

Exploring the influence of television advertising on the buying behaviour of the youth in South Africa.

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Programme Name: Research Proposal

Module Name: Research Design and Methodology

Module Code: RESM8419

Word Count: 10 855

Nett Similarity: %

I hereby declare that the Research Report submitted for the BA Honours in Strategic Brand Communications degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

Acknowledgements

This work would not have been made possible without the financial and mental support of my mother; Mrs. Lerato Rekgopetse Keetse. I am indebted to her, for she solely paid for my study fees and ensured that I had the opportunity to complete this project. I am grateful to my family, who have been supportive of my career goals and actively worked to provide me with the protected academic time to pursue those goals. My parents, my brother, and the rest of my family have been actively supportive of my dreams, and they gave me the inspiration to complete this paper. I would also like to acknowledge my supervisor; Mr. Ivan Mkhomazi, who guided and supported me to be the academic writer that I am today. I would not have done it without you sir. I would also like to acknowledge Ms. Amalia Van Schalkwyk for moderating my work throughout the year, and giving me valid input on where to improve. I would also like to acknowledge and thank all the participants who participated in this study. Finally, I would like to acknowledge my peers and my class mates, whom I've been able to go on this academic journey with. All the highs and the lows throughout the year were needed for us to get to this point. Thank you Vega School of Brand Leadership for the high quality of learning that you have provided me with.

Abstract

Brands and organizations are spending large amounts of money from their advertising budgets to develop, produce and place advertisements on television with the aim of communicating their brand messages effectively to their consumers (Fill, 2009). In today's competitive world it is very difficult for companies to compete and differentiate themselves from each other (Frederiksen, 2018). Because the youth in South Africa are of vast significance to marketers in terms of segment size and buying power, the researcher felt the need to explore the influence of television advertisements on young, South African consumers with reference to high-involvement consumer goods. Research was conducted using the interpretivist paradigm and used an exploratory research design. Semi-structured in-depth interviews were used on 7 participants and it allowed the researcher to understand their subjective perspectives. The responses were analysed using thematic analysis, and the findings indicate that TV has little influence on the participant's purchase decisions regarding high-involvement goods. This research assists brands to plan and execute their marketing and advertising more effectively when communicating high-involvement brands to young consumers in South Africa.

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1. Introduction

1.1. Context and Background

In today's competitive world it is very difficult for companies to compete and differentiate themselves from each other, and a brand's professional differentiators are among their most important assets (Frederiksen, 2018). Therefore, most companies spend lots of money on their advertising budget in order to communicate effectively with their consumers and try to differentiate themselves from their competitors in the consumer's minds (Fill, 2009). Karimova (2011) defines television (TV) advertising as the process in which brands place communication messages using television as the broadcast medium with the aim of targeting mass audiences. Television advertising has been a popular medium for large retailers ever since TV first began, due largely to its ability to communicate through motion, sound, words, colour and personality (Rani and Sharma, 2013).

The "Youth Market" are of vast significance to marketers in terms of segment size and buying power, with about half of South Africa's population being under the age of 24 and the recent annual spend for consumers aged 8-24 being estimated at around R111 billion (Dos Santos, 2016). It's hardly surprising that many brands are now affording serious consideration to the significance of understanding and connecting with this highly lucrative consumer segment (Dos Santos, 2016). Having realised the popularity and advantages that television advertising had for brands in the past, a need was felt to explore the influence television advertisements have on the buying behaviour of the youth consumers in South Africa, with reference to high-involvement products in today's environment. The study will make use of past literature in order to explore the influence of television advertising on consumers, with reference to consumer behaviour and high-involvement purchase decisions. The aim of the study is to explore the influence of television advertising on the buying behaviour of the youth in South Africa, with special reference placed on high-involvement product purchases.

1.2. Rationale

Advertising is one of the core marketing tools that brands use to communicate their messages to the larger audience (Fill, 2009); thus making this topic brand and marketing related. The topic of exploring the influence of television advertising on young consumers in South Africa was chosen because brands and agencies spend large amounts of their budget to plan, produce

and place advertisements on the television (fill, 2009). The chosen topic is marketing and brand communication related, therefore making this study relevant and important to the Strategic brand communication qualification that Vega School of Brand leadership offers.

There are two contribution categories that this study will offer, namely: Industry contribution as well as academic contribution. The contribution that this study's findings will make on the marketing communications / media industry is that it will help agencies as well as brands understand to what extent television advertisements have on young consumer's buying decisions when purchasing high-involvement brands. Due to the complex nature of the decision making process when consumers purchase high-involvement products; understanding the extent to which these television advertisements influence the young consumers buying behaviour will allow brand managers as well as media planners strategize and execute their advertising objectives more efficiently. The academic contributions this study will produce will be generating new knowledge for academic institutions as well as students studying in the media and advertising field. It will help them understand the young South African consumer's perceptions and views on the influence television advertising has on their buying behaviour with reference to high-involvement purchases.

1.3. Problem Statement

Bratt (2018) alludes that agencies pay large amounts (approximately R22 billion total spend per year) of money to develop, produce and place television advertisements, with the objective of influencing their target audience in one way or another. Failure to do this leads to failed advertising strategies and loss of capital investments.

In addition to the above statement, Currie (2017) states that television has held the title as the largest mass medium used for advertising for more than 60 years, due to its pervasiveness, impact and targeting abilities. Having realized the popularity and advantages that television advertising had for brands in the past, as well as the emergence of other forms of advertising mediums; a need was felt to research this problem:

To what extent do television advertisements influence the young South African consumers' buying behaviour with reference to high-involvement products?

1.4. Research Purpose

To what extent do TV advertisements have an influence on young, South African consumers with regards to high-involvement products?

The purpose of this study is to explore the influence that television (TV) advertisements have on young South African consumers' buying behaviour, with reference to high-involvement products. This study will make use of television advertisements and explore the influence they have on the buying behaviour of the youth in South Africa by using semi-structured interviews.

1.5. Research Questions and Objectives

Primary Research Question

- To what extent do TV advertisements have an influence on young, South African consumers with regards to high-involvement products?

Secondary Research Questions

- What elements do young consumers appeal to in television advertisements for high-involvement brands?
- What are the perceived views and feelings that young consumers in South Africa have towards television advertisements?

Primary Research Objective

- To understand the level of influence TV advertisements have on young, South African consumers when it comes to high-involvement products.

Secondary Research Objectives

- To determine which elements appeal to young, South African consumers with reference to high-involvement products.
- To understand what the current perceptions of young South African consumers are with regards to television advertisements.

2. Literature Review

2.1. Review of Literature

All organisations, large and small, commercial, government, charities, educational and other none-profit organisations need to communicate with a range of stakeholders. Marketing communications a process that allows organisations to communicate with their different stakeholders. Koekemoer (2011) defines marketing communications as a management

process through which an organisation engages with its various audiences. Through an understanding of an audience's preferred communication environments, organisations seek to develop and present messages for its identified stakeholder groups. Fill (2009) states that there are five main marketing communication tools namely advertising, sales promotion, personal selling, public relations and direct marketing. In addition, there are media in which time and space can be bought or used to deliver messages to target audiences namely broadcast, print, outdoor, and interactive (Koekemoer, 2011).

For the purpose of this study, a focus will be placed on advertising as a marketing tool, as well as on broadcast media, with a focus on television specifically as it has been a popular medium since it first began. Advertising can be defined as any paid form of mass presentation of ideas, products and services by an advertiser, addressed to selected target audiences with the objective of creating awareness, informing, reminding, influencing, and persuading them to buy the product or service (Karimova, 2011). The job of advertising is to make itself remembered so that it can in some way influence the consumer's purchase decision; and the job of those planning advertising is to plan it in such a way that it will be remembered by the receivers (Du Plessis, 2005). Du Plessis (2005) argues that advertising is pivotal to consumer's purchase decisions as it either informs, educates, or makes the consumer aware of the brand.

Television has become a major source of communication for brands to use in previous times (Rani and Sharma, 2013). It is one of the leading sources of communicating to the masses about almost everything (Ramalingam et al, 2006). This communication is done through effective advertisements, which are advertisements that help the advertiser to reach the goals they had set out. Moreover, the latter revealed that television advertisements have one of the biggest effects on the audience and can persuade them to begin the purchasing process. Ramalingam et al. (2006) further states that television as an advertising media has three key advantages: (a) its influence on consumers' taste and perception is pervasive. (b), it can reach a large audience, (c) its sound and moving images create a strong impact on consumers (Ramalingam et al, 2006). Ansari (2011) argues that there is positive impact of television advertisements on customers' attention to advertisement, interest for purchasing, desire for purchasing, action of purchasing and customers' satisfactions. The latter further argues that television advertising has an important role in customers' purchasing behaviour but satisfaction

of products after purchasing, is an important factor that marketers and advertising agencies must to consider.

Fill (2009) states that there are two theories of advertising; the strong theory and the weak theory of advertising. Fill (2009) defines the strong theory of advertising as advertising being capable of affecting a degree of change in the knowledge, attitudes, beliefs or behaviour of target audiences. The weak theory of advertising is that advertising's role is solely to breed familiarity and identification; and that a consumer's pattern of brand purchases is driven more by habit than by exposure to promotional messages (Fill, 2009). The latter argues that television advertisements have an influence on consumer's buying behaviour, but does not directly lead to the purchase decision. This combines both the weak and the strong theory of advertising, and states that advertising helps consumers familiarize themselves with the brand, and simply assists in the buying process of the consumer.

2.1.1. Consumer Behaviour

These two theories of advertising are linked to the concept of consumer behaviour. Khan (2006) defines consumer behaviour as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. Khan (2006) further states that the consumer behaviour process of buying starts in the minds of the consumer, which leads to the process of finding of alternatives between products that can be acquired with their relative advantages and disadvantages. Danziger (2004) states that consumer behaviour embodies all the decisional acts taken at an individual or group level, directly connected with purchasing and using goods and services for the satisfaction of current and future needs (Kotler and Armstrong, 2008). There are four types of consumer behaviour, namely:

- Complex buying behaviour which is the consumer buying behaviour in situations considered by high consumer involvement in a purchase and there is a significant perceived differences among brands.
- Dissonance buying behaviour which is the consumer buying behaviour in situations considered by high involvement but have a few perceived differences among brands.
- Habitual buying behaviour is when the consumer buying behaviour in situation characterized by low consumer involvement and few significant perceived brand differences.

- Variety-seeking buying behaviour is the consumer buying behaviour in situations characterized by low consumer involvement but significant perceived brand differences.

For the purpose of this study, the focus is on the complex buying behaviour, as consumers need to be highly involved in the purchase decision and the products have significant differences. Schiffman and Wisenblit (2015) argue that television advertising has an influence on the decision-making process of consumers in high-involvement purchases. They further argue that consumers in high-involvement buying want to learn as much as they can about the product features, so that they can make a well informed decision. Thus television advertisements help them learn more about the product, before committing themselves to a purchase.

2.2. Conceptualisation

TABLE 1: KEY CONCEPTS

CONCEPT	DEFINITION
Marketing communication	A management process through which an organisation engages with its various audiences, which includes a combination of activities that influence customers' opinions of a company and its products (Fill, 2009).
Advertising	Advertising is any paid form of mass presentation of ideas, products & services by an advertiser, addressed to selected target audiences with the objective of creating awareness, informing, reminding, influencing, and persuading them to buy the product or service (Karimova, 2011).
Consumer Buying behaviour	According to Walters (1978) consumer behavior is the process whereby individuals decides what, when, where, how and from whom to purchase goods & services.

2.3. Theoretical Framework

The theory of reasoned action (TRA) as well as the theory of planned behaviour (TPB) will be used for this study. Montano and Karsprzyk (2008), states that the theory of reasoned action (TRA) and the theory of planned behaviour (TPB) focus on theoretical constructs concerned with individual motivational factors as determinants of the likelihood of performing a specific behaviour. The theory of reasoned action suggests that a voluntary behaviour can be predicted directly by individuals' intention to perform the behaviour (Montano and Karsprzyk, 2008). The theory of reasoned action is a commonly used and strongly supported persuasion theory developed by Martin Fishbein and Icek Ajzen to identify components that predict behaviour. The theory of reasoned action can be used to guide the content of persuasive messages or interventions, and was developed to explain influences on behaviours that involve conscious decision making in which the person has some choice thus it specifically excludes behaviours that are impulsive, habitual, or scripted (Ajzen and Fishbein, 1991).

The theory of planned behaviour is an extension of the theory of reasoned action and includes an additional construct which is the perceived control over the performance of the behaviour (Montano, 2016). As in the theory of reasoned action, a common factor in the theory of planned behaviour is the individual's intention to perform a given behaviour. The intentions are assumed to capture the motivational factors that influence a behaviour and they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behaviour (Montano and Karspryck, 2008).

The theory of reasoned action and the theory of planned behaviour are integral to the study. This study aims to explore the influence that television advertisements have on the youth consumer's buying behaviour in South Africa. As stated by Montano and Karspryck (2008) the theory of reasoned action and the theory of planned behaviour focus on the constructs concerned with the individual motivational factors as determinants of the likelihood of performing a specific behaviour. These theories will help the researcher understand that the consumer's buying behaviour has to do with their own individual motivations to make these purchases. This study will then focus on television advertisements in South Africa, and explore the influence that they have on these individual motivations that lead young consumers to purchase products or render services.

3. Research Methodology

3.1. Research Paradigm

A paradigm can be defined as "the way that we view things" (Fill, 2009). Once in a while a 'paradigm shift' occurs. This basically means that the world does not change, but the perspective from which we view the world changes (Fill, 2009). A historic hermeneutic science, which is a phenomenological approach will be used for this study. Lavery (2003) states that the hermeneutic science is concerned with the human life as it is lived. Interpretation is seen as critical to this process of understanding, and that to be human was to interpret, and every encounter involves an interpretation influenced by an individual's background (Lavery, 2003). This approach involves sciences that are practical, and aims to uncover an in-depth understanding of a certain phenomenon. The study aims to explore the influence television advertising has on the youth's buying behaviour in South Africa. The participants of the study have individual interpretations of television advertisements, and how these television advertisements have an influence on their buying behaviour. The researcher will then look for

patterns and themes in the responses and evaluations of the different participants to get to a conclusion. The emphasis on the individual's own interpretations of television advertisements and the influence they may or may not have expresses the relevance that the historic hermeneutic science approach has for this study.

Due to the nature of the historic hermeneutic science approach chosen for this study, an interpretivist paradigm will be used. In addition to the hermeneutic science; it is understood that the interpretivist paradigm allows researchers to view the world through the perceptions and experiences of the participants, and that interpretivist researchers understand "the world of human experience" (Thanh, 2015). The researcher will aim to explore the influence of television advertising on the youth's buying behaviour in South Africa by using the individual participant's individual experiences and interpretations of television advertisements. Carson, Gilmore, Perry, and Gronhaug, (2001) argues that the knowledge acquired in the interpretivist discipline is socially constructed rather than objectively determined. The Interpretivism paradigm avoids rigid structural frameworks and implement more personal and flexible research structures which are more open to capturing meanings in human interaction (Carson et al., 2001). This paradigm is relevant to the study and will be used to gain a deeper understanding on the topic, through the patterns and themes that will be uncovered from the participants' individual responses and interpretations in order to create shared meaning.

Laverty (2003) states that the interpretivist paradigm can be discussed through three main approaches, namely as ontology, epistemology and as a methodology. Interpretivism as ontology has to do with the form and nature of reality and what can be known about it; interpretivism as epistemology has to do with the nature of the relationship between the knower and what can be known; and lastly interpretivism as a methodology has do with how the inquirer can go about finding out whatever they believe can be known (Laverty, 2003). Carson et al., (2001) supports the above mentioned definitions by Laverty, as they define ontology as the nature of reality, and epistemology as the relationship between the researcher and the reality or how this reality is captured or known. Ontology is concerned with identifying the overall nature of existence of a particular phenomenon; whereas epistemology is about how the researcher goes about uncovering this knowledge and learn about reality (Carson et al., 2001). The following will elaborate on how the three interpretivist perspectives will be used for the study:

i. Interpretivism as ontology:

Ontology can be seen as what the nature of reality is, Ontology is the study of being. It focuses on several related questions on what reality is (Philosophy terms, n.d.). The reality is brands and organisations are still spending large amounts of money on television advertisements, in order to try and influence the consumer's buying behaviour in some way.

ii. Interpretivism as epistemology:

Epistemology is the study of knowledge, and these questions deal with what type of statements about social reality are acceptable (Philosophy terms, n.d.). Consumers all have different ways that television advertisements influences them. These influences are subjective to the individual, and are bound by the individual's interpretations of the television advertisements.

iii. Interpretivism as methodology:

Methodological philosophies allows the researcher to gain knowledge by providing research with suitable tools or techniques (Philosophy terms, n.d.). The methodological procedures are to have standardized semi-structured interviews for all participants that the researcher will conduct. The interviews will consist of open-ended questions to include the level of subjectivity and individualism to the responses.

3.2. Methodological Approach / Research Design

Qualitative research deals with the underlying qualities of subjective experiences and the meanings associated with phenomena (Bezuidenhout, Davis and Du Plooy-Cilliers, 2014). By using qualitative research methodologies, the researcher is able to obtain in-depth data. Qualitative research allows the researcher to understand subjective experiences which allows them to view things from the participant's eyes. In qualitative research, the aim is to explore, understand and describe and not to explain, measure or predict as quantitative researchers do. Qualitative research explores participant's experiences, meanings and relationships. Qualitative research is especially effective in obtaining culturally specific information about the values, opinions, behaviours, and social contexts of particular populations (Denzin, 2000).

3.3. Population and Sampling

3.3.1. Population

Population does not necessarily mean a number of people. It can also refer to total quantity of the things or cases which are the subject of our research (Henry, 1990). Population can be defined as the total group of people or entities from whom information is required (Wiid and Diggines, 2013). This section will define population through the following three factors:

- **Nature of Population**

The nature of the population are people that will be used as the unit of analysis. The people who were selected were the youth of South Africa, because as Dos Santos (2016) mentioned that the youth market have a very high purchase power in South Africa.

- **Target Population**

The target population for this study are all the young consumers in South Africa aged 21-35, that have televisions and are exposed to television advertisements.

- **Accessible Population**

Accessible Population: The accessible population are young South Africans, aged 21-35 years, residing in Johannesburg and Pretoria. The age group was decided due to ethical reasons; the interviewer will need to gain ethical clearance and consent from the parents to interview participants younger than 20 years of age.

3.3.2. Sampling

Qualitative research often focuses on a limited number of participants who have been purposefully selected to participate. Therefore for this study, a purposeful sample will be chosen. Purposeful sampling enables the researcher to recruit individuals based on your study objectives, this limits your ability to produce findings that represent your population as a whole. This purposeful, non-probability sampling method chosen for this study relies on the subjective judgement of the researcher, and not on random selection.

The convenient sampling is the type of non-probability sampling method that will be used for this purpose of this study. This is a type of non-probability sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included in the study (Etikan, 2015). Because qualitative research focuses on a limited number of participants as opposed to quantitative research, the sample size for this study will be 7 participants.

3.4. Data Collection Methods

There are two major categories for data collection methods; namely: field research and non-reactive research. For the purpose of this study, the focus will be on field research, because field research allows the researcher to make their own observations, order their experiences, make decisions and set their own priorities as to what to focus on and what to ignore (Isen, 2000). Field research means that the researcher conducts research in the field or setting of human experience by observing and participating in specific events. The main approaches in field research include ethnography, grounded theory, case studies, focus groups and in-depth interviews. For the purpose of this study, in-depth interviews will be used as the relevant data collection method to gain consumer insights.

According to Bezuidenhout, et al. (2014), an in-depth interview is defined as a qualitative research method which allows the researcher to ask the participants questions with the aim of learning more about their personal views, beliefs or opinions about a specific phenomenon. In-depth interviews are a good source of information, and allow the researcher to ask follow-up questions, or ask for a more detailed explanation from a participant. Standardised, open-ended interviews will be used for this study. This type of interviews focus on asking the same set of open-ended questions for all participants, enabling the researcher to analyse the findings / information easier in a more organised manner. In-depth interviews are useful for exploring an individual's beliefs, values, understandings, feelings, experiences and perspectives of a specific issue or topic (Stirling, 2001).

The following are some of the key considerations that the researcher will follow for the in-depth interviews:

- The questions will move from broad to a more narrow focus. Open-ended questions allow the participant to answer in a narrow / focused manner from the broad (general) question.
- The researcher will formulate clear, simple questions that the participants will understand.
- The researcher will have a zero-based approach to the interview, and will not ask any leading questions, or try and influence the participant towards a desired answer.

The questions are guided by Du Plessis' (2005) argument that advertising is pivotal to consumer's purchase decisions as it either informs, educates, or makes the consumer aware of the brand.

TABLE 2: INTERVIEW SCHEDULE

Collection Method:	Participant name:	Date:	Start time:	End time:	Place:
In-depth interview	Participant 1	27 Oct 2018	14:00	14:30	Participant's apartment Midrand
In-depth interview	Participant 2	27 Oct 2018	15:00	15:30	Participant's apartment Pretoria
In-depth interview	Participant 3	27 Oct 2018	16:30	17:00	Participant's apartment Johannesburg
In-depth interview	Participant 4	27 Oct 2018	17:30	18:00	Participant's apartment Midrand
In-depth interview	Participant 5	28 Oct 2018	12:00	12:30	Participant's apartment Centurion
In-depth interview	Participant 6	28 Oct 2018	13:30	14:00	Participant's apartment Pretoria
In-depth interview	Participant 7	28 Oct 2018	15:30	16:00	Participant's apartment Johannesburg

3.5. Data Analysis Method

De Vos, Strydom, Fouche and Delport (2011:397) describe qualitative data analysis as the process of bringing order, structure and meaning to the mass of data. There are several ways of analysing qualitative data, and these methods typically involve narrowing down and the raw information and keeping the significant information. It also involves identifying significant patterns and constructing a framework to communicate the essence of what the data reveals.

For the purpose of this study, content analysis will be used to analyse the research data gathered from the in-depth interviews conducted. Qualitative content analysis is used to explore and identify evident and concealed themes and patterns found in the raw data. In content analysis, the researcher transcribes data from all the raw information collected from the written and verbal responses of the participants during the in-depth interviews. Transcribing the data is converting the information into written text; recording the interviews, and typing out the interview word for word.

An inductive content analysis approach will be taken for the purpose of this study. This means that the researcher reasons from the specific to the general. The researcher uses raw data (specific) to develop themes and patterns without using a predetermined conceptual framework. The themes and patterns emerge from the researcher's analysis, examination and comparison of the raw data. There are 8 steps that researcher will follow when using content analysis to analyse the data:

- Step 1: Prepare the data
- Step 2: Define the coding unit to be analysed
- Step 3: Develops categories or a conceptual framework
- Step 4: Test the coding scheme on a sample text
- Step 5: Code all text
- Step 6: Assess the coding consistency
- Step 7: Interpret the data (draw conclusions)
- Step 8: Report the methods and findings

4. Findings and Interpretation

4.1. Introduction

In this section, the researcher will analyse and interpret the research that was conducted through semi-structured interviews by using thematic analysis. Thematic analysis is the process of identifying patterns or themes within qualitative data (Braun and Clarke, 2006). Coding, which is a process used to facilitate an analysis of information to acquire applicable categories and themes (Gibbs, 2007). Open coding was used for this data analysis as there were no pre-set codes, and codes were developed and adjusted throughout the coding process. This section will have a focus on the insights and findings gained on the influence of television

advertisements on the buying behaviour of the youth in South Africa, with reference to high-involvement products. These findings were gained from seven semi-structured interviews in Gauteng, South Africa, who have the buying power to purchase high-involvement brands.

Emergent themes will be discussed, interpreted and related to literature, theory, and the research questions. The below table provides a summary illustrating the predominant themes, the interview questions themes emerged from and the research objective addressed by the theme.

TABLE 3: KEY THEMES

Theme	Interview Question	Objective
Targeting the youth through TV	1. Do you watch TV? 2. How many hours a day do you spend watching TV?	Objective 1
Paying attention to television advertisements	3. Do you pay attention to TV advertisements? 4. What Kind of TV ads appeal to you? 5. Do you think that TV ads have an influence on consumer purchase behaviour?	Objective 2 Objective 3
The influence of television advertisement s on high-involvement consumer goods	6. How do TV ads influence your purchase decisions for high-involvement goods?	Objective 1 Objective 3
The influence of television advertisements on fast moving consumer goods	7. How do TV ads influence your purchase decisions	Objective 1

	for Fast moving consumer goods?	
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The predominant themes that came up from the 7 in-depth interviews that were conducted were as follows: Does the youth still watch TV?; paying attention to television advertisements; the influence of television advertisements on high-involvement consumer goods; and the influence of television advertisements on fast moving consumer goods.

4.2. Theme 1:

Targeting the youth through television

Television has become a major source of communication for brands to use in previous times. It is one of the leading sources of communicating to the masses about almost everything (Ramalingam, et al., 2006). This theme encompasses whether television should still be the medium of choice for brands to place their advertisements when targeting the youth. Nikki Temkin (2016) stated that television watching habits are changing steadily, and that younger individuals are switching to other methods of watching their favourite seasons of series and movies, but they still spend a significant amount of time each day watching traditional television.

The feelings of watching television among the participants remains positive, and most of the participants still watch television. The semi-structured interviews show that the average number of hours spent watching television per week among the participants was 19 hours a week (7 days). Most of the participants get time to watch television after work and on weekends. Therefore, all participants still watch television and are exposed to televisions all be it for different reasons. As much as the participants still watch television, the average hours spent watching television a day is 3 hours, which express that television is less likely to be the leading source of communication as per Ramalingam, et al. (2006).

4.3. Theme 2:

Paying attention to television advertisements

This theme covers the attention that the participants pay to television advertisements during the time that they are watching television. The sentiments of the participants with regards to them paying attention to television advertisements were divided, with 3 participants stating that they do pay attention to television advertisements, 3 stating that they do pay attention to

television advertisements, and 1 participants stating that they sometimes do and sometimes don't.

Participant 1: "Nope. I fast forward, I skip all of them."

Participant 3: "No not at all. I fast forward most of the ads. Because I want to watch the show not the ads, so there's no need to watch ads."

Participant 4: "No, not really. I don't really watch TV. I use catch-up, on DSTV."

These responses also reveal that some of these participants do not watch normal broadcast television, and they watch their selective shows using DSTV's catch-up features which allows them to fast-forward through advertisements if their shows were recorded. Selective watching, and waiting for shows to air and then watching them later seems to be common among the above mentioned participants. Furthermore, the other 4 participants stated that they do pay attention to television advertisements, with one of them saying sometimes they pay attention to the television advertisements.

Participant 2: "Sometimes. Food adverts I do take note of. Uhm special deals, or any specials on TV I notice."

Participant 5: "I do with some. There are just certain things that will just catch your attention, and it makes you want to understand."

Participant 6: "Only when they advertise what I want and what I need. What I want and need is alcohol, clothes and food. So if they advertise that I'll be sharp."

Participant 7: "Yes I do. Well after I watch what I was watching and an advertisement comes on, I watch it and I follow it."

These responses express that the participants will pay attention to some television and not all. When they advertise what the participant is looking for, then they will pay attention to the advertisements. The advertisement needs to fulfil the participants' needs, speak to the products that they are interested in and demand their attention for them to notice it. Furthermore, the advertisement needs to have elements that the participants are more interested in to gain their attention. All 7 participants have expressed that the type of advertisements they take notice of and actually remember are entertainment advertisements as opposed to informational and educational type of advertisements.

Participant 1: "I would say entertainment. Something that's very funny would appeal to me, because I would want to watch it again and again just to laugh."

Participant 2: "Entertainment, because I like to see what's what and keeping with the times. Informational also to keep relevant with the times."

Participant 3: "Entertainment. Uh I'd say let's say they're advertising like a party somewhere that's coming up. Or like the 16th of December, these are the DJs that will be playing there, I'd listen and watch the advert."

Participant 4: "Entertainment and recreational advertisements. Not really informational ads, they have to be entertaining."

Participant 5: "Entertainment definitely. Yeah uhm rarely informative, I rarely pay attention to informative or educational advertisements."

Participant 6: "Entertainment. If it makes me laugh then I'll pay attention to the ad."

Participant 7: "Definitely entertainment. The Nando's is one that comes to mind. Uhm obviously because you actually enjoy the advert, you are more likely to recite and remember what the advert is about."

The participants are more susceptible to respond positively, remember and pay attention to advertisements that are more entertaining in nature, rather than just more informative and educational advertisements. Furthermore, informative advertisements still resonate with the participants mostly when they are communicating about specials, price-reductions and ways to save money on products. The information in the advertisement needs to be conveyed in an entertaining and memorable manner. Information alone is not enough to catch the participant's attention.

Participant 1: "So if it's very informative to me personally, then I would definitely want to watch that ad. Uhhh, and specials. Like black Friday is coming up, I'm going to be watching ads, to see what I can get on special uh yea."

Participant 2: "More informational. Like I said, I look for sales mostly when I look at the advert. So anything that I'm currently looking at, and want to acquire will appeal to me."

Participant 3: "Yes, it is information. It is both entertainment and information. So don't just give me the information in a boring manner."

Participant 6: "If it's too much info, then no. Once it gives me too much info I lose interest. It must hit the nail on the head as soon as it shows."

4.4. Theme 3:

The influence of television advertisements on high-involvement consumer goods

This theme focuses on the influence that television advertisements have on consumer's buying behaviour with regards to high-involvement consumer goods. Kotler and Armstrong (2008) define complex buying behaviour as the consumer buying behaviour in situations considered by high consumer involvement in a purchase and there is a significant perceived differences among brands. These high-involvement purchases are expensive in nature and take a lot of considerations for the consumer to make the purchase. 5 out of the 7 participants responded that television advertisements do not have an influence on their purchase decisions with regards to high-involvement, complex purchases.

Participant 1: "No. Uhh as I said previously those high-involvement products, I purchase not because of TV ads, but because of word-of-mouth."

Participant 3: "No they don't influence me at all. I see most of those things online, and when you're buying property you can easily go to Property24 and exactly what you're looking for you can get. I'd get most of those ads on social media, rather than watching them on TV. Because I know that if I'm looking for this, then I can get it for this."

Participant 4: "I don't think they do, because I think it has got to do with my preferences, nobody can change it. So TV ads won't influence my decisions with those products."

Participant 5: "Most of these ads are informative, they don't really have much of an influence. I prefer doing my shopping physically for these products, hardly ever from a television ad."

Participant 7: Uhh they don't really, because for those type of products I've already done my own research and decided on what I want so, I don't think I really allow it to be a factor."

Two of the five participants believe that television advertisements do have an influence on consumer purchase behaviour with regards to high-involvement goods; if the advertisement is entertaining while being informative on specials and promotions.

Participant 2: "They do. They influence it a lot, especially if they're on special. They make me consider the market, and that's what I'm looking for."

Participant 6: "The TV ad has to be entertaining, if it doesn't grab my attention at that second then I'm definitely not going to invest in it."

The findings do not agree with what Schiffman and Wisenblit (2015) argued, which is that television advertising has an influence on the decision-making process of consumers in high-involvement purchases. And that television advertisements help them learn more about the product, before committing themselves to a purchase. The participants believe that television advertisements don't have power to influence one's purchase decision with these products as they already know what they are looking for, and look for references from people about those products rather than from television advertisements. Although, they agree with Schiffman and Wisenblit (2015) statement that consumers in high-involvement buying want to learn as much as they can about the product features, so that they can make a well informed decision. But the consumers do their due diligence from other mediums such as word-of-mouth and online mediums.

4.5. Theme 4:

The influence of television advertisements on fast moving consumer goods

This theme encompasses the participant's willingness for television advertisements to influence their purchase decisions for fast moving consumer goods rather than for high-involvement, complex goods. Fast moving consumer goods are products that are sold quickly at a relatively low cost. They are popularly referred to as consumer packaged goods (Ketchen, 1989).

Participant 1: "I need to know which products are on sale. So sales are a big influence, if I see a sale on TV I would actually go buy just because of the sale. Uhm yeah so I would say they do have an influence, but not the biggest one."

Participant 2: "Specials. Whatever is on special and is cheaper I buy."

Participant 3: "50/50, I think it goes both ways. For example like with the food, if there's a new McDonalds burger that's cheap, you'd be like ohh yeah I see it."

Participant 4: "The price. The informational ad that shows specials maybe."

Participant 5: "Well, yes there is definitely an influence. Like I've always liked Nando's, and their ads. But I can't contribute that to their ads. Even though I find them very fun and more entertaining."

Participant 6: "It does influence me because I buy when there's specials. So if they tell me there's a special then I'll definitely invest, if not then I won't."

Participant 7: "That's the ones that it would mostly influence my decision because those are the ones to get easily influenced by. If an item is 50 bucks, then I'm more than likely to change my decision based on what I've just seen. I think yah, it does definitely play a part there."

The above finding demonstrates that all the participants believe that television advertisements have an influence on fast moving consumer goods rather than on high-involvement goods. All participants emphasized that they are looking for advertisements that communicates specials and price promotions on fast moving consumer goods.

5. Reliability and Validity/Trustworthiness

It is important for any researcher to ensure that their study is valid and reliable. Joppe (1998) defines reliability as the extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable. Reliability means that the result is applicable whereas validity means that the measurement are accurate and whether they are measuring what they intend to measure. The purpose of this research was not to generalise findings but rather to generate an in-depth understanding of the influence that television has on young, South African consumers with reference to high involvement consumer goods.

Joppe (1998) further states that in a qualitative study, the way to test the reliability is in the quality of the research. The study has to help people understand a situation that would otherwise be enigmatic or confusing. The study has to be trustworthy, which means that the study has the ability to be relied on to be truthful and honest (Carson, D., et al 2001). The latter further states that there are four dimensions of trustworthiness that the researcher needs to meet, namely: credibility, transferability, confirmability, and dependability. Casron, D., et al 2001 breaks these dimensions down further:

Credibility:

This is the confidence the researcher has in the truth of the research study's findings. It involves the researcher asking themselves how they know that their findings are true and valid. For this study, the triangulation technique will be used to verify findings, which involves the cross-verification of data from two or more sources. Such as comparing answers of two or more participants who were asked a similar question, and identifying similar patterns and themes in their answers. Credibility was further realised by the researcher adopting a well-established collection (In-depth interviews) and analysis (Thematic content analysis) methods, as well as by spending enough time understanding and interviewing the chosen sample to gain key insights.

Transferability:

This is the ability that research findings can be applicable to other contexts, such as similar populations, situations and phenomena. Thick descriptions will be used for this study, which involves the researcher paying attention to the contextual detail when gathering the data, and drawing patterns and themes that can be used in different studies. This was realised by the researcher through an in-depth literature review that allows for the context of the study to be well understood; as well as providing verbatim transcripts of all audio-recorded in-depth interviews conducted with the chosen participants.

Confirmability:

This is the degree of neutrality in the research findings, meaning that the findings are based solely on the participant's responses, and not on any potential bias or personal agenda of the researcher. This was realised by the researcher removing all bias from the study, and refraining from asking any leading questions during the in-depth interviews.

Dependability:

This is the extent in which the study can be used by different researchers and the findings would be consistent. When other researchers want to conduct a similar study, they should be able to gain enough information from this study report and gain similar findings.

To ensure the validity and reliability of this study, the researcher conducted a pre-test of the research instrument. This involved using a different participant outside of the selected sample group and conduct the interview with them. This allowed the researcher to test the interview process, and make amendments and adjustments to the questions and procedure prior to interviewing the real sample.

6. Recommendations

The aim of this research study was to explore the influence that television has on young consumers' purchase behaviour with reference to high-involvement consumer goods in South Africa. The secondary objectives were to explore the influence of television advertisements on young South African consumers by identifying which elements of the television advertisements these participants prefer when brands are communicating with them; and to also understand these participants' individual perceptions on television advertisements. In the preceding section, findings were derived by using a thematic analysis whereby four major themes were uncovered from the data and were defined, discussed and interpreted in context of previously mentioned literature and theories. Recommendations for the main research questions will be discussed below:

1. To what extent do TV advertisements have an influence on young, South African consumers with regards to high-involvement products?

From the results of the study, it is identified that television has very little influence on young consumer's purchasing decisions in South Africa when it comes to high-involvement consumer goods. The participants have elaborated on the fact that high-involvement purchases are so complex, they do their own due diligence and research on what they prefer to purchase. The researcher recommends that brands should use television advertisements integrated with other mediums for advertising. Television advertisements should complement the brand's social media and online strategies and campaigns. The results show more of a willingness to pay more attention and get influenced by television advertisements for fast moving consumer goods (FMCG). Brands should focus more on their FMCG products on television, and their high-involvement goods should be used on more interactive mediums.

2. What elements do young consumers appeal to in television advertisements for high-involvement brands?

The results of the study show that the participants actually prefer more entertaining advertisements in general. The entertaining advertisements, which include some humour grabs their attention and allows the participants to remember the advertisement and the message it was communicating. The participants do care about the information that the advertisement is communicating, such as specials and price cuts; but the manner in which the information is being conveyed should be in an entertaining, and memorable manner.

3. What are the perceived views and feelings that young consumers in South Africa have towards television advertisements?

The results state that majority of the participants don't care about television advertisements, and they are seen as clutter. Therefore most participants watch their shows on DSTV catch-up which has no advertisements, and if they have recorded the show then they will fast-forward. So brands need to make advertisements more entertaining and eye-catching, and not cluttered with too much information, so that consumers don't have to "run away" from mainstream television because of the advertisements. Finally, participants feel like television advertisements do not have enough pulling power to influence a high-involvement purchase decision. The researcher recommends brands to make entertaining advertisements with a call-to-action, which include time specific special deals to catch the consumer's attention.

The anticipated contribution that this study will offer has two contribution categories, namely: Industry contribution as well as academic contribution. The contribution that this study's findings will make on the marketing communications / media industry is that it will help agencies as well as brands understand to what extent television advertisements have on young consumer's buying decisions when purchasing high-involvement brands. Due to the complex nature of the decision making process when consumers purchase high-involvement products; understanding the extent to which these television advertisements influence the young consumers buying behaviour will allow brand managers as well as media planners strategize and execute their advertising objectives more efficiently. The academic contributions this study will produce will be generating new knowledge for academic institutions as well as students studying in the media and advertising field. It will help them understand the young South African consumer's perceptions and views on the influence television advertising has on their buying behaviour with reference to high-involvement purchases

7. Ethical Considerations

Research that involves human participants has to be carried out in a respectful manner. Nancy, W (2018) states that there are three main objectives for ethics in research. (1) To protect human participants; (2) To ensure that the research is conducted in a manner that serves the interests of individuals, groups or society as a whole; (3) To examine specific research activities for their ethical soundness. Because this study is done for the BA honours degree in strategic brand

communications, the research will be done according to the Vega school code of conduct and regulations.

The researcher will work to ensure that, throughout the lifecycle of their investigations, ethical issues relating to their research projects are identified and managed. Ethical issues should be interpreted broadly and may encompass areas where regulation and approval processes exist as well as areas where they do not. The researcher will communicate the rights of the participants to them, and also ensure that the participants aren't placed in any harm during the course of the research. The research participants have rights that the researcher needs to abide to and respect. The rights of the participants are as follows:

- The rights of access. Participants have the right of access to personal data about themselves and information about the research that was conducted.
- The right to confidentiality. Participants have the right to confidentiality which means that the researcher must not disclose personal information about the participants. The participants have the right to remain anonymous and can give the research written consent if they are willing to disclose personal information. The participant's consent can be withdrawn at any time.
- The right to information. The participants have the right to request any information that has to do with the study. The participants can request information about the study, information such as the reason behind the study, what the findings will be used for etc.
- The right to withdraw from the study at any time.
- The right to refuse to not answer any / some questions

Both the researcher and the participants have rights, and in order for the study to be successful these rights have to be followed in an ethical manner. The participants and the researcher need to sign a written consent form that will be an agreement between all parties to continue with the research. The findings and information of this study will be for academic purposes only, and only the researcher, supervisor and moderators will have access to the study. The study can be published by Vega school with the consent from the researcher and the participants of the study.

7.1. Ethics concerning the participants

The researcher ensured informed consent from the participants, voluntary participation, ethical data collection methods and practices, as well as participant confidentiality. The participant's safety was always a priority to the researcher, and the participants were not put in any danger.

7.2. Ethics concerning the researcher

The researcher operated ethically by avoiding bias throughout the study, never fabricating or misusing information, avoiding the use of inappropriate methods and never misrepresenting the results. The researcher ensured that the results of the research study reflects the true, unbiased responses of the participants.

7.3. Ethics concerning the organisation

The researcher safeguarded the image of Vega School of Brand Leadership, for whom this study is for. The researcher also ensured that Vega's ethics were upheld throughout the study. The quality of this research study is of the high academic standard set by Vega school of brand leadership.

8. Limitations and Delimitations of the Study

Some of the limitations for the study will be financial and time constraints. Due to the study being for academic purposes a budget was not given to the researcher. The researcher had to use their own finances to plan, conduct and analyse the research. If the researcher cannot afford to carry out the research due to financial constraints, a loan will be taken out to ensure that the study is complete. The time constraints involved is trying to get all the participants to complete the research. The researcher had travel to the participants in order to ensure that the participants aren't put in any danger travelling to a venue that the researcher chooses.

The study took place at the homes and apartments of the participants, in Centurion, Pretoria as well as in Johannesburg. If the participants requested to meet elsewhere, then the researcher would have had to make plans to meet them there. The study focused on television advertisements of high-involvement products and services for the youth of South Africa.

9. Conclusion

In today's environment, it is difficult for brands to try and differentiate themselves from their competitors. Therefore; brands spend large amounts of their advertising budget to place communication messages on the television to reach their audiences. For the purpose of this

study, a hermeneutic approach was selected by the researcher as this approach views interpretation as critical process of understanding. This approach is then linked together with the interpretivist paradigm; which allows the researcher to explore and use individual interpretations of certain phenomena to create social reality. This worldview and paradigm assists the researcher in exploring the influence television advertisements have on the youth of South Africa with reference to high involvement purchases. The key theories that are used to guide the study are the theory of reasoned action as well as the theory of planned behaviour. These two key theories focus on theoretical constructs concerned with individual motivational factors as determinants of the likelihood of performing a specific behaviour. These theories are linked to the above mentioned paradigm and approach of viewing things from the individual interpretation point of view.

The reviewed literature argues that television has been one of the key mediums used to deliver brand communication messages, as television has the power of motion picture and sound. They argued that high involvement purchases require consumers to gain as much information as they can on the product / service prior to purchasing. Therefore; television is one of the most effective mediums to communicate product advantages over their competitors. The reviewed literature concluded that television advertisements have one of the biggest effects on the audience and can persuade them to begin the purchasing process. The influence is mostly found in complex buying behaviour decisions, as there are perceived differences between brands and television advertisements can highlight those differences in an effective manner. In conclusion; television advertisements have significant influence on the consumer's buying behaviour, with regards to high involvement purchases.

The findings of the in-depth interviews argue with the literature review that television advertisement still has an influence on the purchasing decisions of the youth in South Africa with regards to high-involvement consumer goods. The results showed that the participants do not really pay much attention to television advertisements, and that high-involvement products are complex purchases that need more than television advertisements to have an influence on young consumers. Therefore, the study found that television advertisements have more of an influence on fast-moving consumer goods purchase decisions rather than high-involvement consumer goods.

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INTERVIEW QUESTIONS

SCREENING QUESTIONS

Participant to remain Anonymous: YES NO Age: _____ Participant Number: ____

Reside in which city? _____ Do you watch television? _____

How many hours do you spend watching television a week? _____

Q1. Do you pay attention to television advertisements?

Q1.1 How so?

Q2. What kind of television advertisements appeal to you?

- Educational advertisements
- Entertainment advertisements
- Informational advertisements

Q3. How do television advertisements influence your purchasing decisions for the following products?

Cars / Houses / Cell Phones / Funeral Policies

Q4. How do television advertisements influence your purchasing decisions for the following products?

Fast food brands / Toiletries / Alcohol / Clothing brands

Q5. Do you think competing brands can influence your purchasing behaviour in terms of brand switching?

E.g: Would you switch from McDonald's to Burger King if the advert was more appealing to you?

Q6. After answering all these questions; do you think that television advertisements have an influence on the consumer's buying behaviour?

Consent form for participants

I, _____, agree to participate in the research conducted by Tebogo Mafori Keetse about exploring the influence of television advertising on the buying behaviour of the youth in South Africa

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.
5. I may be quoted directly when the research is published, but my identity will be protected.

Signature

Date

Appendix 3: Ethics clearance letter

October 25, 2018

Student name: Tebogo Keetse

Student number: 14009703

Campus: Vega Pretoria



Re: Approval of Bachelor of Arts (Honours) in Strategic Brand Communication Proposal and Ethics Clearance



Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.



Your research proposal posed no significant ethical concerns and we hereby provide you with ethical clearance to proceed with your data collection.

There may be some aspects that you still need to address in your proposal. If this is the case, feedback will be provided to you in writing. You will need to address these aspects in consultation with your supervisor.

In the event of you deciding to change your research topic or methodology in any way, kindly consult your supervisor to ensure that all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued in such instances.

We wish you all the best with your research!

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Amalia van Schalkwyk'.

Amalia van Schalkwyk
Supervisor
Coordinator

Name:
Campus Postgraduate

Annexure 1: Concept Document Table

Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References
To explore the influence that television advertisements have on young South African consumers with reference to high-involvement products.	To what extent do TV advertisements have an influence on young, South African consumers with regards to high-involvement products?	Television ads are expensive to produce and place, this study will explore the influence that these TV ads have and relevance for brands to continue investing money in them.	Impact Of Tv Advertisement On Consumer Buying Behavior Research – Bezuidenhout , R ; Davis, C ; du Plooy-Cilliers, F Encyclopaedia of communication theory – Stephen. W. Littlejohn	Theme 1:	Paradigm Interpretivism, Epistemology Consumers all have different ways that television advertisements influences them. These influences are subjective to the individual, and are bound by the individual's interpretations of the television advertisements Ontology The reality is brands and organisations are still spending large amounts of money on	Qualitative research approach	In-depth, Semi-structured interviews	Rights to access of information	That TV advertisements have an influence on consumers and are still relevant	Montano, D. E., & Kasprzyk, D. (2008). Theory of reasoned action, theory of planned behaviour, and the integrated behavioural model. Health behaviour and health education: Theory, research, and practice, 1(4): 67-95. Laverly, S. M. 2003. Hermeneutic Phenomenology and Phenomenology: A Comparison of
				Theme 2:				Rights to anonymity		
				Theme 3:				Gain ethical clearance and consent from participants		
				Theme 4:				Researcher to be Unbiased and report true findings		
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories	Theme 5:	Population Parameters young South Africans, aged 21-35 years, residing in Johannesburg and Pretoria	Population	Data Analysis Method(s)	Limitations	Anticipated Contribution	
				Theme 6:						
				Theme 7:						
						Sampling				

<i>To what extent do television advertisements influence the young South African consumers' buying behaviour with reference to high-involvement products?</i>	•What elements do young consumers appeal to in television advertisements for high-involvement brands? •What are the perceived views and feelings that young consumers in South Africa have towards television advertisements?	Marketing communication Advertising Buying behavoiur	<i>Theory of reasoned action</i> <i>Theory of planned action</i>		<i>television advertisements, in order to try and influence the consumer's buying behaviour in some way.</i>	non-probability Sampling method Convenient sampling Size 10	Unit of Analysis <i>The responses from interviews</i> Data Analysis Method(s) <i>Transcribing and content analysis</i>	<i>Financial constraints</i> <i>Participants cancelling interviews</i>	<i>Help agencies as well as brands understand to what extent TV advertisements have on young consumer's buying decisions when purchasing high-involvement brands</i> <i>Academic contribution for media and advertising students</i>	<i>Historical and Methodological Considerations. International Journal of Qualitative Methods, 1(4): 21-31.</i>
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