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Changes in consumer behaviour of urban black emerging middle-class consumers in South Africa, as a result of rural to urban migration

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Changes in consumer behaviour of urban black emerging middle-class consumers in South Africa, as a result of rural to urban migration

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A research report submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree Master of Management (Strategic Marketing).

Johannesburg, 2019

ABSTRACT

Multinational Corporations (MNCs) are facing the scenario that established markets are becoming saturated. They have consequently identified that pursuing entry in emerging markets will contribute to the growth of their respective brands. In turn, the development of emerging market strategies adapted to reflect understanding and localisation of the consumer behaviour habits found within these emerging markets, has become a priority for them.

It is within this context that this research study was undertaken. The purpose of this research study was to investigate the changes in consumer behaviour of black emerging class consumers when they migrate from rural areas within SA to urban areas of Gauteng. A qualitative research methodology was pursued with three focus groups to understand the changes in their consumer behaviour across four key themes, namely: Circular Migrators and Remittance providers to rural dwellers; dietary consumption habits; purchase decision making and shopping habits; as well as appreciation for high-value products.

Findings from this research study highlighted that black emerging middle-class consumers who migrated from rural areas of South Africa to urban areas of Gauteng remain circular migrators and do not see Gauteng as a permanent establishment for them. In addition, upon migrating to urban areas of Gauteng, these consumers continued to keep in contact with their rural-based relatives. These urban-based participants confirmed that they remitted groceries, money as well as furniture to their rural-based relatives. Lastly, the research findings confirmed that, upon migrating from rural areas to urban areas of Gauteng, the consumer behaviour habits of these participants changed. Their dietary consumption habits, their decision-making shopping habits, as well as their grocery shopping purchase habits reflected changes in their consumer behaviour patterns.

In addition, it was identified in this study that the dietary consumption behaviour, decision-making shopping habits, as well as grocery shopping purchase habits of the rural-based relatives also changed. This was as a result of being influenced by the changing consumer behaviour habits of the urban-based participants who remitted contributions to them regularly.

The findings of this research report have practical implications when pursuing strategies in emerging markets such as South Africa. In ensuring that the strategies deployed have factored an understanding of the local market and placing the consumers' interests at heart, three key areas are proposed for consideration when developing emerging market strategies in this rural-urban context. Firstly, the decreasing rural-urban gap eminent in the changes to dietary consumption habits and grocery purchases that are similar between the two areas needs consideration. Secondly, the increasing "urban poverty", contributed to by the limited access of basic services to the peri-urban communities, must be recognized. Lastly, the role aspiration plays in driving desire and subsequent acquisition of high-valued products by emerging middle-class consumers, is important.

DECLARATION

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

Nnaniki Malesa

Signed at ……

31 March 2019

DEDICATION

This research report is dedicated to Sarcoidosis Warriors

ACKNOWLEDGEMENTS

To my Knight in Shining Armour, my supervisor Professor G. Bick, whose supervisory role during the writing of this research report exceeded my expectations. I was humbled by Prof. Bick's giving spirit and patience, even when I did not deserve it. It truly was a blessing to have a teacher who guided my work and believed in me completing this report even when I was on my sick bed.

To my mom, my best friend and spiritual sister, who zealously continued to pray that I serve Jehovah God faithfully and wholeheartedly, in spite of the secular demands of my school and work life.

To a brother who supported and kick started the realisation of this dream - Mr. Amos Tabane.

To my Personal trainer and physical active mentor who helped me embark on a physical active journey intended to build up my strength and help me recover from my illness so I could go back to completing this research report.

You were all willing to be used by Jehovah God and I pray that He rewards you for your selfless acts of kindness.

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1 INTRODUCTION

There is no one-size-fits-all strategy when deploying strategies for consumer growth in emerging markets. It is only companies looking at growth opportunities at a more granular level, when entering these markets that will have a better chance of winning within these markets (Atsmon, Kertesz & Vittal, 2011). Strategies often cited as likely to be successful are those which work on developing relationships with non-traditional partners, co-inventing custom-solutions with emerging consumers' involvement and building local capacity (London & Hart, 2004). This is because the consumer class in these emerging markets cannot be compared to a typical Western market in growth patterns nor in consumer behaviour patterns of purchase, preference of taste as well as consumption habits (Meyers & Okoro, 2012; Dobbs, Smit, Remes, Manyika, Roxburgh & Restrepo, 2011).

Of relevance to this research report, is the emerging class which is showing growth patterns globally as well as in Africa within urban areas (Dobbs, Remes, Manyika, Roxburgh, Smit & Schaer, 2012; Dobbs et al, 2011; NPC, 2009). Whilst debate is ensuing as to which is the greatest factor in driving urbanization, there is research which has noted the contribution of rural to urban migration to this urbanisation (NPC, 2009; Cohen, 2004).

This research report focuses on urbanisation, as a result of rural to urban migration, as well as changing consumer behaviour of black emerging middle-class consumers who have migrated from rural areas of South Africa to urban areas of Gauteng.

1.1 Purpose of the study

The purpose of this research report is to provide insights into changes in consumer behaviour of urban black emerging middle-class consumers, within Gauteng, as a result of migration from rural areas of South Africa to urban areas of Gauteng.

1.2 Context of the Study

The big emerging markets of the world (South Africa included) have become noticeable in reporting growing consumer disposable income (Meyers & Okoro, 2012). According to Meyers and Okoro (2012), 80% of the world's consumers come from emerging markets such as China, Argentina, India, Mexico, Poland, Turkey as well as South Africa. In turn, emerging markets contributed about 45% of the global GDP in 2008, which is expected to rise to about 80% by 2050 (Taylor & Francis Group, 2010). It is on the basis of this premise that developing powerful emerging-market strategies has become top priority for many

multinational corporations, herein referred to as MNCs, who are seeking entry into these emerging markets (Atsmon, et al 2011; Wright, Filatotchev, Hoskisson & Peng, 2005; Cui & Liu, 2000).

From a marketing perspective, emerging markets present themselves as ideal ground with attractive growth opportunities for building and expanding brands by these MNCs (Craig and Douglas, 2011; Taylor et al, 2010). These MNCs have realised that established markets have become saturated, and accelerated growth of their respective brands mandates pursuing entry in emerging markets (London & Hart, 2004).

1.2.1 Nature of consumer potential in emerging markets

Research has highlighted that pursuing emerging markets presents key marketing obstacles and or unique challenges to MNCs (Shah, 2012). Research findings indicate that some multinationals lack adequate knowledge about likely challenges as well as issues to be met when pursuing these emerging markets to drive their globalisation strategies (Meyers & Okoro, 2012; Cui & Liu, 2000). This lack of knowledge by these MNCs had resulted in them gaining limited access in penetrating these markets successfully. Shah (2012) highlights some of these challenges as including (but not exclusive to): rapid change in expectations, incomes as well as levels of knowledge by consumers within these markets.

Atsmon et al (2011), point out that much more is needed in accelerating growth in these markets, than just typically developed country-level strategies. The need to concentrate resources on the most promising submarkets in an emerging economy was cited by Atsmon et al (2011) as a strategic approach needing to be pursued. Such a strategic approach, Atsmon et al (2011) argue will depend on a number of characteristics including its stage of urbanisation.

However, it is also MNCs limited understanding of stages of urbanisation which emerging markets typically go through; which has contributed to their limited success when entering these markets. This is attributed to their emphatic focus of targeting urban consumers within these countries. Often MNCs have deployed strategies which have been slightly modified given their thinking that modern consumers in emerging markets are similarly profiled to those in western markets (Prahald & Lieberthal, 1998). This has resulted in them firstly tapping only a small fraction of the growth potential in emerging markets - namely urban

consumers and secondly ignoring the mass consumers in rural areas - namely the emerging consumers - predominant in emerging markets (Craig & Douglas, 2011).

On the other hand, there has been research which outlined the presence of MNCs who have been cognisant that it is in fact the vast potential of low-income rural consumers in emerging market countries who provide growth opportunities (Craig & Douglas, 2011; Dawar & Chattopadhyay, 2002). These MNCs have embarked on developing emerging market strategies cognisant of the need to firstly understand these rural consumers as well as enhance their abilities to consume. They have pursued such an approach in an effort to drive increased volumes of purchases and or consumption of their brands in these markets (Craig & Douglas, 2011; Dawar & Chattopadhyay, 2002). Therefore, research had established that typical emerging markets have as common "base line characteristics", consumer incomes which are low on a per-capita basis by Western standards as well as a relatively small elite urban high-income market which is differentiated and is incomparable to typical Western standards (Batra, 1997).

Profiling the growth of this small elite urban high-income audience, namely the middle-income households herein referred to as the emerging middle class, who typically have discretionary income to spend on expensive goods, appliances and automobiles was noted by researchers (Manrai & Manrai, 2001). Manrai and Manrai (2001) argued that as the countries of the world progress in terms of the economic development, the middle-income consumers are becoming economically prosperous and this trend is more so noticeable in emerging markets which include countries like Brazil, Argentina, India, China as well as South Africa.

1.2.2 Urbanization growth in emerging markets

Shah (2012) added to the discussion on the presence and growth of emerging middle-class consumers and cited that these consumers were rapidly changing in their expectations, incomes and levels of knowledge. On the issue of rapidly changing incomes, additional research advanced that the move to urban living was lifting the incomes of millions of such consumers around the world (Dobbs, Remes, Manyika, Roxburgh, Smit and Schaer, 2012). In many parts of the world, urbanisation was being accelerated by the global economy which as noted above was changing the consumer growth landscape (Cohen, 2004).

A closer look at urbanisation as a factor of this rapid change revealed that half of the world's population today lives in towns and cities (Dobbs, Smit, Remes, Manyika, Roxburgh & Restrepo, 2011). 1 billion new consumers are expected to enter cities as a new "global consuming class" by 2025 (Dobbs et al, 2012). In addition, 600 million of them are living in cities of emerging markets whilst expected to generate close to half of the global GDP growth between 2010 and 2025 (Dobbs et al, 2012). In turn household consumption of urban consumers in emerging markets is expected to increase to more than $10 trillion (Dobbs et al, 2012).

Within the African continent, research outlined that around 90 million of African households had joined this world's consuming class by 2011 (Dobbs et al, 2011). In turn, the sub-Saharan African cities (urban areas) contributed 50% of the region's GDP which was expected to triple to $1,5 trillion by 2025 (Dobbs et al, 2011). Estimated global projection over the next 30 years of this urbanisation vis a vis that of the rural population, by the United Nations, had indicated declines of the latter whilst urbanisation continues to increase (Cohen, 2004).

In South Africa alone, circular rural to urban labour had increased greatly, especially the rise of female labour migration (Possel, 2003). In fact, it was expected that in 2050, 80% of South Africa's population will be urban as opposed to the current 60% status quo (NPC, 2009). NPC (2009) further identified the growth of peri-urban centres estimated to house at least 10 million South Africans, home to many migrants from rural areas. This NPC (2009) attributed it to the growth of urban informal settlements - more so around the fringes of major townships.

Whilst research emphasised the growth of urban cities and the growth of the urban emerging markets consumer, debate was noted as to what is deemed to be the greatest influence in the acceleration of urbanisation. The portrayal of urban growth as due mainly to rural-urban migration as a leading factor in driving the acceleration of urbanisation was contested by researchers who cited the existence of other factors as playing an even greater role in driving urban growth (Cohen, 2004; Tacoli 1998; Preston, 1988).

With the rise of urbanisation noted by researchers, the influence in migration by rural consumers as a result of urbanisation has raised the following questions:

- Has the emerging black middle class' consumer behaviour, purchase patterns as well as dietary consumption patterns changed within urban as a result of rural urban migration?
- Are there any opportunities and challenges which exist which marketers need to bear in mind when tapping into this consumer base to drive product purchase and dietary consumption of their brands' offering?

It is within this context that this research report investigated the changes in consumer behaviour of rural to urban migration of black emerging middle-class consumers within Gauteng. It was this research report's intent to delineate the change in the consumer behaviour of black emerging urban consumers when black consumers migrate from rural to urban areas.

The benefit from acquiring this body of knowledge for marketers would be in establishing variation in consumption of categories by consumers in rural areas versus those in urban areas. It is also to establish the change in consumption of categories by consumers who have moved from the rural areas to the urban areas. This would enable marketers to begin developing regional-based marketing strategies and avoid deploying one-size fits all marketing strategies when engaging consumers in emerging markets (Atsmon et al, 2011; Taylor et al, 2010; Dawar & Chattopadhyay, 2002; Prahald & Lieberthal, 1998).

1.3 Problem Statement

1.3.1 Main problem

To investigate changes in consumer behaviour on urban black emerging middle-class consumers as a result of rural to urban migration in Gauteng.

1.3.2 Sub-problem 1

To understand consumer behaviour of rural consumers prior to migrating to urban areas.

1.3.3 Sub-problem 2

To understand consumer behaviour after rural consumers migrated to urban areas.

1.3.4 Sub-problem 3

To compare the changes in consumer behaviour as a result of migration to the urban areas.

1.4 Significance of Study

This study provides insights to enable marketers to understand why profiling of black consumers along geographic variable of rural areas is limiting, more so given the growing predominance of an urban-based consumer class now and into the future.

To date, research emphasised deploying of powerful emerging market strategies by MNCs as key; given the growing volume force and financial value of an emerging consumer class (Dobbs et al, 2012, Dobbs et al, 2011; Dawar & Chattopadhyay, 2002). In addition, research has drawn attention to the need by MNCs to remember that this consumer class is largely based within rural areas and depicts traits of typical rural consumers in lifestyle and consumption habits (Craig & Douglas, 2011). As such MNCs are continually being reminded to deploy cost and functional product, distribution and marketing strategies when engaging this consumer given the restrictive income earnings by this consumer (Craig & Douglas, 2011).

Research has pointed out the errors of MNCs who have focused on urban consumers in these emerging markets. Shah (2012) brings to the fore that this limits MNCs brands' successes in take-off of consumption in emerging markets. This is because the strategies implemented exclude this large emerging class which is dispersed and largely based in rural areas (Shah 2012; Meyers & Okoro, 2012; Cui & Liu, 2000).

However, recent research has indicated a growing influx of urbanisation in these emerging markets with the future predicted to see majority of the emerging middle class demographically located in urban areas as opposed to rural areas (Dobbs et al 2012; Dobbs et al, 2011; NPC, 2009; Cohen 2004; Tacoli, 1998; Jamal et al 1988).

With some literature review even citing the presence of "a vanishing rural-urban gap", questions then raising the need for this study are:

- Should marketers continue to rest their strategies on a segment called "rural areas"?

- With the influx of rural migration into urban areas, how does that affect categories consumed and variations in volume of that consumption within areas of predominance by this consumer base?

Whilst research has contributed to profiling insights into housing challenges in South Africa as a result of rural to urban migration (Mbuyana, 2010); investigating consumer behaviour changes on black emerging black-middle-class as a result of this migration has yet to be executed in South Africa.

This research report provides guidance to marketers on the potential in urban areas as result of the proliferation of the rural consumers now based here. Marketers who have to date pursued strategies intending to capture consumer growth in rural areas or consumers with limited income means will greatly benefit from this study because:

- The report profiles the changing landscape of the rural consumer vis a vis that of the urban-migrated consumer highlighting similarities and differences in their purchasing and dietary consumption behaviour.

In essence the rural consumer audience is going to change. Marketers need to be duly informed on what strategies need to be executed today for continued consumption of products by these consumers.

1.5 Delimitations of Study

1.5.1 Rural migration Exclusivity:

- For the purpose of this research report, the focus was exclusively on investigating urbanisation as a result of consumers who migrated from the rural areas to urban areas within Gauteng only.

- Whilst rural migration is also attributed to a number of factors - exclusivity on rural migration as a result of job-seeking opportunities namely labour migration was the focus for this study.

1.5.2 Urbanisation:

- Here urbanisation refers to all areas of location found within urban areas. These include townships, peri-urban areas such as Squatter Camps as well as government-

development areas where RDP houses are located as a result of addressing housing demand for South Africans by government in urban settings.

1.6 Assumptions

- All consumers interviewed are knowledgeable of a lifestyle from the rural areas
- All consumers interviewed have lived in rural areas before - in fact they originate from rural areas.
- All consumers' family trees can be traced back, in one form or another, to a time when some families having lived in rural development areas prior to migrating to the urban areas.

1.7 Ethics

This section provides evidence of sufficient consideration of possible ethical implications of this research study. Ethical clearance was received from Wits Business School to conduct the study in line with the proposed and approved methodology.

The recruitment of prospective participants required for conducting the research study ensure the following:

Requested consent for participation in the focus group sessions for each respondent

Preserved anonymity of the topic to prospective participants by recruiting inline with the variable of rural origination as well as to urban migration status only.

An approved Focus Group Guideline was used ensuring clearance with the institution regarding the questions posed to the participants.

2 LITERATURE REVIEW

2.1 Introduction

Developing powerful emerging-market strategies was noted as a priority by many MNCs seeking entry into emerging markets (Atsmon et al, 2011; Wright et al, 2000). Researchers presented findings which highlight MNCs pursuing these strategies (Meyers & Okoro, 2012; Dobbs et al, 2012, Dobbs et al, 2011; Dawar & Chattopadhyay, 2002).

This section of the research report underpins the need for exploration of the problem statement at hand given these global research findings:

- The value and growth of emerging markets and emerging consumers as well as evidence of GDP contribution to the economy globally (Craig & Douglas, 2011; Taylor & Francis Group, 2010; Andersson & Lundstrom, 2007; Weiser, 2007; Kucuk, 2005).

- Consumer behaviour dynamics into purchase and dietary consumption patterns of emerging consumers (Manrai & Manrai, 2001; Cui & Liu, 2000; Prahald & Lieberthal, 1998).

- Increase of urbanisation and the growth of emerging middle-class consumers in the cities of emerging markets (Dobbs et al 2012; Dobbs et al, 2011; Bisson, Kirkland, & Stephenson, 2010; NPC, 2009; Cohen 2004; Jamal et al 1988; Tacoli, 1998).

- Trends of rural to urban migration and the noticeable consumer behavioural changes of the emerging middle class consumers who had migrated from rural to urban areas of emerging markets (Fine et al, 2012; Dobbs et al, 2011; Bisson et al, 2010; Kapoor & Moorthy, 2010; Roxburgh et al, 2010; Beinhocker et al, 2007; Kok & Collinson, 2006; Cohen, 2004; Posel, 2003; Cui & Liu, 2000; Kelly, 1988; Smit, 1998).

2.2 Literature Review Definitions

2.2.1 Definition of MNCs

MNCs (Multinational Corporations) are defined as “corporations headquartered in one country and having operations in more than one country” (Pillania, 2009: pg. 14). This research study elected Pillania’s (2009) definition as the framework of the MNCs definition. This is because this definition takes full cognisance of the fact that a MNC biggest descriptor

is in having spread its operations around the world or in other parts of the world outside of the country where its operations originated from.

2.2.2 Definition of Emerging Markets

A variety of researchers had since packaged definitions for the term “emerging market” (Burgess & Steenkamp, 2006; Hoskisson, Eden, Lau, & Wright, 2000; Arnold &Quelch, 1998). In contributing to the origin of the term emerging markets; Hoskisson, Eden, Lau, and Wright (2000, page 249) stated that: “emerging markets” are “low-income, rapid-growth countries using liberalisation as their primary engine of growth”.

Hoskisson et al. (2000) argued further that emerging markets are defined into two groups namely “developing countries” as well as “transitional economies”. In corroborating on the cited definitions to date, Burgess and Steenkamp (2006) highlighted that for all practical purposes, the terminology of emerging markets is synonymous with that of developing countries. As such “emerging markets” to Burgess and Steenkamp (2006) include all countries classified as “middle-income or low-income and as developing countries”. Andersson and Lundstrom (2007) recapitulated the varied definitions drawing emphasis to the notion that the term “emerging market” is not dependent on geographic region or economic strength but rather characterised by low to middle per capita income, movement towards an open market economy and increasing local as well as Foreign Direct Investments. Dawar and Chattopadhyay (2002) outlined that the three key factors which characterise emerging markets are low incomes, variability in consumers and infrastructure as well as relative cheapness of labour, which is often substituted for capital.

This research study and in turn report packaged herein reached the decision to utilise the definition as recapitulated by Andersson and Lundstrom, (2007) when referring to an “emerging market”.

2.2.3 Definition of Emerging Middle-Class Consumers

Prahalad and Lieberthal (1998) referred to the emerging middle-class consumers as the “rising middle class” who were hungry for consumer goods, a better quality of life and had a keenness to spend. Manrai and Manrai (2001) contributed to this definition, citing that emerging middle-class consumers as consumers in middle income households, herein

referred to as the emerging middle class, typically have discretionary income to spend on expensive goods, appliances and automobiles.

This research report adopted the definition of Manrai and Manrai (2001) in advancing the research findings on consumer behavioural changes noticeable in this audience.

2.2.4 Definition of Emerging black middle-class consumers

In South Africa, the term Black Diamond was coined by the UCT Unilever Institute as well as TNS Research Surveys to profile SA's growing black middle class who are an untapped consumer base by MNCs and marketers alike. The Black Diamond is often denoted as the Emerging Black Middle Class described as black Africans living in SA with access to income and employment (Levin, 2005)

2.2.5 Definition of Urban vis a vis Rural Areas

Kok and Collinson (2006) define urbanisation as the incremental growth of a population in an urban area. Within the context of South Africa as well as the geographical setting of this research report, Census (2001) outlined the urban versus rural areas definition as highlighted in Table 5.

2.2.5.1 Urban area Definition:

According to Census, 2001, an urban area in reference to place of stay or residence is made of to 2 key areas namely Urban settlement/formal as well as Urban Informal/Informal settlement. Urban settlement is a settlement which is structured as well as organised. Services such as water, electricity and refuse removal are provided, roads are formally planned and maintained by the council (Census, 2001).

This urban category includes suburbs and townships. An informal settlement or 'squatter camps' occur on land which has not been surveyed or proclaimed as residential, and the structures are usually informal. Such areas are usually found on the outskirts of towns or in pockets of 'inside towns, or along railways and roads and have limited or no services at all provided to them. Some informal areas are also found in tribal areas (e.g. in Mpumalanga) and in townships. Urban area with reference to place of work would encompass locations profiling industrial plants where manufacturing takes place with commercial areas dispersed around or near them (Census, 2001).

2.2.5.2 Rural area Definition:

3 key areas relevant for this description namely: Farms, Smallholdings as well as Tribal Settlements. Farms refer to commercial farms covering extensive areas where land is cultivated and the field size is rather large. Smallholdings are small farms located on the periphery of towns where small-scale intensive farming takes place. Tribal Settlements refer to villages that fall within tribal areas located as pockets of houses/huts clustered throughout the area with large areas of grassland and or field in between (Census, 2001).

Table 1 outlines the Census (2001) contextualised definitions which this report adopts.

Table 1: Census Profiles

AREA TYPE	GEOGRAPHY TYPE	URBAN/RURAL
Vacant Small Holding Urban Settlement Recreational Industrial Area Institution Hostel	URBAN_FORMAL	Urban
Informal Settlement	URBAN_FORMAL	
Farm Small Holding Recreational Industrial Area Institution Hostel	RURAL_FORMAL	Rural
Vacant Tribal Settlement Recreational Industrial Area Institution Hostel	TRIBAL_AREA	

Source - Statistics SA

2.2.5.3 Definition of Internal Migration

Internal migration refers to a migratory move where the original place and the destination place are within the same country (Kok & Collinson, 2006). Polzer (2010) qualified the Internal migration definition citing that it is movements between and within provinces and municipalities.

2.2.5.4 Definition of Circulatory Migration

According to Kok and Collinson (2006), Circulatory Migration applies to migratory movement from rural areas (area of origination) to urban areas or peri-urban settings (residential area) of individuals whilst these individuals remain regularly connected with those left behind their areas of origination. The extent of regular connection here would include but not be exclusive to: communication, regular return visits as well as likely remittance transactions to those left behind in the area of origination (Kok &Collinson, 2006).

2.3 Background Discussion

In a working paper written in 1997, Prahalad and Hart articulated the concept of emerging markets, as presenting an immense opportunity for the world (Vikalpa, 2005; Prahalad and Lieberthal, 1998). Prahalad & Hart (2002) argued that the real source of market growth lied in the billions of aspiring poor who were joining the market economy for the first time within these developing economies.

In quantifying the value of emerging markets, research studies cited that emerging markets contributed about 45% of the global GDP in 2008, which was expected to rise to about 80% by 2050 (Taylor & Francis Group, 2010). In quantifying the size and population of the emerging markets, researchers cited that by 2030, 90% of the projected 9 billion population on planet earth would be residing in emerging markets (Landrum, 2007; Weiser, 2007; Kucuk, 2005).

Researchers highlighted that the economic growth of these emerging markets had resulted in the expansion of emerging markets' cities which had given impetus to the growth of emerging middle-class consumers (Dobbs et al, 2012; Dobbs et al, 2011; NPC, 2009; Cohen 2004; Jamal et al1988; Tacoli, 1998). The expansion of these emerging markets' cities was fuelled by rural to urban migration evident when these rural migrants responded to the economic opportunities availing themselves in urban areas (Kok & Collinson; 2006 Cohen, 2004; Posel, 2003; Kelly, 1988; Smit, 1998). In turn, the rural to urban migration in emerging markets had advanced the growth of emerging middle-class consumers in urban areas (Bisson et al, 2010). Interesting to note were the changes in dietary consumption and purchasing habits by these emerging middle-class consumers who had migrated to urban areas (Kapoor & Moorthy, 2010; Beinhocker et al, 2007; Cui &Liu, 2000; Waheeduzzaman, 2006).

Within the South African context, research had profiled housing challenges in South Africa as a result of rural to urban migration (Mbuyana, 2010). However, lacking in the research work was investigating consumer behaviour changes on black emerging black-middle-class as a result of rural to urban migration.

This research report identified that gap and investigated these consumer behaviour changes by exploring the existence of changes amongst urban black emerging middle-class consumers who had migrated from rural areas of South Africa to urban areas of Gauteng.

2.4 Challenges to overcome when entering Emerging Markets

Many MNCs suffered from "deeply etched logic of their own, which restricted their ability to see a vibrant opportunity at the BOP" (Prahalad, 2004 pg. 8). Research findings indicated that some MNCs lacked adequate knowledge about the pertinent issues driving globalisation strategies in emerging markets. It was this lack of knowledge which had resulted in MNCs experiencing limited access in penetrating emerging markets successfully (Meyers & Okoro, 2012; Cui & Liu, 2000).

The need to understand this "deeply etched logic" of MNCs when entering emerging markets was key to this research report. This section of the report firstly reviews the critical challenges which hindered successful entry and participation within emerging markets by MNCs. The report then profiled learnings from emerging market strategies which guaranteed success when executed by MNCs entering emerging markets (Dawar & Chattopadhyay, 2002).

A review of both scenarios respectively follows next.

2.4.1 Challenges experienced by MNCs when entering emerging markets

A number of scenarios contribute to the reasons MNCs experienced challenges when launching their brands in emerging markets. Firstly, MNCs preference for standardisation strategies when entering emerging markets, was cited as one of the first reasons why they experienced challenges when launching their brands in emerging markets (Dawar & Chattopadhyay, 2002). Dawar and Chattopadhyay (2002) argued that MNCs pursued such strategies believing that emerging markets were not huge enough to justify the effort and cost of localisation as well because they perceived that emerging market consumers were becoming affluent and thereby becoming more and more like their developed markets' counterparts. Lastly, MNCs believed that adaptation to local market conditions in every emerging market would undermine the very standardisation which had to date been instrumental to the success of MNCs globally (Dawar & Chattopadhyay (2002).

Secondly, researchers highlighted that continued treatment of emerging markets as one homogenous offering undermined successful implementation of MNCs strategies in emerging markets (Chikweche & Fletcher, 2010; Weiser, 2007; Cui & Liu, 2000). Prahald and Lieberthal (1998) referred to such thinking as "imperialist mindset" as it assumes that "everyone must be like us" (Prahald & Lieberthal, 1998: pg. 110).

Third contributing factor to challenges experienced, was MNCs limited understanding of the stages of urbanisation which emerging markets typically go through. This limited understanding by MNCs became evident in the strategies they deployed in emerging markets (Atsmon et al, 2011). The strategies deployed by MNCs were either focused on urban consumers only or the wealthy few often ignoring the mass consumers in rural areas. The strategies deployed were also a modification of global strategies as MNCs believed that modern consumers in emerging markets were similarly profiled to those in western markets (Craig & Douglas, 2011; Cui & Liu, 2000; Arnold & Quelch, 1998; Prahald & Lieberthal, 1998).

Researchers continually advised MNCs to stop deploying one-size fits all strategy when entering emerging markets (Atsmon et al, 2011). Researchers' thinking on strategies to be pursued in order ensure successful brand launches when entering emerging markets is discussed next.

2.4.2 Strategies to be pursued by MNCs when entering emerging markets

Researchers argued that it was only by placing emerging consumers' interests at heart when approaching emerging markets that remarkable growths and profits would result for MNCs (Prahalad (2004). Companies who looked at growth opportunities at a more granular level by pursuing anti-standardisation strategies when entering these markets had a better chance of winning (Meyers & Okoro, 2012; Atsmon et al, 2011; Cui & Liu, 2000). Such a strategy mandated that MNCs shifted their focus from standardising their global strategies in emerging markets by developing locally adapted marketing programs through mining and translating local market; creating partnerships as well as strategic alliances (Atsmon et al, 2011; Weiser, 2007; Khanna, Palepu & Sinha, 2005; Dawar & Chattopadhyay, 2002).

Within the African continent, Roxburg et al (2010) highlighted that the most successful MNCs in Africa tailored their products and strategies for the continent in three ways - namely:

- They found ways to overcome the challenges resulting from poor infrastructure as well as low penetration of formal retail environments.
- They devised strategies to serve low-income serving consumers, as opposed to positioning their offering to target primarily upper-income consumers.
- They developed strategies plans to build their presence in a number of African markets with different profitability, growth and risk characteristics.

A second approach of redressing challenges experienced in emerging markets by MNCs, was proposed by Enterprise for a Sustainable World (2006). The approach proposed, known as the Base of the Pyramid Protocol, highlighted that the first step was in engaging BOP consumers so as to get input of what BOP (Bottom of the Pyramid) consumers believed would best suit their needs (Enterprise for a Sustainable World, 2006). Such an approach encouraged MNCs to seek out the BOP representative voices not listened to and engage them fully (Landrum, 2007).

Anderson and Billou (2007) took the "mutual dialogue engagement" mandate a step further when coining their 4A's strategic approach of entering emerging markets (See Figure 1). Here success in emerging markets, was argued as dependent on delivering an emerging market strategy which was focused around the approach of the 4A's of Availability, Affordability, Acceptability as well as Awareness (Anderson & Billou, 2007). The

Acceptability part of this 4-pronged strategic approach, emphasised the need for MNCs to respond to requirements of local business practices and consumer needs when entering the emerging markets (Anderson & Billou (2007).

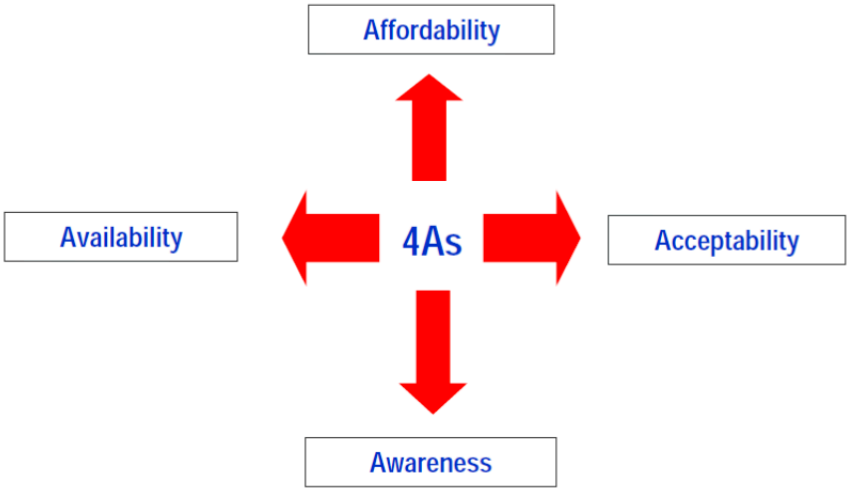

Figure 1: 4A's of Availability, Affordability, Acceptability as well as Awareness

(Source: Anderson & Billou, 2007 - page 4)

Researchers argued that it was imperative for MNCs pursuing any emerging market to engage in dialogue with the consumers thereof prior to developing any creative, innovative solutions intended to aid in the selling or distribution of their respective offering (Atsmon et al, 2011; Anderson & Billou, 2007; Landrum, 2007; Enterprise for a Sustainable World, 2006; Dawar & Chattopadhyay, 2002). Strategies often cited as likely to be successful, were those which worked on developing relationships with non-traditional partners; co-inventing custom-solutions with emerging consumers' involvement as well as building local capacity of that emerging market (London & Hart, 2004).

Lastly, with respect to strategies to correct inclination by MNCs for pursuing homogenous strategies; there have been MNCs who have been cognisant of the fact that the vast potential of low-income rural consumers in emerging market countries provides growth opportunities (Craig & Douglas, 2011; Dawar & Chattopadhyay, 2002). Research presented a view that such MNCs had embarked on emerging market strategies intended to understand the rural consumers as well as enhance these consumers' abilities to consume (Craig & Douglas, 2011; Dawar & Chattopadhyay, 2002).

Researchers noted that the consumer class in these emerging markets cannot be compared to a typical Western market in growth patterns or consumer behaviour patterns of purchase, preference of taste as well as dietary consumption habits (Meyers & Okoro, 2012; Dobbs, Smit, Remes, Manyika, Roxburgh & Restrepo, 2011).

The need to outline the financial rationale driving MNCs to pursue emerging markets mandates a review of the quantification of the worth of emerging markets and their emerging consumers. This is discussed next.

2.5 Profile of Emerging Markets & its Emerging Consumers: Size, Value, Worth and Consumer Behavioural Habits

MNCs realised that established markets have become saturated and accelerated growth of their respective brands mandated pursuing entry in emerging markets (Andersson & Lundstrom, 2007; London & Hart, 2004).

2.5.1 Emerging Markets' size, worth and contribution to Global GDP

Prahalad and Hammond (2002) referred to the emerging markets' audience as the "Bottom of the Pyramid". Noted as an audience of 4 billion people (See Figure 2), The Base or Bottom of the Pyramid (BOP) was defined as those people who lived on less than 2$ per day yet are infused with aspirations for a better life (Perrot, 2010; Vikalpa, 2005, Prahalad, 2004; Prahalad & Hart, 2002).

This audience of 4 billion consumers who came from emerging markets, contributed about 45% of the global GDP in 2008 which was expected to reach about 80% by 2050 (Taylor & Francis Group, 2010).

Relative to total population, the people who lived in emerging markets made up 80% of the world's population (Meyers & Okoro, 2012; Andersson & Lundstrom, 2007). The World Bank cited that by 2030, 90% of the world's population would be living in developing countries (Kucuk, 2005).

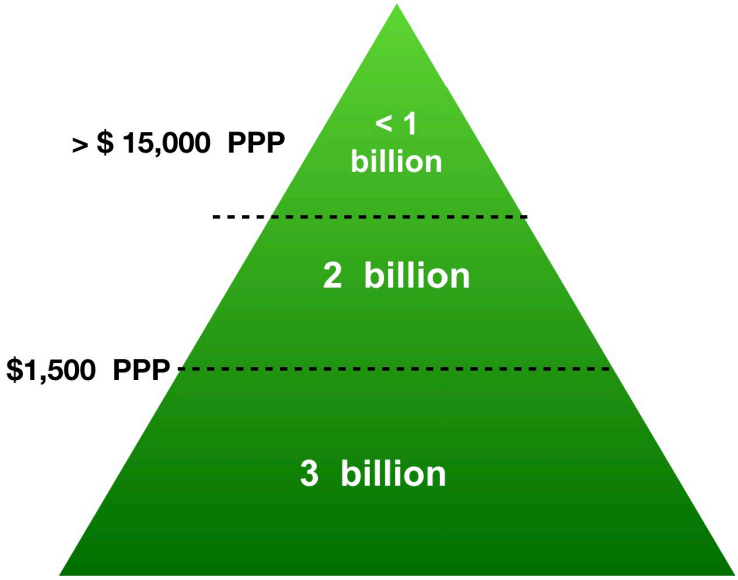

Figure 2: The "Base" of the Pyramid

Source: Prahald (2004)

With the size of this audience and the contribution of the sector to GDP noted by researchers, Weiser (2007) expanded that emerging consumers represented a multi-trillion-dollar opportunity that was largely untapped by MNCs. Perrot (2009) cited an estimation of the worth of this market at around 5 trillion dollars Purchasing Power Parity in total. This BOP Market Value, populated in terms of spending by sector or industry, is depicted at Table 2 below.

Table 2: BOP Market Value

$5 trill market	
Food	2,895 bn
Energy	433 bn
Housing	332 bn
Transportation	179 bn
ICT	51 bn

Source: Perrot, 2010 - page 5: BOP Market Value

Weiser (2007) outlined that over the next several decades, primary growth in the workforce would come from these emerging markets. This finding was supported by Atsmon et al (2011) who concluded that future emerging consumers would contribute a greater share in consumption of product categories that were perceived as highly matured in developed countries.

2.5.2 Consumer Behaviour in Emerging Markets: Dietary Consumption Habits and Purchase habits of Emerging Consumers

Batra (1997) cited 4 noticeable trends of consumer behaviour within emerging markets, as a result of MNCs entry into these markets:

- They had increased their desire for quality branded goods and services.
- They were receptive to an offering of variation in product offering as opposed to initial offerings by local producers at times of low-priced basic brand.
- These consumers were also beginning to display some degree of loyalty towards new brands launched to the detriment of their local traditional brands.
- They were also becoming savvy to the realisation that not all brands on offer by MNCs were of high quality.

Researchers' findings outlined that food purchase behaviour of consumers in most emerging markets had changed greatly (Meyers & Okoro, 2012; Kapoor & Moorthy, 2010). Increase in per capita disposable income, the interaction with the globe by these markets, movement of households towards higher income groups, education as well as urbanisation were some of the contributing factors cited by researchers as influencing the changing dietary consumption habits (Kapoor & Moorthy, 2010). Research by Veeck and Burns (2003) argued that money and time had become key determinants in the decisions made by emerging consumers to buy "time-saving products" resulting in hurried lifestyles which were now clashing with traditional customs and culture. Veeck and Burns (2003) emphasised that because of the hurried lifestyles, emerging consumers then used their income to substitute or buy the time that was lost as a result of their work. It was this consumer behaviour, not just merely the presence of money and lack of time, which had driven the adoption of consumption choices that were not traditionally inclined by these emerging consumers (Veeck & Burns, 2003).

Key to this report is the role and influence of urbanisation in contributing to the changing consumer behaviour habits within emerging markets as cited above. This is discussed next.

2.6 Urbanisation in Emerging Markets

The weekly move of at least one and a half million people to the cities in almost all emerging markets had resulted in people moving off subsistence farming to urban jobs (Bisson et al, (2010). Dobs et al (2012) believed that the expansion of cities was likely to impact positively in driving further economical growth as well as poverty reduction across many emerging markets.

2 billion new consumers (who make up 25% of the population) were expected to enter the top 600 cities of the world as a new “global consuming class” by 2025 (Dobbs et al, 2012). Of even greater relevance to this research report was the cities making up these top 600 cities: by 2025, 136 new cities from the top 600 cities would be from emerging markets (Dobbs et al, 2012). Dobbs et al (2012) also highlighted that 600 million of those who lived in cities of emerging markets were expected to generate close to half of the global GDP growth between 2010 and 2025 (Dobbs et al, 2012). In turn, the growth of urban markets within Africa saw projections which cited that by 2020, each of the five largest urban markets (Johannesburg and Cape Town included) - would have a consumer spending of $25 billion or more (Roxburgh et al, 2010).

Urbanisation growth and consequential mushrooming of peri-urban areas had been noted extensively in research work and some researchers had argued that urbanisation may not likely happen in cities but rather in smaller cities and towns (Cohen, 2004; Jamal & Week, 1988). Todaro (1997) had outlined the impact of urbanisation in the growth of huge slums and shanty tows, herein referring to peri-urban areas. Of 100 households established in urban areas of developing countries, 72 were often located in shanties and slums with the figure rising to 92 in African countries Todaro (1997).

Within the SA context, NPC (2009) identified the growth of peri-urban centres as another key trend which had become even more evident in rural South Africa. These peri-urban areas were now estimated to house at least 10 million South Africans, home to many migrants from rural areas. This growth was attributed to the growth of urban informal settlements - more so around the fringes of major townships (NPC, 2009). The pattern here was that these peri-urban areas were merging with informal settlements and the fringes of major townships, as well as in areas of good transport access to the former homelands of

the likes of Eastern Cape, KwaZulu-Natal, Mpumalanga and Limpopo (NPC, 2009). Townships had also been instrumental in the development of urbanisation in South Africa as the majority of the black population residents in Johannesburg - South Africa at the turn of the twentieth century stayed in these “overcrowded compounds, backyards and informal settlements “of townships (Setswe, 2010 - page 2).

South African research had since begun to identify the need for distinguishing between primate cities versus secondary cities (John, 2012). Secondary cities, implied that these are a group of cities which were ranked below the group at the very peak of urban hierarchy (John, 2012). The primate city, on the other hand, would be the city that emerged as the most populous during a county’s urbanisation (John, 2012). Whilst John (2012) argued that there may not be a clear-cut definition of secondary cities and this would be differently defined from one country to the next; the role of secondary cities in the urbanisation surge could not go unnoticed.

Key to understand, was what drove this increase in urbanisation and influenced the growth of emerging consumers in urbanised areas? This is discussed next.

2.6.1 Rural to Urban Migration Influence on the Growth of Urbanisation

Rural to urban migration was argued as having featured prominently in urbanisation motivated by migrants who responded to the economic opportunities availing themselves in urban areas (Kelly, 1988). The debate on what was deemed to be the greatest influence in the acceleration of urbanisation as well as the literature writers’ arguments on other factors which played an even greater role in driving urban growth (Kusel, 2009; Cohen, 2004; Kasarda and Crenshaw, 1991; Tacoli 1998; Kelly, 1988; Preston, 1988). Whilst the arguments against migration are also noted, they are a delimitation and hence fall outside of this report’s framework of discussion. For the purpose of this report, the interest in migration as a determinant of urbanisation is what is pursued further.

Kasarda and Crenshaw (1991) explained the relationship between migration and the urbanisation growth trends and highlighted that migration (as in natural increase of urban population) was a determinant of urban growth. In addition, various forms of migration were noted to have been dominant in driving urbanisation in many emerging markets (Kasarda & Crenshaw, 1991).

Adding to this body of knowledge, Cohen (2004) highlighted that estimated population global projection over the next 30 years of urbanisation vis. a vis that of the rural population indicated declines of the rural population against the increase of the urban population (See Figure 3). Cohen (2004) argued further that rural economies and lifestyles were increasingly becoming urban in nature as the percentage of labour force in non-agricultural activities rose.

In South Africa alone, circular rural to urban labour had increased greatly, especially the rise of female labour migration (Posel, 2003). The main reason for migration was to secure a job and the understanding was that rural to urban migration would serve this purpose (Kusel, 2009; NPC, 2009). According to NPC (2009), even more evident in rural South Africa was the decline of rural population as a result of migration of rural population to urban areas. It was expected that in 2050, 80% of South Africa's population would be urban as opposed to the current 60% status quo (NPC, 2009).

Noteworthy was also the rural poverty share which declined from 70% in 1993 to 57% in 2008 (NPC, 2009). This, coupled with the declining dependence towards agricultural employment and income which had been abandoned in favour of employment and non-agricultural activities, had also contributed to the rural to urban migration trend (NPC, 2009).

On the peri-urban trend in relation to migration, research highlighted that this was driven by the obstacle in the way of movement of straight rural to urban migration by rural migrants (NPC, 2009). The rural migrants perceived the formal urban areas to be places of high competition and thus the struggle to compete for rural migrants may be high (NPC, 2009). This therefore served as some sort of diversion for them enabling these migrants to first grow stronger financially prior to pursuing the more "formal urban" areas for residence (NPC, 2009).

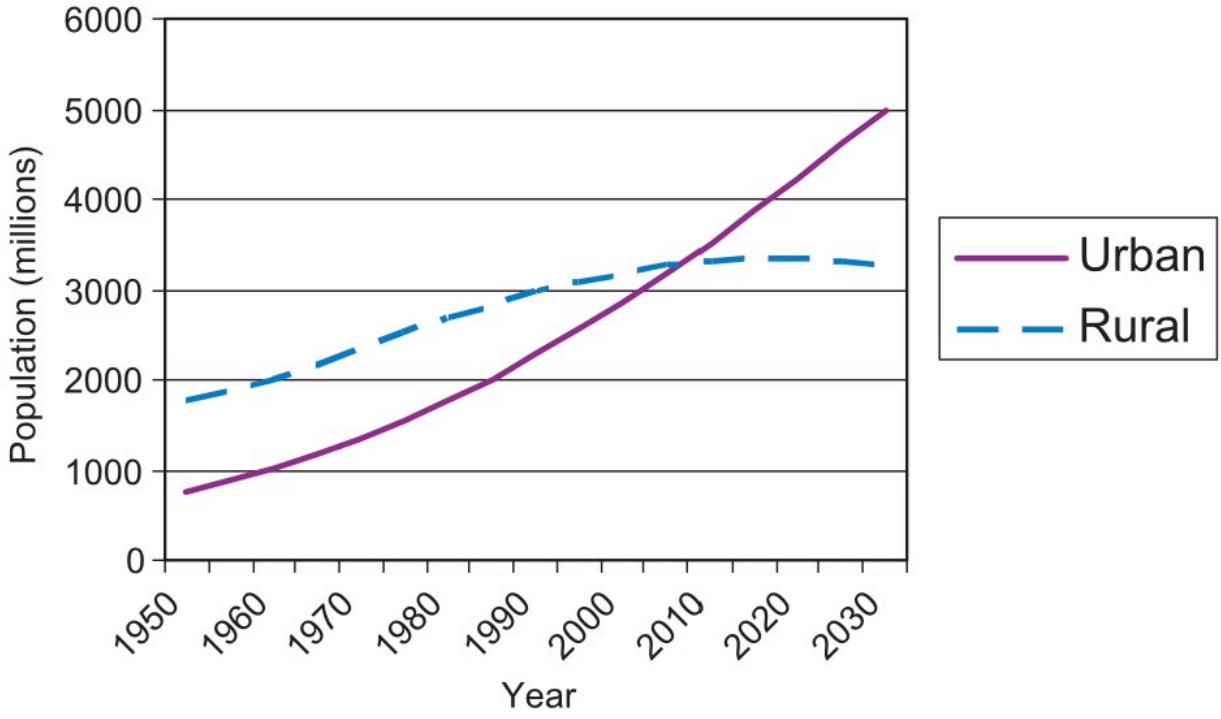

Figure 3: Rural to Urban Projections, Estimated projected urban and rural population in the world

Source: Cohen, 2004 - Page 24

Implications noted here were that urbanisation as a result of migration in South Africa reflected similar trends as to what was happening globally (NPC, 2009; Cohen, 2004). On taking note of peri-urban areas, the implication to MNCs adaptation of strategies pursued in engaging emerging markets given the above merits reminding. Atsmon et al. (2011) had suggested that MNCs develop city clustering strategies because opportunities in emerging markets are rapidly moving beyond the large cities.

The need to gain further understanding of the linkages between SA urban migrants and their rural communities led to further review of research on the concepts of remittance and circular migration. This is discussed next.

2.6.2 The Role of Remittance Consumer Behaviour by Rural to Urban Circulatory Migrants

Whilst migration is ascribed to different forms of influx of population from area of origination to a destination, this research report focused on one facet of migration, namely internal migration. A study done by Smit (1998) in Durban (South Africa) on the linkages between

internal migrant households and their rural home areas confirmed that for a number of these households, maintaining both an urban as well as a rural base home acted as a safety net in times of economic hardships. Referring to this as multiple-home ownership, Smit (1998) argued that circular migration was closely linked to this concept since in the event of a displacement in the urban home, as a result of loss of income or political violence, the rural home provided a place to which the household could retreat to in order to recover.

Adding to this body of knowledge on rural to urban linkages, a study conducted by the Project on Living Standards and Development in South Africa on the migration status of individual household members residing in urban areas in South Africa, discovered that remittances of income to rural households was big (Posel, 2001). 57% of money remitted to rural households were from circulatory migrants residing in urban areas (Posel, 2001). Posel (2001) provision of the comparative analysis of previous studies on the issue of remittance outlined that a remittance contract existed between migrants and recipient households. Reasons for remitting were in fact not just driven by a sense of altruism (Posel, 2001). Rather it was because they cared about the rural household and because of an expectation of future benefits (Posel, 2001). These benefits included, but were not exclusive to, possible unemployment as well as opportunities for investment and saving for retirement (Posel, 2001).

Later research by Posel (2003) confirmed that there was no convincing evidence to suggest that (even post the end of Apartheid regime's restrictive laws in permanent migration to urban areas) circular migration in South Africa had been replaced by permanent settlement of migrants from rural areas to urban areas' places of employment.

2.6.3 Urbanisation Impact: The Rise of The Emerging Middle-Class Consumer

As the countries of the world progress in terms of the economic development, the middle-income segment of consumers is getting larger as well as economically prosperous. This trend is also noticeable in emerging markets which include countries like Brazil, Argentina, India, China as well as South Africa. (Manrai & Manrai, 2001).

This global demographic shift in the growth of middle-class status was also noted by Bisson et al (2010) who advanced that more than 70 million people were crossing the threshold to the middle class each year in virtually all emerging markets. Bisson et al (2010) predicted

that by the end of the decade, almost 40% of the world's population would have achieved middle-class status by global standards. Within the African context, the expectation was that Africa's top 18 cities would have a combined spending power of $1,3 trillion by the end of the decade (Bisson et al, 2010). Roxburgh et al (2010) added that urbanisation and the growth of the middle-class African consumer would result in "The rise of the African urban consumer." In South Africa, the term Black Diamond was coined by the UCT Unilever Institute and TNS Research Surveys to define SA's growing black middle class who were considered an untapped consumer base by MNCs and marketers alike. The Black Diamond was often denoted as a label to profile the Emerging Black Middle Class in South Africa (Levin, 2005).

Robust debate with respects to the utilisation of the term "black diamonds" in being truly inclusive in defining the worth and size of the emerging black middle class was noted as part of the literature review of this report. The importance of the debate and the interest it has generated amongst South Africans was noted. However, discussions thereof fall outside the scope of this research report.

2.6.4 Urbanisation Impact: Changes in Dietary Consumption Habits on Rural vis. a vis Urban Consumers

According to Shah (2012), consumers in urban settings of emerging markets were rapidly changing in their expectations, incomes and levels of knowledge. Manrai & Manrai (2001) had outlined earlier that the emerging middle-class consumers had discretionary income to spend on expensive goods, appliances and automobiles.

Bisson et al (2010) outlined some of the common characteristics of these new rural to urban emerging consumers including:

- They had very varied ethnic and cultural backgrounds
- They had little loyalty to established brands and were not knowledgeable of these global brands
- They had very rapidly changing tastes and preferences, more so when compared to their peers in developed markets.
- Their demand of quality products was also noteworthy.

Kapoor and Moorthy (2010) highlighted that with the impact of urbanisation on the economic growths in these emerging markets; there had been a rapid growth in the demand by the emerging middle-class consumers for high value products like fruits, vegetables, milk, meat, eggs and fish. Such a rapid growth had given stimulus to a growing consumer preference for shopping convenience which fostered the growth of modern retailing, in an emerging market like India (Kapoor & Moorthy, 2010).

Of significance was how the consumer behaviour of those urban emerging consumers, herein referring to the middle-class emerging consumers, differed to the behaviour of those in rural areas. An exploratory study on rural and urban consumers in an emerging market of China presented empirical evidence that Chinese rural and urban consumers were different in terms of their attitudes towards the whole marketing mix (Sun & Wu, 2004). As a result of these contrasting attitudes, in turn, rural and urban consumers were found to use different products to reflect the improvement of their living standards.

A study in India, another emerging market which portrayed typical trends in urbanisation vis a vis declines of rural population, cited that the birth of a new middle class was what had pulled people out of poverty into urban areas (Beinhocker, Farell & Zainulbhai, 2007). The study emphasised similar patterns of the shift in spending power - more so spending towards discretionary expenditures by those who had migrated from country side to cities of India (Beinhocker & Zainulbhai, 2007).

Kearney (2010) also outlined the change in food consumption patterns as a result of rapid urbanisation within an emerging market. Higher calorie intake combined with low-energy expenditure were noticeable amongst those in urban jobs compared to those in rural working areas (Kearney, 2010). Conclusively, urbanisation affected food consumption by changes in dietary behaviour (Kearney, 2010; Beinhocker & Zainulbhai, 2007).

Adding to this body of knowledge with respects to changes in consumer behaviour as a result of urbanisation within an emerging market, was an investigation into the consumption habits of six consumer durables i.e. Dishwasher, Microwave, Refrigerator, TV, VCR, Washing machine (Waheeduzzaman, 2006). This study which was done in 20 emerging countries, inclusive of South Africa, was carried out from the year 1977 to the year 2000. Findings duly confirmed that as a result of urbanisation, consumption of durables was influenced (Waheeduzzaman, 2006).

2.6.5 Urbanisation Impact: Changes in Purchase Decision-Making of Rural vis a vis Urban Consumers

Research, done within the African contextual setting of Zimbabwe, highlighted that socio-environmental constraints within an emerging market play a role in shaping the dynamics of the family purchases decision process that take place (Chikweche, Stanton & Fletcher, 2012). The differing models outlined in the research communicate the need for MNCs to acknowledge the different roles played by men, women and working children in the decisions made when making purchases.

Chikweche et al, 2012 highlighted that decision-making within BOP families had changed greatly. The roles of the Problem Recogniser, Initiator, Budget Planner, Influencer, Information Collector, Decider, Buyer and User differed greatly depending on whether the family was rural vis a vis urban-based (See Figure 4 & Figure 5).

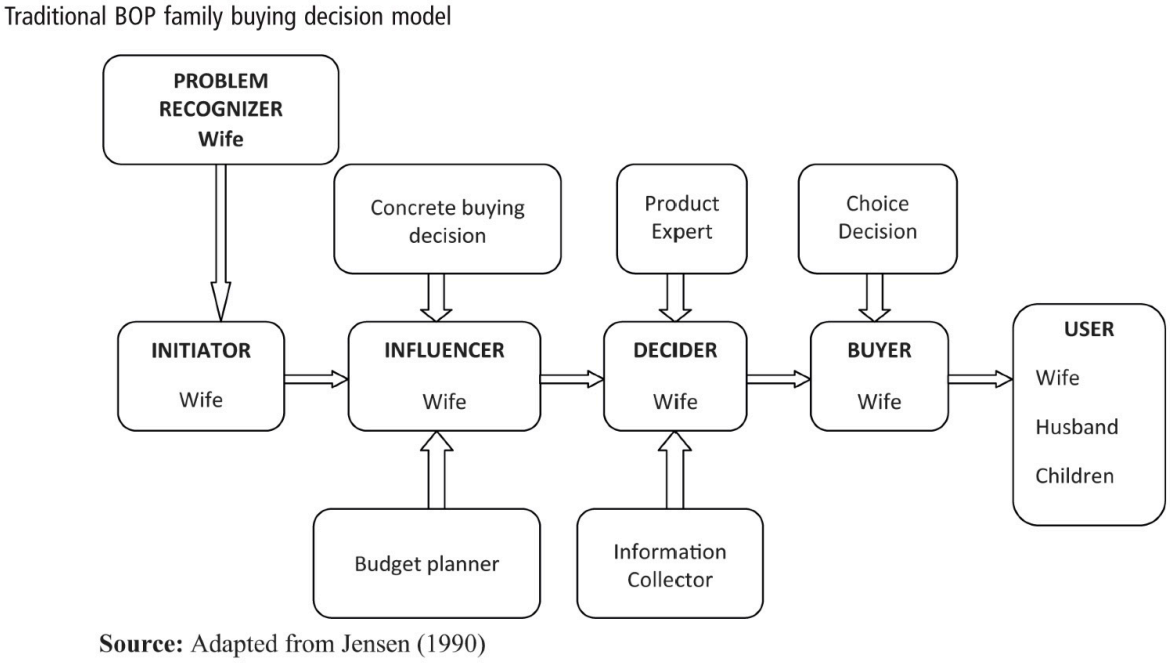

Figure 4: Traditional BOP Family Buying Decision Model

Source: Chikweche et al, 2012 - page 207)

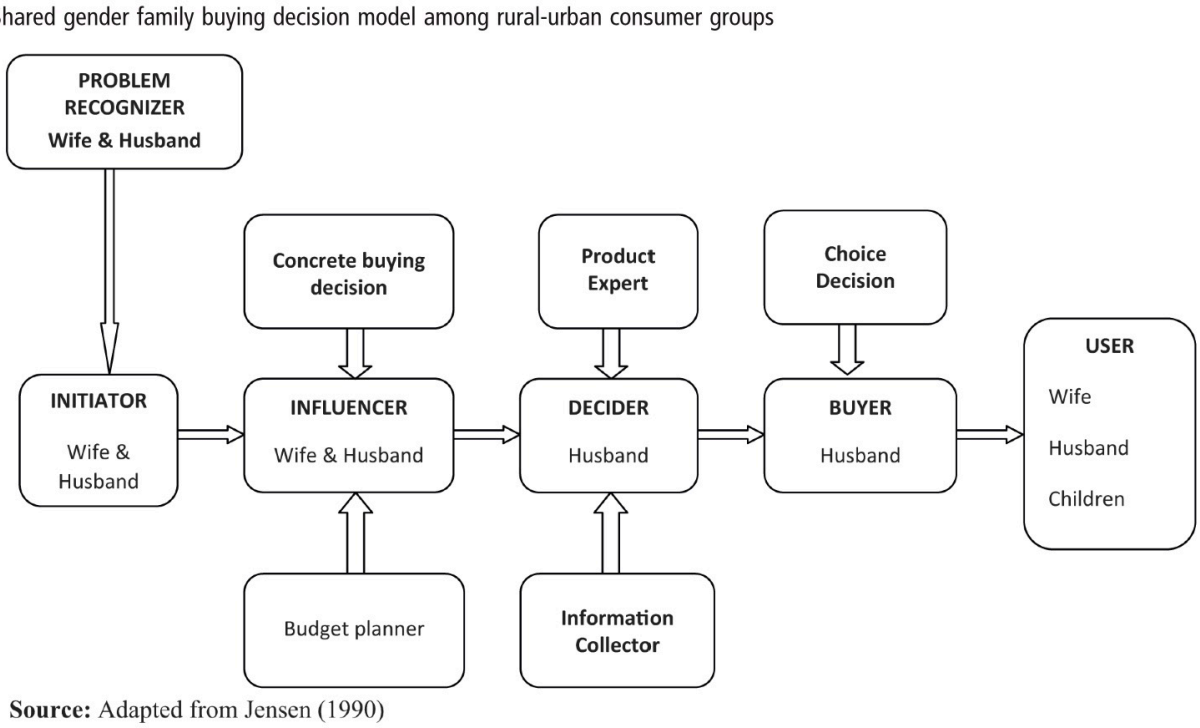

Figure 5: Shared Gender Family Buying Decision Model among rural-urban consumer groups

Source - Chikweche et al, 2012 - page 207

These findings obtained enable MNCs marketers to see that, unlike the western markets, the process and importance attached to purchases even as basic as food and personal hygiene was often a lot more complex in emerging markets and also influenced by whether the family was urban migrants or rural dwellers. (Chikweche et al., 2012).

The implications of findings outlined with respects to urbanisation impact in emerging markets on aspects of migration, remittance and the rise of an emerging middle-class audience gave impetus to advancing an exploratory research on understanding the South African context of:

- Firstly, how influential was the urban migrant's role in determining what the money remitted to rural-based relatives was spent on and where spending took place.
- Secondly, in the context of post apartheid political setting, to note any developments into the current body of knowledge on the status of circulatory migration vis a vis permanent migration amongst those who migrated to urban areas within SA.

- Third, review the presence of any notable changes in consumer behavior patterns of the South African urban-based migrant whilst residing in the urban area.

- Fourth, whether the South African urban-based migrant became the shopper on behalf of the rural households and if so to what extent did it influence the purchases made for the rural household family by this migrant.

2.7 Conclusion of Literature Review

Economic growth in emerging markets resulted in the expansion urbanisation's cities; the rise of the urban emerging middle-class consumers as well as the decline of rural consumer population (Dobbs et al 2012; Dobbs et al, 2011; NPC, 2009; Cohen 2004; Jamal et al, 1988; Tacoli, 1998). Prior research led to the development of the following proposition:

Proposition:

Emerging black middle-class consumers, on migrating from rural to urban areas, change their consumer behaviour in the following ways:

- **Circular Migrators and Remittance providers to rural dwellers**
- **Consumption and dietary habits**
- **Purchase decision making and shopping habits**
- **Appreciation of high-valued products**

2.7.1 Circular Migrators and Remittance providers to rural dwellers

Manona (1988) outlined the relationship which existed between urban consumers and rural consumers and the remittance money from urban-based migrants relatives to rural-based relatives.

Investigating the need for the change of consumer behaviour by an emerging black middle consumer who had moved from rural areas with a focus on:

- Urban migrators' status i.e. was it circulatory with the intent of retiring back in their place of origin which was in the rural area or had they become permanent urban migrants (Posel, 2003)?

- Communication between those who had migrated to the urban areas and those who had remained behind in rural dwellers continues and in turn the form of that communication (Kok & Collinson, 2006).

- The role of urban migrants as remittance providers: their reasons for remitting; the contents they remit; the frequency as well as route pursued in remitting to those relatives who had stayed behind in the rural area (Posel, 2001; Smit, 1998; Manona 1998).

2.7.2 Dietary Consumption habits

Global research highlighted that once urbanised, emerging consumers' tastes and decision making in purchases made as well as the perceived value when in the retail space changed (Manrai & Manrai, 2001; Cui & Liu, 2000; Prahald & Lieberthal, 1998). Veeck & Burns (2003) emphasised that because of hurried lifestyles, urbanised emerging middle-class consumers used their income to substitute or buy the time that was lost as a result of their work by adopting consumption choices that were not traditionally inclined.

An investigation was imperative into the change of consumer behaviour by an emerging black middle consumer who had moved from rural areas with a focus on:

- Changes in consumption habits displayed by rural consumers vis a vis urban-based migrant consumer (Beinhocker & Zainulbhai, 2007).

- Changes in dietary habits and lifestyle thereof (Kearney, 2010; Veeck & Burns, 2003)

- Changes in the consumable products they now purchased vis a vis when they were rural dwellers (Kapoor & Moorthy, 2010).

2.7.3 Purchase decision making and shopping patterns

Chikweche et al. (2012) highlighted that decision-making within BOP families as adapted by Jensen (1990) had changed greatly. The insights obtained highlighted the distinction in purchase decision-making process between rural vs. urban based families (Chikweche et al., 2012).

As this comparative analysis was made in Zimbabwe, a South African-based investigation into the change of consumer behaviour by an emerging black middle consumer who had moved from rural areas was necessary – more so with a focus on:

- Who, within an urban vis a vis rural-based family context, played the roles identified in the BOP Purchase Decision making model of Jensen (1990) i.e. Problem Recogniser, Initiator, Budget Planner, Influencer, Information Collector, Decider, Buyer and User in urban vis a vis rural-based family?

2.7.4 Appreciation of High-valued products

A study on rural and urban consumers in an emerging market, gave empirical evidence that rural and urban consumers were different in terms of their attitudes towards the whole marketing mix (Sun & Wu, 2004). Research findings confirmed that urbanisation had influenced consumption of and the demand of quality-centric products by urban-based emerging consumers and that a country's predictions on the demand for durables could be made based on the level of modernization of that country (Waheeduzzaman, 2006).

Further probing into this change of consumer behaviour by an emerging black middle consumer who had moved from rural areas was a requisite to understanding the level of urbanisation of these consumers and to gauge the value they attached to the products they had bought since moving to urban areas.

As such, this leg of research field work focused on the changes in behaviour by South African urban-based black emerging middle-class consumers on:

- The understanding of what was esteemed as products of value according to them.
- The products they had purchased to improve their standards of living in both environments.
- The values they ascribed to product categories currently being consumed and bought (Waheeduzzaman, 2006; Cui & Liu, 2000).

3 RESEARCH METHODOLOGY

3.1 Research Methodology/Paradigm

The Research Method used was based on Interpretivism paradigm involving Inductive Reasoning (Bhattacherjee, 2012). The research was largely exploratory as the intent was to generate ideas on how a South African consumer's rural to urban migration impacts on the consumer behaviour they experienced during the time that the consumer moved within the 2 areas being studied (Bhattacherjee (2012).

On this paradigm Bhattacherjee (2012) argued that the method of Interpretivism selected for this study outlined that:

- Interpretive research is well-suited for exploring hidden reasons behind complex, interrelated or even multifaceted processes
- It is helpful in areas where there is a need for theory construction where there is little prior research
- It is also appropriate for studying idiosyncratic events or processes that are unique
- It is helpful in uncovering interesting and relevant research questions for follow up research.

Given the body of knowledge identified as needing to be augmented or added to, Bhattacharjee's (2012) pointers helped in the selection of pursuing the research work of this report using this methodology.

These pointers also affirm the reasoning for pursuing a qualitative study as, with identified gaps in the body of the knowledge, the kind of research needed is one where the "phenomenon of interest unfolds naturally" (Patton, 2002: pg. 39).

3.2 Research Design

The research field work for this study was executed using Qualitative Research Design - in the form of a Narrative Research Study as the intent was to find out more about perceptions, feelings, attitudes, understanding, meaning relating to South Africans based in Gauteng (Creswell, Hanson, Clark & Morales, 2007).

As this research study aimed to add to a body of knowledge currently existing, albeit in other emerging markets and not SA, enquiry being pursued here lends itself to an exploratory research approach. Bhattacherjee (2012) advised that such an Exploratory route is ideal when the goals of the research are:

- To scope out the size of a phenomenon or behaviour.
- To highlight some ideas about that phenomenon or behaviour.
- To test the feasibility of pursing a more extensive study on that phenomenon or behaviour.

This method aided in unearthing and investigating a set of behavioural patterns amongst black emerging middle-class consumers and the change thereof as a result of migrating from rural areas.

3.3 Population and Sample

3.3.1 Population

John (2012) highlighted areas within the metropolitan Gauteng that were major cities and secondary cities.

As such, the following cities peri-urban and urban residential areas, was where this research's target market resided (See Table 3).

Cross, Kok, Wentzel, Tlabela, Wier-Smith and Mafukidze (2005) accentuated key areas in Gauteng's urban areas where these metropolitan and secondary cities were found which had been influenced in population growth by migration from other provinces. A wider casting of selection from each of the secondary cities was ensured.

Table 3: Profiling of Metropolitan and Secondary Cities in Gauteng

CITY	MAJOR TOWN	SECONDARY CITY (PERI-URBAN) METROPOLITAN AREAS (URBAN)	POPULATION DENSITY & PERCENTAGE EMPLOYED (as of 2010)
Emfuleni	Vereeniging	Secondary City	675, 375 population 55,2% employed 16% urban informal settlements
Mogale City	Krugersdorp	Secondary City	371, 368 population, 77.5% employed 5% urban informal settlements
City of Johannesburg	Johannesburg	Metropolitan area -	3,669,468 population
Ekurhuleni	Germiston/Alberton/ Kempton	Metropolitan area -	2,874,051 population
Tshwane	Pretoria	Metropolitan area	2,480, 227 population

Source: Cross et al, 2005

3.3.2 Sample and Sampling Method

3.3.2.1 Sampling

From the 3 secondary cities and the 2 metropolitan areas cited above, sampling constituted a total of 3 focus groups ensuring that each focus group had a representation of consumers representing both the secondary cities as well as metropolitan cities.

That said, Straus and Corbin (1990) warned of saturation, particularly, theoretical saturation. As such, when such saturation levels were reached where no new data about a phenomenon was noted, this field work will be concluded.

Bhattacherjee (2012) suggested that where the population being interviewed was spread over a wide geographic region, conducting a simple random sampling of the entire population may not be simple. As such, “cluster sampling” was used as this allowed the dividing of the population into clusters and then randomly selecting a few clusters and then measuring all units of relevance within that cluster (Bhattacherjee, 2012).

The sample was selected after ensuring that each respondent recruited met the following criteria:

- Originated from rural areas anywhere in South Africa.
- Had been residing anywhere in Gauteng's urban and or peri-urban areas.
- They were between the ages of 18 - 70.
- They were employed - whether part-time or full time.
- They had been residing in Gauteng's urban areas for at least 3 years.
- Their level of education nor literacy was not mandatory.
- They had to be South African blacks.

3.3.2.2 Sample Testing

Sample testing began as a common-sense process of talking to those informants who were likely to provide information at early stages. This first step was what allowed the researcher to then identify provisional explanatory concepts enabling further identification of samples, locations and other forms of accessing the needed audience to engage further with.

It was this route which was pursued in testing the sample decided upon prior to executing research with all 3 focus groups.

3.4 The Research Instrument

The Focus Group Research Instrument was developed in a structured manner which ensured investigation of the following (See Appendix A - Research Instrument: Focus Group Guideline):

- Life of Participants prior to Migrating to the Urban Areas - their dietary and shopping habits, their contribution to decision making in those dietary habits and their aspirations' and dreams whilst living in the rural areas.

- Life of participants post migrating to the Urban Areas - their motivation to migrate to the urban areas, their dietary and shopping habits upon migrating to the urban areas as well as their aspirations now that they were living in the city.

- Communication by Participants with the relatives left behind in the rural areas where the participants originated from - in as a far as assessing if there was still contact with their relatives and how far did this contact go in terms of contributing to the lifestyle of those residing in the rural areas.

- Participants' change in behaviour and or shopping habits towards consumables or high-valued products now that they were living in the urban areas.

3.5 Procedure for Data Collection

Bhattacherjee (2012) argued that focus groups were ideal in allowing for deeper examination of complex issues because it was when others talk that responses and ideas from others were triggered. Bhattacherjee (2012) further explained that because of small sample size, focus groups were ideal for exploratory work rather than descriptive or explanatory research.

Using the Focus Group Guidelines, 3 focus groups sessions with 10 participants per focus group were held in Gauteng. Each session was audio-recorded so as to enable the researcher to review the content and context of discussions once more post the focus group sessions when compiling the results.

3.6 Data Analysis and Interpretation

The research data was analysed using Qualitative Content analysis. Hsieh and Shannon, (2005) also outlined that content analysis' is useful for analysing qualitative data given its applicability as a research method for subjective interpretation. The coding process and the content analysis enabled the identification of themes or patterns emanating from the data,

3.7 Limitation of Study

Rural migration Exclusivity:

- Whilst urbanisation's accelerated growth was influenced by a number of factors, for the purpose of this paper, the focus was exclusively on urbanisation as influenced by rural to migration urbanisation only.

- Whilst rural migration was also attributed to a number of factors - exclusivity on rural migration as a result of job-seeking opportunities namely labour migration was the focus of this report.

- Migration considered was only from South Africa: from a rural area to the city (peri-urban areas included) and not migration from one city to another city.

Urbanisation:

- Here urbanisation took into account and was inclusive of townships, peri-urban areas such as Squatter Camps as well as government-development areas where RDP houses are located as a result of addressing housing demand for South Africans by government.

Focus groups:

- Only 3 focus groups of 10 participants per focus group implies that the results cannot be quantified or generalized to the population.

3.8 Validity and Reliability of Research

Whilst there had been debates by qualitative researchers around the use of the term validity in qualitative research, they have though all realised that some method of checking or measuring their research is mandatory (Golafshani, 2003). Bhattacherjee (2012) affirmed this by citing that validity (internal and external) were key design attributes for defining the quality of research design.

Validity here was concerned with the extent to which the presented data was accurate or truthful. The need to ensure that this research adheres to a criterion of ensuring accuracy and truthfulness is reviewed next.

3.8.1 External Validity

External Validity, herein also known as generalizability, referred to the extent within which observed associations could be generalised from the sample to the population (Bhattacherjee ,2012). With reference to this research report, as this was a qualitative exploratory work, non-generalisation was adhered.

The results provided insights because of the richness of qualitative research into consumer behaviour. However, given that the sample size of this research was comprised of 3 focus groups in Gauteng, the next step could then be to drive a quantitative study in order to test relevance of the insights gained.

3.8.2 Internal Validity

Internal Validity, the recognition of a causal relationship between two variables where the change in a dependent variable was assessed to determine if its change was caused by a corresponding change in an independent variable (Bhattacherjee (2012).

Within the context of this study, ensuring that high level of internal validity was adhered mandated that controls were put in place. A relevant technique to this study for accomplishing this control was the Elimination technique. The Elimination technique relied on eliminating any variables which may be immaterial or irrelevant to the study by holding them constant across treatments (Bhattacherjee, 2012).

There was a need for a number of variables to be held constant in this study namely:

- The use of the same moderator throughout the facilitation of the 3 focus groups enabling a consistency in the observations and focus group sessions held with the participants.
- The use of the same questionnaire throughout all the 3 focus groups
- The use of Information Technology tools for recording the focus group sessions so that partiality in collation of verbatims was excluded and precision in the collation of data was adhered to.

3.8.3 Reliability

Bhattacherjee (2012) highlights that a measure can be deemed reliable if it measures something consistently, but is measuring the wrong construct. As such, Reliability is the degree to which the measure of a construct is consistent or dependable.

In this study reliability was upheld through:

- Careful consideration in the selection of the participants in line with the set demographics.
- Making certain that researcher asked only the questions which the participants knew or cared about.
- Avoided asking ambiguous questions to participants.
- Simplified the words used in to avoid misinterpretation by participants i.e. avoiding difficult words.
- Extrapolation of findings into consistent and properly characterised categories or themes without losing sight of the context from which these findings came from.

4 PRESENTATION OF RESULTS

4.1 Introduction

This chapter of this research report outlined key results and findings from the research conducted.

The structure of this chapter gave responses to the three sub-problems identified in Chapter 3 - namely:

- To understand consumer behaviour of rural consumers prior to migrating to urban areas.
- To understand consumer behaviour after rural consumers migrated to urban areas.
- To compare the changes in consumer behaviour as a result of migration to the urban areas.

Responses to the focus groups sessions conducted were then translated into themes, patterns and or concepts from applying content analysis as well as mapping techniques.

A profile of participants engaged with during field work conducted for this research study follows next.

4.2 Profile of Participants

Formal introductions were conducted during each of the 3 focus group sessions to validate if each of the participants in the focus groups met the sampling criterion articulated in Chapter 3.

The 10 participants in each of the 3 focus group sessions were asked to introduce themselves by answering the following:

- Which part of South Africa were they originally from?
- When did they move to Gauteng?

The participants interviewed met the criteria and it was confirmed that all:

- Were internal migrants who ooriginate from rural areas located within South Africa.
- Had migrated to Gauteng's urban and or peri-urban areas.
- Were aged between the ages of 18 - 70.
- Were employed (part-time or full time).
- Has been residing in Gauteng's urban areas for at least 3 years.

The next section of this chapter provides the detailed results from the research conducted

4.3 Responses to Sub-Problem 1 - To understand consumer behaviour of rural consumers prior to migrating to urban area

This section of the report had set out to understand and gain insights into consumer behaviour of participants when they were still living in the rural areas with respect to:

- Their role in the decision-making process of groceries purchased in the households they lived in.
- The shopping habits which were observed
- The consumption dietary habits they followed

Each of these three aspects of consumer behaviour are detailed next. First, a review of the role of these participants whilst living in the rural areas is outlined.

4.3.1 On Decision Making Role and Influence on Groceries Purchased

When the participants were still living in the rural areas, they had very little say in the decisions taken regarding what was to be purchased as groceries in the households.

The recurring theme “No Say in Purchase grocery purchase decision” was affirmed by the statements made during the focus group sessions. (See Table 4). Key finding here was that there was no role played in the decisions made regarding which grocery items were purchased in the households. Participants attributed their consumer behaviour to a number of factors. Firstly, participants’ dependence to those they were living with in the rural households and those who were responsible for their sustenance - be it their parents or elders in the family. Secondly the participants were at the time unemployed, and this too greatly influenced their dependency on their parents/elders they were living with.

Table 4: Decision Making Role and Influence on Groceries Purchased

Theme: No say in grocery purchase decisions
<u>WHO ENSURED YOUR FAMILY'S SUSTENANCE & WHO DECIDED ON WHAT WAS BOUGHT?</u> • "My parents took care of me using their pension grant money" • "My Parents and I had no influence what was bought." • "My parents decided on what was to be bought and I had no influence"

4.3.2 On Shopping Habits: Retail Outlets frequented, Frequency of Purchases made and Groceries Purchased

This section of the questionnaire on shopping habits, set out to understand consumer behavioural habits of participants with respect to:

- The retail outlets which were frequented for shopping when the participants were living in the rural areas
- The frequency within which these stores were visited for doing grocery purchases
- The type of groceries which were typically purchased

4.3.2.1 Retail Outlets frequented

Participants revealed that grocery shopping for them involved "going into town". This implied that there was a prerequisite required to reach a retail destination for doing groceries shopping. Participants shared that the lack of nearness to the stores where the participants lived contributed to grocery shopping becoming a trip on its own. Albeit a brand name did not suffice strongly when making reference to the stores frequented "in town" - Shoprite, OK and Score were mentioned a number of times by participants.

A key to understand these shopping habits was the participants' comments on the availability of spaza shops in the community. The participants explained that the local Spaza's in the community served as top-up retail stores.

Unfortunately, there were some basic necessities not offered by these Spaza shops thus rendering them limited in meeting the grocery needs of the participants. One respondent

expressed frustratingly that: “Spaza’s were not selling “Chicken Feet” — a basic and cheap “meat alternative” consumed regularly by many in the rural community.

4.3.2.2 Frequency of doing Grocery Purchases

Participants repeatedly highlighted that shopping visits to town happened “once a month”. In understanding what drove these once a month visits to town; participants voiced that shopping for groceries was largely dependent on the availability of money. Since earnings were received by their parents/elders once a month; this greatly influencing when grocery purchases were made and in turn when they went to town.

4.3.2.3 Groceries Purchased

When asked what the typical groceries made during those monthly visits were, participants spoke of “basic foods.” (See Table 5)

Table 5: Typical Grocery Items purchased in rural areas

Theme: Bulk Buying on Basics
WHAT WERE THE TYPICAL GROCERY ITEMS PURCHASED? • “Sugar, mealie meal, stamp, rice, Cooking oil, Tea, coffee, cleaning material & Maotwana (Walkie Talkies, Chicken Feet)” • “Basics meant that sometimes we would go a full month without sugar”

Of relevance to these basic groceries purchased, was the role played by the retail outlets in putting together these hampers which they sold on a monthly basis to shoppers frequenting those retail stores.

The underpinning theme to this consumer behaviour is “Bulk Buying Basics” habit since:

- Hamper Shopping was big
- The retailers frequented for doing grocery shopping understood fully what was of necessity to shoppers who did their grocery shopping in these retail stores.
- The hamper offering also took note of the absence of electricity service provision in rural areas at the time and as such included utensils needed for provision of candles for light, battery provision for listening to the radio and provision for cooking using paraffin in these hampers.

Participants also highlighted which items were never considered in their grocery purchases lists - referring to such items as “least purchased”. They provided reasoning for referring to these items as least bought items - namely:

- Firstly, because these items were considered “expensive and luxurious”. Included in this list of such items was Ice-cream and cheese.
- Secondly, because certain items were the alternative of was what was known at the time and therefore not considered in the repertoire of the groceries list considered for purchasing. Included in this list of such items was Sunlight Liquid.

In addition, there were items which served as multi-purpose products in the house, thus rendering an awareness and need for purchase of other items useless. Participants cited that their reasons for not considering products like Sunlight Liquid was because of the multi-usage of the Green-bar soap serving as a multi-usage alternative (See Table 6).

Table 6: Multi-Usage of Sunlight Green Bar Soap

Theme: Multi-Usage of Same Product
WHICH ITEMS WOULD YOU NEVER CONSIDER BUYING AND WHY? • “Sunlight liquid was not there - it was the green soap” • “It was a luxury” • “We would never think of buying body lotion” • “Vaseline Blue Seal - the gel-like cream was the body lotion of the family” • “In the absence of the Sunlight green soap, there was powder soap for washing dishes.” • “Even for napkins we used the Sunlight green soap - Sunlight bar soap was grated and cooked and then to make it soft and use it as Sta Soft to use for napkins” • “The Green long bad-smelly soap - is used for everything they would cut it up for us to do — washing dishes, and cut it up again for washing clothes and cut it up again for bathing with it - we did it everything with it.”

The multi-usage of a product known as the Green bar-soap by participants in the rural areas also highlighted findings around the sense of groceries purchases specifically for babies. Whilst living in the rural areas, participants explained that there were no groceries purchased for use of babies, per se because of a product like the green bar soap. The green-bar soap,

served as a clothing softener for babies' napkins during washing of babies' clothing. The same product was used for bathing by all those in the house - including the babies; then used for washing laundry - of babies; cleaning the house as well washing the dishes (See Figure 6).



Figure 6: Multi-Usage of Sunlight Green Bar Soap

Source: https://twitter.com/ImcocoMash

4.3.3 Consumption dietary habits observed by participants in rural areas

Participants discussed the simplistic dietary consumption habits they followed whilst living in the rural areas. Here typical daily foods consumed were consistent. An evening meal would consist of pap (cooked maize meal) with a vegetable or milk. According to participants, meat was a luxury which was consumed on Sundays only.

4.4 Responses to Sub-Problem 2 - To understand consumer behaviour after rural consumers migrated to urban areas

This section of the report had set out to investigate and understand the consumer behaviour of participants, after they had moved to the urban areas of Gauteng, with respect to:

Changes in consumption of dietary habits they followed

Shopping habits they observed

4.4.1 Changes in Dietary Consumption habits

Participants confirmed that, after moving to the urban areas of Gauteng, their consumption habits had definitely changed (See Table 7).

Table 7: Dietary consumption habits have changed since moving to the cities

Theme: 'Wasteful' Dietary Consumption Lifestyle
WHAT HAS CHANGED IN WHAT YOU ARE EATING OR EATING MORE OF NOW THAN IN THE RURAL AREAS? • "Coleslaw using the mayonnaise." • "Lasagna - at home lasagna is a meat." • "At home its seen as wasteful if you eat like that - meat with potatoes is seen as wasteful." • "What we are now eating is seen as a waste because at home - butter is butter and eggs are eaten with pap (herein referring to cooked mealie meal)" • "Mayonnaise is a luxury back at home." • "At home it's a tea pot with tea leaves & not tea bag per person - we are told you are wasting if you buy them tea bags - they want tea leaves." • "Pasta - we eat it every day - it become a staple diet - papa versus pasta" • "We did not know mince with pasta - back then staple diet was papa"

The recurring theme of "wasteful dietary consumption lifestyle" summed up the comments shared by the participants in this regard. Participants admitted that the urban-based dietary consumption lifestyle (which they now observed in the cities) would have been perceived as a "wasteful dietary consumption lifestyle" by their rural-based relatives at the time when these urban-based migrants were still living in the rural areas.

Participants attributed these rural dwellers' views of urbanites' "wasteful dietary consumption lifestyle" to:

• Lifestyle of consumption back in the rural areas was very restrictive. An example cited was how rural dwellers preferred loose tea-leaves for making tea in a tea-pot as this would

allow repeated usage of the tea leaves throughout the day. The alternative of tea bags would have been perceived as a fruitless expenditure as it would thus mean usage by one person and also a once-off usage.

- Lifestyle in the rural areas viewed the need for singular consumption of products. An example cited was that consumption of products like meat with potatoes and pap at once or pasta with mince was also seen as wasteful as these products would have served same role consumed alone as eaten with pap or bread.
- Regular consumption of products labelled expensive and luxurious was also seen as wasteful consumption habits by rural-based dwellers.
- Consumption of new staple products like pasta which were deemed luxurious vis a vis what was deemed staple products back then i.e. Pap.
- Change in eating products which were an unknown dietary consumption prior to moving to the urban areas - “We did not know mince with pasta - back then staple diet was pap”

With dietary consumer behaviour findings noted, a review of the shopping habits observed by urban based migrants post moving to urban areas follows next.

4.4.2 On Changes in Shopping Habits

Investigating the changes to consumer behaviour of participants after they migrated from rural to urban areas with respect to shopping habits - meant a review of the changes to the following habits:

- The changes in retail outlets frequented for doing their grocery shopping
- The changes in the number of times the participants visited retail stores for doing their groceries.
- The change in grocery products purchased

4.4.2.1 Retail Outlets frequented

Participants acknowledged that they were shopping in outlets which were never around during their stay in rural areas. Stores such as Woolworths, Makro, Game, Spar and Checkers were made mention of during the focus group sessions held with participants.

Secondly, participants shared that in the repertoire of retail stores frequented was the option of shopping online - with specific reference to the use of Digital apps. This denoted Digital Shopping as a theme.

Lastly, participants highlighted store/s which they no longer frequented. There were repeated mentions of Shoprite as the store no longer being frequented for doing grocery shopping and the reasons given included some of the following:

“No, I don’t buy at Shoprite anymore - the food has expired and it smells.”

“Shoprite is associated with a certain level, you know.”

Of interest, was that these same participants used to frequent Shoprite when they were still staying in the rural areas.

4.4.2.2 Frequency of visits to retail outlets

Table 8 lists participants’ verbatim responses when asked how often they did their grocery shopping and or visited their preferred retail stores for doing grocery shopping.

Table 8: Frequency of doing grocery shopping purchases in urban areas

Theme: Increased frequency of shopping less related to income
<u>WHEN DO YOU DO YOUR GROCERIES’ SHOPPING?</u> • “As and when its necessary” • “It's not like I am getting paid everyday but I shop a lot.” • “So, sometimes you take a conscious decision of buying not too much and not keeping in the fridge for long for health reasons - hence the frequenting the shops - now I do shopping two times in a month.” • Because I live in the town - I just leave home and I see something nice and I want to buy it” • "When Pick n Pay starts advertising and Woolworths start advertising you see it.”

Earlier on in the session, participants had highlighted that the reason they frequent stores to do their shopping once in month in the rural areas, was because this was when their parents received income.

However, the consumer behaviour shopping habits noted in urban settings indicated a different scenario. Participants shared that frequency of shopping was driven by “when there is a need” and yet these participants were also getting paid monthly. The emphasis on “shopping when there is a need” gave way to a need to investigate further the triggering drivers of shopping so much more often whilst still being pad once a month.

In probing further on the above, one respondent remarked retrospectively that back in the rural areas “their only form of information exposure was the radio and TV which were restricted in viewing and watching because of lack of electricity”. The respondent went on to further reason that: “living in the city, wherever we go, we are bombarded with advertising.” Adding to this multi-media conversation bombardment noted in the discussion, the participants also highlighted that they were now exposes to an increased number of stores in and around their surroundings thus making stores accessible and within reach for them to quickly go into store for a “particular need.”

This led to identifying a theme aptly coined “Increased frequency of shopping for groceries less related to income”. This critical finding then explains that in retrospect, frequenting of stores whilst living in the rural areas once a month was not necessarily driven by when the money was available. Rather it had everything to do with the tedious exercise of having to get into a taxi/other mode of public transport to travel to town and the effort required in doing both in the form of time and money. This in turn alluded to the real stores not being easily accessible. The alternative retail formats in the form of spaza’s which were available for shopping within their communal holdings were also limited in their food offering.

Comparing this with the consumer behavioural habits followed when living in the urban areas of Gauteng by participants, it highlights that shopping “when there is a need” is a response of behaviour attributed to:

- Advertising exposure which triggers incidents cited as “whenever there was a need.”
- Aggressive retail marketing strategies promoted in urban areas evidenced by the plethora of accessible retail formats with accommodating trading hours in and around urban areas visually communicating to the consumers.
- The role technology has made in enabling greater distribution of information and access thereof by greater number of consumers thus allowing advertising in whatever formats to entice and engage consumers.

- The greater number of adverts reaching participants because of the many more channels and media platforms of advertising found in the cities - in the stores, TV, radio, print, social media channels and other related out of home media.

4.4.2.3 Groceries Purchased

Table 9 highlights some of the items which were now being purchased more often by participants now that they were living in the urban areas of Gauteng. This table summarises what has changed in what the participants now include in their grocery list for purchase.

Table 9: Changed Grocery Purchasing habits on the urban areas - Switching to more expensive and luxurious foodstuffs

Theme: Switching to more expensive and luxurious foodstuffs
<u>WHAT HAS CHANGED IN WHAT YOU ARE BUYING OR BUYING MORE OF NOW THAN WHEN YOU WERE STAYING IN THE RURAL AREAS?</u> • "The Breakfast things - cheese, eggs and bacon - breakfast has got a new meaning now like cereal - bacon, egg & cheese" • "100% juice, no more concentrated juices now (Sweeto)" • "Ice cream is a must have - cheese, ice-cream & Muesli"

Key finding here is that urban-based migrants acknowledged that their grocery lists changed after moving to Gauteng. Even more pronounced is the lists shared during the sessions reflected items which were had been the least purchased in the rural areas. In essence, participants had changed their shopping groceries purchasing habits. They were now buying more of what was noted as luxurious and or expensive items when they were still residing in the rural. In addition, this showcased an influence of purchase of grocery items typically purchased in the urban areas but least thought of in the rural areas.

In summary, it can then be concluded that once these participants moved to the urban areas of Gauteng, their palette of shopping outlets changed. In addition, the frequenting to stores more than what was happening in the rural areas highlights the role technology, media and marketing strategies were playing in influencing their shopping habits. Lastly, the type of products now purchased reflected the urban-based lifestyle of purchased items found in the urban areas and least purchased in the rural areas.

Against these findings, the report moves to a review of the last sub-problem - a comparison in changes as a result of migration to urban areas.

4.5 Responses to Sub-Problem 3 - To compare the changes in consumer behaviour as a result of migration to the urban areas

This section the report had set out to investigate and do a comprehensive comparison on the participants' changes in consumer behaviour within the following key areas:

- As Circular Migrators and Remittance providers to rural dwellers
- Consumption and dietary habits changes
- Purchase decision making and shopping patterns
- Appreciation for High-valued products

A review of each of these four areas follows, articulating the changes in consumer behaviour by participants whilst still living in rural areas vis a vis when they had migrated to urban areas of Gauteng.

4.5.1 Circular Migrators and Remittance providers to rural dwellers

Key to understand from participants was whether they kept in contact with their rural-based relatives and if so, how did they keep in touch with their relatives. In addition to this; the need to probe further their migratory status was important.

In addition, there was also a need to gain understanding of whether their move to urban areas of Gauteng as a result of employment had led to permanent settlement.

Responses to these questions led to the following findings:

- Firstly, upon moving to and gaining employment in the urban areas of Gauteng, participants expressed confidently that they had continued to keep in touch with their relatives.
- Secondly, they highlighted at least three ways within which they kept in contact with their relatives - namely by means of contacting them by telephone, and or writing to them as well visiting their rural-based relatives in person.
- Thirdly, participants also confirmed that that they did remit contributions to their rural-based relatives periodically.

- Fourth, a number of participants highlighted that the rural-based areas from where they had migrated from, was still home to them.

This report structures the report of the four findings as follows:
- The first three findings are discussed first - providing results on remittance of money, groceries and furniture
- The fourth finding is discussed at the end of the section 4.5.1

With respect to the contributions these participants remitted to their relatives, participants shared that they remitted contributions to their relatives in three distinct ways:
- They remitted money to their relatives
- They remitted groceries to their relatives
- They remitted furniture to their relatives.

As it is befitting to gain understanding as well as identify any findings from their forms of remittance, this section of the report now moves to discuss each of these four ways within which they remitted contributions.

4.5.1.1 On remitting money to rural-based relatives

Participants highlighted that they remit money on a regular basis to their rural-based relatives. Key to note was their appreciation of the ease within which they are able to remit money to their rural-based relatives (See Table 10).

This pattern of appreciation for sending money so seamless because of the innovations which now made banking so smooth was thematically coined as “technology makes sending money home easier”.

There were key changes in consumer behaviour drawn out of the conversations held with the participants give full justification to this theme. Firstly, participants spoke of being able to send money home “even from the comfort of their homes using banking apps” through bank transfers, wallets or grocery-outlets’ money market services.

Secondly, the participants noted that the retail landscape of the banking retail formats now found in the rural areas contributed to the “ease of sending money home”. Herein, participants reflected on past consumer behaviour activities of how their relatives had to be

notified of receipt of money sent to them by those residing in the cities. Through story telling, the participants explained how those residing in rural areas were notified of money that had been sent to them.

Table 10: Technology Makes Sending Money Home easier

Theme: Technology makes sending money home easier
HOW DO YOU SEND MONEY HOME? • "Now because of technology its easier to send money frequently home - there are now many banking options" • "Because of technology and - its easier to send money frequently home - now we have FNB, Standard bank, e-wallet" • "You send money via e-wallet and they can collect it via Pick 'n Pay or Shoprite." • "There was the issue of transportation before - when sending money home, now here in the cities you can do all that in the comfort of your neighbour from your cell phone or bank App."

They explained that a postman would arrive in the communities and deliver a posted letter to their rural-based homes. In turn, the rural-based relative/s would have to travel into town to get to the nearest post office where then a very paper-driven laborious process followed to verify them as rightful recipients of the money to be received. After that process, only then would the recipients of the sent money be provided with the money from their urban-based relatives. Adding to this was the limited banking facilities available to the relatives at the time, so if money was sent via the bank - there was only bank in town to use and this still mandated travelling far to get to that bank.

As the participants continued with their story telling, they highlighted how post moving to the urban areas, they had noted the changing landscape of retail formats and the influence of technology which enabled ease of sending money as follows:

- The rural-based relatives were notified of receipt of money sent to them via their cellphones.
- In turn, the relatives did not have to travel too far to access the money or be subjected to the "one bank in town" rural area syndrome of the past.
- Their rural-based relatives could either go to the bank, of which there would be at least one in town or withdraw the money from retail stores like Shoprite or Pick 'n Pay.

It is this change in landscape which had made remittance arguably better when sending money to relatives back at home in the rural areas by participants.

Next, this report reviews the consumer behaviour changes in remitting groceries by participants who had migrated to Gauteng.

4.5.1.2 On remitting groceries to rural-based relatives

Participants confirmed that they remit money as well as groceries to their rural-based relatives (See Table 11).

Table 11: Grocery purchases for rural dwellers now similar to city dwellers

Theme: Grocery purchases for rural dwellers now similar to city dwellers
DO YOU BUY GROCERIES FOR YOUR FAMILY IN THE RURAL VILLAGES? • "I buy groceries of things I like because they (rural-based relatives) also want the things we want."

The theme best encapsulating the consumer behaviour changes is "Grocery purchases for rural dwellers now similar to grocery purchases for city dwellers." Section 4.3.2. had profiled the consumption dietary habits observed by participants before moving to the urban areas. In addition, section 4.5.1 had profiled the changed grocery shopping items which were now included by participants post moving to urban areas.

Of relevance to the identified theme, was that migrants who had moved from the rural to urban areas of Gauteng for employment purposes had not only changed their dietary consumption habits; they had also influenced a change in the dietary consumption habits of their rural-based relatives. This influence was borne as a result of the grocery purchases remitted to rural-based relatives by the urban-migrated participants. The type of grocery items remitted were largely influenced by the type of grocery shopping items which these urban-based participants purchased for themselves.

In concluding the section on provision of remittance by participants, a review of consumer behaviour changes by rural to urban migrated participants when remitting furniture is discussed next.

4.5.1.3 On remitting furniture to rural-based relatives

During the focus group sessions held with the participants - a question was raised to participants which investigated the type of high-valued products they now had as compared

to when they lived in the rural areas. Key findings which emanated from the answers to question highlighted once more how remittance by these urban-based participants had influenced another aspect of rural based dwellers' lifestyles.

Participants in this research study highlighted items they had since acquired (details thereof will be discussed in greater depth under section 4.3.3.4) and of relevance to this section was that they remitted furniture to their rural-based relatives.

Verification of this finding is found in three key expressions shared during the focus group sessions:

- First comment, was from a respondent who cited that "he has not only bought high-valued products for himself; he also made sure his family were bought high-valued products:" I have built a family house for my parents and it comes with furniture. The old house did not have couches and did not have air conditioners. Today it has all of that - I feel like I have achieved something. Now that I am working, I have managed to get them assets I did not have back then."
- A second comment verifying this finding, was from another respondent who cited that: "Those who have DSTV back at home (meaning rural areas) it's because there is someone who works in Joburg and is paying for this and it's a sign of being rich, its like the those who have bored water holes in their yards."
- A third comment was from a respondent who highlighted that she too "had a washing machine in her urban-based residence and had also availed one for her rural-based relatives to use back at home."

These three comments amplified a theme or pattern which confirmed that these urban-migrated participants want their rural-based relatives to live a life associated with the luxury afforded to someone who has certain types of products and assets denoting one's status as better or improved or equivalent of someone living in urbanised environment. The comments also confirmed that assets seen in rural areas are a result of remittance intervention purchases made by someone working in urban areas.

4.5.1.4 Rural basis still perceived to be home

The fourth finding unearthed the need to understand the state of migration participants believed themselves to be in. As such, the question was raised to them as to whether they

considered their migration to the urban areas as their permanent residence or seeing Gauteng as permanent establishment for them.

The majority of the participants highlighted that to them, home is where they originate from - this being the rural areas of South Africa. These participants were in effect citing that they are circular migrators.

The reasons presented by the participants as to why they do not see living in Gauteng as worthy of being a permanent establishment for them are represented in Table 12.

Table 12: The cities are still not considered home by urban-based migrants

Theme: This is not home - I came here to work
DO YOU CONSIDER GAUTENG YOUR PERMANENT HOME? • "Home is still safe; I would want to be buried at home." • "Back where I come from is home, since even if you passed away here, back home they will still bury you." • "For me, Gauteng is not home, I came here for work, my dream is to make a workshop at home and help siblings at home so that they do not think of travelling to Gauteng to come seek work because I will be nearby as an employer." • "At home its still undeveloped and I still need to do a lot of things to fix it, but its still home" • Life here is fast, they smoke nyaope (illegal substance drug used predominantly by the youth) and many children are already at school but they are smoking. • Home is still secure for me." • Life here is very very fast. Life Ya ko gae (rural areas) life is still secure." • "At home when you don't have money, you get assisted." • "This is not permanent home for me ekhaya is Limpopo"

This finding and the reasons presented provide rich credible insights to this body of research work with reference to circular migration. These urban-based migrants who reside in Gauteng, perceived the rural areas where they come from as home, because of the following:

• The fast-paced cultural lifestyle of Gauteng was noted attractive to them as it lacked morals - a perception visible in the attitudes and behaviours on display by children residing there.

- The strong belief that they would rather be buried in their rural homes versus here in Gauteng.
- The security of being in the rural areas which included the sustenance and protection support provided to them by their rural-based relatives.
- The emphasis that they came to Gauteng to work and intended returning home in the rural areas where they come from - ensuring that they return home skilled and financially capable of empowering those who are unemployed in the rural areas.

Whilst the fast-paced cultural lifestyle was noted as a key driver behind many of the participants' refusal to consider Gauteng their permeant establishment; there was contrary view on cultural lifestyle presented. A few of the participants expressed that the rural and urban based environments have become similar in cultural behavioural lifestyles depicting lack of morals.

The participants presenting this view stated that: "For me here in the city is much the same as home - there is nyaope boys (boys who use recreational drugs) everywhere now, no place is less safe than the other. During my visits to rural areas, at around 5pm I see this behaviour, people getting on to vans to go and drink at taverns and women in the rural communities now sell drugs that are sold here in the cities. I saw this in Limpopo, Mpumalanga and Easter Cape during my work-related travels, so these drugs are everywhere."

This contrary view presents an alternative conclusion on the cultural lifestyle habits of rural communities. This view argues that rural communities' perception of being safe is not true but rather that the communities are marred, tainted and mirroring the fast-paced lifestyles habits so prevalent in the cities. More importantly, this view brings to fore that the perception of rural and urban communities being paralleled and different in lifestyles is not necessarily true.

Having reflected on the Circular Migration and Remittance findings of this research report, this section of the report compares changes of dietary consumption habits of the rural vis a vis the urban environments by the participants.

4.5.2 Dietary consumption habit changes

Undertaking comparisons to the changes in consumer behaviour as a result of migration to the urban areas, mandated the investigation of changes in dietary consumption habits of the participants after moving to urban areas of Gauteng.

Results for participants enabled the identification of two key patterns of consumer behaviour noticeable amongst participants namely:

- Eating take-away foods and or eating out at restaurants
- Decreased consumption of specific products cited as least consumed products

A review of both patterns will assist in giving understanding and insights into the sub-problem statement under review.

4.5.2.1 Dietary consumption habits changes: Eating Take-Away Foods and or eating out at restaurants

Upon migrating to the urban areas of Gauteng; participants highlighted that the plethora of shopping retail formats found in urban areas was a big influence in the dietary consumption behavioural habits they started displaying. These participants argued that it was the increasing visibility and accessibility of these food retail shops which slowly thawed away their resistance to buying from them. Over time, eating take away foods as well as eating out at restaurants became habits which these participants adopted.

Participants were then asked if they had favoured eating out and or buying take-away foods prior to moving to the urban areas of Gauteng. The participants highlighted that such a behaviour was unknown to them whilst they were still living in the rural areas. This was attributed to the following:

- Unavailability of take-away stores in the rural areas since with some citing that they had never had never even eaten KFC food until they moved to Gauteng.
- Limited presence and accessibility of take-away stores in rural stores with some expressing that they had only been exposed to a limited range of take away outlets.
- Perception of Take-away food outlets as restaurants and therefore not frequented at all given the luxury prestige associated with the outlets.
- Non-exposure to Take-away and or restaurants retail type formats thus rendering eating out all and void in the rural areas.

Relevant to this finding of changed dietary consumption behaviour of eating take-away foods and or eating out at restaurants by the urban-migrated participants; is the impact this

behaviour has had on those left behind in the rural areas. The participants who had migrated to the urban areas shared, during the focus group sessions, that they were developing habits of also buying take away foods for their rural-based relatives.
They explained that these purchases were done prior to a scheduled trip to the rural areas whenever they went home to visit their rural-based families.

This influence by urban-based migrants in the dietary consumption behavioural patterns of their rural-based relatives, was also confirmed when participants were probed on the kinds of grocery purchases, they made for their rural-based relatives. Key finding here affirmed that the dietary consumption habits of rural-based relatives was increasingly mirroring the preferred dietary and consumption habits of their urban-based migrants (See Table 13).

The statements expressed in Table 14, denoted strongly the theme of “Rural-based relatives eat what urban-based migrants eat”. This finding, is yet another layer of proof showcasing how the consumer behavioural changes notable amongst the urban-based migrants were slowly starting to influence and take root in rural-based dwellers.

Next the report explores findings dietary consumption habits changes from products which participants chose to consume the least.

4.5.2.2 Dietary consumption habits changes - Least Consumed products

The sections of 4.4.1 as well as 4.4.2 outlined the changes in participants’ dietary consumption diets since migrating to the urban areas of Gauteng. The need to compare fully the contrast between products which these urban-based migrants consumed the most vis a vis those consumed the least led to participants further probed on which products they now consumed the least since migrating to the urban areas of Gauteng.

Results noted provide the rationale behind the participants labelling certain products as “least consumed” based on the following:

- Firstly, prior to moving to urban areas of Gauteng, participants highlighted that there were certain items whose consumption was reserved only for the elders. Products like meat were reserved for consumption by elders during specific periods, say weekday whilst children were given an alternative meal to eat. Participants explained that this was because children were not allowed to eat meat during the week. Instead, children were fed

pap and milk (at times using Cremora milk) or pap and (spinach or alternative vegetable like cabbage) whilst the adults had meat.

Table 13: Rural-based relatives eat urban-based migrants eat

Theme: Rural-based relatives eat what urban-based migrants eat
DO YOU BUY GROCERIES FOR YOUR FAMILY IN THE RURAL VILLAGES? • "We can now cook pastas for them and rice." • "Eating meat has changed even with the people at home; when you cook her cabbage and spinach, she also wants meat as well." • "Electricity is available to them too, so they appreciate the finer things." • "Them not eating the foods we now eat - its because granny has this condition so we have to minimise a particular food - its no longer about affordability, its now they don't use them because of health." • "When they cook cabbage and its now with meat." • "If they do not eat meat it's no longer about affordability, its about health." • "We have started to influence they're eating, buying and consumption habits because they eat what we eat." • "If we see a home still using a home using a green soap - it could be that they prefer it not because they can't afford it."

- Secondly, there were products whose consumption was gender-based. This in effect meant that only a specific gender was allowed to eat them. Eggs fell into such a list of least consumed products as there was a belief that consumption thereof by girls would result in teenage pregnancy (See Table 14).

From these results the theme noted highlighted consumer behaviourial habits observed in the rural areas where products consumed the least were denoted denoted as Gender and Age-based Dietary Consumption Habits.

In contrast, an investigation of the products which were now purchased more often by participants post migrating to Gauteng cities, revealed the following:

- Firstly, the products which had been noted as least purchased items in rural areas were now on the "must-buy grocery lists" of items now purchased and consumed by participants who had migrated to the urban areas. "The Breakfast things - cheese, eggs and bacon - breakfast has got a new meaning now like cereal - bo bacon, egg & cheese" bears reference in this regard (See Section 4.4.2.3).

Table 14: Least Consumed Grocery Products whilst living in the rural areas

Theme: Least Consumed Dietary Consumption Influenced by Age and or Gender
WHICH WERE THE LEAST BOUGHT GROCERY ITEMS AND WHY? • "During the week its vegetables only - meat was only on Sunday's" • "Then there was food for adults e.g. as children we had pap with Cremora milk during the week whilst parents had meat during the week sometimes." • "Eggs were a luxury for girls, no in fact you would watch your brothers eating eggs because your grandmother has shouted: "do you want to be pregnant so early in your life?" • "During the week out was cabbage, the following day spinach, the following day morogo (spinash)

- Secondly, the items which had been noted as least purchased items in rural areas were now also being consumed by the rural-based relatives of the migrants residing in Gauteng. "Eating meat has changed even with the people at home; when you cook her cabbage and spinach, she also wants meat as well" (See Table 15).

A comparative analysis of the changes in purchase decision making and shopping patterns as a result of migrating to the urban areas, merits discussion next.

4.5.3 Purchase decision making and shopping patterns

This section had set out to review the consumer behavioural changes in purchase decision making and shopping patterns of participants whilst living in the rural areas as compared to when they had moved to the urban areas of Gauteng. The results from the focus groups sessions, had answers to the following:

- Decision making role regarding grocery purchases made
- Types of purchases made
- Frequency of doing grocery shopping
- Retail Outlets frequented

A review of Decision-making role played when grocery purchases were made follows next.

4.5.3.1 On changes in Decision-making role played in grocery shopping purchases made

Participants confirmed that while they were living in the rural areas, they played no role with respects to decision making around purchase decisions of groceries (See Table 5). The finding from these results was that the head of the household (or the one paying for the groceries being bought) determined what was to be purchased.

A different scenario, presented itself when these participants moved to the urban and peri-urban areas of Gauteng. Here the participants revealed that it was them, who took the lead on what was purchased. The findings within the urban scenario are two-pronged:

- Firstly, rural-based relatives advised the urban-based migrants on what they needed.
- Secondly, the type of grocery purchases made by the urban migrant were also appreciated and wanted by the rural based dweller.

This finding is expanded further under the section - types of purchases made, which follows next.

4.5.3.2 On changes in Types of Grocery Purchases Made

Whilst still living in the rural areas, participants listed the typical groceries purchased (See Table 6). After migrating to the urban areas of Gauteng, the participants confirmed a totally different grocery shopping list altogether (See Table 10). In addition, the urban-based migrants also confirmed that they remitted groceries to their rural-based relatives (Table 13: Grocery purchases for rural dwellers now similar to city dwellers, Section 4.3.3.1.2). Key to note here is that the grocery purchases they bought for their rural-based relatives were reflecting the types of purchases they bought for themselves. It has been recorded in this report, that the dietary and consumption habits of both rural and urban-based had become similar given the influence of the urban-based migrants (Table 15: Rural-based relatives eat what we eat, Section 4.3.3.2.1).

Key findings are therefore noted in his regard:

- The consumer behaviourial shopping patterns of urban-based migrants has changed
- The consumer shopping patterns have also changed for rural-based dwellers since the groceries purchased for them are similar to the groceries purchased by the urban-based migrants.

- The types of products purchased now by urban-based dwellers - previously denoted as "wasteful consumption" are similar products purchased for rural-based dwellers.

A review of the frequency of when grocery shopping purchases were made follows next.

4.5.3.3 On changes in Frequency of doing grocery shopping

As explained in section 4.3.2.1; participants had highlighted that grocery shopping was done once a month by going into town. Juxtaposing this with the consumer behaviour observed by these participants after migrating to the urban areas of Gauteng, section 4.4.2.2 outlined that the recurring pattern go frequenting shopping outlets for doing groceries was best denoted as "when there is a need". The participants who had since migrated to the urban-based areas of Gauteng still got paid once a month, yet the frequency of their grocery hopping was more than once a month (See Table 9).

Comparative exercise of frequency of doing grocery shopping in both environments led to two critical findings on what intrinsically drove visits to the stores:

- Accessibility, visibility as well as trading hours of shopping retail formats landscape. In the rural areas accessing the stores meant travelling far to the stores to do the groceries. In the urban areas, on the other hand, the landscape of retail formats meant easy access of stores given their location in and around the areas of working and living of these participants.
- Access to information on what is being sold. In the rural areas, limited exposure to content given the lack of electricity meant limited information distribution to rural-dwellers. In the urban areas, information dissemination in the form of increased exposure to advertising and marketing contributed to influencing and driving the frequency of retail trips.

It is these findings which question the validity of the reasoning presented by participants on what drove the once a month grocery purchases in the rural areas.

A review of the retail outlets frequented follows next.

4.5.3.4 On changes in Retail Outlets frequented

The repertoire of retail stores frequented by participants post migrating to urban areas in Gauteng is tabulated in Table 15. The table detailed a list of stores which had not been mentioned by participants when they were living in rural areas (See Section 4.3.2.1). Of

additional interest to this list, is the participants comments around online shopping using Phone Apps.

Table 15: Retail stores frequented for doing grocery shopping in urban areas

Theme: Change in Shopping outlets frequented here versus in the rural areas
WHERE DO YOU DO YOUR GROCERIES SHOPPING? • "I buy from Kit Kat - I can afford buying there" • "I do my shopping at Spar and Checkers because they are closer to where I live - I buy when there are specials and compare prices all the time." • "I buy at Neezam's" • "I do my groceries at Shoprite" • "Buying food online - buying from App's" • "Pick n Pay, Woolworths, Checkers, Makro and Game, I don't buy at Shoprite" • "No, I don't buy at Shoprite anymore - the food sold there has expired and it smells." • "Shoprite is associated with a certain level, you know."

Key findings highlight the following:

- Firstly, the use shopping Apps by these participants confirmed the role which technology had played in influencing the changes in shopping habits of participants post migrating to urban areas of Gauteng.
- Secondly, since participants only became aware of platforms like shopping apps when they had moved to urban areas, this affirmed the impact which increased exposure to information had in changing shopping behavioural patterns of participants.
- Thirdly, participants had spoken of the limitations in exposure of media content whilst staying in the rural areas because of limited resources, herein referring to battery-run TV and or radio resources. In contrast, upon moving to the urban areas, participants had greater exposure to media platforms. This also confirmed that accessibility of different media platforms to participants influenced shopping behavioural patterns of these participants.

4.5.4 Appreciation for High-valued products

This last part the report's findings compared the changes in consumer behaviour of participants as a result of migrating to the urban areas - by investigating the attitudes held towards high-valued products by participants in both settings.

The questions asked to probe this understanding were centred around asking the participants to share their dreams and goals - as residents in rural areas and also as urban-migrated residents in Gauteng.

First recurring theme noted was the role aspiration played in driving appreciation for high valued products by participants. Here aspiration is referenced with respect to its role in encouraging appreciation for high-valued products as well as holding in high regard those who owned such assets.

During the time that the participants resided in rural areas, they highlighted a list of products whose ownership or acquisition thereof was associated with wealth status in the community:

- Firstly, participants shared that for example, a family owning and using a generator for watching the TV in the rural community was perceived as a wealthy family. This wealth status was positioned in relation to the commonly used P9 batteries to watch TV and or the radio by the rest of the community (See Figure 7).
- Secondly, participants advanced that any family using gas facility for cooking was a perceived as wealthy family, given that most families cooked their food in open fire.

This aspirational view was influential in driving the desire for pursuing a lifestyle which would position the participants as wealthy in the community. This was brought out in the comments shared by participants when giving reasons for pursuing specific dreams and whilst still living in the rural areas.

For example, pursuing education and more so a specific qualification, was driven by the community's view of education and that choice of study in augmenting one's status as wealthy. "What I wanted to be was largely influenced by what was considered to be prestigious at the time," was one remark by a respondent who highlighted why they wanted to study towards a specific qualification. Another respondent remarked that: "When I finished school my parents wanted me to go and work at Shoprite and I refused because although I

am poor, I am very proud. I said I must go to school first." Key to this second response was the reasoning given for refusing to work at Shoprite as this too confirmed that aspirational views were key drivers of desires for pursuing a particular lifestyle.



Figure 7: P9 Battery for Playing the Radio in rural areas

Source Instagram/Nnaniquism

The second respondent outlined that: "My neighbours lived better and they loved school - I realised and kept asking myself why are these people living a sharp life and a normal life? And when I compared the situation of the normal life and those who work at Shoprite - I then decided that let me go to school and finish that education." Another respondent had also shared his experience of refusing to go and work in the mines as expected by his parents and had opted to improve his matriculation results as he wanted to study further as a HR practitioner.

A review of these responses enabled the identification of a finding in this regard. The key finding here embedded in this recurring theme is that only through becoming educated would the possibility of affording and acquiring high-valued products be realised. In turn, acquisition of such assets would position these participants as belonging to the group of those in the community who are considered wealthy.

The participants were then asked to reflect and share their goals and dreams since moving to urban areas of Gauteng - more so in relation to the assets they had acquired since moving to Gauteng.

A review of the high-valued household products purchased by participants when they were now living in the urban areas is worth noting. Products like Primus stove, DSTV, Plasma TV, Microwave, Fridge, double-bed, Curtain Rails, Chester of Drawers, washing machine were some of the products listed as items they never had whilst still living in rural areas but which they had had purchased since moving to the urban-based areas of Gauteng.

Clarity on the reasoning behind a product like Prima stove (See Figure 8 - Primus Stove) being noted as a high-valued product is befitting. Whilst living in the rural areas, participants highlighted that they cooked on open fire - by preparing fire on the ground outside the house or the floor of a designated roofed area in the yard. As such, the acquisition of the Primus stove and the reduced labour involved in using the asset, indicated an improvement in their lifestyle and a depiction of a better standard of living.

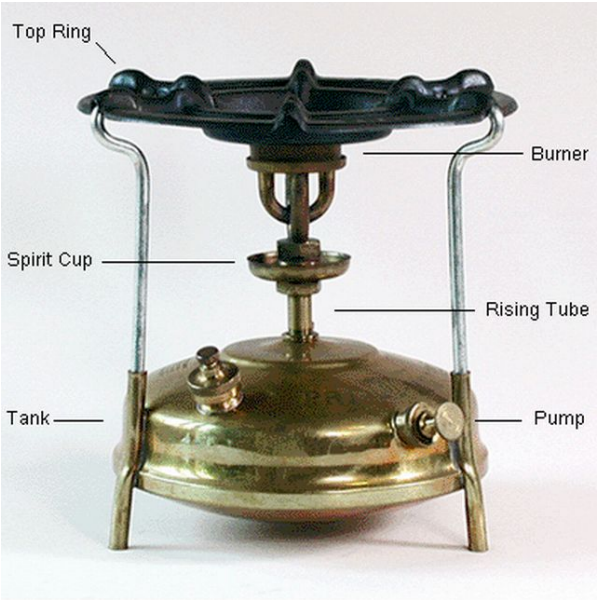

Figure 8: Primus Stove

Source https://en.wikipedia.org/wiki/Primus_stove

Six findings merit highlighting with respect to the attitudes, appreciation and acquisition of high-valued products by participants:

- Firstly, appreciation for high-valued products, was strongly borne out of the aspirational values which the participants held dear even when they did not have the means at the time to acquire those products.
- Secondly, appreciation for high-valued products, is a key driver towards the decision in pursuing studies or secular work which would enable acquisition of these assets later on in life.
- Thirdly, appreciation and acquisition of high-valued products by urban migrants in Gauteng extended to rural-rural-based relatives. This accessibility was made possible because the urban-based migrants bought high-valued products for themselves as well as for their rural-based relatives. Encapsulating this consumer behaviour was one respondent who said that: “I have built a family house for my parents and it comes with furniture. The old house did not have couches and did not have air conditioners. Today it has all of that - I feel like I have achieved something. Now that I am working, I have managed to get them assets I did not have back then.”
- Fourth, the presence of any high-valued product/s in the rural areas was often perceived by those in the rural community as purchases made by a family member who was working in the cities. This was supported by a remark from another respondent who expressed that: “Those who have DSTV back at home its because there is someone who works in Joburg (meaning Johannesburg – the city) and is paying for this and it's a sign of being rich, its like the those who have bored water holes in their yards.” This confirmed that acquisition of high-valued products was only possible when those living in the urban areas remit these high-valued products to their rural-based relatives.
- Fifth, in rural-based areas certain high-valued products could not be fully appreciated because of lack of resources. A respondent highlighted that whilst her family had a washing machine it was not used often because of limited water resource in the rural community area where her family resided.
- Sixth, whilst there is an appreciation for high-valued products by those migrants living in the peri urban areas of Gauteng, some were unable to buy them. The inability to buy them was not because they could not afford them. Instead it was attributed to the lack of basic resources which were not available in the peri-urban areas of Gauteng where they lived. A respondent reflected on this inability when he stated that because he lived in a squatter camp with no electricity resources, he could not buy a fridge. He further pointed out that, his family back home in the rural areas had a fridge because they had access to electricity resource. For these rural to urban migrants who lived in peri-urban areas of squatter

camps; the desire to acquire and own high-value products became an impetus towards seeking better employment and moving to better locations where they could appreciate such assets. A respondent affirmed this finding with a comment which stated that: “I dream of completing my studies and moving out of the squatter camps - I want to study and be an accountant - I don’t like living where I am living.” This finding, highlights strongly, that for the respondent who had moved to the urban areas in pursuit of a better life; and now lived in the peri-urban areas of Gauteng; their life had not changed as desired. This respondent shared that they were still experiencing a degree of poverty as well as not able to enjoy the fruits of what a typical lifestyle of living in the cities was like.

In summary:

- The participants in the urban areas appreciated high valued products and in deed bought them when they migrated to the urban-based areas of Gauteng
- The participants also bought high-valued products for their families.
- The ability for the families to use these assets in the rural areas was at times restricted by access or lack thereof to the basic resources needed to use the assets e.g. water and electricity.
- In contrast, the limited basic services and resources offered in peri-urban areas of Gauteng influenced the consumer behaviour patterns of the urban-based respondents living there. This audience was not being able to purchase as well as enjoy the use of high-valued products which their rural-based relatives had access to and were enjoying.
- Lastly, these peri-urban dwellers denoted a desire to move out of current residences to live in areas which depicted the true reflection of a lifestyle of being in cities of Gauteng as well as affording such a lifestyle financially.

It is against these findings that this report transitions to the discussion of the findings relative to the literature.

5 DISCUSSION OF FINDINGS

5.1 Introduction

This chapter of the research report compares and contrast the findings of this research report to the literature review.

As reiterated in Chapter 4, the Problem Statement of this research report was expanded into three distinct sub-problem statements which were used to investigate the understanding of the problem statement identified. As such, the structure of the report for this section will discuss the findings of the study undertaken through a systematic sequential review of each of these sub-problems in relation to prior research.

A discussion of the first sub-problem follows next.

5.2 To understand consumer behaviour of rural consumers prior to migrating to urban areas

5.2.1 On Decision Making Role in Grocery Purchases

No Say in Purchase Decisions is the theme underpinning the findings regarding who played the Decision-Making Role in grocery purchases made during the time that participants lived in rural areas. The findings here, had emphasised that the participants had very little say in the decision making of groceries purchased when they were still staying in the rural areas.

The decision-making was led by the family head - the parent and or the elder who was working at the time or had access to money. When these participants moved to the urban areas, they were then responsible for decision-making towards groceries purchased. This

was for purchases of groceries for their own consumption. However, for groceries purchased and remitted to their rural-based relatives; the urban-based migrants' decision was influenced by what the rural-based relatives wanted for their own consumption.

The findings obtained here highlight the distinction in purchase decision-making process between rural vs. urban based families - a finding which is similar to the study of Chikweche et al (2012). Figure 4 from Chikweche et al (2012) communicated that the decision-maker in grocery purchases in rural areas of Zimbabwe was the problem recogniser. This research report's findings emphasised that the rural-based decision-maker in South Africa in household groceries purchases was the person who had the means to the money and or was the financial head of the house.

5.2.2 On Shopping Habits: Types of retail outlets frequented; frequency of purchases as well as types of groceries purchased

Findings here highlighted the following:

- Trips to do grocery purchases were once a month
- These were influenced by when head of household had earned his living or been paid
- Basic items were purchased and the role of hamper purchasing of these items was big

These are new research findings with no prior research studies identified in the literature review. Research on shopping habits outlined the roles played during shopping and the differences in these roles within the two environments under review, namely urban vis a vis rural. This research report extended on this research because the results identified that during the role of the retailer in influencing the type of products purchased given the introduction of hamper shopping by shoppers in rural environments. This research report also identified that the frequency of shopping in the two environments was not only influenced by when the household had access to income. Rather the accessibility of shops and shopping environment played a huge role in influencing the shopping habits of frequenting stores by shoppers.

A review of these changes in shopping habits post participants' migration to urban areas and comparing the findings thereof to literature follows next.

5.3 To understand consumer behaviour after rural consumers migrated to urban areas

5.3.1 On Changes in Dietary Consumption Habits followed

Wasteful Dietary Consumption Lifestyle is the theme encapsulating the findings on the changes in dietary consumption habits followed by participants post moving to the urban areas of Gauteng.

The participants confirmed that indeed they had changed their dietary consumption habits since moving to the urban areas. This finding supports research conducted by Sun and Wu (2004), who confirmed that as a result of contrasting attitudes existing between urban and rural based people, they were found to use different products to reflect the improvement of their living standards.

Had the changed urban-based dietary consumption habits which the participants now observed in urban areas been what they observed whilst they were still living in the rural areas; this would have been perceived at the time as “wasteful dietary consumption lifestyle”. Such a perception was often communicated to respondents during their tenure of living in the rural areas by their rural-based relatives. The perception was attributed to the lifestyle lived at the time, cited as inherently restrictive because the choice of products consumed in rural areas at the time was very restrictive.

This change in dietary consumption habits towards discretionary items is verified in a research study which emphasised similar patterns of the shift in spending power - more so spending towards discretionary expenditures - by those who moved from the rural areas to cities of India (Beinhocker & Zainulbhai, 2007).

The findings are consistent with research done on the changes in dietary behaviour of emerging consumers a result of rapid urbanisation (Ail et al, 2010; Kearney, 2010; Kapoor and Moorthy, 2010; Veeck & Burns, 2003). This research study now adds to the body of knowledge highlighting that the migration from rural to urban areas of Gauteng in South Africa, as an emerging country, also showcases a change in dietary habits.

In terms of what contributed to this change in dietary consumption habits, income was noted as driving the change in dietary consumption habits (Veeck et al, 2003). This validates the

findings in this research study too given that post migrating to the urban areas and gaining employment, the dietary habits of participants changed. Consequently, being employed contributed immensely in changing dietary habits of the participants at the time. That said, there are additional factors which also contributed to changing dietary habits of this audience which will be expanded upon later on.

5.3.2 On Changes in Shopping Habits: Types of retail outlets frequented; frequency of purchases as well as types of groceries purchased

Once migrated to the rural areas of Gauteng, participants' changes in shopping habits included:

- The frequenting of retail outlets in urban areas which were not typically founding in the rural areas they used to live in
- The frequenting of retail stores more often than just once a month or "as and when its necessary" as cited by the participants were still rural-rural-based are key changes in shopping habits
- The awareness and use of online Apps for shopping
- The types of purchases now made.

Whilst employment and access to income were influential in the changes, personal and marketing influences are driving the changes in shopping habits. This was discussed in detail under section 4.4.2.2 where findings affirmed that Increased frequency of shopping for groceries was less related to income and could possibly be attributed to the increasing marketing influences which the respondents are exposed to. Included in these findings were the variety of accessible and visible retail shopping formats; the presence of technology platforms in driving increased exposure of marketing promotional content disseminated to the migrants, as well as the use of advertising methods reaching them much faster and easier and encouraging them towards impulsive shopping habits in this regard. Cui & Liu (2000) had discussed this exposure to emerging consumers citing that the increased exposure emerging consumers had on western products as well as lifestyles thereof had become an opportunity worth pursuing by MNCs in driving their strategies in emerging markets.

D'Andrea et al (2006) highlighted that emerging consumers find "modern retail infrastructure" attractive and thus affirm how such marketing ambience had an impact on

the rural to urban migrants now residing in Gauteng. Kapoor and Moorthy (2010) also confirmed this by highlighting the impact which urbanisation had in giving stimulus to a growing consumer preference for shopping convenience which fostered the growth of modern retailing. Roxburg et al (2010) concluded that it is for this reason then that successful MNCs in Africa tailor their products and strategies for the continent by finding ways to overcome the challenges resulting from poor infrastructure as well as low penetration of formal retail environments. In essence they develop route of growing retail shopping formats which will drive increased visibility for their offering to emerging consumers.

The findings of this research are consistent with prior global research, i.e. that once urbanised, emerging consumers' purchases made as well as perceived value when in the retail space have changed (Manrai & Manrai, 2001; Cui & Liu, 2000; Prahald & Lieberthal, 1998), but adds to the understanding of South African emerging consumer purchasing.

5.4 To compare the changes in consumer behaviour as a result of migration to the urban areas

5.4.1 As Circular Migrators and Remittance providers to rural dwellers

Findings from this research study enabled an understanding of the circular migration by participants who had moved from rural to urban areas of Gauteng. In turn, findings also provided conclusion on whether remittance existed between these participants as well what types of remittance platforms existed.

A review of these findings alongside prior research follows:

5.4.1.1 On Circular Migration Status

Participants verified their circular migratory status. They confirmed that, home is the rural areas where they originate from. The fast-paced lifestyle culture of urban areas of Gauteng; preference for being buried in rural homes where they originate from; the security and support provided to them in the rural communities affirmed this decision for them to remain circular migrants who would one day return to their rural homes for good. These findings corroborate the research of Smit (1998), who highlighted preference for circulatory migration by those working in the cities. Smit (1998) cited the presence of linkages between migrant households and their rural home areas and maintenance of both because rural homes served as safety net in times of economic hardships.

This research study also confirms the finding on which was done by Posel (2003). Posel (2003) confirmed that there is no evidence to suggest that, even post the end of Apartheid regime's restrictive laws in permanent migration to urban areas, circular migration in South Africa has been replaced by permanent settlement of migrants from rural areas to urban areas at places of employment. Indeed, in spite of the removal of these restrictive laws, participants still saw rural areas where they originate from as their permanent establishment.

5.4.1.2 On remittance to rural-based relatives

Findings verified that participants who had migrated from rural to urban areas of Gauteng keep in contact with their rural-based relatives (through visits, calling and letter writing) as well as remitted contributions to their relatives. This research report's findings of communication, regular visits as well as remittance by rural to urban migrants to their rural-based relatives is corroborated in the research work done by Kok and Collinson (2006) who attested to this finding that regular connection takes place between the two groups. Kok and Collinson (2006) explained that the reference to regular connection here would include but not be exclusive to: communication, regular return visits, as well as likely remittance transactions to those left behind in the area of origination.

5.4.1.3 On Remitting money to rural-based relatives

The theme "Technology makes sending money home easier" confirmed the findings on how remitting of money to rural-based dwellers by urban-based migrants had become that much easier and better. This ease referred to the manner within which money was sent to the rural-based dwellers as well as the extent within which money was received by the rural-based relatives. This money remittance was also affirmed by research highlighting that 57% of money remitted to rural households were from circulatory migrants residing in urban areas (Posel, 2001), although the addition of technology to make it easier is a new finding.

Research on the impact technology is having on consumers in general is prevalent. Chatterjee, Küpper, Mariager, Moore and Reis (2011) highlighted how the role of technology was going to be a trend that shapes the consumer goods industry in the decade since 2011. Relating this as the decade of the digital consumer, Chatterjee et al (2011) highlighted the need for MNCs to identify and exploit technology-driven opportunities to understand consumers better. The findings herein showcase a growth in the digital platforms within the

banking space which have enabled smarter and faster ways of ensuring that consumers' needs are met. However, this research is now extended into the rural to urban migration of consumers in emerging markets.

5.4.1.4 On remitting groceries to rural-based relatives

The theme Grocery purchases for rural dwellers now similar to grocery purchases for city dwellers denoted the finding that migrants who had moved to urban areas had not only changed their grocery purchasing habits; they had also influenced the grocery shopping habits of those who lived in rural-areas. As such groceries were remitted to the rural-based relatives, reflected the influences of shopping items now typically found in groceries of those living in the urban areas. Manona (1988) identified to this form of remittance - citing that those living in towns would reciprocate with contributions of money and other goods not available in the rural areas (Manona, 1988).

5.4.1.5 On remitting furniture to rural-based relatives

The finding here reflected that urban-based migrants remit furniture to their rural-based relatives. This finding advances the insight that the urban-based migrant would like his rural-based relative to enjoy the same privileges of improved living stands of condition as they are in the urban areas. This finding is supported by research done by Cohen (2004) who had argued that rural economies and lifestyles are increasingly becoming urban in nature. Earlier on Manona (1988) had highlighted findings that those in living in towns would reciprocate with contributions of money and other goods not available in the rural areas.

As such, this research report adds to the current body of knowledge of Manona's work to date (1988) in affirming that beyond money and groceries, urban-based migrants also remitted furniture.

5.4.2 Dietary consumption habit changes

Veeck and Burns (2003) emphasise that because of hurried lifestyles, urbanised emerging middle-class consumers use their income to substitute or buy the time that is lost as a result of their work resulting in their adoption of consumption choices that are not traditionally inclined. This verifies the findings of consumption choices by the participants which were not known of prior to moving to the urban areas of Gauteng. Noted changes in dietary consumption habits of those who had migrated to urban-based areas of Gauteng included increasing consumption of take-away foods and/or eating out at restaurants. Participants

also highlighted that these two dietary consumption habits had been non-existent if not very limited when they were still living in the rural areas. Kearney (2010) had also argued that in cities, higher caloric intake combined with low-energy expenditure are noticeable amongst those in urban jobs compared to those in rural working areas. Consequently, urbanisation can affect food consumption by changes in dietary behaviour (Kearney, 2010).

Ali et al (2010) had emphasised that high value food products like meat and eggs were being demanded more as a result of urbanisation. This research study had extrapolated a list of products which were now in demand by participants post moving to urban areas (See Table 11). On the other hand, items which were least consumed by participants when they were still rural-based dwellers were provided in Table 16. It is a comparison of both lists that affirms strongly the changes in dietary consumption habits of participants who had moved to urban areas of Gauteng. More importantly, Table 11's list correlates the findings of products which are now in demand as a result of urbanisation Ali et al (2010).

5.4.3 Purchase decision making and shopping patterns

The findings with respects to purchase decision making and shopping patterns observed before and after moving to the urban areas of Gauteng by participants is discussed below:

5.4.3.1 On Decision making role regarding grocery purchases made

The findings obtained here highlight the distinction in purchase decision-making process between rural vs. urban based settings of participants. Whilst still living in the rural areas, these respondents had no say in purchases. Post moving to urban-areas of Gauteng and gaining employment; these participants led the decisions towards grocery purchases. As outlined the findings of rural-based setting corroborate the insights gained from the prior research work outlined in Figure 4 of Chikweche et al (2012).

The findings of this report also confirm with Figure 5 of Chikweche et al (2012). Chikweche et al (2012) outlined that in the urban areas, various family members - from the problem recogniser, to the decision maker as well as the user - were involved in the grocery purchase decision-making process. This research report confirms this. The decision on the types of grocery items remitted to rural based dwellers by urban-based participants - was as a result of involving the rural-based relatives as well as the now urban-based migrant.

5.4.3.2 On Types of groceries purchases made

The findings highlight that the move from rural to urban areas of Gauteng resulted in changes in grocery purchases made by the participants.
Of relevance to this report is that these findings are two-pronged:
The grocery purchases of rural to urban migrants based in Gauteng changed
The grocery purchases of the rural-based relatives of these migrants also changed

Sun and Wu (2004) corroborated these findings presenting research results verifying that there are differences in purchasing habits and product choices for the 2 segments namely urban and rural based emerging consumers in China. Other researchers also verified these findings - proving that changes in what is purchased and consumed varies between the two segments of rural versus urban based emerging consumers (Beinhocker & Zainulbhai, 2007).

Additional new findings from this research study were the changes in shopping habits of the rural-based relatives of the urbanised participants. Over and above the changes in purchase habits noted from those who had migrated to the urban areas of Gauteng; the rural-based relatives also were noted as now showing a preference for grocery purchases similar to those of the urban-based participants. This finding affirms the closing of the urban-rural gap in terms of lifestyle and economic patterns and attests to a convergence in lifestyles of both rural and urban environments as denoted by some prior studies (Pizzi, 2018; Cohen, 2004 & Merwe, 1996).

5.4.3.3 On Frequency of doing grocery shopping

The finding noted in rural areas was that purchase decisions were monthly and took place by “going into town”. In contrast to that, the findings noted when these participants were urban-based in Gauteng, reflected the recurrence of shopping behaviour that was more often than just once a month. Section 5.3.2 presented the findings fully with respects to the change in frequency of shopping as a result of migrating to urban areas of Gauteng.

The research also corroborated these findings which were encapsulated under the theme “Increased frequency of shopping for groceries is less related to income” (Kapoor &Moorthy, 2010; D’Andrea et al, 2006). Researchers highlighted that emerging consumers find “modern retail infrastructure” attractive and thus affirm how such marketing ambience had

an impact on the rural to urban migrants now residing in Gauteng (Kapoor & Moorthy 2010; D'Andrea et al, 2006).

Chatterjee et al (2011) also argue that the use of new media utilising digital technology plays a pivotal in driving brand communication and influencing consumer opinion. The increase in the frequency of shopping to retail stores visited by the participants who had migrated to the urban areas showcase the influence of how marketing using these channels certainly influenced the impulsive shopping habits of these consumers.

5.4.3.4 Retail Outlets frequented

The different retail outlets frequented by participants when living in rural areas versus post migrating to urban areas was noted. Participants confirmed that many of the retail outlets they now frequented, they were not knowledgeable thereof whilst still living in the rural areas. At the pinnacle of these retail formats now used by participants since moving to the urban areas is the usage of Online Apps. Chatterjee et al (2011) affirms this finding highlighting the role of e-commerce and other related online platforms in selling to consumers.

5.4.4 Appreciation for High-valued products

The findings of this research report confirmed that when participants were still rural-based, they perceived those in the community who owned specific high-valued products as wealthy and leading a better lifestyle that the rest of the community who did not own such assets. In turn, these participants internalised that belief as an aspiration driving their decisions for future goals they wanted to pursue as a means to acquiring such high valued products. The finding herein affirms that appreciation for high-valued products, is strongly borne out of the aspirational values which the participants held dear even when they did not have the means at the time to acquire high-valued products.

This infusion of aspirations for a better life by emerging consumers was confirmed by research work. "Bottom of the Pyramid" is defined as those people who live on less than $2 per day yet are infused with aspirations for a better life (Perrot, 2010; Vikalpa, 2005; Prahalad, 2004; Prahalad & Hart, 2002). This definition authenticates the profile of the then rural-based participants to whom aspiration for a better life was a driving factor in their pursuit for seeking employment in urban areas. This definition also verified the finding from

this research study regarding appreciation for high-valued products by an audience with very little means to afford them at the time.

Upon migrating to urban areas of Gauteng; and gaining employment, findings from this research study confirm that urban migrants purchased high-valued products. Products like Primus stove, DSTV, Plasma TV, Microwave, Fridge, double-bed, Curtain Rails, Chester of Drawers, washing machine were some of the products listed as items they never had whilst still living in rural areas but which they had purchased upon migrating to the urban-based areas of Gauteng (See Section 4.3.3.4).

The change in consumer behaviour on purchase of high-valued products by urban-based migrants in Gauteng noted in this research study supports the study of Waheeduzzaman (2006). Waheeduzzaman (2006) confirmed that as a result of modernisation, herein referring to urbanisation, consumption of durables was influenced predicting the demand for six consumer durables i.e. Dishwasher, Microwave, Refrigerator, TV, VCR, washing machine durables based on the level of modernisation in that country. Cui & Liu (2000) also verified this finding citing that consumer in transitional economies, herein referring to emerging markets will demand more choices and greater varieties that suit their diverging needs as well as aspirations.

There are however five additional new findings identified during this research study with regard to the acquisition of high-valued products reflected by those who had migrated to urban areas of Gauteng from rural areas. The first additional finding noted is that the appreciation and acquisition of high-valued products by urban migrants in Gauteng extended to rural-based relatives too. In effect, urban-based migrants bought high-valued products for themselves as well as for their rural-based relatives.

The second additional finding noted was the affirmation made by participants of their remittance role as providers of high-valued products seen in rural-homes. Herein, the presence of any high-valued product/s in the rural areas was perceived as purchases made by a family member who was working in the cities. This confirmed that acquisition and ownership of high-valued products seen in rural areas was purchased by those living and working in the urban areas who remitted these high-valued products to their rural-based relatives.

The third additional finding is the notion that some of the high-valued products purchased by urban-based migrants for their rural-based relatives were not appreciated and utilised to the full extent because of limited access to basic resources like water and electricity in the rural areas. These three findings contribute to recommendations for future research. Prior research had been presenting a strong case for reflecting on the growing real urban convergence in emerging markets. With the ushering of the new democracy in 1994, Merwe (1996) conducted research to establish the size of rural-urban convergence in South Africa. The results thereof, highlighted the following critical findings:

- It will be increasingly difficult to differentiate between rural and urban communities as well as their related lifestyles in the future.
- The need to begin reviewing the traditional definitions of rural versus urban differentiations merit reconsideration.
- There is a call for halting the norm of thinking along parallel urban-rural lines and realise that human settlements are becoming a holistic integrated system with interactive behavioural patterns.

Cohen (2004) affirmed these findings by Merwe (1996). Cohen (2004) argued the need for MNCs to be aware of the increasing urbanisation of rural economies and lifestyles. The appreciation and consumption of similar products by those who have migrated to the urban areas of Gauteng as well as their rural-based relatives corroborates the findings of cited researchers(Cohen, 2004; Merwe, 1996).

This convergence is also corroborated by Pizzi (2018) who highlighted that circulatory migration to urban areas driven by employment reduces the isolation between the rural areas and the urban areas. In turn, this results in increasing connections between those migrants and their rural-based communities.

The fourth additional finding from this research study was that those living in the peri-urban areas may also not be able to own and utilise high-valued products because of the limited access to basic resources like electricity. Highlighted by these peri-urban based participants, was that their rural-based relatives had access to such resources whilst the they did not, a phenomenon which baffled these participants greatly.

The fifth finding, linked to this fourth finding was the results noted of the desire by these peri-urban dwellers to improve their lives financially. Respondent expressed the wish to study further so as to get better employment which in turn will enable them to move out of these peri-urban areas to areas where they would be able to acquire and enjoy products befitting al lifestyle of one who is living in the cities of Gauteng.

Both these findings give attention to the presence of peri-urban participants who had migrated Gauteng and had not yet achieved the benefits of such a move as expected. In addition, these participants had not yet come to the desired status of the lifestyle of living in urban areas as expected. These findings are validated by the work done by Arndt, Davies, and Thurlow (2018) who highlighted that even though poverty is more visible in rural areas, concerns of “urbanisation of poverty” do exist. Arndt et al (2018) argued that urbanisation may well have come at a cost of higher urban poverty especially within the secondary cities, where many of the poor rural people chose to migrate to. The location of this respondent in a peri-urban environment which is an informal settlement attests to this.

Arndt et al (2018) cautioned that whilst it is important to invest in rural areas to provide opportunities to South Africa’s poorest populations; investing in secondary cities, herein referring to peri-urban areas is important for the following reasons:

- To accommodate urbanisation by migrants from rural areas as well as prevent urban poverty from worsening.
- To redress the urbanisation of poverty experienced by those living in the cities - albeit in peri-urban environments.

This research bodes well this these findings. It is the lack of basic urban infrastructure services which the peri-urban based respondent had hoped to have had access to by moving to the city, which drove his desire to improve on his life further and move out of those peri-urban settlements. In turn this respondent had truly hoped that moving to the urban areas would have resulted in some improvement to his lifestyle as compared to when he still lived in the rural areas - a realisation that settling in a peri-urban environment is not quite the same as settling and residing in the city.

Prior research outlined critical findings on the role played by materialism and aspirations for acquiring assets which corroborate the expressions by the respondent residing in peri-urban

areas (Parker, Haytko & Hermans, 2010). The respondent in this research study wished to leave the informal settlements. Such a wish was inspired by a desire to live in an environment which mirrored a particulate lifestyle having acquired assets which would position his materialist status. Such a lifestyle would attest to him finally “living in the city” by virtue of high-value products and or assets surrounding him as well a better financial lifestyle he would be leading - both settings which were currently not attainable given his state of poverty whilst living in peri-urban areas of the city.

This research report next provides recommendations and conclusion of the research study undertaken.

6 CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions

The literature review of the three sub-problems identified prior research in each area. This led to the development of the Research Proposition as follows:
Emerging black middle-class consumers, on migrating from rural areas of South African to urban areas of Gauteng, change their consumer behaviour in the following ways:

- As Circular Migrators and Remittance providers to rural dwellers
- Through Dietary consumption habits
- Through Purchase decision making and shopping patterns
- Through appreciation for high-valued products and acquisition of these products

This proposition is ***effectively supported*** given the findings which were highlighted with respects to the three ways within which consumer behaviourial changes were identified, but with some additional insights qualifying the key themes.

Firstly, emerging consumers who migrated from rural areas of South Africa to urban areas of Gauteng confirmed their intent to remain circular migrators as they did not see Gauteng as a permanent establishment for them. In addition, upon migrating to urban areas of Gauteng, these emerging consumers continued to keep in contact with their rural-based relatives as well as remitting groceries, money as well as furniture to them.

Secondly, having gained employment in the urban areas, the respondents confirmed that their dietary consumption habits changed. The changed dietary consumption habits of these emerging middle-class black consumers also influenced the consumption habits of their rural-based relatives.

Thirdly, whilst residing in rural areas these emerging consumers' shopping trips had been restricted to once a month visits to town for grocery shopping purchases. However, upon migrating to urban areas of Gauteng, changes in shopping habits were noted. These emerging consumers' frequency of shopping for groceries increased and the retail shops they frequented were also different to the one's they had visited when still based in the rural areas. These black emerging middle-class consumers who were now urban-based migrants in Gauteng also became co-decision makers towards grocery purchases made for themselves as well as for their rural-based relatives.

Lastly, these emerging consumers confirmed that they had an appreciation of high-valued products even when they could not afford them. In turn, when they migrated to urban areas of Gauteng and had gained employment; they acquired high-valued assets for themselves as well as for their rural-based relatives.

The implications herein for marketers pursuing strategies to capture the hearts, minds and wallets of emerging consumers in SA need to factor the reducing gap between urban and rural emerging consumers in terms of lifestyle and economies. Such a consideration will necessitate the revising of current strategies deployed when entering this emerging market and launching brands to the emerging consumers here.

The development and execution of a locally based emerging market strategy by these MNCs must be underpinned by the understanding of the role of aspirational drive and influence for materialism by emerging consumers here as this research report proved that aspiration is a key driver of future purchases by these consumers.

6.2 Recommendations to Organisations

This research report had investigated the changes in consumer behaviour of consumers who migrated from rural areas of South Africa to urban areas of Gauteng.

In drawing on the findings presented in this research report to date, this research report proposes the following recommendations to organisations.

6.2.1 Decreasing Rural to Urban Gap: Blurring lines between rural and urban-based emerging consumers' lifestyles

Rural and urban based emerging consumers' parallel lifestyles are becoming blurred, a finding confirmed in the similarity in choices of dietary consumption, shopping habits and remittance of high-valued products like furniture. Strategies pursuing urban-based emerging consumers in South Africa, should not neglect to engage rural-based emerging consumers. Secondly, such strategies should not assume that the rural consumers do not have the interest in brands launched nor money to purchase them. In addition, brands launched within the rural spaces should not be the "cheaper twin of the urban-based brand" as this too would be seen as mocking and audience that is exposed to what is going on in the urban based lifestyle environments. The implications to these recommendations are two-pronged:

- Firstly, currently there are a growing number of retail platforms that offer urban-based consumers choice to shop with ease and flexibility. This urban-based retail strategy of increased number o stores and offering accessibility and ease of shopping needs to start permeating in the rural areas too.
- Secondly, the retail strategies pursued by manufacturers of brands needs to reflect distribution, merchandising and planograms plans which shows an increase and interest in reaching the audience of rural consumers as well.

6.2.2 The Rise of Peri-urban cities

Whilst more and more emerging consumers migrate to cities, here are still a large number who end up living up on the outskirts of the cities in informal settlements areas. The rise of this audience has opened an opportunity for marketers to pursue Research and development into products that suit the needs of this audience. Unlike those residing in the cities, these consumers live in homes which have structures mandating lifestyle services and resources not often needed in the city areas. In addition, the limited resources within these settings also mean that in order to experience a city lifestyle, certain products would her to be tailored differently to suit them. More importantly, is that such products would also have to factor in the safety aspects of living in these settings. Marketers, who choose to ignore the vast opportunities for engaging this audience and identifying ways to provide solutions to the many challenges experienced by this audience of emerging consumers are

missing out majorly. On the other hand, marketers who understand the pattern of movement in this audience's aspirations to mover to cites one day, will want to slowly introduce their brands into this market so as to become top-of mind category leaders when the lifestyles of these costumers improve with time. The implications to these recommendations are two-pronged:

- Firstly, in developing products for the urban emerging middle-class consumers, marketers need to develop formats of usage of similar products within the peri-urban setting.
- Secondly, marketers need to spend time engaging and understanding the needs of this audience. In turn marketers need to revert with products which specifically meet the needs of this audience and offers expansion of usage of reduce categories previously unknown or unused because of lack of those products in the market `e.g. generator solutions for lighting, cooking may encourage purchase of fridge for audiences without electricity and this in turn would encourage dietary consumption habits which could not be pursued because of lack of such facilities.

6.2.3 Aspirations for a better life and appreciation for high-value products

Envisioning what a better life entails by emerging consumers includes articulating appreciation for products perceived to be high-valued and symbolical of living a life of wealthy or privileged status in one's community. The aspiration to acquire those products so as to also be known to be living a particular lifestyle becomes the driving force for desiring to improve their lives. In turn, once emerging consumers have the financial means embodying the improved life, they purchase those high-valued products which they had been aspiring to have.

Marketers seeking opportunities to grow their brands within this emerging market, should then endeavour to promote their products cognisant of the role aspiration plays in purchases by this audience. The inclination to only focus attention on audiences who afford the products being offered would be detrimental to the survival and success of that brand in this market. Key to note that, the successful brands here would be those that also grow awareness of their brands to a prospective audience so as to entice them to keep interested in their brands, even when they cannot afford them at the time.

The implications to these recommendations in conceptualising, developing and executing advertising strategies within this emerging market are three-pronged:

- Firstly, the advertising strategy pursued when marketing products to these emerging consumers must capitalise on promoting content which taps into aspiration as a value driving desire to acquire so as to improve the consumer's life.
- Secondly, the advertising message needs to communicate how the acquisition of such a high-valued product distinguishes that consumer in the community to levels of being revered or respected as an achiever in the community.
- Thirdly and most importantly, the advertising message needs to communicate that the acquisition of the high-valued product is a realisation of a dream, desire and goal intended to better the life of the emerging consumer.

6.3 Recommendations for future research

A number of findings unearthed were corroborated with research literature reviewed. That said, opportunities exist for further research to be undertaken on findings identified from this research report as follows:

- The finding of the decreasing rural-urban gap eminent in the changes to dietary consumption habits and grocery purchases similar between the two areas cannot be ignored. Herein this research report proposes the investigation of the extent of this rural-urban gap with the intent of enabling MNCs strategies when venturing into emerging economies to reconsider the inclination to view the rural and urban markets as polarised environments with distance appreciation of consumer goods.

- The finding of "urban poverty" outlined the implications of affected dietary consumption lifestyle habits as a result of restricted resources within peri-urban areas. This research report proposes investigation into this audience of urban-biased migrants to identify the exact resources undermining desired lifestyles within peri-urban areas. It is proposed that such an investigation should aim to provide insights to governments and related stakeholders on how urbanisation in peri-urban environments will not bear desired fruition of improved lifestyles if not supported by the provision of specifically needed and relevant resources of services as articulated by the consumers living in these areas.

- The finding of "restricted access to basic services in rural areas" outlined that emerging consumers in the rural areas are acquiring high-valued products but not able to enjoy them

fully. This research report proposes investigation into the growth of presence of high-valued products in rural areas, places of purchase of these products and ease of use of these products within the communities wherein these rural-based dwellers live in. It is proposed that such an investigation should aim to provide insights in as far as driving policy framework for developing rural-based areas further by ensuring that they too have access to basic services resources to enable them to enjoy the high-valued products acquired for use in the rural based areas. Such a study would also provide MNCs and marketers alike, the opportunity to drive retail strategies that carry product portfolio which complements the type of high-valued products appreciated by rural-based dwellers and found in rural-based shopping environments.

- Lastly, this research report proposes that a quantitative study is developed to measure over time the changes findings identified from the report. It is proposed that developing this longitudinal study should aim to profile a measurement of the changes in consumer behaviour by consumers migrating from rural areas within South African to urban areas thereof in as far as circular migration, remittance, dietary consumption habits, shopping habits as well as the extent of influencing the consumer behaviour lifestyles of their rural-based relatives.

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