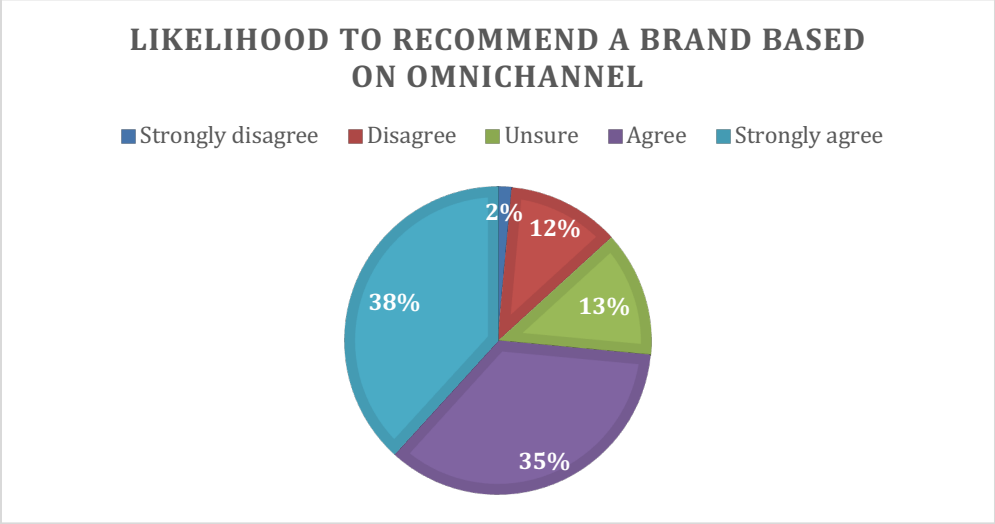

Figure 4.7: Likelihood to recommend based on an omnichannel experience

A moderate 35% of the respondents indicated that they were likely to recommend a brand to others based on their experience with the brand's omnichannel marketing strategy. A slightly higher percentage of 38% strongly agreed, indicating a considerable likelihood of recommending a brand due to a positive omnichannel experience. The data further indicates that 12% disagreed and 2% strongly disagreed, suggesting that there was a part of the respondents who may not be inclined to recommend a brand based on its omnichannel strategy. Meanwhile, a moderate 13% were unsure, indicating some uncertainty or indecision regarding the likelihood of recommending a brand based on omnichannel experience.

Question 6: I find it very effective when brands provide consistent messaging across their different communication channels and touch points.

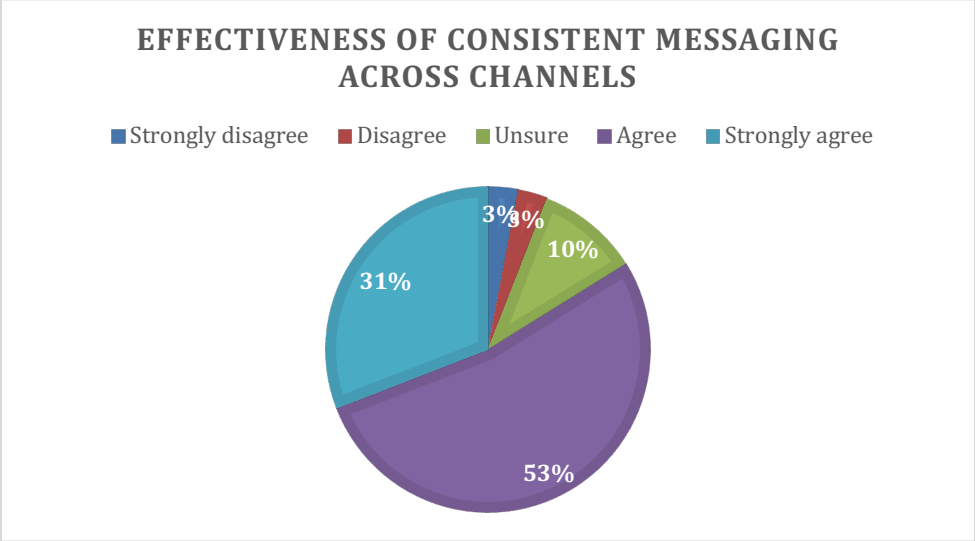

Figure 4.8: Effectiveness of consistent messaging across channels

The majority of the respondents (53%) generally agreed that consistent messaging across channels is very effective, and 31% strongly agreed with the effectiveness of consistent messaging across channels. Furthermore,10% were unsure about the effectiveness of consistent messaging, while 3% disagreed and another 3% strongly disagreed This suggests that they deemed it as ineffective when brands provide consistent messaging across different communication channels and touchpoints.

Overall, the data suggests that respondents highly value omnichannel communication, consistency in messaging across channels, and find these factors influential in their engagement with a brand. The majority expressed positive sentiments, indicating that effective omnichannel strategies could contribute to increased engagement, recommendations, and a positive overall brand experience.

4.3.3 The efficacy of reversal of consumption and production in the form of user generated content impacts on the consumption behaviour of generation Zs and generation Ys in South Africa

Question 7: I feel very engaged with a brand when interacting with, or come across user-generated content (e.g., review, shares, testimonials, influencer recommendations) from online platforms.

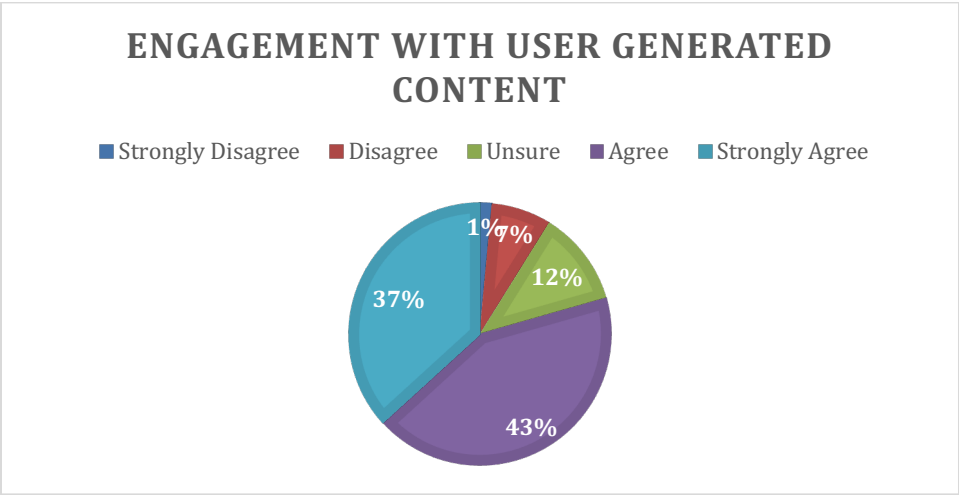

Figure 4.9: Engagement with user generated content

The majority of the respondents (43%) agreed that they felt very engaged with a brand when interacting with, or come across user-generated content. On the other hand, 37% strongly agreed that they felt engaged with a brand when interacting across user-generated content, indicating high engagement levels for user-generated content. This suggests the significance of UGC for capturing the attention and interest of Gen Z and Gen Y. In addition, a moderate 12% were unsure, suggesting some level of ambiguity or neutrality in their perception of engagement with user-generated content. Moreover, a collective 8% (7% + 1%) of the respondents respectively disagreed and strongly disagreed, indicating that there was a minority who may not feel engaged with a brand through user-generated content.

Question 8: I find that user-generated content (UGC) often influences my purchasing or consumption decisions.

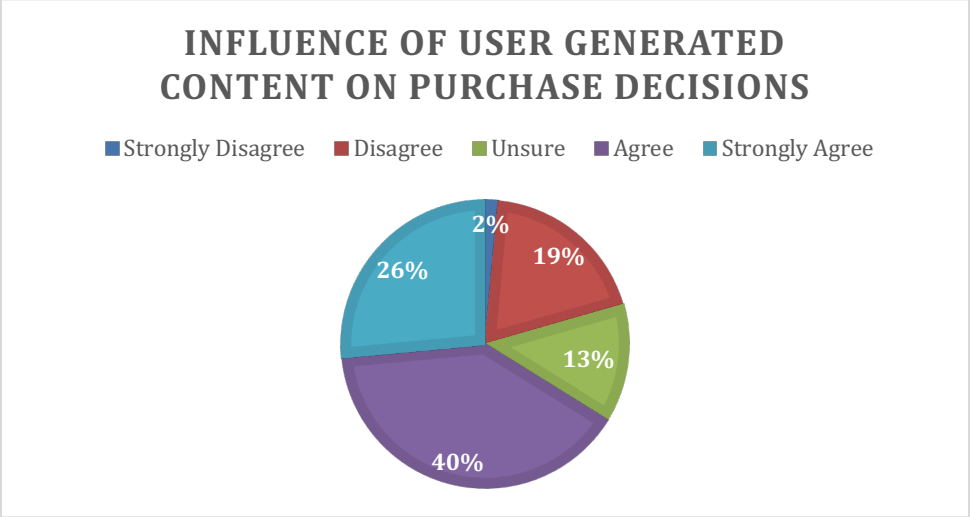

Figure 4.10: Influence of user generated content

A substantial majority (40%) of the respondents agreed that user-generated content often influenced their purchasing or consumption decisions. This indicates that UGC plays a notable role in shaping the choices of Gen Ys and Gen Zs in South Africa. Additionally, a significant 26% strongly agreed, emphasizing a strong positive impact of user-generated content on their purchasing or consumption decisions. A collective 21% (19% +2%) disagreed and strongly disagreed, suggesting that there is a segment of the audience who may not be influenced by user-generated content in their decision-making. Meanwhile, a moderate 13% were unsure, indicating some uncertainty or indecision regarding the influence of user-generated content on their purchasing decisions.

Question 9: I find that user-generated content (UGC) is reliable in providing authentic and unbiased information about a business product or service.

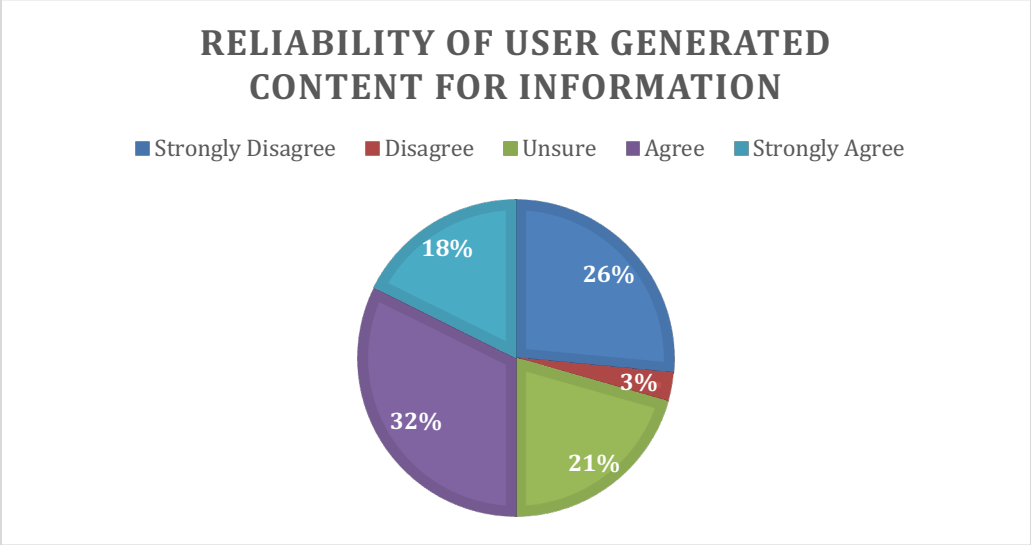

Figure 4.11: Reliability of user generated content for information

Half of the respondents (50%), or (32% + 18%) agreed user-generated content to be reliable for providing authentic and unbiased information about a business product or service. Additionally, 29.% (26% + 3%) collectively disagreed and strongly disagreed respectivelhy, indicating that there is a segment of the audience who may not consider user-generated content as reliable for information. A significant 21% of the respondents express strong scepticism about the reliability of user-generated content.

Overall, the data indicates a varied perception among Gen Ys and Gen Zs in South Africa regarding the impact of user generated content (UGC). While a significant proportion of respondents acknowledged engagement and influence on purchasing decisions, there were differing opinions on the reliability of UGC for providing authentic and unbiased information.

4.4 Section C: Customer Satisfaction Questions

This section of the chapter discusses the respondents' feedback to the customer satisfaction questions in relation to the of 1) gamification, 2) omnichannel marketing strategy, and 3) experiential marketing categories. The structure of the research instrument comprises of Sections C1 and C2.

Section C1 measures customer satisfaction based on the satisfaction scale with items, “not satisfied”, “somewhat unsatisfied”, “unsure/uncertain”, “somewhat satisfying” and “completely satisfying”. On the other hand, Section C2 applies the scale for agreement using items, “strongly agree”, “disagree”, “unsure/ uncertain”,” agree”, or “strongly agree” to measure customer satisfaction.

Questions 1 – 3 are concerned with gamification strategy using the satisfaction Likert scale metric. The questions on omnichannel strategy are arranged across C1 and C2, with question 4 under Section C1 and questions (questions 6 and 7) in Section C2. Similarly, the questions related to experiential marketing are arranged between Section C1 and Section C2, with question 5 under Section C1, while the remainder of question (questions 8 and 9) are placed in Section C2. However, for presentation purposes, the data collected is reorganised and grouped per category for linearity purposes.

4.4.1 The efficacy of hyperreality in the form of a gamification strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa

Question 1: How satisfying do you find the gamification elements implemented in a brand’s marketing strategy?

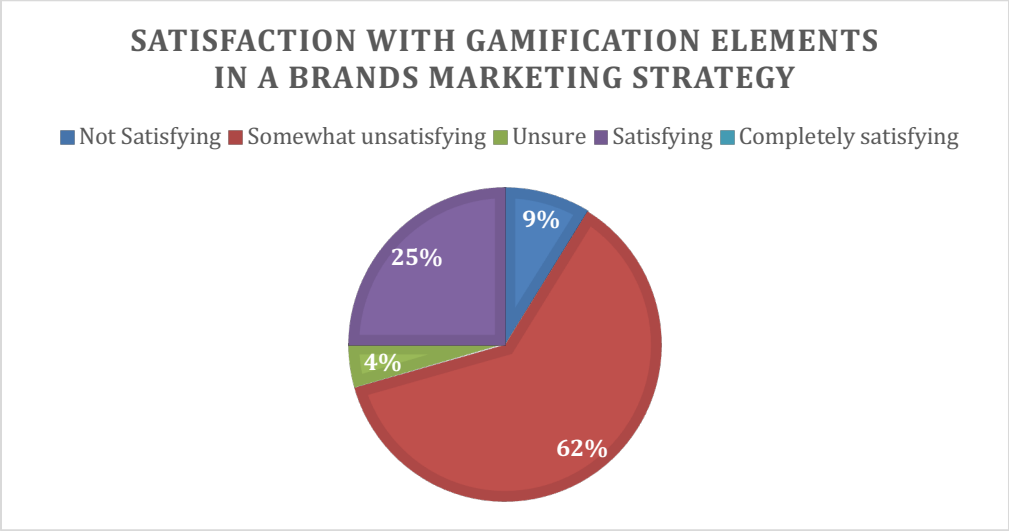

Figure 4.12: Satisfaction with gamification elements in a brand’s marketing strategy

The majority of the respondents (62%) found the gamification elements in marketing for customer satisfaction completely satisfying. This suggests that a significant portion of Gen Zs and Gen Ys in South Africa have a positive level of satisfaction with gamification elements. A notable 25% was somewhat satisfied, indicating a degree of certainty among respondents regarding the effectiveness of gamification elements. Meanwhile, a minority 4% and 9% respectively expressed that the gamification elements were doubtful (uncertain) and unsatisfying, indicating a significant low level of satisfaction.

Question 2: To what extent are you satisfied or dissatisfied with the effectiveness of gamification strategies in your overall satisfaction with a brand?

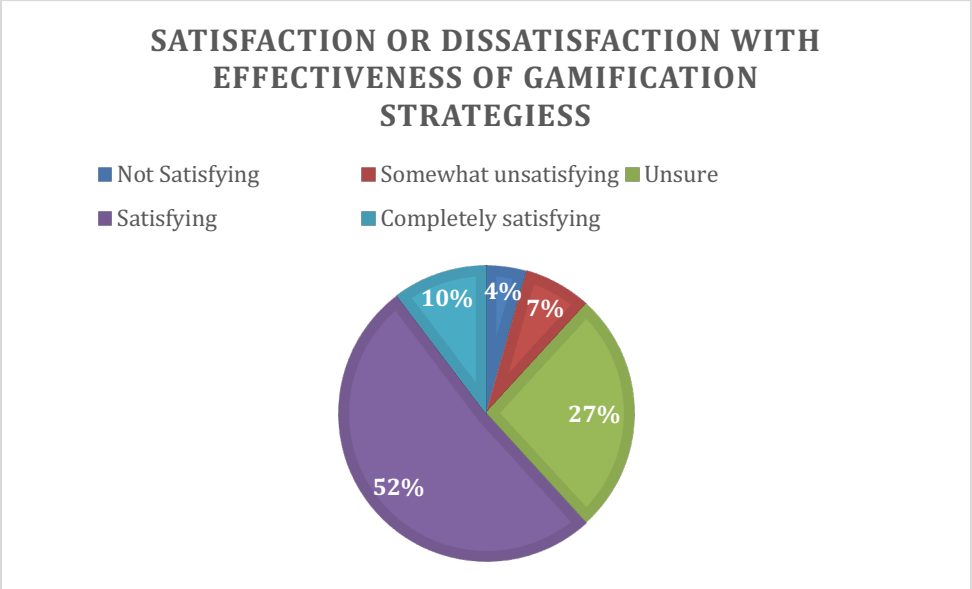

Figure 4.13: Satisfaction or dissatisfaction with effectiveness of gamification strategies

The majority of the respondents (52%) found that gamification strategies that were interwoven with a brand were satisfying, while 4% found it completely satisfying. This suggests that a significant portion has a positive and high level of satisfaction with the impact of gamification strategies. However, a notable 27% of the respondents were unsure about the satisfaction level, indicating a degree of uncertainty or indecision among respondents regarding the effectiveness of gamification strategies. A further 10% of the respondents intimated that the

effectiveness of gamification strategies was not satisfying at all, while 7% also suggest that the respondents found it somewhat unsatisfying, indicating a low level of dissatisfaction. Effectively, the combined degree of non-satisfaction ratio is 17% (10% + 7%).

Question 3: Please rate the enjoyment and entertainment value you experience through a gamified element of a brand of your choice.

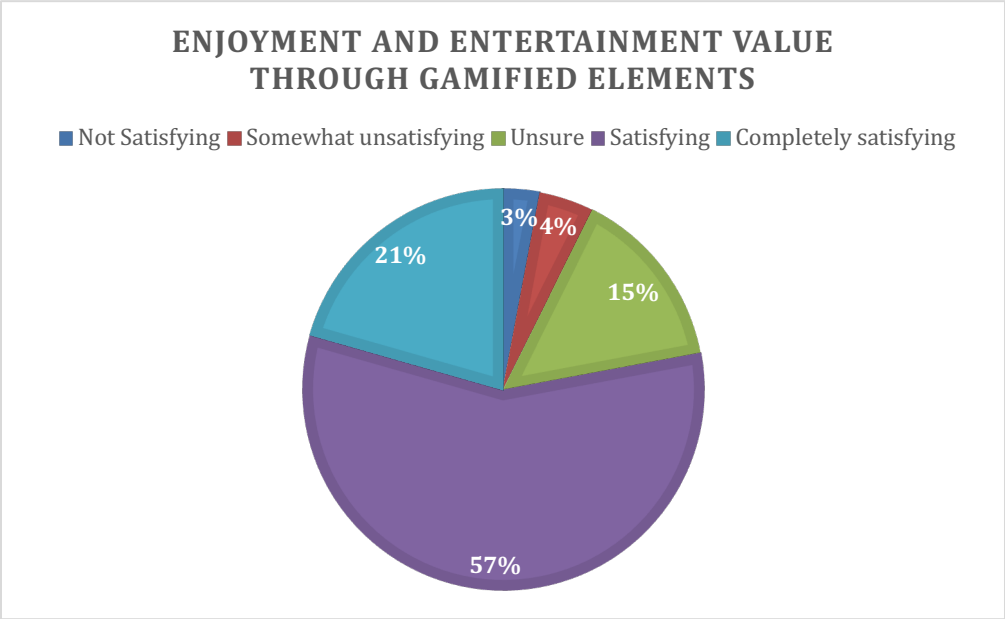

Figure 4.14: Enjoyment and entertainment value through gamified elements

The majority of respondents (57%) found the enjoyment and entertainment value of a brand's gamified elements to be satisfying, suggesting that there was a considerable number of respondents who experienced enjoyment and entertainment while interacting with brands through gamified mechanisms. In contradistinction, a significant 21% of the respondents did not derive any enjoyment or entertainment value in gamified marketing strategies, indicating that gamification did not improve customer satisfaction. In addition, 3% found the entertainment value not satisfying. Moreover, 15% of the respondents were unsure about the satisfaction level, indicating a degree of uncertainty or indecision among respondents regarding the enjoyment and entertainment value through gamified elements. Lastly, 4% affirmed that they derived complete satisfaction in the enjoyment and entertainment value of gamified marketing strategies.

Overall, the data suggests that the entertainment value provided by gamified elements appears to be positively perceived by a majority of respondents. Such a situation suggests that a significant portion of Gen Ys and Gen Zs in South Africa generally expressed a positive association with gamification for customer satisfaction. However, there is also a notable percentage that expressed no satisfaction and uncertainty in gamification for entertainment for marketing. Therefore, the data highlights diversity of opinions and experiences among respondents regarding the efficacy of hyperreality in the form of gamification on their consumption behaviour.

4.4.2 The efficacy of fragmentation in the form of an omnichannel strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa

Question 4: Please rate your satisfaction with the level of convenience and accessibility offered by a brand's seamless omnichannel marketing approach.

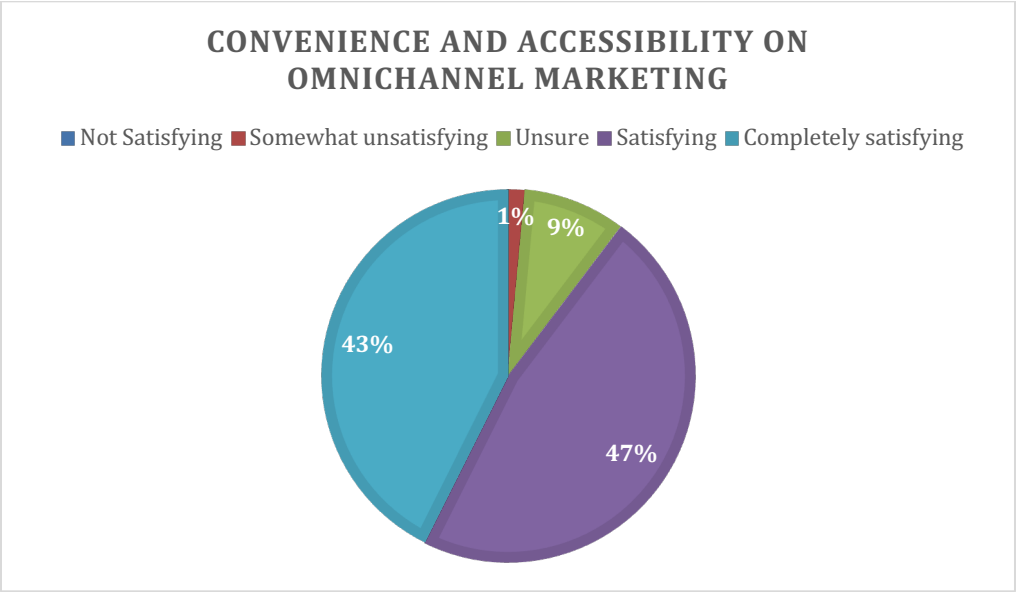

Figure 4.15: Convenience and accessibility on omnichannel marketing

The majority of respondents (47%) found the level of convenience and accessibility offered by a brand's seamless omnichannel marketing approach satisfying, while 43% of the respondents found it completely satisfying. This indicates that a

substantial portion of Gen Zs and Gen Ys in South Africa highly value the convenience and accessibility provided by omnichannel strategies. A small percentage or 9% of the respondents were unsure about the satisfaction level, which indicates a degree of uncertainty or indecision among respondents regarding the convenience and accessibility of omnichannel marketing. Meanwhile, a very small percentage (1%) were of the view that the level of convenience and accessibility offered by a brand's omnichannel marketing approach was not satisfying at all.

Question 6: I am likely to recommend a brand to family and friends based on my overall experience with our omnichannel marketing efforts.

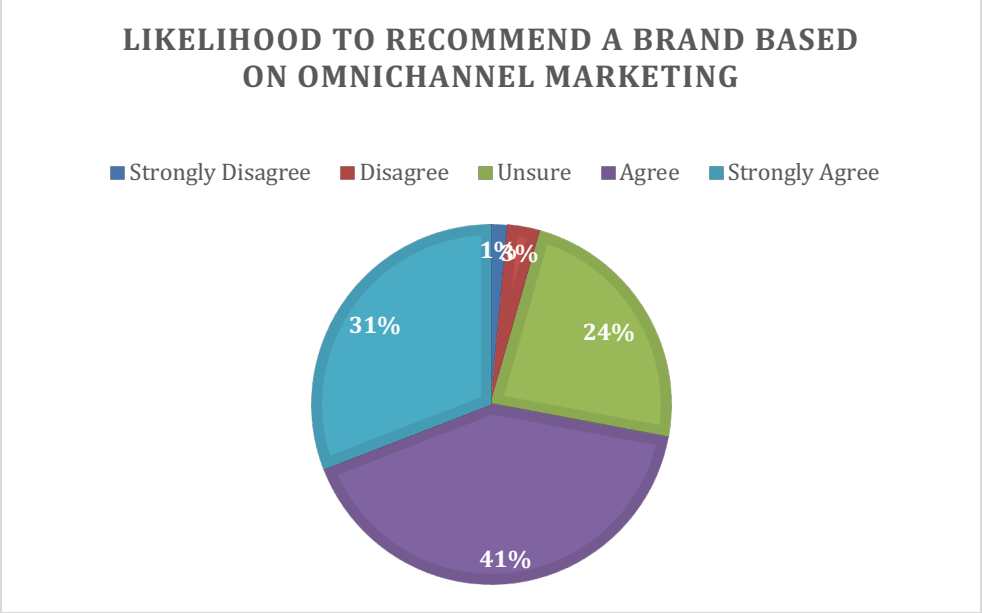

Figure 4.16: Likelihood to recommend a brand based on omnichannel marketing

A significant majority of respondents (41% + 31%) stated that they were likely to recommend a brand to family and friends based on their overall experience with omnichannel marketing efforts. This indicates that a substantial part of Gen Ys and Gen Zs in South Africa was inclined to endorse brands that implement effective omnichannel strategies. A notable 24% were neutral on the likelihood of recommending a brand based on omnichannel marketing efforts, indicating a segment of respondents who may not be strongly inclined to recommend or not recommend. On the other hand, 3% disagreed and 1% strongly 84 ventbrit,

suggesting a minority who may not be likely to recommend a brand based on their omnichannel marketing efforts.

Question 7: Omnichannel marketing efforts enhance my overall shopping experience.

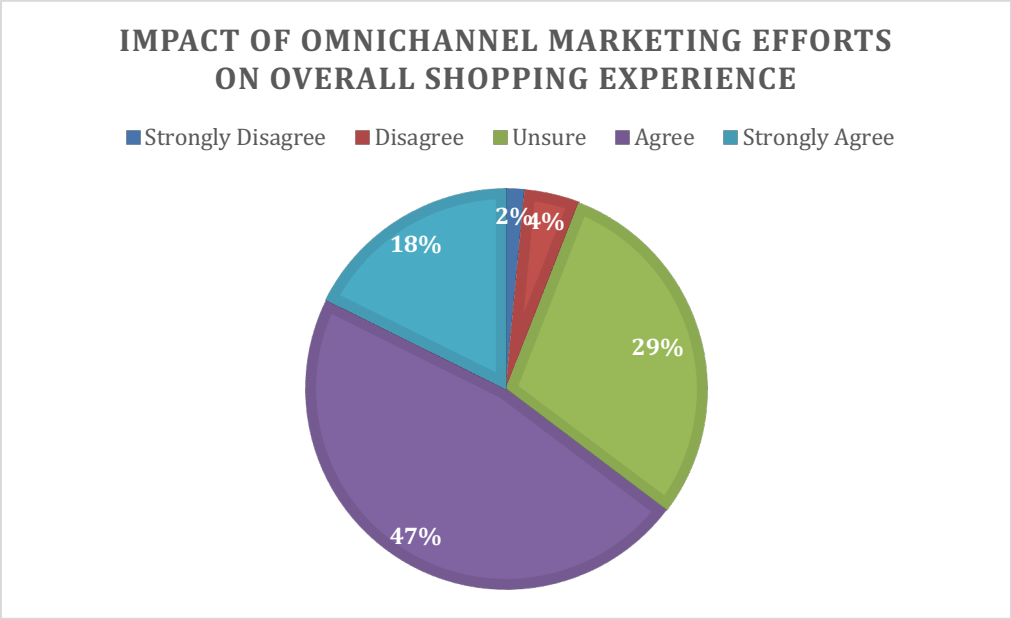

Figure 4.17: Impact of omnichannel marketing efforts on overall shopping experience

A significant majority of respondents (47 % + 29 %) intimated that omnichannel marketing efforts enhanced their overall shopping experience. This suggests that a considerable portion of Gen Zs and Gen Ys perceives a positive impact on their shopping experience due to effective omnichannel strategies. A notable 18% of the respondents were neutral on the impact of omnichannel marketing efforts on their overall shopping experience. Therefore, such neutrality indicates that a segment of respondents would not strongly perceive either positive or negative effects. On the other hand, 4% disagreed and 2% strongly disagreed, suggesting a minority would not necessarily find omnichannel marketing efforts to enhance their overall shopping experience.

Overall, the data suggests a positive association in terms of the convenience, accessibility, as well as enhanced shopping experience offered by omnichannel marketing efforts for customer satisfaction for Gen Z and Gen Y. The notable

presence of neutral responses relating to sharing and recommendations indicates some variability in individual preferences and experiences among the surveyed population.

4.4.3 The efficacy of reversal of consumption and production in the form of experiential marketing on the consumption behaviour of the generation Zs and generation Ys in South Africa

Question 5: How satisfying do you find brand activations and events in which brands incorporate innovation, technology and Artificial Intelligence (AI)? For example, KFC Kentucky Town.

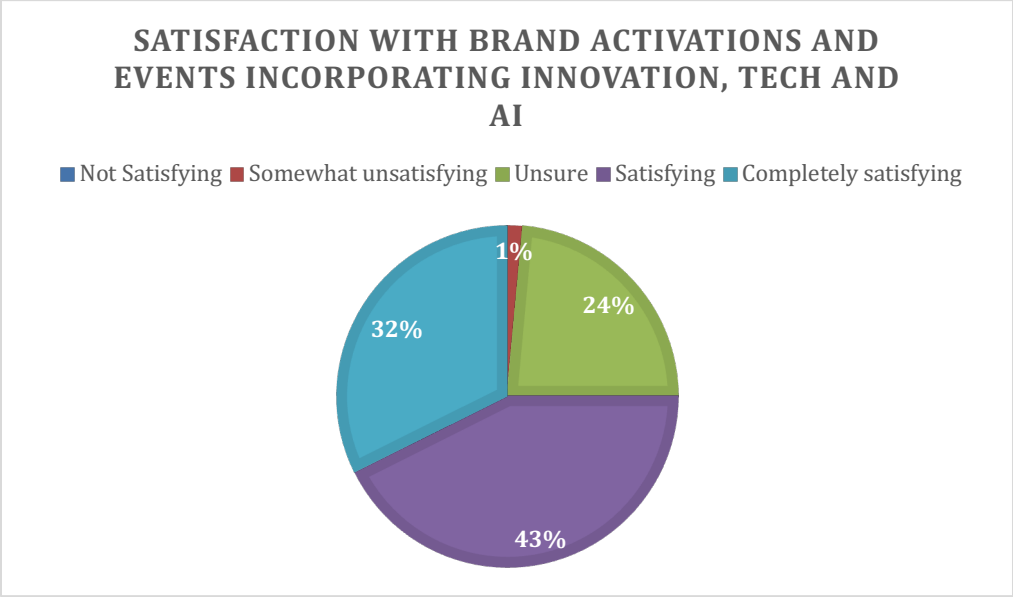

Figure 4.18: Satisfaction with brand activations and events incorporating innovation, technology and AI

Three-quarters, or 75% (32% +43%) of the respondents mentioned that they were satisfied with brand activations and events that incorporated innovation, technology, and AI (Artificial Intelligence). This suggests that a considerable number of Gen Zs and Gen Ys in South Africa highly value the innovative aspects of brand activations and events. Furthermore, 24% of the respondents were either unsatisfied or unsure about this aspect while 1% were somewhat unsatisfied. This indicates a degree of dissatisfaction among respondents regarding the brand activations and events incorporating innovation, tech, and AI.

Question 8: I feel a well-executed event marketing experience enhances my perception of a brand and proclivity to engage with a brand.

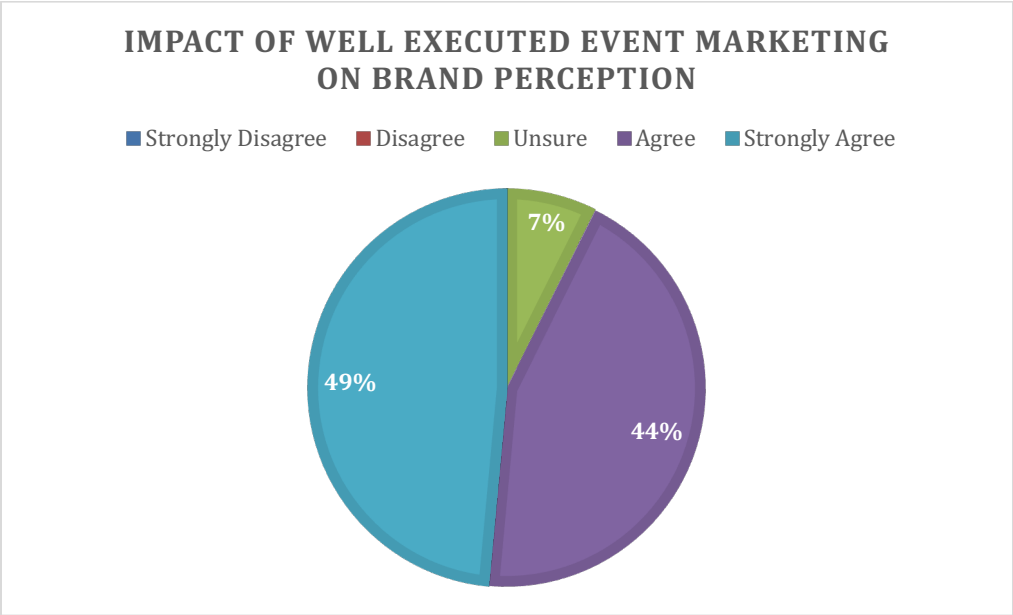

Figure 4.19: Impact of well executed event marketing on brand perception

A significant majority of respondents (93%), or (44% agreeing + 49% strongly agreeing) mentioned that a well-executed event marketing experience enhanced their perception of a brand and their proclivity to engage with a brand. This indicates that a vast majority of Gen Ys and Gen Zs experienced positive effects on their brand perception and engagement through well-executed event marketing. Meanwhile, 7% of the respondents expressed neutral views concerning the impact of event marketing experiences.

Question 9: I am likely to share my positive experiences wit' a brand's immersive and experiential marketing efforts with others. (Reference: Sashi, 2012)

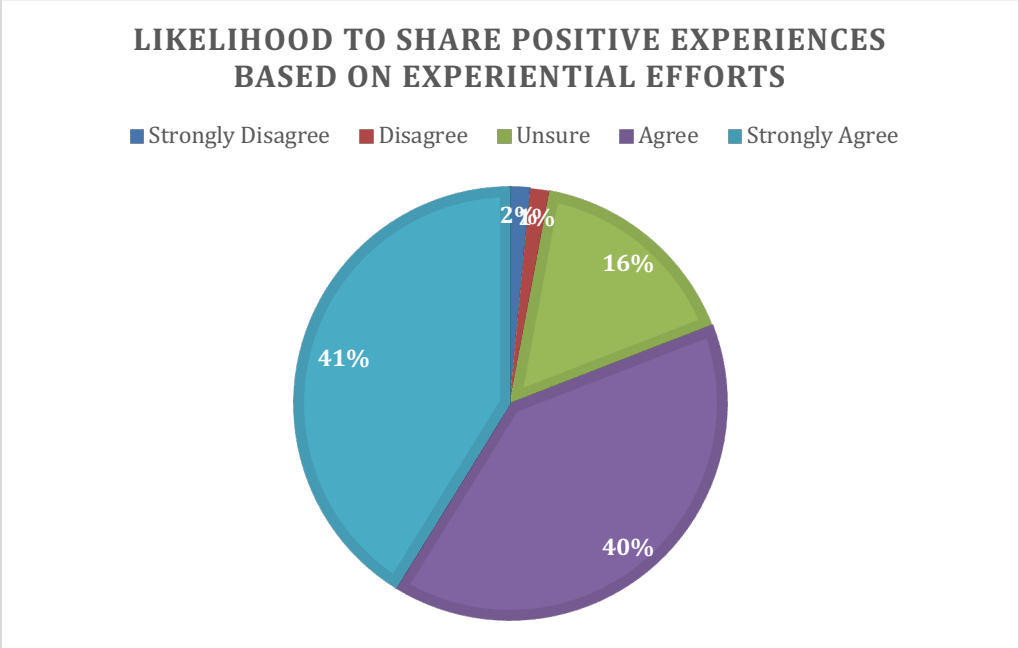

Figure 4.20: Likelihood to share positive experiences based on experiential efforts

A collective majority of respondents (41% + 40%) agreed that they were likely to recommend a brand to family and friends, based on their overall experience with omnichannel marketing efforts. This indicates that a substantial portion of Gen Zs and Gen Ys in South Africa is inclined to endorse brands that implement effective omnichannel strategies. Furthermore, a notable 16% of the respondents were neutral (unsure or uncertain) on the likelihood of recommending a brand based on omnichannel marketing efforts. This indicates a segment of respondents who may not be strongly inclined to recommend or not recommend. In addition, 1% of the respondents disagreed and 2% strongly disagreed, suggesting that only a minority were unlikely to recommend a brand based on their omnichannel marketing efforts.

Overall, the majority of respondents expressed the likelihood to recommend, share positive experiences, and perceive positive effects on shopping experience, brand perception and engagement through these marketing approaches. The presence of neutral responses indicates some variability in individual preferences and experiences among the surveyed population.

4.5 Section D: Conversion Rates Questions

This section of the chapter analyses the par'icipants' responsiveness to conversion rates in the two postmodern marketing concepts, namely: 1) experiential marketing and 2) user-generated content.

4.5.1 The efficacy of reversal of consumption and production in the form of experiential marketing on the consumption behaviour of the generation Zs and generation Ys in South Africa

Question 1: When engaging with a brand through experiential or immersive event marketing experiences, I often make a purchase, or purchases based on the actual experience the brand fosters.

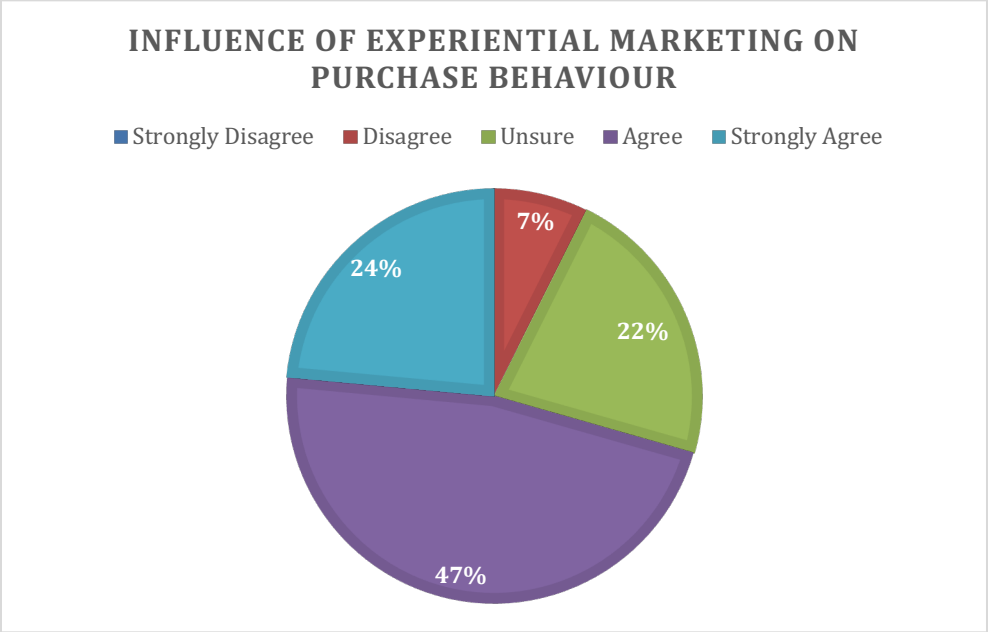

Figure 4.21: Influence of experiential marketing on purchase behaviour

A significant majority of respondents (47% + 24%) agreed that when engaging with a brand through experiential/immersive/event marketing experiences, they often made a purchase or purchases, based on the actual experience engendered by the brand. This indicates that a substantial portion of Gen Ys and Gen Zs in South Africa were likely to convert experiential engagement into actual purchases. A notable 22.1% was neutral (uncertain/unsure or undecided) concerning the influence of experiential marketing on their purchasing behaviour. This suggests

that a segment of respondents may not be strongly predisposed towards making purchases based on experiential marketing experiences. A 7.4% minority of respondents disagreed, which indicates that they may not find experiential marketing to be a significant factor in driving their purchasing decisions (behaviours or patterns).

Question 2: I find experiential or immersive event marketing to be influential in shaping my perception of a brand and ultimately influences me to make a purchase or purchases.

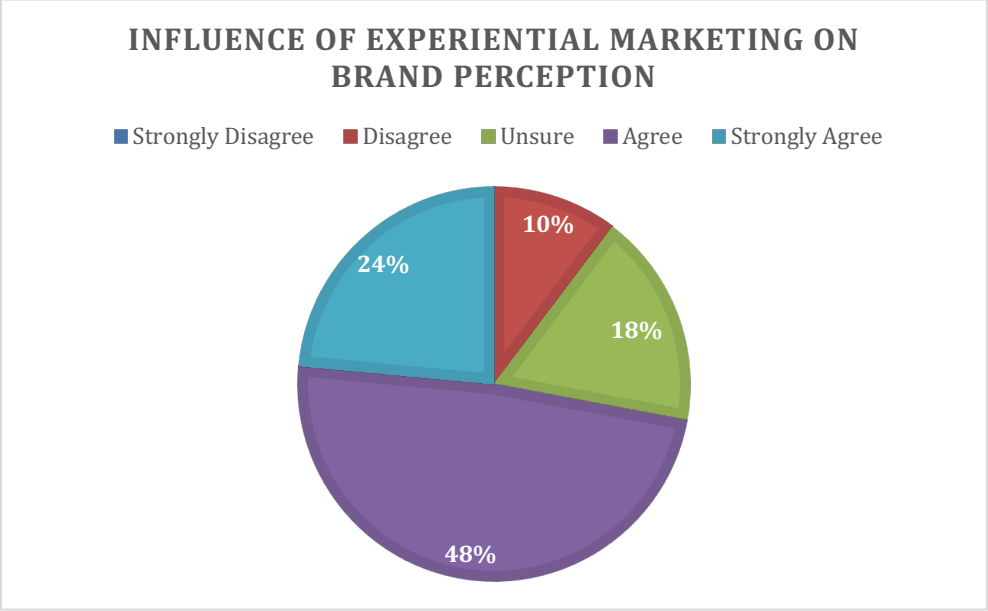

Figure 4.22: Influence of experiential marketing on brand perception

A significant majority of respondents (48% + 18%) agreed that experiential/immersive/event marketing was influential in shaping their perceptions regarding a brand, and ultimately influenced their decisions to make a purchase or purchases. This suggests that a considerable portion of Gen Zs and Gen Ys in South Africa perceives experiential marketing as a powerful factor in shaping both brand perception and purchasing decisions. A notable 18% of the respondents were neutral on the influence of experiential marketing on their brand perception and purchasing decisions. This indicates that a segment of respondents may not be strongly predisposed or inclined towards agreeing or disagreeing. Furthermore, 10% of the respondents disagreed, indicating a segment of the audience who may

not find experiential marketing to be highly influential in shaping their brand perception and purchasing decisions.

Question 3: The level of interactivity and immersion experienced at an event influences the likelihood of my conversion from a visitor to a customer.

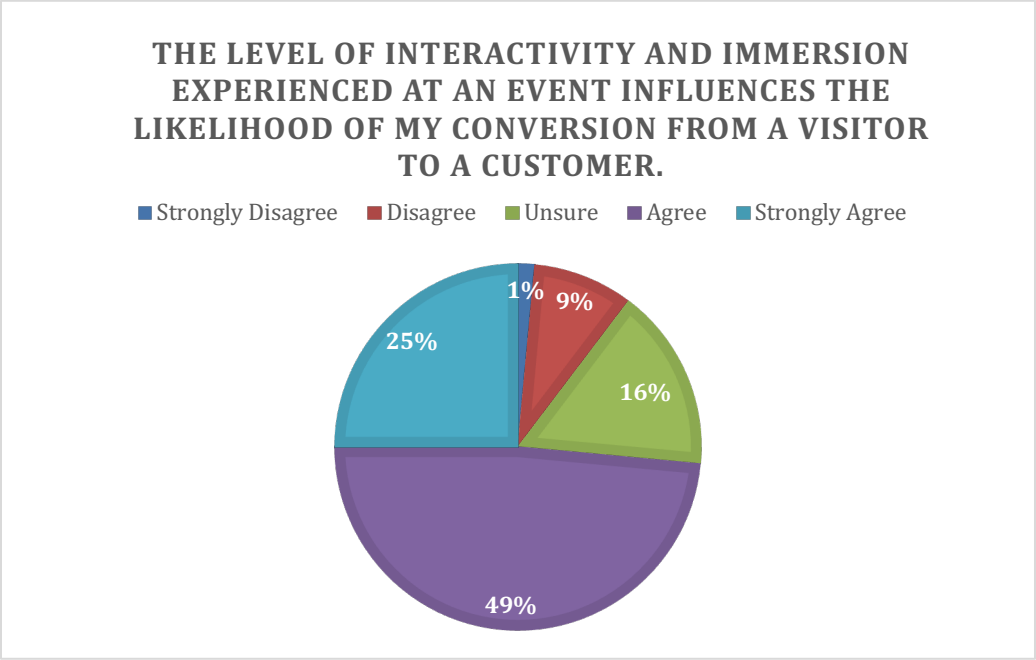

Figure 4.23: The level of interactivity and immersion experience at an event influences the likelihood to convert a visitor to a customer

A significant portion of the respondents (49% + 25%) respectively agreed and strongly agreed that the level of interactivity and immersion experienced at an event impacts their likelihood to convert from a visitor to a customer. This suggests that a considerable segment of Gen Ys and Gen Zs in South Africa perceives a positive correlation between the level of interactivity/immersion and the likelihood to become a customer. Meanwhile, a notable 16.2% of the respondents were neutral (undecided or uncertain) concerning the impact of interactivity and immersion on their likelihood to convert from a visitor to a customer. This indicates a segment of respondents who may not strongly be inclined towards agreeing or disagreeing. A moderate 9% disagreed and 1% strongly disagreed, indicating a segment of the audience who may not find the level of interactivity and immersion to be highly impactful on their likelihood to become a customer.

Overall, the data suggests that experiential marketing has a significant influence on the consumption behaviour of Gen Zs and Gen Ys in South Africa. To that effect, a majority of respondents expressed that experiential marketing experiences often lead to purchases, and have a considerable impact on both brand perception and the likelihood to convert from a visitor to a customer. The presence of neutral and disagreeing responses indicates some variability in individual preferences and experiences among the surveyed population.

4.5.2 The efficacy of reversal of consumption and production in the form of user generated content (UGC) impacts the consumption behaviour of the generation Zs and generation Ys in South Africa

Question 4: I find that engaging with user generated content (UGC) influences me to purchase products and services from certain brands.

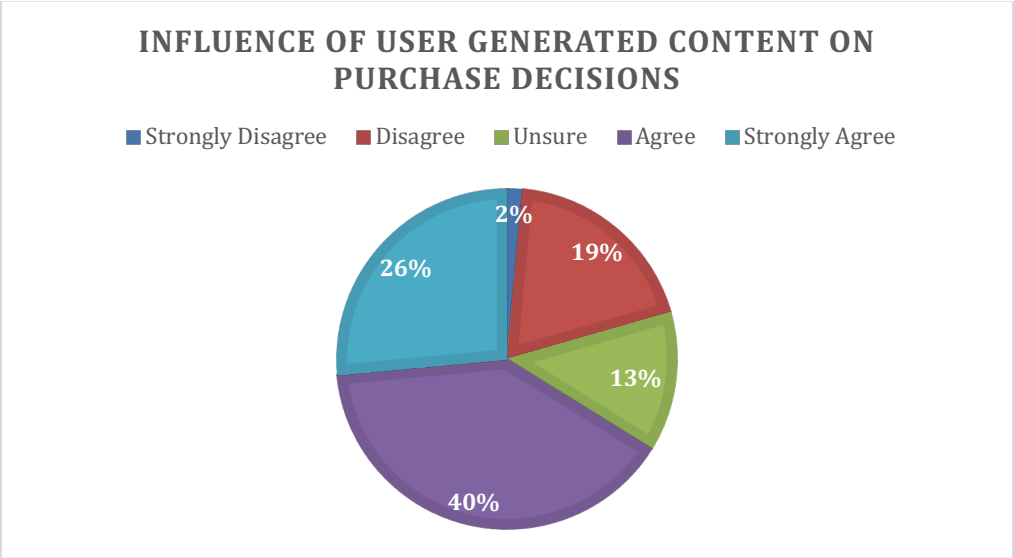

Figure 4.24: Reliability of user generated content for information

The results show that a collective 66% of the respondents (40% + 26%) agreed and strongly disagreed respectively that engaging with user-generated content influenced them to purchase products and services from certain brands. A notable 19% disagreed, while 2% strongly disagreed. This suggests that 21% were in collective disagreement. Furthermore, 13% were neutral /unsure on whether or not engaging with user-generated content did influence their purchase decisions.

Overall, the data indicates a varied perception among Gen Ys and Gen Zs in South Africa regarding the impact of user generated content (UGC). While a significant proportion of respondents acknowledged engagement and influence on purchasing decisions, there were differing opinions on the reliability of UGC for providing authentic and unbiased inforon.

Question 5: I find that user-generated content (UGC) enhances my trust and credibility in a brand and drives me to purchase products or services more.

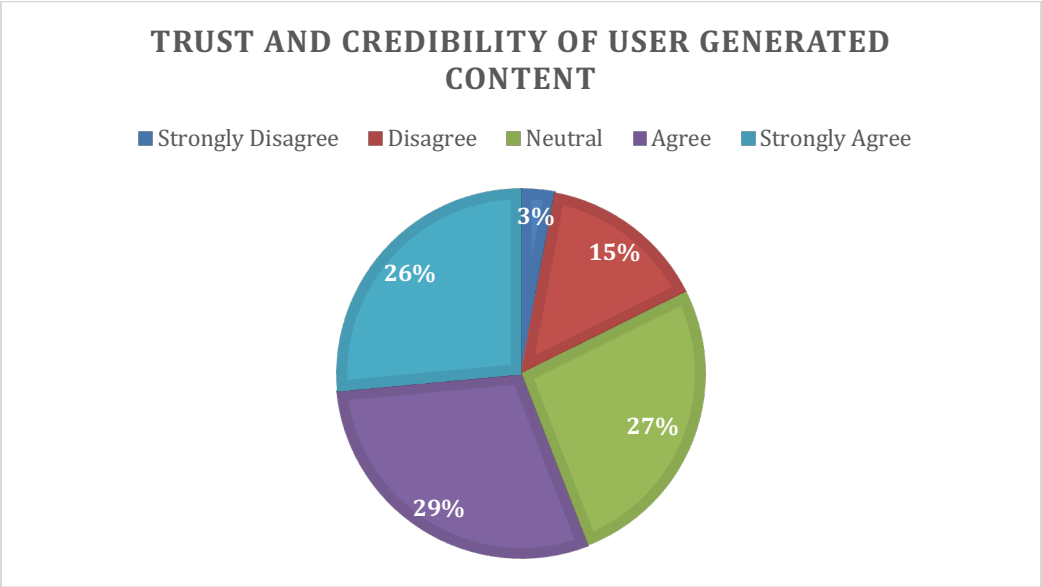

Figure 4.25: Trust and credibility of user generated content

A total majority of the respondents (30% and 26%) respectively agreed and strongly agreed that user-generated content enhanced their trust and credibility in a brand, and propelled them to purchase products or services more. This suggests that a considerable segment of Gen Ys and Gen Zs in South Africa perceived UGC as a factor that positively influenced trust and credibility in a brand. A notable 27% were neutral (undecided or uncertain) concerning the impact of user-generated content on trust and credibility. This indicates a segment of respondents who may not strongly be predisposed towards agreeing or disagreeing. Furthermore, 15% of the respondents disagreed and 3% strongly disagreed, indicating that there was a portion of the audience who may not find user-generated content to be effective in enhancing trust and credibility.

Question 6: I find that user-generated content (UGC) is effective in capturing my attention and propelling me to make purchases compared to content created by the brand itself.

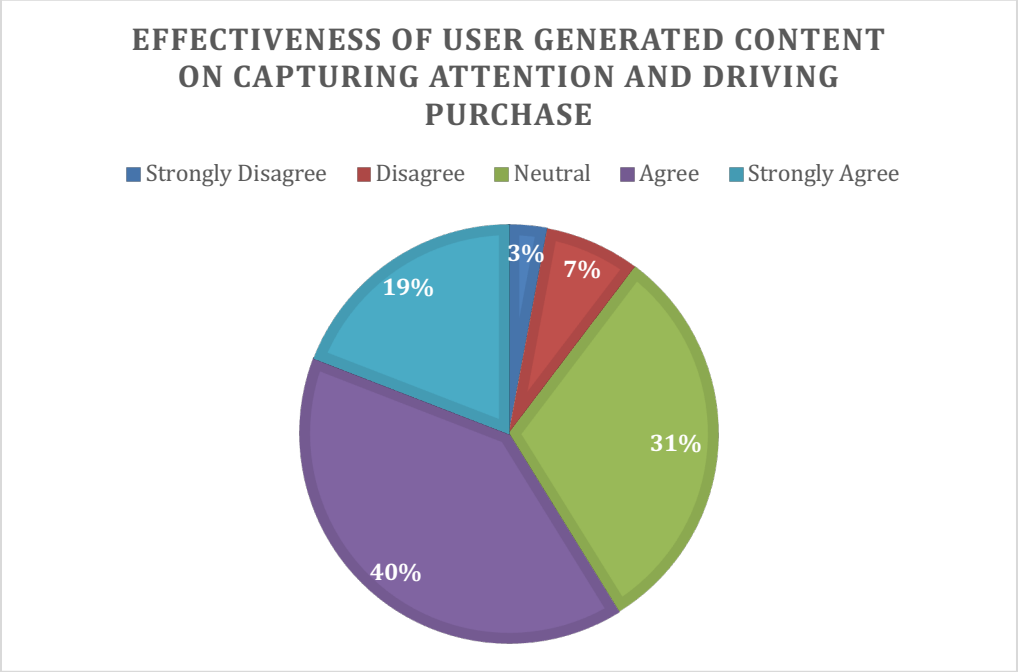

Figure 4.26: Effectiveness of user generated content on capturing attention and driving purchase

A collective majority of respondents (40% agree + 19% strongly agree) showed a general degree of agreeability concerning the effectiveness of user-generated content in capturing their attention and propelling them to make purchases, compared to content created by a brand itself. This indicates that a significant portion of Gen Zs and Gen Ys in South Africa perceived UGC as a more effective means of capturing attention and driving purchases. Meanwhile, 31% of the respondents expressed neutral views concerning the effectiveness of user-generated content. This indicates that a segment of respondents may not strongly be predisposed towards agreeing or disagreeing. A minority of respondents (7% + 3%) disagreed, indicating that there was a portion of the audience who may not find user-generated content to be more effective in capturing attention and driving purchases compared to brand-created content.

Overall, the data suggests a positive impact of user generated content (UGC) concerning the consumption behaviour of the Gen Zs and Gen Ys in South Africa. In that regard, the majority of respondents perceived UGC as influential in their purchasing decisions, enhancing trust and credibility in a brand, effectiveness in capturing attention and driving purchases. The presence of neutral (uncertain or unsure) responses indicates some variability in individual preferences and experiences among the surveyed population.

4.6 Mean Scores

This section of the chapter computes the various constructs by obtaining their average score, ranging between 1 and 5. Under the category of customer engagement, the data is compared symmetrically against the gamification strategy, omnichannel marketing, and user generated content. In the category of customer satisfaction, a symmetrical comparison of average performance is conducted between the gamification strategy, omnichannel marketing, and experiential marketing. Lastly, the conversion rates sub-category compares the performance of experiential marketing and user generated content.

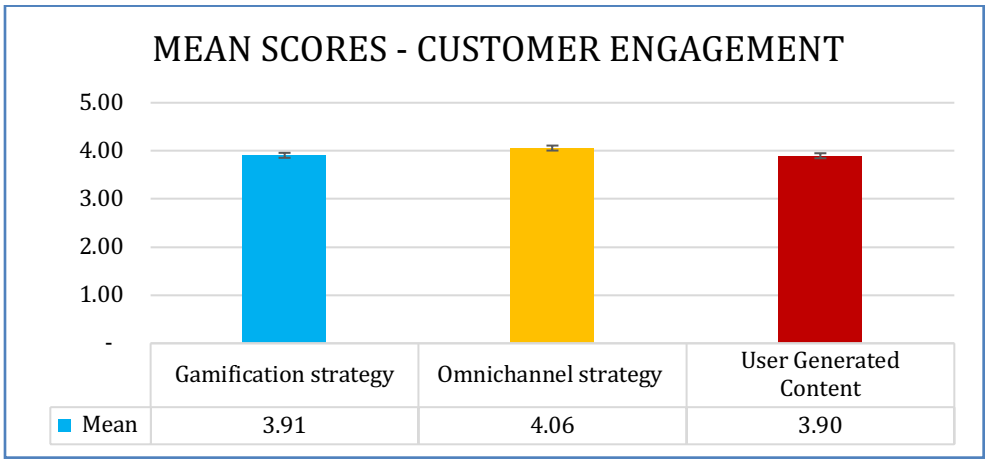

Figure 4.27: Mean scores for gamification, omnichannel, and user generated content strategies

Figure 4.27 above depicts that the omnichannel strategy emerged with the highest ratio (M= 4.1 and SD = 0.82), indicating a generally favourable response from the respondents. Both the gamification strategy (M=3,91, SD=0.67) and the user generated content strategy (M=3.9, SD=0.76) were well-received, but displayed

slightly lower average ratings. Inferred from this data is that Gen Z and Gen Y value and enjoy engaging with brands through a seamless omnichannel strategy. Therefore, a robust omnichannel strategy has the potential to propel customer engagement and effectively influence the consumption behaviour of Gen Ys and Gen Zs in South Africa, as supported by (Yang et al., 2023).

Figure 4.28: Mean scores for gamification, omnichannel marketing, and experiential marketing strategies

Figure 4.28 suggests that the ratios for omnichannel strategy are M=4,19 and SD=0,96. The experiential marketing ratios are M=4,13 and SD = 0,96. Lastly, the gamification strategy ratios are M=3,75 and SD =0,96. The omnichannel strategy for customer satisfaction is rated highest as an effective influence in the consumption behaviour of Gen Ys and Gen Zs in South Africa, followed by the experiential marketing and gamification strategies in terms of their effective influence.

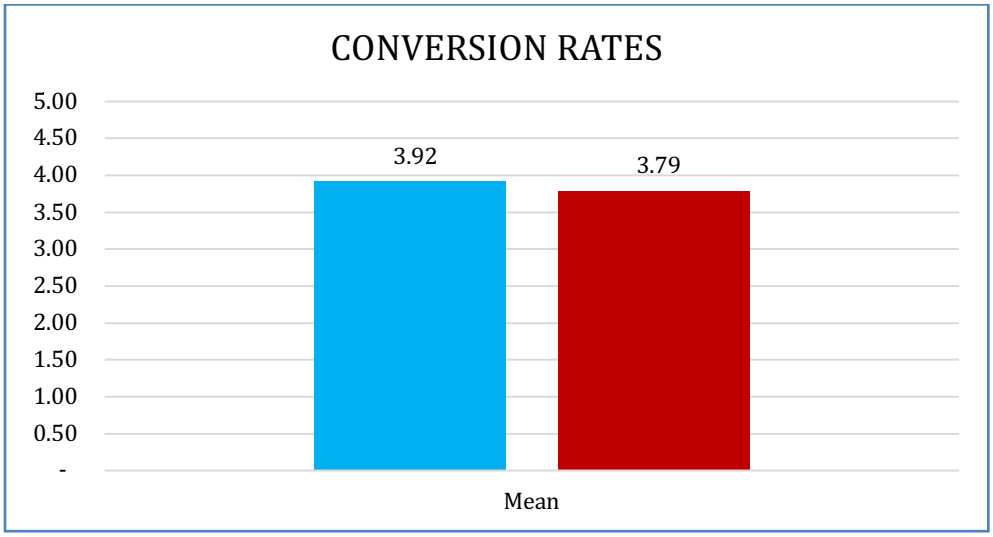

Figure 4.29: Mean scores for experiential marketing and user generated content

In figure 4. 29 above, the experiential marketing scores are M=3,92 and SD =0,66, while the scores for user generated content (UGC) are M=3,72 and SD = 0,74 respectively. This suggests that experiential marketing strategies are more likely to result in conversion. Therefore, it could be inferred that experiential marketing was highly like to impact the consumption behaviours of Gen Z and Gen Y in South Africa.

Overall, all the constructs in this study had mean scores which were skewed towards agreement or positive perceptions. Omnichannel marketing strategy ranked the highest in the categories of customer engagement and customer satisfaction in influencing the consumption behaviour of Gen Zs and Gen Ys in South Africa. User generated content (UGC) was rated lowest insofar as impacting the consumption behaviour of Gen Zs and Gen Ys in South Africa under the category of conversion rates. These results require critical consideration in respect of the interpretation of the inferential statistics (hypothesis tests results).

4.7 Reliability

4.7.1 Reliability measurement

Cronbach's Alpha is a statistical measure used to assess the internal consistency or reliability of a set of items in a questionnaire or test (Kline, 2014). It is a measure of the association or interrelatedness of a set of items or variables, and is typically used to determine the reliability of a scale or measure. Furthermore, Cronbach's alpha values range from 0 to 1, with higher values indicating greater internal consistency and reliability. A commonly accepted threshold for a reliable scale is an alpha value of 0.6-0.7 or higher. In table 4.1 below, the alpha values in the last column indicate the overall reliability of the items within each group.

SECTION B: CUSTOMER ENGAGEMENT			item-test	item-rest	interitem	
Item	Obs	Sign	Correlation	Correlation	Covariance	Alpha
Qb1	68	+	0.5647	0.3914	.1214165	0.6403
Qb2	68	+	0.5869	0.4293	.1199758	0.6331
Qb3	68	+	0.6762	0.5420	.1101917	0.6082
Qb4	68	+	0.7587	0.6503	.1018164	0.5861
Qb5	68	+	0.5689	0.3849	.1203621	0.6424
Qb6	68	+	0.7676	0.6550	.0981418	0.5803
Qb7	68	+	0.4476	0.2542	.1355157	0.6710
Qb8	68	-	0.1754	-0.0458	.1679527	0.7310
Qb9	68	+	0.2116	0.0045	.161064	0.7170
Test scale					.1262755	0.6769

Table 4.1: Cronbach's alpha for customer engagement

The overall'Cronbach's alpha of 0.6769 suggests moderate internal consistency reliability for the test scale. This indicates that the items in the scale are reasonably consistent in measuring the same construct, but may benefit from some refinement for improved reliability. The items with Cronbach's alpha of less than 0,6 were excluded from the construct.

CUSTOMER SATISFACTION			item-test	item-rest	interitem	
Item	Obs	Sign	Correlation	Correlation	Covariance	Alpha
Qc_6	68	+	0.7646	0.5475	.3291375	0.7994
Qc_7	68	+	0.7940	0.6172	.3153069	0.7610
Qc_8	68	+	0.7899	0.6588	.3474747	0.7537
Qc_9	68	+	0.8478	0.6933	.2714841	0.7185
Test scale					.3158508	0.8075

Table 4.2: Cronbach's alpha for customer satisfaction (C2)

The overall Cronbach's alpha of 0.8075 on customer satisfaction themes regarding gamification, omnichannel strategy and experiential marketing indicates a high level of internal consistency reliability for the test scale. This suggests that the items collectively measure customer satisfaction effectively and consistently.

CONVERSION RATES			item-test	item-rest	interitem	
Item	Obs	Sign	Correlation	Correlation	Covariance	Alpha
Qd1	68	+	0.7233	0.5846	.235035	0.7515
Qd2	68	+	0.6729	0.5248	.2510249	0.7661
Qd3	68	+	0.6084	0.4170	.2619566	0.7903
Qd4	68	+	0.7627	0.6117	.2163821	0.7441
Qd5	68	+	0.8148	0.6954	.2046516	0.7220
Qd6	68	+	0.6121	0.4370	.2632893	0.7851
Test scale					.2387195	0.7928

Table 4.3: Cronbach's Alpha for conversation rates

The overall'Cronbach's alpha of 0.7928 indicates a high level of internal consistency and reliability for the test scale. This suggests that the items collectively measure conversion rates effectively and consistently.

4.8 Pearson's Correlational Analysis

Pearson's correlation coefficient is a measure of the linear relationship between two variables (Bougie & Sekaran, 2016). It ranges from -1 to +1, where: +1 indicates a perfect positive linear relationship, and -1 indicates a perfect negative linear relationship. This research aims to investigate the relationship between postmodernism and postmodern marketing and analyse the impacts of

postmodernism on the consumption behaviour of Generation Z and Generation Y (Millennials) in South Africa.

4.8.1 Section B: Customer engagement

This section of the chapter analyses the correlation between the consumption behaviours of Gen Z and Gen Y with reference to gamification, omnichannel marketing, and user-generated content strategies.

Item	N	Pearson Correlation	Sig. (2-tailed)	Result (Cohort)
Qb1 – Gamification	*68*	*-0,017*	*0,888*	*Weak correlation & insignificant p-value*
Qb2 – Gamification	*68*	*-0,111*	*0,366*	*Weak correlation & insignificant p-value*
Qb3 – Gamification	68	-.253*	**0,037	Weak correlation & significant p-value
Qb4 –Omnichannel marketing	68	.315**	0,009	Moderate positive correlation & significant p-value
Qb5 – Omnichannel marketing	68	.268*	0,027**	Weak positive correlation & significant p-value
Qb6 –Omnichannel marketing	*68*	*0,069*	*0,580*	*Weak correlation & insignificant p-value*
Qb7 – User Generated Content (UGC)	*68*	*-0,090*	*0,465*	*Weak correlation & insignificant p-value*
Qb8 – User Generated Content (UGC)	*68*	*-0,012*	*0,925*	*Weak correlation & insignificant p-value*
Qb9 – User Generated Content (UGC)	*68*	*0,044*	*0,724*	*Weak correlation & insignificant p-value*

Table 4.4: Pearson's correlation for gamification, omnichannel strategy, and user-generated content

4.8.1.1 Gamification Strategy

The Q3 results indicate that there seems to be a negative association between the recipients' likelihood to continue engaging with a brand because of the particular brand's well-executed and interesting gamified marketing initiatives and their age group. The correlation efficient value is -0,253, indicating a weak correlation, while the p-value is significant (0,037). Interestingly, from the first question there is no significant relationship between a cohort and affinity to engaging gamification in marketing. There is also no significant relationship between the cohort and a

brand's gamification approach in creating an enjoyable and immersive experience. The above correlational values show that although age does not impact the propensity to engage with gamification in marketing, it does however, influence the likelihood of continuation of such engagement.

4.8.1.2 Omnichannel Strategy

Overall, the research results oscillate between moderate positive and weak postive and significant p-values between omnichannel marketing and consumption behaviours of Gen Z and Gen Y. Therefore, there is little, to no linear relationship between these variables. A moderate and weak positive correlation between how Gen and Gen Y respond to an omnichannel strategy could suggest that there are differences in how these two groups consume and respond to marketing communication on omnichannel channels. One possible interpretation is that while there may be some similarities in their responses, there are also notable differences in their preferences and behaviors when it comes to engaging with omnichannel marketing.

4.8.1.3 User Generated Content

Overall, the data presented suggests weak correlation values and insignificant p-values for user-generated content in improving consumer engagement with a brand and its influence on the consumption behaviour of Gen Z and Gen Y. Little, to non-linearity in terms of correlation between how Generation Z and Generation Y respond to user-generated content could suggest that both groups consume marketing communication in a similar manner. This may indicate that the preferences and behaviours of these two generations align when it comes to user-generated content. Further research with a larger sample size and more factors considered could help to provide a clearer understanding of the symmetrical connections between user-generated content, consumer engagement, and consumption behaviour for Gen Y and Gen Z.

4.8.2 Section C: Customer Satisfaction

This section of the chapter unpacks the correlation for customer satisfaction in the gamification, omnichannel strategy, and experiential marketing strategies.

Item	N	Pearson Correlation	Sig. (2-tailed)	Result
Qc1 – Gamification	68	-0,088	0,473	Weak correlation & insignificant p-value
Qc2 - Gamification	68	-0,047	0,706	Weak correlation & insignificant p-value
Qc3 - Gamification	68	0,002	0,987	Weak correlation & insignificant p-value
Qc4 – Omnichannel marketing	68	-0,001	0,992	Weak correlation & insignificant p-value
Qc6 – Omnichannel marketing	68	0,036	0,772	Weak correlation & insignificant p-value
Qc7 – Omnichannel marketing	68	0,217	**0,080	Weak correlation & insignificant p-value
Qc5 – Experiential marketing	68	0,057	0,646	Weak correlation & insignificant p-valu—
Qc8 - Experiential marketing	68	-0,051	0,686	Weak correlation & insignificant p-value
Qc9- Experiential marketing	68	-0,036	0,774	Weak correlation & insignificant p-value

Table 4.5: Pearson's correlation for gamification, omnichannel strategy, and experiential marketing

From the above, we note that there is no significant relationship between the age cohort of the participants and their level of satisfaction in relation to gamification, the omnichannel strategy, and experiential marketing. The lack of linearity between Gen Z and Gen Y and the above marketing constructs could imply that the appeal of gamification, the omnichannel strategy, and experiential marketing transcends generational differences and thus, resonates with both segments. This could be predicated by both groups' consumption of marketing communication in a similar manner on similar platforms. In order to improve these results, further research and analysis may be necessary to identify more effective strategies for engaging Gen Z and Gen Y through experiential marketing, as well as refining the measurement techniques to better capture the true impact on consumer satisfaction and consumption behaviours (Treiblmaier & Sillaber, 2021).

4.8.3 Section D: Conversion Rates

This section of the paper analyses the correlation for conversion rates under the constructs of experiential marketing and user-generated content.

Item	N	Pearson Correlation	Sig. (2-tailed)	Result
Qd1 – Experiential marketing	68	-0,059	0,639	Weak correlation & insignificant p-value
Qd2 - Experiential marketing	68	-0,158	0,205	Weak correlation & insignificant p-value
Qd3 - Experiential marketing	68	-0,103	0,413	Weak correlation & insignificant p-value
Qd4 – User Generated Content	68	0,099	0,427	Weak correlation & insignificant p-value
Qd5 – User Generated Content	68	-0,078	0,534	Weak correlation & insignificant p-value
Qd6 –User Generated Content	68	-0,078	0,531	Weak correlation & insignificant p-value

Table 4.6: Pearson's correlation for experiential marketing and user generated content

Although experiential marketing has an impact on conversion rates, we did not observe a significant relationship between experiential marketing and the age cohort of the respondents. This implies that the application of experiential marketing strategies does not necessarily have to be tailored to the age of the respondent. The same argument applies to the use of user generated content as well.

4.9 Path Modelling and Hypothesis Testing

Path modelling is a statistical technique used in hypothesis testing to assess the relationships between variables in a model (Krishna et al., 2019). Furthermore, such modelling allows researchers to analyse complex causal relationships and test specific hypotheses about the direct and indirect effects of variables on one another.

4.9.1 Path Modelling

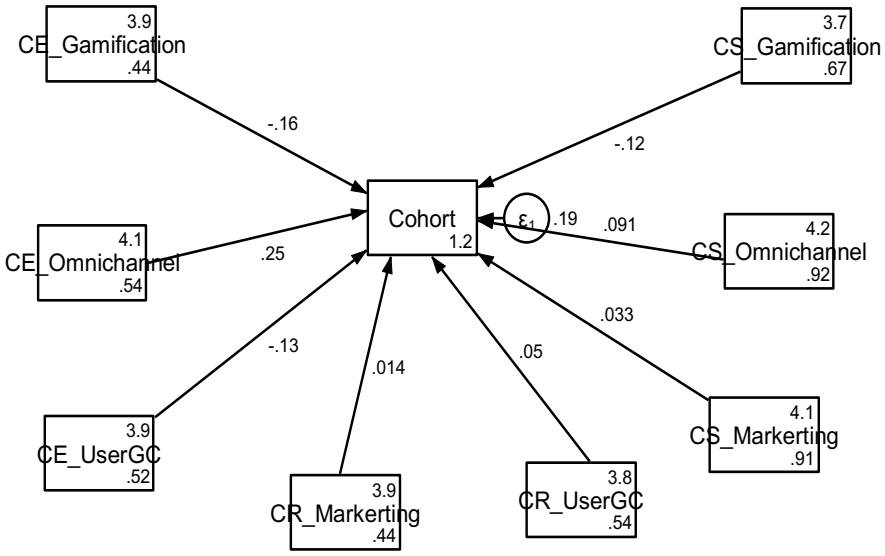

Figure 4.30: Path modelling: postmodernism, postmodern marketing, and the consumption behaviours of millennials and generation z in South Africa

Figure 4.30 above represents a line recapitulation of the hypothesized conceptual framework depicted in Chapter 2 (see Section 2.9.1). Path modelling enables researchers to test multiple hypotheses simultaneously and examine how different variables interact with one another.

4.9.2 Hypotheses Results

This study aims to test the hypothesis in Chapter 2 (see Section 2.9.2). Accordingly, the hypotheses results are depicted in the table 4.7 overleaf.

TABLE			OIM					
Path coefficient	**Hypothesis**	**Coeff**	**Std. Err.**	**z**	**P>z**	**[95% Conf.**	**Interval]**	**Result**
CUSTOMER ENGAGEMENT RESULTS								
Hyperreality → Gamification strategy	**Ha1:** Hyperreality in the form of a ***gamification*** strategy in marketing does significantly influence the consumption behaviours of the Generation Y and Generation Z youth cohorts in South Africa.	-.1619396	.0912305	-1.78	0.076	-.340748	.0168689	Significance at 10%, weak evidence. Do not reject.
Fragmentation → Omnichannel strategy	**Ho2:** Fragmentation in the form of an **omnichannel** strategy does not significantly influence the consumption behaviours of the Generation Y and Generation Z youth cohorts in South Africa.	.2492186	.0870588	2.86	0.004	.0785865	.4198507	Significant, reject
Reversal of Consumption → User Generate Content	**Ha4:** The reversal of consumption and production in the form of ***User Generated Content*** significantly influences the consumption behaviour of the Generation Y and Generation Z youth cohorts in South Africa.	-.1255955	.1156852	-1.09	0.278	-.3523342	.1011433	Not significant, fail to reject
TABLE			**OIM**					
Path coefficient	**Hypothesis**	**Coeff**	**Std. Err.**	**z**	**P>z**	**[95% Conf.**	**Interval]**	**Result**
CUSTOMER SATISFACTION RESULTS								
Hyperreality → Gamification strategy	**Ha1:** Hyperreality in the form of a ***gamification*** strategy in marketing does significantly influence the consumption behaviours of the Generation Y and Generation Z cohorts in South Africa.	-.1233431	.073014	-1.69	0.091	-.2664479	.0197618	Significant at 10%, weak evidence. Fail to reject.
Fragmentation → Omnichannel strategy	**Ha2:** Fragmentation in the form of an ***omnichannel*** strategy significantly influences the consumption behaviours of the Generation Y and Generation Z cohorts in South Africa.	.090676	.0648532	1.40	0.162	-.0364339	.217786	Not significant, fail to reject.

Reversal of Consumption → Experiential Marketing	**Ha3:** The reversal of consumption and production in the form of ***experiential marketing*** significantly influences the consumption behaviours of the Generation Y and Generation Z cohorts in South Africa	.0330078	.0642353	0.51	0.607	-.0928911	.1589068	Not significant, fail to reject.
TABLE			**OIM**					
Path coefficient	**Hypothesis**	**Coeff**	**Std. Err.**	**z**	**P>z**	**[95% Conf.**	**Interval]**	**Result**
CONVERSION RATES RESULTS								
Reversal of Consumption → Experiential Marketing	**Ho3:** The reversal of consumption and production in the form of ***experiential marketing*** does not significantly influence the consumption behaviours of the Generation Y and Generation Z cohorts in South Africa. **Ha3:** The reversal of consumption and production in the form of ***experiential marketing*** significantly influences the consumption behaviours of the Generation Y and Generation Z in South Africa.	.013965	.0911763	0.15	0.878	-.1647372	.1926672	Not significant, fail to reject.
Reversal of C.A.P → User Generated Content	**Ho4:** The reversal of consumption and production in the form of ***User Generated Content (UGC)*** does not significantly influence the consumption behaviours of the Generation Y and Generation Z cohorts in South Africa. **Ha4:** The reversal of consumption and production in the form of ***User Generated Content*** significantly influences the consumption behaviour of the Generation Y and Generation Z cohorts in South Africa.	.0503399	.1068358	0.47	0.638	-.1590545	.2597343	Not significant, fail to reject.
Du _cons		1.185378	.7100532	1.67	0.095	-.2063002	2.577057	
var(e.Cohort) .2055071		.189351	.0324734			.1352969	.265001	

Table 4.7: Hypothesis testing results

4.10 Summary of Hypothesis Results

This section of the chapter summarises the hypothesis results depicted in table 4.6 previously. We conducted a test of the hypothesis that: the path coefficient is greater than 0 at the 5% significance level by determining whether 0 falls within the confidence interval for each path coefficient, failing which we would reject such a path coefficient.

4.10.1 Customer engagement results

4.10.1.1 Ha1: Hyperreality in the Form of a Gamification Strategy in Marketing Does Significantly Influence the Consumption Behaviours of the Generation Y and Generation Z Youth Cohorts in South Africa

We do not reject the path coefficient of -0.1619396, as 0 lies within the 95% confidence interval. The path coefficient of Ha1 indicates a very weak negative relationship between hyperreality and marketing gamification. Notwithstanding the weakness of the relationship, it still supports the notion that hyperreality in the form of a gamification strategy in marketing could be a powerful tool for engaging Generation Y and Generation Z consumers in South Africa (Verhoef et al., 2016).

4.10.1.2 Ha2: Fragmentation in the Form of an Omnichannel Strategy Significantly Influences the Consumption Behaviours of the Generation Y and Generation Z Youth Cohorts in South Africa

We reject the path coefficient of 0.2492186 as 0 does not lie within the 95% confidence interval level. The path coefficient of Ha2 indicates a very weak negative relationship between fragmentation and an omnichannel strategy. From this development, we would have observed that by engaging an omnichannel strategy, customer engagement is positively impacted, which is in alignment with our expectations. The expectations emanate from the omnichannel strategy's benefits, such as accessibility, convenience and social integration; all of which would be expected to benefit the customer. However, the data suggests that we should not consider this coefficient as it is not significant.

4.10.1.3 Ha4: The Reversal of Consumption and Production in the Form of User Generated Content Significantly Influences the Consumption Behaviour of the Generation Y and Generation Z Youth Cohorts in South Africa

We do not reject the path coefficient of -0.1255955for Ha4. This path coefficient indicates a weak negative relationship between the reversal of user generated content. User generated content should enhance customer engagement by encouraging participation through content variety and feedback communication. Therefore, the observed negative relationship would require further investigation.

4.10.2 Customer satisfaction results

4.10.2.1 Ha1: Hyperreality in the Form of a Gamification Strategy in Marketing Does Significantly Influence the Consumption Behaviours of the Generation Y and Generation Z Youth Cohorts in South Africa.

We do not reject the path coefficient of -0.1233431 as 0 lies within the 95% confidence interval. The path coefficient of Ha1 indicates a very weak negative relationship between hyperreality and marketing gamification. We would anticipate that the interactive engagement, personalisation and customisation of the gamification strategy would lend itself to increasing customer satisfaction. However, the data contradicts such an assertion.

4.10.2.2 Ha2: Fragmentation in the Form of an Omnichannel Strategy Significantly Influences the Consumption Behaviours of the Generation Y and Generation Z Youth Cohorts in South Africa

We do not reject the path coefficient of 0.090676, as 0 lies within the 95% confidence interval. The path coefficient of Ha2 indicates a weak positive relationship between fragmentation and an omnichannel strategy. This positive relationship is congruent with our expectations, given the positive impact expected from an omnichannel strategy to provide extra flexibility and choice to the customer (Iyengar, & Lepper, 2000).

4.10.2.3 Ha3: The Reversal of Consumption and Production in the Form of Experiential Marketing Significantly Influences the Consumption Behaviours of the Generation Y and Generation Z Youth Cohorts in South Africa

We do not reject the path coefficient for Ha2 of 0.0330078. Such a path indicates a very weak positive relationship between the reversal of consumption, experiential marketing. We would expect customer satisfaction to be enhanced by experiential marketing due to the engagement, emotional connection and personalisation it offers to the customer (Sundar & Marathe, 2010). This coincides with the positive relationship observed, albeit very weak.

4.10.3 Conversion rate results

4.10.3.1 Ha3: The Reversal of Consumption and Production in the Form of Experiential Marketing Significantly Influences the Consumption Behaviours of the Generation Y and Generation Z Youth Cohorts in South Africa

We do not reject the path coefficient of Ha3 of 0.013965. The path coefficient of Ha3 indicates a very weak positive relationship between the reversal of consumption and experiential marketing. Such a relationship supports the view that experiential marketing propels higher customer conversion rates by increasing trial and purchase intent, building credibility and trust as well as social influence.

4.10.3.2 Ha4: The Reversal of Consumption and Production in the Form of User Generated Content Significantly Influences the Consumption Behaviour of the Generation Y and Generation Z Youth Cohorts in South Africa

We do not reject the path coefficient of 0.0503399 Ha4. This path coefficient indicates a weak positive relationship between the reversal of consumption and user generated content. This supports the idea of user generated content enhancing conversion rates due to the social and emotional connection with customers.

CHAPTER 5: DISCUSSION OF RESULTS

5.1 Introduction

This chapter is entirely premised on the deductions emanating from the findings as presented and discussed in Chapter 4. The interstitial associations between postmodernism and postmodern marketing have been sufficiently established in the previous chapters. Therefore, the discussion of the results or findings pivotally encapsulates the postmodern marketing constructs, given that postmodern marketing and the consumptions behaviours of the Generation Z and Generation Y constitute the core of this study.

5.2 Customer Engagement Questions

This section focuses on the customer engagement questions, which, were linked to the gamification strategy, omnichannel marketing and user-generated content as a marketing strategy through a literature-intensive approach.

5.2.1 The efficacy of the gamification strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa

5.2.1.1 Qb1: Engagement with Gamification

The agreement among the majority of respondents (56%) regarding engagement with gamification is in alignment with studies that emphasize the positive impact of gamification on user participation and brand engagement (Hamari et al., 2014; Deterding et al., 2011). Researchers suggest that incorporating game-like elements has the potential to enhance motivation, which renders users more likely to participate and remain engaged (Werbach & Hunter, 2012).

The 10% of respondents who disagreed and the 8% who were unsure with the effectiveness of gamification resonate with the research by Hamari, Koivisto, and Sarsa (2014), highlighting the importance of segmentation in gamification. Such segmentation has the potential to significantly impact on engagement levels. By segmenting the target audience based on behaviour traits, characteristics and

demographic variables, marketers could then create tailored gamified campaigns that appeal to specific cohorts (Hamari et al., 2014).

5.2.1.2 Qb2: Enjoyable and Immersive Experiences

The significant majority of respondents (63%) who felt tha' a brand's gamified marketing approach is enjoyable and immersive, are in alignment with literature emphasizing the potential for gamification to enhance user experience. For instance, Deterding et al. (2011) contend that well-designed gamification elements could contribute to positive emotions and enjoyment. These results reinforce the idea that gamification has the potential to create deeply engaging and positive experiences.

The minority (12%) disagreeing with the enjoyable and immersive nature of gamified marketing further reflects the research by Hamari et al. (2014), which emphasized the importance of segmentation in gamification for marketing. As such, Zichermann and Cunningham (2011) acknowledge that some users may find gamification unappealing, and that effectiveness can vary on account of individual preferences and expectations.

5.2.1.3 Qb3: Likelihood to Continue Engagement

The majority of respondents (62%) expressing a likelihood to continue engaging with a brand due to gamified marketing initiatives, demonstrate a degree of congruence with literature-based propositions by Huotari and Hamari (2017), who emphasize the enjoyment factor and emotional experiences associated with gamified interactions and the positive impact it has on driving consumer engagement. Deterding et al. (2011) mentions further that well-designed gamification elements could influence intrinsic motivation and consequently foster continued engagement.

The minority of respondents (10%) who disagreed with the influence of gamified marketing initiatives, are an indication of the importance of segmentation in gamification, which is also emphasized by Hamari et al. (2014.) This also

corresponds with the caution raised by Werbach and Hunter (2012), who suggest that gamification strategies may not necessarily resonate with all individuals in a universalistic manner.

5.2.2 The efficacy of omnichannel strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa

5.2.2.1 Qb4: Engagement with Omnichannel Touchpoints

That the majority of respondents (49%) agreed and 37% strongly agreed to feeling very engaged with a brand that provides communication options across various omnichannel touchpoints, is an apt demonstration of the value Gen Z and Gen Y attributes to the omnichannel strategy. This also aligns with research by Doorn et al. (2010), who emphasize the importance of brands focusing on seamless omnichannel marketing experience in order to resonate with the preferences of the Gen Z and Gen Y cohorts. Characteristically, these cohorts seamlessly navigate between multiple devices and platforms. Therefore, brands in a digital economy need to be equally accessible across a variety of channels, including social media, mobile apps, websites and physical devices in order to meet the needs of these tech-savvy consumers.

Doorn et al. (2010) suggests that the interests and preferences of a minority of Gen Z or Gen Y consumers may not resonate with omnichannel marketing strategies due to concerns linked to privacy, sharing personal information across multiply platforms, and the preponderant bombarded with messages on the online platforms. As such, the minority ratio of respondents who were either unsure (6%) or disagreed (7%) with engagement potential of omnichannel experiences, might concur with these dynamics.

5.2.2.2 Qb5: Likelihood to Recommend Based on an Omnichannel Experience

The combined 73% of responses (35% generally agreeing and 38% strongly agreeing) significantly resonates with dominant literature propositions or

perspectives that emphasize the importance of a seamless omnichannel experience in driving customer loyalty and advocacy. For instance, Verhoef et al. (2015), assert that Gen Y and Gen Z are highly interactive, visual and enjoy sharing experiences through online platforms. Accordingly, creating a well-implemented omnichannel strategy encourages and organically fosters an environment which ultimately influences customer satisfaction and loyalty positively.

Li and Zhang (2017) point out that omnichannel strategies could sometimes seem to be impersonal or intrusive for a certain segment of the Gen Y and Gen Z age cohorts. The above-cited authors further suggest that the Gen Z and Gen Y consumers may be concerned with privacy and inauthentic connections with brands. In that sense, the few respondents who disagreed or were unsure about recommending a brand based on its omnichannel strategy, may have privacy concerns and subsequently be resistant when it comes to forming inauthentic connections with brands.

5.2.2.3 Qb6: Effectiveness of Consistent Messaging Across Multiple Channels

The majority of respondents (53%) who disagreed with the effectiveness of consistent messaging across channels, are in contradiction with the literature that emphasizes the importance of consistent messaging across omnichannel platforms for customer engagement. In the latter regard, Verhoef et al. (2015) emphasizes that brands could potentially benefit from the provision of consistent messaging across various omnichannel marketing platforms. This approach is recommended for strengthening brand identity, building trust with consumers, enhancing the customer experience, all of which ultimately leads to increased brand loyalty and engagement (Verhoef et al., 2015).

On the contrary, the 31% of respondents who agreed and recognised the effectiveness of consistent messaging, are supported in the literature by Verhoef et al. (2015), which suggests that uniformity, cohesiveness and consistency in branding results in increased brand loyalty and engagement. These respondents

(31%) may represent a segment of the consumers who are slightly more brand conscious/aware and receptive to omnichannel efforts in marketing. The 10% of respondents who were unsure about the effectiveness of consistent messaging, may indicate a lack of awareness or understanding of the potential benefits of brand loyalty and engagement (Belch & Belch, 2014).

5.2.3 The efficacy of user generated content (UGC) on the consumption behaviours of the generation Zs and generation Ys in South Africa

5.2.3.1 Qb7: Engagement with User Generated Content

The significant portion of respondents (47% agreeing and 37% strongly agreeing) to feeling very engaged with a brand through UGC, displays an alignment with the literature emphasizing the impact of user-generated content on consumer engagement and brand loyalty (Hajli, 2014; Kim & Ko, 2012). Other scholars, such as Muntinga et al. (2011), argue that UGC adds authenticity and credibility, which fosters a stronger connection between consumers and brands Therefore, these results align with studies suggesting that user-generated content could act as a powerful tool in shaping brand perceptions and influencing consumer behaviour (Dholakia et al., 2010).

Moreover, the small percentage (7%) disagreeing with the effectiveness of UGC suggests that there is a minority of respondents who may not find user-generated content engaging. This aligns with findings by van Doorn et al. (2010), who assert that some Gen Z and Gen Y consumers may not respond positively to user-generated content due to concerns about authenticity and credibility.

5.2.3.2 Qb8: Influence of User Generated Content

The significant portion of respondents (76%) finding user-generated content influential in their purchasing decisions, aligns with existing literature highlighting the persuasive impact of UGC on consumer behaviour (Cheung et al., 2018; Kabadayi & Price, 2014). Research suggests that UGC provides authentic insights and creates a sense of trust and reliability that influences purchasing decisions

(Ludwig et al., 2013). The study results align with studies suggesting that strong positive sentiments towards UGC could significantly propel consumer engagement and brand loyalty (Doherty & Alexander, 2019). In this regard, a notable percentage (19%) of respondents disagreeing with the influence of user-generated content suggests that there was a segment of the audience who may not be swayed by UGC in their decision-making (Hollebeek et al., 2014; Zhang et al., 2014).

5.2.3.3 Qb9: Reliability of User Generated Content for Information

The finding that half of the respondents (50%) find user-generated content reliable, significantly aligns with existing literature emphasizing the trustworthiness and authenticity associated with UGC (Cheung et al., 2018; Zhang et al., 2014). Studies suggest that consumers often perceive UGC as a valuable source of unbiased information, especially when shared by peers who have direct experience with a product or service (Doherty & Alexander, 2019).

A substantial 26% disagreeing with the reliability of user-generated content indicates that a segment of the audience may not necessarily trust the UGC as a reliable source of information (Hollebeek et al., 2014; Smith & Andrews , 2022). A significant percentage (21%) also expresses strong scepticism about the reliability of user-generated content, which highlights a notable portion of respondents who strongly question its trustworthiness. This disagreement and scepticism could be influenced by concerns about authenticity, potential bias, or the quality of the information shared (Doherty & Alexander, 2019).

5.3 Customer Satisfaction Questions

This section focuses on the customer engagement questions, which were linked to gamification strategy, omnichannel marketing and experiential marketing in conjunction with dominant literature-based perspectives or propositions.

5.3.1 The efficacy of a gamification strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa

5.3.1.1 Qc1: Satisfaction with Gamification Elements in a Brand's Marketing Strategy

The significant finding that the majority of respondents (62%) find gamification elements generally unsatisfying, is in contrast with the potential benefits highlighted in gamification literature (Hamari et al., 2014; Werbach & Hunter, 2012). In this particular regard, Hamari (2014) highlights that gamification has the potential to increase customer loyalty, customer satisfaction, and overall marketing effectiveness through the use of rewards, challenges, and social interactions. The discrepancy in existing literature and the findings of this study may be attributed to factors such as the design of gamification elements, relevance to the target audience, or execution challenges (Seaborn & Fels, 2015). Given the low feedback, survey questions connected to gamification in marketing and customer satisfaction should be explicitly framed around rewards and loyalty programmes.

5.3.1.2 Qc2: Satisfaction or Dissatisfaction with the Effectiveness of Gamification Strategies

The finding that the majority of respondents (52%) find the effectiveness of gamification strategies generally satisfying, is congruent with existing literature emphasizing the potential positive impact of gamification on engagement and behaviour (Deterding et al., 2011; Hamari et al., 2014). Positive responses may be linked to the successful implementation of gamification elements that align with user preferences and business objectives (Werbach & Hunter, 2012).

According to Jin and Kim (2012), gamification strategies such as reward programmes, loyalty points, and interactive experiences could provide consumers with self-challenging opportunities for competing with others and earning incentives. Such rewards and incentives have the potential to enhance their overall satisfaction with the brand. Therefore, the notable 27% of the respondents

expressing uncertainty or indecision about the satisfaction level, poses challenges for marketers to build confidence within this segment.

5.3.1.3 Qc3: Enjoyment and Entertainment Value Through Gamified Elements

A substantial 78% of respondents (or 57% satisfying and 21% completely satisfying) found the enjoyment and entertainment value through gamified elements completely satisfying. This aligns with literature in respect of the importance of enjoyment in successful gamification (Hamari et al., 2014; Werbach & Hunter, 2012). It is likely that positive responses are linked to the effective design and implementation of gamified elements that provide engaging and enjoyable experiences for users. It could also be connected to the effective use of challenges, rewards and incentives that ultimately propel customer satisfaction.

The less than moderate percentage (15%) expressing uncertainty or indecision regarding the satisfaction level, as well as the lesser percentage (7%) expressing uncertainty is reflective of literature perspectives by Hamari (2014). According to the latte author, one major cause of uncertainty is the potential lack of understanding about the goal and objectives of the gamified preposition of a brand. If the benefits and purpose of participation is not communicated clearly to the target audience, they may not find resonance with such a gamified preposition. The author further asserts the importance of overall user experience and design as these factors play a key role in alleviating uncertainty and driving higher customer satisfaction.

5.3.2 The efficacy of the omnichannel strategy on the consumption behaviour of the generation Zs and generation Ys in South Africa

5.3.2.1 Qc4: Convenience of, and Accessibility to Omnichannel Marketing

The significant finding that 90% of respondents (or 47% finding it satisfying and 43% finding it completely satisfying) find the level of convenience and accessibility offered b' a brand's seamless omnichannel marketing approach, is in alignment

with the literature highlighting the positive impact of omnichannel strategies on customer satisfaction (Verhoef et al., 2015; Rigby, 2011). Positive responses suggest that the convenience and accessibility provided by an omnichannel approach resonate well with the preferences of the Gen Zs and Gen Ys.

The barest minority of respondents (1%) expressing that the level of convenience and accessibility offered b' a brand's omnichannel marketing approach is not satisfying at all, indicates a very low level of dissatisfaction (Verhoef et al., 2015). For the 9% expressing uncertainty and indecision, this might be due to factors such as lack of awareness, unclear messaging, or varied experience with a brand's omnichannel strategy. Providing clear information about the benefits, ease of use, and success stories related to omnichannel marketing can address uncertainty and build confidence among respondents (Verhoef et al., 2015). Therefore, ensuring seamless integration of technology and channels is critical.

5.3.2.2 Qc6: Likelihood to Recommend a Brand Based on Omnichannel Marketing

The significant majority (72%) expressing a high likelihood to recommend a brand based on their overall experience with omnichannel marketing efforts, is congruent with literature emphasizing the positive relationship between omnichannel experiences and customer advocacy (Rigby & Ledingham, 2004; Verhoef et al., 2015). Positive responses suggest that effective omnichannel strategies contribute to building brand loyalty and positive word-of-mouth recommendations. The 24% expressing neutrality or uncertainty, and the 4% in disagreement, suggests that marketers should conduct further research to understand the factors influencing this sentiment. It may involve gathering feedback on specific omnichannel experiences, identifying areas for improvement, or clarifying the value of omnichannel strategies in building brand advocacy (Verhoef et al., 2015).

5.3.2.4 Qc7: Impact on Omnichannel Marketing Efforts on Overall Shopping Experience

The significant majority (65%) expressing that omnichannel marketing efforts enhance their overall shopping experience, aligns with literature highlighting the positive influence of seamless omnichannel strategies on customer experience and satisfaction (Verhoef et al., 2015; Rigby, 2011). The notable percentage (29%) expressing neutrality on the impact of omnichannel marketing efforts on their overall shopping experience is an indication that a segment of respondents who may not strongly perceive either positive or negative effects. The small percentage (4%) of respondents disagreeing suggests that a minority may not find that omnichannel marketing efforts enhance their overall shopping experience. The latter state of affairs then indicates a low level of disagreement.

5.3.3 The efficacy of experiential marketing on the consumption behaviour of the generation Zs and generation Ys in South Africa

5.3.3.1 Qc5: Satisfaction with brand Activations and Events Incorporating innovation, Technology and AI

That 75% of respondents found brand activations and events in which brands incorporate innovation, technology, and artificial intelligence satisfying, is a demonstration of alignment with literature. This is an emphasis of the positive impact of innovative and tech-driven experiences on consumer engagement (Verhoef et al., 2019; So et al., 2019). Positive responses suggest that the integration of innovation, technology, and artificial intelligence resonates well with the preferences of Gen Zs and Gen Ys. On the other hand, the 24% expressing either dissatisfaction or uncertainty about the satisfaction levels indicates a moderate level of dissatisfaction which may stem from preferences for online engagement.

5.3.3.2 Qc8: Impact of Well Executed Events on Brand Perception

The significant majority (93%) expressing that a well-executed event marketing experience enhances their perception of a brand and their proclivity to engage with

a brand, is in alignment with the literature emphasizing the power of well executed event marketing experiences to enhance brand perception by creating meaningful connections with consumers and leaving a lasting impact on their perceptions of the brand (Gwinner, Bitner, Brown & Kumar, 2005.) Positive responses suggest that well-executed event marketing resonates well with the preferences and expectations of Gen Zs and Gen Ys.

The small percentage (7%) expressing neutrality on the impact of event marketing experiences indicates a segment of respondents who may not strongly perceive positive or negative effects of experiential marketing. With access to digital and online channels, some Gen Z and Y consumers may be more inclined to engage with brands through online channels rather than traditional events (Gwinner et al., 2005). A 2018 study by PwC e“titled: "Winning over the next generation of consumers: How brands can engage millennials and Gen Z", suggests that marketers can incorporate digital elements and leverage social media platforms in order to reach and connect with Generation Z and Generation Y in the digital economy, where they are most active (PwC, 2018). By creating ‘buzz’ and excitement around an event or experience through social media channels, brands could increase their capacity to generate interest and encourage participation from these tech-savvy consumers.

5.3.3.3 Qc9: Likelihood to Share Positive Experiences Based on Experiential Efforts

The significant majority (81%) expressing that they were likely to share their positive experiences wit’ a brand's immersive and experiential marketing efforts, shows an alignment with literature emphasizing the social nature of positive brand experiences and the impact of word-of-mouth marketing (Hollebeek et al., 2014; Schmitt, 1999). Positive responses suggest that immersive and experiential marketing effectively engages and motivates consumers to share their experiences with others. On the other hand, the notable percentage (16%) expressing neutrality or uncertainty on the likelihood of sharing positive experiences, is an indication that a segment of respondents may not strongly lean

towards sharing or not sharing. The small percentage (3%) disagreeing, suggesting a minority who may not be likely to share positive experiences with immersive and experiential marketing efforts, is an indication of a low level of disagreement (Hollebeek et al., 2014).

5.4 Section D: Conversion Rates Questions

This section focuses on the questions that pertain to experiential marketing and user generated content.

5.4.1 The efficacy of experiential marketing on the consumption behaviour of the generation Zs and generation Ys in South Africa

5.4.1.1 Qd1: Influence of Experiential Marketing on Purchasing Behaviour

The significant majority (47% + 24%) agreeing that engaging with a brand through experiential/immersive/event marketing often leads to actual purchases, is in congruence with literature emphasizing the impact of positive brand experiences on consumer behaviour, including their purchasing decisions or trends (Hollebeek et al., 2014; Johnson, et al. 2021). Moreover, the notable percentage (22%) expressing neutrality on the influence of experiential marketing on their purchase behaviour, is a further indication that a segment of respondents may not strongly lean towards making purchases based on experiential marketing experiences.

5.4.1.2 Qd2: Influence of Experiential Marketing on Brand Perception

The significant majority (48 % + 24%) agreeing that experiential/immersive/event marketing is influential in shaping brand perception and influencing purchase decisions, is in alignment with literature emphasizing the transformative impact of positive brand experiences on consumer perceptions and behaviours (Hollebeek et al., 2014; Schmitt, 1999). The notable percentage (18%) expressing neutrality on the influence of experiential marketing on brand perception and purchase decisions, further indicates a segment of respondents who may not be strongly predisposed towards agreement or disagreement.

The moderate percentage (10%) of respondents disagreeing indicates a segment of the audience who may not find experiential marketing to be highly influential in shaping their brand perception and purchase decisions, and suggests a moderate level of disagreement (Schmitt, 1999). Understanding the specific concerns or barriers that contribute to this disagreement is crucial for marketers who aim to optimize the impact of experiential marketing efforts (Smith & Andrews, 2022).

5.4.1.3 Qd3: The Level of Interactivity and Immersion Experience at an Event Influences the Likelihood to Convert a Visitor to a Customer

The significant majority (49% + 25%) agreeing that the level of interactivity and immersion at an event impacts their likelihood to convert from a visitor to a customer, is in alignment with literature emphasizing the positive relationship between interactive and immersive experiences and consumer conversion. According to Li et al. (2020), interactivity and immersive experiences are crucial for driving conversion rates in experience marketing as they create engaging and compelling brand interactions that encourage or galvanize consumers to take action. By leveraging these elements effectively, marketers could increase conversion rates by capturing the interest and loyalty of Generation Z and Generation Y through immersive experiences. Furthermore, the notable percentage (16%) expressing neutrality or uncertainty and the moderate 9% expressing disagreement could be linked to issues concerning privacy.

5.4.2 The efficacy of user generated content on the consumption behaviour of the generation Zs and generation Ys in South Africa

5.4.2.1 Qd4: Influence of User Generated Content on Purchasing Content

The majority (24%) agreeing and 28% strongly agreeing that engaging with user-generated content influences their purchase decisions, aligns with literature highlighting the impact of UGC on consumer trust and purchase behaviour (Dellarocas et al., 2007; Lee & Youn, 2009). Therefore, the positive responses suggest that UGC is a persuasive factor in shaping purchase decisions among Gen Zs and Gen Ys.

5.4.2.2 Qd5: Trust and Credibility of User Generated Content

The majority agreement (56%) on the positive impact of user-generated content (UGC) on trust and credibility is aligned with established literature emphasizing the role of UGC in enhancing consumer trust and brand credibility (Cheung & Lee, 2012; Dellarocas et al., 2007). These findings reinforce the existing understanding of UGC serving as a valuable tool insofar as building trust and credibility, which contributes positively to ’onsumers' perceptions of brands. The proportion of respondents disagreeing or doubtful with the effectiveness of UGC in enhancing trust and credibility, demonstrates an alignment with studies that recognize scepticism or concerns about bias as potential factors influencing consumer perceptions of UGC.

5.4.2.3 Qd6: Effectiveness of User Generated Content on Capturing Attention and Driving Purchase

The majority agreement (69%) on the effectiveness of user-generated content (UGC) in capturing attention and driving purchases aligns with literature suggesting that Gen Z and Y find user-generated content effective for capturing their attention and driving purchases over traditional advertising methods because it provides a sense of authenticity and relatability. In this regard, Matzler (2019) highlights that user-generated content allows the Gen Z and Gen Y to connect with real people and experiences, as well as building trust and influencing their purchasing decisions. This personalized and genuine approach resonates more with younger generations who value transparency and peer recommendations in their purchasing decisions. Contrastingly, the smaller uncertain segment of 30% may be sceptical of the authenticity of user-generated content and prefer reliance on more established and trusted brands for their purchasing decisions. Matzler (2019) discusses how individual preferences and biases can influence perceptions of user-generated content effectiveness.

5.5 Hypotheses Discussion

5.5.1 Gamification strategy in marketing

Ha1: *Hyperreality in the form of a* ***gamification*** *strategy in marketing does significantly influence the consumption behaviours of the Generation Y and Generation Z youth in South Africa*.

Existing literature suggests that the gamification strategy could significantly influence the consumption behaviours of the Gen Z and Y in South Africa by providing them with interactive and entertaining experiences that keep them engaged with the brand. According to Hamari (2014) and Werbach and Hunter (2012), gamification offers these cohorts a sense of achievement, competition, and rewards, which ultimately leads to increased **customer engagement** and **satisfaction**. This approach influences their natural affinity for technology, creating a more enjoyable and memorable shopping experience that encourages loyalty and repeat purchases (Hume & Mills, 2013). Correspondingly, in this study, the results on customer engagement in gamification indicate a path coefficient of -0.1619396, since0 lies within the 95% confidence interval. This indicates a very week negative relationship. However, such a relationship still coincides with the view that gamification can be a powerful and appealing strategy to Gen Z and Gen Y (Jin & Kim, 2017).

Contrastingly, the results on customer satisfaction through gamification strategy for influencing Gen Y and Gen Z indicate a coefficient of -0.1233431 since 0 lies within the 95% confidence interval. The latter development suggests a very weak negative relationship. Therefore, the study results do not align with the findings from existing literature. For instance, in the view of Hamari (2014), low satisfaction with gamification could be caused by factors such as unclear communication, user design, user experience, as well as poor communication in terms of the rewards and incentives offered by a brand. Based on these findings, it emerged that the questionnaire items or variables should be framed around the propensity of the Gen Z and Gen Y to engage with rewards and loyalty mechanics. Such framing

would enhance the effective and accurate measurement of the Gen Z's 'nd Gen Y's improved responses or customer satisfaction regarding gamification.

Overall, an analysis of the mean scores reflects that the gamification strategy was second highest ratio under the customer engagement and satisfaction categories. The strong performance further reinforces the notion that gamification could be effective in influencing the consumption habits and behaviours of the Gen Z and Gen Y in South Africa.

5.5.2 Omnichannel strategy

Ho2: *Fragmentation in the form of an* ***omnichannel*** *strategy does not significantly influence the consumption behaviours of the Generation Y and Generation Z youth cohorts in South Africa.*

Ha2: *Fragmentation in the form of an* ***omnichannel*** *strategy significantly influences the consumption behaviours of the Generation Y and Generation Z youth cohorts in South Africa*.

In the view of Verhoef et al. (2015), an omnichannel strategy is a crucial marketing approach that benefits both the Gen Z and Gen Y by providing them with a seamless and personalized shopping experience across various channels. This strategy increases convenience and personalization, and also leads to higher levels of customer loyalty and retention. The integration of multiple channels and brands could potentially engage with the customers wherever and whenever they prefer, ultimately enhancing their overall customer satisfaction and engagement. Furthermore, Lu and Wang (2017) suggest that an omnichannel approach allows brands to better understand and cater for the preferences of the Gen Z and Gen Y. By leveraging this marketing approach, brands could significantly impact the consumption behaviour of the Gen Z and Gen Y effectively (Smith & Andrews, 2022).

Based on the analysed omnichannel marketing's customer engagement results, we then reject the path coefficient of 0.2492186 since 0 does not lie within the 95% confidence interval. Furthermore, the path coefficient of Ha2 indicates a very weak negative relationship between omnichannel strategy and the given cohorts. Such a relationship or association contradicts the literature by authors such as Lu and Wang (2017), and Verhoef et al. (2015). These authors assert that the omnichannel strategy is an effective tool with the capacity to impact the consumption patterns of the Gen Z and Gen Y more effectively.

Interestingly though, when analysed from the perspective of the mean scores, the omnichannel strategy ranked the highest in respect of customer engagement. This effectively suggests that the mean average was high, whereas the path coefficient was very weak and negative. This discrepancy indicates the need for further investigation and identification of the reasons for the weak negative path coefficient.

Furthermore, the customer satisfaction results indicate that we do not reject the path coefficient of 0.090676 as 0 lies within the 95% confidence interval. Although the path coefficient of Ha2 indicates a weak positive relationship in terms of omnichannel marketing and its influence of Gen Z and Gen Y, the latter path presents uniformity in the context of the literature as suggested by Lu and Wang (2017) and Verhoef (2015). Overall, the strong performance in mean score analysis supports the notion that the omnichannel strategy is both an effective and robust mechanism for influencing the consumption behaviours of the Gen Z and Gen Y cohorts.

5.5.3 Experiential marketing

Ha3: The reversal of consumption and production in the form of ***experiential marketing*** significantly influences the consumption behaviours of the Generation Y and Generation Z youth cohorts in South Africa.

The experiential marketing's customer satisfaction results indicate that the path coefficient for Ha2 of 0.0330078 suggests a very weak positive relationship between the marketing and consumption experience and habits of the Gen Z and Gen Y youth cohorts. Furthermore, the results on conversation rates and experiential marketing also indicate a path coefficient of Ha3 of 0.013965, suggesting a very weak positive relationship between experiential marketing and the consumption behaviours of the Gen Z and Gen Y cohorts.

Although the relationship is weak positive, it still supports the view that experiential marketing propels higher conversion rates, which implies that experiential marketing can potentially influence the purchase behaviour of the Gen Zs and Gen Ys. The study's findings correlate with the view of Doorn et al. (2010), who acknowledge that experiential marketing plays a crucial role in shaping the consumption habits of the Gen Ys and Gen Zs. By focusing on the creation of memorable experiences and building authentic relationships with consumers, brands could then propel conversation rates and enhance customer satisfaction.
Overall, the finding in the mean score analysis show that experiential marketing ranked second highest in respect of customer satisfaction, and highest against UGC in the conversion rates category. Accordingly, these results are in harmony with the findings regarding the coefficient paths across both categories.

5.5.4 User generated content

Ha4: The reversal of consumption and production in the form of ***User Generated Content*** significantly influences the consumption behaviour of the Generation Y and Generation Z youth cohorts in South Africa.

The results measuring user generated content against conversion rates indicates a Ha4 path coefficient of 0.0503399, which indicates a weak positive relationship between the user generated content and consumption of the Gen Z and Gen Y. Although the relationship is weak, it still aligns with the existing literature suggesting that UGC could significantly impact on consumer behaviour, higher conversation rates, as well as increased customer satisfaction (Matzler et al. (2016).

The UGC results in the category of conversion rates indicate a path coefficient of 0.0503399 Ha4, suggesting a weak positive relationship between the two variables (i.e., UGC and conversion rates). These findings correspond with the propositions by Matzler (2016) in the literature. Overall, the mean scores indicate an average performance in comparison to the other marketing constructs. This infers that UCG could be an effective tool for influencing the Gen Z and Gen Y, but would most likely not out-perform gamification, omnichannel strategy and experiential marketing.

5.6 Conclusion

The data analysis of the study's 68 respondents has shed light on key insights and trends concerning postmodernism and its corollary postmodern marketing strategies, including their influence on the consumption behaviours of the Gen Z and Gen Y youth cohorts. It is evident that further research and exploration in this area could lead to a deeper understanding and potential improvements in the field of marketing practice. Overall, this study contributes to the existing body of knowledge and also introduces avenues for future research and development in this field. The next chapter presents the conclusion and recommendations of the study, including propositions for future studies in postmodernism and postmodern marketing.

CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

This chapter provides a succinct overview of the insights gained through the previous chapters in relation to the research topic and the problem under investigation. In that regard, this chapter mainly provides the conclusions and recommendations of the study, both of which derive inextricably from the study results. Lastly, the chapter presents the identified potential areas for future studies in respect of the fundamental purpose of the study.

The main purpose of the study was to explore, describe, and analyse the nature of the relationship between postmodernism, postmodern marketing strategies, and the consumption behaviours of the Gen Z and Gen Y youth cohorts in South Africa. Accordingly, the conclusions drawn and recommendations proposed in this chapter could be viewed as the researcher's own expression of the extent to which the study has successfully contributed to the resolution of its investigated; accomplishment of the initially stated research purpose; as well as justification of the study's significance (Anderson & Poole, 2014; Walliman, 2017).

6.2 Conclusions of the Study

The main conclusions of the study were derived from the hypotheses as clearly articulated in Section 2.9.2 of Chapter 2. It is worth noting that these hypotheses themselves are closely associated with the research purpose, and were seminal in the exploration, description, and analysis of the nature of the reltionshipp between postmodernism, postmodern marketing, and the consumption behaviours of the Gen Z and Gen Y youth cohorts in South Africa. Accordingly, the conclusions are then presented in the context of the following four main constructs: hyperreality in the form of the gamification strategy; fragmentation in the form of the omnichannel strategy; reversal of consumption and production in the form experiential marketing; as well as reversal of consumption and production in the form user generated content.

6.2.1 Hyperreality in the form of the gamification strategy

In terms of correlation analysis, the results of this study on gamification suggest sparse, or non-existent linearity between the respective responses of the Gen Z and Gen Y to customer engagement and customer satisfaction. This indicates that the appeal of gamification transcends generational differences, and thus resonates with both segments (Jin & Kim, 2017). This could be predicated by both groups, similar consumption of marketing communication on the available platforms and channels. This finding is supported by a study conducted by Hamari et al. (2014), which suggests that gamification could effectively engage users across different age groups, including Generation Z and Generation Y.

Therefore, the findings in this study concerning the gamification strategy align with the literature by Hamar (2014), suggesting that gamification strategy is powerful and effective for driving customer engagement. This strategy appeals to, and resonates with Gen Z and Gen Y and could potentially influence influence their propensity to connect or interact with a brand in a positive manner. In that regard, it could be inferred that hyperreality in the form of the gamification strategy does influence the consumption habits and behaviours or patterns of the Gen Z and Gen Y youths.

Furthermore, the academic literature by Huotari and Hamari (2012) attests that customer satisfaction could be achieved beneficially by means such as structuring gamification questions that target customer satisfaction through loyalty, rewards, and competition mechanics. The above-cited authors assert further that focusing on customer satisfaction through gamification strategies (such as loyalty, rewards, and competition mechanics) could lead to a more enjoyable and interactive experience for customers, ultimately driving higher levels of engagement, satisfaction and brand loyalty. The consistency in the findings indicates that hyperreality in the form of gamification influences the consumption behaviours or habits of Gen Z and Gen Y (Jin & Kim, 2017).

6.2.2 Fragmentation in the form of the omnichannel strategy

The insights from the correlation analysis between Generation Z and Y indicate moderate and weak positive correlation values and significant p-values. This suggests that there may be a difference in how Gen Z and Gen Y interact and respond to the many communication channels offered by a brand's omnichannel strategy. The results of this study cohere with the findings by Johnson et. al. (2019), who also found a moderate and weak positive correlation between how these two generational cohorts respond to an omnichannel strategy. This shows that while there are some similarities in their responses, there are also notable differences in their preferences and behaviours regarding engagement with omnichannel marketing.

The findings on omnichannel strategy from the perspective of customer engagement seem to contradict those in the existing body of literature, while the findings on omnichannel strategy from the lens of customer engagement seem to correspond or cohere with those in the existing literature. While both the Gen Z and Gen Y youth cohorts value omnichannel marketing strategies, they also exhibit differences in their response to the various platforms involved (Aylesworth, 2015). These contradictory findings emphasize the complexity and dynamism of this marketing construct, as well as the generational differences in terms of preferences and values. These findings highlight the importance of continued further research in this area in order to gain a deeper insight into the dynamics of the Gen Z's and Gen Y's consumer behaviours in relation to omnichannel strategy.

6.2.3 Reversal of consumption and production in the form experiential marketing

The findings in the correlation analysis indicate no linearity between the responses of Generation Z and Generation Y to experiential marketing. This could suggest that both groups consume marketing communication in a similar manner, indicating that the preferences and behaviours of these two generational categories are in alignment with experiential marketing.

Overall, the findings in this study indicate that experiential marketing is an effective tool for brands to engage and influence the consumption habits of Gen Z and Gen Y. The construct of experiential marketing was analysed in the context of customer satisfaction and conversion rates. The findings are in alignment with the findings in the research conducted by Kodak and Rimmington (2000) and Kummar et al. (2005). These authors refer to the consistency in various study findings that demonstrated the significant impact of experiential marketing on the behaviour of Gen Z and Gen Y. The evidence suggests that experiential marketing is a key strategy for brands that aspire for resonance with ,and influence on the Gen Z and Gen Y youth cohorts (Kwestforthebest, 2018). Therefore, it could be inferred that reversal of consumption and production in the form of experiential marketing does influence the consumption behaviours of Gen Z and Gen Y in South Africa.

6.2.4 Reversal of consumption and production in the form user generated content

The findings suggest non-existent correlation regarding the responses of Generation Z and Generation Y to user-generated content. This indicates that both groups consume marketing communication in a similar manner, and that the preferences and behaviours of these two generational categories' alignment with the user-generated content.

The findings of this study correspond with literature by Matzler (2016), who contends that Gen Z and Gen Y place a high value on authenticity and peer recommendations when making their purchasing decisions. User-generated content such as product reviews, social media posts, and influencer endorsements, could provide valuable insights and recommendations from their peers. Consequently, such user-generated content could ultimately influence their buying decisions (Doan et al., 2020).

User-generated content also helps to create a sense of community and trust among consumers, as they feel more connected to brands and products that are recommended by others in their social circles (Kwestforthebest, 2018). Such

connectedness could lead to increased brand loyalty, conversions and repeat purchases among Gen Z and Gen Y consumers (Hume & Mills, 2013).

Overall, user-generated content is an effective strategy for brands that intend to engage with Gen Z and Gen Y consumers and influence their consumption behaviours (Clarke et al., 2008). By leveraging the power of authentic and peer-driven content, brands could effectively reach and connect with these tech-savvy and 'digital native' demographics in a meaningful way (Clarke et al., 2008). Therefore, based on this study and existing research, it could be safely established that user-generated content is a powerful tool for influencing the consumption behaviours of Gen Z and Gen Y.

6.3 Recommendations

Recommendations are essentially a reflection of the researcher's own projected propositions for the improvement in the research field or practice (Niemann, 2005). In the context of this study, the recommendations are focused on the four critical marketing approaches that were also linked to the hypotheses developed in Section 2.9.2 of Chapter 2. The four primary constructs pertaining to the recommendations are closely associated with the identified fundamental tenets in postmodern marketing, namely: the gamification strategy, the omnichannel strategy, the experiential marketing strategy, and the user-generated content strategy.

6.3.1 Adoption of the gamification strategy

Gamification is a powerful strategy for engaging consumers, especially among Generation Z and Generation Y (Aylesworth, 2015). These two generational cohorts have unique characteristics and preferences that influence the nature of their interaction with gamified content.

Generation Z, also known as 'digital natives', have grown up in a world where technology is an integral part of daily life (Aylesworth, 2015). They are highly accustomed to personalised and interactive content from brands, and value

authenticity and transparency in marketing efforts. In this regard, gamification resonates with the Gen Z consumers because it provides them with instant gratification and a sense of competition through elements such as points, badges, and leader boards (Hamouda, 2012). According to Meyersohn (2021), gamification could be particularly effective in engaging Gen Z audiences due to their familiarity with digital experiences and their desire for interactive content. Therefore, brands that intend to drive engagement and appeal for Gen Y should employ gamified mechanics that provide instant gratification and shareable and interactive experiences.

On the other hand, Generation Y, were the first generation to fully embrace the internet and social media as young adults (Yang et al., 2023). As such, they place higher emphasis on experiences and value-driven content, which renders them more likely to engage with gamification efforts that align with their beliefs and interests. Furthermore, Gen Y are motivated by challenges and rewards, and seek opportunities for self-improvement and personal growth (Yang et al., 2023). Accordingly, gamification could effectively engage millennials by providing them with meaningful experiences and opportunities for development. Therefore, gamified mechanics for this segment should be self-improvement and growth-focused.

Furthermore, Hamari (2014) emphasized the importance of clear communication in gamification, stating that effective communication is key to building trust and credibility with consumers. A clear articulation of the benefits of participation and the reward system could enable brands' demonstration of their commitment to providing customer value. The afore-cited author further emphasises the importance of well executed user experience and design for the success of gamification rewards and loyalty programmes. Additionally, a well-designed user interface, intuitive navigation, and engaging gameplay could enhance the overall user experience and render the gamified content more enjoyable and appealing to participants (Hamouda, 2012).

6.3.2 Adoption of the omnichannel strategy

The omnichannel strategy is a powerful tool for engaging consumers, especially among Generation Z and Generation Y (Payne et al., 2017). However, there are distinct differences between Gen Z's and Gen Y's relation to omnichannel strategy. For instance, Gen Z (also known as the digital natives) are more accustomed to using various digital channels such as social media, mobile apps, and online platforms for their shopping and communication needs. They also value convenience, speed, and personalization in their interactions with brands (Kwestforthebest, 2018). On the other hand, Gen Y (or millennials) may also appreciate digital channels, but are more inclined to explore seamless and integrated experiences across all touchpoints, including stores (Payne et al., 2017).

Beveridge (2022) highlights the importance of understanding these generational differences in order to tailor omnichannel strategies effectively. Gen Z tends to prefer instant gratification and quick access to information, rendering them more responsive to targeted marketing campaigns through social media and influencers. On the other hand, Gen Y values authenticity, transparency, and brand values, which renders them more prone to engaging with enterprising brands that provide a consistent and coherent message across all channels (APPTUS, 2022).

Despite the above-cited differences, both Gen Z and Gen Y are attracted to the universal appeal of omnichannel strategy due to its capacity to provide a seamless and cohesive shopping experience. For example, the omnichannel strategy allows customers to switch between online and offline channels effortlessly, enabling them to research products, make purchases, and interact with brands on their preferred platforms. This flexibility and convenience resonates with both generations, as they value convenience, personalised experiences, and the ability to interact with brands on account of their own preferences, interests, and choices (Iyengar, & Lepper, 2000).

Overall, notwithstanding the different preferences and behaviours of the Gen Z and Gen Y regarding the omnichannel strategy, the universal appeal is underpinned by the seamless and integrated experience the strategy offers across all touchpoints. Therefore, by understanding these generational differences and leveraging the strengths of the omnichannel strategy, brands could effectively engage with both Gen Z and Gen Y, encouraging loyalty and building meaningful connections with their target audience (De Keyser et al., 2015).

6.3.3 Adoption of the experiential marketing strategy

Experiential marketing is a robust tool for engaging with both Gen Z and Gen Y, as it focuses on creating memorable and immersive experiences that resonate with these tech-savvy and digitally connected generations (Gwinnett et al., 2005). Furthermore, the value of experiential marketing is undrrpinned by its capacity to build emotional connections with consumers, driving brand loyalty, and ultimately increasing customer satisfaction and retention (Payne et al., 2017).

By its character, Gen Z values experiences over material possessions. Additionally, they seek authentic and personalized interactions with brands, which renders experiential marketing an ideal strategy for capturing their attention and loyalty (Moolla & Bisschoff, 2013). By creating unique and interactive experiences, brands could then appeal to Gen Z's desire for authenticity and engagement, ultimately building stronger relationships with this generation. On the other hand, Gen Y desire meaningful experiences and social consciousness (Wunderman-Thompson, 2023). As such, experiential marketing resonates with this generation by providing them with opportunities for engaging with brands in a more personalised and impactful manner.

The universal appeal of experiential marketing premises on its ability to engage both Gen Z and Gen Y through immersive and memorable experiences. By understanding their preferences and behaviours, leveraging the principles of experiential marketing, and connecting with them on a more emotional level,

brands could then effectively capture the attention and loyalty of Gen Z and Gen Y consumers (Rytel, 2010).

6.3.4 Adoption of user generated content (UGC)

User-generated content (UGC) plays a significant role in shaping the preferences and behaviors of both the Gen Z and Gen Y consumers. According Matzler (2016), there are distinct differences in how these two generations relate to UGC.

Gen Z are highly adept at creating and consuming UGC, valuing authenticity, creativity, and relatability to the content with which they engage (Stokes, 2018). Gen Z is more likely to trust information and recommendations from their peers and influencers, rather than the traditional advertising techniques. As a result, the Gen Z are more inclined to create and share their own content, contributing to the overall conversation and shaping brand perceptions in the process.

On the other hand, Gen Y also value UGC due to the attractiveness of its content and its resonance with their values and interests, as well as exploring recommendations and reviews from their social networks before making purchasing decisions. Furthermore, Gen Y is more likely to engage with UGC that aligns with their personal beliefs and experiences, and using such generated content as a tool for self-expression and connection with like-minded individuals (Aylesworth, 2015).

In summary, while both Gen Z and Gen Y value user-generated content, they relate differently to such content as a factor of their unique characteristics and behaviors. Moreover, Gen Z prioritizes authenticity and creativity, using UGC as a means of self-expression and connection with their peers . On the other hand, Gen Y values UGC that aligns with their values and interests, using it as a source of information and validation in their decision-making process. Therefore, understanding these differences would enable brands to tailor their UGC strategies to effectively engage with both Gen Z and Gen Y consumers, building trust, loyalty and advocacy among these influential youth cohorts.

6.3.5 Additional recommendations

Researchers can further explore the impact of personalized content curation and recommendation algorithms user engagement and conversion rates in omnichannel marketing for Gen Z and Gen Y. Additionally, investigating the role of artificial intelligence and machine learning in omnichannel customer experiences for digital-native consumers could provide valuable insights for practitioners in the field (Chen et al., 2023).

In terms of User Content, researchers may delve into the effectiveness of co-creation initiatives and brand ambassador programs in fostering brand loyalty and advocacy among Gen Z and Gen Y consumers in the omnichannel landscape. Understanding the motivations and behaviours of young consumers when creating and sharing content across multiple touchpoints could inform strategic decisions for marketers looking to leverage UGC as a powerful tool for brand promotion.

Data and Analytics also play a crucial role in omnichannel marketing strategies targeting Gen Z and Gen Y. Researchers could explore the integration of advanced analytics techniques, such as predictive modelling and segmentation analysis, to personalize customer interactions and predict future purchasing behaviour across different channels. By harnessing big data and AI-driven insights, marketers can optimize campaign performance and achieve higher ROI in their omnichannel initiatives (Smith & Johnson, 2022).

Lastly, exploring the impact of emerging technologies, such as virtual and augmented reality, voice search, and chatbots, on omnichannel customer experiences for young generations could offer valuable perspectives on the future of marketing engagement. By incorporating these cutting-edge tools into their omnichannel strategies, brands can create immersive and interactive touchpoints that resonate with digital-savvy Gen Z and Gen Y audiences (Jones et al., 2024).

6.4 Future Studies

This study is in agreement with the need for further research (future studies) in the adoption and application of the omnichannel strategy as recommended by Johnson et al. (2019). Of all the postmodern marketing constructs, the omnichannel strategy seemed to display the most dynamism in the context of correlation analysis and path modelling. The mean analysis suggests the importance of the omnichannel strategy since it clearly resonates with both cohorts in a significant manner. In this regard, we can infer that the omnichannel strategy has universal relevance for both Gen Z and Gen Y, since it is a powerful tool for brands to use for engaging with, and influencing the consumption preferences or habits of Gen Z and Gen Y.

Accordingly, Johnson et al. (2019) recommends that future studies should focus on the complexity of omnichannel strategy for Gen Z and Gen Y, as these youth segments are constantly evolving and changing their consumption habits. These authors further assert that Gen Z tends to prefer instant gratification and seamless interactions across multiple platforms, while Gen Y values personalised experiences and convenience. Brands need to understand these differences in order to effectively engage with cohorts. Therefore, conducting future studies on the complexities of the omnichannel strategy would enable researchers to explore emerging trends, behaviours, and preferences of Gen Z and Gen Y consumers. In addition, the knowledge gained from this research could inform future marketing strategies and campaigns, enabling brands to stay ahead of the curve and remain relevant in an increasingly competitive market. Therefore, future research on the complexity of omnichannel strategy for Gen Z and Gen Y is essential for brands to remain competitive, relevant, and successful in engaging with these tech-savvy and digitally native consumers (Macpherson, 1991; Moolla & Bisschoff, 2013).

In conclusion, omnichannel marketing is a powerful tool for brands seeking to influence the consumption habits of Generation Z and Millennials. By creating a seamless and personalised brand experience across multiple channels, brands could effectively engage with these tech-savvy consumers and drive loyalty and

advocacy for their brands (PwC, 2018). As businesses and brands continue to adapt to the changing landscape of consumer behaviour, omnichannel marketing will undoubtedly play a crucial role in shaping the future of marketing strategies for Gen Z and Gen Y (Meyersohn, 2021).

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Annexure 1: WITS MBA Approval of Research Topic

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG

Private Bag 3 Wits, 2050
Fax:
Tel:

Reference: Ms Jennifer Mgolodela
E-mail: jennifer.mgolodela@wits.ac.za

16 September 2023
Person No: 692499
PAG

Miss ZM Mkhonto
56 La Maison Royale Estate
82 Tamboti
Midrand Ext 9
1682
South Africa

Dear Miss Zonke Mkhonto

Master of Business Administration: Approval of Title

We have pleasure in advising that your proposal entitled *Postmodernism, postmodern marketing and the consumption behaviours of Millennials and Generation Zs in South Africa* has been approved. Please note that any amendments to this title have to be endorsed by the Faculty's higher degrees committee and formally approved.

Yours sincerely

Mrs Marike Bosman
Faculty Registrar
Faculty of Commerce, Law and Management

Annexure 2: Ethical Clearance Certificate

Graduate School of Business Administration
University of the Witwatersrand, Johannesburg

Wits Business School Ethics Committee
Constituted under the University Human Research Ethics Committee (Non-Medical)

Ethics Clearance Certificate

Ethics protocol number: WBS/BA692499/731

This certificate is only valid with a legitimate ethics protocol number and signed by the Researcher (below).

This certificate is only valid if accompanied by formal permission from the relevant stakeholder(s).

Project title	Postmodernism, postmodern marketing and the consumption behaviours of Millennials and Generation Zs in South Africa.
Investigator / Researcher	Miss Zonke Mkhonto
Nature of Project	MBA (Research Article)
Decision of the Committee	Approved, provided stakeholders and participants are guaranteed anonymity and confidentiality.
Issue Date of Certificate	2023/09/19
Expiry date	Date of submission of the project / research report
Chairperson	Dr Pius Oba ☎ +27 11 717 3976 +27 82 733 6587 pius.oba@wits.ac.za

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Declaration by Researcher

One copy must be signed by the Researcher and returned to the Chairperson of the Wits Business School Ethics Committee.

I fully understand the conditions under which I am authorized to carry out the abovementioned research and I guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I undertake to resubmit the protocol to the Committee.

Signature _____ Date: _____

Annexure 3: Research Instrument (Questionnaire)

SECTION A: DEMOGRAPHIC PROFILE

Please tick (X) in the appropriate spaces below, noting that there is no right (correct) or wrong (incorrect) answer or response.

Q 1: Please indicate your age category or cohort below:

Born between 1996 and 2012 (Gen Z)	
Born between 1981 and 1996 (Gen Y - Millennial)	

If not any of the above age groups, please do not proceed with the survey.

Q2: Where do you currently reside?

Gauteng/ Johannesburg	
Pretoria	
Cape Town	
Other	

SECTION B: CUSTOMER ENGAGEMENT

Please indicate the extent to which you agree or disagree with the statements below by ticking the corresponding number between (1) and (5) in the 5-point Likert scale below:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Unsure/ Uncertain
- 4 = Agree
- 5 = Strongly Agree

Please tick only one number between (1) and (5) to each of the following statements (Mkhize, 2012)

Customer Engagement - Linked to gamification, omnichannel strategy and user generated content (UGC)

CUSTOMER ENGAGEMENT QUESTIONS	Strongly Disagree (1)	Disagree (2)	Unsure/ Uncertain (3)	Agree (4)	Strongly Agree (5)
The efficacy of hyperreality in the form of a gamification strategy on the consumption behaviour of Gen Zs and Gen Ys in South Africa					
1. I engage gamification in marketing. I feel that by incorporating elements of play, I am more likely to participate and stay engaged with a brand's products or services. (References: AIContentfy, 2023; Hamari et al., 2014; Werbach & Hunter, 2012;)					
2. I feel a brand's gamified marketing approach creates an enjoyable and immersive experience for me. (Reference: Bunchball, 2010)					
3. I am likely to continue engaging with a brand because of its well-executed and interesting gamified marketing initiatives. (Reference: Huang, Yen & Zhang, 2016)					
The efficacy of fragmentation in the form of an omnichannel strategy on the consumption behaviour of Gen Zs and Gen Ys in South Africa					
4. I feel very engaged with a brand that provides communication options across various touchpoints, ultimately creating a seamless omnichannel experience. (Reference: van Doorn et al., 2010)					
5. I am more likely to recommend a brand to others based on my experience with their omnichannel marketing strategy. (Reference: Liang, Lu & Wang, 2017)					
6. I find it very effective when brands provide consistent messaging across their different communication channels and touch points. (Reference: Verhoef, Kannan & Inman, 2015)					
The efficacy of reversal of consumption and production in the form of user generated content (UGC) impacts on the consumption behaviour of Gen Zs and Gen Ys in South Africa.					

7. I feel very engaged with a brand when interacting with, or come across user-generated content (e.g., review, shares, testimonials, influencer recommendations) from online platforms. (Reference: van Doorn et al., 2010)					
8. I find that user-generated content (UGC) often influences my purchasing or consumption decisions. (Reference: Cheung & Lee, 2012)					
9. I find that user-generated content (UGC) is reliable in providing authentic and unbiased information about a business product or service. (Reference: Hu, Bose, Koh & Liu, 2017)					

SECTION C.1: CUSTOMER SATISFACTION

Customer Satisfaction - Linked to gamification, omnichannel & experiential marketing)

Please indicate the degree of satisfaction for the statements below by ticking the corresponding number between (1) and (5) in the 5-point Likert scale below:

- 1 = Not satisfying at all
- 2 = Somewhat unsatisfying
- 3 = Not sure/ Unsure/ Uncertain
- 4 = Somewhat satisfying
- 5 = Completely satisfying

Please tick only one number between (1) and (5) to each of the following statements (Mkhize, 2012).

CUSTOMER SATISFACTION QUESTIONS	Not satisfying at all (1)	Somewhat unsatisfying (2)	Unsure/ Uncertain (3)	Satisfying (4)	Completely satisfying (5)
The efficacy of hyperreality in the form of a gamification strategy on the consumption behaviour of Gen Zs and Gen Ys in South Africa.					
1. How satisfying do you find the gamification elements implemented in a brand's marketing strategy? (Reference: Hamari, Koivisto & Sarsa, 2014)					
2. To what extent are you satisfied or dissatisfied with the effectiveness of gamification tactics in your overall satisfaction with a brand? (Reference: Jin & Kim, 2017)					
3. Please rate the enjoyment and entertainment value you experience through a gamified element of a brand of your choice (Reference: Hamari & Koivisto, 2013)					
The efficacy of fragmentation in the form of an omnichannel strategy on the consumption behaviour of Gen Zs and Gen Ys in South Africa					
4. Please rate your satisfaction with the level of convenience and accessibility offered by a brand's seamless omnichannel marketing approach. (Reference: van Doorn et al., 2010)					
The efficacy of reversal of consumption and production in the form of experiential marketing on the consumption behaviour of Gen Zs and Gen Ys in South Africa.					
5. How satisfying do you find brand activations and events in which brands incorporate innovation, technology and Artificial Intelligence (AI)? For example, KFC Kentucky Town. (Reference: Kozak & Rimmington, 2000)					

Questions 5, 6 (for omnichannel strategy) and Questions 7-9 (for experiential marketing) do not match "satisfaction Likert scale". Accordingly, I have created Section C.2 which matches the strongly agree, disagree, unsure/ uncertain, agree, or strongly agree.

SECTION C.2: CUSTOMER SATISFACTION

Customer Satisfaction – (Continuation of omnichannel and experiential marketing because satisfaction does not match the Likert scale questions)

Please indicate the extent to which you agree with the statements below by ticking the corresponding number in the 5-point Likert scale below:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Not sure
- 4 = Agree
- 5 = Strongly Agree

CUSTOMER SATISFACTION QUESTIONS (CONTINUED)	Strongly disagree (1)	Disagree (2)	Unsure/ Uncertain (3)	Agree (4)	Strongly Agree (5)
The efficacy of fragmentation in the form of an omnichannel strategy on the consumption behaviour of Gen Zs and Gen Ys in South Africa					
6. I am likely to recommend a brand to family and friends based on my overall experience with our omnichannel marketing efforts. (Reference: van Doorn et al., 2010)					
7. Omnichannel marketing efforts enhance my overall shopping experience (Reference: Gupta & Harris, 2010)					
The efficacy of reversal of production in the form of an experiential marketing on the consumption behaviour of Gen Zs and Gen Ys in South Africa					
8. I feel a well-executed event marketing experience enhances my perception of a brand and proclivity to engage with a brand. (Reference: Gwinner, Bitner, Brown & Kumar, 2005)					
9. I am likely to share my positive experiences with a brand's immersive and experiential marketing efforts with others. (Reference: Sashi, 2012)					

SECTION D: CONVERSION RATES

CONVERSION RATES: Linked to Experiential marketing and UGC

Please indicate the extent to which you agree with the statements below by ticking the corresponding number between (1) and (5) in the 5-point Likert scale below:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Unsure/ Not sure/ Uncertain
- 4 = Agree
- 5 = Strongly Agree

CONVERSION RATES QUESTIONS	Strongly disagree (1)	Disagree (2)	Unsure/ Uncertain (3)	Agree (4)	Strongly Agree (5)
The efficacy of reversal of consumption and production in the form of experiential marketing on the consumption behaviour of Gen Zs and Gen Ys in South Africa.					
1. When engaging with a brand through experiential or immersive event marketing experiences, I often make a purchase or purchases based on the actual experience the brand fosters. (Reference: Harrigan et al., 2017)					
2. I find experiential or immersive event marketing to be influential in shaping my perception of a brand and ultimately influences me to make a purchase or purchases. (Reference: Li et al., 2020)					
3. The level of interactivity and immersion experienced at an event influences the likelihood of my conversion from a visitor to a customer. (Reference: Tussyadiah & Fesenmaier, 2013)					
The efficacy of reversal of consumption and production in the form of user generated content (UGC) impacts the consumption behaviour of Gen Zs and Gen Ys in South Africa.					
4. I find that engaging with user generated content (UGC) influences me to purchase products and services from certain brands. (Reference: Lee et al., 2019)					

5. I find that user-generated content (UGC) enhances my trust and credibility in a brand, and drives me to purchase products or services more. (Reference: Kozinets et al., 2018)					
6. I find that user-generated content (UGC) is effective in capturing my attention and propelling me to make purchases compared to content created by the brand itself. (Reference: Matzler et al., 2016)					

END! THANK YOU FOR YOUR PARTICIPATION AND YOUR TIME.