

RELATIONSHIPS BETWEEN ETHNOCENTRISM AND LIFESTYLE DIMENSIONS AMONG A TARGETED CONSUMER SEGMENT IN SANDTON

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Abstract: The new political dispensation in South Africa in 1994 created opportunities for Black consumer segments. Research indicates that the emerging black middle class segment perceives that their true identity is not understood, and that they are often misrepresented. Very little research has focused on the buying behaviour of these consumers. The objectives of this study were to determine the level of consumer ethnocentrism and lifestyle among the emerging black middle class in Sandton, and to establish whether demographics influence perceptions of consumers' ethnocentrism and lifestyle dimensions. Non-probability convenience and judgement sampling were used.

Results indicate that a moderately high level of consumer ethnocentrism exists among respondents. It was found that a moderately high level of fashion consciousness exists among respondents. It was found that moderately high levels of self-consciousness and health consciousness exist among respondents. Age was the only demographic characteristic that showed an association with two lifestyle dimensions, namely, fashion consciousness and homemaking. Male and female respondents do not differ in terms of their involvement with homemaking activities. No linear relationship between the consumer ethnocentrism and the various lifestyle dimensions of the emerging black middle class in Sandton were found.

Key phrases: buying behaviour, CETSCALE, emerging black middle class, ethnocentrism, lifestyle, Sandton

1 INTRODUCTION

The new political dispensation in South Africa in 1994 created opportunities for certain African black segments. These opportunities have led to increased income levels among black people, and consequently their purchasing power has been characterised by significant growth (Nemavhandu 2008:21). A new market segment was identified in South Africa consisting specifically of affluent African black consumers. Ndanga, Louw and Van Rooyen (2010:297) note that this segment was branded as the "the emerging black middle class" by the University of Cape Town's Unilever Institute of Strategic Marketing and TNS Research Surveys. The emerging black middle class segment comprises of approximately three million people, and is growing at a rate of 15% a year (UCT 2008a:17). Furthermore, the emerging black middle class' purchasing power has increased from R180 billion in 2007 to R250 billion in 2008, and they now account for 67% of total black spending power, and for nearly 40% of the consumer spending power in South Africa (UCT 2008a:22).

It seems necessary that organisations have to improve the effectiveness and efficiency of their marketing strategies when attempting to target the emerging black middle class segment. This can be achieved, among others, by gaining a more profound insight into the buying behaviour and culture of the emerging black middle

class. The objectives of this study are to determine the level of consumer ethnocentrism and lifestyle among the emerging black middle class in Sandton, and also to establish whether demographics have an influence on perceptions of consumers' ethnocentrism and lifestyle dimensions. According to a study conducted by the University of Cape Town's Unilever Institute of Strategic Marketing and TNS Research Surveys, 67% of affluent black consumers reside in the Gauteng Province (UCT 2008a).

2 LITERATURE BACKGROUND

2.1 Consumer behaviour and consumer decision-making

According to Peter and Donnelly (2011:42), profitable marketing begins with the discovery and understanding of consumer needs; this understanding is then applied to the development of a marketing strategy with a view to satisfy these needs. As a prelude to developing a marketing strategy, marketers should research the various influences on consumer behaviour including, among others, cultural elements and lifestyle (Wood 2010:55), as well as the decision-making process.

Decision-making styles of consumers differ and will have an effect on all dimensions of the consumer decision-making process, including need recognition and the search for information, making judgements and decisions, and post-decision evaluation (Hoyer & MacInnis 2007:16). Psychological influences (motivation, perception, learning, attitude, and personality and self-concept) as well as external influences (family, reference groups, social class and culture) influence the process of consumer decision-making (Hoyer & MacInnis 2009:1; Schiffman & Kanuk 2007:1, 37). For the purpose of this study, culture will be investigated as an influence on consumer decision-making with specific reference to consumer ethnocentrism. Consumer ethnocentrism is probably one of the few cultural attributes that are common to all cultures.

2.2 Consumer ethnocentrism

Consumer ethnocentrism and its effects remain under-researched in one of the wealthiest emerging markets in South Africa – the emerging black middle class consumer segment (UCT 2008a:17). De Mooij (2011:141) asserts that consumer ethnocentrism refers to the phenomenon of consumer preference for domestic

products or prejudice against imports, and consumers often evaluate imported goods differently from how they view identical domestic products (Wang, Siu & Hui 2004:239).

According to Kucukemiroglu, Harcar and Spillian (2006:61), a series of validity tests conducted in the United States of America indicated that consumer ethnocentrism is moderately predictive of consumers' beliefs, attitudes, purchase intentions and purchases. Consumer ethnocentrism entails that nationalistic emotions affect attitudes about products and purchase intentions. In particular, consumer nationalism influences cognitive evaluations of products and consequently affects purchase intent. This implies that nationalistic individuals will tend to perceive the quality of domestic products as higher than that of foreign products (Kucukemiroglu *et al.* 2006:61).

The level of consumer ethnocentrism in a country or market can be measured by using the Consumer Ethnocentrism Scale (CETSCALE). This scale is a 17-item Likert-type scale developed and tested by Shimp and Sharma (1987:280) in order to measure the extent to which consumers feel that buying foreign products is unpatriotic or immoral because of the adverse impact thereof on local/domestic jobs and the economy (Saffu & Walker 2005:559; Sheth & Mittal 2004:202). According to Klein, Ettenson and Krishnan (2006:306), the CETSCALE measures a relatively simple construct – the belief that it is wrong to purchase foreign-made products.

According to Carter (2009:39-40), consumer ethnocentrism can be viewed as an interaction variable affecting all of the relationships leading to the purchase decision by the consumer. Higher levels of consumer ethnocentrism will lead to more saliency and importance of country-of-origin information to these consumers, thus increasing the strength of the effects that the posited determinants have upon consumers' receptivity towards a foreign product. According to Goldberg and Baumgartner (2002:901), the country-of-origin of a product could therefore be regarded as an additional attribute of the product, and may be used by consumers to judge the quality of the product in question. Zolfagharian and Sun (2010:346) support this notion by affirming that the country-of-origin of a product influences consumer attitude towards the product, purchase intention, and evaluation of product quality.

Wang and Chen (2004:392) assert that previous studies have suggested a positive correlation between the evaluations of domestic products and a country's level of economic development, indicating that a consumer will tend to purchase a product made in a foreign country if the consumer judges its quality as better than that of a product produced in a less-developed country. Conversely, in developing countries, consumers typically perceive foreign products (particularly those produced in developed countries) as being of higher quality than domestic products (Reardon, Miller, Vida & Kim 2005:739). Saffu and Walker (2005:559) affirm that this bias or stereotype can in fact be carried over to real evaluations which, in turn, lead to consumer ethnocentrism.

2.3 Market segmentation

In spite of the importance of market segmentation in modern marketing management (Aljukhadar & Senecal 2011:422), limited research has been conducted regarding market segmentation in the context of sub-Saharan Africa (De Bruyn & Freathy 2011:539). Political and organisational transformations that have occurred within South Africa have provided new challenges to organisations and specialised marketing practices have become increasingly important. Organisations in South Africa are increasingly realising the importance of market segmentation, and moreover, many of them are becoming primarily market-orientated (Blankson 2007:72).

Marketers use segmentation bases, or variables, which are the characteristics of individuals, groups, or organisations, in order to divide a total market into segments (Lamb, Hair & McDaniel 2009:98). Therefore, a market can be divided into groups or segments of consumers based on various consumer characteristics, including those of cultural backgrounds and beliefs, ethnicity, or lifestyle patterns. For the purpose of this study, demographic variables such as age, gender, income, and level of education were used, as well as the geographic variable (Sandton area), and importantly, psychographic variables.

Despite the competitive advantage that psychographic segmentation can provide to organisations, it remains little used, understood, or appreciated – even though such segmentations are often useful for forecasting and influencing future consumer behaviour (Baharun, Hamid, Shamsudin, Salleh, Zaidin & Sulaiman 2011:5041).

Psychographics can be defined as internal and external personal factors such as personality and lifestyle, motivation, activities, interests and opinions (Aljukhadar & Senecal 2011:422; Lantos 2011:37). According to Cahill (2006:25), psychographics begins with a consumer's activities (what they do), interests (what they want), and opinions (what they think); often used as an acronym AIO. Only lifestyle, activities, interests and opinions will be used in this study.

According to He, Zou and Jin (2010:626), consumers buy various products in alignment with their existing or expected lifestyles. It follows that consumers do not only buy products, they buy the lifestyles that those products represent (Armstrong & Kotler 2011:175). Narang (2010:538) defines lifestyle as the manner in which people conduct their lives – including activities, interests and opinions.

Lifestyle research is based on extensive surveys using appropriate quantitative methods. Among the consumer lifestyle analysis methods, the AIO approach is the most widely used method (Hur, Kim & Park 2010:296). For the current study, the AIO approach is used to determine the lifestyle of emerging black middle class consumers in Sandton. With the AIO approach, activities comprise manifest actions and relate to areas such as work, hobbies, social events, shopping and sports. Interest in some objects, events or topics refers to the degree of excitement that accompanies both special and continuing attention to such actions.

Finally, opinions are measured towards various social issues such as politics, business, products and culture (Blasius & Muhlichen 2009:71; Vyncke 2002:448). Kuruvilla and Joshi (2010:261) affirm that the basic premise of lifestyle research is that the more marketers understand about consumers, the more effectively they can communicate with and market to them. The measurement instrument most frequently employed by researchers to measure lifestyle variables, is an AIO battery of questions that contains a large number of statements requiring respondents to agree or disagree with them (Narang 2010:538).

The battery of AIO statements is selected from a psychographic inventory and is usually accompanied by Likert scales on which respondents are asked to indicate their level of agreement or disagreement with each statement (Schiffman & Kanuk 2010:84). Thus, marketers can determine a consumer's lifestyle by assessing his

preferred activities, what his interests are, as well as the opinions he holds of himself and his environment. Several lifestyle dimensions can be identified in this type of study.

For the purposes of the current study, six lifestyle dimensions were selected and analysed by means of the AIO approach, namely fashion consciousness, self-consciousness, health-consciousness, homemaking (interest in the management of a home, which include activities such as housework, housekeeping or household management), community orientation and cost-consciousness (Kucukemiroglu *et al.* 2006). The lifestyle dimensions that were analysed in the current study were selected based on the view that these can be understood as major points of attention in contemporary western culture (Vyncke 2002:451).

2.4 The emerging black middle class

Marketers in South Africa have profiled a new consumer segment consisting of affluent and middle-class black consumers. According to Ndanga *et al.* (2010:297), the segment was labelled the “Black Diamonds” by the University of Cape Town’s Unilever Institute of Strategic Marketing and TNS Research Surveys. The emerging black middle class consumers have become an economic force in their own right - one that deserves special attention from marketers (UCT 2008b:Internet).

Despite the large number of studies conducted on the emerging black middle class consumers in South Africa, very little research has focused on the ethnocentric tendencies and buying behaviour of the emerging black middle class (Goyal 2010:Internet).

3 RESEARCH HYPOTHESES

Based on the previous discussion, the following hypotheses are formulated for this study:

H₁: There is no significant positive relationship between consumer ethnocentrism and lifestyle dimensions.

H₂: There are no significant relationships between the lifestyle dimensions of fashion consciousness, self-consciousness, health consciousness, homemaking, community orientation, and cost-consciousness.

H₃: There is no significant difference between respondents' demographics and their perceptions of consumer ethnocentrism and lifestyle dimensions.

4 METHOD

4.1 Population

The population of this study comprised of emerging black middle class consumers in Sandton in the Gauteng Province. Sandton is known as "Africa's richest square mile" and is home to approximately 300 000 residents. Through mall-intercept research, respondents completed questionnaires. According to Rice and Hancock (2005:5) a mall intercept is a method of data collection in which an interviewer intercepts a sample of those passing by to ask if they would be willing to participate in a research study; passers-by who agree are either interviewed on the spot or taken to an interviewing facility that has been set up elsewhere in the mall.

4.2 Sample

For this study, non-probability sampling in the form of convenience and judgement sampling were considered relevant. Respondents were required to be representative of the emerging black middle class consumers in Sandton. Interviewers/ fieldworkers ensured that the respondents were indeed black and affluent.

It was decided to use a sample of 200 respondents for the current research. As Struwig and Stead (2007:119) affirm, a sample size of 200 respondents provides an acceptable reflection of the population.

4.3 Measurement

Primary data was collected for the study by using a standardised questionnaire to capture all the responses. The questionnaire that was used in this study comprised of the demographic details of respondents, consumer ethnocentrism questions, as well as questions measuring the lifestyles of respondents.

An adapted CETSCALE developed by Shimp and Sharma was used. A 7-point Likert scale was used to measure consumer response to the statements ranging from 1 = strongly disagree to 7 = strongly agree.

The most widely used approach to lifestyle analysis has been AIO rating statements (Hur *et al.* 2010:296). Therefore, to measure the lifestyles of respondents, 40 AIO statements were used (Kucukemiroglu *et al.* 2006; Narang 2010). The lifestyle dimensions consisted of: fashion consciousness, self-consciousness, health consciousness, homemaking, community orientation and cost-consciousness. A 5-point Likert scale was utilised to rate the response to each AIO statement where 1 = strongly disagree and 5 = strongly agree.

4.4 Data collection

The questionnaire was pretested on a sample of 20 respondents from the study population in Sandton. No changes were necessary and the fieldwork started in the second half of 2011. The fieldworkers were strategically positioned at various locations in Sandton. The initial screening criteria were that the respondents should be black and reside in the Sandton area. A total of 195 questionnaires were completed.

4.5 Data analysis

The data set was created by using the SAS (SAS, 2007) statistical programme. The internal consistency reliability approach was used to determine the reliability of the data obtained in this study. Cronbach's alpha coefficient was determined by using confirmatory factor analysis. The Kaiser-Meyer-Olkin (KMO) measure of sampling **adequacy (MSA), which gives an indication of the inter correlations among variables**, was computed for each confirmatory factor (Burns & Burns 2008:454).

Pearson's correlation coefficients were calculated to determine if linear relationships existed between consumer ethnocentrism, homemaking, fashion consciousness, self-consciousness, health consciousness, community orientation and cost-consciousness. Malhotra and Birks (2006:20) and Tustin, Ligthelm, Martins and Van Wyk (2005:638) assert that this is the most widely used measure of association for examining the strength of relationships between variables.

The following guidelines were used for practical interpretation of the strength of Pearson's correlation coefficients, r (Burns & Burns 2008:241):

- a small effect size: $r = 0.2$

- a medium effect size (noticeable with the naked eye): $r = 0.5$
- a large effect size (practically significant): $r = 0.8$

Non-random sampling was used and the interpretation of comparisons between group means was done according to Cohen's effect sizes, d . According to Burns and Burns (2008:238), measures of effect sizes reflect how large the effect of an independent variable was. The following guidelines were used for Cohen's d -values regarding differences between means (Burns & Burns 2008:240):

- a small effect size: $d = 0.2$
- a medium effect size (noticeable with the naked eye): $d = 0.3$
- a large effect size (practically significant): $d \geq 0.8$

5 RESULTS

Table 1 presents a summary of the demographics of the sample.

From Table 1 it can be observed that nearly 50% of the sample consisted of respondents who are 29 years and younger, approximately 72% earn more than R10 000 per month, and 43% are single. The gender split was 60% male and 40% female, while 58% have post-matric qualifications.

TABLE 1: DEMOGRAPHIC PROFILE OF RESPONDENTS

Variables		F	%
Age	Younger than 20	45	23.1
	20 to 29 years	53	27.2
	30 to 39 years	37	18.9
	40 to 49 years	34	17.4
	50 to 58 years	20	10.3
	60 to 69 years	4	2.1
	70 and older	2	1.0
Total		195	100
Monthly income	Less than R10,000	55	28.2
	R10 – R19,999	60	30.8
	R20 – 29,999	45	23.1
	R30 – R39,999	26	13.3
	R40,000 or more	9	4.6
Total		195	100
Marital status	Single	85	43.6
	Married	72	36.9
	Living together	38	19.5
Total		195	100
Gender	Male	117	60.0
	Female	78	40.0
Total		195	100

Variables		F	%
Highest level of education	Primary completed	2	1.0
	Some high school	21	10.7
	Matric	51	26.2
	Technical Diploma / degree	54	27.7
	University degree / Postgraduate	62	31.8
	Other	5	2.6
Total		195	100

Source: Researcher's own compilation.

5.1 Reliability

5.1.1 Ethnocentrism

Confirmatory factor analysis was used to determine the overall Cronbach alpha value for the adapted version of the CETSCALE measuring consumer ethnocentrism. A Cronbach value of 0.89 was obtained and it can be concluded that the adapted version of the CETSCALE is reliable to measure the level of consumer ethnocentrism among respondents.

5.1.2 Lifestyle dimensions

The AIO approach (attitudes, interest, opinions) was used to measure the level of lifestyle dimensions among respondents. A battery of statements measured the level of the respective lifestyle dimensions (fashion consciousness, self-consciousness, health consciousness, homemaking, community orientation and cost-consciousness).

Confirmatory factor analysis was used to calculate the overall Cronbach alpha values for each of the lifestyle constructs. The results are illustrated in Table 2.

TABLE 2: CRONBACH ALPHA RELIABILITY COEFFICIENT FOR THE LIFESTYLE CONSTRUCTS

Construct	Cronbach alpha
Fashion consciousness	0.79
Self-consciousness	0.81
Health consciousness	0.77
Homemaking	0.74
Community orientation	0.89
Cost-consciousness	0.70

Source: Researcher's own compilation

As can be observed in Table 2, the Cronbach alpha value of each lifestyle construct is ≥ 0.7 , indicating an acceptable level of reliability between items in each battery of statements that measured the levels of the respective lifestyle constructs.

5.2 Validity

5.2.1 Ethnocentrism

Confirmatory factor analysis was also used to determine the validity of the items in the adapted version of the CETSCALE. The KMO measure of sampling adequacy (MSA) was used to examine the appropriateness of the factor analyses. The adapted version of the CETSCALE consisted of 17 items. Four factors were identified explaining 59.45% of the variance in these items. The MSA was 0.87. The communalities varied between 0.40 and 0.75. The construct validity of the adapted version of the CETSCALE used in the questionnaire was thus confirmed.

5.2.2 Lifestyle dimensions

Confirmatory factor analysis was used to determine the validity of the statements aimed at measuring the level of each lifestyle construct. The MSA was used to examine the appropriateness of the factor analyses. In Table 3 a summary of the variance explained, MSA values and communalities, is shown for each of the lifestyle constructs.

TABLE 3: LIFESTYLE CONSTRUCTS AND MSA VALUES, VARIANCES EXPLAINED AND COMMUNALITIES

Construct	Variance Explained %	MSA value	Communalities
Fashion consciousness	52.9	0.81	0.38 - 0.75
Self-consciousness	51.7	0.84	0.39 - 0.63
Health consciousness	59.7	0.71	0.48 - 0.70
Homemaking	59.2	0.75	0.51 - 0.71
Community orientation	75.5	0.82	0.69 - 0.81
Cost-consciousness	69.4	0.75	0.58 - 0.95

Source: Researcher's own compilation

It can be deduced from the results in Table 3 that the construct validity of the statements used to measure the level of the lifestyle constructs can be confirmed.

Hypothesis 1 (H1): There is no significant positive relationship between consumer ethnocentrism and the lifestyle dimensions of fashion consciousness, self-consciousness, homemaking, community orientation and cost-consciousness.

The AIO measurement scale was a 5-point Likert scale and respondents who rated the statement as either 1 or 2 were categorised as a group representing low levels of agreement. Respondents who rated the statement as 3 were categorised as a group representing moderate levels of agreement, and respondents who rated the statement as either 4 or 5 were categorised as a group representing high levels of agreement.

The mean and standard deviation (SD) derived from the response of respondents with regard to this section of the questionnaire are listed in Table 4.

TABLE 4: MEAN AND STANDARD DEVIATION OF LIFESTYLE CONSTRUCTS

Construct	Mean	SD
Fashion consciousness	3.00	0.78
Self-consciousness	3.57	0.70
Health consciousness	3.13	1.03
Homemaking	2.84	0.83
Community orientation	2.11	1.16
Cost-consciousness	3.04	0.93

Source: Researcher's own compilation

Table 4 indicates that a moderate level (mean=3.00) of fashion consciousness was found among respondents. It was also found that a moderately high level (mean=3.57) of self-consciousness and a moderately high level (mean=3.13) of health consciousness exist among respondents. A low to moderate level of interest (mean=2.84) in homemaking and a low level (mean=2.11) of community orientation were found among respondents. Furthermore, it was found that a moderate level (mean=3.04) of cost-consciousness exists among respondents. The standard deviation of all lifestyle constructs was relatively low, indicating that there was little difference in response from respondents.

Pearson product-moment correlation coefficients were determined in order to identify the underlying linear relationships between the constructs of consumer ethnocentrism (CE) and the various lifestyle dimensions, namely fashion consciousness (FC), self-consciousness (SC), health consciousness (HC), homemaking (H), community orientation (CO) and cost-consciousness (CC). Table 5 shows the correlations that emerged between the various constructs.

As can be seen in Table 5, a correlation with medium effect was found between consumer ethnocentrism and health consciousness. No correlations with medium

effect, or any significant correlations, were found between consumer ethnocentrism and the remaining lifestyle dimensions of fashion consciousness, self-consciousness, homemaking, community orientation and cost-consciousness. **The null hypothesis can therefore be accepted.**

TABLE 5: PEARSON CORRELATION COEFFICIENTS BETWEEN CONSUMER ETHNOCENTRISM AND THE LIFESTYLE DIMENSIONS OF RESPONDENTS

Constructs	CE	FC	SC	HC	H	CO	CC
Consumer Ethnocentrism (CE)	1	0.13	0.03	0.30 ^Δ	0.14	0.11	0.05
Fashion Consciousness (FC)	0.13	1	0.33 ^Δ	0.30 ^Δ	0.20	0.34 ^Δ	0.22
Self-consciousness (SC)	0.03	0.33 ^Δ	1	0.19	0.09	0.10	0.13
Health Consciousness (HC)	0.30 ^Δ	0.30 ^Δ	0.19	1	0.50 ^{ΔΔ}	0.50 ^{ΔΔ}	0.21
Homemaking (H)	0.14	0.20	0.09	0.50 ^{ΔΔ}	1	0.51 ^{ΔΔ}	0.30 ^Δ
Community Orientation (CO)	0.11	0.34 ^Δ	0.10	0.50 ^{ΔΔ}	0.51 ^{ΔΔ}	1	0.40 ^Δ
Cost-consciousness (CC)	0.05	0.22	0.13	0.21	0.30 ^Δ	0.40 ^Δ	1

Source: Researcher's own compilation

^ΔMedium effect in practice

^{ΔΔ}Large effect in practice and also practically significant

Hypothesis 2(H₂): There are no significant relationships between the lifestyle dimensions of fashion consciousness, self-consciousness, health consciousness, homemaking, community orientation, and cost-consciousness.

Pearson product-moment correlation coefficients were determined to identify possible relationships between the various lifestyle dimensions of respondents, namely fashion consciousness (FC), self-consciousness (SC), health consciousness (HC), homemaking (H), community orientation (CO) and cost-consciousness (CC). Table 6 shows the correlations that emerged between the various lifestyle dimensions. It can be seen from Table 6 that correlations with medium effect were found between fashion consciousness and self-consciousness, between fashion consciousness and health consciousness, and between fashion consciousness and community orientation.

A correlation of medium effect was also found between cost-consciousness and homemaking, and between cost-consciousness and community orientation. Practically significant correlations were found between *health consciousness* and the lifestyle constructs of *homemaking*, and between *health consciousness* and *community orientation*. *Homemaking* also shares a practically significant correlation with

community orientation. The null hypothesis can therefore be rejected because there are significant relationships between the various lifestyle dimensions.

TABLE 6: PEARSON CORRELATION COEFFICIENTS BETWEEN THE LIFESTYLE DIMENSIONS

Constructs	FC	SC	HC	H	CO	CC
Fashion consciousness (FC)	1	0.33 ^Δ	0.30 ^Δ	0.20	0.34 ^Δ	0.22
Self-consciousness (SC)	0.33 ^Δ	1	0.19	0.09	0.10	0.13
Health consciousness (HC)	0.30 ^Δ	0.19	1	0.50 ^{ΔΔ}	0.50 ^{ΔΔ}	0.21
Homemaking (H)	0.20	0.09	0.50 ^{ΔΔ}	1	0.51 ^{ΔΔ}	0.30 ^Δ
Community orientation (CO)	0.34 ^Δ	0.10	0.50 ^{ΔΔ}	0.51 ^{ΔΔ}	1	0.40 ^Δ
Cost-consciousness (CC)	0.22	0.13	0.21	0.30 ^Δ	0.40 ^Δ	1

Source: Researcher's own compilation

^ΔMedium effect in practice

^{ΔΔ}Large effect in practice and also practically significant

Hypothesis 3(H₃): There is no significant difference between respondents' demographics and their perceptions of consumer ethnocentrism and lifestyle dimensions.

Cohen's effect sizes were determined and initial analyses indicated that no statistically significant differences exist for four of the five demographic variables (income, marital status, gender and level of education), when comparing the perceptions of respondents' consumer ethnocentrism and the six lifestyle dimensions measured in this study. **The null hypothesis can therefore be accepted for four of the five demographic variables.**

However, statistically significant differences were found between respondents' perceptions when comparing their different age categories to consumer ethnocentrism and the six lifestyle dimensions.

A further analysis was done to determine whether there are differences **within** the age group categories, and Table 7 exhibits the mean, standard deviation (SD) and d-value (effect size) when comparing the constructs with age categories. The categories are:

- (1) = younger than 20 years; (2) = 20 to 29 years; (3) = 30 to 39 years; (4) = 40 to 49 years; (5) = 50 to 59 years; (6) = 60 and older.

TABLE 7: COHEN'S EFFECT SIZES OF THE DIFFERENCE IN PERCEPTIONS OF CONSUMER ETHNOCENTRISM AND THE LIFESTYLE DIMENSIONS OF RESPONDENTS' AGE CATEGORIES

Con-struct	Age cate-gory	N	Mean	SD	Comparison significant at the 0.05 level*	d-value					
						(1)	(2)	(3)	(4)	(5)	(6)
CE	(1)	45	4.35	1.21		-	0.39	0.07	0.02	0.19	0.80 ^{ΔΔ}
	(2)	53	3.88	1.01		0.39	-	0.34	0.50 ^Δ	0.61 ^Δ	0.43
	(3)	37	4.27	1.13		0.07	0.34	-	0.09	0.27	0.72 ^Δ
	(4)	34	4.37	1.07		0.02	0.50 ^Δ	0.09	-	0.18	0.86 ^{ΔΔ}
	(5)	25	4.58	1.14		0.19	0.61 ^Δ	0.27	0.18	-	1.00 ^{ΔΔ}
	(6)	6	3.45	0.93		0.80 ^{ΔΔ}	0.43	0.72 ^Δ	0.86 ^{ΔΔ}	1.00 ^{ΔΔ}	-

Con-struct	Age cate-gory	N	Mean	SD	Comparison significant at the 0.05 level*	d-value					
						(1)	(2)	(3)	(4)	(5)	(6)
FC	(1)	45	2.73	0.71	5-1	-	0.37	0.40	0.30	1.08 ^{ΔΔ}	0.04
	(2)	53	3.02	0.78		0.37	-	0.04	0.08	0.64 ^Δ	0.41
	(3)	37	3.05	0.80		0.40	0.04	-	0.12	0.59 ^Δ	0.44
	(4)	34	2.95	0.76		0.30	0.08	0.12	-	0.80 ^{ΔΔ}	0.33
	(5)	25	3.52	0.73		1.08 ^{ΔΔ}	0.64 ^Δ	0.59 ^Δ	0.80 ^{ΔΔ}	-	1.12 ^{ΔΔ}
	(6)	6	2.70	0.56		0.04	0.41	0.44	0.33	1.12 ^{ΔΔ}	-

Con-struct	Age cate-gory	N	Mean	SD	Comparison significant at the 0.05 level*	d-value					
						(1)	(2)	(3)	(4)	(5)	(6)
SC	(1)	45	3.57	0.65		-	0.03	0.18	0.06	0.21	0.30
	(2)	53	3.59	0.76		0.03	-	0.20	0.09	0.15	0.28
	(3)	37	3.44	0.73		0.18	0.20	-	0.12	0.37	0.43
	(4)	34	3.53	0.71		0.06	0.09	0.12	-	0.25	0.34
	(5)	25	3.71	0.56		0.21	0.15	0.37	0.25	-	0.17
	(6)	6	3.88	1.04		0.30	0.28	0.43	0.34	0.17	-

Con-struct	Age cate-gory	N	Mean	SD	Comparison significant at the 0.05 level*	d-value					
						(1)	(2)	(3)	(4)	(5)	(6)
HC	(1)	45	3.23	0.92		-	0.12	0.03	0.39	0.15	0.32
	(2)	53	3.08	1.20		0.12	-	0.10	0.18	0.25	0.17
	(3)	37	3.20	1.03		0.03	0.10	-	0.32	0.18	0.29
	(4)	34	2.87	0.89		0.39	0.18	0.32	-	0.50 ^Δ	0.01
	(5)	25	3.38	1.02		0.15	0.25	0.18	0.50 ^Δ	-	0.50 ^Δ
	(6)	6	2.88	1.12		0.32	0.17	0.29	0.01	0.50 ^Δ	-

Con-struct	Age cate-gory	N	Mean	SD	Comparison significant at the 0.05 level*	d-value					
						(1)	(2)	(3)	(4)	(5)	(6)
H	(1)	44	2.79	0.78		-	0.06	0.23	0.01	0.16	0.59 ^Δ
	(2)	53	2.85	0.94		0.06	-	0.14	0.04	0.08	0.54 ^Δ
	(3)	37	2.98	0.82		0.23	0.14	-	0.21	0.07	0.80 ^{ΔΔ}
	(4)	34	2.81	0.77		0.01	0.04	0.21	-	0.15	0.62 ^Δ
	(5)	25	2.92	0.74		0.16	0.08	0.07	0.15	-	0.80 ^{ΔΔ}
	(6)	6	2.33	0.61		0.59 ^Δ	0.54 ^Δ	0.80 ^{ΔΔ}	0.62 ^Δ	0.80 ^{ΔΔ}	-

Con-struct	Age cate-gory	N	Mean	SD	Comparison significant at the 0.05 level*	d-value					
						(1)	(2)	(3)	(4)	(5)	(6)
CO	(1)	44	2.06	1.10		-	0.01	0.26	0.22	0.21	0.25
	(2)	53	2.08	1.30		0.01	-	0.21	0.20	0.18	0.22
	(3)	37	2.35	1.12		0.26	0.21	-	0.50 ^Δ	0.03	0.50 ^Δ
	(4)	34	1.82	1.02		0.22	0.20	0.50 ^Δ	-	0.41	0.03
	(5)	25	2.32	1.22		0.21	0.18	0.03	0.41	-	0.43
	(6)	6	1.79	0.84		0.25	0.22	0.50 ^Δ	0.03	0.43	-

Con-struct	Age cate-gory	N	Mean	SD	Comparison significant at the 0.05 level*	d-value					
						(1)	(2)	(3)	(4)	(5)	(6)
CC	(1)	44	2.98	0.85		-	0.10	0.17	0.08	0.33	0.27
	(2)	53	3.08	0.94		0.10	-	0.26	0.01	0.20	0.15
	(3)	37	2.82	0.99		0.17	0.26	-	0.24	0.50 ^Δ	0.40
	(4)	34	3.07	1.04		0.08	0.01	0.24	-	0.19	0.14
	(5)	25	3.27	0.81		0.33	0.20	0.50 ^Δ	0.19	-	0.06
	(6)	6	3.22	0.66		0.27	0.15	0.40	0.14	0.06	-

Source: Researcher's own compilation

*Tukey's comparison significant at the 0.05 level

^ΔMedium effect in practice

^{ΔΔ}Large effect in practice and also practically significant

From Table 7 it is evident that medium and significant effect sizes were found between the age categories of respondents and the constructs of consumer ethnocentrism, fashion consciousness, self-consciousness, health consciousness, homemaking, community orientation and cost-consciousness. The following practically significant results were found:

Consumer ethnocentrism

- Respondents who are younger than 20 years, between 40 and 49, and between 50 and 59 years are significantly more consumer ethnocentric than respondents who are 60 years and older.
- Respondents aged between 20 and 29 showed results of being less consumer ethnocentric than other age groups. Respondents aged 30 to 39 are more consumer ethnocentric than respondents aged 60 years and older with medium effect.
- Respondents who are younger than 20 years of age and between 40 and 49 years of age are significantly less fashion conscious than those between 50 and 59 years of age.

- Respondents who are between 50 and 59 years of age are significantly more fashion conscious than respondents who are 60 years and older.
- Respondents who are between 30 and 39 years of age and between 50 and 59 years of age have a significantly higher interest in homemaking than respondents who are 60 years and older.

6 CONCLUSIONS AND RECOMMENDATIONS

It was found that a moderately high level of consumer ethnocentrism exists among the emerging black middle class in Sandton. Respondents who are younger than 20 years of age, and between 40 and 59 years old are significantly more consumer ethnocentric than respondents who are 60 years and older. Thus: the age group 20 to 39 years old showed no significant differences with other age groups.

A negative attitude towards imported products exists with respondents who had a high level of ethnocentrism (younger than 60 years old) and it is **recommended** that organisations that import products to South Africa should stress their products' attributes, benefits, and superiority, and should underplay the product's country of origin. In so doing, the focus would therefore shift from the country of origin of the product to the actual benefits and attributes of the product. The emerging black middle class' ethnocentrism tendencies are thus pertinent to the design of "buy local campaigns" such as the "Proudly South African" campaign.

In general, it is **recommended** that marketers and organisations should view the emerging black middle class as a homogeneous market with regard to their demographics such as income, marital status, gender and level of education when considering the behavioural influences investigated in the study.

Another **finding** was that a moderately high level of fashion consciousness exists among the emerging black middle class. According to Schiffman and Kanuk (2007:383), fashion conscious consumers tend to have a strong preference for clothing that offers an external point of identification, such as the name of an admired person or group (the Kaiser Chiefs soccer team), a respected company or brand name (the Nelson Mandela "46664" clothing brand or Gucci), or a valued trademark (Louis Vuitton's "LV"). It is recommended that organisations in the fashion industry with prestigious brand names and which target or want to target the emerging black

middle class consumers, should ensure that their logos or brand names are displayed prominently on the exterior of the product, thus providing a visual identification of the brand being worn by the consumer. The incorporation of a sense of high fashion, style and trendiness into marketing strategies and advertising campaigns, as well as an emphasis on the “fashionable element” associated with the product or service offering, can attract and reach the emerging black middle class more acutely than standard, classical advertising campaigns and marketing strategies.

It was also **concluded** that the emerging black middle class have a moderately high level of self-consciousness. Therefore, the current study supports the findings of a previous study in South Africa which found that the emerging black middle class are self-determined, extremely ambitious and goal orientated (UCT 2008a:88).

Bemporad and Baranowski (2011:Internet) posit that self-conscious consumers prioritise issues that affect them directly and value transparency, accountability and authenticity more than ever. An organisation targeting consumers on the platform of this self-conscious concept, should align their values with their actions, and be transparent with product and service offerings as this will ensure enduring loyalty among these consumers.

It was also **found** that the emerging black middle class in Sandton have a moderately high level of health consciousness. According to Bemporad and Baranowski (2011:Internet), health-conscious consumers seek natural, organic and unmodified products. They avoid chemicals or pesticides that could harm their health or the planet. It is therefore **recommended** that organisations should emphasise the health and nutritional benefits of their product or service offerings on the labelling of the product, as well as on the advertising material. For health-conscious emerging black middle class consumers, the sell-by date or expiry date of the product as well as the nutritional content are of great importance, and should therefore be displayed clearly on the product itself.

A **finding** pertaining to the lifestyle dimension of homemaking suggests that emerging black middle class consumers who are between the ages of 30 and 39, and between 50 and 59, tend to enjoy homemaking more than emerging black

middle class consumers who are 60 years and older. It can therefore be **recommended** that organisations that specialise in products and services aimed at the homemaking category should include emerging black middle class consumers in these age groups.

The results indicate that respondents are not community orientated. Organisations could therefore save on marketing and advertising costs by downplaying on emphasising and advertising the organisation's contribution to a community-orientated or charitable cause.

It can thus be **concluded** that the emerging black middle class in Sandton have a moderately high level of cost-consciousness. It is **recommended** that organisations should emphasise the cost benefits when advertising their products or services. Organisations can target price-sensitive consumers by offering products at a lower price, while ensuring that consumers realise that they are buying a good quality product at a low price. Emphasising words such as *bargain*, *sale*, *value* and *save* can benefit these organisations. Combo packaging can be used to offer a set of products at a lower price than the consumer would have paid for them separately.

It was found that there is no linear relationship between the consumer ethnocentrism and the various lifestyle dimensions of the emerging black middle class in Sandton.

With regard to the underlying relationships between the various lifestyle dimensions of the emerging black middle class in Sandton, it was **found** that respondents who are more health-conscious tend to enjoy homemaking activities and are also more community orientated. Organisations should keep in mind that the health-conscious Black Diamonds tend to be homemakers and are also fairly community orientated.

When the associations between demographic variables and other constructs were measured, it was **found** that age was the only demographic that showed an association with two lifestyle dimensions, namely, fashion consciousness and homemaking. It can be **concluded** that emerging black middle class consumers who are between 50 and 59 years of age tend to be the most fashion conscious of all the various age categories.

It can therefore be **recommended** that organisations that primarily target emerging black middle class consumers between the ages of 50 and 59 should take extra measures to appeal to these consumers' higher levels of fashion consciousness with a large variety of fashion items being made available. Zhou, Arnold, Pereira & Yu (2010:46-47) posit that consumers who are fashion conscious, enjoy seeking variety of products.

7 LIMITATIONS AND DIRECTIONS FOR FURTHER RESEARCH

The first limitation of the study was that it was area-specific and results could not be generalised across the population. Future research can include an expanded geographical area including a larger sample using probability techniques in constituting the sample. Qualitative research methods such as focus groups and interviews can be considered to gain a more holistic understanding of the emerging black middle class' ethnocentrism tendencies and lifestyle, and how these affect their buying behaviour.

The current study used only one research instrument, namely the survey, for collecting the data. In order to improve the validity of the study, future research can incorporate consumers' behavioural data such as actual purchase data (He *et al.* 2010:627). To gain a more holistic insight into the lifestyle of the emerging black middle class, more lifestyle dimensions must be measured in future studies.

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