

Title

Youth Culture And Brand Preferences In South Africa

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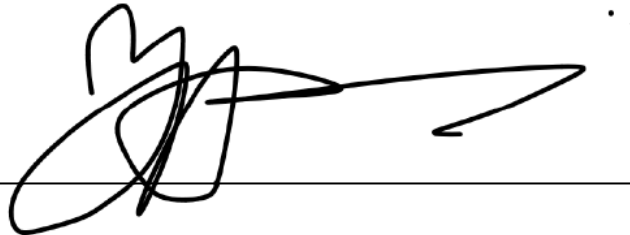
**A research article submitted to the Faculty of Commerce, Law and
Management, University of the Witwatersrand, in partial fulfilment of the
requirements for the degree of Master of Business Administration**

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DECLARATION

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



Signed at ...NORTHRIDING, JOHANNESBURG.....

On the26th..... day ofFebruary..... 2023

DEDICATION

I am dedicating this piece of work to my mother. She's been incredible in everything that she's done for me by making sure I have everything I need to go out into the world. To my grandmother for describing her time on earth with nothing but magic in her eyes albeit she raised 5 children on her own, in the hardest of situations. To my daughter because she has to read this and realise that she can do it too. Overall, I want to dedicate this to all the people in my family that came before me because without them I would not be who I am.

SUPPLEMENTARY INFORMATION

Supervisor: DR Renee Horne

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† Including Executive Summary, References, etc.

ABSTRACT

The research study entitled Youth Culture and Brand Preferences was carried out to find out what are the cultural aspect from a socio-political perspective that drive youth cultural beliefs specifically within the Generation Z cohort. The study investigates Demography, Global Orientation, Local Orientation, Values and brand preference in two categories – Fashion and Alcohol. The study did this investigation using descriptive statistics and multinomial logistic regression as a tool to infer brand preference given the nominal brand choices that were put in play. In terms of marketing and management philosophy the study posits and develops on global consumer culture theory as a manner to which multinationals can strategize their entry or marketing activity into new markets specifically when looking at the generation Z consumer as the core target consumer.

MARKETING AND THE SOUTH AFRICAN CONTEXT

Marketing in the 21st century has become a culturally driven science that is determined to understand the factors that influence consumer behaviour and how to impact this given different topical issues of public concern (Holt, 2002). The primary context of this in contemporary society has been around considering emerging issues which has created a trend where brands are communicating their sustainability objectives and environmentalist initiatives with consumers in the hopes to win brand loyalty and purchase preference (Kotler, 2011, Kumar, Rahman, Kazmi, & Goyal, 2012). South Africa within this context presents a multi-faceted population that is experiencing a myriad of unique problems as would be defined by key socio-economic metrics that indicate what essentially forms a critical part of a consumer's day-to-day experiences in the country. This then informed the basis of the study which served as inquiry into culturally relevant Brand Positioning and its impact on consumer preference which is currently based on the assumption of a homogeneous understanding of socio-political issues (Vinson, Jerome & Lamont, 1977; Sirkeci, 2013). This linear belief is limiting in a country that has experienced large political and social shifts. To be specific the changes mentioned here are that the South African population experienced large changes in their political environment - allowing the economic system to become more inclusive and therefore increasing the possible number of consumers for certain previously inaccessible goods (Erasmus, 2014). This burgeoning population then gave rise to a new black middle class that had a large spending power which was depicted in the South African media as having the cultural traits of being self-serving and materialistic given their new economic opportunities (Kitis, Milani, & Levon, 2018). In this way then, the consumer in South Africa has been largely documented through the lens of the previous generation - millennials. Popular definitions have referred to that cohort as the black diamond consumer which corresponded with a large rise in the number of African/Black economically enabled communities (Kitis, Milani, & Levon, 2018).

Moreover looking at it through the lens of the marketing fraternity, the black diamond was regarded as an underserved population in the country given their contemporary economic successes of their time, an emerging market for

premium and multinational brands. In that case, corporate marketing firms set to service this community to ensure that companies would be able to realise commercial gains that were sitting within this underserved market segment. The Generation Z consumer then in South Africa starts to serve a similar concept as the belief around them is that they are consumers entering the economically active age to whom brands must appeal to create economic gains both in the short- and long- term (Francis & Hoefel, 2018). As time has progressed the research into this specific generation of human beings has been limited in terms of their beliefs, values and what steers them into brand preference specifically within the South African socio-economic landscape.

Furthermore, from a marketing perspective the uses of classical compartmentalisation models such as the 7Ps give multinational organisations an understanding of a mechanism to deploy their marketing efforts towards a specific goal. From a communication perspective, the nature of this model allows marketers to compartmentalise their strategies and approaches to deliver meaningful executions to consumers (Phillip & Gary, 2016). The 7Ps would then be informed by a company's positioning in so far as its consumer cultural understanding and how their products interact said consumers; this then would inform the marketing within the context of its communication strategy and how that relates to the local population (Green & Keegan, 2020). With that being said, the study then seeks to create a modernised perspective on Generation Z sentiments in South Africa and how this may influence their brand choices looking at multi-national brands and/or brands that have embraced a visible globalism. As such the 7P model and referral to the type of influences that this study seeks to have will be compartmentalised looking at this framework as well as global consumer culture positioning theory from international marketing theory. The basic question that was sought to be answered then in this regard is essentially what works when speaking to the younger generation?

To answer these questions there was the exploration of grounding global marketing theory, an inquiry into the syllogism of defining culture and then a look at a comprehensive quantitative study. This meaning that as time has progressed the Generation Z contingent of the population is now reaching economically

active age – generation Z’s being defined as people that were born between the years of 1995 and 2015 (Djafarova & Bowes, 2021). The study was undertaken to create value for marketers in terms of understanding culture and how this shapes preference.

LITERATURE REVIEW

In this section the literature that surrounds the topic was explored specifically in order to compartmentalise the area of interest into three critical parts. The first looked at critical management theories around global marketing strategy to dive deeper into defining the different approaches and their relative effectiveness in other developing countries. The second, was to find a mechanism for defining culture within a certain epoch given a framework with tenets that allow for an evolutionary finding from previous research on socio-political cultural value formations. The last then would be understanding what global cultural issues versus South African cultural issues are this would then assist us to build out what cultural relevance within the South African context in modern society is when developing our research instrument.

Terminology and Key Definitions

Global communication theory has not had as much consideration throughout marketing theory and literature as the international business theories which it would seek to support (Sirkeci, 2013). This then created an opportunity for the study to compartmentalise what these theories are and through descriptive analysis understand what their impact is on the Generation Z consumer. The research that was previously done on the topic gives us a categorical understanding of factors that influence a consumer’s attitudes and personal values that were subsequently broken down in this section allowing us to understand the gravity of global marketing theories.

Table 1: Definition Of Key Terms

Definition of Key Terms		
Construct/Concept	Definition	Sources

Generation Z (Gen Z)	Refers to any person born between the years of 1995 to the year 2009.	(Dalot, 2018; Djafarova & Bowes, 2021)
Culture	Culture can be defined as the beliefs, rituals, ideas and values held by a set of people. It is socially structured and is relayed through represented symbols in society.	(Dillon, 2014)
Mass Culture	advertising and media that mediates content by through marketing means. (p. 531)	(Dillon, 2014)
Brand Positioning	This can be understood as the process of using ones means to create distinctive properties that would allow brands to gain a competitive advantage creating positive brand associations that drive preference.	(Fayvishenko, 2018)
Globalisation	Globalisation refers to the increasing interconnected of society in which cultural practices are merging into one given global integration of symbols (p. 529)	(Dillon, 2014; Robertson, 1994)
Brand Equity	Brand Equity Refers to the total value of a brand that has been accrued to a product over time through the marketing initiatives of a specific company or brand.	(Green & Keegan, 2020; Kotler & Armstrong, 2016)
Local Responsiveness/Integration	Using a company's resources and communications to be responsive to the local consumer or market. The primary understanding here being that it is specific to that market and as such all of the 7Ps would be geared towards that market.	(Wei & Nguyen, 2019)
Global Integration	This refers to how aligned a strategy is to its host market in terms of its beliefs system and how it relates to consumers from an investment gearing position and how it executes in market against that markets culture or traditional manner of operating with regards to a specific product.	(Wei & Nguyen, 2019)
Global Culture Consumer Positioning (GCCP)	A global marketing approach whereby the strategy identifies the brand as a symbol for a particular culture or segment without changing to adapt itself to the local market.	(Green & Keegan, 2020)
Local Culture Consumer Positioning (LCCP)	A global marketing approach whereby the a brand associates itself with the local cultural meanings, local culture norms and portrays itself within the local cultural standards as part of the national culture. (p.588)	(Green & Keegan, 2020)
Foreign Culture Consumer Positioning	A global marketing approach that seeks to create brand equity through associating the brand with its country of origin specifically. (p. 588)	Green & Keegan
Glocalisation/Transnational marketing	Glocalisation or transnational marketing refers a brands strategic approach which is	(Sirkeci, 2013; Robertson, 1994)

	aligned to maximising their effectiveness by addressing local customer and leans towards high locality but also remains flexible to global or centralised demands.	
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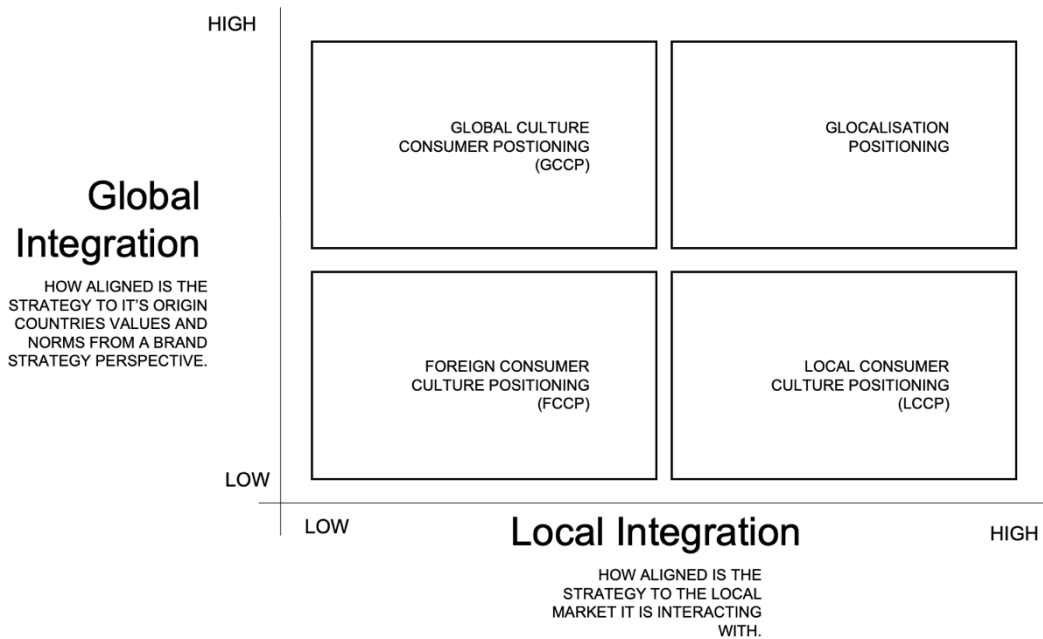
With these understandings the next step then was to unpack the key terms within the literature.

Consumer Positioning Strategies for Marketing Communications

Consumer marketing positions are ultimately built to garner impact for an organisation from a brand equity perspective (Licsandru & Cui, 2019). To gauge this spectrum from a theoretical point of view ultimately it was important to engage with the subject understanding the contrast between local responsiveness and global integration which exist primarily as a device to understand the different levers to which strategies are built (Robertson, 1994; Sirkeci, 2013). In terms of responsiveness to locally aligned strategies Licsandru and Chi Cui’s (2019: p.268) research suggests that multi-ethnic marketing embedded communications or adverts trigger positive feelings and brand equity which drive purchase consideration or intent. Furthermore, research conducted by Davvetas, Sichtmann & Diamantopolous (2015: p. 433) state that perceived brand globalness is related to increased purchase intent and favourability insofar as the consumer is concerned. The difference here is in how the brands interact with their consumers throughout their marketing strategy in terms of promotion, place and product specifications. Furthermore, price is a determining factor in consumers brand preference from an affordability perspective, specifically with the realm of considering engagement with multinational brands. The study also finds that there are a societal issues that influence a consumers affinity to global brands – these would include understandings of job creation factors and local production which feeds into the societal concern for job creation and an understanding of the economic impact of products (Davvetas et al. 2015; Alden, Steenkamp, & Batra, 1999). Local issues and the affinity to which one places value on them is quite significant when it comes to equating the value of a brand to a consumer. This was then addressed in the research tool and recognised as a key area of interest to which one would ask our sample population. Outside of

price alone, however the findings are indicative of a spectrum relating to perceived global integration and other localisation factors which were critical in the synthesis of this study’s hypothesized model. Second to this understanding then there are four theories which one could use to compartmentalise the strategies of global brands. These four theories are GCCP, FCCP, LCCP, Globalisation (Steenkamp, 2019; Green & Keegan, 2020; Robertson, 1994). Given the definition of key terms as well as our understanding of the spectrum within which they function there is the opportunity to establish a typology for the effectiveness of each of the strategies as they pertain to the sample population.

Figure 1: Diagram To Show The Hypothesized Consumer Culture Model



Adapted From: Steenkamp, 2019

In the hypothesized model above, the four strategies have been built out into a matrix that can be used to understand where each of them would sit on the spectrum discussed and discovered through the prior research. Ultimately then what this would lead to is getting an understanding of what each of the various global approaches infer from a point of difference. This also enables the researcher to understand consumers preference for each of the strategies by

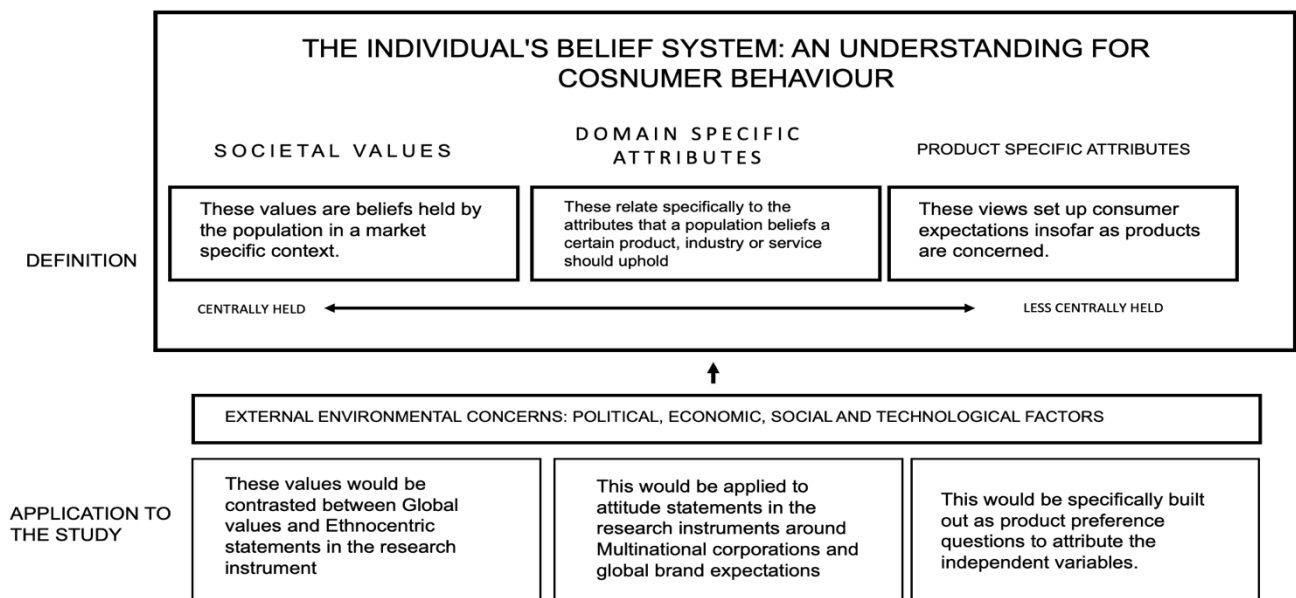
delving into what would qualify their personal values as a group and what of these options do they prefer (Dillon, 2014).

Understanding Micro- And Macro- Consumer Values Of The Generation Z Consumer

The study had the intention to gain an understanding the generation Z consumer. The consumer exists in having a multiplicity of experiences that are related to a generational history, the digital-era and living in a globalised world (Williams & Page, 2011; Dillon 2014). The literature around a finding a consumer attitudes mechanism for classification can be indicative of a worldly or locally held view that is grounded in understanding three layers of socialisation that are classified as : (1) global values, (2) domain specific (localised) values and (3) product attributes (Vinson et al, 1977). As a system to understand consumer behaviour, this view offers deep insight into what culminates and exhibits as a consumer belief set which would inform the micro- and macro - beliefs held by a certain population of people; in this case Generation Z consumers. This categorisation then allowed the study to be able to form the impetus for which the evaluation of strategic effectiveness of Multinational organisations would be built. There is also the belief that ethnocentrism plays a vital role in determining a person's propensity to engage with global brands as this would inform their openness to those types of brands within their specific market (Pentz, Terblanche & Boshoff, 2014). This view assisted in understanding the differences, particularly from a language preference perspective, if there were any preferences in this regard from an audience that is living through a heavily globalised era. When formulating attitudinal indicators, it is also important to note the distinctions posited by Kahle, Beatty & Homer (1986) who concluded that there is a strong relationship between interpersonal relationships, personal factors and apersonal factors (p. 406). They have defined these characteristics and their tenets as interpersonal relationships being related to sense of belonging to the group; personal factors being related to self-respect, being respected and self-fulfilment or apersonal things such as enjoyment with life and contentment (Homer, 1986). The interrelated aspects here can serve to give us a macro- understanding of the consumer – how they see themselves in relation to their community. These considerations formed a

critical understanding of our exploration of the Generation Z cohort. The three theories here can be synergised and understood as what formed the understanding of the consumers local affinity which would lead us to have a clearer understanding of the cultural values held by generation Z consumers in South Africa. The synergised findings from the studies reviewed in the literature were then modelled below to form a system for inquiring about individual beliefs and values in a manner that through the research instrument allowed these factors to be explored quantitatively. This model can be found below:

Figure 2: Individual Belief System And Mechanisms For Application To The Research Instrument



Adapted From Vinison et al., 1977; Pentz et al., 2014; And Chegini et al., 2016)

Consumer Culture Theory – The Context of Preference

Consumer Culture theory forms a critical part of our understanding of consumer consumption patterns that shape preference as it is the psychological study of how context effects choice from a consumption perspective (Askegaard & Linnet, 2011). The basic assertion is that consumers preferences and manners in which they consume are built through the understanding of three constructs and how they intersect with one another to create what presents as consumption in the

form of multiple goods, services and brands. The constructs are the external context – this is made up of multiple domains that are observed from the wider societal framework and individual finds themselves in (Askegaard & Linnet, 2011). Then the second one is the internal context – this comprises largely of a collection of material information within the individual gathered overtime and the process of relaying the external context in understanding (Askegaard & Linnet, 2011). Then the third construct is the mental context, this speaks largely to the understanding of the world through mental mapping of signals within the world and how the user of the said symbology makes sense of them (Askegaard & Linnet, 2011). These three constructs assist us in forming the analytical understanding of how the models above it were able to assist in mapping the manner of inquiry into consumer culture theory with a specific look at the results this framework services as a way in which we can understand consumption in the context of the culture it exists in.

The consumer culture framework allows researchers to draw insights into what consumers are doing and why they are doing it by building further understanding the extent to which context effects consumption (Askegaard & Linnet, 2011). Ultimately understanding this framework alongside the macro and micro factors allowed the study to combine these notions in a manner that extrapolated an accurate view of current Generation Z themes that drive the internal-, external- and mental elements that they are currently concerned with.

Generational Theory and The Impact of Time

Given the nature of the study generational theory becomes an important part of the understanding of how societies are formed specifically in terms of different epochs and how this impacts consumption (Pendergast, 2009). The phrases Generation Y, X and Z are used to breakdown the mechanics of society in how these individuals behave given the intersecting belief systems and collective progress being experienced from a technological, political, economic, social and legislative perspective with a certain geography (Pendergast, 2009; Dabija, Berjan, & Puscas, 2020). Generational theory essentially allowed the study to highlight the differences between generations when investigating the societal changes that have taken place within modern society and how the generation Z

consumer may interact with them and how these potentially influence preference. Looking at Generational Theory, a part of this framework denotes a concept called Generational actuality which is essentially defined as how a generation seemingly responds to external factors within its time period to form the character traits of said generation (Pendergast, 2009). Understanding that then a portion of the research is dedicated to understanding said actuality the research instrument engages with a myriad of topics that are formulated using the macro- and micro-understanding as per generational theory to allow us to get a strong understanding of how the cohort is responding to increasing globalisation and how it plays out within the marketing landscape insofar as brand preference is concerned.

PURPOSE OF THE STUDY

The purpose of this study was to find out what cultural aspects would impact the generation Z consumers. This is given that their lived experiences are presumably different from the generation that came before them specifically in the context of the South Africa's cultural eco-system and to investigate what this effect has on brand preference. The study also intended to give an understanding on the new cultural facets and aspects that resonate with the Generation Z consumers which would be informed by their socio-cultural backgrounds in a new South Africa that is being influenced by the proliferation of digital technology and access to global value sets (Nijssen & Douglas, 2011, Ceci, 2021). With South Africa experiencing many global brands integrating into our economic system, the exposure level to transnational organisations/products in market was a key area of interest. Transnationalism in the social sciences refers to the behaviour of diffusing and extending social, political, and economic beliefs onto a nation that is outside of one's sovereign state – this becomes increasingly important when dealing with a local population and understanding that brands intend to influence consumers by intercepting how they see themselves and their society (Algesheimer, Dholakia, & Herrman, 2005, Sirkeci, 2013). The purpose of was then to secondarily understand what impact of commercially transposing certain global beliefs have on a local population given the digitally native Generation Z (Djafarova & Bowes, 2021). To this ends the study contextualises this through

the exploration of the impact of culturally relevant brand positioning on consumer brand preference specifically looking at the Generation Z consumer.

Problem Investigated

Problem Statement

Understanding that there are multiple global communication brands what is the impact of culturally relevant brand positioning the brand preference of Generation Z consumers in South Africa?

The problem statement defined the primary question that was answered through the study. The problem statement was developed from the gap that exists within the literature around understanding the Gen Z consumers specifically in South Africa.

- Sub Problem – Localised or Global personal Values?

What are the attitudes of generation z consumers insofar as what they consider to be cultural issues in South Africa?

To define this there was an analysis on the factors which are indicators of a persons belief sets as prescribed by sociological and marketing literature explored above. This was key to understand the psychographic profile that defines the respondents within the study. Here primarily there was a look at what quantifies a global generation as per claims from what the digital age has created. These factors primarily allowed the understanding of what is the global mindedness of the younger generation and how does the local context influence their belief sets (Douglas & Craig, 2011).

- *Sub Problem – macro-level factors*

What do they consider to be the factors of the future they are most concerned with given they are in South Africa?

An understanding of their motivational factors and what they are driven by will allowed the understanding further as to what is considered as aspirational for

them. This is an important factor given the definition of the previous millennial cohort, primarily we would want to have a view on if culturally relevant content needs to shift in anyway in comparison to what is previously understood as aspirational (Callier, 2014).

- *Sub Problem – Brand Preference*

Which are the brands that best speak to this cohorts cultural positioning from a brand preference perspective?

The proposed research would also look at specifically which brands speak to their disposition around cultural factors to resolve the totality of their affinity to brands in relation to their psychographic and behavioural attitudes within the context of global marketing strategy. This would be required to gain an understanding of the tenets of brands that relate to them and test if there is a significant relationship between the resolves of the highlighted problems.

HYPOTHESIS IDENTIFICATION

H1 – Generation Z are do not prefer brands that speak to what is relevant to them. This was addressed in the research tool and outside of price however the findings are indicative of a spectrum relating to perceived global integration and other localisation which was critical in the synthesis for the hypothesized model.

RESEARCH METHODOLOGY

The research methodology that was utilised for the study was the quantitative research method through descriptive statistics. The nature of the study was that it is a cross-sectional study into the views of the Generation Z population in the year of 2022 (Creswell & Creswell, 2018). Quantitative modelling allowed the study to contribute to management science in the marketing field as it allowed us to understand the significance of the independent variables and the dependent variable - that being brand preference (Bryman, 2014). Systematically the research process was akin to previous studies that have been mentioned and is an amalgamation of the knowledge gained through the previous efforts that

explored the topic. To break this down into sequential parts as to how the problem statement was solved in terms of the hypothesis. The first step was synthesizing the information around personal values and consumer attitudes in the research instrument to create an online questionnaire which covered the following facets as per the literature reviewed:

Demographic Factors – Independent Variable

The demographic factors gave us an indication of the make-up of the respondents and give us an impetus for grouping our clusters for different insights given demographic make-up. Quantitatively these assisted us with understanding the composition of the group and being able to extrapolate relationships around demographic factors and Localism versus Global Mindedness.

Ethnocentrism Statements around Localism vs Global mindedness – Independent Variable

These questions were attitudinal statements regarding the consumers ethnocentric value set in comparison to the subject's global mindedness. This essentially looked at symbols that were concerned with the ethnography of South Africa specifically language, ethnic-make-up of the advertising they have been consuming or global influence.

Societal Values and Beliefs – Independent Variable

This gave an understanding of the consumers psychographic profile in terms of what Generation Z cohorts hold from a value perspective. These were specifically coded with the understanding of media exposure to deduce a global belief orientation from a social value perspective (Steenkamp 2014).

Domain specific Factors – Independent Variable

This section of the questionnaire was primarily focused on what is the consumer expectations when interacting with global brands within the alcohol industry in

South Africa. This would give the insight around expectation in lieu of societal factors that influence the Individual Belief System.

Brand Preference – Dependent Variable

The brands that were tested were taken as representative of the theories within the Consumer Culture Positioning framework as defined in the previous section (Davvetas et al. 2015, Kotler, 2011). These questions would include two preferential statements around brands within the market in the fashion industry and the alcohol category.

TABLE 2
RESEARCH INSTRUMENTAT WITH PARADIGM BASIS

Category/ Construct	Question	Potential Answers
Demographic	1. How old are you?	Respondent to respond with their age
	2. What is your race?	1) African 2) Indian) 3) Coloured 4) White 5) Other
	3. What is your gender?	1) Male 2) Female 3) Non-binary 4) Rather not say
	4. How would you describe the area in which you live in?	1) Suburban 2) Peri-urban 3) Rural
	5. What is your highest qualification?	1) Matric Certificate 2) Higher Learning Certificate 3) University Degree 4) Honours 5) Masters
Localism versus Global Mindedness	6. I believe that South Africans should support their economy by buying from local brands to stimulate the economy?	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
	7. When I speak to my friends I prefer to speak in English?	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
	8. I think of myself as a global citizen	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
	9. I am more considered with the global political climate than I am the local political climate?	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
	10. I often find myself researching global trends to immerse myself in a worldly view?	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
Local Beliefs and Values	11. I would consider myself a person who is concerned with the success of the collective versus my own?	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
	12. I often find myself dreaming of living overseas because I feel like global cultures are appealing more appealing to my way of life	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
	13. I am person who enjoys watching shows that have local language sets	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
	14. I am person who believes in global citizenry as opposed to national pride	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree

Domain Specific Factors - Marketing Position Related	15. I would prefer it if brands created adverts in my home language?	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
	16. I am more likely to buy from a global brand if the people in the advert look like me?	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
	17. I am a person who generally buys what they want if it will help me fit in with my friends	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
	18. I believe that brands that market in South Africa should represent the countries of origin?	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
Global Social Values and Beliefs	19. I believe that a person should always try to win everything regardless of the cost?	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
	20. I think that I embody humility in everything that I do	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
	21. I believe that it is important to keep healthy relationships with my friends	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
	22. Above everything else I believe that I should live a fun life that I enjoy	1) strongly agree, 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree
Brand Preferences	23. Which of the following alcohol brands would you prefer to buy if price was not a consideration	1) Black Label 2) Corona 3) Stella Artois 4) Budweiser
	24. Which of the following denim brands would you prefer buy if price was not a consideration	1) G-Star Raw 2) Levi's 3) Fabiani 4) Diesel

Construct Formulation

These 5 independent variable and dependent variable groupings represented the greatest way to formulate creating the research instrument. In terms of analysing the research in it's permutations in so far as analysing the research was concerned there are multiple factors that were identified that were created to be able to connect the responses with one another to deliver a view on the (1)

Demography, (2) local orientation, (3), their global orientation, (4) Collectivist Values versus Individualistic Values, (5) Brand Preference.

**TABLE 3
CONSTRUCT FORMULATION FOR DATA ANALYSIS**

Domain	Questions
Demography	1,2,3,4,5
Local View/Ethnocentric Questions	6,7,9,15,18,13
Globalised Views	8,10,12,14,22
African Values Versus Western Values	19,20,21,11,16,17
Brand Preference	23,24

RESEARCH METHODOLOGY

The research method being that it was an online survey allowed for several benefits from a data collection perspective including rapid turnaround and it allowed the survey to be distributed to a large number of potential respondents who would make up the sample population (Creswell & Creswell, 2018). The research method allowed a low-cost execution yielded a response rate that allowed the study to be considered valid, given the data clean up methods that were used – this being IBM’s SPSS (Creswell & Creswell, 2018; Penman, 2021). This type of survey method also allowed, through its administering, greater accuracy, and better response rates in terms of being able to reach the target population. The online survey was also apt given the digital nature of the Generation Z understanding that from the previous literature.

Sampling Method

The sampling method was a probability sample with the only thing that would qualify the respondent to participate being age given that the focus of the research sits with the generation Z consumer (Stratton, 2019). The probability sampling method offered the opportunity to get a sample that is representative of the whole (Bryman, 2014; Stratton, 2019). The total population of people between the ages of 18- to 24-year-old in South Africa is at 11.3% of the population (Kemp, 2022). With a total population of South African citizens being approximately 60 142 978, this would mean that the total amount of Gen Z consumers is at 6 796 157 in the country currently (StatsSA, 2021). In this case sampling the total population available was a challenge in terms of negotiating the size of the group to receive 1% of this population from a data perspective. Assuming that the entire population does not drink alcohol as well given the selection of companies for brands of preference one can decrease the total by respondents to ensure that the research has a confidence interval of 95% percent. Given the total audience size in the country the maximum amount of respondents that were involved in the study was 384 as the total population is over 500 000 youths(Oribhabor & Anyanwu, 2019; Memon, Ting, Hwa, & Ramayah, 2020). In the case that there are more respondents than 384 we would

use process randomisation to select the respondents data would be collected from (Bryman, 2014). The data collection method was online and the research instrument would be designed on survey monkey to allow for all the research to be downloaded and analysed (Stratton, 2019). The distribution of the survey happened online through a distribution model from the University of Witwatersrand to get the survey link to as many potential respondents as possible to increase the response rate to ensure that the study is significant enough to draw applicable correlations to the total population. To ensure that the ethical concerns are covered there was informed consent upfront in the research instrument to give the respondents an understanding of what the data will be used for and that it is anonymized such that their personal identities are not compromised.

Addressing Reliability and Validity Concerns

Reliability within the context of the study relates to understanding if the research instrument clearly measures that which it was intended to through the constructs that have been developed and the research potential replication at a future date (Bryman, 2014). The research instrument would be tested at first to ensure that it measures what it is supposed to measure and being that it draws from previous research there is a high probability of its usefulness and replication potential for future research. To ensure that the study was valid a Cronbach's Alpha above 0.6 was required (Bryman, 2014, Taber, 2018; Penman, 2021). To add to this accuracy, during the data analysis phase reverse coding was done to ensure that data from respondents was accurately measured (Penman, 2021). This ensured that from a statistical perspective the research instrument had sufficient internal validity.

DISCUSSION OF RESULTS

The survey that was used in the study was received well amongst the sample population and was distributed to approximately 29 000 Gen Z consumers. The responses thereof were 975. Post receiving these responses there was the exclusion of any participants who would fall outside of the Gen Z range and then

a random selection of 384 participants was selected. Once this was established the Cronbach alpha was processed to find the validity of the results.

**TABLE 4
CRONBACH'S ALPHA**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.651	0.650	22

Note: this excludes the dependent variable in the calculation and is based on item 1 to 22.

Cronbach's Alpha Commentary

The Cronbach alpha falls between .649 and .700 which indicates an acceptable level of reliability within the research instrument as per presented which then allowed the continuation of the interpretation of the results and further to that it can also be described as acceptable and adequate which also justified the continuation of the analysis (Hair, Black, Babin, & Anderson, 2016; Taber, 2018).

The results then are resolved as follows: (1) Demographic factors of the sample make up and (2) An Analysis of Results per defined domain using Descriptive Statistics (3) Regression Analysis using Multi-Nominal Logistic Regression between factors.

Demographic Factors of The Sample

The population in the study was made of people that were between the ages of 18 to 25 years of age with the bulk of the respondents being between the ages of 18- 19 (69%), then followed by individuals between the ages of 20 – 21 (18%), then 22-23 (8.1%) and finally 24 – 25 (4.9%). The gender split was largely made up of Females (69%), followed by males (28,4%), nonbinary individuals (1,%) and individuals who did not want to disclose their gender (1%). Most people who took part in the study are from suburban area's, this followed by per-urban areas and

then lastly rural areas. The vast majority of the population being that they are Gen Z's were consumers who are in university currently with 86.5% of them having their matric certificate and 9.6% of them holding a university degree. In terms of race 78,6% of the respondents were African, 12,8% were White, 3,6% were Indian, 3,9% were Coloured and then 1% of the respondents classified themselves as other.

Descriptive Analysis

**TABLE 5
DESCRIPTIVE STATISTICS FOR LOCAL/ETHNOCENTRIC ORIENTATION**

Descriptive Statistics							
ITEM	Statistic	Std. Error	Bootstrap ^a				
			Bias	Std. Error	95% Confidence Interval		
					Lower	Upper	
6. I believe that South Africans should support their economy by buying from local brands to stimulate the economy	N	384		0	0	384	384
	Mean	1.59		0.00	0.04	1.52	1.67
	Std. Deviation	0.738		-0.001	0.041	0.662	0.826
	Skewness	1.404	0.125	-0.039	0.214	0.927	1.756
	Kurtosis	2.839	0.248	-0.224	1.044	0.338	4.559
7. When I speak to my friends I prefer to speak in English?	N	384		0	0	384	384
	Mean	3.68		0.00	0.05	3.58	3.78
	Std. Deviation	1.006		-0.001	0.031	0.946	1.068
	Skewness	-.245	0.125	0.005	0.099	-0.421	-0.030
	Kurtosis	-.454	0.248	-0.011	0.160	-0.809	-0.161
9. I am more concerned with the global political climate than I am the local political climate?	N	384		0	0	384	384
	Mean	3.28		0.00	0.07	3.15	3.41
	Std. Deviation	1.307		-0.002	0.033	1.239	1.374
	Skewness	0.020	0.125	0.002	0.072	-0.122	0.160
	Kurtosis	-1.104	0.248	0.008	0.077	-1.237	-0.931
13. I am person who enjoys watching shows that have local language sets	N	384		0	0	384	384
	Mean	2.69		0.00	0.07	2.55	2.83
	Std. Deviation	1.298		-0.004	0.037	1.214	1.360
	Skewness	0.463	0.125	0.001	0.066	0.334	0.593
	Kurtosis	-0.800	0.248	0.015	0.131	-1.017	-0.499

15. I would prefer it if brands created adverts in my home language	N	384		0	0	384	384
	Mean	2.67		0.00	0.06	2.55	2.80
	Std. Deviation	1.175		-0.005	0.040	1.092	1.249
	Skewness	0.491	0.125	-0.002	0.056	0.380	0.603
	Kurtosis	-0.258	0.248	0.020	0.164	-0.557	0.093
18. I believe that brands that market in South Africa should represent their countries of origin?	N	384		0	0	384	384
	Mean	2.48		0.00	0.06	2.37	2.59
	Std. Deviation	1.122		-0.003	0.042	1.033	1.200
	Skewness	0.781	0.125	0.002	0.064	0.663	0.913
	Kurtosis	0.204	0.248	0.021	0.219	-0.174	0.692
Valid N (listwise)	N	384		0	0	384	384
a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples							

Analysis of Results: Local View/Ethnocentric Dimension

The mean score for q7 indicates that the generation Z consumers strongly believe in buying from local brands to show support to the economy and the growth of the commercial aspects of the country – This demonstrated by a mean score of 1.59 for q7. Their language preferences are by and large neutral leaning towards not necessarily having a preference in terms of how they communicate daily and in which language set although the statistic does lean to communicating in different dialects in the country – this can be inferred from the mean score of 3.68 for q7. South Africa being made up of such a diverse population of languages then is something that marketers should be aware of in terms of what communication fuels brand closeness with consumers from a language perspective. This is also then backed up by the fact that they generally agree with the fact that they enjoy watching shows that feature local languages sets and do have a strong affiliation for brands that advertise in their local language sets – this is demonstrated through the mean scores for q13 and q15 with the mean scores of 2.69 and 2.67 respectively. They are aware of where brands originate and prefer that these brands then show up in the market as being from that country of origin – this illustrated by the mean score of 2.48 for item q18. They are neutral in terms of political interests but are leaning slightly towards understanding local politics with a mean score of 3.28.

TABLE 6
DESCRIPTIVE STATISTICS FOR GLOBAL ORIENTATION

Descriptive Statistics							
ITEM		Statistic	Std. Error	Bootstrap ^a			
				Bias	Std. Error	95% Confidence Interval	
						Lower	Upper
8. I think of myself as a global citizen	N	384		0	0	384	384
	Mean	2.36		0.00	0.05	2.27	2.45
	Std. Deviation	0.880		-0.003	0.028	0.820	0.931
	Skewness	0.133	0.125	-0.004	0.091	-0.049	.0309
	Kurtosis	-0.472	0.248	-0.004	0.181	-0.789	-0.065
10. I often find myself researching global trends to immerse myself in a worldly view?	N	384		0	0	384	384
	Mean	2.99		0.00	0.07	2.86	3.14
	Std. Deviation	1.362		-0.004	0.031	1.296	1.416
	Skewness	0.321	0.125	0.006	0.082	0.164	0.481
	Kurtosis	-1.193	0.248	0.018	0.105	-1.356	-0.942
14. I am person who believes in global citizenry as opposed to national pride	N	384		0	0	384	384
	Mean	3.15		0.00	0.07	3.01	3.28
	Std. Deviation	1.269		-0.002	0.034	1.198	1.330
	Skewness	0.151	0.125	0.005	0.066	0.014	0.280
	Kurtosis	-0.918	0.248	0.014	0.110	-1.092	-0.676
22. Above everything else I believe that I should live a fun life that I enjoy	N	384		0	0	384	384
	Mean	1.68		0.00	0.04	1.59	1.76
	Std. Deviation	0.911		-0.004	0.052	0.805	1.017
	Skewness	1.724	0.125	-0.014	0.126	1.453	1.955
	Kurtosis	3.460	0.248	-0.032	0.546	2.419	4.641
12. I often find myself dreaming of living overseas because I feel like global cultures are more appealing to my way of life	N	384		0	0	384	384
	Mean	2.64		0.00	0.07	2.51	2.78
	Std. Deviation	1.371		-0.002	0.038	1.296	1.441
	Skewness	.528	.125	.001	.073	.382	.673
	Kurtosis	-.899	0.248	0.014	0.144	-1.148	-0.578
Valid N (listwise)	N	384		0	0	384	384

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Analysis of Results : Global Orientation

Generation Z consumers think of themselves as global citizens as well-being that they on average agree that they are global citizens – this is in reference to q8 which has a means score of 2.36. This does not necessarily come as a surprise as the communication to them about them has been as such and the connectivity and information transfer within different markets allows this to be so. They are largely neutral in terms of immersing themselves in global views through their own research with the objective of learning more about world views – this is in relation to item 10 with a mean score of 2,99. This then primarily leans into the idea that they are interacting with the information that makes them associate with being global citizens without necessarily wanting that information as it has become a part of their general interaction with the world. They do find themselves leaning towards thinking about living overseas, this is more indicative that their ways of life reflect perceived global values – this is in relation to q12 with a mean score of 2,64. They are neutral regarding globalism versus nationalism as is stated by the mean score of 3,15 in q14. They are also more aligned with a more hedonist lifestyle which can be around the global orientation of increased individualism – this is in relation to the mean score of 1,68 in q22.

**TABLE 7
DESCRIPTIVE ANALYSIS OF VALUE-BASED QUESTIONS**

Descriptive Statistics							
Item		Statistic	Std. Error	Bootstrap ^a			
				Bias	Std. Error	95% Confidence Interval	
						Lower	Upper
19. I believe that a person should always try to win everything regardless of the cost?	N	384		0	0	384	384
	Mean	3.66		0.00	0.07	3.51	3.80
	Std. Deviation	1.409		-0.004	0.038	1.330	1.480
	Skewness	-0.640	0.125	-0.002	0.084	-0.808	-0.481
	Kurtosis	-0.917	0.248	0.016	0.143	-1.166	-0.613
20. I think that I embody humility in everything that I do	N	384		0	0	384	384
	Mean	2.31		0.00	0.05	2.20	2.41
	Std. Deviation	1.052		-0.004	0.043	0.967	1.137
	Skewness	1.038	0.125	-0.004	0.070	0.906	1.173
	Kurtosis	1.004	0.248	0.018	0.279	0.494	1.617
	N	384		0	0	384	384

21. I believe that it is important to keep healthy relationships with my friends	Mean	1.37		0.00	0.03	1.32	1.43
	Std. Deviation	0.591		-0.002	0.044	0.513	0.674
	Skewness	1.955	0.125	-0.093	0.427	0.996	2.580
	Kurtosis	6.531	0.248	-0.805	2.912	-0.128	10.356
11. I would consider myself a person who is concerned with the success of the collective versus my own?	N	384		0	0	384	384
	Mean	2.66		0.00	0.07	2.52	2.78
	Std. Deviation	1.319		-0.003	0.038	1.243	1.385
	Skewness	0.625	0.125	0.007	0.073	0.493	0.775
	Kurtosis	-0.689	0.248	0.022	0.171	-0.973	-.312
16. I am more likely to buy from a global brand if the people in the advert look like me	N	384		0	0	384	384
	Mean	2.87		.00	.08	2.72	3.02
	Std. Deviation	1.419		-.003	.033	1.346	1.480
	Skewness	.276	.125	0.003	0.077	0.124	0.432
	Kurtosis	-1.209	0.248	0.012	0.093	-1.365	-0.993
17. I am a person who generally buys what they want if it will help me fit in with my friends	N	384		0	0	384	384
	Mean	4.14		0.00	0.05	4.04	4.24
	Std. Deviation	0.997		-0.002	0.038	0.917	1.071
	Skewness	-1.033	0.125	0.009	0.101	-1.218	-0.838
	Kurtosis	0.261	0.248	-0.017	0.327	-0.329	0.955
Valid N (listwise)	N	384		0	0	384	384
a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples							

Analysis Western Values versus African Values

The Generation Z consumer believes that they are concerned with the success of the collective as opposed to their own success more. This leans towards neutral however meaning that there exists a divide in terms of importance, self-sacrifice then remains a question – this relates to q11 which has a mean of 2,66. They are slightly more likely to buy from a brand that has embedded local cues into their communications through actors within their commercials- this is in relation to q16 which has a mean score of 2,87. They do not buy items based on then need to fit in, they are not driven by the need to materially drive relationships with other people through fitting motifs of a material nature – this is in relation to q17 with a mean score of 4,14. They don't necessarily believe in winning over everything which speaks to a more African understanding of the collective good as opposed to the individualistic drive to win at all costs – this is in relation to q19 with a mean score of 3,66. In terms of q20 they do try to embody humility in their actions and they strongly believe in having healthy relationships with their friends

indicating a value within their close eco-system of human beings – item 20 had a mean score 2,31 and q21 had a mean score of 1,37.

Now that we understand what the individual parts of each of our domains indicated looking at their descriptive the amalgamation of all answers can be seen below:

**TABLE 8
DESCRIPTIVE STATISTICS FOR DOMAINS**

		Statistic	Std. Error	Bootstrap ^a			
				Bias	Std. Error	95% Confidence Interval	
						Lower	Upper
Local/Ethnocentric Orientation	N	384		0	0	384	384
	Mean	2.7331		-.0001	.0294	2.6753	2.7921
	Std. Deviation	.56491		-.00113	.01839	.52878	.59989
	Skewness	.076	.125	.000	.086	-.099	.236
	Kurtosis	-.333	.248	-.002	.138	-.585	-.030
Global Orientation	N	384		0	0	384	384
	Mean	2.5641		.0010	.0341	2.4990	2.6317
	Std. Deviation	.66408		-.00187	.02256	.61843	.70755
	Skewness	.153	.125	-.005	.104	-.052	.354
	Kurtosis	-.288	.248	-.008	.183	-.621	.073
Values	N	384		0	0	384	384
	Mean	2.8342		-.0011	.0278	2.7799	2.8897
	Std. Deviation	.55532		.00026	.01999	.51552	.59344
	Skewness	.078	.125	-.004	.107	-.134	.287
	Kurtosis	.024	.248	-.009	.187	-.334	.431
Valid N (listwise)	N	384		0	0	384	384

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Descriptive Statistics For Domains: Commentary

The generation Z consumer tends to agree with being local in nature although they are neutral leaning – this is given the mean of 2.7331. The confidence interval within 95% percent predicts that the total population would hold a view that has a mean between 2.67353 and 2.7921. With regards to global orientation they agree but lean towards neutrality regarding that orientate with the mean outcome being 2.5641. The values indicate the most neutral of the subsets that are tested.

Regression Analysis: Multinomial Logistic Regression, Alcohol Dependent Variable

**TABLE 8
MODEL FITTING INFORMATION: ALCOHOL DEPENDENT VARIABLE**

Model Fitting Information						
Model	Model Fitting Criteria			Likelihood Ratio Tests		
	AIC	BIC	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	1016.348	1028.200	1010.348			
Final	1013.908	1120.576	959.908	50.439	24	0.001

Model Fitting Information Commentary

The model fitting information requires that the p- value be less than 0.05 for the model to be deemed a fit in this instance. The test then satisfies this requirement.

**TABLE 9
GOODNESS-OF-FIT: ALCOHOL DEPENDENT VARIABLE**

Goodness-of-Fit			
	Chi-Square	df	Sig.
Pearson	1124.941	1104	0.324
Deviance	950.204	1104	1.000

Goodness-of-fit Commentary

Looking at the p- values to assess goodness-of-fit require two criteria to be met. The Pearson goodness-of-fit must be above 0.05 and the deviance needs to be

close to 1. In this case the p- value for the Pearson indication of goodness of fit is 0.324 which is above 0.05 and the deviance is 1.000. This indicates that the model fits and allowed the movement into looking at the significant indicators of likelihood of the preference of one brand over the other.

**TABLE 10
LIKELIHOOD OF RATIO TESTS: ALCOHOL DEPENDENT VARIABLE**

Likelihood Ratio Tests						
Effect	Model Fitting Criteria			Likelihood Ratio Tests		
	AIC of Reduced Model	BIC of Reduced Model	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	1015.608	1110.423	967.608	7.699	3	0.053
1.How old are you?	1009.718	1104.534	961.718	1.810	3	0.613
2. What is your race?	1014.664	1109.480	966.664	6.756	3	0.080
3. What is your gender?	1023.518	1118.333	975.518	15.609	3	0.001
4. How would you describe the area in which you live?	1013.250	1108.065	965.250	5.341	3	0.148
5. What is your highest qualification?	1011.981	1106.797	963.981	4.073	3	0.254
Local/Ethnocentric Orientation	1014.179	1108.994	966.179	6.270	3	0.099
Global Orientation	1010.441	1105.256	962.441	2.532	3	0.469
Values	1018.225	1113.041	970.225	10.317	3	0.016
The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.						

Likelihood Ratio Tests Commentary

The p- value's that indicate significance in terms of determining which of the independent variables influence brand preference we see that Values significant,

local/ethnocentric values are near significant and the demographic factors those being – race and gender are significant as well-being that their p-values are all below the threshold of 0.1. This essentially shows which of the variables are adding value to our consideration of brand preference within the generation Z sample population.

TABLE 11
PARAMETER ESTIMATES: ALCOHOL DEPENDENT VARIABLE

23. Which of the following Alcohol brands would you prefer to buy if price was not a consideration ^a		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
Corona	Intercept	0.259	1.119	0.053	1	0.817			
	1.How old are you?	0.199	0.232	0.739	1	0.390	1.220	0.775	1.922
	2. What is your race?	-0.338	0.164	4.261	1	0.039	0.713	0.517	0.983
	3. What is your gender?	1.000	0.303	10.911	1	<0.001	2.717	1.502	4.917
	4. How would you describe the area in which you live?	-0.327	0.227	2.085	1	0.149	0.721	0.462	1.124
	5. What is your highest qualification?	-0.351	0.257	1.868	1	0.172	0.704	0.426	1.165
	Local/Ethnocentric Orientation	0.634	0.316	4.011	1	0.045	1.885	1.014	3.504
	Global Orientation	0.272	0.248	1.200	1	0.273	1.313	0.807	2.135
	Values	-0.715	0.321	4.967	1	0.026	0.489	0.261	0.917
Stella Artois	Intercept	-2.005	1.261	2.527	1	0.112			
	1.How old are you?	0.039	0.261	0.022	1	0.882	1.039	0.624	1.732
	2. What is your race?	-0.391	0.180	4.718	1	0.030	0.677	0.476	0.963
	3. What is your gender?	1.174	0.329	12.718	1	<0.001	3.234	1.697	6.165
	4. How would you describe the area in which you live?	-0.037	0.252	0.022	1	0.883	0.964	0.588	1.578

	5. What is your highest qualification?	-0.282	0.289	0.956	1	0.328	0.754	0.428	1.328
	Local/Ethnocentric Orientation	0.732	0.344	4.535	1	0.033	2.079	1.060	4.077
	Global Orientation	0.413	0.270	2.340	1	0.126	1.511	0.890	2.564
	Values	-0.588	0.349	2.849	1	0.091	0.555	0.280	1.099
Budweiser	Intercept	-1.953	1.313	2.213	1	0.137			
	1.How old are you?	-0.079	0.268	0.086	1	0.769	0.924	0.546	1.564
	2. What is your race?	-0.433	0.201	4.633	1	0.031	0.649	0.438	0.962
	3. What is your gender?	1.042	0.347	9.021	1	0.003	2.834	1.436	5.594
	4. How would you describe the area in which you live?	-0.425	0.255	2.776	1	0.096	0.654	0.396	1.078
	5. What is your highest qualification?	0.101	0.273	0.138	1	0.710	1.107	0.649	1.889
	Local/Ethnocentric Orientation	0.271	0.366	0.550	1	0.458	1.312	0.640	2.688
	Global Orientation	0.338	0.286	1.392	1	0.238	1.402	.800	2.458
	Values	0.112	0.371	0.090	1	0.764	1.118	.540	2.315

a. The reference category is: Black Label.

Parameter Estimates: Alcohol Dependent Variable

The reference category or rather beverage of choice here is the most localised of the brands selected that being – black label. In relation to consumer choices towards leaning towards the different global brands in relation to Corona the analysis shows us that there gender has a high coefficient in terms of determining the choice to positively select a corona over a Black Label. A local orientation is positively associated with a choice of preferring this brand over the reference category this is seen by the p-value being significant at 0.045 and the coefficient being at 0.634 in table x above. The more someone has a localised orientation, their factor for this increasing is that it would increase by a factor of 1.885.

Stella Artois being a brand that is aligned with Foreign Culture Consumer position has variables that exhibit different behaviours. Significant indicators of choice preference in this instance are race, gender, values, and Local/ Ethnocentric orientations. With one variable domain being near significant at 0.091 that being the Values domain. As categorical factors the influence of demographic factors being significant in this case will be further unpacked in the discussion. However, with regards to Local/ Ethnographic orientation the more locally a person is orientated the higher they are likely to select a Stella Artois – the coefficient sitting at 0.732.

Budweiser being a brand that is positioned as a Glocalised consumer brand that comes from America but is immersed in South African culture presents as having one significant factor which is Gender and one near significant factor being Area. Being that these two form a part of the categorical variables this will be unpacked further in the discussion.

**TABLE 14
CLASSIFICATION: ALCOHOL**

Classification					
Observed					
	Black Label	Corona	Stella Artois	Budweiser	Percent Correct

Black Label	17	46	3	2	25.0%
Corona	11	134	3	4	88.2%
Stella Artois	8	82	2	2	2.1%
Budweiser	8	54	4	4	5.7%
Overall Percentage	11.5%	82.3%	3.1%	3.1%	40.9%

The above show in terms the identified domains of significance what could the model predict with accuracy in terms of the actual results received. The model predicts with 88.2% accuracy the outcomes of a choice of corona and with 25% the accuracy the outcomes that effected the choice of Corona. The model is inaccurate as it relates to understanding the choices of Budweiser and Stella Artois. However the understanding that we get from looking at what impacts Corona would allow us to make an inference on brand values versus consumer domains identified in our conclusion.

Multinomial Logistic Regression Analysis – Fashion

**TABLE 12
MODEL FITTING INFORMATION: FASHION DEPENDENT VARIABLE**

Model	Model Fitting Criteria			Likelihood Ratio Tests		
	AIC	BIC	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	923.278	935.130	917.278			
Final	872.458	979.126	818.458	98.820	24	<.001

Model Fitting Information: Commentary

Looking at the model fit the p- value is sitting below 0.05 which means that the model fits in terms of being used for the responses received from the study.

**TABLE 13
GOODNESS-OF-FIT: FASHION DEPENDENT VARIABLE**

Goodness-of-Fit			
	Chi-Square	df	Sig.
Pearson	1132.409	1104	.270
Deviance	811.527	1104	1.000

Goodness-of-fit : Commentary

The goodness-fit criteria in this case has been met given that the p- value is above 0.05 and the deviance is 1.000.

TABLE 14
LIKELIHOOD RATIO TESTS: FASHION DEPENDENT VARIABLE

Likelihood Ratio Tests						
Effect	Model Fitting Criteria			Likelihood Ratio Tests		
	AIC of Reduced Model	BIC of Reduced Model	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	906.918	1001.734	858.918	40.460	3	<.001
1.How old are you?	870.492	965.308	822.492	4.034	3	.258
2. What is your race?	870.891	965.706	822.891	4.432	3	.218
3. What is your gender?	886.074	980.890	838.074	19.616	3	<.001
4. How would you describe the area in which you live?	891.724	986.540	843.724	25.266	3	<.001
5. What is your highest qualification?	867.054	961.870	819.054	.596	3	.897
Local/Ethnocentric Orientation	875.481	970.296	827.481	9.022	3	.029

Global Orientation	872.160	966.976	824.160	5.702	3	.127
Values	869.495	964.310	821.495	3.036	3	.386
The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.						

Likelihood of Ratios Test: Commentary

In terms of the Likelihood of Ratios value adding domain which is the most significant given the p- value is the Local/Ethnocentric Orientation set- which is at a p- value of 0.029. The likelihood of ratio test also denotes that there is a strong consideration that comes into play when looking at the demographic factors.

TABLE 15
PARAMETER ESTIMATES: FASHION DEPENDENT VARIABLE

24. Which of the following Denim Brands would prefer to buy if price was not a consideration ^a		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
G-Star Raw	Intercept	5.171	1.394	13.754	1	<.001			
	1.How old are you?	-.090	.266	.114	1	.735	.914	.543	1.539
	2. What is your race?	-.313	.267	1.375	1	.241	.731	.434	1.234
	3. What is your gender?	-.087	.361	.058	1	.809	.917	.452	1.859
	4. How would you describe the area in which you live?	-.825	.233	12.527	1	<.001	.438	.277	.692
	5. What is your highest qualification?	.009	.296	.001	1	.977	1.009	.565	1.801
	Local/Ethnocentric Orientation	-.175	.343	.260	1	.610	.840	.429	1.643
	Global Orientation	-.706	.303	5.438	1	.020	.493	.273	.893
	Values	-.631	.368	2.937	1	.087	.532	.259	1.095
Fabiani	Intercept	4.647	1.273	13.327	1	<.001			
	1.How old are you?	-.070	.222	.098	1	.754	.933	.604	1.440
	2. What is your race?	-.373	.217	2.943	1	.086	.689	.450	1.055
	3. What is your gender?	-.977	.311	9.894	1	.002	.376	.205	.692

	4. How would you describe the area in which you live?	-.555	.212	6.867	1	.009	.574	.379	.870
	5. What is your highest qualification?	-.162	.275	.347	1	.556	.850	.496	1.458
	Local/Ethnocentric Orientation	-.451	.305	2.191	1	.139	.637	.350	1.158
	Global Orientation	-.149	.245	.371	1	.543	.861	.533	1.393
	Values	-.097	.312	.096	1	.756	.908	.493	1.672
Diesel	Intercept	6.723	1.251	28.873	1	<.001			
	1.How old are you?	-.475	.251	3.594	1	.058	.622	.380	1.016
	2. What is your race?	-.141	.201	.491	1	.484	.869	.585	1.288
	3. What is your gender?	-1.110	.311	12.704	1	<.001	.330	.179	.607
	4. How would you describe the area in which you live?	-.898	.206	18.971	1	<.001	.408	.272	.610
	5. What is your highest qualification?	.076	.265	.082	1	.775	1.079	.642	1.813
	Local/Ethnocentric Orientation	-.875	.308	8.082	1	.004	.417	.228	.762
	Global Orientation	-.117	.245	.229	1	.632	.889	.550	1.437
	Values	-.090	.314	.082	1	.775	.914	.494	1.690
a. The reference category is: Levi's.									

Parameter Estimates, Fashion: Commentary

In the case of G- Star Raw which has the brand which is a brand that is most aligned with Global Culture Consumer positioning the categories that are the most significant are Global orientation – with a p- value of 0.020, followed by values – with a p- value of 0.087 which is near significant and then looking at the categorical factors it is area that.

The higher someone's global orientation is the more they are likely to select Levi's over G-Star Raw products given that the coefficient is at -0.706. These odds increase by a factor of 0.493 the higher a person's global orientation is. Then from a values perspective, the more the consumer considers their values and if the brand is not aligned to those which in this case the negative coefficient would indicate, the likelihood in this case is that the consumer will select Levi's over G-Star Products.

Fabiani being a brand that is most aligned with Foreign Consumer Culture Positioning in terms of how it portrays itself in market shows significance in terms of only gender and rea given the P-values being less than 0.05 and also within the race being near significant with a p- value of 0.086. The preference though looking at the coefficients all being negative in this category would indicate that consumers far more favour Levi's over this specific type of brand in the market.

Diesel being a brand that is aligned with Localised Consumer Culture Positioning allows us to then understand it's relation to our transnational brand being Levi's. When considering the choice between the two the area's of significance are gender, Area and Local Orientation all having p- values that indicate significance which are lower than 0.005. The negative coefficient means that these domains or factors are indicative of a probability that people will select Levi's over Diesel products given, with the factor most considered when projecting the probability that consumers would select Levi's over diesel being the Local/ Ethnocentric Orientations.

TABLE 16
CLASSIFICATIONS: FASHION DEPENDENT VARIABLE

Classification					
Observed	Predicted				
	G-Star Raw	Levi's	Fabiani	Diesel	Percent Correct
G-Star Raw	6	34	1	4	13.3%
Levi's	2	189	0	11	93.6%
Fabiani	2	47	1	14	1.6%
Diesel	3	43	1	26	35.6%
Overall Percentage	3.4%	81.5%	0.8%	14.3%	57.8%

In terms of the model prediction the model was able to predict that people would select Levi's accurately 93.6% of the time and then this is followed by Diesel at 35.6%. The main thing then would be to take into account the variables that made consumers have such a negative coefficient towards the brands as Levi's was the reference brand in this case. The model was not accurate at all in terms of building an understanding of given our variables what makes consumers select Fabiani as a denim product that they would like to use.

CONCLUSIONS

The data presents an interesting case for us to consider before being to tell or hypothesis holds or should be rejected given that we are seeing multiple different types of influence on what is relevant to generation Z consumers. Looking at the results of brand choices and the influence between the two the two brands that were most preferred were Corona and Levi's denim from a fashion perspective. The levers behind these choices have been that there are values that these two brands encompass that appeal to the vast Majority of Generation Z Consumers. The generation Z consumer having a Baseline of Positive but neutral leaning perspectives would indicate that there is a high amount of dualism in their make up. Insofar that they are proudly South African but see their position as one that is apart of the global landscape. The beliefs between the two categories are

different and this can be for several reasons between the category differences in terms of the needs states that each of them serves and the frequency of purchase.

In the alcohol category the brands were mapped as such using the regression technique and understanding then the factors of significance the findings are validated by the predictions it could make fairly accurate predictions against which then predicates our understanding for what is important to be able to call out within marketing strategies or tactics. The fact that when it comes to Corona consumers consider localness and values as key attributes that were drivers of determining if they would select the brand over a black label indicates to us that consumers do feel that they are likely to prefer brands that appeal to them. This then looking at the fact that when predicting an outcome with 93.6% of the preference of Levi's to another, consumers key variables to consider are Global Orientation and Values is also telling of the idea that there should brand alignment with consumers values and global versus local orientation. The main thing that the results allow us to do then is to accept H1. This is to say that the most definitive variable within both categories that determines brand preference is values and then global versus local orientation can be looked at in terms of spectrum amongst consumers.

The brand classifications in terms of the theory discussed are as follows Global Consumer Culture Positioning Brands: G-Star Raw, Corona; Glocalised Brands: Budweiser and Levi's; Foreign consumer culture positioning brands, Fabiani and Stella Artois, Localised Consumer Culture Positioning Brands were Black Label and Fabiani. In terms of selection in the alcohol category 39.6% of consumers selected Corona and in terms of Denim Choice 52.6% of consumers selected Levi's over the other brands in the fashion category.

MANAGERIAL IMPLICATIONS AND CONTRIBUTIONS TO THEORY

Understanding the results and our findings the primary issues of concern become then our fundamental understanding of consumers and their values. Consumers within the Generation Z cohort are not linear in their understanding of the world.

This understanding then requires managers in the marketing universe to consider their STP models slightly different and the associated promotions with said products.

Communications

In South Africa, it is important to consider language permutations considering the youth is a very diverse group of people – increasingly so it is important to cater for this diversity but now in a traditional sense. Promotions do not have to be definitively vernacular language or either in English, they should have a mixture of components depending on the language considerations in the regions that are being targeted for consumer growth. In terms of what has been learnt from the study it is going to be increasingly important for brands that want to win preference amongst Generation Z consumers to start to consider not only the material things they are offering in terms of one's popularity amongst friends or social media influence that maybe gained but to also look at the interpersonal values these consumers hold. Their promotions then specifically from a communication standpoint would have to consider addressing these within their communication sets. We know that they don't value materialism in terms of having certain things to help them fit in better with their friends, this infers that they are concerned with deeper issues than materialism. Then looking at the responses in terms of globalism and localism, they are marginally more global leaning but are agreeable on both local dimensions and local dimensions. This would indicate that there is a vast difference within the population and the individuals that are within generation Z cohorts would need to be communicated in a way that exhibits South African values within globalised or global leaning contexts. The consumer is by and large experiencing a globalised universe yes but they are still found of their local heritage and lean towards associated with some facets more than others – core to call out is valuing winning with the common good in mind, having the common good of circular local economies show up in some way through brand partnerships or other means and being able to show that if you are a MNC, you understand them in the local context but the firm is still based in a global market.

Global Consumer Culture

The two brands that had the most preference within the study differ in approach in terms of their observed global consumer culture positioning strategy that is being used by Corona consumers are most drawn to selecting Corona over the reference fully localised brand Black Label because of their local orientation and their value system. The data would suggest then those local orientations also speak to an appreciation of global cultures given the neutrality leaning observation as well from our descriptive of the bases. This would mean that brands need to play to their global strengths based on country of origin they are from that country's behaviours and values. There are not any one size fits all recommendations from a management theory perspective when it comes to defining the impact on culture marketing however the study would illustrate that in South Africa globalised content that resonates well within the bounds of a multinational corporation's home country could be translatable to South Africans. Being able to create a seamless transferral of home country assets and brand behaviours into one's local markets then does work in the context of understanding culture as a driver for brand preference. There exists then an appreciation for other cultures outside of South Africa that Generation Z's respect and are drawn towards within the category. The local orientation being an indicator with a positive probability also can confirm this. This essentially also alludes to the notion that national value appreciation or a moderate ethnocentric orientation does not negate the Generation Z's ability to interact with other cultures.

In terms of the Fashion Category what we find is that consumers gravitated far more towards the Glocalised cultural brand positioning with regards to their choice being Levi's. In terms of the two favourable brands within each category Levi's was far more predictable of its success using the regression analysis. This would indicate that glocalisation strategies work the most efficiently. This is purposefully finding a blend between global marketing and localised marketing that speaks to the observed local culture within the market. Managers need to then consider what is the blend that they will be using to appeal to local markets whilst remaining attuned to the global tents of brand ladders and so forth. There

is a need for marketers to understand that global values are translatable and are held in a way that is comparable to local values amongst this cohort of consumers where none is significantly more important than the other but rather that they exist and are important within different contexts. The consumer themselves then can be viewed because of this study as not fitting into one category within a traditional STP model.

With within the context of South Africa traditional demographics remain an important in terms of categorical information to consider when creating a strategy for marketing teams. These factors within the study were seen as significant in both occasions. This does not mean gearing your marketing efforts to suit a gendered or race specific ideal, but rather that once your values have been defined in terms of what you want to communicate to consumers it may have an influence on product specifications and place considerations depending on which type of regions your brands find themselves garnering high brand preference.

To conclude then management needs to be able to appeal to Generation Z consumers in completely new way in sense, one that drives away from global purpose-based marketing but one that speaks more to values-based marketing. The socio-political understanding of a generation Z being placed around circular economic systems at a premium require brands to engage with their supply chains differently to increase the activity within the local economy that is visible regardless of category or brand country of Origin. In general, brands that were higher globally aligned outperformed brands that were not. This infers that given the current sample population that was investigated, there is a notion that still leans towards global brands.

FUTURE RESEARCH OPPORTUNITY'S, LIMITATIONS and CLOSING REMARKS

Future research

Future research opportunities would be to increase the amount of products included in the research across more categories. To mitigate the effect of price

on consumer perceptions further brands should be indexed according to price and pitted against one another to find brands within the same index or band of products for example affordable products versus premium products (Kocak & Ruzgar, 2017; Dobre, Milovan, Dutu, Preda, & Agapie, 2021). There should also be a consideration given to the types of products for example FMCG categories versus Vehicle choices and the reason for this is because these are more intensive. Then secondly the nature of the subject matter requires a more mixed research approach where once consumers within the total demographic have answered and an analysis has been carried out from a quantitative stand-point codifications of the relationships can be found within in-depth interviews with experts within the cohort on generational cultures that they have lived through to increase the power of the research findings.

Limitations

The limitations of the study have been seen as existing within three separate parts of the research. The methodology, the respondent demographic and the method of analysis being that inferential versus descriptive statistics have different outcomes and allow for different parts of behaviour to be observed.

Methodological Limitations

The methodology would've been greatly assisted with a more mixed method approach using both quantitative and qualitative methods. Given that the nature of the research is very much explorative research in terms of uncovering themes that matter to the Generation Z consumer. The research would've benefited from qualitative in-depth interviews with members of the Generation Z that are astutely knowledgeable about culturally relevant subjects within their cohort in order to discern more clearly what could be studied further through the quantitatively to make an inference on the generation. It is important to note that subsequently this was a limitation of the study.

Respondent Demographic

The limitations of the study were essentially that the population statistics speak to a more affluent audience, which is telling given our understanding of digital proliferation in South Africa. It would be important then for future researchers to consider a more focused approach to the study demographic to ensure that much of the country who live in peri-urban environments and rural areas are accounted for in such findings.

Method of Analysis

The method of analysis albeit apt for the study is limiting in that the research instrument could be fine-tuned for future studies. This would mean that essentially the researcher would be able to complete inferential statistics based on hard metrics. One such example would be rating an actual piece of marketing material from each of the various brands on the scale with responses ranging from most impactful to least impactful. This would then allow the researcher to draw clearer conclusions using inferential statistical models. The model currently uses descriptive statistics to make those inferences however there would be for the purposes of future research to be beneficial in this area a need for inferential statistics to make clear the observed relationships that exists within the multinomial analysis.

Closing remarks

South Africa is a diverse and complicated society with a multitude of individuals and populations. The cultural stratification between consumers and brands needs to also reflect this through applying the cultural marketing lens and an in-depth analysis on this relationship it becomes clear that the Generation Z consumer is indeed charting their own path in a way that marries the globalised world whilst holding onto South African values or local orientations. The role then for brands is to go with them on this journey to speak to them at eye level creating marketing communications and marketing strategy that speaks to what this looks like today. They are not easily described as materialistic in the context of their understanding of themselves. We're dealing with a multifaceted highly dichotomous group of individuals that above all else place a premium on making sure that what their

buying aligns with the value systems – whether local or global. It will be important more than ever for brands to align with consumer values should brands want to win commercial gain and preference within the Generation Z cohort. It is important to remember that within the socio-economic landscape of the country these consumers represent what was hoped for by previous generations in terms of access to information, global exposure and building what would become the next evolution of South African culture – marketers specifically global brands with in market activity have the responsibility to speak to them in a language that they value and understand, this will create economic commercial success in the long term as their values continue to shift and evolve.

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