1. **Introduction**
   1. **Introduction to the study**

This research was motivated by a perceived loophole in previous studies and theory related to target marketing. The research will be conducted in the greater Durban area. Through the research we will gain insight into whether demographic-targeted marketing could alter the desirability of brands or products for those outside of the demographic targeted groups. The research will utilise three different demographic types and segment those types into 2-3 groups each. The three types of demographics being used are age, income and gender.

The study will be a quantitative research study. The research will use popular elements used in demographic-target marketing and isolate these elements in order to target specific demographic-groups. These isolated elements will be present in magazine type adverts used to target specific demographic groups. The combination of elements present in the adverts need to clearly illustrate the targeting of a demographic to the respondent. We will then determine the effect that they have on people of various demographic groups by requesting that the respondent fills in a questionnaire responding to each advert. The questionnaires will need to be administered individually in order to make use of visual stimuli/adverts.

Another consideration is the fact that each demographic group needs to be equally represented. This is due to the fact that some groups may be more or less affected by demographic-targeted advertising than others and respondents within a demographic group might not respond in the same way as others within the same group. It is important to note that the research will be conducted during the mid-year break at university, due to time-constraints, which may alter the type of respondent that would be available. The influence of this factor remains uncertain, although we may become slightly more aware of its influence as the research unfolds.

* 1. **Motivation for the study**

Scarcity of research on themes relating to non-target market effects means that available literature is limited in terms of general theory as well as context (Aaker & Brumbaugh & Grier, 2000; Butt; de Run, 2011). The research being conducted should apply existing theory to a new context, that is Durban residents, as well as providing a new angle, being that of demographics instead of complete target market segments. The study should therefore provide information proving either that each demographic reacts differently when encountering marketing focused on other demographic groups, or that each reacts in the same way given the same circumstances.

One of the circumstances that need to be taken into account is the theory that the rarer the target group is, the more likely target market effects are to occur on members of the targeted group (Aaker & Brumbaugh & Grier, 2000). Also the more common the target group, the more likely members are to display non-target market effects, being negative reactions to advertising. Therefore, according to the theory, perceptions of inclusion/exclusion in a group are related to target and non-target market effects (Aaker & Brumbaugh & Grier, 2000). Those being targeted are documented to be more likely to have positive feelings towards the advertisements and those that aren’t targeted are thought to feel apathetic towards the advertisements or to have negative feelings towards them.

These findings may have some degree of validity, although it is arguable that they are too generalised in a few ways. The first way is that they tend to take for granted that all target markets will react in the same way depending on whether or not they are targeted. The research that will be conducted will cast light on whether or not all demographic groups display positive effects when they feel included and negative or neutral effects when they feel excluded from the target group. Further the research may cast light on whether the rarity of the group in question plays a part in emphasising the target effects for all demographic segments.

Cultural perceptions and stereotypes may cause some to dislike a demographic that they are associated with; a prominent example of this would be aging females that wish to be younger and buy accessories targeted towards younger women (Tepper, 1994). Another example could be a low income audience, which may prefer to buy goods targeted at the wealthy, instead of goods targeted at their income group, due to the high cultural importance placed on status and wealth (Aaker & Brumbaugh & Grier, 2000; Patti, 1998). Another reason for the study would be that there are no related studies that focus on non-target market effects within South Africa, or more specifically, the greater Durban area.

The practical use of the study would be to determine for which specific demographics it would be preferable to target larger/rarer groups and in which circumstances. Although it may not be possible to cover all demographics, due to an inability to locate the rarer groups, the study would give an idea as to whether additional research needs to be made before setting up a marketing campaign, which would include the demographic perceptions from the target and non-target market groups. This research may include determining whether or not non-target market effects may cause long-term negative perceptions from the non-target market groups. Long-term negative perceptions may cause problems when attempting to target these non-target market groups in the future with the same brand, with new products or the same product. This may come about due to a strengthened relationship between the brand and target market and potentially a strengthened feeling of exclusion within the non-target market groups.

* 1. **Problem Statement**

Literature on themes relating to target marketing and the non-target markets seems to fall short in terms of variables tested and therefore certain assumptions have been made without many of the variables involved having been tested. In this way, further research was needed in order to test additional variables and either reinforce claims made within current literature or to contradict them and offer alternative explanations.

One of the issues investigated is that of the relationship between the size of a demographic group and the strength of people’s association with it. Current literature reinforces the thought that people within rarer target groups generally have a stronger association with it and therefore feel more strongly targeted than those in larger groups. The results may however determine whether this association is always positive and always a strong association when groups are rare. The results may alternatively indicate whether circumstances and cultural perceptions of these groups may alter the strength of people’s associations with certain groups and the value they place on inclusion within these targeted groups.

* 1. **Research Objectives**
* To determine the effect target marketing has on the non-target markets.
* To determine whether participants of all demographic groups react similarly to marketing targeted towards their group as well as marketing towards contrasting groups.
* To determine the effect demographic group rarity has on the respondent's feelings of being targeted.
  1. **Hypotheses**

H1: Population elements react similarly to marketing efforts focused on a demographic subgroup of which they are members.

H0: Population elements react distinctly to marketing efforts focused on a demographic subgroup of which they are members.

H2: Population elements react similarly to marketing efforts focused on a demographic subgroup of which they aren’t members.

H0: Population elements react distinctly to marketing efforts focused on a demographic subgroup of which they aren’t members.

H3: All distinct demographic sub-groups being targeted in marketing encounter the same effects depending on the commonness of the demographic sub-group being targeted.

H0: Not all distinct demographic sub-groups being targeted in marketing encounter the same effects depending on the commonness of the demographic sub-group being targeted.

H4: All distinct non-targeted demographic sub-groups encounter the same effects depending on the commonness of the demographic sub-group being targeted.

H0: Not all distinct non-targeted demographic sub-groups encounter the same effects depending on the commonness of the demographic sub-group being targeted.

H5: Commonness of the demographic sub-group being targeted has distinct implications in the effects felt by members depending on whether they are part of the target-market group or not.

H0: Commonness of the demographic sub-group being targeted has similar implications in the effects felt by members regardless of whether they are part of the target-market group or not.

* 1. **Research Design/Methodology**

A convenience sampling method will be used, which will attempt to create a sample from the population at various points in Durban, while exacting equal demographic sub-group representations, meaning the number of male and female representatives would be equal, as would those from each age sub-group and income sub-group being used in the study. This will make the sample quite intricate and difficult to obtain, but should also give the results a greater accuracy as the number of people representing each subgroup increases.

Convenience sampling will therefore be used together with a quota sampling method, although the quota’s being used will be equal and not representative of the sub-group population quotas within the total population. In other words, a list will be drawn up of the numbers of individuals in each of the demographic subgroups needed, and numbers will be crossed out as data is collected from individuals with various demographic attributes. Some subgroups will be completed quicker than others due to availability, and the rest will be sought out based on the demographics needed to complete the sample. Should certain demographic subgroup members be difficult to obtain, a snowball sampling method would be brought into play in order to seek out members of these subgroups.

The research method being used will largely involve visual stimuli and a questionnaire, which will utilise ordinal and likert scales. The respondents will rank their order of preference for the visual stimuli in each section and give each stimulus a rating out of 5 for the degree to which it stimulates them to buy, as well as a rating out of 5 for their degree of association felt with each stimulus. The visual stimuli will be presented to the respondent in sections which will be of the same demographic type. For example, through a literature review information will be obtained on each ethnic group to determine which elements/attributes marketers would use to target the group, and these elements will be found in the visual stimuli for each group in the ethnicity section. Respondents will then be asked to place the visual stimuli in order of preference and give each stimulus a rating out of 5 for personal appeal and a rating out of 5 for feelings of association with the stimuli.

Certain qualitative questions may be asked during the study regarding the reasoning behind choices, although this will be done informally in that the researcher may converse with the respondent as opposed to formally questioning them and no official recording of responses will take place. The researcher will have to be careful to ensure that he doesn’t pressurise the respondent into socially desirable responses, or to lead them to respond in certain ways.

The results of the questions regarding respondent’s strength of association and affinity for each will be analysed individually. Participants within a sub-group will have their responses to each question added together and tabulated using a frequency distribution table.

**1.7) Limitations of the study**

Although the sample size and sampling method is appropriate for theoretical purposes and to perceive obvious trends, neither will produce a high enough confidence to be generalised to the entire population of the Durban region. The results will simply provide us with a vague understanding of whether target-market and non-target market effects are felt in demographic targeted marketing, how strongly they are felt, and whether they are felt to the same degrees across various demographic groups and sub-groups. Further study will be needed to generate more accuracy, although this may be unnecessary for mere theoretical purposes.

**1.8) Structure of Dissertation**

The dissertation will be divided into six sections, comprising of the introduction, literature review, research methods, research results, discussion and recommendations and conclusions. The introduction will provide the reader with an overview of target and non-target marketing and inform the reader of what specifically we hope to discover relating to target and non-target marketing. Hypotheses of demographic non-target market effects will be discussed, as well as the research methods used and their limitations.

The literature review will then place the research into context by using non-target-marketing theories as well as other theories to guide the train of thought and provide an understanding of all theory that supports, contradicts or inspires the research being undertaken.

The description of research methods will then go on to explain how information will be gathered in a way that is reliable and valid. It will explain all processes, including the way in which the questionnaire and visual stimuli will be administered, as well as the way in which results will be formed in data analysis. It will explain how and why each process is being used.

In the next section the research results will be presented and tabulated in order to be clear to the reader. Then the Analysis of results will be done in the discussion section and all conclusions drawn from the research will be explained. Lastly there will be a recommendations and conclusions section, which will summarise and conclude the study.

1. **Literature Review**

**2.1)** **Introduction**

Marketing as a discipline is constantly changing due to changes in businesses, the consumers and generally due to changes in the world as a whole. Through globalisation, the internet, social media and the rapid improvements in technology, marketers have been forced to alter their methods of marketing in order to remain competitive and to keep their profits up (Lee & Carter, 2008). Some of the recent trends in marketing include a shift in power from marketers to consumers, product choice increases, fragmentation of media and media audiences, value proposition changes, changes in demand patterns, concerns about security, privacy and ethics and problems brought about by unclear legal jurisdiction (Ferrell & Hartline, 2011). All of these trends have caused alterations in how business is being done and in how organisations are effectively marketing themselves.

The shift in power from marketers to consumers is arguably the most significant trend when related back to the research being conducted. Consumers these days have access to copious amounts of information about anything they could wish to purchase, being bombarded daily with information from numerous sources and having the ability to find information quickly and easily through technologies such as the internet, telephone, daily newspapers and social media. With the ability to access information quickly and easily, there is also an ability to quickly and easily make comparisons in prices, product specifications and reviews of numerous products or services available to them (Mayo, 2011). Marketers therefore need to find ways to make their products be perceived as superior or more relevant than competition to its target market. In order to do so, marketers need to determine exactly what the target market wants and how they can deliver it to them and convey the relevant benefits of using their product/s over competitors (Ferrell & Hartline, 2011).

The massive increases in products available to the consumer is another trend which influences business’ marketing strategies, as the vast numbers of similar competition in various product categories threatens to commoditise products and thus decrease the profitability of product markets. Marketers are thus faced with the challenge of attempting to persuade customers that their products are worth the amount they cost and that they will be more beneficial to the consumer than competitors’ products will be (Mayo, 2011). This relevance that the product and its marketing must have to its consumers combined with the increased product choices means that it is imperative that a marketer matches its market with products and a suitable message. Not all markets may be targeted using the same message because each market has its own distinct needs and desires (Mayo, 2011; Ferrell & Hartline, 2011).

**2.2) Market Segmentation and positioning**

The process of aligning marketing mix attributes with the target market, known as product positioning, is seen as the company’s solution to attract a particular market segment. These segments are chosen through various means including personal characteristics of consumers, behavioural measures and benefits sought. Those three means of segmentation are very broad categories in which many other categories and types of segmentation exist. Firms generally use combinations of various means of segmentation in order to create unique markets in which they are able to focus heavily on smaller groups of consumers and meet these consumers’ needs and desires better than their competitors (Restrepo, 2011). As Porter succinctly stated: "the greatest opportunity for creating competitive advantage often comes from new ways of segmenting, because a firm can meet buyer needs better than competitors or improve its relative cost position" (Restrepo, 2011)

Another way to segment a market is through two segmentation variables, being consumer needs and profilers. Profilers involve consumer characteristics such as age, location, income, gender and nationality, and are divided into four categories. The four categories including geographic, demographic, psychographic and behavioural profiles are used to determine specifics of the target market, which may include multiple variables simultaneously to create a unique and specific market. In the study being conducted, we will be looking at consumer profiles and more specifically types of demographic profiles and the effects of being targeted or excluded from the target markets of adverts. Demographic profiles may include family size, age, gender, occupation, income, race, religion, education and nationality (tutor2u, 2011).

We will be focusing solely on three types of demographics being age, gender and income and will attempt to use equal numbers of the different age groups, equal gender numbers and equal income groups respectively. Each demographic type will however be treated exclusively from other demographic types being tested. For example, the study may include different ratios of males to females in different income groups, as well as having different ratios of separate age groups. This may be perceived to provide less accuracy due to the small sample size, although it may be adequate for theoretical purposes and adequate for the current study, taking into account budgetary and time restrictions.

**2.2.1) Gender Segmentation**

When segmenting based on these three variables, a crucial decision for the study would be in what way to segment each group. The case of gender may be perceived to be slightly simpler than age or income, although it is important to note that there are various factors to take into account when segmenting each group. For the purpose of the current study, in which there will be a low number of participants, it is imperative that the groups chosen are distinct enough to potentially generate differing responses when faced with the same stimuli. The groups also need to be readily available and easily locatable so as not to cause problems in data collection. It is imperative that each group is clearly defined in order to have a clear understanding as to how to classify any individual participating in the study.

The seemingly obvious case of gender may be complicated in cases due to the belief that sex and gender is synonymous. The terms ‘gender’ and ‘sex’, while being similar, are found to be used in different circumstances as they were adopted to differentiate between the biological and socially and culturally constructed identities. “Sex marks the distinction between women and men as a result of their biological, physical and genetic differences…Gender roles are set by convention and other social, economic, political and cultural forces” (Esplen & Jolly, 2006). This quotation broadly defines the differences between gender and sex, and illustrates the inadequacies of the word ‘sex’ when describing someone’s identity or role in society. Use of the word ‘sex’ is also limited in its nature due to its inability to class various forms of people such as those that are transsexual, intersex, transgender and hijras (Esplen & Jolly, 2006).

Transsexuals involve those that have undergone an operation in order to change their sex, intersex refers to someone that displays sexual characteristics of both males and females, a transgender is someone that attempts to be associated with the opposite sex through acts such as cross-dressing and hijras are those that adopt roles that are neither male nor female (thefreedictionay, 2011). In cases such as these not only will it be more difficult to determine a person’s sex, but it will also be less meaningful to determine sex as the biology of the participants might have less bearing on their decisions than their identity or aspired identity in society. This identity that they adopt, which in most cases is male or female, may often be used to determine whether they are male or female due to their preferences being influenced by their ‘adopted’ identities (UNAIDS, 2011).

Another key element to consider is the difference between sexual orientation and gender identity. It is often believed that sexual orientation determines a person’s gender identity, although this assumption has been found to be untrue due to the vast numbers of cases in which sexual orientation and gender identity somewhat conflict with norms in society (UNAIDS, 2011). Homosexuals, for example, often maintain a gender identity associated with their sex although this is not always the case. For this reason it is important that respondents realise that their gender identity is needed as opposed to their sex or sexual orientation and the term ‘gender’ is used in classification, while using the two most common genders, being male and female. Many will be able to classify themselves using these two criteria and those that aren’t able should be left out of the study due to the third category being less available and difficult to locate (glbtrc, 2011).

**2.2.2) Age Group Segmentation**

With regards to age groups we are confronted with new problems of how to segment effectively for the purpose of the study. Due to ethical concerns and legal complications, those aged 18 or below weren’t considered for the study thereby excluding a massive age-group from the study as a whole. According to a census release from Statistics South Africa in 2006, three age groups which had the highest number of population elements in KZN were those aged 10-14, 5-9 and 0-4 respectively. The largest and oldest of these three groups, those aged 10-14 in 2006, would currently be those that are close to eligibility and the other two groups would also fall into the category of being ineligible for the study. Of those that are eligible for the study, the census shows a trend of age group sizes decreasing steadily from what would currently be the 20-24 years category, possibly due to the birth and mortality rates. This does however mean that from the age group 60-64 and above, members will be very scarce, being less than a quarter of the size of those in age group 20-24 and decreasing even further as ages reach above 65 (Statistics SA, 2006).

Due to availability and locatability the most viable people to include in the study would therefore be those ranging from 18-60, although an important part of the study would be to find groups that differ enough to potentially illicit different responses to the same stimuli. Fortunately established age segments do exist, with established general attributes associated with these ‘groups’, otherwise known as generations. Generations such as baby boomers, generation Y, generation X and the like exist within ages between 18-60 and have countless studies throughout the world on their behaviour, likes, interests and many generalised facts with historic reasoning behind why the generations are as they are. In the current study only South African generation groupings and information will apply due to the unique upbringing, culture and historic events that shaped South Africans of various ages (Rempel, 2009).

An important concept to note is that these generations generally behave in certain ways due to happenings in their lifetime, and therefore major historic events play a huge part in how these generations behave. This fact also means that there may be overlapping in many cases especially with people that are just below or above the age of another group and therefore these people may have some characteristics of one group and other characteristics of another. Further, the generalisations that are made about members in these groups aren’t always valid for everyone in the generation, as these are merely stereotypes and not concrete facts about people (Rempel, 2009). The implications of this are that, especially in a study with so few participants, the results may be misleading when representing each age group as a whole (Rempel, 2009).

**2.2.3) Income Segmentation**

Income also poses various problems in segmentation. One of the reasons for it posing a problem to the study is that a person may have a low income and live a lifestyle associated with the rich. This trend is especially prevalent in those that have finished school and started careers or started studying while still living with their parents. In this case their income may be low, but their lifestyle and purchasing habits could mimic that of their parents with a much higher income due to the economic stability associated with living under the roof and expense of someone else (Mathewson, 2010). The answer to these problems may be in using a combination of household income and LSM to determine groupings. Living Standard Measures is a tool used often in marketing research in South Africa and therefore is highly documented and many studies have been done in order to attempt to describe or stereotype the behaviour of various LSM groups, especially buyer behaviour (Seymour, 2009).

The tool involves a sheet of descriptors in which you simply place a tick next to the blocks which apply to you. These descriptors involve variables such as running water, electricity, TVs and other tangible goods which are used to determine the standard of living that a respondent has. This standard of living could also mean the amount of exposure these groups have to media, especially in the lower groups which usually have limited access to any forms of media (Mathewson, 2010). Even though income, education and occupation may somewhat correspond with LSM, it’s important to note that living standards aren’t always directly associated with income, education or occupation as other factors may have enhanced or detracted from a person’s living standards. Education, for example, does not always correspond with living standards as a person may be bankrupt and living in poverty yet have a qualification and similarly an uneducated person may have high living standards through inheritance, or other means (Seymour, 2009).

The problem with using the LSM system to determine someone’s living standards is that it is somewhat laborious to fill out and in some cases complicated for the respondent and the researcher in data collection and analysis. This time-consuming method may be unsuitable for the study at hand due to time constraints and therefore another approach may serve the current study better, even if other approaches may be seen to be slightly less reliable in determining living standards (Seymour, 2009). Research done by South African Research Foundation in 2010 illustrated the average household income associated with each of the 10 LSM groups. While household income may not be a foolproof method of determining living standards due to the number of dependants in each household varying and other variables affecting living standards, it may be used as a rough benchmark in a study such as this one which is merely for theoretical purposes (Mathewson, 2010).

When targeting certain demographics through marketing, there are numerous ways to go about it. The first thing to do is to determine the homogenous needs/wants of the market segment, and then to create a marketing programme that would appeal to the segment by promoting benefits that would satisfy various needs/wants of the segment. Therefore a key question for marketers is how the demographic group relates to the consumers’ lifestyles, preferences, needs and attitudes. Demographic segmentation is the most common form of segmentation, as the information is relatively easy to measure and widely available. Often information can be found through secondary sources which cut costs of having to conduct primary research. Further, in some cases demographic types are associated with real differences in needs and therefore the alignment between needs and desired benefits is quite simple (Ferrell & Hartline, 2011).

**2.2.4) Demographic Segmentation Problems**

A shortcoming of demographic segmentation, however, is that it often isn’t connected with, or the cause of, motives or values which drive purchases. These may rather depend on the thoughts and feelings of consumers which fall under psychographic segmentation. For this reason, marketers targeting specific demographics sometimes find that purchases are as common in certain non-targeted demographic groups as they are in the targeted demographic segment. This fact complicates the study slightly as marketing stimuli targeted towards certain demographic groups may appeal to the unique psychographic attributes of members outside of the demographic group being targeted (Mathewson, 2010). In cases such as these, the results might not be a true reflection of the demographic groups and the results unfortunately cannot illustrate for us whether the trends noted are reflections of the views of the demographic group as a whole or whether they illustrate more the unique psychographic motivated factors of individuals being targeted. This is once again a shortcoming caused by the inability to use large numbers of respondents in the study (Ferrell & Hartline, 2011).

**2.3) Establishing a targeting tool**

In order to determine the impact target marketing has on non-target markets, we need to determine in what way to ‘target’ the respondents in order to for them to illicit measurable responses. It needs to be established which marketing mix elements are most suitable for use and in what circumstances the respondent will come into contact with these marketing mix elements (Kotler, 2002). In order to simplify the study it was decided to use a promotional tool and measure the consumer’s responses to the specific form of promotion. Within promotion however, certain other elements of the marketing mix may be present. The promotion method may express delivery benefits or other distribution advantages, price incentives may be made known through promotion as well as product features (Ferrell & Hartline, 2011).

It is however important that these marketing mix elements only be used in cases where the demographic group being targeted in the advert has a strong stereotyped connection with a particular benefit that may be provided through the expression of the marketing mix element. If, for example, a demographic group that includes elderly members has a particular affinity for proximity of a product or distribution benefits, then the distribution marketing mix element may be communicated through the promotional form being chosen (Kotler, 2002; Ferrell & Hartline, 2011).

The form of promotional activity used to engage with the respondent is also a crucial decision. In order to generate the most accurate results, it is important that the promotional activity is one which is standardised, replicable and quick to administer and measure results (Kotler, 2002). The fact that different demographic subgroups have more exposure to, and in some cases are better persuaded by certain promotional activities than contrasting demographic subgroups, will have to be excluded from the study due to the fact that utilisation of multiple forms of promotion will complicate and lengthen the research administering and data collection greatly. For this reason it is imperative that a promotional tool which all demographic groups have exposure to and equal affinity for is used (Ferrell & Hartline, 2011).

Due to the nature of the study whereby only one targeted stimulus is viewed per demographic group, there will be no reinforcement of messages through multiple stimuli and no need to worry about consistency in messages sent (Kotler, 2002). It is however important that the message which is associated with the demographic group is clear and strong in order to optimise its influence on the targeted viewers’ opinions. A weak message usually combines with messages from other promotional activities in order for the consumer to have a clearer understanding of what the company is offering or what they stand for. In this case, however, a weak message will not suffice, as it may go unnoticed or be overshadowed by stronger messages within the promotional activity or within other promotional activities (Kotler, 2002; Ferrell & Hartline, 2011).

**2.4) Utilising the AIDA model**

The goals and objectives within the current study may be seen to have some elements that a promotional goal would have, yet other promotional goals may be seen as unnecessary for the current study. Using the AIDA model which includes attention, interest, desire and action, we are able to determine which components are crucial within the study and which are unnecessary (Egan, 2007). With regards to attention, which refers to the goal of getting known by the consumer, it may be deemed unnecessary in the current study or even untestable due to the nature of the study. Each respondent will be faced with promotional activities in an environment with no distractions and he/she will be focused on the activity as opposed to the activity needing to capture the attention of the respondent in order to make the product or brand known (Egan, 2007).

Interest on the other hand, includes making benefits known to the consumer and finding various ways to sell its products to its consumers. Interest may be the foundation of our research, as interest will be sparked by elements that are used to target the audience. Therefore the promotional activities, which will highlight messages for specific audiences, will only spark interest in those who have an affinity for the messages they receive. Desire is also potentially a component in the research, as it indicates a greater affinity for the promotional messages than interest would. Action, on the other hand, would not play a part in the study as the study would be using non-real promotional activities and the action component is more difficult to track (Egan, 2007). The action component is however a component which may offer some interesting findings should it be studied in the future. Interest and desire, however, will be the focus of the current study and therefore delivering powerful and desirable messages suited towards specific demographic groups will be more important than informing or persuading a purchase. Intention to purchase, which may well fall under desire, will however be studied within the research being conducted (Ferrell & Hartline, 2011).

**2.5) Deciding on a promotional tool**

When deciding on a promotional tool to use within the study, the options needed to be weighed along with their pros and cons attributed to the study being conducted. These promotional tools each have benefits and flaws and are usually used together as part of the IMC, each fulfilling a purpose and enhancing the marketing effectiveness of a product or brand. The five established promotional tools include advertising, personal selling, direct marketing, sales promotion and public relations (Egan, 2007). Advertising and public relations usually serve to attract attention and create interest in the brand/product, due to their ability to reach many people simultaneously. Sales promotion is another method of creating interest and in some cases influencing action through coupons, product displays and trials (Egan, 2007). Personal selling is usually used to help potential consumers move from the delight phase to the action phase and direct marketing may be used to move potential consumers through all the phases, from attention to action (Ferrell & Hartline, 2011).

**2.5.1) Public relations Promotional tool**

Public relations or publicity involves a firm’s attempt to maintain a positive relationship with the public, especially its customers and stakeholders. Public relations may include all informal relations between employees and the public, as well as more formal/planned interactions made between a firm’s public relations team and the public (Essinger, 2011). Public relations, involving individual employees’ relations with the public are difficult to standardise and measure and therefore should be excluded from the study. The more formal type of public relations between experts and the public may include press releases, feature articles, white papers, event sponsorships, press conferences and product placement (Essinger, 2011).

These may all serve to create attention and interest in the consumer to various degrees based on their needs/wants, although they are usually circumstantial in that they are often used to address areas of public concern specific to organisations (Essinger, 2011). This will mean that substantial amounts of text would be needed in order to explain scenarios to different demographic groups and record their preferences. This will not only lengthen the time data collection would take, but it will also create problems for respondents who have literacy problems and/or low education levels which may force responses not reflecting respondents actual values (Ferrell & Hartline, 2011). PR will therefore be unsuitable given the study’s make-up and constraints.

**2.5.2) Personal Selling promotional tool**

Personal selling, involving one on one communication is a promotion tool that is usually used to convince prospective consumers to buy. The one-on-one communication in this form of promotion means that the tool will involve more personalised messages instead of demographic information when attempting to convince consumers. Further, this type of promotion tool isn’t replicable in a standardised way meaning that each consumer would receive a different message (Offei, 2005). The fact that the promotional tool is used more for the action component in the AIDA model rather than the interest or desire components displays further the ways in which this method may be unsuitable for the current study (Ferrell & Hartline, 2011).

Another drawback would be the time factor, as personal selling usually involves interaction over a long period of time and there could be no indication over many months whether the consumer is willing to buy or not, or in the case of the study, no indication as to the level of interest or desire until purchase is made. Salespeople are also usually quite highly skilled and trained and therefore it would be difficult to imitate without hiring a sales-force which will be costly (Offei, 2005).

**2.5.3) Sales promotion**

Sales promotion is yet another promotional tool found to be inappropriate for the current study. Sales promotion involves activities creating incentives for buyers to make purchases, thereby influencing buyers to try products and ultimately make purchases. The first thing to note is that sales promotion, which may consume up to 70% of an organisation’s budget, is a highly expensive promotional tool (Ferrell & Hartline, 2011). Further, the tool focuses mainly on two elements, being that of price and product and therefore neglects any form of image creation and is generally used as support to other promotional activities, being less effective as a standalone (MVA, 2010). For these reasons, sales promotion may be too expensive and too complicated in data collection and measurement to be included in the study (Ferrell & Hartline, 2011).

**2.5.4) Advertising**

Advertising, however, was proven most suitable for the study and was therefore utilised. Advertising, including non-personalised communication with a target audience, is highly flexible in its ability to reach mass audiences or precisely defined target markets (Harms & Kellner, 1990). Advertising utilises various communication methods, predominantly being that of media, and including the likes of television, radio, newspapers, magazines, direct mail, outdoor displays, the internet and mobile devices in order to deliver its message (Harms & Kellner, 1990). In order to reduce text for the respondent to read, and reduce time spent on analysing stimuli and to fill out each questionnaire, this study will utilise visual stimuli, being that most similar to magazine advertisements. Unfortunately adverts such as those found on television or on the radio will lengthen the time the respondent takes in completing the questionnaire considerably, as well as creating complications in the questionnaire distribution process. Direct mail, outdoor displays, newspapers, the internet and mobile device advertisements are often quite similar to those found within magazines, although in the cases of direct mail, mobile devices, the internet and newspapers the advertisements are generally less visual or contain more text than magazine adverts would (Ferrell & Hartline, 2011).

We will attempt to minimise the amount of text within each advert except in circumstances where it may serve to better target specific demographic groups. The ability to coordinate messages with the lifestyles of viewers is a major strength which will be utilised within the current study. Lifestyle within specific demographic groups may be found to be a major differentiator between the groups and will therefore be highly effective when targeting specific demographic groups (Harms & Kellner, 1990). Examples of this would be the different lifestyles of those over 60 years as opposed to those at an age where they are just entering the workforce. The older group is more likely to have reached retirement age and will therefore enjoy a lifestyle which centres around this fact, whereas a ‘work hard, play hard’ lifestyle may be more appropriate to those that are just entering the workforce (Ferrell & Hartline, 2011).

In real application of an advertising campaign, it is usually quite difficult to hold the attention of viewers for longer than a few seconds, especially in the case of online advertising where viewers usually don’t spend longer than a few seconds on an advert and pointedly attempt to ignore them (Harms & Kellner, 1990). Fortunately the attention element is not tested in the current study as respondents would generally display higher concentration on adverts in the study than if adverts were simply found within media that they were busy viewing. The respondents can therefore spend longer analysing the adverts and internalising the messages of each advert, thereby eliciting a reaction based on a higher understanding of the advert and what it offers. It is arguable that the attention element might be important within the study, as various cues within the advert may serve to hold the viewer’s attention for longer than they will hold the attention of various other demographic groups (Ferrell & Hartline, 2011).

These cues will therefore be tantamount to the message, as they will most likely be made up of the strongest elements within an advertising message and be delivered in such a way that it is quickly internalised and holds the attention of the specific target market, possibly more than it would for those outside of the target market. An example of this could be through the use of sexual imagery in advertising to target those of a specific sex or gender demographic. These cues, however, would still be internalised although they will be internalised with a greater understanding of the full message within the advert by those within the targeted demographic group as well as those that aren’t members of the targeted demographic (Bussey & Bandura, 1999). The attention element will therefore be mostly excluded and the full message will be analysed by the respondent in contrast with the full messages they receive from stimuli targeting other demographic groups (Ferrell & Hartline, 2011). In order for the attention element to have some influence, however, the adverts targeted at contrasting demographic groups will be placed side by side during the data collection process, thereby allowing adverts to initially compete for the attention of the viewer (Ferrell & Hartline, 2011).

It is important to note that advertising campaigns are created with various organisational goals in mind. They are also created to promote various different types of products or institutions, the product component could include goods, services, ideas, issues or people. For the sake of the study, it may be better to exclude brand or organisational advertising and even exclude brands from the adverts of a particular product which we may decide on utilising. The reason for this would be that brands and organisations carry many associations which may be different in every person due to their exposure with the brand (Harms & Kellner, 1990). These associations may be good or bad and may be due to various reasons such as exposure to brand promotions or personal experience. Personal experience could be the cause of personal prejudices which cannot be regulated or foreseen by the interviewer, thereby eliciting responses unrelated to the targeting message. The importance of standardisation of messages within the study makes brand name usage risky and inappropriate (Ferrell & Hartline, 2011).

**2.6) Further considerations of promotional tool**

The type of product being promoted may also play a part in altering the respondent’s opinion of the advert. Should the products not be standardised, the respondent may unconsciously respond negatively or positively to the advert due to the appropriateness that they believe the product would have in their lives. Through standardisation of the advertised product, the responses to the advert may still be negatively or positively affected by the appropriateness of the product, but the way in which the responses will be affected will be standardised and therefore results are less likely to be affected by the product. An example may be a product such as a razor, which may be deemed inappropriate by members of certain religions/cultures that do not shave. Members of these groups might find the razor inappropriate, but will be affected equally by all adverts in the same way due to the same product being presented within (Ferrell & Hartline, 2011).

Products as opposed to services, ideas, issues, people and other advertisable items has been chosen due to it potentially carrying less associations than the other items, as well as it having the ability to be advertised in an almost infinite number of ways. Ideas and services are usually advertised in a specific way for a specific market. They are also usually associated with a certain brand especially in cases where the ideas are well established and therefore usually carrying associations. People and issues also usually carry very strong associations which are unique to each individual, and therefore products may be most suitable in the study as they potentially carry the least associations and can be advertised in many different ways (Oher & James, 1999).

Advertising is however quite difficult to evaluate in terms of effectiveness, and may also have various goals and be used for various purposes. The purpose of creating awareness won’t be as applicable in the current study as the message sent, which will involve more imagery, performance and other elements of persuasion. One of the reasons for advertising effectiveness being difficult to evaluate is that outcomes of advertising generally takes a considerable amount of time to take effect, especially in terms of brand image enhancement, corporate reputation enhancement and the enhancement of positive product attributes (Oher & James, 1999). Further, increases in sales are usually only recorded long after the advertising campaigns have ended and therefore there is usually uncertainty as to the cause of the sales increases and whether or not the advertising campaigns had much of an effect at all. The current study is only focused on reactions to a single advert at a single moment in time and therefore results may be recorded as the respondent comes into contact with the advert, as opposed to waiting for adverts to take effect (Ferrell & Hartline, 2011).

**2.7) Result generation**

Based on the belief that consumers know what influences them to buy, the concept of pretesting ad campaigns was born. The pre-test may be used to evaluate one or more elements of the ad campaign, and involves using a panel of potential buyers to judge various aspects of the campaign (Schaefer Market Research, 2011). The concept of a pre-test is similar to the way in which the study will be conducted, with the minor difference in that scores will be kept, but alterations will not be made to the adverts in the case of low scores. The study will therefore be conducted similar to a pre-test, testing each demographic-targeted advert on each demographic group in the study. The scores for each advert will then be recorded and compared with scores given by members of other demographic groups.

While the concept of a pre-test may be considered relatively reliable, it is important to note that there may be discrepancies between pre-test results and viewers’ actual opinions. The study will be relying on participants’ honesty within the study and there will be little to stop a respondent from falsifying their responses for various reasons, including for social acceptance reasons (Schaefer Market Research, 2011). Further, the subjects’ opinions may differ from the actual effectiveness of the adverts for various reasons, including the controversial fact that a viewer may not fully realise the impact of various adverts on their psych immediately or may unconsciously try to suppress certain emotions in the moment of the study which may under usual circumstances create some form of positive or negative feelings towards the brand or product. The complexity of the human psychology, even in self-reflection, is one of the issues which may create slight deviancies between the results received and the reality of the adverts and how they affect individuals (Ferrell & Hartline, 2011).

The study will utilise visual stimuli, each of which will be targeted at a specific demographic subgroup, such as a specific age group, and will approach each individual with stimuli that targets their specific demographic subgroup alongside visual stimuli that targets contrasting demographic subgroups (Schaefer Market Research, 2011). The participants will however not be told or hinted towards which stimuli is targeted towards their demographic subgroup, but they will be asked to order the stimuli with regards to personal preference and to answer various questions regarding the effectiveness of each advert in turn.

**2.8) Demographic target marketing**

It is important to note that by segmenting target markets as broadly as through demographic groups, the message may be found to be somewhat weak to the respondents that will have other psychographic, demographic, geographic and socio-cultural attributes outside of those being tested (marketingteacher.com, 2011). These attributes may also play a part in the respondent’s responses, and therefore the results may differ to expectations even with the adverts targeted towards one of the respondents’ demographic groups (Tanner & Raymond, 2011). For this reason, isolation or standardisation of variables to some degree is necessary. It is imperative that the respondents aren’t swayed by variables outside of the variables associated with the demographic group being tested, but it is also near impossible to create a visual stimulus that doesn’t resonate with anything outside of one demographic attribute of a person. The complexity of a human, and uniqueness of an individual will therefore mean that an accurate study in this field will need to feed off accurate demographic data, will standardise and isolate variables being tested and should involve an extremely high number of respondents (marketingteacher.com, 2011; Tanner & Raymond, 2011). The numbers that are being used in this study will not be sufficient to gain accurate insights, but may help gather insights which may be used in further studies.

**2.9) Avoiding untested influences**

With regards to the isolation or standardisation of variables in the stimuli, various techniques may be used in order to limit the number of ‘other’ factors influencing the respondent’s decisions. One of which would be to find adverts which have been altered by a company to reach contrasting demographic groups, while representing the product in a similar fashion (Aaker & Kumar & Day, 2001). Another would be to try to mimic the ‘other’ demographic characteristics in each. For example, if the demographic being tested is race, the targeting visual stimuli should be that which is targeted at the same socio-cultural, gender, economic and geographic groups to ensure that the only perceived targeting differences between the adverts are the race-targeting attributes (Aaker & Kumar & Day, 2001).

The differing perceptions of individuals towards the world in general, and more specifically to things they see, have been attributed to many different factors outside of the unique physical characteristics of each human. The most dominant of the theories involving unique perceptions is that of cultural influences on perception. While culture may be attributed to individual’s perceptions as a general rule, it is important to note that it is more specifically a person’s experiences which define his perception; these experiences may be influenced by multiple cultures. Segall et al. (1968) explained the phenomenon succinctly in that “behavior across cultures, including differences in perceptual tendencies, can be great enough even to surpass the ever present individual differences within cultural groupings” (Segall & Campbell & Herskovits, 1968). They not only explain that there are vast disparities in perception across cultures, but also that perceptions within a culture may differ substantially.

The balance in which they state this theory, however, may well be shifting with the advancement of globalisation, the internet and social media. The world is moving more towards a universal culture, in which many sub-cultures will exist. These sub-cultures are becoming more diverse and more common across the globe, and therefore in the future the differences within a culture may be more distinct than differences across cultures, while the differences between sub-cultures may vary greatly. Although differences across cultures may be shrinking, it is believed that they will never disappear entirely and that forces contributing to heterogenisation such as indigenisation, creolisation, hybridisation, transculturation and glocalisation will ensure that some form of local culture will always exist (New Influencer, 2011).

The study being conducted solely in the greater Durban area will help to reduce the discrepancies in results caused by non-study based cultural differences. The study cannot however eliminate the various other demographic characteristics that each respondent brings in with them, outside of those being tested. For example, it won’t be financially feasible to generate a survey participant list which includes males and females with identical cultural, economic and social attributes to be used in the study. It would become even less feasible to be able to simultaneously do the same for the other demographic types being tested, including age and income. In such a scenario, it becomes imperative that respondents are found in many different locations within the Durban area instead of simply gathering as many as possible from one location.

**2.10) The communication process**

In order to ensure that the stimuli communicates what needs to be communicated and that there are limited interfering variables which may alter the message as received by the respondent, it’s imperative that we analyse each element of communication in turn. These four elements include the source, message, medium and receiver. These elements might not be all elements involved, but they are the key elements in communication and therefore it is crucial that they perform their functions in ways which compliment the study (Aaker & Kumar & Day, 2001). Other known elements which may also have an impact on the communication process are encoding, decoding, response, feedback and noise in the communication process. These elements are interlinked and sequential in the process and their interactions with various other elements provide us with the outcome of the communication (csustan, 2011).

**2.10.1) Message Source**

The source of the message in the case of the study may be tricky to determine, both for the researcher and for the respondent. This ambiguity unfortunately may result in responses which don’t necessarily reflect the actual perceptions of the respondent. An example would be if the respondent believed the sources to be different brands, due to their acquired knowledge of associating specific attributes in adverts to certain brands. In this case, the respondent’s responses may be influenced by brand knowledge or perceptions when analysing the adverts, as opposed to analysing the adverts in isolation. A colour scheme may even be enough to trigger these associations (csustan, 2011).

In order to avoid brand associations, it is important that the respondents are informed that the stimuli are not associated with any brand. An attempt will be made to remove associations between stimuli and any brands that may be associated with products represented in the stimuli. A connection is less likely to be made between a brand and a stimulus if the product portfolio of the brand does not correspond with the product type represented within the stimulus (csustan, 2011).

**2.10.2) Promotional Message/s**

The message is an element which is stressed in importance within the current study. While details of the message will be different for all stimuli due to their attempts to appeal to contrasting demographic groups, the similarity is that all messages in all stimuli will be heavily focused on persuasion, as opposed to various other advertising objectives (csustan, 2011). This persuasive message needs to be clear and relevant to the target audience, which in this case will involve ensuring that the documented ‘ideal’ ways to target specific demographic groups are emphasised within the stimuli in order for respondents to instantly realise the link between their own lives and the message being delivered (Todd, 2011; MBA knowledge base, 2011). The message may be written or expressed through symbols or other forms of non-verbal language, and therefore the message of the stimuli might involve meaning which is derived from visuals and/or from that which is written within the stimuli.

An important concept to note in the message is that a message that is implied, rather than expressed, may be just as clear to the viewer as if the message were expressed explicitly, although an explicit message may sometimes have less effect than an implicit message. With implicit messages, however, it is important that the implied message is easy to decode for the viewer and therefore meaning is not lost through misunderstanding. In order not to lose meaning, it’s important that the viewer/receiver of the message is well-known in order to determine the most effective ways to reach them and for misunderstandings to be avoided (MBA knowledge base, 2011). In the study being conducted, extensive research will be done on the demographic groups before targeting stimuli will be chosen. Through utilisation of the extensive research, it is most likely that message clarity and relevance will be achieved and therefore problems with the message may play less of a part in causing error of results than other factors.

**2.10.3) Message Medium**

The medium of communication, as was discussed extensively above, will be that of visual stimuli, similar to that which is found within magazines. A clear difference can be found in that the viewer will not be viewing the advert in the context of a magazine, and therefore associations with the medium won’t affect the way in which consumers perceive the advert (Bronner & Neijens, 2011). The medium will be through the research being conducted and the way in which the interviewing situation occurs. The interviewing situation is most likely to occur under less standardised circumstances, as participants will be found and interviewed at many different locations, times of the day and possibly even different occasions such as events, and they could therefore be in limitless different frames of mind when interviewed. The process of stopping people and requesting to interview may be seen as a medium in itself, being more personal than various other mediums and arguably less standardised, although should the results be influenced by the situation, it most likely will be influenced in the same way for all stimuli (Todd, 2011; MBA knowledge base, 2011).

**2.10.4) The Receiver**

The receiver, being the respondent, is identified based on a few demographic characteristics which are used in isolation in the study. Besides for the demographic group in question, the respondent type will be varied. The stimuli and questionnaire can therefore only cater for the known characteristics of the respondent. A blind person will therefore not be suitable for the study and someone with problems understanding the English language may also be found to be unsuitable, although these characteristics will more than likely be noticed shortly after or before approaching a potential respondent and therefore errors from unsuitable respondents can be avoided (csustan, 2011).

**2.11) Aaker et al.’s distinctiveness theory**

One of the circumstances that need to be taken into account is the theory that the rarer the target group is, the more likely target market effects are to occur on members of the targeted group. Also the more common the target group, the more likely members are to display non-target market effects, which are negative reactions to advertising. Therefore perceptions of inclusion/exclusion in a group are related to target and non-target market effects. Those being targeted are documented to be more likely to react positively towards the advertisements and those that aren’t targeted are thought to feel apathetic or to have negative feelings towards the adverts (Aaker & Brumbaugh & Grier, 2000).

If these assumptions from Aaker et al. are proven true, we may find that various groups may not necessarily have preference for adverts targeted towards them, especially in circumstances where the groups they are part of are relatively large groups. It may be argued however that this may not always be the case. Aaker’s research was based mainly on a limited number of distinct demographic groups and the groups chosen may have created a trend that may not necessarily be generalisable to demographic groups in general. For instance, there may be stigmas created about being part of specific demographic groups irrespective of size, and therefore marketing towards the specific group may cause rejection of the marketing efforts by those within the group and/or those that aren’t part of the target group. Conversely there may be positive associations with the target group which will cause affinity towards it from within the target group and/or those not targeted (Aaker & Brumbaugh & Grier, 2000).

Further, target groups may not always be identifiable for various reasons. The most obvious reason involves visual norms, which include generic attributes associated with advertising products in certain countries. In the case of South Africa, a visual norm in advertising is usually casting ‘white’ people in advertising, or a much higher representation of white people than is representative of the country. Therefore, when a product is advertised using white people performing various acts, those that form part of the white group may not feel such a significant feeling of ‘being targeted’ as black people would if the same advert was performed by black individuals. An example of this is the Hansa ‘Vuyo’ advert, which focused on the life of a successful black man and his black friends. Although the majority of South Africa is black, the advert will be remembered distinctly as having associations with black South African men, whereas other adverts which cast whites in roles do not necessarily carry the association of white people (advantagemagazine, 2010).

The findings of the study may reinforce Aaker’s claims or may to some extent contradict them, but in order to determine people’s reactions towards visual stimuli targeted towards their demographic group as well as others, it is imperative that each demographic sub-group is analysed, especially in the way they are targeted by visual stimuli. The colours, themes, patterns and cognitive devices used need to be considered when finding appropriate visual stimuli to illicit responses from the target and non-target market. In doing so, it is important that visual stimuli used are chosen in an attempt to isolate characteristics that are appropriate for specific target markets from those that may potentially conflict with the cognitive processes of those within the target market. Further, visuals with characteristics that unnecessarily alienate viewers through associations having nothing to do with the tested variables should be avoided (Smith, 1991).

**2.12) Visual Stimuli**

**2.12.1) Visual stimuli for gender demographic groups**

Finding visual stimuli for gender demographic groups was arguably the simplest of the tested demographic groups. Brands often offer similar products to the two gender groups and advertise to each gender individually while keeping brand associations consistent (Aaker & Kumar & Day, 2001). In this way advertisements which involved male and female products of the same range were easy to find and the only differences between the adverts would often be the gendered themes, identities, personalities, cultural ideals, stereotypes of femininity and masculinity and sexuality. This provides ideal adverts for the study as there should be little to no extrinsic factors to influence the respondents outside of the influence of the gender-targeting characteristics of the advert (Baird & Wahlers & Cooper, 2007; Aber 2011).

The most obvious characteristics of gendered advertising are through the utilisation of colours. Bright and bold colours usually appeal more to males, whereas the purple/pink pastel colours usually appeal more to females. Delving deeper into gender stereotypes we may find a list of contrasting traits of males and females. Modern day males are generalised as being independent, rational, nasty, rough, aggressive, physical, active, disobedient, assertive, unhappy, confident, uncaring, insensitive and competitive (Aber 2011). The stereotypical female on the other hand is perceived as the opposite, being dependant, irrational, nice, gentle, cowardly, sensitive, placid, co-operative, emotional, obedient, passive, happy, unassertive, unconfident and caring. These stereotypical traits are often considered when marketers attempt to target people of a specific gender using psychological motivations as well as placing them into societal roles (Baird & Wahlers & Cooper, 2007; Aber 2011).

Pleasurable experiences are also used in advertising to target males and females in different ways based on the distinct ways in which males and females stereotypically seek pleasure. In this way gender imagery is used in order to mirror the expectations and fantasies of males/females in advertising, as well as the circumstances the characters find themselves in and the characteristics of masculinity/femininity that characterise people chosen to represent the product advertised (Baird & Wahlers & Cooper, 2007; Aber 2011).

Through extensive research done on how genders are targeted and/or represented in adverts, visual stimuli could be chosen in order to research the target-market effects and non-target market effects experienced by the genders when confronted with such stimuli (Aber 2011). The visuals chosen were adverts for the Davidoff’s fragrances for men and women respectively. By using the same brand for both, it becomes unlikely that the brand will alter responses, and therefore responses will be solely to the visual or cognitive devices in the adverts. Further, the adverts were very similar as they were advertising products of the same line, type and during the same time-period and thus were advertised using the same theme, which was altered slightly to target the separate gender components of the same target market. The two adverts utilise the same setting of the beach and the same dominant colours of blue and white (Aber 2011).

The advert targeted towards females depicts an attractive and confident female presented as very relaxed and gazing towards the camera/viewer. The bottle can be seen as possessing female attributes shared by the female represented, as it seems passive, fragile, curvaceous, with smooth curves resembling a woman’s body. The message that the advert sends is that the ‘cool water for women’ will make you look and feel confident, relaxed, fresh and cool, which plays on the stereotype of women having low self-esteem and having a strong need to feel pampered and relaxed. The advert plays on some of the female traits mentioned above, such as of women being presented as gentle, sensitive, passive, while also adding the confidence attribute in contrast to the stereotypical woman. Thus the confidence associated with the woman represented in the advert provides incentive for females to use the product, especially if they aspire to be more confident (Aber 2011).

The advert targeted towards men, on the other hand, depicts an active and muscular male, and utilises a solid rectangular bottle with sharp edges resembling a masculine and powerful body. The message put forward is that the product adds to the user’s masculinity and allows the user to feel cool, fresh and full of energy, thus being ready for an active lifestyle. The physical, active and confident attributes associated with males are represented in the advert. In this way the two adverts chosen could be considered appropriate for the study being conducted (Aber 2011).

**2.12.2) Visual stimuli for Age demographic groups**

When looking at various age demographics, three groups are particularly important to the study being conducted. These three groups including baby boomers, generation X-ers and generation Y-ers are the three most common forms of age segmentation globally as well as locally. Although the global and local ways of targeting each group is similar, it is important to note the differences as well in order to find visual stimuli which best targets various Durban age groups (Rempel, 2009).

Baby boomers in the US were influenced by various major events in their lifetime, such as the moon-landings, assassinations of JF Kennedy and Martin Luther King Jr., the war in Vietnam and Watergate. These events affected their personalities to some degree, as well as their way of life. The concept of limitless possibilities and ideas, rejection of authority and traditional values, drive for individual accomplishment, need to retain youthfulness, leading of busy lifestyle and need for stress reduction all form part of their psych and physiological needs. Relaxation and stress reduction therefore meet their needs well (Rempel, 2009).

Baby boomers in South Africa, also known as Prime Timers, were affected by other events, one of which was apartheid. Most baby boomers had completed education and begun their work-lives before the end of Apartheid. “Black diamonds” are also perceived to be a part of the baby boomer generation and their buying power and education is considerable when compared to others from the Black communities. Boomers are considered hard-working, are used to long office hours and place high value on their careers which they link to their personal identities. The fact that high importance is placed on careers and career-building is one of the reasons for the expectation that many of the oldest Boomers will not be retiring in 2011 despite reaching the age of retirement (The Project Manager, 2009).

South African baby boomers, born between 1946 and 1964, are a major economic force despite accounting for just 6% of the population (Mocke, 2011; du Preez, 2011; Scher, 2008). Their annual spend accounts for approximately 20% of South Africans’ total expenditure, which totals some R300 billion. Further, approximately 50% of these from the LSM 7+ groups claim to be completely debt-free. For these reasons the South African baby-boomers are generally in a good financial position and have a strong desire for high quality and a good lifestyle (du Preez, 2011; Scher, 2008; YEI, 2011). They are seen to be money-savvy, status-seeking, health-conscious, family focused as well as having a need to satisfy personal wants (Scher, 2008).

Their likes include shopping, being competitive and occupying leadership roles, while dislikes include the aging and paying off debts. They are perceived to be competitive, inquisitive and stylish and are persuaded by adverts that ‘offer’ image enhancement or improvement of self-worth through purchases (Mocke, 2011; YEI, 2011). Boomers also have an affinity for positive past events, experiences and memories and advertising utilising past events could be a strong way to engage with them (YEI, 2011).

Generation X, being those born between 1965 and 1980, included the first batch of students that would experience a post-apartheid schooling system, thus they generally possess a higher acceptance and affinity for work-place diversity than previous generations. Television, internet, mobile phones and PCs all made their presence in South Africa during the lifetime of the generation X-ers. Crucially the adoption of the internet happened very early in their working life and they are therefore generally quite techno-savvy (The Project Manager, 2009).

Common traits of those in generation X are seen to be that they are confident, pragmatic, individualistic, risk taking and have a preference for quality over quantity (The Project Manager, 2009; Mocke, 2011). They have an affinity for change, enjoy socialising and take pride in their own distinctiveness, while having a dislike for corporate culture and taking orders. With regards to advertising, they are quite sceptical and are better influenced by education than advertising, however, unique advertising may impress them to some degree (Mocke, 2011).

Generation Y, being those born between 1981 and 1994, were schooled in or even born into the new South Africa and are the most comfortable with social media and new technology. This generation therefore has a strong multi-tasking ability and a highly developed social culture. A trend that has been perceived globally is the lengthened period of dependence on parents, which is generally longer than preceding generations. They therefore spend longer living with parents and take longer to start their careers and to purchase assets with their hard-earned cash. A reason for this could be due to the stronger input into family decisions that this generation grew up with, which has given them a more satisfying home-life (Schenk & Seekings, 2010; The Project Manager, 2009; Smith, 2010). Despite the developed social culture of this generation, they generally lack interpersonal skills, which is most likely due to the differences between digital and physical social culture (Smith, 2010).

Generation Y generally comprises of the offspring of the baby-boomer generation and are known to be well tuned into the media and more specifically social media. This generation is also known to be brand-conscious, influenced by informative and creative adverts and have an appreciation for humorous and quirky adverts (Schenk & Seekings, 2010; The Project Manager, 2009; Smith, 2010). The majority of generation Y-ers in South Africa are Black youth who are experiencing lives that are completely different to the lives of their parents, due to the abolition of apartheid. They are sometimes referred to as model ‘C’ kids due to their ability to attend the elite model ‘C’ schools which were previously for whites only. Many have started their work-lives or will soon start working (Smith, 2010).

Technology providing global influences has shaped Black, white and other generation Y South Africans significantly in terms of culture, personality and other personal characteristics and therefore those in generation Y from all races are becoming more similar with time, while becoming less similar to those from the older generations. In this way generation Y is most affected of all generations by globalisation and are merging cultures with other nations, forming part of a global culture, and becoming more removed from local culture. Many of the common characteristics of South African generation Y-ers are therefore mirrored around the world, being that they are techno-savvy and connected 24/7, optimistic, self-confident, determined, ambitious, independent, global, community-minded, lifestyle-centred, entrepreneurial and diverse but inclusive (Smith, 2010).

**2.12.3) Visual stimuli for Income demographic groups**

Another demographic type being looked at is that of LSM/income. In order to simplify the process of determining the LSM group that each respondent belongs to, the ten LSM groups were divided into 3 groups, being that of LSM 1-3, LSM 4-6 and LSM 7-10 respectively. Further, information was sought to determine the average household income of those living within the 3 distinct groups and the respondents were identified and grouped based on their household income instead of other LSM measures. The reason for the utilisation of income rather than other LSM attributes being used to identify is that although LSM and household income aren’t synonymous or always directly proportional, it is generally a strong indicator of the LSM group and using other LSM measures is time-consuming and complicated for the respondent. The information used is primarily from a study focused on the SAARF LSM model (Mathewson, 2010).

LSM groups 1-3 make up 18.6% of all South Africans and are generally in extreme poverty, battling to afford their most basic needs. Their education generally ranges between some primary school education and some high school. They generally live in rural areas and dwell in a traditional hut or a small house. Their household income levels range between R1269 and R2267 per month and most of their media exposure is radio, mainly local and African language radio stations such as Ukhozi FM and Umhlobo Wenene FM or in some cases television, which is mainly SABC 1. Their access to basic services ranges from limited access, to having electricity and water on plot. They also own very few durable items, besides for radios and stoves. This LSM group mainly seeks pleasure in outdoor activities or other physical pleasures (Mathewson, 2010).

With regards to diet, LSM 1-3 doesn’t believe in health foods, believing that these foods are bought by fanatics, they also believe that ‘fast food’ and ‘junk food’ are synonymous and their diet is mainly vegetarian, which most likely is due to the price of meat. When shopping, this group tends to buy based on affordability and proximity, due to their transport issues and tight budget, as well as often placing importance on loyalty to local businesses where they have developed relationships (marketingweb, 2006; Schreiner, 2011). They also tend to place high importance on goods that fulfil a purpose, especially in their everyday lives and are attracted by predominantly visual advertising with very little written text. Written text that does however interest them most involves price, instalment plans or other financial benefits which make the product/service more affordable (Schreiner, 2011).

The next groups of LSM 4-6 make up 49.2% of the population and include members which range between some high school education and those that have a Matric certificate or above. These groups are seemingly more diverse in background than those in LSM 1-3 or LSM 7-10, and they range from a rural to an urban life and a household income which ranges between R2 424 and R5 755 per month. Their media usage mainly involves television and radio, television being limited to SABC 1, 2 and 3, as well as e-tv and their radio usage mainly involving commercial and community stations. The more affluent within this group also has exposure to regular newspapers and magazines, as well as being exposed to cinema. Electricity, flushing toilets and water on plot is common in this group, as well as the occasional access to hot running water. Their durables may include TVs, hifi/radio sets, fridges, stoves and various other durables, including cellular phones. This group actively engages in reading local newspapers, cooking, watching DVD’s/videos, attending religious centers and various other activities (Mathewson, 2010).

This group is also very health conscious, and prepared to pay more for healthy eating. Also with regards to shopping, they place high importance on the ‘community involvement’ factor (marketingweb, 2006). This community involvement factor and strong affinity for people and social situations is one which can be used to target this group effectively in advertising. The high importance they place on socialisation means that using social situations in adverts or using cues which can be easily related to social situations may be an effective way to target this group. A cue may be as subtle as the relation between feeling fresh and the confidence this will bring forth into social situations. Further, the ‘feeling fresh’ theme may be a strong one due to the association with feeling fresh and being healthy, which this group places high emphasis on (marketingweb, 2006).

LSM 7-10 includes the wealthiest of South Africans and makes up 32.2% of the population. This grouping also has the largest discrepancies in wealth, ranging between R5 755 and over R28 467 per month. They are urban dwellers who generally have a Matric or higher qualification and are exposed to a wide range of media, including many different radio stations, many different television channels, having at least M-net if not DSTV, having exposure to regular newspapers/magazines, high exposure to the internet and frequenting the cinemas (Mathewson, 2010). They also have full access to all basic services, they own many durable items, including a motor vehicle and participate in various activities. At the higher end, there is ownership of PCs, DVD players and a satellite dish. This group is therefore highly exposed to all media and is very easy for marketers to reach. It is however difficult to reach this group effectively, as they have so many messages reaching them and therefore there is a lot of message clutter and ignoring of messages that occurs (Mathewson, 2010).

With regards to diet, this group is generally more weight-conscious than health conscious and many use diet products and try to follow a high-fibre diet, which may be due to overindulgence caused by high income and having more than they need. When looking at the shopping habits of this group, easy-to-spot trends are their need for speed and convenience, as well as their use of past experiences in determining where to purchase the goods they need (marketingweb, 2006). The high education level of this group generally means that they are sceptics. Their lives are also very busy, their high income causes them to be heavily targeted by marketers and their access to all forms of media further enhances their lack of time for and distrust of advertising (marketingweb, 2006). This segment also usually prides themselves on being elite and may occasionally buy based on impulse, usually purchasing slick, stylish and sophisticated products. Advertising that plays on the style and sophistication of a product may therefore be quite an effective way to target this group (Chawla, 2003).

**3) Research Methods**

**3.1) Introduction**

The study conducted was an exploratory research study which focused on the effects of target marketing on the non-target markets. The study utilised a questionnaire and visual stimuli and the respondent made various assessments of the visual stimuli by completing questions in the questionnaire. Respondents were identified using three separate demographic attributes which were used in isolation. They were identified by age, gender and income and fell under predetermined categories in each. These categories were determined through extensive research and were mutually exclusive and exhaustive within each demographic type. Theories regarding target marketing and extensive research on how to target each demographic sub-group was undertaken in order to effectively evaluate the effects that target marketing has on target markets as well as the non-target markets.

The interviews were conducted individually in order to ensure that each respondent knew the nature of the study and in order to clarify questions or tasks when needed. Doing individual interviews also helped reduce the chances of demographic data being recorded deceptively by the respondent. In the case of two of the three demographic types being included in the study, age and gender, it was often relatively easy for the interviewer to determine roughly which groups the respondents may fall into by their physical appearance and mannerisms. In cases where the interviewer was unable to determine demographic group data of the respondent by through appearance, the integrity of the respondent was trusted.

Visual stimuli were divided into the same number of groups as was used to identify respondents. In this way, each demographic sub-group had a unique visual stimulus that was targeted towards them, and those within the demographic targeted and non-targeted groups analysed each visual stimuli in turn, while answering identical questions for each. These questions evaluated the participant’s preference for each stimulus individually, as well as when compared with other stimuli targeted towards contrasting demographic groups of the same type. For example, participants looked at three stimuli simultaneously all of which were targeted at different age groups. He/she was then asked to rank them in order of personal preference, thereafter analysing each in turn and evaluating the personal impact the advert has on them, their feeling of being targeted and how easily they recognised the group that the advert is aimed at.

The questions each corresponded with aims of the study and served to clarify results and provided explanations for results. The order of preference question served to determine whether possible trends in demographic group responses firstly corresponded with the demographic targeting data, and secondly, whether there were clear trends that developed in certain demographic groups that contrasted with other demographic groups. The question involving the degree to which the advert stimulates to buy determined how strongly the messages affected each demographic group in turn. The question involving the strength of the feeling of being targeted determined whether the respondent felt a link between him/herself and the advert. The final question determined whether the respondent was consciously influenced in his/her decision based on their belief of whether or not they were included in the target market. Results to each question were analysed individually as well as together with results to the other questions in order to establish links and verify hypotheses.

**3.2) Hypotheses**

The most important question within the study is whether there are major discrepancies between people’s affinity for advertisements targeted towards their demographic group and those targeted towards demographic groups of which they are not members. In determining whether there are discrepancies, it needed to be determined first and foremost whether or not people had a preference for adverts targeted towards their demographic group over adverts targeted at contrasting demographic groups in all cases tested. In testing this, results were analysed for each demographic group separately and responses compared from one demographic targeted stimulus to the next. After having determined whether all adverts were most popular with the demographic group which they were targeted towards, we then attempted to determine whether there are any differences between the popularity of adverts for non-targeted members.

One of the key questions that needed to be asked was whether population elements react similarly across demographic groups to marketing efforts focused on their demographic subgroup as well as to marketing efforts focused on contrasting demographic subgroups.

H1: Population elements react similarly to marketing efforts focused on a demographic subgroup of which they are members.

H0: Population elements react distinctly to marketing efforts focused on a demographic subgroup of which they are members.

H2: Population elements react similarly to marketing efforts focused on a demographic subgroup of which they aren’t members.

H0: Population elements react distinctly to marketing efforts focused on a demographic subgroup of which they aren’t members.

The main hypotheses therefore served to determine whether the adverts chosen were in fact successful in targeting the market that they were targeted at, or whether or not marketing targeted towards other demographic groups was more successful than marketing targeted at the specific groups. After determining this, we made assumptions as to what the results served to prove, although many assumptions could have been made for each set of results obtained. The main hypotheses however were simplified to a few observations, being that there is a vast difference between responses towards stimuli targeted at the respondent and those that aren’t; there is little difference between stimuli targeted at the respondent and those that aren’t; or the differences between stimuli targeted at the respondent and those that aren’t are varied with different adverts/demographic groups.

In analysis of these results we first attempted to determine whether the most effective advert to each group is the advert targeted towards the group. Then we attempted to determine whether there were any identifiable trends in the results and how valid and reliable these trends were, and finally we will accept the hypotheses or their null. The fact that questionnaires were delivered individually and the researcher was present while the respondent completed the form, was found to be advantageous as the researcher was able to follow up on the questions in order to gain some idea as to why responses were made. This was a major advantage when analysing the results as some of the reasoning behind certain trends was known or deduced by the researcher, as opposed to a system whereby the questionnaires are dropped off and later picked up and the researcher therefore doesn’t have the ability to ask probing questions.

Another issue which was investigated was that of the relationship between the size of a demographic group and the strength of people’s association with it. It is thought that people within rarer groups generally have a stronger association with it and therefore feel more targeted than those in larger groups. The results served to determine whether it was always a strong positive association when groups were rare and a weak association when groups were common. The study alternatively attempted to determine whether circumstances and cultural perceptions of these groups may have altered the strength of people’s associations with certain groups and the value they placed on inclusion within these targeted groups (Aaker & Brumbaugh & Grier, 2000; Butt; de Run, 2011).

The question asked was whether all distinct demographic subgroups encountered the same effects when the demographic subgroup being targeted was larger or relatively rare, and what the effects of demographic sizes was on members and non-members of the respective demographics.

H3: All distinct demographic sub-groups being targeted in marketing encounter the same effects depending on the commonness of the demographic sub-group being targeted.

H0: Not all distinct demographic sub-groups being targeted in marketing encounter the same effects depending on the commonness of the demographic sub-group being targeted.

H4: All distinct non-targeted demographic sub-groups encounter the same effects depending on the commonness of the demographic sub-group being targeted.

H0: Not all distinct non-targeted demographic sub-groups encounter the same effects depending on the commonness of the demographic sub-group being targeted.

H5: Commonness of the demographic sub-group being targeted has distinct implications in the effects felt by members depending on whether they are part of the target-market group or not.

H0: Commonness of the demographic sub-group being targeted has similar implications in the effects felt by members regardless of whether they are part of the target-market group or not.

Another major question that was addressed was whether respondents consciously had affinity for, or dislike for demographic target marketing due to a clear understanding of who the advert is targeted at, or whether they displayed affinity/dislike for the elements within the advert regardless of whether they knew who it was targeted at or not. In order to determine whether the respondent was influenced by social prejudices towards contrasting demographic groups or whether they were influenced more by their personal likes/dislikes that weren’t consciously connected to demographic prejudices, we included various questions within the questionnaire. The first question was the degree to which the respondent felt targeted by each advert, which, especially when adverts targeted at contrasting groups were placed side by side, served to determine whether the adverts were effective in targeting their demographic groups and whether participants were conscious of the demographic targeting taking place.

The next question being asked was the degree to which the target audience of the advert was identifiable. The answers to this question were used together with the answers to the question above in order to determine whether the various demographic groups felt targeted, while either being aware or unaware that they were being targeted, and whether their feeling of being targeted corresponded with the adverts’ intended target market. In an ‘ideal situation’ the respondent would have felt targeted by the adverts that were intended for his/her demographic group, although with such a small number that was involved in the study, the results might not have followed expected trends. In circumstances where the results didn’t follow what is expected in the ‘ideal situation’, we gained some valuable insights by assessing the respondent’s feelings of being targeted together with his affinity for the advert and his level of awareness as to who the advert is aimed at.

**3.3) Research design**

The research was conducted in the greater Durban area, and respondents were segmented based on three demographic types being used; age, income and gender. The study was a quantitative research study. The research attempted to use popular demographic-targeting elements in advertising and determine the effect that they had on people of various contrasting demographics. The combination of elements needed to clearly illustrate the targeting of a demographic to the respondent. The questionnaires also needed to be administered individually in order to make use of various additional materials such as visual stimuli, which would have been too expensive to include with each questionnaire.

Another consideration was the fact that each demographic group needed to be equally represented due to the fact that some groups may have been more or less affected by demographic-focused advertising than others. The research was quantitative in order to standardise procedures and to gather statistics which were more useful in analysis than qualitative data. There was, however, qualitative data gathered in the study, although this was informal data gathered through conversing with the respondent as the questionnaire was being completed. The researcher didn’t always probe the respondent with questions as to why they made various decisions, although through the interactive nature of the questionnaire, whereby the researcher had to help the respondent fill in the questionnaire, the respondent often explained his/her responses without being asked. These comments made by the respondent were used later in explaining the results and were used to help determine areas which may require further study.

The use of visual stimuli, that is magazine-type advertisements, was due to the need to keep questionnaires simple and quick to administer and complete. Other types of stimuli may include large amounts of text, difficult to administer properties or be difficult to test outside of real buying situations and were therefore unsuitable for the current study with regards to time and monetary restrictions. The use of likert scales mixed with rank order was to ensure that the researcher was able to determine levels of affinity each demographic sub-group has with each advert and to give their order of preference for the adverts.

On a rating scale with only 5 options, those that were overgenerous or overcritical provided results that were similar for each advert or in many cases the same, as a five point rating scale doesn’t provide much precision in affinity levels, but more a vague representation of affinity. In these cases, the ranking order question was used to represent the slight deviations in affinity, which the likert scale was unable to represent. This then served to represent which adverts reached the demographic groups most successfully with regards to the numbers that preferred it, whereas the affinity levels represented on a likert scale served to represent the adverts that reached demographic groups most effectively. This might not necessarily have been due to a greater number that preferred it, rather it may be due to a few participants that favoured the adverts highly.

The questionnaire also attempted to determine the strength of each respondent's feelings of being targeted when each advert was placed in front of him/her in turn. The ‘feeling of being targeted’ refers to the respondent’s feelings of association with variables within the advert that lead him/her to believe that the advertising campaign was targeted towards them and their needs, lifestyle or wants. The feeling of being targeted is thought to positively correspond with affinity and therefore we needed to determine whether the respondents’ degree of affinity were in fact corresponding with their feeling of being targeted and whether the relationship was reliable through analysis of the results attained within the study. Further we needed to determine whether the respondent's feeling of being targeted corresponded with the targeting of the stimuli. In this way respondents should have felt highly targeted when confronted with visual stimuli that were targeted towards the demographic sub-group of which they are members. They should also have had lower feelings of being targeted when confronted with targeted stimuli that weren’t officially targeted towards their demographic group (Aaker & Brumbaugh & Grier, 2000; Butt; de Run, 2011).

Lastly, in determining whether the respondents’ conscious understanding of the group being targeted affected his/her affinity for the advert, we needed to determine whether the respondent knew who the advert was targeted at. The degree to which they felt they knew who the advert was targeted at was used together with their perceptions of whether or not they felt targeted, to determine the reliability of their responses. Further, the respondent sometimes felt it necessary to verbally explain who he/she felt the advert was targeted at, despite the questionnaire not specifying justification, and therefore the researcher sometimes gained qualitative insights to the quantitative study. In cases where the results and explanations given by respondents indicated that they were consciously aware when they were being targeted, we then proceeded to analyse whether there was a relationship between target audience identifiability and their affinity for the adverts.

**3.4) Statistical analysis**

There was four main questions repeated throughout the questionnaire and applied to different stimuli. Of the four questions, three were questions directed at individual stimuli and utilising a likert rating scale. Through the utilisation of a likert scale, the recording of responses and analysis of results was relatively simple. Each advert represented a separate demographic-targeted stimulus. The responses to each question by each related demographic sub-group were added together using frequency distribution. For example, if the advert was targeted towards those aged between 18-28, the results from those aged between 18-28, 28-38 and 38-48 were added separately using frequency distribution. Significance tests were then done to determine whether there were any significant differences between the responses of the different groups. Significance was accepted at 95%.

The other question involved an ordinal scale in which stimuli were placed side by side and ranked in order of preference. In the current study there were three demographic types, being age, income and gender. Contrasting targeted adverts were placed alongside one another and ranked in order from the most to the least preferred. Adverts targeted at age groups were therefore placed side-by-side and ranked from 1 to 3 based on the respondents’ preferences. The same took place for income and gender, although with gender there were only two stimuli representing males and females respectfully and therefore they were ranked 1 and 2 based on personal preference. In this case added the numbers for each stimulus and the higher the mean, the lower the group’s affinity for the stimuli is. In most cases the results were between 1-3, although in the case of gender it was between 1-2.

**3.5) Research instrument**

The research instrument being used was a questionnaire and visual stimuli, and each interview was done one on one, allowing for feedback or probing questions. The way in which the questionnaire was distributed offered anonymity by separating names from answer sheets, which provided comfort to the respondent and allowed him/her to answer questions honestly without attempting to answer in socially desirable ways or without having been lead to answer in any way. The questionnaire was also very simple in that it utilised only two different scales throughout, which were likert scales and ordinal scales. The questions were worded clearly and simply in order to be easily and quickly understood and completed. The fact that the questionnaire only comprised of 4 different questions used on various stimuli in the same way, made the questionnaire quite simple and quick for the respondent to complete. The use of predetermined/quantitative responses allowed the respondent to answer with minimal effort on his/her part and therefore kept him/her in a good mood while responding and caused no need to rush through and carelessly complete the questionnaire.

**3.6) Sampling**

The sampling method being used was a convenience sampling method, which attempted to create a sample from the population at various points in Durban at the time of collection, while exacting equal demographic sub-group representations. This means that the number of male and female representatives was equal, as were those from each age sub-group and income sub-group that were used in the study. This made the sample quite intricate and difficult to obtain, but should also give the results a greater accuracy as the number of people representing each subgroup was high.

The sample was drawn up in a convenience sampling fashion, using a quota method, although the quota’s being used were equal and not representative of the sub-group population quotas within the total population. In other words, a list was drawn up of the numbers of individuals in each of the demographic subgroups needed, and numbers were crossed out as data was collected from individuals with various demographic attributes. Some subgroups were completed quicker than others due to availability, and the rest was sought out based on the demographics needed to complete the sample. In cases where certain demographic subgroup members were difficult to obtain, a snowball sampling method was brought into play in order to seek out members of these subgroups.

The sample size of 102 members was used in order to ensure equal and sufficient representation amongst all sub-groups. This allowed for 51 in each gender sub-group and 34 members in each of the age and income subgroups. The sample thus gave adequate representation for theoretical purposes and to determine obvious trends.

Although the sample size and sampling method was appropriate for the study at hand, neither could be generalised to the entire population of the Durban region. The results simply provided us with insights into target-market and non-target market effects in demographic targeted marketing. Further study will be needed to generate more accuracy, although this may be unnecessary for mere theoretical purposes.

**3.7) Research method**

The exploratory study, which utilised a questionnaire and visual stimuli attempted to elicit responses from respondents as opposed to measurement of their reactions through other means. In this way the research relied heavily on honesty and attempted to give the respondent no reason to ‘lie’ or have responses influenced through any social pressures. The questionnaires were administered individually and the researcher was available to help the respondent in case of any misunderstandings or feelings of ambiguity within the wording of the questions. The study was completely quantitative and therefore the respondent needed only to respond in numerals, by ticking appropriate boxes.

It was important that the researcher made it known to the respondent that they were only responding to the adverts, and not to products, brands or organisations that they may have felt were being represented within the adverts. The visual stimuli therefore excluded logos and other obvious attributes associated with organisations unless they were directly linked to the demographic sub-group being targeted by the stimuli. The researcher also needed to make the questions clear to the respondent in order to avoid responses to stimuli or perceived cues that had no relevance within the study.

In cases where the respondent provided an unusual answer, the researcher conversationally asked about the response, while trying to ensure that the respondent wasn’t insulted or influenced to provide more socially accepted responses to the other questions. The researcher therefore didn’t probe too much and ensured that if any probing was done, that it was done in a way to ensure that the respondent wasn’t lead to respond differently to further questions.

In analysis of results, each demographic sub-group being used in the study was analysed in their responses to adverts targeted at various sub-groups that were of the same demographic type. The 3 different age groups were therefore measured in their responses to the 3 contrasting age-group targeted stimuli. The 3 different income groups were measured in their responses to the 3 contrasting income-group targeted stimuli. Finally, the 2 different gender groups were measured in their responses to the 2 contrasting gender-group targeted stimuli. Results and analyses were be made based on the findings.

**3.8) Conclusion**

The research study involving a questionnaire, visual stimuli, likert and ordinal scales was distributed to participants located throughout the greater Durban area. The questionnaires were distributed individually and completed in the presence of the researcher in case help was needed or questions to the study needed to be asked. Each demographic group’s responses to demographic-targeted stimuli of the same type were recorded, tabulated and compared in order to gain results which represented that of target-market and non-target market responses to the stimuli. These results were analysed and hypotheses or their nulls were accepted based on the findings.

**4) Results:**

The results of the study will be divided into three sections. The three sections will therefore comprise of Gender-based results, age-based results and income-based results. We will be drawing conclusions from the results and analysing them together with the hypotheses in the following chapter.

**4.1) Gender-based results:**

**Indicate the order of preference for the visuals shown (visual stimuli 7-8):**

| **Gender \* Female targeted Ad Crosstabulation (table I)** | | | | |
| --- | --- | --- | --- | --- |
| Count | | | | |
|  | | Female targeted Ad (stim. 7) | | Total |
| favourite | least favourite |
| Gender | Male | 46 | 5 | 51 |
| Female | 38 | 13 | 51 |
| Total | | 84 | 18 | 102 |

The results to the order of preference question clearly illustrated that both male and female subjects preferred the advert targeted towards females over the male-targeted advert. Interestingly more males preffered the advert than females.

**Female targeted advert:**

**Rating out of 5 for the degree to which the advert stimulates you to buy the product/service:**

| **Gender \* stimulates you to buy (Fem. Ad) Crosstabulation (table II)** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count | | | | | | | |
|  | | stimulates you to buy (Fem. Ad) | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Gender | Male | 2 | 1 | 5 | 19 | 24 | 51 |
| Female | 2 | 1 | 5 | 19 | 24 | 51 |
| Total | | 4 | 2 | 10 | 38 | 48 | 102 |

Despite the fact that more males preffered the advert, the degree to which the female-targeted advert stimulated males and females to buy the product/service was found to be identical.

**Female targeted advert (Graph I):**

**Rating out of 5 for the degree to which you felt targeted by the advert:**



The results indicated that although Males felt a higher preference and the same desire to buy the product illustrated in the advert as females, females felt targeted to a greater extent by the female-targeted advert than males experienced.

**Female targeted advert (Graph II):**

**Rating out of 5 for the degree to which the target audience of the advert is identifiable:**



Both genders indicated a high understanding of who the female-targeted advert was targeted at, although males seemed to find the target audience of the advert slightly easier to identify than females.

**Male targeted advert (Graph III):**

**Rating out of 5 for the degree to which the advert stimulates you to buy the product/service:**



Males and females indicated a similar desire to buy the product in the male-targeted advert, although females were found to have a slightly higher desire to buy.

**Male-targeted advert (Graph IV):**

**Rating out of 5 for the degree to which you felt targeted by the advert:**



The degree to which males and females felt targeted by the male-targeted advert was generally lower than both felt towards the female-targeted advert, although females felt slightly better targeted by the male-targeted advert than males did.

**Male targeted advert:**

**Rating out of 5 for the degree to which the target audience of the advert is identifiable:**

| **Gender \* identifiability of target audience (Male Ad) Crosstabulation (table III)** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count | | | | | | | |
|  | | identifiability of target audience (Male Ad) | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Gender | Male | 2 | 7 | 16 | 18 | 8 | 51 |
| Female | 1 | 2 | 18 | 18 | 12 | 51 |
| Total | | 3 | 9 | 34 | 36 | 20 | 102 |

Both genders indicated a high understanding of who the male-targeted advert was targeted at, although females seemed to find the target audience of the advert slightly easier to identify than females.

**4.2) Age-based results:**

**Advert targeted towards 18-30year olds (Graph V):**

**Indicate the order of preference for the visuals shown (visual stimuli 1):**



The advert targeted towards 18-30 year olds was found to be better liked by the younger generations than by those in the 51-70 year age group.

**Advert targeted towards 31-50year olds (Graph VI):**

**Indicate the order of preference for the visuals shown (visual stimuli 2):**



The advert targeted towards 31-50 year olds was found to be most popular for the 31-50 year old age group and least popular for the 51-70year old age group.

**Advert targeted towards 51+year olds (graph VII):**

**Indicate the order of preference for the visuals shown (visual stimuli 3):**



The advert targeted towards 51+ year olds was found to be most popular by the 51+ year age group and least popular for the 31-50 year age group.

**Advert targeted towards 18-30year olds (Graph VIII):**

**Rating out of 5 for the degree to which the advert stimulates you to buy the product/service:**



The advert targeted towards 18-30 year olds was most effective stimulating 51-70 year olds to buy and least effective in stimulating 18-30year olds to buy.

**Advert targeted towards 18-30year olds (Graph IX):**

**Rating out of 5 for the degree to which you felt targeted by the advert:**



51+ year olds felt most targeted by the 18-30year targeted advert, while 18-30 year olds felt least targeted

**Advert targeted towards 18-30year olds (Graph X):**

**Rating out of 5 for the degree to which the target audience of the advert is identifiable:**



31-50 year olds found the target audience of the 18-30 year targeted advert to be most easily identifiable, while the 18-30 year group found the target audience less easily identifiable.

**Advert targeted towards 31-50year olds (Graph XI):**

**Rating out of 5 for the degree to which the advert stimulates you to buy the product/service:**



The group that felt most stimulated to buy the product represented in the 31-50 year targeted advert was 31-50 year olds, while 18-30 year olds felt least stimulated to buy and largely rejected it.

**Advert targeted towards 31-50year olds (Graph XII):**

**Rating out of 5 for the degree to which you felt targeted by the advert:**



Those aged between 31-50 years felt most targeted by the 31-50 year targeted advert, and those outside of the group generally didn’t targeted much at all.

**Advert targeted towards 31-50year olds (Graph XIII):**

**Rating out of 5 for the degree to which the target audience of the advert is identifiable:**



31-50 year old respondents found the target audience of the 31-50year targeted advert to be most easily identifiable whereas the other two age groups found it more difficult to identify.

**Advert targeted towards 51+year olds (Graph XIV):**

**Rating out of 5 for the degree to which the advert stimulates you to buy the product/service:**



The 51+ year targeted advert was most effective in stimulating the 51+ year old group to buy and less effective in stimulating the other groups to buy.

**Advert targeted towards 51+year olds (Graph XV):**

**Rating out of 5 for the degree to which you felt targeted by the advert:**



51+ year olds felt best targeted by the advert targeted at 51+ year olds, while those outside of the target group felt less targeted.

**Advert targeted towards 51+year olds (Graph XVI):**

**Rating out of 5 for the degree to which the target audience of the advert is identifiable:**



51+ year olds found the advert targeted to 51+ year olds to be easy to identify in terms of its target market, whereas those outside of the target group found the target market to be less easily identifiable.

**4.3) Income-based results:**

**Advert targeted towards earners of less than R3000 per month (Graph XVII):**

**Indicate the order of preference for the visuals shown (visual stimuli 4):**



The advert targeted towards earners of less than R3000p/m was most popular with those earning more than R6000p/m and least popular with those earning less than R3000p/m.

**Advert targeted towards earners of R3-6000 per month (Graph XVIII):**

**Indicate the order of preference for the visuals shown (visual stimuli 5):**



The advert targeted towards earners of between R3-6000p/m was most popular with those earning less than R3000p/m and least popular with those earning between R3-6000p/m.

**Advert targeted towards earners of more than R6000 per month (Graph XIX):**

**Indicate the order of preference for the visuals shown (visual stimuli 6):**



The advert targeted towards earners of more than R6000p/m was most popular with those earning between R3-6000p/m and least popular with those earning less than R3000p/m.

**Advert targeted towards earners of less than R3000 per month (Graph XX):**

**Rating out of 5 for the degree to which the advert stimulates you to buy the product/service:**



The advert targeted towards earners of less than R3000p/m was most effective in stimulating those earning less than R3000p/m to buy and least effective in stimulating earners of more than R6000 to buy.

**Advert targeted towards earners of less than R3000 per month (Graph XXI):**

**Rating out of 5 for the degree to which you felt targeted by the advert:**



Earners of between R3-6000p/m felt most targeted by the advert targeted towards earners of less than R3000p/m and those earning more than R6000p/m felt least targeted.

**Advert targeted towards earners of less than R3000 per month (Graph XXII):**

**Rating out of 5 for the degree to which the target audience of the advert is identifiable:**



Earners of less than R3000p/m found the target audience of the R3000p/m targeted advert to be easily identifiable, whereas the non-targeted found it less easy to identify.

**Advert targeted towards earners of R3-6000 per month (Graph XXIII):**

**Rating out of 5 for the degree to which the advert stimulates you to buy the product/service:**



The advert targeted towards earners of between R3-6000p/m was most effective in stimulating those earning less than R3000p/m to buy and least effective in stimulating those earning above R6000p/m.

**Advert targeted towards earners of R3-6000 per month (Graph XXIV):**

**Rating out of 5 for the degree to which you felt targeted by the advert:**



Earners of less than R3000p/m felt most targeted by the advert targeted towards earners of between R3-6000p/m and those earning between R3-6000p/m felt least targeted.

**Advert targeted towards earners of R3-6000 per month (Graph XXV):**

**Rating out of 5 for the degree to which the target audience of the advert is identifiable:**



Earners of less than R3000p/m found the target audience of the R3-6000p/m targeted advert to be easily identifiable. Earners of R3-6000p/m found it least easy to identify.

**Advert targeted towards earners of more than R6000 per month (Graph XXVI):**

**Rating out of 5 for the degree to which the advert stimulates you to buy the product/service:**



The advert targeted towards earners of more than R6000p/m was most effective in stimulating those earning less than R3000p/m to buy and least effective in stimulating earners of R3-6000 to buy.

**Advert targeted towards earners of more than R6000 per month (Graph XXVII):**

**Rating out of 5 for the degree to which you felt targeted by the advert:**



Earners of less than R3000p/m and more than R6000p/m felt most targeted by the advert targeted towards earners of more than R6000p/m. Those earning between R3-6000p/m felt least targeted.

**Advert targeted towards earners of more than R6000 per month (Graph XXVIII):**

**Rating out of 5 for the degree to which the target audience of the advert is identifiable:**



Earners of more than R6000p/m found the target audience of the more than R6000p/m targeted advert to be easily identifiable, whereas earners of between R3-6000p/m found it least easy to identify.

**5) Discussion:**

**5.1) Gender-based observations:**

**5.1.1) Male Responses**

With regards to gender-based observations within the study, there were a few perceived discrepancies between predicted and actual results, the most notable of which was the preference of male respondents towards the female targeted stimulus. Over 90% of male respondents reported that they preferred the female-targeted stimulus to the male-targeted stimulus. Further, over 80% rated the female stimulus highly for the degree to which it stimulated them to buy the product/service. When compared to the male-targeted stimulus, less than 10% said they preferred the stimulus and less than 20% rated it highly for the degree to which it stimulated them to buy.

A common trend noted during data collection, regarding explanations to responses by males, were the comments on the attractiveness of the woman represented in the female-targeted advert. Many of the males completely overlooked the other attributes of the adverts and seemed to judge almost solely on the sex-appeal of the woman appearing in the advert and in turn judged the male-targeted stimulus negatively due to the male represented in the advert. This trend was noted through interpersonal communication during data collection, whereby often the respondent would informally explain his/her responses.

With regards to males’ feelings of being targeted by the adverts, the results indicated that they felt better targeted by the female targeted advert with a mean of 3.18 out of a possible 5, illustrating a medium-strength feeling of being targeted. This medium-strength response is possibly due to conflicting messages felt by the respondents as they internalise messages from the advert. From the qualitative data received, it was deduced that the uncertainty of whether they were targeted or not was based on their strong feelings of being targeted through the element of sexual attraction, combined with the low feelings of being targeted through other elements within the advert, which are elements used to target females.

The feeling of being targeted by the male-targeted advert was fairly medium-strength as well, although it was lower than the female-targeted advert, with a mean of only 2.61. Utilising informal qualitative data once more, the trend was that the respondents perceived conflicting messages through the sexual imagery and the gender-targeted attributes in the male-targeted stimuli. The power of sexual attraction in males’ responses to stimuli is therefore perceived to be the strongest of all elements used to target males, although within the current study, which isolates gender from sexual orientation, the sexual orientation component has created a set of misleading results.

More than 80% of males rated the female-targeted stimulus highly for its identifiability and just over 50% rated the male-targeted advert highly for the identifiability of its target audience. In this way, the majority of male respondents claimed to know who both adverts were targeted at, yet all other results illustrated males’ preference for the female advert. Should we take the responses of the identifiability of the target audience to be valid, this would mean that the non-target market effects felt by males when approaching a female-targeted stimuli are minimal, non-existent or even positive. Alternatively, sexual orientation is a strong enough component to counteract the negative non-target market effects and generate a highly positive reaction towards the stimulus.

**5.1.2) Female Responses**

When analysing the female respondents’ responses, it is interesting to note that a majority of females had a preference for the female-targeted stimulus over the male-targeted stimulus despite the opposite sex appearing on the male-targeted stimulus. This trend clearly illustrates that females place higher importance on gender-targeting attributes over sexual attraction elements, contrasting with the opposite trend with the male respondents. Their affinity for the female-targeted advert was seen to be quite high, as over 80% of female respondents rated the female advert highly for the degree to which it stimulated them to buy the product/service.

The degree to which the male-targeted stimulus stimulated them to buy the product/service was however much lower, with very few that rated it highly for the degree to which it stimulated them to buy. This shows a great discrepancy between the impact that sexual orientation elements has on females as opposed to males, whereby males are influenced to a greater degree by sexual orientation stimuli than gender targeting stimuli and females are targeted more effectively by gender-targeting stimuli than sexual orientation stimuli. Alternatively, females experience greater non-target effects than males do with regards to gender-targeting stimuli.

The feeling of being targeted by the female-targeted advert was very high for females, with a mean of 3.88. However, the feeling of being targeted when faced with the male-targeted advert was very low, with a mean of 2.63.

Females generally found the female-targeted and male targeted adverts’ target market to be very easy to identify. Should the results accurately represent reality, this means that females showed affinity towards the female-targeted stimulus knowing that they were being targeted, whereas they showed a disliking for the male-targeted stimulus knowing that they weren’t being targeted and knowing who the target audience was. This illustrates a relationship between perceptions of being targeted and affinity for the advert, as well as showing a potential link between non-target market effects and females towards male-targeted stimuli. With regards to the male-targeted stimulus towards male participants, it is important to note that their feelings of being targeted were also positively related to their order of preference for the adverts and degree to which they influenced the participant to buy.

**5.2) Age-based observations:**

**5.2.1) Respondent results for 18-30 year olds**

In the age category there were a few unexpected results, although for the most part results were similar to expectations. The order of preference category in particular brought about a few unexpected results which may provide us with insights into cultural trends and perceptions. In the 18-30 year category, the most notable trend perceived in the results was the demographic group’s preference for the advert aimed at those in the 51+ age category. The 18-30 demographic targeted advertisement was seen to be their second most popular advert and the advert aimed at those aged between 31-50 was the third most popular of the three.

Some unusual trends were observed when analysing the results of the order of preference question together with the results of the question regarding the degree to which the advert stimulates the participant to buy. Logically it would be thought that the results of the two questions would follow the same trend, in that the adverts that were preferred over others will have a higher impact in stimulating the participant to buy than those that were ranked lower in the order of preference. However, this was not the case. According to the results regarding the impact that each advert had in stimulating 18-30 year olds’ to buy the product/service, the advert that most strongly influenced the group to buy was in fact the advert targeted towards 18-30 year olds. The advert targeted towards 31-50 year olds had very little influence in stimulating 18-30 year olds to buy.

With regards to the respondents’ feeling of being targeted by the advert, once again we perceive the trend that the advert targeted towards 31-50 year olds had notably less impact than the other two adverts. 18-30 year olds felt most targeted by the advert targeted towards 18-30 year olds. With regards to the degree to which the respondents felt the target audience of the adverts were identifiable, there was little to note, besides for the fact that 18-30 year old participants believed that the advert targeted towards 51+ year olds was the easiest to identify in terms of target audience. The 18-30 year targeted advert was found to be more easily identifiable that the advert targeted at 31-50 year olds.

In summary, while the 18-30 year old respondents preferred the advert targeted 51+ year olds over the other two adverts, they found the advert targeted towards their own group to be most effective in stimulating them to buy. The 18-30 year old respondents seemed to feel almost equally targeted by the adverts targeted at their own group and at 51+ year olds, which may possibly be caused by the combination of advert preference and advert’s effectiveness in stimulating purchase. It was found that the advert aimed at 31-50 year olds had the lowest number that preferred it, lowest number that felt stimulated to make purchase by it and lowest number that felt targeted by it.

It was however found that the respondents were unsure as to whom the advert was targeted at and therefore they never rejected the advert based on conscious knowledge of who the target market is. Therefore the rejection on the advert was caused by a lower liking towards the elements found within the advert as opposed to a prejudice of some sort towards the intended target market. The advert targeted towards 51+ year olds was found to be similarly popular to the advert targeted towards the 18-30 year old group, although the 18-30 year old respondents indicated that they had a high level of understanding of who the target audience was and therefore if we accept their response as an indication of reality, it is possible that the affinity towards the advert may have been impacted positively by their perceptions of the target market.

**5.2.2) Respondent results for 31-50 year olds**

With regards to order of preference for 31-50 year old respondents, the most significant point to note was that the advert targeted towards 51+ year olds was significantly the least favourite of the three adverts. With regards to the other two adverts, there was very little to separate them in terms of order of preference and the 31-50 year old participants seemed to have equal or similar affinity felt for both.

Despite the vast difference in order of preference between the adverts targeted towards 18-30 year olds and 31-50 year olds with the advert targeted towards 51+ year olds, the results of the degree to which the adverts stimulated participants to buy were quite similar for all three stimuli. The advert targeted towards 31-50 year olds received the highest number of 31-50 year olds that rated it highly for the degree to which it stimulated them to buy the product/service, although these results were not significantly higher than the others.

In terms of 31-50 year olds’ feelings of being targeted by the 3 adverts, there was once again little difference between the three adverts. The advert targeted towards 51+ year olds had the lowest number of 31-50 year olds that rated it highly, but the results weren’t significantly lower than the other 2 adverts.

With regards to target audience identifiability, 31-50 year olds found the adverts targeted towards 18-30 year olds and 31-50 year olds to be easiest to identify. This finding shows that while the 51+ year old advert may be the least favourite/effective advert in targeting the 31-50 year demographic subgroup, it is most likely that it is not losing effectiveness due to the respondents’ conscious awareness of the target market and prejudice towards the 51+ year demographic subgroup. It is however quite likely that the elements within the advert don’t appeal to the demographic subgroup as much as the other adverts do, although the advert wasn’t strongly rejected by the 31-50 year demographic subgroup.

**5.2.3) Respondent results for 51+ year olds**

When analysing the results for 51+ year olds’ order of preference, it was found that the 18-30 and 51+ targeted adverts were extremely similar in terms of preference, although the advert targeted towards 31-50 year olds was found to be the least preferred of the three. Analysis of the degree to which the adverts stimulated 51+ year olds to buy the product/service generated some interesting results. The advert targeted towards 31-50 year olds was found to have the least impact in stimulating 51+ year olds to buy the product/service, generating a very low score. The advert targeted towards 51+ year olds was in fact found to be the most effective in stimulating 51+ year olds to buy the product/service, although the results weren’t significantly more than the other adverts.

Interestingly enough, despite the higher number that indicated that the 51+ targeted advert was more effective in stimulating them to buy, a significant number more 51+ year old participants rated the advert targeted at 18-30 year olds highly than rated the advert targeted at 51+ year olds highly in terms of their feelings of being targeted. This trend may serve to prove that the feeling of being targeted and stimulation to buy based on an advert, aren’t necessarily directly related.

When looking at how identifiable the target audience of the advert is, a few significant results were found. These results could be summarized to illustrate to us that 51+ year old participants generally found the advert targeted towards 18-30 year olds’ target market was the most easily identifiable of the three. This result displays for us that there were little/no non-target market effects felt by the 51+ participants despite claiming to know who the target market for the advert is. The fact that the advert targeted towards 18-30 year olds was the most preferred of the three adverts illustrates once more that knowledge of the target market of the advert may possibly have caused positive reactions towards the advert rather than negative reactions as theories on non-target market effects suggest. The problem with this theory, however, is that 51+ year olds felt highly targeted by the advert targeted towards 18-30 year olds and therefore their opinion of knowing who the target market is may not necessarily be valid.

**5.3) Income-based observations:**

**5.3.1) Respondent results for earners of less than R3000 per month:**

The advert targeted towards earners of less than R3000 p/m was the least popular of the adverts for earners of less than R3000 p/m. The advert targeted towards those in the R3-6000 p/m demographic group was found to be their second favourite and the advert targeted towards R6000+ p/m income group received more that rated it as their least favourite than the other adverts received.

The question posed concerning the degree to which the participants were stimulated to buy the product, generated some interesting results as well. The advert targeted towards R6000+ p/m earners was found to be the most influential in stimulating those earning R3000p/m to buy the product/service. The other two adverts were found to be similarly weak in stimulating the participant to buy.

Participants earning less than R3000 p/m experienced low feelings of being targeted by the advert targeted towards R3000 p/m earners. Of the 34 participants within this demographic group, almost 56% gave low scores for their feelings of being targeted by the advert targeted towards the R3000 p/m demographic group.

The advert targeted towards the R3000 p/m group as well as to the R3-6000 p/m group were found to be easily identifiable in terms of target market, especially when compared to the the advert targeted at the R6000+ p/m group. The results illustrate that the popularity of the advert targeted towards earners of less than R3000 p/m was extremely low, their feelings of being was low and the advert was ineffective in stimulating purchase, despite the group supposedly knowing that they were being targeted by the advert. Further, the advert targeted towards the R3-6000 p/m income group was found to be very popular, the most effective in stimulating purchase and eliciting the strongest feeling of being targeted, despite the group supposedly knowing who the advert was targeted towards. The advert targeted towards the R6000+ p/m income group was found to be quite effective as well.

**5.3.2) Respondent results for earners of R3000 to R6000 per month:**

The group earning R3-6000 p/m also found the advert targeted towards them to be their least favourite of the adverts. The advert targeted towards the R6000+ p/m income group was found to be significantly their favourite of the three adverts.

Despite the significant number that preferred the advert targeted at the R6000+p/m demographic group as well as the number that rated the R3-6000p/m targeted advert as their least favourite, the advert targeted towards the R3-6000p/m group was found to have the highest number that rated it highly in terms of the degree to which it stimulated them to buy the product. Although this finding is interesting, the results were not significantly greater than the other two adverts.

The three adverts were found to generate a very similar feeling of being targeted for the R3-6000p/m income group and therefore we are lead to believe that the feeling of being targeted had very little or no impact on the respondents’ feelings towards the adverts. Therefore the answers represented in the degree to which the respondent was stimulated to buy and the order of preference question was not influenced by target or non-target market effects.

The R3-6000p/m income group found the advert targeted to their group as well as the advert targeted at those earning less than R3000 p/m to be easily identifiable, with more than 50% of the participants rating it highly. Further it was found that the advert targeted towards the R6000+p/m income group was less easily identifiable than the other two. This reinforces the fact that target and non-target market effects were not an influential factor in this particular case and serves to further prove that non-target market effects might not always be negative. In this case the advert targeted towards the less than R3000p/m income group was more popular than the advert targeted towards the R3-6000p/m income group for the R3-6000p/m income group despite them claiming to have a high understanding of who both adverts were targeted at.

**5.3.3) Respondent results for earners of more than R6000 per month:**

The advert targeted towards R6000+ p/m income earners was found to be significantly the favourite advert of those in the R6000+ p/m income group. The advert targeted towards R3-6000 p/m income earners was found to be significantly the least favourite of the three adverts for the R6000+ p/m income group.

R6000+ p/m participants rated the advert targeted towards the R3-6000 p/m income group with the lowest scores for the degree to which it stimulated them to purchase. The advert targeted towards their group, R6000+p/m earners, was found to be have the most impact in stimulating members to buy, although the results weren’t found to be much greater than the advert targeted at R3-6000 p/m earners.

The results reflecting the R6000+ p/m earners’ feeling of being targeted by the three adverts showed that they felt least targeted by the advert targeted towards their group, as well as most targeted by the advert targeted towards those earning less than R3000 p/m. This once again showed discrepancies between the general affinity for the advert, effectiveness in terms of stimulating purchase and the feelings of being targeted, which once again proves that non-target market effects are not always negative.

The advert that the R6000+ p/m income group found easiest to identify in terms of intended target market was found to be the advert targeted at those earning less than R3000 p/m. The other adverts generated similar responses to identifiability of the target market of the adverts, with a neutral 3 out of 5 being the most common response. The fact that many found the target audience of the R6000+ p/m targeted advert to be easily identifiable yet generally felt highly targeted by it, further serves to prove that non-target market effects may not always be negative as seen in Aaker’s literature.

**5.4) Conclusion:**

Throughout the results for all three demographic groups, various trends were observed which served to make us accept specific hypotheses or their null. The first trend that we observed was that not all demographic groups reacted positively or to the same degree as other groups when analysing stimuli targeted towards their demographic group. For this reason we accept the null hypothesis:

*H0: Population elements react distinctly to marketing efforts focused on a demographic subgroup of which they are members.*

Another trend that we discovered is that there were vast discrepancies between non-targeted participants’ reactions towards adverts. This trend was observed across the demographic types of age and income, while gender was unable to be used in this observation due to it involving only two demographic-targeting stimuli. We thus accept the null hypothesis once again:

*H0: Population elements react distinctly to marketing efforts focused on a demographic subgroup of which they aren’t members.*

The groups used were also all quite large and yet the results that were generated from each were highly varied with both the target market and non-target markets. This once again disproves Aaker’s theory that the size of the target market group is directly related to the strength of the target and non-target market effects felt by the group. Therefore we accept the null hypotheses in this case as well:

*H0: Not all distinct demographic sub-groups being targeted in marketing encounter the same effects depending on the commonness of the demographic sub-group being targeted.*

*H0: Not all distinct non-targeted demographic sub-groups encounter the same effects depending on the commonness of the demographic sub-group being targeted.*

The fact that all groups were relatively similar in size and there were highly varied responses regarding the feelings of being targeted by both the target and non-target markets, mean that the size of the groups targeted may play an extremely small part in determining the strength of the feeling of being targeted, if it plays any part at all. There was never a consistent or even similar feeling of being targeted experienced by the target or non-target groups. Further the non-target markets’ feelings of being targeted were vastly different, some experiencing high feelings of being targeted and others extremely low feelings. This proves that non-target market effects, should they exist, may be either positive or negative and shows that the size of the target market is irrelevant when discussing its effect on the strength of the feelings of being targeted. The fact that we aren’t able to completely disprove that the size of the target market has an effect, however minor, on the feelings of being targeted, brings us to the conclusion that we aren’t fully able to determine the difference between target market and non-target market effects based on the results. For this reason we can conclude:

*H0: Commonness of the demographic sub-group being targeted has similar implications in the effects felt by members regardless of whether they are part of the target-market group or not.*

**6) Conclusions and recommendations**

Based on the findings within the current study, many of which contradicted the findings of Aaker, we discover that there is a need for further, more in depth studies on the topic of non-target market effects, as well as target marketing and demographic targeted marketing techniques. The findings of Aaker, whilst possibly being accurate in representing the demographic groups which he had chosen, weren’t necessarily able to be generalised to demographic groups in general and more specifically to target market and non-target market effects. An assumption as to why his study brought him to certain conclusions would be through the demographic group choices within his study, which included Black, White and Gay demographic groups. This combination of demographic groups would be expected to illicit positive responses from the target markets and negative responses from the non-target markets due to strong feelings within Western culture about being part of these particular groups, as well as towards those in contrasting groups (Bezuidenhout, 1999).

An example is through the strong opposition to gay relationships and general dissent shown towards the gay community by heterosexuals. This group is only recently becoming more widely accepted throughout the world and there are still quite strong feelings which oppose their existence especially as most religions seem to shun them. The strong negative feelings towards gays is opposed with equally strong ‘gay pride’ and other movements and generally people within the gay community either attempt to conceal the fact that they’re gay or else are extremely proud of who they are and have strong feelings and sense of association with being gay. With the Black group within America, there are similarly strong feelings due to a history of racism, slavery and the like which have also caused a strong feeling of association with their race group and more negative feelings towards other race groups.

Further, these two groups being minorities were displayed in the study to have stronger positive feelings towards advertising targeted towards them and stronger negative feelings towards advertising targeted towards groups for which they aren’t members than the larger White group did. This is also explained above, as it is more likely to be the cultural and historical influences which cause the strength of affiliation and disconnection rather than the size of the group. These theories have been proven throughout the current study as non-target market effects were not always found to be negative, nor were the effects consistent with group size.

Another finding which contradicted Aaker’s was his assumption that the feelings of being targeted are directly related to the strength of target and non-target effects. This was disproven within the study due to the disconnection between feelings of being targeted and levels of affinity perceived within the results. The results clearly illustrated that there is no relationship between levels of affinity, feelings of being targeted and the degree to which the advert stimulated the viewer to buy. The three were found to be completely separate entities which did not have much or any influence over each other, and seldom followed similar trends.

The study however was limited due to its inability to measure the subconscious influences for certain demographic groups as well as its inability to determine what these subconscious influences are. There were many significant and completely diverse trends perceived in the results of each demographic subgroup, and although we were able to determine the impact that each demographic targeted stimulus had on demographic segments in terms of levels of affinity, feelings of being targeted and the degree to which the advert stimulated the viewer to buy, we were unable to assess which attributes of the advert were most influential and which detracted from its effectiveness for each demographic market segment. Further we were unable to determine whether it was the attributes used to target demographic groups which caused the reactions for viewers, or alternatively their sub-conscious associations of the attributes with certain demographic groups which caused reactions. The respondent’s conscious opinion of whether he knew who the advert was aimed at, the actual target market and the viewer’s subconscious associations of stimuli with demographic groups might not necessarily coincide.

Further study may therefore be needed to determine the relationship between conscious opinions of knowledge of the target market, the actual target market and the subconscious associations made with certain target markets. In this way we may determine whether target marketing towards certain demographic groups may cause rejection or high affinity from non-target markets because of conscious or sub-conscious associations with the specific demographic group, or whether the rejection or affinity for the marketing may be solely a result of attributes within advertising.

Should the levels of affinity be found to be directly related to a sub-conscious association with the demographic target market for both the target and non-target market groups, this theory may serve to help marketers in their decisions as to whether to target new market segments using the existing brand or whether to develop a new brand. A new brand may be developed in order to avoid creating associations with a target market which may be ineffective for the extension or possibly serve to cause rejection of the parent brand by existing consumers. Further, research may be conducted in order to determine which contrasting demographic groups are most compatible when targeting using the same brand, in order to avoid negative reactions to the brand.

With regards to advertising stereotypes and research on targeting specific demographic groups within South Africa, a more comprehensive and current study is needed. The stimuli included within the current study, which were based on available literature, while serving their purpose within the study, never elicited as strong responses by their target markets as one would expect. They were adequate, for the most part, in targeting the groups that they were supposed to target, although they occasionally were more effective in targeting other markets than they were their own. This serves to prove that while the literature was adequate, it is far from perfect and in-depth research may be needed to determine how to better target each demographic group. A comprehensive guide for the best methods of targeting demographic sub-groups could be an invaluable tool for firms, although it will need to be continually updated to keep up with the rapid changes within society/culture (Bezuidenhout, 1999).

Despite the perceived inadequacies of the study and the understanding that this study merely forms the base on which much further study is needed, the study was quite successful in uncovering various new theories through results which served to disprove certain previous theories. The distinct ways in which each demographic sub-group perceives and appreciates stimuli, was arguably the most interesting of all findings, as each would perceive and appreciate the stimuli targeted towards them and the targeted stimuli targeted towards others in completely unique ways. Despite this, there were a few responses which were similar across groups for the same stimuli, and therefore there is the possibility of targeting multiple contrasting groups effectively with the same stimulus or segmentation technique. In this way a new form of marketing may be created which merges mass-marketing with a segmentation approach, as it could utilise segmentation techniques to target multiple segments effectively, or potentially to target everybody but a certain group.

A new ‘exclusionary’ marketing segmentation technique may thus be created which focuses on targeting multiple demographic segments simultaneously whilst excluding a group which has conflicting needs, perceptions, wants or group associations. This concept which may seem logical in theory might not necessarily be practical when designing a real marketing campaign, although the concept is one which needs testing to determine its validity or applicability. Research also needs to be conducted on the effects of target group associations on various specific non-target markets before this theory may be applied. Further, it needs to be determined whether it is the elements used in targeting groups that attract or repel non-target markets or whether it is the associations of the elements with the target market that attracts or repels specific non-target markets. Once findings are made and the theories represented above are adopted or rejected, marketing as a discipline may come closer to segmenting markets more profitably, reaching larger audiences more effectively, determining compatibility of extensions into new markets with parent brands and generating stronger positive responses from the target audience/s.

**6) References:**

Aaker, J.L., Brumbaugh, A.M. & Grier, S.A., 2000. Nontarget markets and viewer distinctiveness: The impact of target marketing on advertising attitudes. *Journal of Consumer Psychology*, 9(3), pp.127–140.

Aaker & Kumar & Day, 2001. *Marketing Research*, John Wiley & Sons Inc. Available at: http://www.duhoc-online.net/modfnet/Librarian/eBooks/Eco/Mic/Marketing/Summary/Summary%20-%20Marketing%20research.pdf.

Aber, 2011. Advertising and Gender. *aber.ac.uk*. Available at: http://docs.google.com/viewer?a=v&q=cache:Vo25ubgNpycJ:www.aber.ac.uk/media/Students/dde0302.doc+Introduction:+Advertising+%26+Gender+The+adverts+are+carefully+crafted+bundles+of+images,+frequently+designed+to+associate+the+product+with+feelings+of+pleasure+stemming+from+fantasies+and+anxieties+(Craig+1997).+Advertising+can+also+be+defined+as+a+paid+for+mass-media+communication,+and+a+means+of+managing+and+controlling+the+consumer+markets+at+the+least+cost+(Brierley+1995).+It+is+clear+that+advertisers+seem+quite+willing+to+manipulate+these+fantasies+and+exploit+our+gender+identities+to+sell+products.&hl=en&gl=za&pid=bl&srcid=ADGEEShQN3RIOKhY9kjiuOdPLCazOqPxN\_4lUM28pX-cDEMl0ybTHsS7VT\_DB2ing6Vujx21RQ1dgeiFC5HtPa-Zh\_vAwZXmW\_MQmOYKb35kBKf\_ei08Fi-CfeZcsMyqlocmtWDIL9Fa&sig=AHIEtbTDBfjiHHdEfQv0-0SFOfuawjTQ-w [Accessed November 20, 2011].

advantagemagazine, 2010. Hansa screens Vuyo’s next enterprise. *advantagemagazine.co.za*. Available at: http://www.advantagemagazine.co.za/hansa-screens-vuyo%E2%80%99s-next-enterprise/ [Accessed November 20, 2011].

Baird, T.R., Wahlers, R.G. & Cooper, C.K., 2007. Non‐Recognition of Print Advertising: Emotion Arousal and Gender Effects. *Journal of Marketing Communications*, 13, pp.39-57.

Bezuidenhout I, 1999. A Discursive-Semiotic Approach to Translating Cultural Aspects in Persuasive Advertisements. Available at: http://ilze.org/semio/010.htm [Accessed November 20, 2011].

Bussey & Bandura, 1999. Social Cognitive Theory of Gender Development and Differentiation. , 106(4), pp.676-713.

Butt M.M. & de Run E. C, Young Consumers: Insight and Ideas for Responsible Marketers. *Emerald Group Publishing Limited*. Available at: http://www.emeraldinsight.com/journals.htm?articleid=1881630&show=html [Accessed November 20, 2011].

Chawla A, 2003. “Marketing of Educational Institutes, Programmes and Services.” Available at: http://www.hindustanstudies.com/files/marketmanage.pdf.

csustan.edu, 2011. Integrated Marketing Communications Strategy. *csustan.edu*. Available at: http://www.csustan.edu/market/williams/4490%20ch%2011%20outline.htm [Accessed November 20, 2011].

Digital Fire, 2011. The Effectiveness of Email in Targeting and Marketing to the High LSM. Available at: http://www.digitalfire.co.za/blog/the-effectiveness-of-email-in-targeting-and-marketing-to-the-high-lsm/.

du Preez L, 2011. Boomers’ retirement could be a bust. Available at: http://www.iol.co.za/business/personal-finance/boomers-retirement-could-be-a-bust-1.1084945.

Ebrahim-Vally, R. & Martin, D.C., 2006. Viewing the “New” South Africa. Available at: http://www.ceri-sciencespo.com/publica/question/qdr19.pdf.

Egan, J., 2007. *Marketing communications*, Cengage Learning EMEA. Available at: http://books.google.co.za/books?id=jEIy-XfNHpMC&pg=PA43&lpg=PA43&dq=aida+model+marketing+communication&source=bl&ots=31b0mby60M&sig=mPlbTPe5tUtjWt7sR6MY-HjUdyw&hl=en&ei=v2znTrSpAenemAWIop2lCg&sa=X&oi=book\_result&ct=result&resnum=6&ved=0CEoQ6AEwBTgK#v=onepage&q=aida%20model%20marketing%20communication&f=false.

Esplen & Jolly, 2006. GENDER and SEX - A sample of definitions. Available at: http://www.iwtc.org/ideas/15\_definitions.pdf.

Essinger J, 2011. Public relations: an essential marketing tool in all economic conditions. *Canterbury Web Services Limited*. Available at: http://www.davincipr.com/articles/essinger.html.

Ferrell, O.C. & Hartline, M.D, 2011. Marketing Management Strategies 5th edition. South Western Cengage learning.

Freeman K, 2011. A Marketing Boom: How to Attract the Baby Boomer Market. *MarketingCrossing*. Available at: http://www.marketingcrossing.com/article/220244/A-Marketing-Boom-How-to-Attract-the-Baby-Boomer-Market/ [Accessed November 20, 2011].

Gale Group, 1999. Catering to Different Ethnic Groups - research on advertising. *Business Library*. Available at: http://findarticles.com/p/articles/mi\_m1272/is\_2651\_128/ai\_55500424/ [Accessed November 20, 2011].

glbtrc, 2011. What is the difference between sexual orientation and gender identity/expression? *GLBT Resource Center*. Available at: http://glbtresourcecenter.siuc.edu/?qa\_faqs=what-is-the-difference-between-sexual-orientation-and-gender-identityexpression [Accessed November 20, 2011].

Goyat, S. & Restrepo, J.A., 2011. The basis of market segmentation: a critical review of literature. *European Journal of Business and Management*, 3(9), pp.45–54.

Grier, S.A. & Deshpandé, R., 2001. Social dimensions of consumer distinctiveness: The influence of social status on group identity and advertising persuasion. *Journal of Marketing Research*, pp.216–224.

Grier S.A. & Brumbaugh A.M, 1999. Noticing cultural differences: ad meanings created by target and non-target markets. Available at: http://www.allbusiness.com/marketing-advertising/advertising/292473-1.html [Accessed November 20, 2011].

Harms & Kellner, 1990. Toward A Critical Theory of Advertising. *University of Texis Arlington*. Available at: http://www.uta.edu/huma/illuminations/kell6.htm.

Kotler P, 2002. *Marketing Management, Millenium Edition*, University of Phoenix: Pearson Custom Publishing. Available at: http://dl.ueb.vnu.edu.vn/bitstream/1247/2250/1/Marketing\_Management\_-\_Millenium\_Edition.pdf.

Lee & Carter, 2008. *Global Marketing Management*, Oxford University Press. Available at: http://www.oup.com/uk/orc/bin/9780199239429/leecarter2e\_ch01.pdf.

marketingteacher.com, 2011. Segmentation. *marketingteacher.com*. Available at: http://marketingteacher.com/lesson-store/lesson-segmentation.html [Accessed November 20, 2011].

MarketingWeb, 2006. What do different LSM groups think? *Marketingweb*. Available at: http://www.marketingweb.co.za/marketingweb/view/marketingweb/en/page105748?oid=77705&sn=Daily%20news%20detail [Accessed November 20, 2011].

Mathewson S, 2010. Lsm february 2010. Available at: http://www.slideshare.net/steve.matthewson/lsm-february-2010 [Accessed November 20, 2011].

Mayo C. M, 2011. Marketing Communication. *Encyclopedia of Business*. Available at: http://www.referenceforbusiness.com/management/Log-Mar/Marketing-Communication.html#b.

MBA Knowledge Base, 2011. Elements of the communication process. Available at: http://www.mbaknol.com/business-communication/elements-of-the-communication-process/ [Accessed November 20, 2011].

McCabe C.E, 2011. Targeted Advertising. *The Income Tax School*. Available at: http://www.theincometaxschool.com/resources/tax-business-articles/targeted-advertising-reach-potential-clients-through-direct-mail [Accessed November 20, 2011].

Mocke D, 2011a. Understanding The Baby Boomer Generation. *Sustainable Employee Motivation*. Available at: http://www.sustainable-employee-motivation.com/baby-boomer-generation.html [Accessed November 20, 2011].

Mocke D, 2011b. Understanding what motivates Generation X. *Sustainable Employee Motivation*. Available at: http://www.sustainable-employee-motivation.com/generation-X.html [Accessed November 20, 2011].

MVA, 2010. Sales Promotion Tools in Retail Sector in Hong Kong and Beijing. *MVA Hong Kong Ltd*. Available at: http://bmsr.mvaasia.com/download/Sales\_Promotion\_Tools\_in\_Retail\_Sector\_in\_HK\_BJ.pdf.

New Influencer, 2011. Media and Globalization. *New Influencer - A blog about social media, culture and technology*. Available at: http://www.newinfluencer.com/mediapedia/media-and-globalization/ [Accessed November 20, 2011].

Offei D. K, 2005. Personal Selling as a Promotional Tool. *Regent University College of Science and Technology*.

Oher & James, 1999. *The employee assistance handbook*, John Wiley and Sons. Available at: http://books.google.co.za/books?id=ThB74jM8fU8C&pg=PA110&lpg=PA110&dq=Further+considerations+of+promotional+tool+marketing&source=bl&ots=voa0U2zPW4&sig=\_JqbHtn3MhBjE7yj\_25\_gVBwmOg&hl=en&ei=urTnTrfxCK\_PmAXTiZmrCg&sa=X&oi=book\_result&ct=result&resnum=3&ved=0CDIQ6AEwAg#v=onepage&q=Further%20considerations%20of%20promotional%20tool%20marketing&f=false.

Rempel C, 2009. Marketing to Different Generations. *Professional Journal archives from AllBusiness.com*. Available at: http://www.allbusiness.com/population-demographics/demographic-groups-baby-boomers/11820401-1.html [Accessed November 20, 2011].

Schaefer Market Research, 2011. pre-(test-)market research. Available at: http://www.schaefer-marketresearch.com/download/schaefer\_pretest\_market\_research\_en.pdf.

Schenk J & Seekings J, 2010. *Locating generation X: Taste and identity in transitional South Africa*, CENTRE FOR SOCIAL SCIENCE RESEARCH. Available at: http://www.cssr.uct.ac.za/sites/cssr.uct.ac.za/files/pubs/WP284.pdf.

Scher M, 2008. Baby boomers ignored by South African marketers. *Bizcommunity.com*. Available at: http://www.bizcommunity.com/Article/196/11/27446.html.

Schreiner E, 2011. How to Market to Low Income Consumers. Available at: http://www.ehow.com/how\_6805390\_market-low-income-consumers.html [Accessed November 20, 2011].

Segall, M.H., Campbell, D.T. & Herskovits, M., 1968. The influence of culture on visual perception. *Studies in Art Education*, 10(1), pp.68–71.

Seymour J, 2009. *Towards an effective Segmentation Approach for the KwaZulu-Natal Domestic Tourism Market (5th edition)*, TOURISM KWAZULU-NATAL. Available at: http://www.kzn.org.za/userfiles/3/5tEdition%20Towards%20an%20effectiv\_\_\_%20Approach%20for%20the%20KwaZululowres.pdf.

Smith C, 2010. “Black to the Future”- South Africa’s Gen-Y. *tomorrowtoday*. Available at: <http://www.tomorrowtoday.co.za/2010/03/02/%E2%80%9Cblack-to-the-future%E2%80%9D-south-africa%E2%80%99s-gen-y/>.

Smith R. A, 1991. The effects of visual and verbal advertising information on consumers’ inferences. *allbusiness.com*. Available at: http://www.allbusiness.com/marketing-advertising/advertising/276963-1.html [Accessed November 20, 2011].

Statistics South Africa, 2006. *Statistical release P0302*, Available at: http://www.statssa.gov.za/publications/p0302/p03022006.pdf.

Tanner J & Raymond M.A, 2011. Targeted Marketing versus Mass Marketing. *flatworldknowledge.com*. Available at: http://www.flatworldknowledge.com/pub/1.0/principles-marketing/104979#web-104979 [Accessed November 20, 2011].

The Project Manager, 2009. Bridging the gap. *The Project Manager*. Available at: http://www.theprojectmanager.co.za/index.php/Human-Resources/bridging-the-gap.html [Accessed November 20, 2011].

thefreedictionary.com, 2011. transexual - definition of transexual by the Free Online Dictionary, Thesaurus and Encyclopedia. *THEFREEDICTIONARY*. Available at: http://www.thefreedictionary.com/transexual [Accessed November 20, 2011].

Todd D, 2011. What are the Elements of Effective Communication? Available at: http://www.ehow.com/about\_5232701\_elements-effective-communication\_.html [Accessed November 20, 2011].

Trochim W.M, 2006. Analysis. *Research Methods Knowledge Base*. Available at: http://www.socialresearchmethods.net/kb/stat\_t.php.

tutor2u, 2011. Marketing - market segmentation - bases of segmentation. *tutor2u*. Available at: http://tutor2u.net/business/marketing/segmentation\_bases\_introduction.asp [Accessed November 20, 2011].

UNAIDS, A day with friends. , pp.111-119.

YEI, 2011. YEI - The wants and needs of Baby Boomers. Available at: http://www.youve-earned-it.co.za/the-wants-and-needs-of-baby-boomers/ [Accessed November 20, 2011].