

**Purchasing a Personality: A Case Study of Cellular Phone Consumption by
South African Students at the University of KwaZulu-Natal**

**Dissertation submitted in fulfilment of degree requirements for a full Masters
of Social Science, in Culture, Communication and Media Studies, Faculty of
Humanities, Development and Social Sciences, Howard College, University of
KwaZulu-Natal**

BY

SIMON JOHN GRAINGER

2009

Supervisor: Professor Ruth Teer-Tomaselli

**The financial assistance of the National Research Foundation (NRF) towards
this research is hereby acknowledged. Opinions expressed and conclusions
arrived at, are those of the author and are not attributable to the NRF.**

Contents Page

Declaration	i
Acknowledgements	ii
Abstract	iii-iv
Keywords	iv
List of Acronyms	v

Chapter One - Introduction 1-5

Chapter Two - Theoretical Framework 6-33

Theoretical Framework - Part One	6
Macro Theories	7
The Globalisation Paradigm	7
Critical Political Economy: Concentrated Media Ownership	8
Defining Concentrations, Monopolies and Oligopolies	9
The Industrial Perspective	10
The Critical Perspective	12
The Proliferation of Media Content	14
Convergence	15
Time-Space Distanciation	15
Networked Society	16
The Internet	17
Summary, Interim	17
Theoretical Framework - Part Two	18
Local, Global and 'Glocal' Identity	20
Advertising and Consumer Culture	22
Elusive Culture	24
Micro Theories	26
Maslow's Hierarchy of Needs	26
The Uses and Gratifications Theory	30
Conclusion	32

Chapter Two - Figure

2.1	Maslow's Hierarchy of Needs Model	29
-----	-----------------------------------	----

Chapter Three - Research Methodology 34-45

Research Methodology	34
Qualitative Research	35
Quantitative Research	36
Population	36
Research Execution: A Qualitative Background	38
Hypothesis	38
What is a Questionnaire?	40
Weaknesses of a Questionnaire	40
Statistical Package for the Social Sciences (SPSS)	41
A Qualitative Data Analysis Tool -Nvivo 7	41
Why a Semiotic Analysis of the Cellular Networks' Websites was Chosen?	42
Strengths of a Semiotic Analysis of the Cellular Networks Websites	43
Reliability	44
Validity	44
Conclusion	45

Chapter Three - Table

3.1	Comparison Table of Race and Gender in South Africa	37
-----	---	----

Chapter Four - Research Results/Discussion 46-162

Research Results/Discussion	46
Identity Formation	48
Summary of Identity Formation	66
Cellular Habits	66
Reasons for Prepaid	70
Reasons for Contract	71
Vodacom - Peace of Mind Explained	72
Maslow's Hierarchy of Needs	87
The Uses and Gratifications Theory	89
Time-Space Distanciation	90
Networked Society	90
Summary of Cellular Habits	102
Marketing/Advertising	103
Advertising	104
Word of Mouth Advertising	107

Summary of Marketing/Advertising	111
Semiotic Analysis of the Cellular Service Provider's Websites	112
Semiotics	113
Introduction to Cellular Networks' Websites	114
MTN - Xplored Explained	134
Analysis of an Email Response	146
Summary of the Semiotic Analysis of the Cellular Networks' Websites	147
Application of Research Results to Local and Global Trends	149
Local Trends	150
Global Trends	157

Questions (4.1- 4.25) and Website Analysis 49-144
(4.26A-4.29A)

4.1	Gender of the Respondents	49
4.2	Age of the Respondents	50
4.3	Race of the Respondents	51
4.4	Self-Generated Description of the Respondents	53
4.5	Reasons for Respondents Attending University	55
4.6	Respondents' Perceptions of Non-Students' Spending Patterns	58
4.7	Respondents' Perceptions of Institutions Influencing their Consumer Buying Behaviour	60
4.8	Respondents' Perceptions of Other Students' Spending Patterns	63
4.9	Respondents' Choice of Cellular Service Providers in South Africa	67
4.10	Respondents' Choice Regarding Prepaid or Contract?	69
4.11	Reasons Why Respondents Chose this Option?	70
4.12	Respondents' Specific Cellular Service Package	74
4.13	Brand Name and Model of Respondents' Cellular Phone	77
4.14	How Respondents Obtained a Cellular Phone?	81
4.15	If Respondents are on Prepaid - How Much is Spent?	83
4.16	If Respondents are on Contract - How Much is Spent?	86
4.17	Reasons for Respondent Owning a Cellular Phone	87
4.18	Accessories Accompanying Cellular Phones	92
4.19	Multi-Media Downloaded by Respondents	93
4.20	Respondents' Views on Downloads Reflecting their Personality	95
4.21	Respondents on their Cellular Phone Contributing to their Sense of Self	97
4.22	Do Respondents use GPRS?	100
4.23	What Respondents Spend their Money on?	102

4.24	Respondents' Perceptions of Advertising Influencing their Decision-Making Process	105
4.25	Reasons for Respondents Choosing Phone/Packages	109
4.26A	Vodacom - Main Webpage	115
4.26B	Vodacom - Vodacom4me - On The Web	120
4.26C	Vodacom - Vodacom4me - My Mobile	122
4.27A	MTN - Main Page	126
4.27B	MTN - MTN Loaded	130
4.27C	MTN - MTN Xploaded	133
4.28A/B/C	CellC - Main Webpage	136
4.28D	CellC - Juice Webpage	141
4.29A	Virgin Mobile - Main Webpage	144

Chapter Four - Figures

49-145

4.1.1	Gender of the Respondents	49
4.2.1	Age of the Respondents	50
4.3.1	Race of the Respondents	52
4.4.1	Self-Generated Description of the Respondents	54
4.5.1	Reasons for Respondents Attending University	57
4.6.1	Respondents' Perceptions of Non-Students' Spending Patterns	59
4.7.1	Respondents' Perceptions of Institutions Influencing their Consumer Buying Behaviour	62
4.8.1	Respondents' Perceptions of Other Students' Spending Patterns	65
4.9.1	Respondents' Choice of Cellular Service Providers in South Africa	68
4.10.1	Respondents' Choice Regarding Prepaid or Contract?	69
4.11.1	Reasons Why Respondents Chose this Option?	73
4.12.1	Respondents' Specific Cellular Service Package	74
4.14.1	How Respondents Obtained a Cellular Phone?	82
4.15.1	If Respondents are on Prepaid - How Much is Spent?	84
4.16.1	If Respondents are on Contract - How Much is Spent?	86
4.17.1	Reasons for Respondent Owning a Cellular Phone	91
4.18.1	Accessories Accompanying Cellular Phones	92
4.19.1	Multi-Media Downloaded by Respondents	94
4.20.1	Respondents' Views on Downloads Reflecting their Personality	96
4.21.1	Respondents on their Cellular Phone Contributing to their Sense of Self	99
4.22.1	Do Respondents use GPRS?	101
4.24.1	Respondents' Perceptions of Advertising Influencing their Decision-Making Process	108

4.25.1	Reasons for Respondents Choosing Phone/Packages	110
4.26A	Vodacom - Main Webpage	119
4.26B	Vodacom - Vodacom4me - On The Web	121
4.26C	Vodacom - Vodacom4me - My Mobile	124
4.26D	Vodacom - Vodacom4me - Fun Stuff	125
4.27A	MTN - Main Page	129
4.27B	MTN - MTN Loaded	132
4.27C	MTN - MTN Xploaded	135
4.28A	CellC - Main Webpage	138
4.28B	CellC - Main Webpage	139
4.28C	CellC - Main Webpage	140
4.28D	CellC - Juice Webpage	143
4.29A	Virgin Mobile - Main Webpage	145

Chapter Four - Tables

37-159

4.1.1	Gender of the Respondents	49
4.2.1	Age of the Respondents	51
4.3.1	Race of the Respondents	52
4.4.1	Self-Generated Description of the Respondents	55
4.5.1	Reasons for Respondents Attending University	57
4.6.1	Respondents' Perceptions of Non-Students' Spending Patterns	60
4.7.1	Respondents' Perceptions of Institutions Influencing their Consumer Buying Behaviour	63
4.8.1	Respondents' Perceptions of Other Students' Spending Patterns	65
4.9.1	Respondents' Choice of Cellular Service Providers in South Africa	68
4.10.1	Respondents' Choice Regarding Prepaid or Contract?	69
4.11.1	Reasons Why Respondents Chose this Option?	74
4.12.1	Respondents' Specific Cellular Service Package	75
4.13.1	Brand Name and Model of Respondents' Cellular Phone	77
4.14.1	How Respondents Obtained a Cellular Phone?	83
4.15.1	If Respondents are on Prepaid - How Much is Spent?	85
4.16.1	If Respondents are on Contract - How Much is Spent?	86
4.17.1	Reasons for Respondent Owning a Cellular Phone	91
4.18.1	Accessories Accompanying Cellular Phones	93
4.19.1	Multi-Media Downloaded by Respondents	94
4.20.1	Respondents' Views on Downloads Reflecting their Personality	97
4.21.1	Respondents on their Cellular Phone Contributing to their Sense of Self	100
4.22.1	Do Respondents use GPRS?	101
4.24.1	Respondents' Perceptions of Advertising Influencing their Decision-Making Process	108

4.25.1	Reasons for Respondents Choosing Phone/Packages	111
4.30	Comparison Table of Cellular Networks' Websites	146
4.31	Comparison Table of Social Networking Sites the Youth use in First World Counties	159

Chapter Five - Conclusion **163-168**

Bibliography **169-177**

Primary Sources	169
Secondary Sources	171

Appendices **178-217**

Appendix A	Ethical Clearance Form	178
Appendix B	Letter of Informed Consent and Questionnaire Distributed to UKZN Students	179
Appendix C	Letter of Informed Consent and Questions Distributed to Marketers and Response	185
Appendix D	Email Response from Vodacom	189
	E-Mails to MTN (2)	190
	Email to CellC	192
	E-Mails to Virgin Mobile (2)	193
Appendix E	Key to Understanding the SPSS Table	195
Appendix F	The SPSS Tables (1-12)	203
Appendix G	South Africa's Population and Race Pie Chart	216
Appendix H	Student Race and Gender Distribution for UKZN July 2004 Pie Chart	217

Declaration

I, Simon John Grainger, declare this as my own work and that all acknowledgements have been properly made.

Signed:

Simon John Grainger

Acknowledgments

I would like to acknowledge the Prestigious Masters Scholarship awarded to me by the National Research Foundation (NRF). This funding has helped enormously in completing this qualification. I would also like to extend a sincere thank you to the University of KwaZulu-Natal (UKZN) for the Post Graduate Scholarship.

A special thanks to Professor Ruth Teer-Tomaselli. You have been so supportive of me in studying further. I have such a profound respect for you and I am so grateful to have had you as my supervisor over this last year and a half. I am also grateful to Professor Keyan Tomaselli, Michael Maxwell, Anusharani Govender, Natalie Emslie, Lauren Dyll, Pam de Beer, Zoë Molver and Professor Wade.

To my Mom, you have been so encouraging of me in completing this degree. I am so fortunate to have you! I would also like to express my gratitude to Moo, Granadilla, Dad, Aunt and Martyn, Kate, Lynn, Dulcie, the Maxwells, the Moskovitchs and my friends.

Abstract

This dissertation examines youth consumer culture in South Africa through a case study of cellular phone consumption. The hypothesis is that it is possible to draw some conclusions about identity formation, particularly among young people, by examining how they use cellular phones.

Two methods were employed to understand three key research questions regarding the youth (aged 18-25). They were: Why do youth use cellular phones and what gratifications do they experience? From a marketing perspective, what web promotions are in place to target this youth market? How do the youth respond to these messages?

The first method utilised a questionnaire investigating young people's perceptions, sampled from a group of students at the University of KwaZulu-Natal (UKZN). This objective was to reveal why young people have cellular phones and how they respond to marketed messages encouraging cellular phone consumption.

The second method applied a semiotic analysis of the South African oligopolistic cellular networks' websites. This showed how marketers perceive their youth segment and how they harness the Internet as a marketing medium. Significant findings that foster consumption were presented regarding this youth sample. One such finding is that self expression is articulated through consumption. This is particularly evident in the purchasing of cellular phones and airtime and how the purchasing decision reflects the individualisation of self. Further, the importance of social institutions emerged with family instilling or attempting to instil discernment regarding diligent and necessary spending. The opposite is evident with peer pressure influencing unnecessary consumption. Lastly, advertising emerged as a central driver in creating brand awareness and stimulating the consumption of cellular phones and packages amongst this youth segment.

Against the research results discussed, relevant literature gave support and further insights into youth consumer culture. This dissertation provides, and concludes with, a deeper understanding into the dynamics of youth and their cellular phone

consumption in South Africa, particularly in an area where there has been very little research.

Keywords

Youth - In the context of this study, 'youth' refers to young people who are aged between 18-25 years and are university students specifically.

Consumer Culture - This term incorporates how advertising, as a business activity, promotes the consumption of goods and services to a specific target market.

Identity - Identity is one of the main themes discussed in this dissertation. In this context, identity refers to perceptions of self. The hypothesis, therefore, focuses on cellular phone consumption as a way to express individuality.

Advertising - A creative, marketing industry that aims to create and build awareness to stimulate consumption of a product or service through potential mediums such as television (TV), radio, the Internet, cellular phones, print and outdoor.

Cellular Phones - Cellular/mobile phones are communicative devices that perform a range of applications including making phone calls, sending text and multi-media messages and email among others. As this study is distinctly South African, the term 'cellular phone' is more commonly understood than 'mobile phone' and is therefore, referred to as such in this study.

Technology - With rapid advances in Information and Communication Technology (ICT), new media such as cellular phones and the Internet are products of this synthesis.

List of Acronyms

AIDA	Awareness, Interest, Desire, Action
AMPS	All Media and Products Survey
AOL	America Online
BEE	Black Economic Empowerment
CD	Compact Disc
DVD	Digital Video Disc
FAQ	Frequently Asked Questions
GDP	Gross Domestic Product
GPRS	General Packet Radio Service
ICT	Information and Communication Technology
IM	Instant Messaging
MMS	Multi-Media Service
MTN	Mobile Telephone Network
MUD	Multi-User Dungeon, Domain or Dimension
NA	Non Applicable
NBC	National Broadcasting Corporation
NRF	National Research Foundation
PC	Personal Computer
PDA	Personal Digital Assistant
P2P	Peer-To-Peer
SA	South Africa
SAARF	South African Advertising Research Foundation
SME	Small-to-Medium Enterprise
SMS	Short Message Service
SNS	Social Networking Site
SPSS	Statistical Package for the Social Sciences
SUV	Sports Utility Vehicle
TNC	Trans-National Corporation
TV	Television
UK	United Kingdom
UNESCO	United Nations Educational, Scientific and Cultural Organisation
US(A)	United States (America)
USB	Universal Serial Bus
UKZN	University of KwaZulu-Natal
VIOP	Voice over Internet Protocol
WOM	Word of Mouth
WWW	World Wide Web
3G	Third Generation

Chapter One

Introduction

The central objective of this study is to draw some conclusions about identity formation, particularly among young people, by examining their cellular phone consumption. Three inter-related concepts which contribute to a broader perspective on youth and their cellular phone consumption will be examined, namely: identity formation, cellular habits and marketing/advertising.

At a macro level, with the surge in Information and Communication Technology (ICTs), traditional media have converged with modern technology to create new mediums such as the Internet and cellular phones. As a result, audiences have become increasingly fractured with niche markets catering to specific audiences and their demands. Furthermore, the role of the media, largely disseminated from the North and West, to the South and East, illustrates the dominant flows and contra-flows of information. Manuel Castells (2001:152) points out that “the world is experiencing a major technological revolution centred on information and communication technologies and genetic engineering”. As information reaches more places around the globe at increasingly unprecedented speeds, information has become the currency of exchange in values, goods and ideas.

The Internet has provided new communication platforms: websites such as Google as a powerful search engine, Facebook and MySpace as global Social Networking Sites (SNSs), and Gmail and Hotmail as free electronic mail services. In this participatory new age of media, Internet users can contribute information on a range of topics through Wikipedia, which is accessible in a number of languages. Other examples include YouTube, a free streaming-video content website, where users can upload and view content freely and eBay or Amazon where almost anything can be bought. To further support this new wave of communication, Skype enables users to use their computer and landline to make and receive free Voice over Internet Protocol (VoIP) calls over the Internet. These enable file sharing, the sending of Short Message Service (SMSs) and video conferencing amongst other applications.

The Internet has also enabled users to express themselves on Weblogs or Blogs (whereby individuals can comment on a particular topic, usually textually, online) and participate in online forums and ask Frequently Asked Questions (FAQs) on a topic.

All of these examples exemplify Jürgen Habermas's (1991) notion of the 'Public Sphere' where citizens can express their views freely without government intervention. Interpersonal communication has also changed radically. This shift has resulted in "supraterritorial relations between people" (Scholte, 2000:46). Notions of 'time' and 'space' have been reconfigured with connectivity thriving in new spaces. In a similar vein, Marshall McLuhan's (1962) early idea of the 'Global Village' aptly reiterates this increasingly connected world.

Boundaries between the local and global have blurred in this constant geographical reconfiguration which has been led by the Internet and cellular technology. In this respect, Daya Thussu (2006) speaks about the 'glocal'. This term combines the local and global whereby local notions of identity previously restricted to a fixed place have been largely influenced and hybridised with global, and often westernised, views of 'identity'. Transformation in identity occurs with the advancement of television and the Internet amongst other universal mediums. Local cultures and traditions have been impacted as a result of these changes. In this regard, issues of cultural homogeneity and cultural heterogeneity can be identified.

All these aspects are articulated in the globalisation paradigm which forms the overarching theoretical structure to this dissertation. Globalisation, in its incremental and rapid processes, encompasses interwoven social, political, economic, cultural, historical and technological spheres which form the basis for analysis of youth consumer culture in South Africa. Cellular phone use has been widely embraced in South Africa and surmounts previous telephonic landline restrictions with a robust mobility representing a new dawn in communication.

To direct these global shifts to a South African context the need for research into youth and their cellular phone consumption is crucial as cellular phones are reaching more and more strata of South African society and have resulted in a communications boom. Possible reasons for this could be increased demand, mass production (providing economies of scale and scope), affordability with prepaid sim

cards at around R1.00, and network coverage on all four networks - Vodacom, MTN, CellC and Virgin Mobile. These are some of the factors that have contributed to the rise of cellular phones as a valuable communication tool.

According to Larry Strelitz, the South African youth comprise approximately 43% of the population and are between 14 to 20 years and 73% are under the age of 35 (2005:4). As the general age bracket of young university students examined in this dissertation is between 18-25 years, this fits in with what Strelitz classifies as 'youth' (2005:4). This Theoretical Framework charts some of the most influential shifts in youth consumerism, and touches on certain themes from Strelitz's (2005) investigation into South African Youth and their media consumption.

Paradigms such as globalisation, the critical political economy framework as well as themes such as consumer culture, marketing/advertising and identity are included contributing to a broader understanding of South African youth consumption. Three key research questions underpin this dissertation:

1. Why do youth use cellular phones and what gratifications do they experience?
2. From a marketing perspective, what web promotions are in place to target this youth market?
3. How do the youth respond to these messages?

A research study was designed to investigate the benefits youth aged 18 - 25 gain from buying cellular phones and the uses they have for them. The questionnaire was devised to find out more about the respondents' experience with cellular phones and it was distributed to 117 UKZN students on the Howard College campus.

The questionnaire covered three categories:

The first category examined identity formation. The aim was to find out demographic information such as the respondent's gender, age and race. Against this, the questionnaire asked how they perceived themselves and why they were at university. Closely linked was a question to determine the social institutions that influenced their consumption.

The next category considered respondents' cellular phone usage. Questions sought information on the respondents' cellular service provider, whether they were on prepaid airtime or contract, why they had chosen which option, what packages they had purchased, and what brand they had bought. Other key questions asked why they had a cellular phone and how much they spent on airtime on average per month. To this end, the rationale for the respondents owning a cellular phone was addressed through Abraham Maslow's (1970) Hierarchy of Needs model and the findings examined how cellular phones are interwoven into most levels of modern human needs. The Uses and Gratifications Theory was then used to explain why people have cellular phones.

Questions were asked about whether respondents had accessories on their phones, and how they personalised them. Other important questions asked if respondents downloaded multi-media and, if so, in what ways this reflected their tastes or interests. One question asked if this contributed to respondent's sense of self. Further, the last two questions were devised to gain information on identity formation. The final question sought to identify what other consumables respondents purchased. This contextualised expenditure in relation to other important products/services. The final category that this research examined was the role of advertising in motivating consumption of cellular phones among youth.

As previously mentioned, the globalisation paradigm forms the central framework of this dissertation. Key areas, such as politics and economics, are offshoots of this model and are covered in the critical political economy framework. In this regard, a discussion formed around concentrated media ownership and global developments in terms of increasingly concentrated media market with the rise of concentrations, monopolies and oligopolies. This theme is significant as it helps to explain the current South African cellular service market with a focus on the oligopolistic cellular networks.

The dissertation goes on to examine other theoretical approaches covering concepts such as the borderless economy, technology and the proliferation of media content, convergence, time-space distancing, the Networked Society and the Internet. To then apply these ideas to the local context, this dissertation discusses youth consumer culture such as youth and what is meant by this: local, 'glocal' and global

identity; advertising and its role in consumer culture; and the influence of culture. These are contextualised within two micro theories namely, Maslow's Hierarchy of Needs and The Uses and Gratification Theory, in order to explain the consumption and usage of cellular phones amongst this youth market segment.

The Research Results and discussion have been combined in one chapter. The relevant theoretical approaches have been integrated into this conflated chapter. Using the Statistical Package for the Social Sciences (SPSS), a programme that quantifies data, a series of bar graphs and statistical boxes are drawn that reflect respondents' views and provide a quantitative element to this research. Against the research provided in the questionnaire and semiotic analysis of cellular networks, local and global trends are incorporated. This provides a comparison to what is/has been happening in South Africa and around the globe in the cellular phone consumption space.

Chapter Two

Theoretical Framework - Part One

This study aims to understand how young South Africans use media, particularly in relation to their use of cellular phones. The introductory and overarching framework that spearheads this research is the globalisation paradigm. This paradigm can be disaggregated into five interrelated spheres: the political, economic, social, cultural and technological. Part One of this Theoretical Framework focuses on macro-societal changes, whereas Part Two concentrates more on micro-societal changes.

Critical political economy is included in order to understand one of the dimensions of globalisation. This is particularly apparent in the media and communications landscape, which addresses issues such as the influential effect of concentrated media ownership and its effect on pluralism. It is important to note how telecommunications, specifically cellular communication, have accelerated through the development of ICTs. In this respect, this dissertation considers the concepts of convergence, time-space distancing, and what Castells (1996) refers to as the 'Networked Society'. These three sub-sections provide a global context of influences that contribute to the current South African cellular communication landscape. How this points to the youth purchasing cellular phones, and crucially, how this has an impact on perceptions of self, will be unpacked further. One reference used in this study is Strelitz's (2005) book, *Mixed Reception: South African Youth and Their Experience of Global Media*, which illustrates the dominant theme of globalisation and how young South Africans are affected by globalising cultures, identities and audiences.

Focus then shifts to a local platform in order to integrate at a micro-level some behavioural approaches to the process of consumption. In this regard Maslow's Hierarchy of Needs provides a psychological grid in which to embed a further model, being The Uses and Gratifications Theory. Maslow's model, despite its opponents, presents a rational explanation of the layers of the human psyche. This study embraces these two models in an attempt to make sense of the cognitive processes taking place in consumer decision-making amongst this niche youth market.

A more direct shift to what is meant by 'youth consumer culture' and its interpretations is also articulated. Closely linked to this are ideas of identity and their relationship to consumption, as well as the incorporation of a more philosophical approach provided by Pascal (1966) as to why humans consume.

Intrinsically linked to youth consumer culture is the role of advertising. This is necessary for understanding how advertising propels consumption of goods and services. The current chapter explores the pervasive nature of advertising as an institution in promoting and shaping perception around a commodity, in this case, cellular phones.

This case study draws upon existing research from a variety of disparate perspectives, as opposed to an established contiguous body of knowledge. Pivotal to this, Strelitz stresses the point that "the area of media consumption by youth is under-researched worldwide" and that "this certainly holds true for South African youth research" (Strelitz, 2005:56). Furthermore, this literature defines important terms to increase clarity. Finally, the limitation of the scope of this dissertation must be acknowledged. Certain themes will be concentrated on more heavily than others and reasons for this are given in the text.

Macro Theories

The Globalisation Paradigm

A number of the broader themes in this dissertation touch on globalisation. This translates to the examination of global paradigm shifts regarding the social, cultural, economic, technological and political spheres in transition in contemporary global society. At a macro level this focuses attention on some of the larger paradigm shifts. At this point it is necessary to define globalisation and to highlight some of its more salient characteristics. Globalisation refers to a paradigm or frame of reference which is a heavily contested area of discussion defined by a myriad of perspectives. Despite this problematic and elusive backdrop, Terhi Rantanen defines 'globalisation' as a "process in which worldwide economic, political, cultural and social relations have become increasingly mediated across time and space"

(Rantanen, 2006:8).¹ To provide another interpretation, James Lull (2000:150) states that globalisation:

[i]s best considered a complex set of interacting and often countervailing human, material, and symbolic flows that lead to diverse, heterogeneous cultural positioning and practises, which persistently and variously modify established sectors of social, political and cultural power.

This paradigm equips the researcher to examine how humans, at a base level, are immersed in a multifaceted environment where communication from the tangible to intangible is in constant flux. It is in this approach that we witness how technologies and particularly cellular communication in this instance are implicated in the “flows” to which Lull (2000) refers.

Critical Political Economy: Concentrated Media Ownership

The critical political economy can be “best described as one of the many paradigms used in media studies to understand and investigate the power of the media” (Fourie, 2004:121). This approach developed out of Marxist-based social theory argues that “all means of production, including media production, determines the nature of a society” (Fourie, 2004:122). With regard to those who “own all means of production, including media production” one must be made aware of how ownership plays a key role in the content that is disseminated to the public. This emphasises, on a global scale, the potential issues for consumers. Furthermore, to support this idea of the centrality of ownership, Gillian Doyle (2002a:4) argues that

[c]onvergence and globalisation have increased trends towards concentrated media and cross-media ownership, with the growth of integrated conglomerates (e.g. TimeWarner/AOL, Pearson, Bertelsmann, etc.) whose activities span several areas of the industry.

Jan Aart Scholte (2000) traces the phenomenon of globalisation and its movements through five definitions. These span the following: ‘internationalisation’, ‘liberalisation’, ‘universalisation’, ‘westernisation’ or ‘modernisation’, and ‘deterritorialisation’ (2000:44-

¹ Rantanen’s definition of what ‘globalisation’ is can be found in her book entitled *The Media and Globalization* (2006), which draws from influential globalisation theorists such as Robertson 1990, Giddens 1990, Waters 1995, Held et al 1999, Ohmae 1995, Hirst and Thompson 1996, Albrow 1990 and Beck 2000.

45). Scholte states, however, that the first four definitions provided are “redundant concepts” whereas the fifth definition of globalisation as ‘deterritorialisation’ provides “new insight” to this contested term (2000:44).

The first definition takes into account ‘globalisation as internationalisation’, which examines the “increase of interactions and interdependence between people in different countries” (Scholte, 2000:44). The second focuses on ‘globalisation as liberalisation’, which examines “the global world without regulatory barriers to transfers of resources between countries” (Scholte, 2000:45). The third definition, ‘globalisation as universalisation’, explains how “people and cultural phenomena more than ever have in recent history spread to all habitable corners of the planet” (Scholte, 2000:45). The fourth definition, ‘globalisation as westernisation or modernisation’ has been argued to be “generally associated with a process of homogenisation, as the entire world becomes western, modern and, more particularly American” (Scholte, 2000:45). Finally, there is the idea of ‘globalisation as deterritorialisation’ which Scholte uses to describe the “growth of supraterritorial relations between people” (Scholte, 2000:46).

A conclusion that can be drawn from the above is that globalisation has, in economic terms, facilitated the proliferation of Trans-National Corporations (TNCs) which include media corporations. In this regard one can see how liberalisation or as Robert McChesney argues, ‘neoliberalism’, which means “the relaxation or elimination of barriers to commercial exploitation of media and concentrated media ownership”, is an area of debate that demands further investigation (2004:11). This statement also raises the question of whether concentrated media ownerships affect pluralism. The implications must be considered in the South African media and telecommunications landscape.

Defining Concentrations, Monopolies and Oligopolies

“[W]e are witnessing increasing concentration and even the creation of oligopolies and monopolies” (Bustamante, 2004:814). Drawing on this statement, it is necessary to define the terms ‘concentration’, ‘monopolies’ and ‘oligopolies’. Firstly, ‘concentration’ can be defined as a situation in which “the means of production in market sectors are owned increasingly by fewer and larger groups” (Fourie, 2004:112). Secondly, ‘monopolies’ can be defined as a “situation where any person or two or more persons

with a substantial economic connection, in the Republic or any part thereof, control wholly or to a large extent the class of business in which he or they are engaged in respect of any commodity” (Competition Board, 1994:5). Thirdly, ‘oligopolies’ refer to cases where “if there are only a few sellers in a market but some competition for their products, either homogenous or differentiated, the market structure is described as an oligopoly” (Doyle 2002b:9).

If one draws from these definitions and applies them to the topic at hand it is evident that an oligopolistic market exists in the South African cellular communications landscape. “Over the years, South Africa has witnessed tremendous growth in the cellular phone industry. South Africa has four operators, namely Vodacom, MTN, CellC and Virgin Mobile” (International Marketing Council for South Africa, 2007 Online). As global ownership reaches into South Africa, it is critical to examine issues such as quality, price, service and the delivery of cellular coverage to their market in the South African cellular communications landscape.

The globalisation paradigm can be divided into two main schools of thought around the issue of concentrated media ownership. The first investigates the industrial perspective and this is followed by a rebuttal by the critical perspective. The purpose of this discussion is to allow for perspectives on media ownership to surface, particularly regarding the South African cellular service providers, and how the consumer is affected.

The Industrial Perspective

Linked with the process of globalisation, this study accepts the possibility that the “new economy is a global economy” and is “institutional, based on deregulation, liberalisation and privatisation” (Castells, 2001:154). Associated with this notion of how the world is becoming “borderless”, Vincent Mosco (1996:205) highlights how globalisation refers to the

[s]patial agglomeration of capital, led by trans-national business and the state, which transforms the spaces through which flow resources and commodities, including communication and information. The outcome is a literal transformation of the geography of communication and information that accentuates certain spaces and the relationships between them.

Trans-National Corporations (TNCs) to which this quote refers, including media corporations such as Disney, Viacom, TimeWarner, Sony and so forth, are amongst the companies that Mosco discusses which capitalise on 'neoliberalism' within the global context. These trans-national media corporations "transform the spaces through which flow resources and commodities, including communication and information" (Mosco, 1996:205). TimeWarner, for example, has played a significant role in this process by exemplifying the variety of flows of 'commodities', 'communication' and 'information' to which Mosco refers (Mosco, 1996:205). This can be substantiated through the diversity of their income streams. "[M]usic accounts for just over 20 per cent of Time Warner's business, as does the news division of magazine and book publishing and cable television news"... "TimeWarner's US cable systems account for over 10 percent of income". In a similar vein, Edward Herman and McChesney go on to state that the "remainder is accounted for largely by TimeWarner's extensive entertainment film, video, and television holdings (1997:78).

Big corporations such as Vivendi and Sony epitomise 'monopolies', 'duopolies' and 'oligopolies'. Political economists suggest that this is an economic inevitability: "the logic guiding media firms in all of this is clear: get big very quickly, or get swallowed up by someone else" (McChesney, 2004:9). In short order, the global media market has come to be dominated by nine trans-national corporations: General Electric (owner of NBC) [National Broadcasting Corporation], AT&T/Liberty Media, Disney, AOL-TimeWarner [America Online], Sony, News Corporation, Viacom, Vivendi, and Bertelsmann (McChesney, 2004:9). According to Benjamin Compaine (2005), "[b]ig media barons are routinely accused of dominating markets, dumbing down news to plump up the bottom line, and forcing US content on world audiences" (Compaine, 2005:97). Compaine suggests that views of absolute media ownership run by media conglomerates are too myopic. This trend must be understood in a wider historical context which charts out the "growth of media companies over the last 15 years" (Compaine, 2005:98).

Companies such as Canal+ and BBC, which have to market their products globally, see it as "even more important that media enterprises offer programming that people want to watch" (Compaine, 2005:98). The sheer magnitude of media ownership around the globe is put into context, however, when one examines ownership of the

five largest newspaper and broadcast enterprises in 97 countries in the United Nations' "Human Development Report 2002" (Compaine, 2005:98). To quote Compaine's statistics, "29% of the world's largest newspapers were state-owned and another 59% were family owned"... "8% are owned by the employees or the public" (Compaine, 2005:98). "Radio stations were 72% state-owned and 24% family owned". For television stations, "60% are state owned and 34% family owned" (Compaine, 2005:98). It can be deduced from these figures that there is substantial evidence supporting family-and state-owned media as opposed to purely corporate enterprise:

[T]his corporate hegemony of world media has raised profound concerns about cultural homogenisation; however, there is also a perceptible trend towards regionalisation and localisation of media content to suit the cultural properties of audiences, given the heterogeneity of the global market (Scholte, 2000:23).

The Critical Perspective

In contrast to the 'industrial perspective', the 'critical perspective' "developed out of Marxist-based social theory" which argues that "all means of production, including media production, determines the nature of a society" (Fourie, 2004:122). Critical theorists discuss the implications of how the media represents material conditions and how it influences society. Thussu (2006), for instance, speaks about dominant 'media flows' and 'contra-flows' (2006:11). In this regard, dominant media flows originate from the North and West and contra-flows originate from the South and East. Both media flows and contra-flows arguably imbue media with an ideology, or set of ideas, which could include a plethora of issues (Thussu, 2006:30). Furthermore, Thussu notes that "[d]espite the massive movement of media across continents, cultures and communities, one should not lose sight of the fact that 'soft' media power is firmly underpinned by 'hard' political and economic power" (Thussu, 2006:30). Here the 'soft' power is of an ideological nature; while the 'hard' power which it supports relates directly to financial, political and even military dominance.

Fourie notes that liberal pluralists argue that the critical political economy as a viewpoint is "too conspiratorial and tends to oversimplify economic and market realities" (Fourie, 2004:125). This argument is expanded by questioning how "the

power of ownership is counter-balanced by the plurality of competing interests represented by diverse groups of shareholders and consumers, professional managers and producers, advertisers and trade unions, all of whom are refereed by the state” (O’Sullivan et al, 1994:55). Thus, the issue of ownership is not straightforward. One needs to acknowledge that it is not always the case that the only determinants concerning content are the owner’s ideologies, interests and decisions. In a broader framework, one must consider that variables other than owners (such as shareholders, consumers, professional managers and so forth) contribute to the content presented.

Pluralism which refers to the diversity of media content is a necessity in any democratic country providing basic access to a variety of information that contributes to one’s view of the world and oneself. Jan van Cuilenburg sums up this point: “diversity of information or media diversity as the concept is often referred to, in most democratic countries is considered to be a crucial value and a central objective of communications and media policy” (van Cuilenburg, 1998:72). In continuation, “globalisation introduces a single world culture centred on consumerism, mass media, Americana, and the English language. Depending on one’s perspective, this homogenization entails either progressive cosmopolitanism or oppressive imperialism” (Scholte, 2000:23).

In parallel with this notion of Western Imperialism or “Americana”, “the United States is the leading exporter of cultural goods and the entertainment industry is one of its leading export earners” (Thussu, 2006:15). In a similar fashion, Pierre Sauv  argues that “cultural goods” can be seen in two ways. The first explanation regards “cultural goods” as “entertainment products similar, from a commercial point of view, to any other products and thus entirely subject to international trade rules” (Sauv , 2004:27). The second explanation according to Sauv  is that, “[a]ssets which convey values, ideas and meaning, which is to say as instruments of social communication contributing to fashioning a grouping’s cultural identity” (2006:27). In other words, cultural commodities sold from the United States affect people in every facet of consumerism. As McChesney (2004:16) argues, “as the media conglomerates spread their tentacles, there is reason to believe they will encourage popular tastes to become

more uniform in at least some forms of the media". A plausible reason for this stems from David Demers (2002:166) viewpoint that

[b]ecause global media are creations of Western political and economic systems and need profits to survive, global media will continue to produce news content and entertainment programming that generally promote Western values, such as responsible capitalism, racial and gender equality, representative democracy, a diversity of ideas, religious tolerance and - yes - materialism and consumerism.

With globalisation catalysing the spread of concentrated media ownership through a 'new borderless economy' aided by 'neoliberalism' and 'deregulation', one learns of the corollary effect on pluralism. On the one hand, the industrial perspective argues that concentrated media ownership is profit-driven as opposed to ideologically-driven. This is especially evident in the case of family and state-owned enterprises, as highlighted above. On the other hand, the critical perspective argues that concentrated media ownership diminishes diversity and imposes political and economic self interest. In examination of both arguments and weighing each perspective, it is not easily apparent which perspective is sounder.

The "growth and diversification of the great multimedia groups and multinationals has accelerated, especially since the second half of the 1990's" (Bustamante, 2004:813). Mirroring this statement, Doyle (2002a:2) contends that "the emergence of a borderless economy and more international competition has naturally affected media markets and firms across the globe". This is also the case in South Africa with increasingly concentrated markets.

The Proliferation of Media Content

Technology, as highlighted within the globalisation paradigm, has brought an accelerated development in ICTs. Conflating the concept of 'neoliberalism' highlighted by McChesney (2004) with Castells' (2001) notion of ICT shows the role dominant media conglomerates play in this increasingly global world. Technological convergence has fuelled new methods of proliferating media content. Cellular phones exemplify this trend through the multiple applications available to users. Examples of these processes are discussed, however, it need only be noted that cellular phones are used for more reasons than simply making calls.

Convergence

An important concept within the sphere of technology is 'convergence'. Convergence according to Fourie (2004:114) is "used in the sense of the coming together of Information and Communication Technologies (ICT), especially the merging of telecommunications and traditional media technologies, to create new ways of producing, distributing and using knowledge, information and entertainment". The process of convergence speaks directly to the topic at hand.

The dramatic advancements in technology illustrate an array of applications with modern cellular phones. These include an impressive repertoire of features. Cellular phones now can

Store contact information, Make task or to-do lists, Keep track of appointments and set reminders, Use the built-in calculator for simple math, Send or receive e-mail, Get information (news, entertainment, stock quotes) from the Internet, Play games, Watch TV, Send text messages, Integrate other devices such as PDAs, MP3 players and GPS receivers (Layton et al, 2008 Online).

Time-Space Distanciation

Technology, as an aspect of globalisation, has changed the time-space distanciation and supraterritorial relations between people. Scholte (2000:46) writes about 'trans-world'/'trans-border' connections which have brought an end to what could be called "territorialism". This phenomenon is clearly illustrated in the South African telecommunications sector:

Telecommunications is one of the fastest growing sectors of South Africa's economy, reflecting the rapid growth of mobile telephony in the country. The communications sector, together with transport and storage, accounts for almost 10% of gross domestic product (GDP). With a network that is 99.9% digital and includes the latest in fixed-line, wireless and satellite communication, the country has the most developed telecoms network in Africa...South Africa is the fourth-fastest growing mobile communications market in the world (International Marketing Council for South Africa, 3 April 2008 Online).

To draw from this quotation, it is evident that cellular phones have reshaped ideas of 'time' and 'space' in South Africa. This illustrates the 'trans-world'/'trans-border' connections that Scholte discusses. With all socio-economic brackets of society

having more affordable access to cellular phones in South Africa, class structures have been broken down.

Networked Society

To link Scholte's ideas of the "growth of supraterritorial relations between people", one can relate to Castells' (2001) views of the 'Networked Society'. To focus this notion, territory or geographical space has been reconfigured. Cellular phones, with their mobile capabilities, illustrate this reconfiguration and show on a large scale how networked society has become with the surge of wireless communication devices. In the Networked Society the

... new economy ensures productivity and flexibility on the basis of information-powered networks - networks within firms and among firms, networks between regions, and decentralised networking around nodes. An important example of dynamic nodes in developing countries is Bangalore, India, a major software and electronics region, linked to major technological centres of the world, particularly to Silicon Valley. The new global architecture is built around flows between dynamic nodes (Castells, 2001:143).

The Networked Society in which companies are operating relies on ICTs, particularly cellular phones and the Internet, as they allow for information to be exchanged from almost any location in the world. Marie De Lange and Elmar Haker (2007 Online), provide examples of this interconnectedness with, 'email', 'chat', 'virtual worlds', 'MUDs' [Multi-User Dungeon, Domain or Dimension], 'computer games' and 'information supply' (De Lange and Haker, 2007 Online). These examples of 'email', 'chat' and 'information supply' demonstrate how industrial societies are changing into information-based societies through communication provided by technological advancements. To reflect on these tools of communication, it can be clearly seen how communication has evolved to sending and receiving information on a global scale. This can be illustrated in a number of ways. For instance, telephony has become an integral aspect amongst Internet users. Provided Internet users have Skype, (a free download), a microphone and speakers, they can speak to other users almost anywhere in the world at the cost of a broadband or dial up connection.

Furthermore, a cellular telephone equipped with third generation (3G) technology can act as a mobile Internet portal, allowing the user both to receive emails and browse the World Wide Web (www). Other examples of this can be seen with

platforms for Internet banking and file sharing programmes such as BitTorrent and Limewire as Peer-To-Peer (P2P) File Sharing Networks. This can be illustrated by the way that Internet users, through these P2P File Sharing Networks, can send and receive data, whether it is in the form of documents, programmes, photos, video clips or music files. It is this concept of information exchange which is the apex of this Networked Society.

The Internet

According to Alexander Bard and Jan Soderqvist (2002:11) the Internet is

...[S]omething completely new: a medium in which virtually anyone, after a relatively small investment in technical equipment, and with a few simple actions, can become both a producer and a consumer of text, images and sound. It is hard to think of anything more empowering: on the net we are all authors, publishers and producers; our freedom of expression is as good as the total and our potential audience limitless.

The Internet has enabled new avenues of communication that transcend time and space. The Internet can empower users who can purchase technical equipment to become a 'producer' and 'consumer' (Bard and Soderqvist, 2002:11). This allows them to express themselves and to capture an audience in the process. It is this technological advancement which has created opportunities for accessing information at great speed and to be connected through information exchange. Central to how the Internet and cellular phones have introduced vistas to global communication platforms is the way in which they, in turn, have opened more accessible means to utilise new media.

Summary, Interim

The literature discussed up to this point provides an overview of some of the critical aspects of understanding youth consumer culture in a global context. The globalisation paradigm as the overarching structure has been broken down into sections. A significant aspect that arises when examining commerce propelled by profit and advances in technology, illuminate how media giants disseminate homogeneous or heterogeneous content as well as threaten its plurality, depending on one's perspective. The discussion above then examined how technology has changed

continental contours with a new understanding of 'time' and 'space'. Cellular phones are acting as an agent of this change, particularly in the communication space. In other words, this dissertation discerns some of the macro changes in youth consumer culture. To amplify this argument further, concepts that constitute youth consumer culture will be explained. Thereafter, this dissertation will elucidate specific micro theories to explain why youth use products, in this case, cellular phones.

Theoretical Framework - Part Two

To understand this phenomenon, particularly with regard to youth, it is necessary to define consumer culture, and some of the theoretical views. What is significant is the underlying connection between consumerism and the development of identity in young people. According to Douglas Holt (2002:71)

[t]he concept "consumer culture" refers to the dominant mode of consumption that is structured by the collective actions of firms in their marketing activities. To work properly, capitalism requires a symbiotic relationship between market prerogatives and the cultural frameworks that orient how people understand and interact with the market's offerings. The cultural structuring of consumption maintains political support for the market system, expands markets, and increases industry profits.

Based on profit and economies of scale, this system exists through the manufacturing of goods and services being consumed by a particular market in exchange for remuneration. To further focus this notion of consumer culture, Cara Heaven and Matthew Tubridy (2003:153) noted that now emancipated previously colonised African countries are still stifled by "loans" from the West, "technological dependency" and a consumer culture that has become entrenched in their lives (2003:153).

To focus this view on Western youth, Heaven and Tubridy (2003) also state how identity is constructed through encouraged consumption and how consumption leads to happiness. "Western youth are bombarded, throughout their day-to-day life, by advertisements, programming and other media that invite them to seek happiness through the accumulation of wealth and commodities" (Heaven and Tubridy, 2003:154).

What is apparent in the literature on youth consumption is the important way in which an individual's identity is in a symbiotic relationship with mediated globalisation. This can be ascertained through observing the way in which youth emulate a particular lifestyle, or strive to look a certain way, due to exposure to advertising which promotes the consumption of goods globally.

When exploring an understanding of consumer culture, it is important to investigate the characteristics of the target market being focused upon; being the youth market. In other words, who are they and what makes them tick?

The rationale for selecting youth over children or adults for this study is that this group is going through a dramatic transitional stage in their lives. In contemporary society, already impressionable young people are having their sense of self influenced heavily by advertising that propels them towards the consumption of goods. This study focuses specifically on the consumption of cellular phones as a result of advertising aimed at this market segment. To support this view, Christine Griffin states that “[t]he moment of ‘youth’ (which in practice is a complex series of intersecting moments) is above all about transition and change, and about the management of that change” (Griffin, 1997:12). This process is largely displayed by the consumption of commodities which may range from clothes, cars, and food to entertainment, all of which are implicated in the capitalist structure. Griffin (1997:4) argues that:

Young people occupy a distinct position in the circuit of consumption, distribution, production and reproduction, which is gendered, sexualized and located in class - and ‘race’ - specific contexts. In contemporary western societies, youth represents a key moment of transition between the dependent state of childhood and the supposed maturity and independence of adulthood. Young people are located at crucial points of transition as they leave full-time education, enter the job market, and enter the sexual (and marriage) markets.

Consumption is thus market related. These markets are targeted deliberately in terms of gender, sexuality and socio-economic class. It is important to identify that the period of youth is marked by a shift from childhood into adulthood or, to paraphrase Griffin, from “dependence to independence” (1997:4). Consumption patterns then become an articulation of a sense of identity in that one's identity is evident in the consumption of branded goods. Consumption and display constitutes

an individual's expression of taste. So display - to ourselves and to others - is largely for symbolic significance, indicating our membership of a particular culture (Mackay, 1997:3).

Identity is expressed through buying patterns, which reveal an individual's tastes or preferences and which highlight group or cultural identity. In exploring ideas of identity, it is important to define the term for a clearer understanding of how advertising influences consumers to alter their buying patterns through influencing the perception of self, and the way others view the self. Kathryn Woodward defines 'identity' as a construct that "gives us a location in the world and presents the link between us and the society in which we live" (Woodward, 1997:1). In a related sense, consumerism can act as an articulation of social aspiration, in other words, individuals buy to belong.

Local, Global and 'Glocal' Identity

In examining the impact of globalisation on the construction of identity through a new medium such as cellular phones, consideration needs to be given to the positive aspect of globalisation which is the concomitant increase in multicultural understanding. Marie Gillespie (1995:208) states:

Yet, as globalisation of communications and cultures articulates new kinds of temporal and spatial relations, it transforms the modes of identification available within societies. Media are being used by productive consumers to maintain and strengthen boundaries, but also to create shared spaces in which syncretic cultural forms, such as "new ethnicities", can emerge.

To cite Scholte on this matter, "global communications and markets have often adapted to fit diverse local markets" (2000:23). This is evident when downloading cellular content in South Africa with the abundance of local music and wall-papers or images of South African-related local celebrities in sports, art, theatre and film available from the cellular service networks.²

² Discussed in Chapter Four - Semiotic Analysis of the Cellular Service Provider's Websites (p.112).

Leading from this point, it is imperative to examine 'glocalisation' which examines "how the global can encompass both the trans-national and geo-cultural by co-opting the local in order to maintain the dominant flow" (Thussu, 2006:20). 'Localisation' according to Thussu uses the example of the rise of regional or local editions where Western, or more specifically American, newspapers or magazines as well as the transmission of television channels in local languages permeate local cultures (Thussu, 2006:21).

This trend helps show how global media content has been adapted to local media context in the way that it accommodates 'local programming' and is translated into 'local languages', all contributing to shaping individual identity in the 'glocal' sphere (Thussu, 2006:21). This can also be demonstrated in the content available for cellular phones. As pointed out, consumers can download their favourite music/artists, for a cost, but are also given the option of international artists in addition to local.

Consumer purchasing from a broad range of local and international content, songs, wallpapers and so forth emphasises Thussu's notion of 'glocal' identity. Intrinsicly linked to glocal identities is the need to consider global youth culture in constructing a 'global identity':

[G]lobal youth culture is the trans-disciplinary category by which theorists and policy analysts attempt to understand the emergence of the complex forms of hybrid culture and identity that increasingly occur among youth throughout the world due to the proliferation of media like film, television, popular music, the Internet and other information and communication technologies (ICTs) in their everyday lives (Kahn and Kellner, 2004 Online).

De Lange and Haker (2007 Online) mention how identity is constructed in virtual reality: "The Internet also gives the possibility to live two lives. The first life is the normal everyday life; the second is a virtual life". This not only applies to the Internet, since content is designed for cellular phone downloads in both audio and visual format. This illustrates how global youth culture can be viewed through the consumption and captures cellular phones which fit the 'globalisation' model.

Advertising and Consumer Culture

Advertising, as a cultural institution and intermediary in the creation of desire, has a fundamental place and purpose in this study. For clarity, it is necessary to explain various approaches to advertising for a more holistic understanding of this industry. William Arens (2006:7) defines 'advertising' as the "[s]tructured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media."

A more sceptical view is offered by Jean Baudrillard (2004:164) who states that "[t]he specific message of 'the language of advertising' is the denial of the economic rationality of commodity exchange under the auspices of a general exemption from payment." These two different views offer contrasting standpoints on the nature of the advertising debate which is heavily contested by academics forming two broad modes of thought. The first school of thought argues that:

[p]roponents of this view are invariably critical of advertising. They contend that accurate knowledge about consumers - how they buy, why they buy and where they buy - is unnecessary as it is possible to manipulate hapless buyers into parting with their money in return for products that they do not want (Barry, 1987 and Shankar, 1999 Online).

The second school of thought argues that:

For almost thirty years, a considerable number of academics have asserted that the 'strong force' theory does not apply in all market sectors. These scholars suggest that when it comes to marketing of frequently purchased goods (such as food) in mature markets volumes of advertising merely reflect an attempt to maintain a market share in highly competitive but fragmented markets, the total volume of advertising does not affect total market size (Barry, 1987 and Shankar, 1999 Online).

To conclude from these two schools of thought, what has emerged appears to be a 'necessary evil'. On the one hand, advertising is viewed as manipulating consumers to buy, by equating short term happiness with products or services they do not need. On the other hand, it is ultimately up to consumers regarding their own choices, given they are not being forced to buy. One argument is that advertising essentially provides informed knowledge about the products and services that are available. This view is held by Lucia Ruggerone (2006:356): "[E]ffective advertising depends on

visual pleasure and provides the viewer with an opportunity to come into contact with new, fashionable, dangerous, or sexy images, stimulating curiosity, astonishment, envy, repulsion, or a combination of all these emotions.”

Furthermore, Dick Hebdige (2005:356) connects advertising that promotes a commodity-driven lifestyle to the leisure sphere and identifies the definitive commercial liaison between subcultures and corporations: “It operates exclusively in the leisure sphere. [...] It communicates through commodities even if its meanings attached to those commodities are purposefully distorted or overthrown”.

Philip Kotler asserts that consumers’ buying behaviour is influenced by “cultural, social, personal and psychological factors” (2000:161). Cultural factors are key as they “exert the broadest and deepest influence” on a person’s buying habits (Kotler, 2000:161).

These quotes create a clearer understanding of advertising as a medium that exploits consumers to alter their buying behaviour. Kotler stresses the importance of grasping the fundamentals of how and why individuals buy products. It is, therefore, important to study the mechanisms of ‘culture’ within contemporary consumer culture. To substantiate this notion, Michael Featherstone (1991:114) argues that:

[C]onsumer culture through advertising, the media and techniques of display of goods, is able to destabilize the original notion of use or meaning of goods and attach to them new images and signs which can summon up a whole range of associated feelings and desire. The overproduction of signs and loss of referents...is therefore an immanent tendency within consumer culture. Hence within consumer culture the tendency is to push culture towards the centre of social life...

A slightly more philosophical view of the purpose of consumer purchase, irrespective of youth or adulthood, is that it is to defer or mask the inevitability of death. Blaise Pascal (1966) argued that, “there is no escape from human fate except diversions, and our partners-in-mortality could hardly be blamed for wishing for them” (Pascal, 1966 cited in Bauman 2001:13).³

³ Please note Pascal’s novel *Pensées*, Vol. II (1966) is in French and has been translated in Zygmunt Bauman’s journal *Consuming Life* (2001).

What these thoughts provide is an alternate viewpoint into consumption to the economic, social or cultural aspects. These views present a sobering account as to why people spend. Possibly an underlying reason to consume, other than to satisfy basic needs, such as food or warmth, is to defer attention from ultimate mortality which transcends superficial characteristics like race, age or income. Consumption becomes a distraction, a 'feel good' delusion to focus an individual's attention elsewhere.

Elusive Culture

Implicit to this study is the importance of culture and its centrality in consumption. It is important to acknowledge the contribution cultural studies have had in this field, and that the perspective in this study is a borrowed one. This can be shown through addressing the structure of the youth market and how young people's identity is fractured through the interpellation of local, 'glocal' and global media (Athusser 2006:241).

Cultural studies have identified advertising, as another contribution to identity construction. A central theme within cultural studies is the problematic nature of what actually constitutes 'culture'. Nick Couldry asks, "What is culture?" and continues, "yet just by asking it we enter one of the most contested debates in the humanities and social sciences today" (Couldry, 2000:91). It is from this point that cultural studies split into various disciplines. There are two dominant approaches.

On the one hand, there is the structuralist/political economy school of thought that emphasises existing dominant systems and discourses entrenched in society. Through these potentially oppressive structures, the individual is 'positioned' into specific 'subjectivities'. Theorists that exemplify to this view include Louis Althusser (1971/2006), and Karl Marx/Friedrich Engels (1848/2002).

On the other hand, the liberal school focuses on free will. Human agency has the ability to act free from structures of domination. Without digressing too much, the focal purpose of this study is to understand what youth consumer culture is and, and not to go into the origins or ongoing debates of this field.

For the purposes of this research, a definition of culture offered by Larry Samovar and Richard Porter (2000:7) shows the depth of culture and how it permeates all levels of life:

...that culture is ubiquitous, multidimensional, complex, and all pervasive. Because culture is so broad, there is no definition or central theory of what it is...For our purposes we shall define culture as the deposit of knowledge, experience, beliefs, values, attitudes, meanings, social hierarchies, religion, notions of time, roles, spatial relationships, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving.

What has been highlighted so far is that culture categorises and teaches certain kinds of social conduct. It carries philosophies for life, religion, education, family structure and roles from the food people eat to their purchasing habits. Thus, it is important to view culture as a valuable reflection of human consumption and its links to every other facet of life. As culture is an all-encompassing term, it is relevant to briefly explore 'individualism' and 'collectivism' and how this applies to consumption.

Daniel Goleman (1990:40) identifies some central aspects of individualism:

People's personal goals take priority over their allegiance to groups like the family or the employer. The loyalty of individualists to a given group is very weak; they feel they belong to many groups and are apt to change their membership if it suits them, switching churches, for example, or leaving one employer for another.

What has emerged is that the focus on the self overrides other institutions whether religious, educational or family, resulting in individualism and independence from institutions. As the focus is on the individual, consumption is primarily focused on addressing the individual's needs and wants over other needs. The opposite approach is reiterated by Samovar and Porter (2001:67) who describe collectivism as,

...characterized by a rigid social framework that distinguishes between in-groups and out-groups. People count on their in-group (relatives, clans, organizations) to look after them, and for exchange for that they believe they owe absolute loyalty to the group.

Collectivism focuses on group interests over individual self interest, teaching interdependence and a shared collective way of life. Consumption of goods is

divided among group members with a strong sense of the “in-group” which Samovar and Porter speak of, where consumption is about giving to one another.

Micro Theories

This chapter concludes with two micro theories, being: Maslow’s Hierarchy of Needs and The Uses and Gratifications Theory. The rationale for selecting these theories over others is that these approaches can apply to people’s needs and their media consumption. Familiarity with these two theories leads to understanding young people and their cellular phone consumption. By elaborating on these theories this dissertation will be closer to addressing a crucial question in the field.

As a basis for interpretation, Maslow’s Hierarchy will provide the framework for these micro theories (Figure 2.1, p.29). Ranging from the physiological through to self-actualisation, The Uses and Gratifications Theory will be integrated at higher levels of Maslow’s model. Reasons for this can be substantiated on the grounds that, once physiological and safety needs are met, the lifestyle created through economic means tends to surface. Propagated by the mass media, it is appropriate to understand human behaviour, and specifically, youth consumption through their lifestyle choices. In this light The Uses and Gratifications Theory aims to uncover why cellular phones are used and what gratifications of the youth are met. What these micro theories aim to present is a brief account of why youth purchase cellular phones.

Maslow’s Hierarchy of Needs

Maslow’s Hierarchy deeply permeates the psychological approach as to how people behave. The reason for choosing this popular model is that it attempts to make sense of human needs. This hierarchy is useful in a media and marketing sense as it maps out human layers of needs in relation to consumption. A background to Maslow is provided by Simons et al (1987 Online).

Abraham Maslow developed a theory of personality that has influenced a number of different fields, including education. This wide influence is due in part to the high level of practicality of Maslow's theory. This theory accurately describes many realities of personal experiences. Many people find they can understand what Maslow says. They can recognize some features of their

experience or behaviour which is true and identifiable but which they have never put into words.

Maslow discusses five levels of needs in this hierarchical pyramid. They are Physiological [1], Safety [2], Love, Affection and Belongingness [3], Esteem [4] and finally Self-Actualization [5] (Maslow, 1970:35-47). In this respect, "Maslow argued that there is a hierarchy of needs that people strive to meet; the fulfilment of one allows release for the individual to fulfil another at a higher level" (Sirgy, 1986:331). Also Douglas McGregor (1960:36) points out that

higher level needs emerge as the result of relative gratification of lower level needs. This process of need satisfaction is continuous and dynamic because the human need system is ever-expanding. Emerging needs become the dominant motivators which direct the individual's behaviour toward the gratification of the needs.

In ascending order in this pyramid, Physiological Needs examines crucial points to ensure survival. They include elements such as water, warmth, shelter, sex and so forth. To reiterate, George Norwood (2008 Online) stated that, "on this level are the very basic needs for air, warmth, food, sleep, stimulation and activity. People can die due to lack of biological needs and equilibrium (homeostasis)". It must be stated in this regard that cellular phones do not serve any purpose at this physiological level but rather enhance the higher levels of needs.

The next level comprises Safety Needs. Examples of this could be the need to be secure and safe from harm or as Norwood (2008 Online) states, "include living in a safe area away from threats". In terms of cellular phone use, this could be articulated in the way that cellular phones can act as a safety tool to communicate with family, friends, police, ambulances in times of need.

The following need is Love, Affection and Belongingness which can be described as,

A set of needs usually sought after one has secured his or her safety & physiological needs, is the desire to develop relationships with others, and feel part of a group. The term relationship is used broadly here - as it can refer to camaraderie or sexual relationship with an intimate partner. The more variety of relationships one can maintain in life, the more likely he or she can move to the next levels of Maslow's echelon (Rogers, 2004 Online).

Cellular phones, as a purely communicative device, can be viewed as a way to create 'love, affection and belongingness' through making and receiving calls and

well as sending/receiving SMSs. In a similar vein, given the acceleration in technology with ICTs, social networking programmes such as Facebook and MXit could apply here as a way to also fulfil this need. For clarity, MXit is a “free instant messaging program for your mobile phone and PCs” which is an inexpensive way to communicate with contacts via text messages (MXit, 2008 Online). Furthermore, “this means that you can chat to other MXit users on their mobiles and PCs, anywhere in the world. It enables you to send and receive text messages to and from mobile phones and PCs via the Internet using GPRS [General Packet Radio Services] or 3G [Third Generation], rather than by using standard SMS technology” (MXit, 2008 Online).

Facebook (2009 Online), another social networking programme, can be included as it

...gives people the power to share and makes the world more open and connected. Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

The next need to be met is the Need for Esteem. According to Simons et al (1987 Online), Esteem can be described

when the first three classes of needs are satisfied, the needs for esteem can become dominant. These involve needs for both self-esteem and for the esteem a person gets from others. Humans have a need for a stable, firmly based, high level of self-respect, and respect from others.

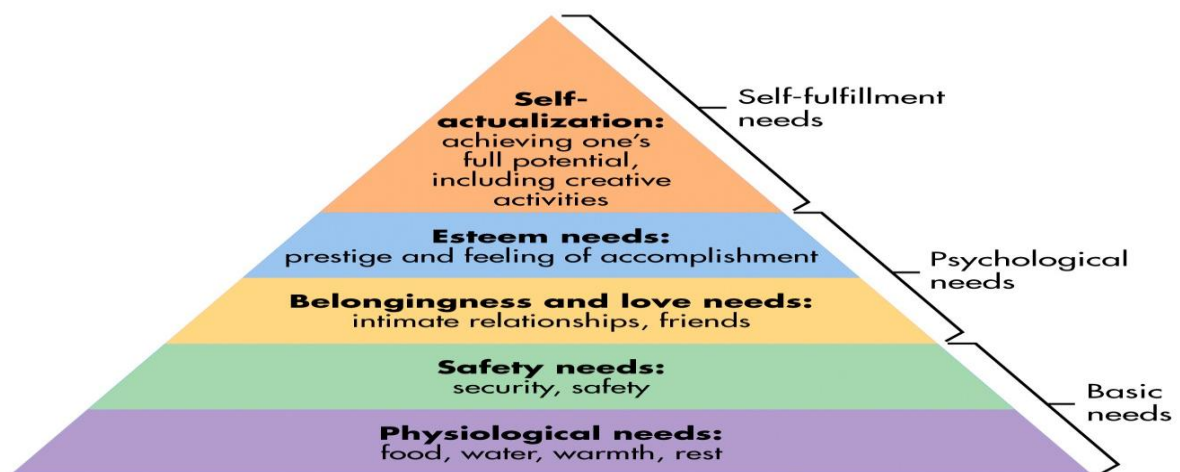
An individual who has a high self-esteem would use a cellular phone effectively to communicate, whether for family or business purposes, and would also socialise in an interpersonal space. Someone who has a low self-esteem may use a cellular phone as façade to who they are. A danger of cellular phones is that this medium may be a physical barrier to face-to-face communication. Ideas of online and offline identities surface and one has to be aware that it may be enticing to create a persona but how individuals act in a social setting may be very different. For instance, the use of a cellular phone when alone in public could be an attempt to convey a sense of purpose or give the impression of self sufficiency. Other examples include speaking loudly on a phone with the deliberate intention of being noticed. Furthermore this could be emphasised by having a loud ring-tone to get attention. In

another instance a youth may decide to purchase a cellular phone on the basis of its looks over its functionality in order to feel special or unique. A corollary of this behaviour is the 'feel good' element of retail therapy through the hope of fulfilment through material consumption.

If an individual fulfils all the basic physiological requisites for self-actualisation, a cellular phone can be a catalyst or agent to attain this level, Self-Actualisation can proceed or as Simons et al (1987 Online) state can be "activated". Simons et al stated that "Maslow describes self-actualization as a person's need to be and do that which the person was born to do...A musician must make music, an artist must paint, and a poet must write" (1987 Online). With regard to a cellular phone, a business person could increase their phone's capabilities by having a calendar, Internet and email connectivity, SMSs, MMSs (Multi-Media Service) and so forth, all of which could help the individual to attain self-actualisation. The same could apply to a young person being connected or having access: to family, friends, networking potential, emails, and the Internet, all communication channels which enhance or aid one in reaching what one was born to do.

Figure 2.1

Maslow's Hierarchy of Needs Model



The reference for this model can be found in the footnote.⁴

⁴ College of Charleston. (2008). *Maslow's Hierarchy of Needs Model*. Available at: (<http://www.cofc.edu/~psycadvise/images/Maslows%20hierarchy%20of%20needs.jpg>). [Date Accessed, 2 February 2009].

The Uses and Gratifications Theory

This approach examines how people use media and what gratification they derive from its use. This theory provides insight into why individuals harness mass media, whether it is television (TV), radio, print or the Internet. To integrate this approach with Maslow's model, it is proposed that once physiological and safety needs are met, aspects such as lifestyle tend to surface. Directly pertaining to the media industry one can see how entertainment becomes a factor. Similarly, this approach offers reasons as to why people use cellular phones, in the way they spend money on media, spend their time consuming information and draw gratification from these activities. The Uses and Gratifications Theory:

[A]ttempts to explain the uses and functions of the media for individuals, groups, and society in general. There are three objectives in developing uses and gratifications theory: 1) To explain how individuals use mass communication to gratify their needs. "What do people do with the media?" 2) To discover underlying motives for individuals' media use. 3) To identify the positive and the negative consequences of individual media use. At the core of uses and gratifications theory lies the assumption that audience members actively seek out the mass media to satisfy individual needs (University of Twente, 2004 Online).

The first objective expands on "how individuals use mass communication to gratify their needs..." which can be applied to cellular phone use (University of Twente, 2004 Online). Plausible reasons could stem from a communication tool, to a recreational device for surfing the Internet, through engaging in social networking, to a business instrument in sending and receiving emails. Cellular phones can also fulfil needs for safety and security which derive from Maslow's notions of basic needs, discussed earlier.

The second objective aims to find out the "underlying motives for individual's media use" which examines the deeper structures of the individual's psyche (University of Twente, 2004 Online). The objective of this category is to negotiate the psychological processes in using a cellular phone but also possibly to express or individualise oneself. This is evident in the use of personalised ring-tones and wall-papers for example.

The third objective takes into account how, “[t]o identify the positive and the negative consequences of individual media use” and explores what implications this behaviour has on the individual (University of Twente, 2004 Online). Other than being a mobile communications tool, it can also be abused. Too much time focused on cellular phones might lead to antisocial behaviour, for instance becoming a recluse as mentioned in Maslow’s model. Excessive time spent on a cellular phone can also include health risks such as microwave radiation damage. The debate around the dangers of cellular phone use and its potential dangers are heavily contested. Nancy McVicar (2005 Online) speaks about the contradictions in the findings:

One lab finds a high rate of cancer in mice exposed to cell phone radiation, but another lab, after making changes in the design of the study, finds no such cancer risk. A pair of researchers finds DNA breaks in rat brain tissue exposed to radio-frequency radiation, but another lab, performing the test a different way, shows no DNA damage. With so many conflicting findings on cell-phone safety, consumer advocates and scientific experts say it is difficult to get a clear picture of human health risks. In part, this is because the devices have been in widespread use only a few years and because the research agenda has been flawed, they say.

In a related sense, The MailOnline (2005 Online) published an article that discusses the cellular phone risks associated with children:

Handsets expose users to between 1,000 and 10,000 times more radiation than mobile phone masts. Dr Clarke said: “We feel we should discourage prolonged use of mobile phones. There isn’t actually a proven health risk. What we are talking about is the possibility of one emerging after prolonged use. Our view is that it is sensible to take a precautionary approach to mobile use, especially in the very young, because it is such a new thing. I cannot predict what I might find out tomorrow. Children should not be spending hours a day talking to their friends. Parents are the best people to judge the needs of their children but they should have all the information.

Despite the potential uses and gratifications cellular phones can provide, the concern as to whether they are safe or not remains unresolved. In summary, The Uses and Gratifications Theory offer an insight into three aspects of why people utilise media. These areas explore why one uses media, what the deeper psychological processes are whilst this consumption of media is engaged in, and lastly what the implications for this media usage are. Furthermore it is noteworthy that Elihu Katz, Jay Blumler, and Michael Gurevitch [theorists behind this perspective] state: “an entire tradition of

studies in uses and gratifications has grown up and matured in the mass-communication literature. We now know a great deal about the various reasons people have for choosing media exposure of particular kinds” (Sparks, 2006:64). In illuminating the strengths of this theory it is important to note that there is potential for the individual to falsify or misunderstand exactly why they are using the media they choose and how they derive satisfaction from them.

Conclusion

This section contains a comprehensive overview of the most pertinent studies of the topic of youth negotiating their sense of identity through the consumption of cellular phones. Commencing with the overarching framework of globalisation, this macro paradigm encapsulated some of the most influential shifts that have incrementally and rapidly defined youth consumer culture. In this light, the critical political economy paradigm was utilised to explain how concentrated media ownership threatens plurality. Focus then shifted to the dangers of oligopolies in the South African cellular communications market and what direct effects this has for the consumer regarding pricing, choice and service. This then moved into how technology has bolstered media and communications with ICTs which facilitates new communication platforms, one of which is cellular phones.

The argument then focused on the theme of youth consumer culture by examining what is meant by the term ‘youth’. Identity and youth were conflated through consumption, expressed by Mackay (1997:3): “consumption is the articulation of a sense of identity”. Consumer culture, which is deeply interwoven in this view, was unpacked and the role of culture interrogated. This argument then examined the powerful impact culture has on consumption. Culture, as a contested term, was explored by the cultural studies paradigm and incorporated Samovar and Porter’s definition of culture. This led to the conclusion that culture is entrenched in everyday life, which is a product of lived experience as opposed to being an innate characteristic. Two schools of thought were briefly discussed which were individualism which focused on the self whereas collectivism concentrated on the group. Consumption of goods in an individualistic society tends to address the individual’s needs and wants over others, while collectivistic societies tend to divide what they have among their ‘in-group’. Furthermore, one learns how cemented

culture is in understanding consumption and this was substantiated by Kotler whereby 'culture' has the ability to "exert the broadest and deepest influence" on a person's buying habits (Kotler, 2000:161).

A discussion of the role of advertising ensues which is apparently dichotomous with two major schools of thought emerging on the matter. On the one hand, advertising acts as a cultural intermediary with the sole objective of delivering persuasive messages to promote the consumption of products and services. On the other hand, advertising is perceived as being manipulative, as it encourages consumers to buy products that they may not need through the use of false gratification and happiness. These macro frameworks have provided the pillars to this argument. Drawing in closer on this study's specific focus, this dissertation outlined the two key micro-level theories that explore how media is used and why. At the micro level, Maslow's Hierarchy of Needs was utilised as a model to explain human needs in a triangle of ascendancy. Against this platform, The Uses and Gratifications Theory explored unique ways to explain why people, and in this case the youth, consume media, specifically cellular phones. This interprets the processes that this market is cognisant of and how to market the product to consumers more effectively.

Critical in addressing youth and their cellular phone consumption are the boundaries of scope which are clearly identified. In examining this, this chapter has provided specific key theorists and theory primarily in the field of media whilst borrowing from other schools of thought where necessary. In this way, this dissertation has methodically accounted for the continuous changes of youth consumer culture despite the limited theory about South African youth and their media consumption experiences.

To understand more about this field, the following chapter examines the methodological approaches this dissertation has taken to extract data on youth and cellular phone consumption from a sample of UKZN students. The Research Results/Discussion follows from this and, along with the Theoretical Framework, local and global trends are integrated to describe the youth market. These trends are explored and applied later in the Research Results/Discussion.

Chapter Three

Research Methodology

This chapter charts some of the necessary areas that comprise this methodology and how the research was conducted. In this regard, this dissertation will address the qualitative and quantitative methods incorporated and substantiate why particular methods were chosen. Intrinsically linked is an outline of the target population, the boundaries of scope, strengths and weaknesses of methods, programmes used for data capture and the reliability and validity of the resulting findings. This chapter is supported by a theoretical grounding that determines its structure.

David Silverman defines 'methodology' as a "general approach to studying research topics" (2005:109). In a related sense, methodology according to Henning et al is the "coherent group of methods that complement one another and that have the 'goodness of fit' to deliver data and findings that will reflect the research question and suit the research purpose" (Henning et al, 2004:36). The "coherent" methods employed in this study are a questionnaire and a semiotic analysis of the cellular service providers' networks. The "'goodness of fit' to deliver data and findings" are presented to clearly convey findings on a segment of the youth target market and to address the three key research questions. In this regard, the questionnaire elicits central views on the uses and gratifications of having a cellular phone, how phones are marketed, and how this marketing influences the consumption of cellular phones. The semiotic website analysis then strives to clarify how marketers utilise a medium such as the Internet in disseminating consumerist messages to this market segment.

The research takes the form of a case study of a specific sample of South African university students and their cellular phone consumption. A case study is a "bounded system" which needs to be identified. Once the case study has been delineated, the researcher "can start thinking of methods of data collection and analysis that will yield the data needed to explore and examine the case" (Henning et al, 2004:40). It is then necessary to define the target population precisely and, thereafter, apply suitable methods to extract the appropriate data from this population. Before delving into the foci of this research, it is important to discriminate between qualitative and quantitative research and how the research married both in the results. Combined,

these approaches have provided substantial statistical information and elicited rich responses from respondents to the questionnaire.

Qualitative Research

This study draws largely on a qualitative investigation. This has been expressed by William Trochim (2006 Online) as

[a] general way of thinking about conducting qualitative research. It describes, either explicitly or implicitly, the purpose of the qualitative research, the role of the researcher(s), the stages of research, and the method of data analysis. Here, four of the major qualitative approaches are introduced [The major qualitative approaches are; Ethnography, Phenomenology, Field Research and Grounded Theory respectively].

To draw from this statement, the purpose of this research is to identify young people's views on their cellular phone consumption. The role of the researcher is to find out who constitutes the universe, how to select an appropriate sample, and how to administer the questionnaires. Questions were asked to identify how marketing influenced decision-making and what variables contributed to this. Questionnaires were distributed in a controlled environment facilitated by a UKZN lecturer. The sample was of both a convenience and purposive nature. Convenience was facilitated by selecting media students who were already assembled for a scheduled lecture in a lecture theatre.

The sample was also purposive in that it was assumed that second and third year media students on the Howard College campus would have a greater interest in media research than perhaps students studying other disciplines.

The third year class comprised 40 students in total, while the second year class totalled 77. Students were given 20 minutes to complete the questionnaire during April 2008. Demographically, there was a 70% female response, with an age group average of 19 years. Blacks were the most dominant race group comprising 42% of the sample, followed by Indians at 32%, Whites at 21%, Coloureds at 2%, and Other at 3%. The age range spanned 18-25 with the median being 19-21.

Of the 117 questionnaires distributed, seventeen were unusable as they were either illegible, poorly answered or respondents had failed to answer most of the questions in the questionnaire.

The research sample a) mirrored more or less the racial distribution of the University as a whole (Table 3.1, p.37); though b) the female representation was much higher (70% vs. 55%); c) the student profile of the students in these two lecture rooms also more or less reflected the institution as a whole.

Quantitative Research

Quantitative Research, according to Anneliese Dickman (2006 Online) aims

... [t]o measure how many people feel, think or act in a particular way. These surveys tend to include large samples - anything from 50 to any number of interviews. Structured questionnaires are usually used incorporating mainly closed questions - questions with set responses. There are various vehicles used for collecting quantitative information but the most common are on-street or telephone interviews.

A section of the questionnaire used closed questions and, as described in SPSS, coding was implemented to quantify responses to each question. Thus, bar graphs and statistical boxes demonstrate the quantitative element of the questionnaire response.

Population

It can be assumed that the sample used in the study, being university students, are more affluent than the youth population of South Africa in general. To be afforded the opportunity to study, whether on financial aid or paying off a loan (which are the main ways to pay for university), reflects a level of economic privilege to some extent. The United Nations Educational, Scientific, and Cultural Organisation (UNESCO, 2002 Online) defines youth as people between the ages of 15 and 24 years inclusive. This research specifically examines the ages of 18 to 25 to avoid any issues that could possibly be foreseen that implicate minors. This sample is also fairly broad to include students who are possibly older than the average student entering university. If this age group had been restricted to a smaller sample, for instance, 18 - 21, it would have excluded students who may have been appropriate for this study. In other

words, allowing for a broader framework enabled more responses from a greater pool of respondents. The population is the total number of people in the group with a self-exclusion of the poorly completed questionnaires.

The demographic composition of the research ‘population’ can then be compared to census data, to measure how far the population being studied matches (represents) the wider community (Stokes, 2003:63). Table 3.1 shows a comparison of UKZN and the study sample to that of South Africa as a whole [for the age group 18-25 years]. The study sample has a slight female bias and is significantly biased towards Indians and Whites in comparison to the population as a whole.⁵

Table 3.1

Comparison Table of Race and Gender in South Africa

Race:	South Africa	UKZN	Study Sample
Blacks:	79.6%	49%	42%
Indians:	2.5%	33%	32%
Coloureds:	8.9%	3%	2%
Whites:	9.1%	15%	21%
Other:	-	0%	3%
Gender:			
Male:	48%	45%	30%
Female:	52%	55%	70%

⁵ The statistics in the Comparison Table are taken from the following sources:

International Marketing Council for South Africa. (2007). *South Africa's Population*. Available at: (<http://www.southafrica.info/about/people/population.htm>). [Date Accessed, 6 May 2008].

Garson, P. (2007). *SA's push for gender equity*. Available at: (http://www.southafrica.info/ess_info/sa_glance/constitution/gender.htm). [Date Accessed, 6 May 2008].

University of KwaZulu-Natal. (July 2004). *Student Race & Gender Distribution for UKZN*. Available at: (https://dmi.ukzn.ac.za/downloads/stats_student.pdf). [Date Accessed, 6 May 2008]. Research Results can be found in (Question 4.1, p.49) & (Question 4.3, p.51).

Research Execution: A Qualitative Background

This dissertation topic is predominantly based on qualitative research methods. The study does, however, incorporate some statistical representation, depicted by bar graphs and statistical boxes in the Research Results to substantiate the observations. It is evident that qualitative research offers the researcher the capacity to assess behavioural imperatives that determine consumption. Briefly, the topic is examined using a case study that explores a particular phenomenon within a certain framework. There are two significant approaches that emerge to elucidate the topic.

The first approach explores consumption from the youth perspective. To this end the study employed questionnaires which elicited their perceptions of self and their cellular consumption patterns. The second approach examines web-based promotions from cellular service providers and cellular phone manufacturers used to promote brand awareness. In this regard, the dissertation has employed a semiotic analysis of all four of the cellular networks' websites which included: MTN, Vodacom, Cell C and Virgin Mobile respectively.

Hypothesis

The principal hypothesis is that it is possible to draw some conclusions about identity formation, particularly among young people, by examining their cellular phone consumption. In this regard, Jane Stokes (2003) states that "you need to be very clear about the relationship between the hypothesis and the method(s) employed. You must show that the method chosen is a valid and appropriate test of the question. Explain exactly what you did, when and how" (Stokes, 2003:161). The hypothesis further suggests that the purchasing decisions of branded commodities (goods and services) by youth aged 18-25 contributes to the development of their sense of self. To understand the deeper motivations for consumption, cellular phones have been selected to explore, if and how, this process occurs. Furthermore,

you should include discussion of any false paths from which you have followed - the reader will want to see that you have learned from your mistakes and that your ideas have developed in the process of designing and conducting your study (Stokes, 2003:161).

With this statement in mind, the questionnaire was designed to ascertain the general demographics, such as age, gender and income amongst the selected sample. It also sought to find out more about the psychographics of the sample segment by exploring respondent's perceptions, attitudes, and beliefs about cellular phones.

Once the list of questions for the questionnaire had been assembled, it was then fine-tuned with the researcher's supervisor. Thereafter, a pilot questionnaire was tested with two students at UKZN. They were asked to answer the questionnaire, record how long they took to complete it and to give their general views on it. This was a necessary undertaking as it provided an estimate of the time required to answer the questions. It also revealed that a few questions were closed-ended, which resulted in respondents only airing yes/no answers in response. These were then amended appropriately. Ina Bertrand and Peter Hughes stress that questionnaires "share certain problems" and that "they provide simple answers to simple questions, so they cannot help to establish thick description or to understand process or social context" (2005:69). In other words, it was established that "closed questions are those which limit possible responses" (Bertrand and Hughes, 2005:71) and these were inappropriate for the qualitative section of the study.

Having discovered that both pilot respondents had largely responded with yes/no answers, the questions were rephrased to elicit more elaborate responses. As a result, the pilot process was used to eliminate 'close-ended' questions prior to distributing the questionnaires to the target sample. As a result, the revised questionnaire elicited more in-depth responses as opposed to yes/no answers, which would have impaired the field work research. However, once the questionnaire had been conducted, Question 21 of the questionnaire was found to be ambiguous, due to it being made up of two questions: "What features does your cell have that you use? Any features you wished it would have?" As a result, many respondents wrote down ambiguous responses. Therefore, the researcher omitted the responses obtained on this question in the analysis of the data. Another question was whether the respondents were on prepaid or contract or both (Question 4.10, p.69) and the answer required some adjustments in order for the replies to be graphically represented. The findings show that respondents were largely on *Prepaid* at 69%, followed by *Contract* at 29% or *Both* at 2%. Given that 2% of respondents were

using both, this percentage was statistically insignificant. Therefore, the results were rounded off to the closest percentage with 1% allocated to prepaid and the other percentage to contract.

What Is A Questionnaire?

A questionnaire is a printed document containing a range of questions that seeks to elicit information from selected respondents that comprise a convenience sample for research purposes. Questionnaires could be further argued to be:

...an inexpensive way to gather data from a potentially large number of respondents. Often they are the only feasible way to reach a number of reviewers large enough to allow [statistical] analysis of the results. A well-designed questionnaire that is used effectively can gather information on both the overall performance of the test system as well as information on specific components of the system (Georgia Tech, 1997 Online).

A distinct advantage of using a questionnaire is that it can reach a “potentially large number of respondents” which this questionnaire has achieved. By being able to harness a total of 100 respondents, this has proved invaluable in drawing up findings.

Weaknesses of a Questionnaire

Leonard Bickman and Debra Rog (1998) state, “[k]nowing whether the researcher and the respondent are on the same wave-length, sharing common assumptions and understandings about the questions, is difficult - perhaps impossible” (1998:485). Bickman and Rog (1998:485) go onto state that

[m]isinterpretations and misrepresentations are common with questionnaires. Many people present idealised images of themselves on questionnaires, answering as they think to conform to a certain image. The researcher has no control over this type of response and no interpersonal cues to guide the interpretation of responses. Other problems include bias in the questions and poor return rates.

To address poor return rates it was ensured that there was a fairly large pool of 117 respondents to provide a broad picture of how students use cellular phones.

Statistical Package for the Social Sciences (SPSS)

As mentioned, a questionnaire was constructed to understand how the youth respond to messages marketed by cellular service providers. A total of 117 questionnaires were retrieved, of which 100 questionnaires were used for data capture. Having a total of 117 questionnaires to choose from ensured a sufficiently representative pool of respondents, so that poorly answered responses which were of no use to this research could be discarded. The SPSS is a programme that captures and quantifies research input. According to Alan Bryman (2004), the SPSS is a “widely used computer program that allows quantitative data to be managed and analysed” (2004: 544). Using the SPSS, a series of bar graphs and statistical boxes were produced to illustrate this sample. Microsoft Word 2007 was used to change the look and colours of the statistical graphs but the statistical boxes remained as originated. Each of the questions for data capturing were coded on the basis of the respondents’ answers. This was based on a test batch of 20 answered questionnaires and a coded number was allocated by drawing up the most pertinent responses from a range of the most likely answers. For example, where a respondent recorded a certain perception about themselves, the most appropriate category was allocated a number and entered into SPSS. This is illustrated in Appendix E under the heading ‘Key to Understanding the SPSS Table’.

A Qualitative Data Analysis Tool (Nvivo 7)

Qualitative data was captured in Nvivo 7, a qualitative programme that stores and categorises typed information. To further describe this programme:

Nvivo 7 is qualitative data analysis software designed to aid users in managing, organising and supporting research in qualitative data analysis projects. If, for example, you have a number of interview transcripts, field notes, case notes, articles, focus group transcripts or even pictures, Nvivo 7 can assist you with managing, shaping and analysing this type of data (The London School of Economics and Political Science, 2006 Online).

Using Nvivo 7 has been invaluable in this research analysis. The qualitative data captured reflects significant statements that respondents made to particular questions.

Why a Semiotic Analysis of the Cellular Networks' Websites was Chosen

The initial readings by the researcher on methodology and the various ways to gather data indicated that in-depth interviews would be the best route to follow in this study. According to Bickman and Rog (1998) "The interview is the ... most important data gathering technique. Interviews explain and put into a larger context what the ethnographer sees and experiences. General interview types include structured, semi-structured, informal, and retrospective interviews" (Bickman and Rog, 1998:481). This would have been a useful way to engage with marketing managers from the four cellular networks: Vodacom, MTN, CellC and Virgin Mobile. By being able to speak to them directly in the way they perceive the youth market segment and their resultant marketing strategies could be established.

The researcher contacted through email correspondence and asked a series of ten questions that related to their network targeting their youth market, Appendix C. A 'Contact Us' was found on each of the network websites which were utilised along with email addresses that the researcher had through contacts. Unfortunately, there was a limited response from those emailed. Fortunately, an informative response came from a person who had worked in the marketing department of Virgin Mobile, South Africa. This provided some insight into the way this respondent viewed the market segment, their perceptions on a range of issues and their cellular consumption, Appendix C.

Of the four networks, Vodacom responded "Unfortunately we will need to decline the opportunity in line with company policy" - see Appendix D. The researcher tried calling contacts at MTN and emailing MTN personnel in an email via their 'Contact Us' webpage, see Appendix D, with limited success. In addition, emails were sent to the Media Liaison officers at CellC and Virgin Mobile with the only response being from the person who had worked in the marketing department of Virgin Mobile, as already mentioned.

Having only one respondent presented problems in assessing the marketing strategies of the cellular network companies to the youth market. This led to the evaluation of the various marketing channels used to communicate to particular audience/s by the researcher.

One medium that aligns ICTs, such as cellular phones, is the Internet. The Internet is a medium this youth sample utilises. It enables them to send free SMSs from their cellular network's website amongst other activities, such as downloading music, wall-papers and so forth. Thus, a decision was made to study the four cellular network's websites in order to ascertain how marketers attempt to establish a relationship with the brand among consumers.

Strengths of a Semiotic Analysis of the Cellular Networks Websites

Use of the "Internet is particularly high among university students, many of whom have been brought up with technology and for whom it is a very natural medium... websites and webpage's are potential sources of data in their own right and can be regarded as potential fodder for both quantitative and qualitative content analysis..." (Bryman, 2004:467). What must also be acknowledged is that this semiotic analysis is the researcher's interpretation of the data and therefore may differ from other perspectives.

As highlighted, a semiotic framework has been chosen to establish the meaning-making of this medium. In other words, a semiotic analysis has been used to help delve below the surface of these websites to identify their purpose and to extrapolate this into possible interpretations by the youth. Semiotics, according to Daniel Chandler is, "concerned with meaning-making and representation in many forms, perhaps most obviously in the form of 'texts' and 'media'" (2004:2). Chandler also states that a text is an "assemblage of signs (words, images, sounds and/or gestures) constructed and interpreted with reference to the conventions associated with a genre and in a particular medium of communication" (2004:2-3). A particular advantage of this approach is that it focused on aspects relating to the youth market. For example, on MTN's website, the research identified evidence in the form of texts and images directed at the youth. This process facilitated the marketing analysis of the topic and addressed how marketers target the youth through online platforms such as the Internet. The findings are in the Research Results/Discussion chapter.

This method has proved useful as the key webpages of the cellular networks were downloaded and analysed from a marketing point of view. Specifically, this was done in terms of advertising to their youth market. "Most researchers who use documents

as the basis for their work have to confront the issue that it is difficult to determine the universe or population for which they are sampling” (Bryman, 2004:469). Despite this limitation, it remained valid as a medium in terms of the dissertation as this method is commonly used by university students (Bryman, 2004:467). The Internet is worth examining as a medium to establish why websites are there in the first instance.

Some potential weaknesses emerge with websites. There is no data to indicate who actually goes onto the networks’ websites, how long they spend online and what they do online and any measurement of these activities would be difficult without having access to company records. What was also experienced was that, at the time of analysis, some of the web-based content relied on the support of Adobe Flash Player, a digital programme that enables motion based advertisements to be played. This, however, was not available to the researcher and, as a result, some of the flash-based advertisements were not available for analysis. A review of the sites post research revealed that changes had been made, and that the content at the time of the initial analysis was no longer available.

Reliability

According to Klaus Krippendorff, “...the data that enable researchers to assess reliability, called reliability data, duplicate the very data-making process whose reliability is in question” (2004:219). To further stress this, “reliability is the measure of how well the research is actually done and the consistency of the findings. Research is said to be reliable if it has been accurately and appropriately conducted” (Stokes, 2003:20). To draw from these definitions of reliability and to link it to this research, it could be argued that an investigation into an intangible concept such as identity formation may mean that the reliability of this data is likely to change. As this is not solely quantitative research, this must be acknowledged.

Validity

Stokes argues that “a valid piece of work should demonstrate the relationship between the object of analysis and the method: the researcher should show that the choice of method was the correct one to make the desired point” (Stokes, 2003:20).

To draw from these definitions, validity examines whether the research is valid. In other words, was the way in which the hypothesis was formulated and the methods employed to obtain data and to draw substantial/credible, conclusive and valid? In that regard, the hypothesis is that it is possible to draw some conclusions about the construction of identity, particularly among young people, by investigating their consumption of cellular phones. This was studied using a questionnaire and website analysis which was fundamental to this dissertation. To provide a point of reference to these research findings a comparison to local and global trends is included to provide a more holistic understanding of cellular phone consumption.

Conclusion

To conclude, this methodology set out to explain how the research was conducted. The hypothesis has been stated and valid methods to elicit data have been postulated. A questionnaire and a semiotic analysis of the South African cellular networks websites provided rich insights into both methods pertaining to this topic. What was established while applying these methods successfully enhanced the research experience. It was necessary to examine the broader picture and really be exact about what insights were needed. Reference to literature on methodology revealed some insightful methods in finding relevant qualitative data which were translated into the research.

Chapter Four

Research Results/Discussion

This chapter on the research results has been merged with the discussion.⁶ The rationale for this is that to repeat the research findings in the research results and again in the discussion is redundant. Rather, where the findings are presented in this chapter, appropriate theoretical approaches are reinforced or contradicted through the Theoretical Framework.⁷

The research results have utilised two methods in obtaining data. The first method was a constructed questionnaire disseminated to second and third year media students at UKZN, Howard College Campus. The second method included a website analysis of the South African cellular networks. These are two avenues of investigation that help to explain more fully the dynamics of cellular phone consumption and the cognitive processes that underpin this.

The Theoretical Framework discussed in Chapter Two illuminated central frameworks such as the globalisation and critical political economy frameworks. Other distinct spheres such as technology, identity, consumer culture and advertising provide a more holistic view of youth consumer culture and its influences. These spheres provided the macro overarching shifts. This was supplemented with two pertinent micro theories that attempt to identify why young people use cellular phones. It includes Maslow's Hierarchy of Needs (as the base structure) and, as an extension, The Uses and Gratifications Theory.

This dissertation examines key questions which aim to bring clarity regarding cellular phone consumption among South African youth. Cellular phones have been instrumental in promoting youth expenditure and have an established place in the communications field.

⁶ Questions 4.1 to 4.25 refer to the Questionnaire and Website Analysis 4.26A to 4.29A refer to the semiotic analysis of the cellular networks' websites.

⁷ The Theoretical Framework can be found in Chapter Two (p.6).

In this regard, three specific questions were raised to examine this relationship between the marketer and the marketed:

1. Why do youth use cellular phones and what gratifications do they experience?
2. From a marketing perspective, what web promotions are in place to target this youth market
3. How do the youth respond to these messages?

This discussion of the research results and Theoretical Framework is divided into a further three main areas. These include identity formation, cellular habits and marketing/advertising. The theme of identity formation is explored through the youth sample of UKZN students and unpacks demographic information such as their gender, age, race and economic backgrounds. This elicited rich qualitative responses regarding respondents' perceptions. These cover how they view themselves, why they attend university and how institutions influence consumption.

The next area explores respondents' cellular habits. This includes how they acquired their cellular phone, which cellular phone brand they own and which cellular service provider they subscribe to. Other questions probed whether they are on contract or prepaid and how much airtime they buy. Intrinsically linked to the findings of why this sample has cellular phones is an articulation of the two micro theories mentioned.

It is also important to consider how this segment of the youth market is perceived by industry. In this respect, marketers' repertoire extends into the Internet as a channel of communicating persuasive messages. Given the propagation of Web 2.0, like cellular phones driven by ICTs, the Internet is a medium used by this youth market. The four cellular providers all have accessible websites that were analysed in terms of the youth using this medium. In this regard, a semiotic website analysis is offered to illustrate the devices and signs utilised by marketers with regard to their perception of this segment. This will provide some insight as to how the youth are marketed to by the South African cellular communications industry.

A final section is incorporated to contextualise the research results (questionnaire and semiotic analysis of the cellular networks websites) against local and global trends. In this regard, local industry perspectives are provided by The Sunday Times

Generation Next Youth Brand Survey 2008, along with other sources from Youth Dynamix marketing consultancy⁸, the MediaOnline⁹ and Bizcommunity¹⁰. For a broader perspective, a Global Youth Survey¹¹ is included to provide a more holistic understanding of global youth and their media consumption (including cellular phone consumption) to witness how the youth segment in first world countries are communicating.

Identity Formation

Discussed in the methodology are the motivations in employing these methods and their relevance to this study. The questionnaire, as one method, provided some pertinent findings about this youth sample. A website analysis follows whereby all four of the cellular service providers' websites were analysed. The research report attempts to make sense of the between youth and their most evident surfing habits.

To reiterate, the hypothesis is that it is possible to draw some conclusions about identity formation, particularly among young people, by examining their cellular phone consumption. It is possible to consider how the choice of a particular cellular phone may affect the way young people may perceive each other. In this instance the notion of 'identity' is a relevant theme which Woodward describes as a way to locate ones' self and help create a link to the society in which one lives (Woodward, 1997:1). In addressing identity formation, key questions are asked to understand the relationship between young people's views of themselves and their cellular phone selection. Pseudonyms were chosen by respondents in the study and are indicated by an asterisk in the Research Results/Discussion chapter.

⁸ Youth Dynamix (n.d). *Complete Youth Solutions*. Available at: (<http://www.youthdynamix.co.za/>). [Date Accessed, 4 May 2009].

⁹ MediaOnline. (2009). *Main Webpage*. Available at: (<http://www.themediainline.co.za/themediaview/themediain/en/page1>). [Date Accessed, 4 May 2009].

¹⁰ Bizcommunity. (2009). *Main Webpage*. Available at: (<http://www.bizcommunity.com/>). [Date Accessed, 4 May 2009].

¹¹ Fleishman, A., Hillard, B. (2009). *Global Youth Survey*. Available at: (<http://www.nextgreatthing.com/wordpress/category/youth-trends/global-youth-survey/>). [Date Accessed, 4 May 2009].

Question 4.1

Gender of the Respondents

This sample consists of 70% *Female* respondents who attended either of the two media lectures. Thus, the dominant responses and statistics in this study are female.

Figure 4.1.1

Gender of the Respondents

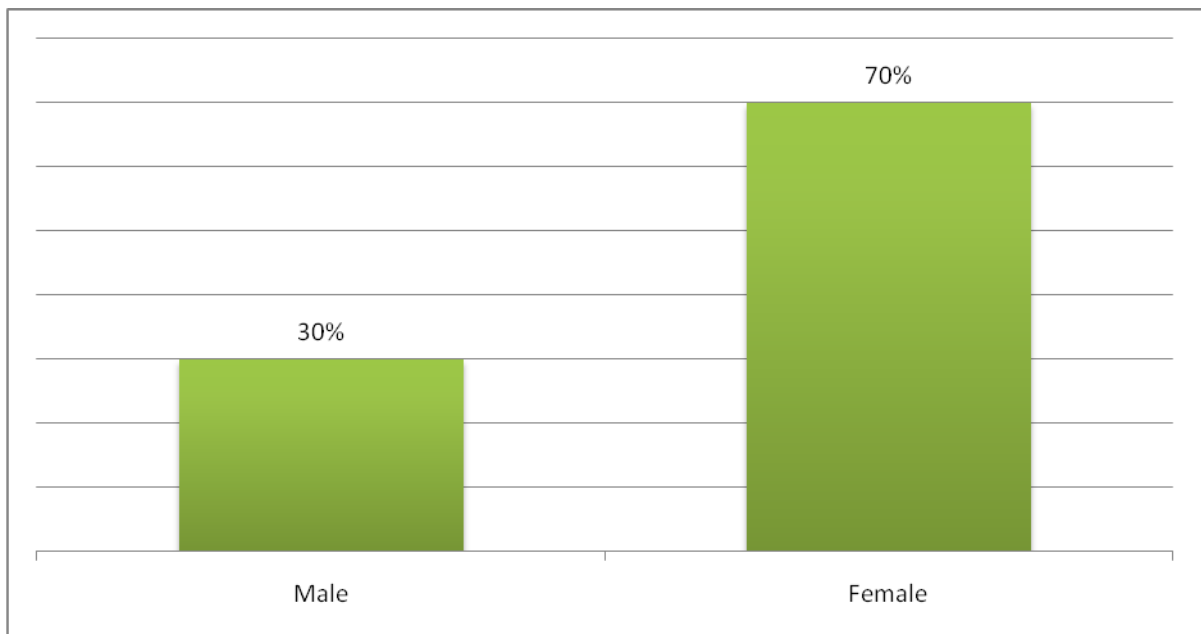


Table 4.1.1

Gender of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	30	30.0	30.0	30.0
	Female	70	70.0	70.0	100.0
	Total	100	100.0	100.0	

Question 4.2

Age of the Respondents

The age of this sample ranges from 18 to 25 years old which is largely proportionate to the students attending university, and correlates with UNESCO's age brackets of youth being 18-24 years. The majority of respondents are aged 19 to 21 with other ages being; 18, 22, 23, 24 and 25.

Figure 4.2.1

Age of the Respondents

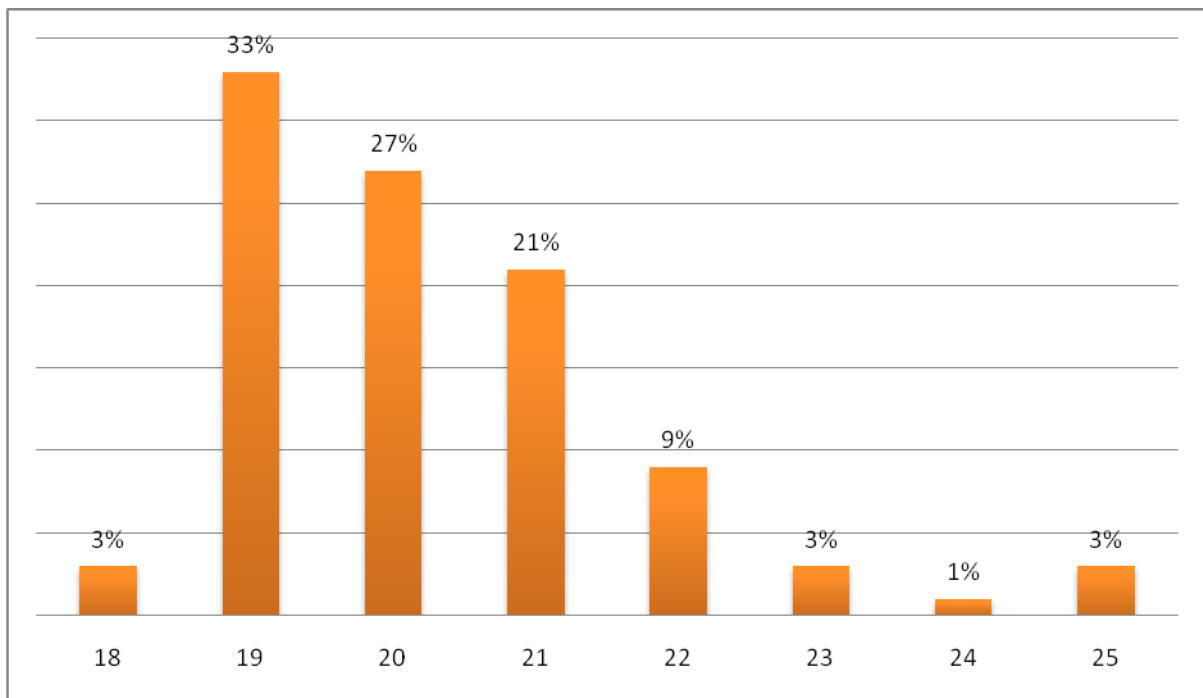


Table 4.2.1

Age of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	3	3.0	3.0	3.0
	19	33	33.0	33.0	36.0
	20	27	27.0	27.0	63.0
	21	21	21.0	21.0	84.0
	22	9	9.0	9.0	93.0
	23	3	3.0	3.0	96.0
	24	1	1.0	1.0	97.0
	25	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Question 4.3

Race of the Respondents

The sample generally resembles the racial composition of UKZN with the majority of students being *Black* at 42% and *Indian* at 32%. This is followed by the other races with *Whites* at 21%, *Coloureds* at 2% and *Other* races at 3%. Other races represented in this sample include Chinese and Japanese Asians. It is important to note that the term 'race' is still uncritically inherited from the former South African apartheid regime as a marketing tool to differentiate people on physical attributes but there is debate as to whether it is a valid construct.

Figure 4.3.1

Race of the Respondents

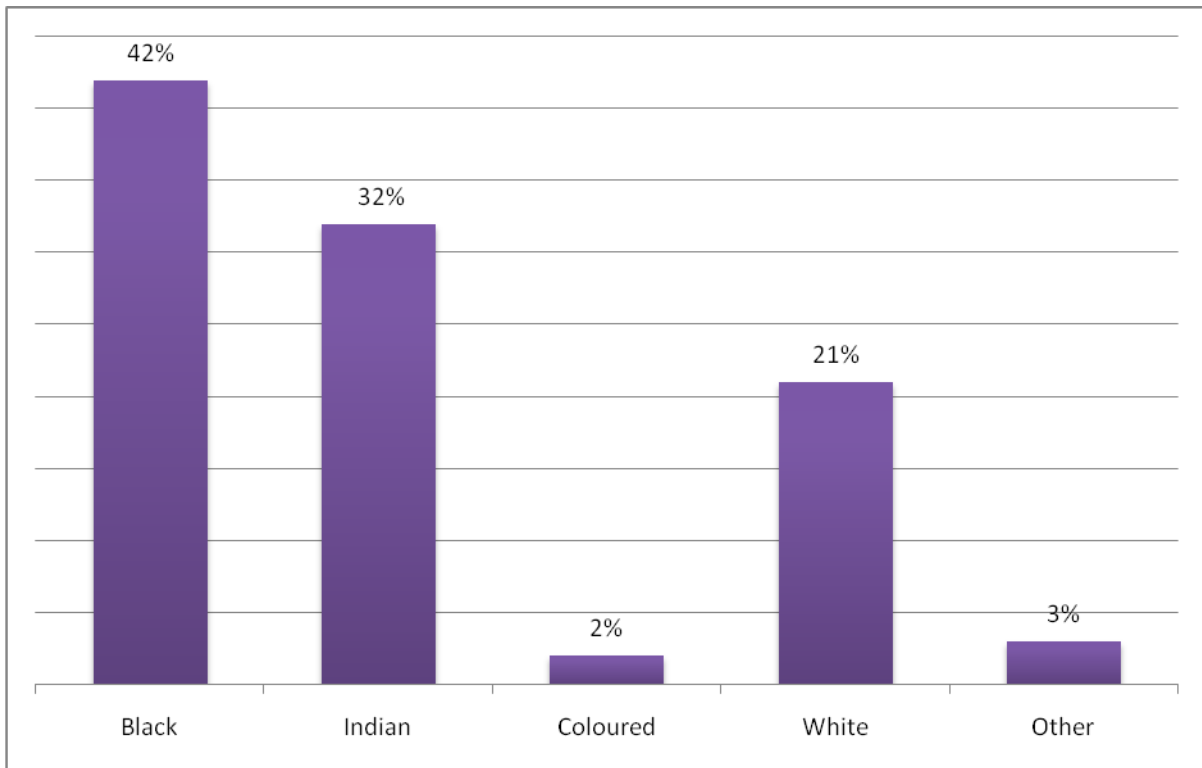


Table 4.3.1

Race of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Black	42	42.0	42.0	42.0
	Indian	32	32.0	32.0	74.0
	Coloured	2	2.0	2.0	76.0
	White	21	21.0	21.0	97.0
	Other	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Question 4.4

Self-Generated Description of the Respondents

This question asked how the respondents viewed themselves to identify how they perceive their sense of self. Terms generated by the respondents ranged from being *Extrovert*, *Religious*, *Fun*, *Independent*, *Intelligent*, *Lazy*, *Focused*, *Introverted*, having *Interests* to being *Active*. Given the population of this study was 100; a plethora of descriptions was elicited.

For the purpose of this study, a dominant characteristic (theme) was identified from the respondents' answers. These categories aim to capture most likely who they are by reading through and summarising the respondent's most salient characteristic/s. These self-identifications represent broadly the 100 responses captured; for a more qualitative approach some of the descriptions are incorporated. There was a significant overlap of self perceptions amongst the respondents.

Largely, 41% of the sample perceived themselves as *Extroverts*. By way of example, one animated response from Lindo* stated: "I'm absolutely gorgeous, happy, bubbly, charming, funny, just cool to hang out with, [I] love people, [and I am a] friendly girl. I'm loud and an extrovert". In this instance and for clarity, this encapsulated themes that imply confidence, an outgoing personality and sociability. Being *Focused* was the next largest theme emerging at 12%. This theme relates to attending university to obtain a degree. Given that this sample comprised media students, the degree to be obtained would be either a Bachelor of Arts or Bachelor of Social Science.

A broad field is presented to accommodate the most likely themes that respondents expressed. These include one from byuT* stating that she felt she was an, "extrovert, free-spirit, happy go lucky young woman who is focused and knows what she wants from life" whereas Nadia* perceived herself as "clumsy and blunt".

Again, to demonstrate the variety of responses, Dexter* stated that he was "Intelligent, artistic, avid media/news consumer, writer, informed, and reasonable". Leyya* wrote that she was, "fun, friendly, sociable, quiet, and creative". A slightly different perception of self was expressed by, Sonic*, who felt that he was a "socially

adaptive, very energetic, adventurous, sporting, love living on the edge” kind of person. These respondents demonstrate the abundant and overlapping nature of self perception of youth in the information age.

The bar graph provided conveys that this sample of youth primarily see themselves as extroverts who are confident, out-going individuals. This in turn may significantly influence what they purchase and in particular cellular phones for the purposes of this study.

Figure 4.4.1

Self-Generated Description of the Respondents

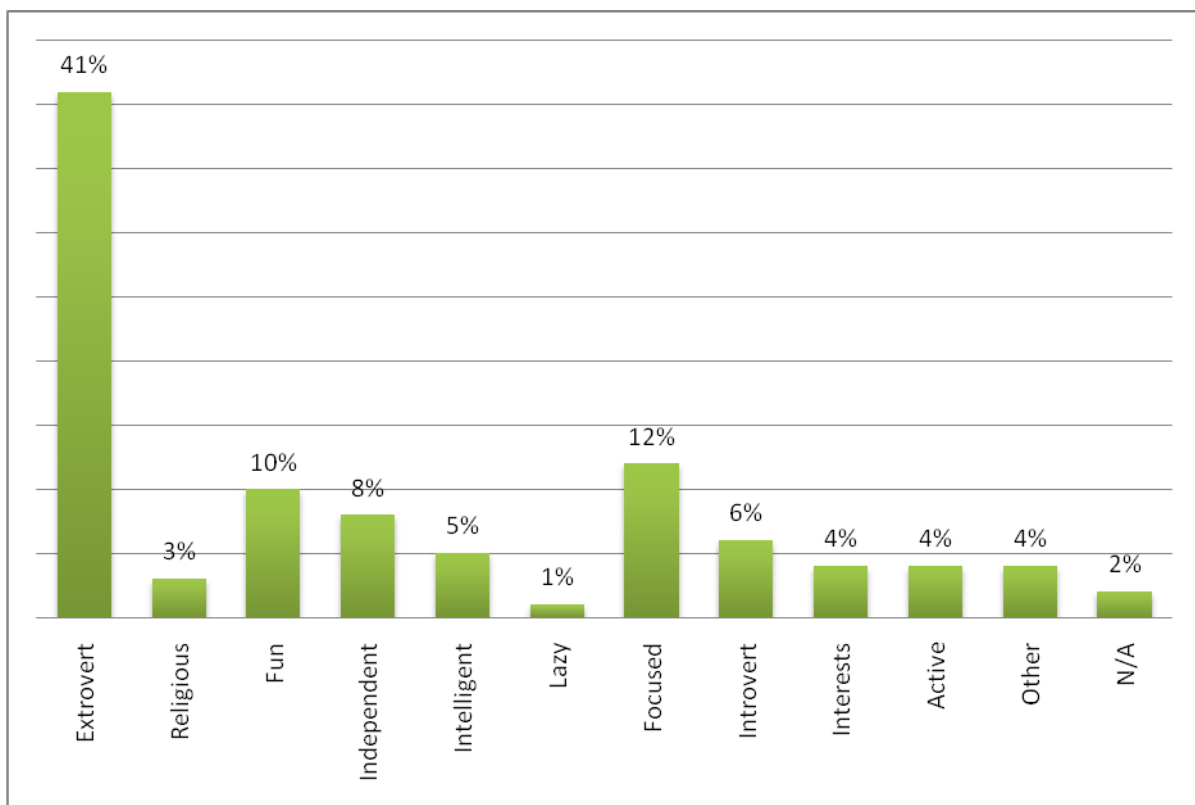


Table 4.4.1

Self-Generated Description of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extrovert	41	41.0	41.0	41.0
	Religious	3	3.0	3.0	44.0
	Fun	10	10.0	10.0	54.0
	Independent	8	8.0	8.0	62.0
	Intelligent	5	5.0	5.0	67.0
	Lazy	1	1.0	1.0	68.0
	Focused	12	12.0	12.0	80.0
	Introvert	6	6.0	6.0	86.0
	Interests	4	4.0	4.0	90.0
	Active	4	4.0	4.0	94.0
	Other	4	4.0	4.0	98.0
	N/A	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Question 4.5

Reasons for Respondents Attending University

Another objective of this questionnaire was to elicit respondents' reasons for attending university. The strongest indicator for attending university was for the primary goal of obtaining a *Degree* at 49%. Tutu* sums up two key points with regard to obtaining a degree. "I have attended university to be able to interact and network with people from different nationalities and races whilst doing my Bachelor of Social Science - Management and Communications degree". As one of 49% who attends university to obtain a degree, Tutu* touches on completing her degree and mentions she wants to network with people, and be exposed to new surroundings. As nearly half of this sample state they are at university to get a degree, this affirms the main reason for being at university. To be able to study and complete a degree points to a number of factors. Some of the main areas are financial support, motivation and feasibility. If nearly half of this sample want a degree and want to further themselves in a particular field/s, these factors may influence their cellular phone consumption. It

also indicates to some degree that their socio-economic background affords them the opportunity to study in the first place.

This was followed by the theme of *Improving Job Prospects* at 23% with Blank* stating that he “wanted to get a good job that pays well and be respected by people” followed by *Knowledge* at 13% with Babon* stating: “to gain knowledge”.

Therefore, it can be seen that there are overlapping reasons for attending university. Surprisingly, 9% of respondents felt *Forced* to attend university with the example of Mrs. Brown*, who said “my mother forced me”.

To infer from these responses, the main reasons for attending university are to obtain a degree. This translates into being educated at a university level in one or more fields, improving job prospects, and possibly interacting and networking. This marks a significant step in the progression from dependence to independence as Griffin discusses and embodies an important aspect of the youth (Griffin, 1997:4).

Figure 4.5.1

Reasons for Respondents Attending University

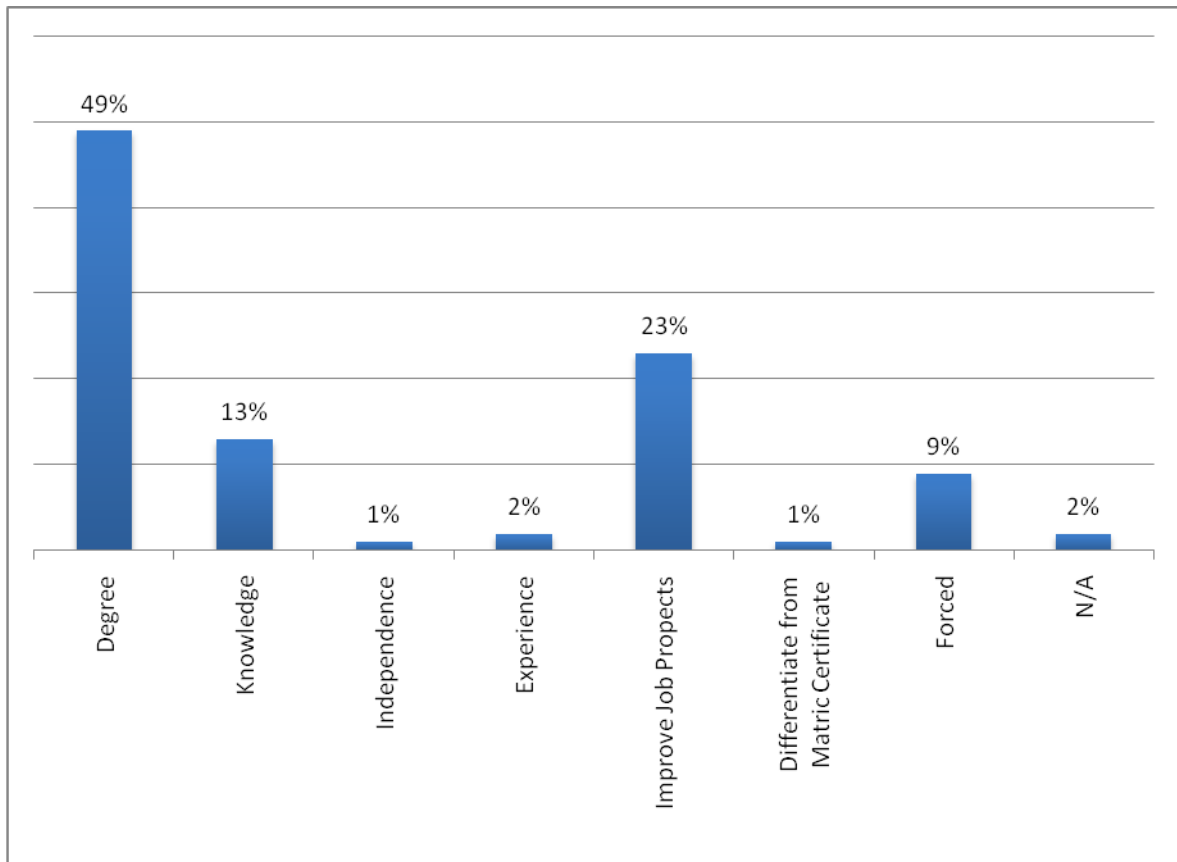


Table 4.5.1

Reasons for Respondents Attending University

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree	49	49.0	49.0	49.0
	Knowledge	13	13.0	13.0	62.0
	Independence	1	1.0	1.0	63.0
	Experience	2	2.0	2.0	65.0
	Improve Job Prospects	23	23.0	23.0	88.0
	Differentiate From Matric Certificate	1	1.0	1.0	89.0
	Forced	9	9.0	9.0	98.0
	N/A	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Question 4.6

Respondents' Perceptions of Non-Students' Spending Patterns

This question aimed to find out what university students thought about their consumption of goods and services compared to that of non-students of a similar age. To draw from this graph, the highest percentage was *Other* at 32%, whereby the respondents gave answers that did not parallel any of the categories presented. The next significant finding at 25% was *University Students Spending More*. Thandi* is a prime example of a student who feels this way; “definitely, I feel that my first priority is University equipment (books, USBs [memory stick], food in between lectures). I spend money that suits my university life. Whereas [with] others my age, who are either working or sitting at home, there is no need for them to be buying books, clothing (optional) and fast foods all the time”.

In a similar light, Denim* stated that “A lot of my peers from high school, who have gone onto work and have not studied further, have no responsibility [...] into some of the products they consume” and that his friends “tend to believe a lot of the advertisements broadcasted through the media”. Whereas with Denim*, being a media student, “tends to watch the costs of products and try to rationalise what product is the best and most reasonably priced that will fulfil my need.”

Stomy* makes some important statements pertaining to this question. “Yes, yes, yes. I buy important things like books and invest my money on gaining more knowledge”. She then goes onto making a crucial point about non-students that, “yes, because they are not taught about the strategies that advertisers and media institutions use to get them to purchase their products and most of the time they are passive consumers instead of active”. To emphasise this notion, Mihla* said the following, “yes, I have more informed tastes, better qualifications, to earn more and purchase different products”. In a similar vein, Alex* argued that, “yes. I’m more into buying things that are university related and my friends who don’t attend university tend to buy things which will give them satisfaction now instead of the future”.

In contrast to these arguments Salz* stated, “yes, I spend less money, since I am a student and not working”. In a similar light to Salz*, Sherall* felt that “people who

didn't attend university are working and have a set salary every month whereas I have to rely on spending from my parents...". A common denominator amongst these students is that a number of students are not working while studying. Sherall's* cellular phone consumption may be greatly affected by the fact that her parents support her financially. Her spending may be budgeted and possibly lead to her needing to control her amount of airtime and cellular phone expenses.

Figure 4.6.1

Respondents' Perceptions of Non-Students' Spending Patterns

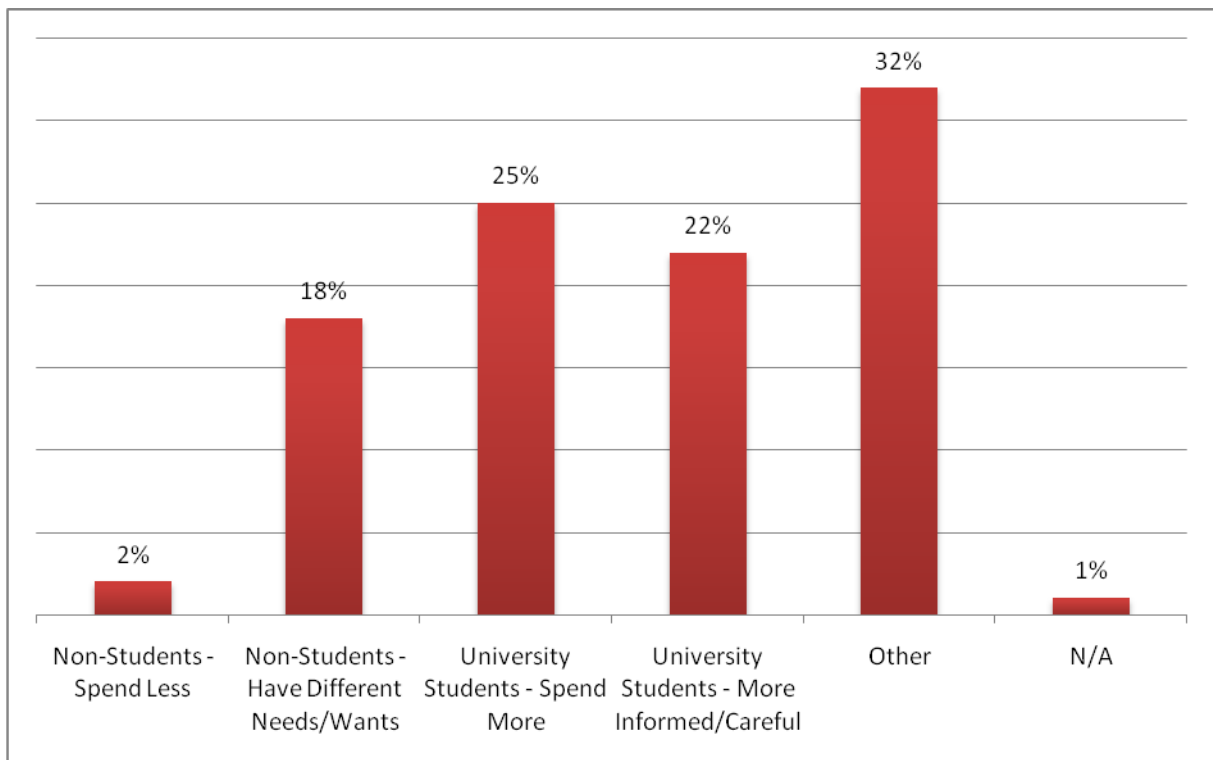


Table 4.6.1

Respondents' Perceptions of Non-Students' Spending Patterns

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Non-Students - Spend Less	2	2.0	2.0	2.0
Non-Students - Have Different Needs/Wants	18	18.0	18.0	20.0
University Students - Spend More	25	25.0	25.0	45.0
University Students - More Informed/Careful	22	22.0	22.0	67.0
Other	32	32.0	32.0	99.0
N/A	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Question 4.7

Respondents' Perceptions of Institutions Influencing their Consumer Buying Behaviour

One of the most significant findings in this research study stems from this section that relates to family and friends influencing youth consumption. The most prevalent category in understanding the institutions that exert the most influence on consumption is *Family Entrenching Diligent Consumption Habits* at 47%. Lisa* stated that, "my family mostly influence my consumer buying behaviour because they always ask the question "Do you really need it?" My friends' tastes in products are different from mine so it does not affect my consumer buying behaviour".

Lauren* said that, "family has influenced me in saving for the future... But friends, on the other hand, make me buy more things, like peer pressure, pushing me to buy and spend as much as I can". Yoliswa* felt that, "they [family] have guided my spending patterns, they have taught me to consume what I need rather than what I want". Jim* made an interesting point that, "they have influenced me in different

ways. In my family I was taught to buy only stuff that I need. Other institutions such as friends have influenced me to buy things I don't need". Furthermore, Siphos highlighted that, "family injected that I should buy the least expensive things to save money. Education developed that I should know what I buy and why I bought it. Whereas my friends influence me to buy stylish and expensive clothes and any other goods just to show off". This was mirrored by Nick*, "my family and education always say that I should spend diligently, whereas when I'm with my friends I tend to spend more". Other examples stem from Vanessa* who said that, "my family, mother, influences it in that she is the one who gives me money, my friends influence it through peer pressure, mostly with the clothes I buy, [I] must look good at all times".

Other, at 20%, includes respondents who believed alternative reasons accounted for their consumer patterns. JuJu* said that institutions such as one's family and education have "very little" influence on his consumer buying behaviour. *Friends* at 19% were another influential determinant in consumption. Lauren* stated that, "being around friends that spend a lot, [they] increase the amount you spend". In a similar vein, Pretty* said, "I do, on a daily basis I have to eat as I am compelled to buy food even if I don't want to because of peer pressure. I have to buy clothes so I don't look as I repeat what I wear". And furthermore, Emmy* felt that, "my friends can shape the way I consume things and so does my family, they plant ideas that influence my purchasing patterns. I consume more to try and make a mark about who I am". It is worth noting how consumption of products acts as a physical display of identity. In support of the overwhelming influence that friends have in consumer buying, Jane* had to say, "I have friends that love things. From clothes to food, they live a very high lifestyle. So this means I also get influenced into buying things that I don't need but I buy anyway".

Family Brands Influencing Choice of Product Selection totalled 13% of this sample with Statik* stating that, "brands which my family buy are normally the brands I would buy".

Lastly, Esmerelda* illuminated a necessary point that, "these institutions have all obviously influenced my cultural values, which means that they have influenced what I buy, where I buy and how I buy". This statement accounts for how cultural entrenchment plays a fundamental role in consumption. To support the rationale for

citing culture as a central pivot, marketing pioneer Kotler, states that consumers' buying behaviour is influenced by "cultural, social, personal and psychological factors" (Kotler, 2000:161). What is key in cultural factors according to Kotler, is that they have the ability to "exert the broadest and deepest influence" on a person's buying habits (Kotler, 2000:161). To draw from this quote, Kotler stresses the fundamental importance of culture in grasping why individuals purchase. It is, therefore, imperative to study culture as a platform and entry point into contemporary consumer patterns.

Figure 4.7.1

Respondents' Perceptions of Institutions Influencing their Consumer Buying Behaviour

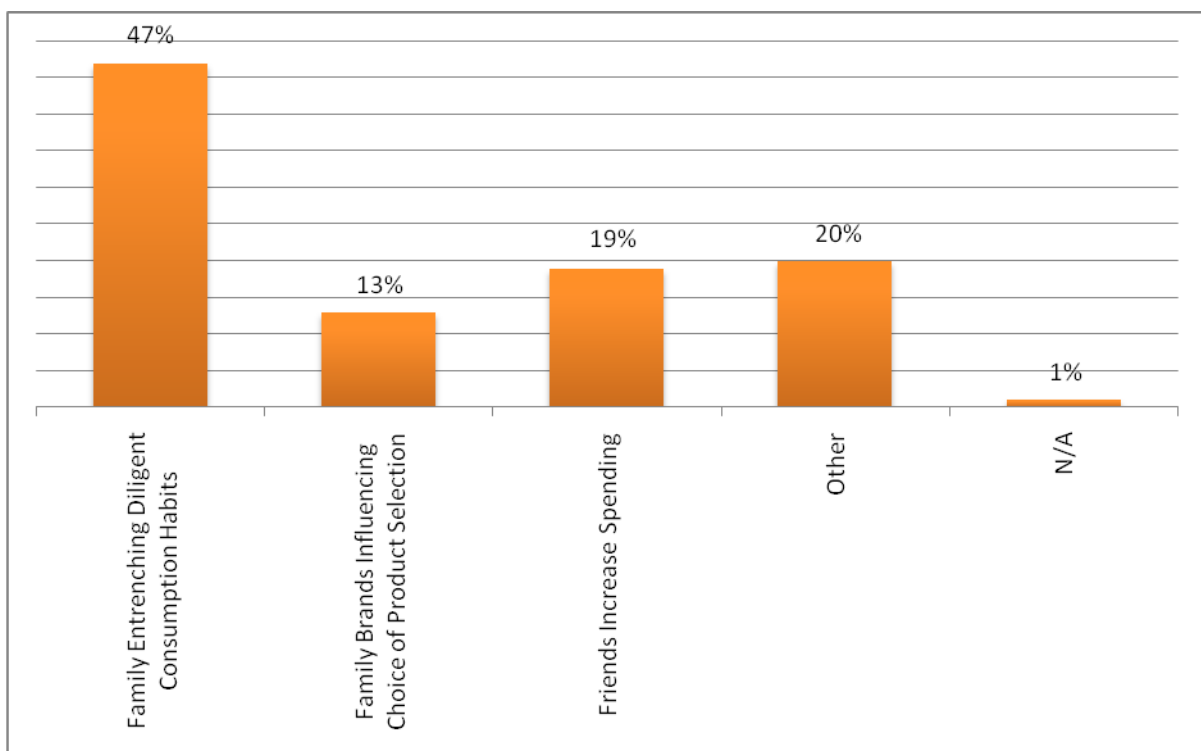


Table 4.7.1

Respondents' Perceptions of Institutions Influencing their Consumer Buying Behaviour

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Family Entrenching Diligent Consumption Habits	47	47.0	47.0	47.0
Family Brands Influencing Choice of Product Selection	13	13.0	13.0	60.0
Friends Increase Spending	19	19.0	19.0	79.0
Other	20	20.0	20.0	99.0
N/A	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Question 4.8

Respondents' Perceptions of Other Students' Spending Patterns

For an additional dimension in extracting students' perspectives, a question was asked about their perceptions of other students' spending patterns. This was further broken down in terms of their demographics, for instance, age, race, and socio-economic background.

Three main categories stand out in this regard that relate to how students perceived other students on the basis of race, gender and socio-economic background. They are *N/A*, *No Difference*, and *Richer, Has Higher Spending*. With regard to *N/A* at 29%, respondents gave other responses or simply avoided answering the question. Despite this, the next significant bracket reflected that students perceived *No Difference* in spending patterns of fellow students regardless of differences in race, age, gender and so forth. With this at 23%, it appears that demographics do not have a significant effect on the answers. The next significant bracket was *Richer*,

Has Higher Spending at 18%. What has emerged across the racial spectrum is a variety of responses about who believes who are the most affluent.

In the light of these research findings, it must be noted that 'race' as a construct still divides opinion within socio-economic terms. An example of this can be seen in this response by Philemon*, "I get a high allowance so I spend more than the average student my age". In contrast, within the same race, Lethiwe*, stated, "compared to other races, my spending patterns are very limited". In this light, disparities within socio-economic brackets play a vital role in understanding the consumer.

Budget Focused at 10% described students who were on a budget which links to affordability at 9% in Question 4.24 (p.105). In this regard, how respondents' perceived the role of advertising influencing their decision-making process illuminates how budget affects decision-making.

The next category *Part Time Work-Higher Disposable Income* at 8% was another view that surfaced. Nick* stated that "I spend a lot of money compared to other students due to the fact that I work part time and I have that surplus amount to spend freely".

Disadvantaged Spend Less at 5% was focused around racial and economic divisions Stomy* (a black female) stated "[With the] black youth, some of them have limited budgets...so spending goes to more transport, food, books and printing credits etc. While students of different groups have a much healthier budget from their parents to enjoy other privileges which I will enjoy when I have a job". Further, Pretty* stated that, "The majority of students on campus are Indians and they are wealthier than other races". Furthermore, Tutu* (a black female) stated that, "I do spend but I believe that white and Indian kids spend more..." Whereas Salz* (a white female) said that, "I feel that people around me, whom are of the black race, have more money to spend than I do". This reiterates the complexity of perceptions and extensiveness of differences of some of the respondents' views.

Figure 4.8.1

Respondents' Perceptions of Other Students' Spending Patterns

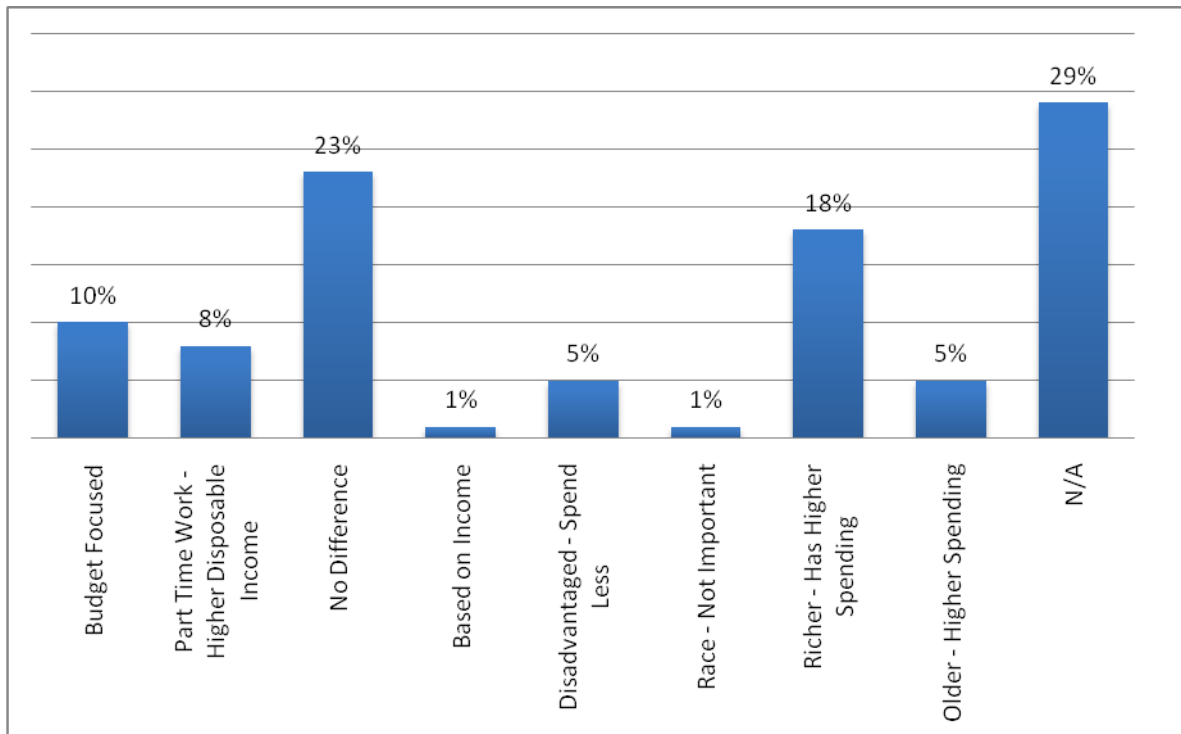


Table 4.8.1

Respondents' Perceptions of Other Students' Spending Patterns

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Budget Focused	10	10.0	10.0	10.0
Part Time Work - Higher Disposable Income	8	8.0	8.0	18.0
No Difference	23	23.0	23.0	41.0
Based on Income	1	1.0	1.0	42.0
Disadvantaged - Spend Less	5	5.0	5.0	47.0
Race - Not Important	1	1.0	1.0	48.0
Richer - Has Higher Spending	18	18.0	18.0	66.0
Older - Higher Spending	5	5.0	5.0	71.0
N/A	29	29.0	29.0	100.0
Total	100	100.0	100.0	

Summary of Identity Formation

This section on identity formation recognises that this sample is skewed towards black females aged 19 to 21 who are at university primarily to obtain a degree, and who claim to be extrovert in nature. A benefit of this questionnaire being distributed to university students, particularly in the Arts and Social Sciences, is their ability to think conceptually and express themselves. A number of the quoted responses have illustrated these findings.

Family/parents emerged as an important influencing factor in young people's lives. They were found to instil diligent spending with an emphasis on needs over wants. In other words, "do you really need this" or "is it necessary?" Also, some respondents stated that family influenced young people in their brand choices. Friends, on the other hand, seemed to have a less frugal influence as an influencing determinant in decision-making. In this regard, a number of respondents felt friends encouraged unnecessary spending. This sample expressed varied views on their consumption compared to their interpretation of non-students' consumption but consistently communicated that university students have more expenses, such as university fees, books and so forth. Another finding was that, the fact the university students sampled are studying media, tends to make them more aware of marketing campaigns than non-media studies students.

Cellular Habits

The next significant area in this study examines the characteristics of cellular phone usage. Core to this is to ascertain why youth use cellular phones and what gratifications they experience from doing so. Closely related is the way in which the youth respond to web promotions marketed by the South African cellular networks. Questions such as: who the respondents' cellular service provider was; whether they were on prepaid or on contract and why they had chosen that option; what package they purchased; and the brand of their phone; were asked. Other key questions asked how much they spent on airtime on average per month, and why they had a cellular phone. Maslow's Hierarchy of Needs was employed to understand why respondents had a cellular phone and to see how cellular phones are interwoven into

most of Maslow's stages of human needs. To understand why young people have cellular phones was further examined through The Uses and Gratifications Theory.

To further develop this understanding, questions were asked regarding whether respondents had accessories on their phones, to elicit whether this was a way to individualise themselves. Other questions asked if respondents downloaded multi-media and, if so, did this in any way reflect their tastes or interests. Closely linked to this inquiry, a question was asked whether having a cellular phone contributed to the respondent's sense of self. In this regard, the last two questions pertain to identity formation (sense of self). This demonstrates how identity can be formed through consumption, and in this case, the consumption of cellular phones. The last question posed is the other consumables respondents spend their money on with the objective of contextualising expenditure in relation to other important or not so important products/services.

Question 4.9

Respondents' Choice of Cellular Service Providers in South Africa

The South African oligopolistic cellular networks are dominated by Vodacom, MTN, Cell C and Virgin Mobile. The figure below illustrates the respondents' choice of a cellular network. For clarity, this dissertation provides an in-depth account from a variety of respondents as to their choices of packages from these networks, and Question 4.13 (p.77) provides the choices made from the cellular phone brands available. *Vodacom*, at 46%, is the market leader in this sample, followed closely by *MTN* with 42%, then *Cell C* at 10% and behind them at 2% is *Virgin Mobile*.

It is significant that the statistics generated from this question regarding market share in the South African cellular network landscape are similar to market-related statistics:

Vodacom is the market leader with an estimated 55 per cent market share while MTN has an estimated 34 per cent market share, Cell C an estimated 11 per cent market share and Virgin Mobile, through its joint venture with Cell C, holds less than 1 per cent of the estimated market share as of 31 March 2008 (point-topic.com, 2008 Online).

The parallel between the results of these research findings and the statistics of the South African networks services, from the current leader through to the smallest network service, indicates that there is a degree of credibility and relevancy to the research findings.

Figure 4.9.1

Respondents' Choice of Cellular Service Providers in South Africa

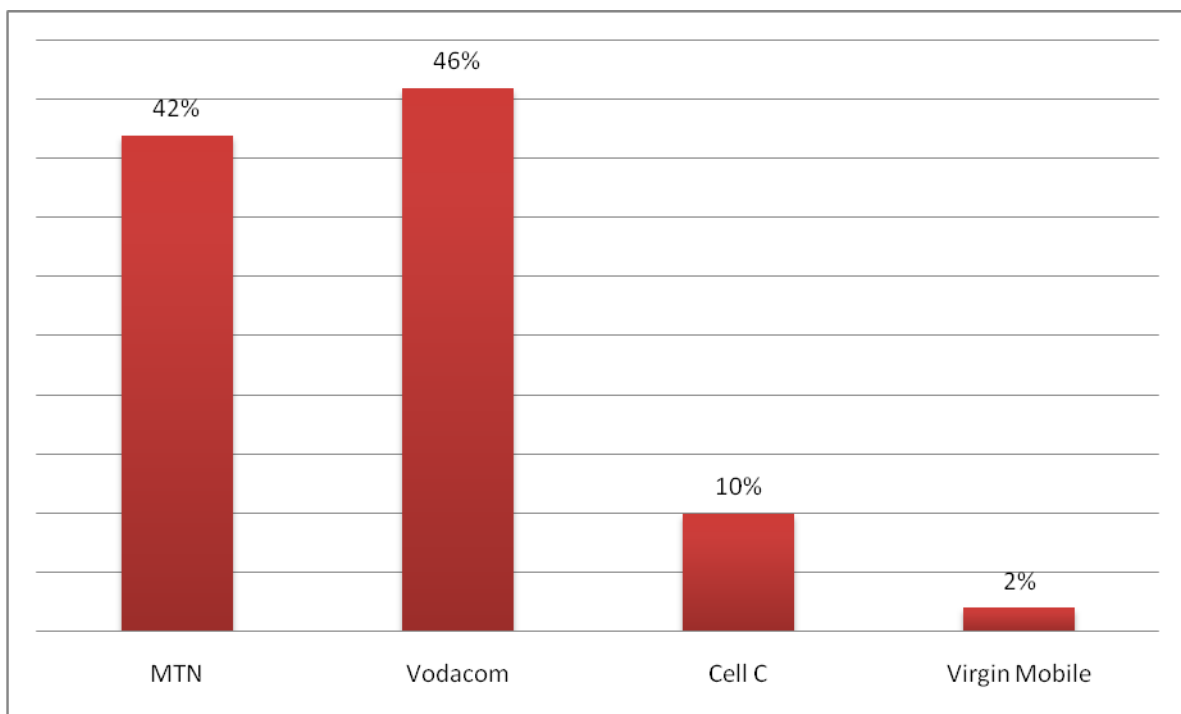


Table 4.9.1

Respondents' Choice of Cellular Service Providers in South Africa

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MTN	42	42.0	42.0	42.0
Vodacom	46	46.0	46.0	88.0
Cell C	10	10.0	10.0	98.0
Virgin Mobile	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Question 4.10

Respondents' Choice Regarding Prepaid or Contract?

The next area examined respondents' choices regarding prepaid or contract. Briefly, the two options available for cellular phones take the form of either prepaid or contract. An overwhelming majority of this sample use *Prepaid* at 70% over *Contract* at 30%. Question 4.11 (p.70) reveals the rationale behind the respondents' choices.

Figure 4.10.1

Respondents' Choice Regarding Prepaid or Contract?

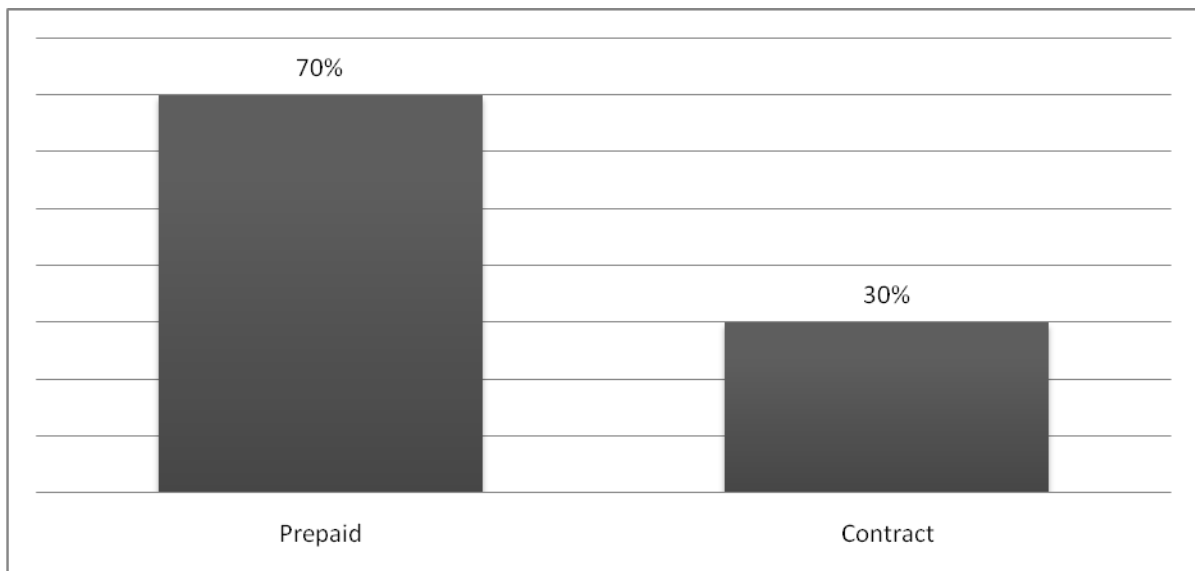


Table 4.10.1

Respondents' Choice Regarding Prepaid or Contract?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prepaid	70	70.0	70.0	70.0
	Contract	30	30.0	30.0	30.0
	Total	100	100.0	100.0	100.0

Question 4.11

Reasons Why Respondents Chose This Option?

To better understand the choice between prepaid or contract, the reasons have been divided into two sections.

Reasons for Prepaid

The majority of answers indicated *Prepaid* (at 70%) as the more viable option. Thandi* said that, "I feel that prepaid is much cheaper and less binding". Denim* felt that, "it is better for my lifestyle, as I will not spend over the limit...". Jane* argued that, "well, I bought the phone cash so I could limit myself. Contracts are deadly, especially since I'm a student. Payments would be off the wall". Furthermore, Salz* stated that, "it is most cost effective. Since I cannot afford a contract and I am aware of how much I spend on calls".

A clear example of having a limited budget as a student is found in the following statement by Moona* who stated that, "prepaid is cheaper since I'm a student". Also, incorporating the issue of self-control and the issue of overspending, Bill* believes that, "prepaid can be self-regulated by the user and can allow for the user to control the money they use for cellular phone charges". Justin* argued that, "I choose prepaid because my old contract became too expensive to manage". Lindo* stated "with prepaid you can recharge whenever you want to and there are no monthly instalments. It's just easier". Lyn* reasoned that, "it is less expensive than a contract. I may load airtime only when needed and I am not bound by monthly payments". M. Jackson* said it is, "easier than having to top up all the time. In case of emergencies, always having money! Get free minutes".

To summarise this point, prepaid allows these respondents the option of monitoring how much airtime they use and, in some cases, seems to be a cheaper option. Also, according to certain respondents, this option is less binding as they do not have to sign a two-year contract. However, the following excerpt, taken from SouthAfrica.info Online, entitled How to Buy a Cellphone in South Africa, based on the book How to Buy a Cellphone in South Africa: The Essential Practical Guide by Arthur Goldstuck

and Steven Ambrose (2008), highlights how prepaid is in fact the more expensive option when compared to contract. What is particularly interesting in relation to the findings is that users of prepaid perceive it to be the cheaper option, whilst the reality is that it is more expensive. In this regard, an analysis of the advertising by cellular service providers reveals that they actually promote this false perspective on airtime consumption.

Prepaid or contract? This sounds simple, but the charges for prepaid are very different to contract - often twice the price, despite the user not getting the free phone into the deal! The reason for apparently lower cost of contract calls is that the cellular companies are guaranteed a steady income and they can spread the cost of the phone over a long term contracted period - neither of which they can do on pay-as-you-go (SouthAfrica.info Reporter, 3 January 2007 Online).

As this quotation suggests, it may not be cheaper on prepaid per call. However, the findings suggest that it may require less outlay at the end of the month, given these respondents can manage their consumption based on their budget.

Reasons for Contract

Given the reasons for supporting *Prepaid*, the benefits of *Contract* are communicated by the following respondents.

Catherine* stated that, "I get greater benefits on contracts as long as I am careful with my airtime consumption". Author* understood, "it is a contract that allows the best of both worlds; it offers me a capped expenditure, with the option of recharging it, in order not to overspend". Matt* said, "so that I don't need to worry about credit on my phone being too low to use it". In a further observation, Jade* stated, "due to the perk of getting 100 free off peak minutes, easier to topping up air time". Esmerelda* stated, "being on contract avoids the hassle of constantly buying air time and I receive free air time and SMSs with the contract".

Another dimension to this debate on the choices of prepaid over contract that is worth considering is the issue of *Network Coverage*. In this regard, Vanessa* stated that she had chosen, "Vodacom - It's cheap plus MTN network does not work where I live..."

To summarise, the reasons certain respondents felt contract was a better option included free airtime and SMSs, depending on the package. Having continuous airtime in certain packages provides a safety-net for possible emergency calls when running out of airtime is potentially dangerous. Although contracts have certain advantages over prepaid, some services are available to both prepaid and contract customers.

Vodacom for example has a number of services available to help its customers depending on the nature of the crisis. Some of the services are:

Vodacom - Peace of Mind Explained

112 (Contract, Top Up or Prepaid)

If you are in an emergency situation, simply call 112, free from your Vodacom cellphone. Even if you do not have any airtime, we will still pick up the call and connect you to the relevant local government emergency service such as the police, fire department or ambulance.

147 (Contract, Top Up or Prepaid)

Calling 147 connects you to a 24-hour SOS call centre. A highly-trained case management agent will stay on the line with you throughout the crisis and will contact the relevant emergency service.

147 Plus (Contract, Top Up or Prepaid)

When faced with a life-threatening medical crisis, the last thing you should have to worry about is who to call for help and how much it will cost. 147 Plus provides you and your family with 24-hour roadside assistance and home emergency aid.

147 Peace of Mind (Contract, Top Up or Prepaid)

This is a comprehensive, 24-hour emergency assistance service that offers local and international medical advice, as well as telephonic legal and tax advice.

Netcare 082 911 (Contract)

This service provides Vodacom customers with quick access to medical assistance, advice, transportation and trauma counselling. It is available 24 hours a day, nationwide and is free to Vodacom Contract customers. Benefits include: Emergency medical transportation; 24-hour emergency and non-emergency medical advice from trained professionals; 24-hour trauma counselling; Child line call sponsor.

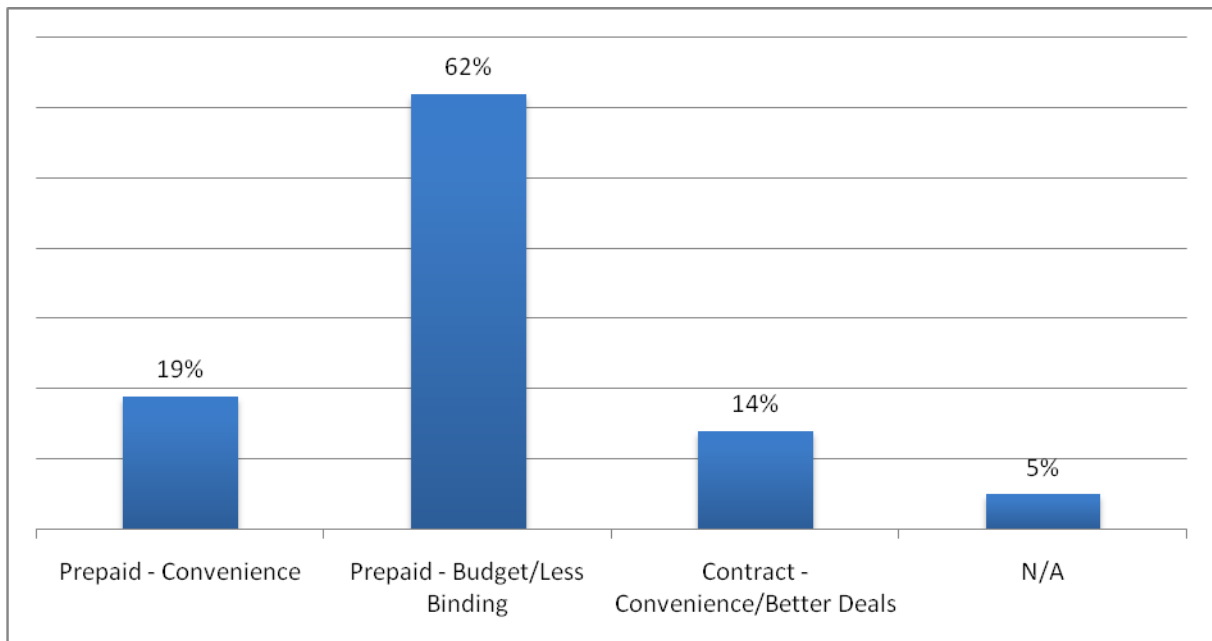
Look4me (Contract)

As a Vodacom Contract customer, you can have the peace of mind of knowing where your loved ones are for a small monthly subscription fee.¹²

To reinforce why many respondents had cellular phones, regardless of the prepaid or contract option, was felt by Nick* who said he had a cellular phone, “in order for emergencies and that people can contact [him]”. Lauren* stated a similar idea, “to keep in contact with people and in case of emergencies”. Despite the advantages and disadvantages associated with prepaid or contract, a cellular phone can be life-saving in the case of an emergency. This is further supported by the medical assistance, advice, transportation and trauma counselling which are some of the services available to select Vodacom customers.

Figure 4.11.1

Reasons Why Respondents Chose This Option?



¹² Vodacom. (February 2009). *Specific Needs - Peace of Mind*. Available at: (http://www.vodacom.co.za/specificneeds/peace_of_mind.jsp). [Date Accessed, 3 February 2009].

Table 4.11.1

Reasons Why Respondents Chose This Option?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Prepaid - Convenience	19	19.0	19.0	19.0
Prepaid - Budget/Less Binding	62	62.0	62.0	81.0
Contract - Convenience/Better Deals	14	14.0	14.0	95.0
N/A	5	5.0	5	100.0
Total	100	100.0	100.0	

Question 4.12

Respondents' Specific Cellular Service Package

The bar graph depicts specifically the cellular service provider and deal that has been chosen by each respondent.

Figure 4.12.1

Respondents' Specific Cellular Service Package

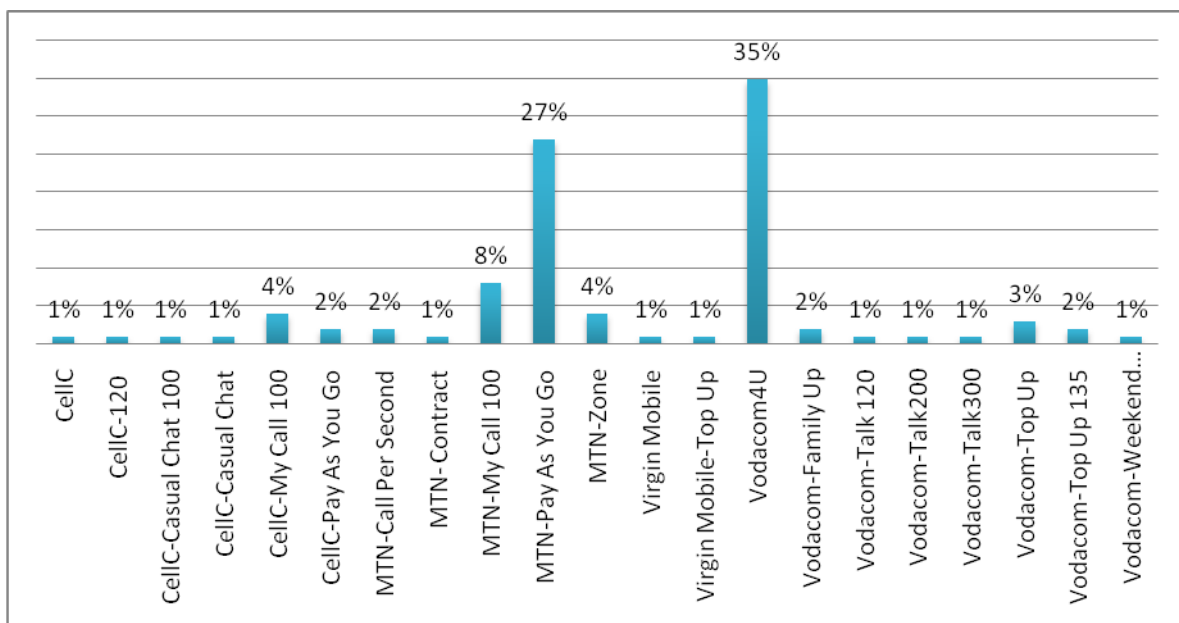


Table 4.12.1

Respondents' Specific Cellular Service Package Cont.

CellC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CellC	1	1.0	1.0	1.0
	CellC-120	1	1.0	1.0	2.0
	CellC-Casual Chat 100	1	1.0	1.0	3.0
	CellC-Casual Chat	1	1.0	1.0	4.0
	CellC-My Call 100	4	4.0	4.0	8.0
	CellC-Pay As You Go	2	2.0	2.0	10.0

Table 4.12.2

Respondents' Specific Cellular Service Package Cont.

MTN

		Frequency	Percent	Valid Percent	Cumulative Percent
	MTN-Call Per Second	2	2.0	2.0	12.0
	MTN-Contract	1	1.0	1.0	13.0
	MTN-My Call 100	8	8.0	8.0	21.0
	MTN-Pay As You Go	27	27.0	27.0	48.0
	MTN-Zone	4	4.0	4.0	52.0

Table 4.12.3

Respondents' Specific Cellular Service Package Cont.

Virgin Mobile

	Frequency	Percent	Valid Percent	Cumulative Percent
Virgin Mobile	1	1.0	1.0	53.0
Mobile-Top Up	1	1.0	1.0	54.0

Table 4.12.4

Respondents' Specific Cellular Service Package Cont.

Vodacom

	Frequency	Percent	Valid Percent	Cumulative Percent
Vodacom4U	35	35.0	35.0	89.0
Vodacom-Family Up	2	2.0	2.0	91.0
Vodacom-Talk 120	1	1.0	1.0	92.0
Vodacom-Talk200	1	1.0	1.0	93.0
Vodacom-Talk300	1	1	1.0	94.0
Vodacom-Top Up	3	3.0	3.0	97.0
Vodacom-Top Up 135	2	2.0	2.0	99.0
Vodacom-Weekend Everyday	1	1.0	1.0	100.0
Total	100	100.0	100.0	100.0

Question 4.13

Brand Name and Model of Respondents' Cellular Phone

Despite the plethora of cellular brand models listed, a simpler illustration of the top cellular brands is necessary so as to indicate market leaders in terms of popularity. To identify the top cellular brand and see what percentage of the market it holds in this sample, a count of each of the brands presented below was undertaken. *Nokia* was the market leader in this sample at 45%, followed by *Samsung* at 24%, *Motorola* at 13%, *Sony Ericsson* at 12%, *LG* at 5% and lastly *Alcatel* at 1%. From Question 4.7 (p.60) it is possible to argue that families which instil diligent consumption habits (found to be at 47%) may have a strong influence on brand choice. It is also possible to infer that family brand usage could influence choice of product selection, given 13% of this sample reveal that family play an enormous role in consumption choices, and cellular phone consumption in this instance.

Table 4.13.1

Brand Name and Model of Respondents' Cellular Phone Continued

Alcatel

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Alcatel756	1	1.0	1.0	1.0

Table 4.13.2

Brand Name and Model of Respondents' Cellular Phone Continued

LG

	Frequency	Percent	Valid Percent	Cumulative Percent
LG	1	1.0	1.0	2.0
LG290	1	1.0	1.0	3.0
LG35	1	1.0	1.0	4.0
LGKG290	2	2.0	2.0	6.0

Table 4.13.3

Brand Name and Model of Respondents' Cellular Phone Continued

Motorola

	Frequency	Percent	Valid Percent	Cumulative Percent
MotorolaL7	1	1.0	1.0	7.0
Motorola	2	2.0	2.0	9.0
MotorolaV3	1	1.0	1.0	10.0
MotorolaV350	1	1.0	1.0	11.0
Motorolav360	2	2.0	2.0	13.0
MotorolaV360	2	2.0	2.0	15.0
MotorolaC123	1	1.0	1.0	16.0
MotorolaV360v	1	1.0	1.0	17.0
MotorolaV3Raz	1	1.0	1.0	18.0
MotorolaW220i	1	1.0	1.0	19.0

Table 4.13.4**Brand Name and Model of Respondents' Cellular Phone Continued****Nokia**

	Frequency	Percent	Valid Percent	Cumulative Percent
Nokia5310	1	1.0	1.0	20.0
Nokia6230i	2	2.0	2.0	22.0
Nokia1200	1	1.0	1.0	23.0
Nokia1821	1	1.0	1.0	24.0
Nokia2300	2	2.0	2.0	26.0
Nokia2310	1	1.0	1.0	27.0
Nokia2630	1	1.0	1.0	28.0
Nokia3200	2	2.0	2.0	30.0
Nokia3250	1	1.0	1.0	31.0
Nokia6120	1	1.0	1.0	32.0
Nokia6234	1	1.0	1.0	33.0
Nokia6288	2	2.0	2.0	35.0
Nokia6300	4	4.0	4.0	39.0
Nokia6500	2	2.0	2.0	41.0
Nokia6510	1	1.0	1.0	42.0
Nokia6600	1	1.0	1.0	43.0
Nokia6610	1	1.0	1.0	44.0
Nokia6680	3	3.0	3.0	47.0
Nokia6820	1	1.0	1.0	48.0
Nokia	7	7.0	7.0	55.0
NokiaN70	3	3.0	3.0	58.0
NokiaN81	1	1.0	1.0	59.0
NokiaN90	1	1.0	1.0	60.0
NokiaN70	2	2.0	2.0	62.0
NokiaN73	1	1.0	1.0	63.0
NokiaN81	1	1.0	1.0	64.0

Table 4.13.5**Brand Name and Model of Respondents' Cellular Phone Continued****Sony Ericsson**

	Frequency	Percent	Valid Percent	Cumulative Percent
Sony Ericsson K800i	1	1.0	1.0	65.0
Sony Ericsson K810i	1	1.0	1.0	66.0
Sony Ericsson KT50i	1	1.0	1.0	67.0
Sony Ericsson W300i	1	1.0	1.0	68.0
Sony Ericsson W550i	1	1.0	1.0	69.0
Sony Ericsson W660i	1	1.0	1.0	70.0
Sony Ericsson W800i	1	1.0	1.0	71.0
Sony Ericsson W810i	1	1.0	1.0	72.0
Sony Ericsson W910i	1	1.0	1.0	73.0
Sony Ericsson	3	3.0	3.0	76.0

Table 4.13.6

Brand Name and Model of Respondents' Cellular Phone Continued

Samsung

	Frequency	Percent	Valid Percent	Cumulative Percent
SamsungD900i	1	1.0	1.0	77.0
SamsungE250	6	6.0	6.0	83.0
SamsungE340	1	1.0	1.0	84.0
SamsungE370	2	2.0	2.0	86.0
SamsungE530	1	1.0	1.0	87.0
SamsungD600	2	2.0	2.0	89.0
SamsungD900	3	3.0	3.0	92.0
SamsungE250	1	1.0	1.0	93.0
SamsungE330	1	1.0	1.0	94.0
Samsung	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Question 4.14

How Respondents Obtained a Cellular Phone?

The figure below shows a relatively consistent pattern emerging. Respondents had obtained a cellular phone through one of four methods. The first method was given by the respondents' *Parents/Family* at 27%, as their phone was passed down by either a parent or an older sibling. The second method was *Bought* with their disposable income at 26%. The next method used by respondents to obtain a phone

was through signing a *Contract/Getting an Upgrade* at 21%, given a free phone was included in the contract. The fourth method of acquiring a cellular phone was received as a *Gift* at 25%, usually a gift which was given for a birthday, or an achievement such as passing exams or passing a driver's licence test. One respondent stated that none of these answers were applicable. It is interesting to note that 27% from *Parents/Family* and 25% from *Gifts* gives a total of 52% of how this sample obtained a cellular phone. In this regard, this illustrates an aspect of the collectivist culture in South Africa. According to Samovar and Porter (2001: 67), this cultural pattern of collectivism focuses on the "in-group" where relatives, clans or organisations look after one another. This may be the case or it may be due to students being cash-strapped that cellular phones are more likely a gift than to be self purchased.

Figure 4.14.1

How Respondents Obtained a Cellular Phone?

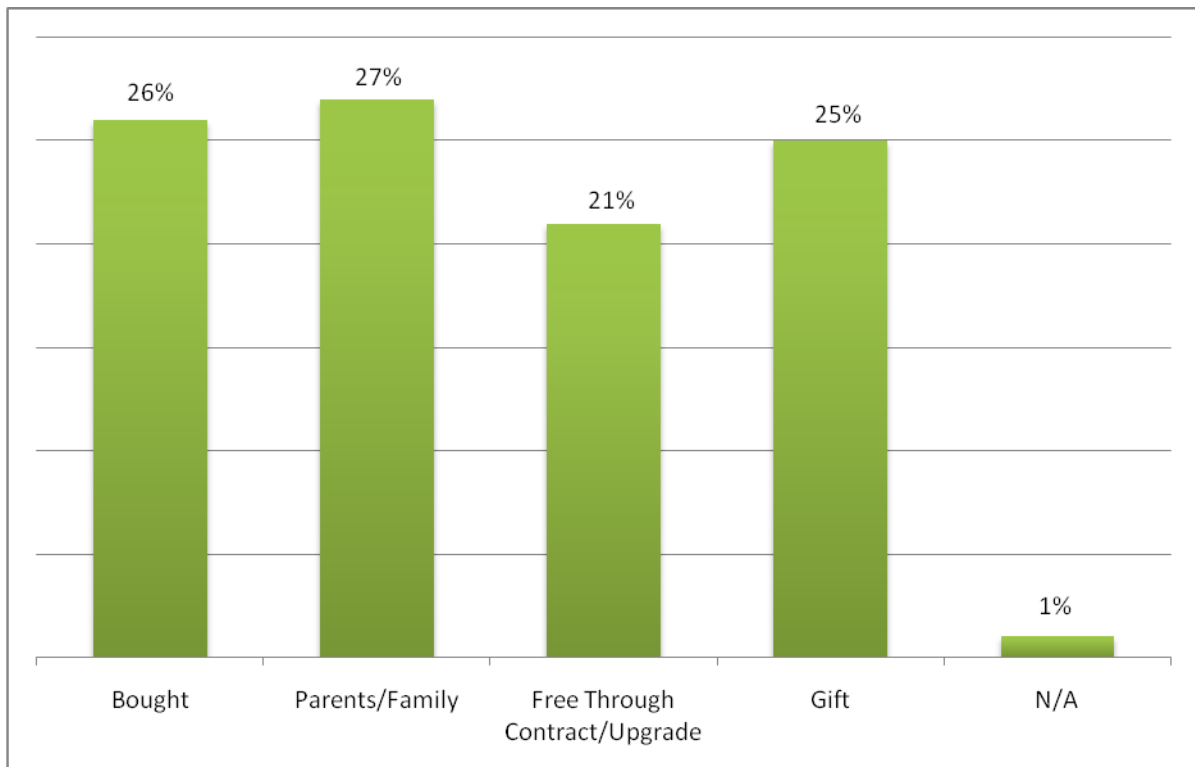


Table 4.14.1

How Respondents Obtained a Cellular Phone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bought	26	26.0	26.0	26.0
Parents/Family	27	27.0	27.0	53.0
Free Through Contract/Upgrade	21	21.0	21.0	74.0
Gift	25	25.0	25.0	99.0
N/A	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Question 4.15

If Respondents are on Prepaid - How Much is Spent?

The highest category was *Does Not Use* prepaid at 30%. In this respect, respondents stated they were on contract. Of the 70% that use prepaid, 29% use on average *R50 per month*. This is followed by those respondents who use an average of *R100 per month* at 17%, and an average of *R200 per month* at 15%. As the amount spent per month rises, the percentages of respondents decline. Only 6% use *R300 per month*, followed by 1% using an average of *R500 per month* and 2% of respondents exceeding an average of *R500 per month* on prepaid airtime.

Given the data on prepaid air time being more expensive than contract above (p.71), it was worth examining why these respondents spending above R500 per month choose a prepaid option. Nick* stated that he is in prepaid and spends between “R500 to R1000” per month on airtime. His rationale for using prepaid was “in order for me to control my spending on my phone”. Slie* who uses a similar amount of airtime, stated “I don’t have to pay debts”.

Already stated, 29% of prepaid users in this sample use, on average, R50 per month airtime. This suggests either the possibility of a stratum of economically

disadvantaged students or simply that these respondents have little or no use for a cellular phone. It, therefore, possibly gives some insight into the socio-economic background of respondents. To interpret this further, the amount of airtime bought could be an indication of the socio-economic backgrounds of the research sample.

Figure 4.15.1

If Respondents are on Prepaid - How Much is Spent?

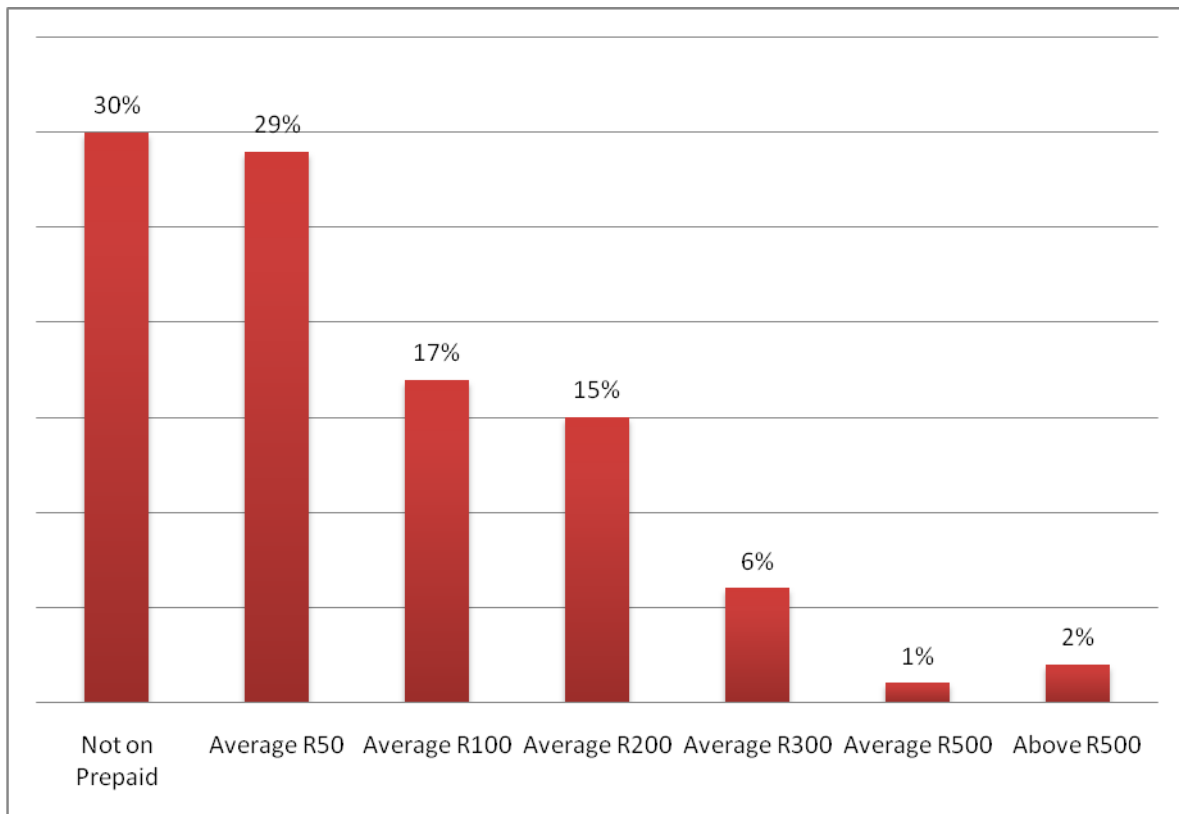


Table 4.15.1

If Respondents are on Prepaid - How Much is Spent?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not on Prepaid	30	30.0	30.0	30.0
	Average R50	29	29.0	29.0	59.0
	Average R100	17	17.0	17.0	76.0
	Average R200	15	15.0	15.0	91.0
	Average R300	6	6.0	6.0	97.0
	Average R500	1	1.0	1.0	98.0
	Above R500	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Question 4.16

If Respondents are on Contract - How Much is Spent?

Of those in the sample on contract, 11% consume an *average of R200*, followed by 7% at an *average of R100*. The remainder, include 6% spending an *average of R300 per month*, followed by 3% spending an *average of R500 per month*. Lastly respondents who can afford to spend in *excess of R500 per month* also comprise 3%.

Figure 4.16.1

If Respondents are on Contract - How Much is Spent?

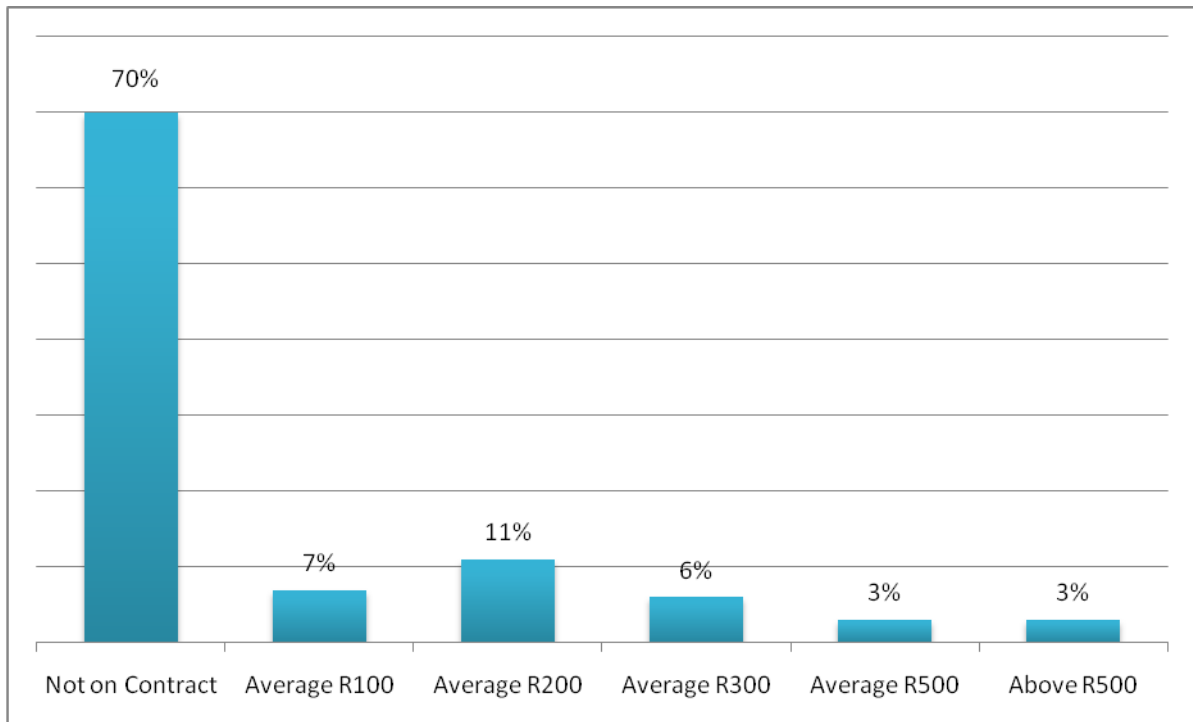


Table 4.16.1

If Respondents are on Contract - How Much is Spent?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not on Contract	70	70.0	70.0	70.0
	Average R100	7	7.0	7.0	77.0
	Average R200	11	11.0	11.0	88.0
	Average R300	6	6.0	6.0	94.0
	Average R500	3	3.0	3.0	97.0
	Above R500	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Question 4.17

Reasons for Respondents Owning a Cellular Phone

The most significant reason for owning a cellular phone is to contact others. At 77%, the respondents believed that a cellular phone is primarily for *Contacting* their family and friends. Emmy* said, "It lets me communicate with my friends, family, and makes life easier. It allows me to chat on Mxit and logon to Facebook". Nineteen percent of respondents stated that *Contact/Entertainment* were the sole reasons for owning a cellular phone. One respondent owns a cellular phone for *Entertainment* and one respondent used a cellular phone for *Emergencies*. Two percent of this sample fell into the *N/A* category that avoided answering this question. The overall reason for owning a cellular phone, however, is best communicated by Maureen* who said, "It's a necessity".

In order to illustrate how cellular phones have enhanced communication between people, they offer a number of capabilities ranging from entertainment to business functions, and are a way to express one's individuality. Maslow's Hierarchy of Needs along with The Uses and Gratifications Theory were applied to see how this device has become integrated in everyday life.

Maslow's Hierarchy of Needs

To apply Maslow's Hierarchy of Needs to this discussion, in the Theoretical Framework this dissertation explained and defined the five levels of needs according to Maslow. The first level was Physiological which refers to humans' most basic needs for existence. Examples include air, food, shelter, warmth and sex.

Maslow argues that, once these needs are met, Safety and Security needs follow. It was hypothesised that Safety Needs could be met by using cellular phones to communicate to family, friends, police, and ambulances in times of need. In Question 4.17 (p.87) this emerges as one of the main reasons for having a cellular phone, namely for contact and intrinsically linked to making emergency calls, (see example of Vodacom emergency services (p.72)).

After satisfying the need for Safety and Security, according to Maslow, the next need is Love, Affection and Belongingness. Cellular phones can facilitate love, affection and belongingness through making and receiving calls as well as sending/receiving SMSs. In Question 4.19 (p.93), the multi-media downloaded by respondents included Mxit and Facebook as ways to communicate with friends and family. In other words, the hypothesis is that this need for Love, Affection and Belongingness is fulfilled through feeling wanted when receiving calls, SMSs or MMSs, and as a way to fulfil this need in others by making calls, SMSs or MMSs to loved ones.

The Need for Esteem is the next need to be met. As highlighted, cellular phones can be used in two ways - either positively or negatively. A positive example of an individual using a cellular phone would be communicating with people, whether with family or business using a cellular phone, for socialising in an interpersonal space. An example of this is stated by Nick* who said that he had a cellular phone for “emergencies, so that people can contact me and to socialise with people my own age”. This is reiterated by byuT* who stated she had a cellular phone to “stay in contact with family and friends”.

It is hypothesised that someone who has a low self-esteem may use a cellular phone as a façade to cover who they are. Notions of on-line and offline identities emerge with cellular phones creating a divide between people hiding the individual’s physical self and even the way they convey themselves virtually. Rose* touches on this notion of on-line and offline identity by stating that by having a cellular phone “it is the easiest way to communicate even with people you don’t know, it is convenient”.

It can be argued that, if an individual has their basic physiological requisites fulfilled, a cellular phone could be an agent for attaining Self-Actualisation. For a businessman, making use of a cellular phone could make him more successful and this would lead to self-actualisation by enabling him to do what Maslow argued he was ‘born to do’. This example was highlighted in the Theoretical Framework with a businessman being increasingly connected by means of a cellular phone which helps attain self-actualisation through being successful. This was illustrated through cellular phone capabilities such as from having a calendar, Internet, email to sending and receiving SMSs and MMSs. In other words, this communication tool facilitates mobility and connectivity that can help assist with running a business or what

Maslow stated was what people were 'born to do'. The other example from the Theoretical Framework argued that young people are deeply connected through cellular phones. This included being connected or having access through cellular phones to family, friends, networking potential, emails, and the Internet, which are all communication channels, enhance or aid one in them reaching what they were destined to achieve. This can be illustrated with K*, stating that she uses her cellular phone for "calls, SMS, games, music, Internet, [and] chatting, my phone is a source of entertainment". Mrs. Brown* also stated that she had a cellular phone because "the purpose goes beyond just calling someone, now you can text them, take photos, videos and play and enjoy music".

The Uses and Gratifications Theory

This approach examines how people use media and what gratification they derive from doing so. It provides some insight into why individuals utilise media, whether it is television (TV), print media or the radio. To integrate this approach with Maslow's model, it is proposed that, once physiological and safety needs are met, aspects such as lifestyle tend to surface. Directly applied to the media industry, it can be seen how entertainment comes into play. Similarly, this theory offers insights into reasons why people purchase cellular phones.

To address the uses of a cellular phone amongst this youth sample, the primary reason is to *Contact* family and friends. At 77%, this is the largest response. The gratifications for this communication link back to Maslow's model whereby one fulfils the needs for safety, love and belongingness by being able to make a call and speak to the contact in a matter of seconds.

This was followed by 19% of respondents who believed that *Contact/Entertainment* were the sole reasons for owning a cellular phone. Cellular phones serve as more than just a contact medium, but also have an entertainment value whether it is listening to songs, viewing photographs taken by camera phones, or playing games. This illustrates other potential gratifications that are fulfilled by cellular phones, and why young people are investing in cellular phones as portable entertainment devices. At 1%, *Emergencies* were given as the reason and 2% of this sample fell into the *N/A* category. With regard to her cellular phone, Maureen* stated that, "It's a

necessity". This reaffirms that cellular phones are a critical communication tool and describes how they harness a number of capabilities. This ranges in helping in emergency situations, to being better connected with family and friends. As an entertainment device examples include: from camera phones taking pictures and video clips, to recoding, downloading and playing music, and sending SMSs and MMSs which are all key aspects for the youth and their lifestyle.

Time-Space Distanciation

As discussed in the Theoretical Framework, globalisation manifests itself in a number of spheres that largely overlap. These included shifts in the social, political, cultural, economic, historical and technological spheres. Seventy-seven percent of respondents believed their cellular phones were primarily communication devices to contact family and friends. In this regard, Scholte illustrates how ICTs have brought the "growth of supra-territorial relations between people" (Scholte, 2000:46). To draw from this, it can be seen how cellular phones have shattered previous ideas of fixed 'time' and 'space' by being able to be in contact almost anywhere and anytime. Sherall* echoes this notion of transcending 'time' and 'space' as she stated that she has a cellular phone "so I can be reached anywhere and at any time". Zingisa*, said that "it's easier to be connected as you are reachable at all times and you can reach whoever you want to in the comfort of your space/time."

Networked Society

To draw further on this idea relating to this 'interconnectedness' of communication, in this instance it reinforces the notion of Castells' (2001) Networked Society. To expand the topic slightly to encompass the Internet, this unprecedented connectedness shows how society is experiencing monumental paradigm shifts with De Lange and Haker's (2007 Online) description of the process that have taken place with 'email' and 'chat'. In parallel, social networking sites (SNS) such as Mxit and Facebook illustrate De Lange and Haker's (2007 Online) explanation of this massive communication shift. To apply this thinking to the research findings, Tinkerbelle*, highlights that she uses her cellular phone for "mobile Internet access" and Lolo* has a cellular phone "to make calls". These responses reveal aspects of this Networked Society with respondents

stating they use their cellular phones for accessing the Internet and making calls to others.

Figure 4.17.1

Reasons for Respondents Owning a Cellular Phone

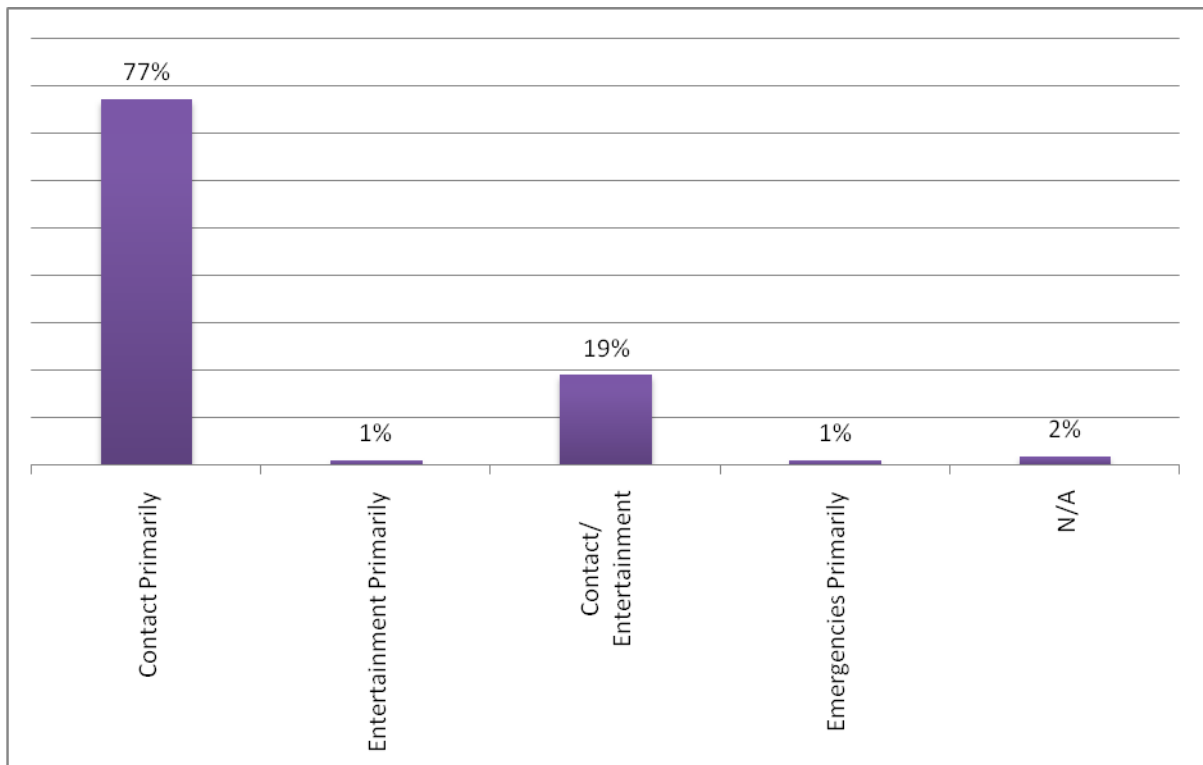


Table 4.17.1

Reasons for Respondents Owning a Cellular Phone

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Contact Primarily	77	77.0	77.0	77.0
Entertainment Primarily	1	1.0	1.0	78.0
Contact/Entertainment	19	19.0	19.0	97.0
Emergencies Primarily	1	1.0	1.0	98.0
N/A	2	2.0	2.0	100.0
Total	100	100.0	100.0	

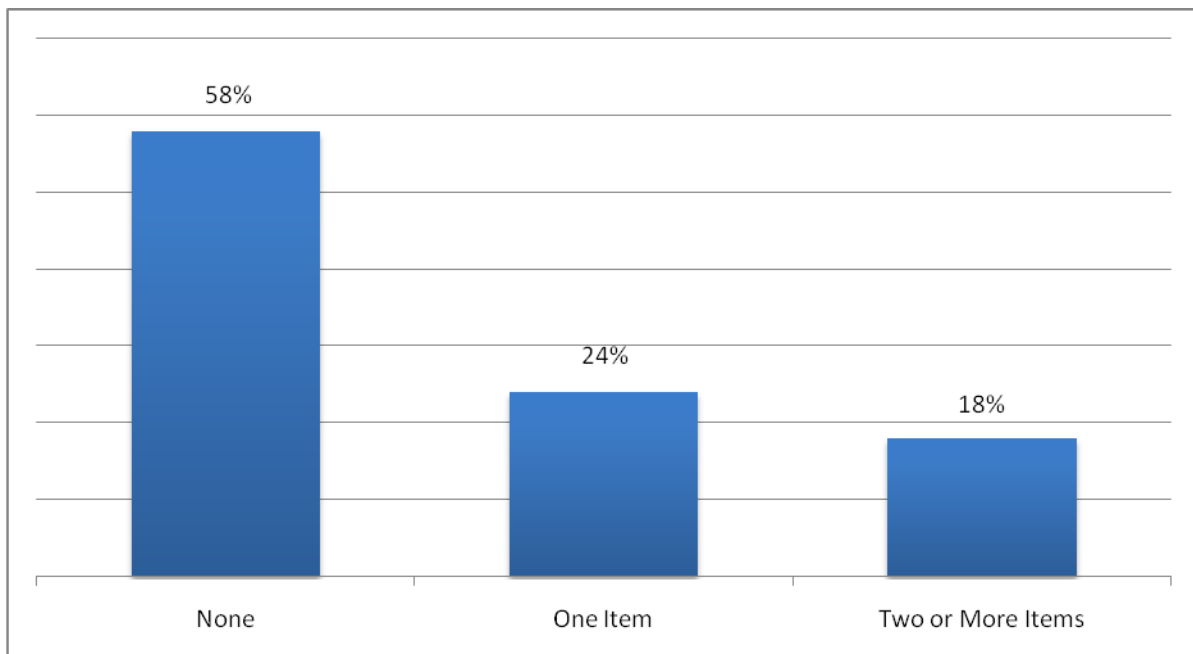
Question 4.18

Accessories Accompanying Cellular Phones

Fifty-eight percent of this sample's respondents had *None* of the available accessories on the market.¹³ Only 24% used one accessory. This was closely followed by 18% of respondents having *Two or More Items*. Bianca* lists some examples, "yes, key ring, teddy bear [charm], and earphones". Sonic* highlights an unusual example with a "solar powered battery". Lastly, Mary1* mentioned that she had a, "cell phone charm, [and a] see-through cover...". Accessories are hypothesised to be an expression of self-identity and are a form of entertainment for those respondents who have accessories on their cellular phones. This view is further explored in Question 4.21 (p.97) where it was probed whether respondents' cellular phones contribute to their sense of self or not and, if so, in what ways.

Figure 4.18.1

Accessories Accompanying Cellular Phones



¹³ Accessories in this regard refer to products that do not typically accompany a cellular phone package such as the battery, battery charger, instruction manual or any other included accessory.

Table 4.18.1

Accessories Accompanying Cellular Phones

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid None	58	58.0	58.0	58.0
One Item	24	24.0	24.0	82.0
Two or More Items	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Question 4.19

Multi-Media Downloaded by Respondents

In response to this question regarding downloading multi-media content, 25% of respondents responded in the negative. Reasons range from their phone not having the capability to download content or to it being too expensive or unnecessary. Twenty-one percent of respondents downloaded *One Item* which rose to 54% with *Two or More Items* being downloaded. Highlighting why individuals have cellular phones, Emmy*, stated she uses a cellular phone to communicate, and the platforms she utilises: "It lets me communicate with my friends, family, and makes life easier. It allows me to chat on MXit and logon to Facebook". To build on the hypothesis that cellular phones contribute to perceptions of self, which will be discussed later, and to link communication to a downloadable application such as MXit, Vanessa*'s response is included "it says that I'm a chatterbox, [I] love connecting with my friends on MXit". This view overlaps with the next question by examining whether the respondents' downloads reflect their personality. The previous quotation by Vanessa* illustrates how this manifests with MXit and how much she enjoys communicating through this downloadable social networking programme.

Figure 4.19.1

Multi-Media Downloaded by Respondents

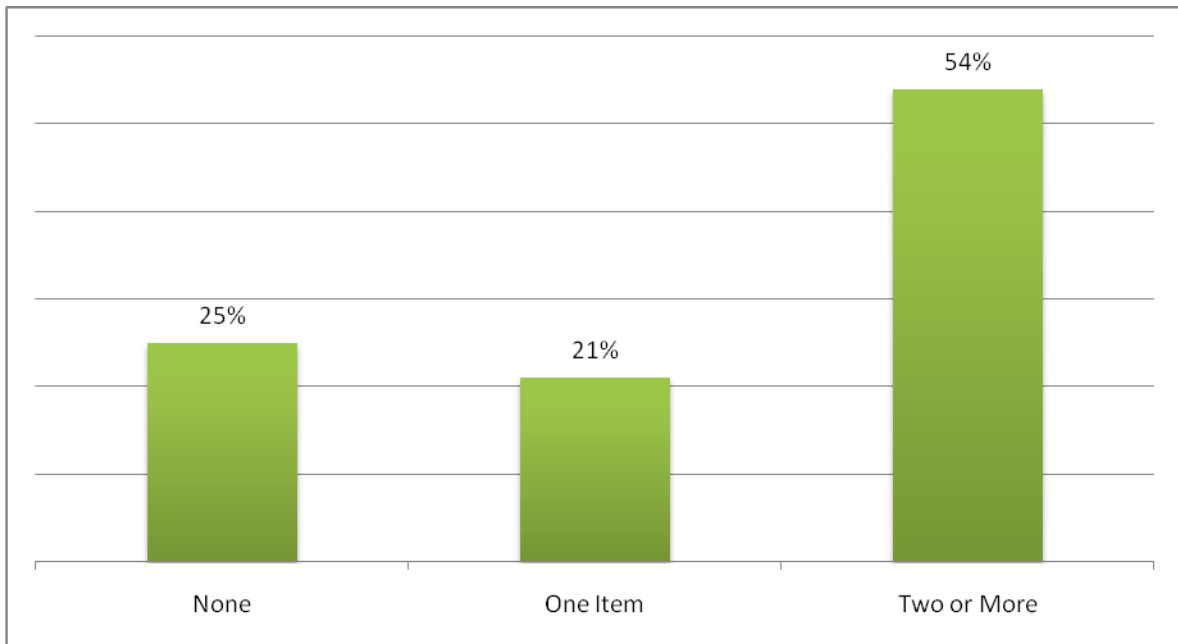


Table 4.19.1

Multi-Media Downloaded by Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	25	25.0	25.0	25.0
	One Item	21	21.0	21.0	46.0
	Two or More	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

Question 4.20

Respondents' Views on Downloads Reflecting their Personality

The following two questions link back to the first section on identity formation with respondents' views on whether their cellular phones contribute to their sense of self. There is abundant information to suggest that notions of identity are entwined in the decision-making process. This is demonstrated by nearly half of respondents (at 46%) stating that what they downloaded *Reflected Their Tastes or Interests etc.* Given the variety of potential download content ranging from ring-tones, games and lyrics to screen-savers and so forth, the nature of the downloads reflect respondents' characteristics. Jim* stated, "I download only ring-tones of music I like and that reflects my personality as a person who loves music". Nick* stated, "It reflects the person I am by the choices I make". He later said that, "It kinda shows my personality and my likes and dislikes".

This was followed substantially by 33% of respondent's opting for *N/A*. From these findings it is evident that these respondents who download content do reflect their personality in their choices.

The next statement, *Shows Your Character*, was selected by 20% of respondents with regard to downloading content. This was exemplified by Denim* who stated, "It is usually fun things, which mirror my personality and the informative downloads show my interest in knowing more about the world etc". Salz* goes on to state that, "I download items which are a reflection of my personality as a media and drama student". Nadia* states "Well it shows my social life is based on my phone." Emmy* said, "It says that I'm a socialite (MXit). It says that I like the current music. It reflects the sport I love. I downloaded a basketball game". Saroma* added, "With the songs I've downloaded; they represent my emotions and inner being".

Only one respondent (1%) felt they were *Technologically Orientated* with the phone they had. From these findings it is evident that respondents who download content do reflect their personality in their view. Downloaded content, as a form of consumption, closely reflects one's personality. If one combines *Reflected Their Tastes or Interests etc* at 46% and *Shows Your Character* at 20%, 66% of

respondents download content that they feel largely reflects their personalities. Yet it should be noted that the 33% who responded *N/A* represent a significant one third of the sample. Presumably they responded in this way because they view a phone as a utilitarian device and they don't see it as something that communicates anything about them personally.

Figure 4.20.1

Respondents' Views on Downloads Reflecting their Personality

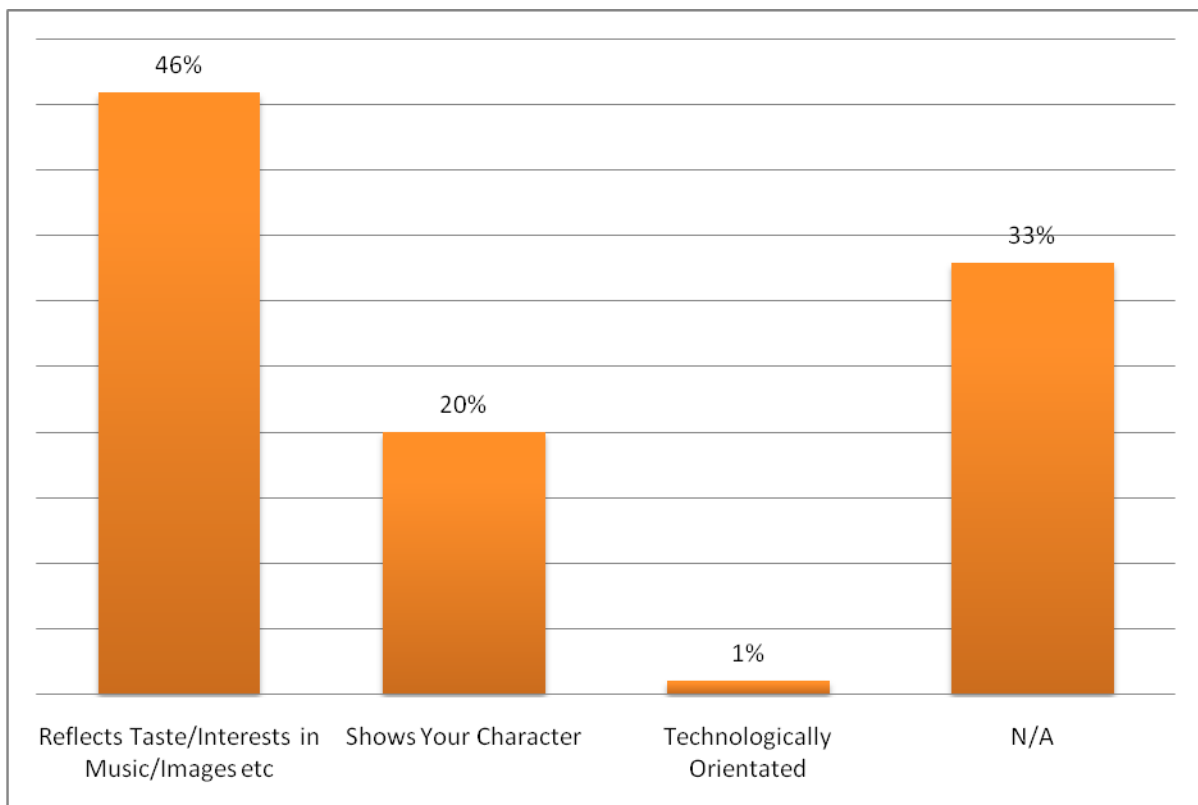


Table 4.20.1

Respondents' Views on Downloads Reflecting their Personality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Reflects Taste/Interests in Music/Images etc	46	46.0	46.0	46.0
Shows Your Character Technologically Orientated	20	20.0	20.0	66.0
N/A	1	1.0	1.0	67.0
Total	33	33.0	33.0	100.0
	100	100.0	100.0	

Question 4.21

Respondents on their Cellular Phone Contributing to their Sense of Self

This next question provided a plethora of responses from the respondents who viewed their cellular phones as contributing to their sense of self. This varied from having no effect, to stating clearly that their phones are a reflection of themselves.

Twenty-eight percent of respondents felt that their cellular phone had *No Effect* on their perceptions of themselves: Jim* expressed this succinctly with “no way”. Eleven percent answered *N/A* to this question, presumably indicating their cellular phone did not strongly contribute to their sense of self.

However, 18% of respondents said it mirrored or influenced their *Personality* or makes a statement about them. In this regard, Tammy* said, “It’s bright and funky like me”. Furthermore, Emmy* stated, “it says that I’m stylish, modern”.

The next segment identified that 10% of respondents felt that their cellular phones reflected *Pride/Status*. Lolo* said that a “Sleek, stylish, compact phone can add status; I feel professional and stylish because of my phone”. Puleng* mentioned that, “it makes me feel good and proud”. Puleng* later stated that “it makes me feel like I’m rich”. Babon* said, “it has all the features that I need. [I] want to feel I belong to the top class and match in the crowd”.

Ten percent considered cellular phones as a *Basic Necessity* rather than shaping the way an individual views their identity. Jack* confirmed, "To me it's a necessity, so it doesn't really contribute to the way I see myself". This quotation presents an opposing view to the common theme running through this dissertation that identity is conveyed through consumption. As Jack* feels this does not contribute to the way he sees himself, this may indicate that respondents such as Jack* simply do not use a cellular phone to express themselves. Possibly the expression of self may be communicated differently or self-expression may not be important to them.

Ten percent regarded being *Connected* as the key reason. According to Yoliswa*, "In terms of popularity perhaps - the more SMSs or phone calls I receive, the more 'popular' I feel. Although, this often doesn't really show as a true reflection". Dexter* stated, "[I] see myself as media savvy. A hardcore cell phone helps to construct that". However, it must be stated that these responses link closely to *Pride/Status* and so could be added to that category with the 7% of respondents who identified with the next bracket, *Uniqueness*. Elna* stated, "always on the go" K* stated, "It makes me whole; I use it to "reflect" my personality" Maureen* felt, "It's sophisticated, cool, and attractive. Those are some of the ways I see myself".

The next theme of *Group Association* applied to 5% of respondents with Babon* stating, "Makes me feel good and proud and I feel I belong to a certain class".

The final section investigated *Preference*, with only one respondent (1%). Bee* preferred having a cellular phone on her for the following reasons: "I am not alone when I have my cell phone. Since it's a good and top of the range phone, I have a bit of confidence in myself". What is particularly interesting about this last response is how Bee* said that her particular cellular phone gave her confidence in herself, which shows how a cellular phone can be more than just a communication tool but also a social aid.

From these research findings, 'identity' draws from categories such as *Personality*, *Pride/Status*, *Being Connected*, *Uniqueness*, *Group Association* and *Preference*. This indicates that cellular phones in fact strengthen an individual's perception of self at a substantial 61%. Again it must be stated that many of these categories overlap. At the time of data capturing, the categorised headings were constructed. These,

along with the researcher's discretion, appeared to be the most dominant themes the respondents stated.

Figure 4.21.1

Respondents on their Cellular Phone Contributing to their Sense of Self

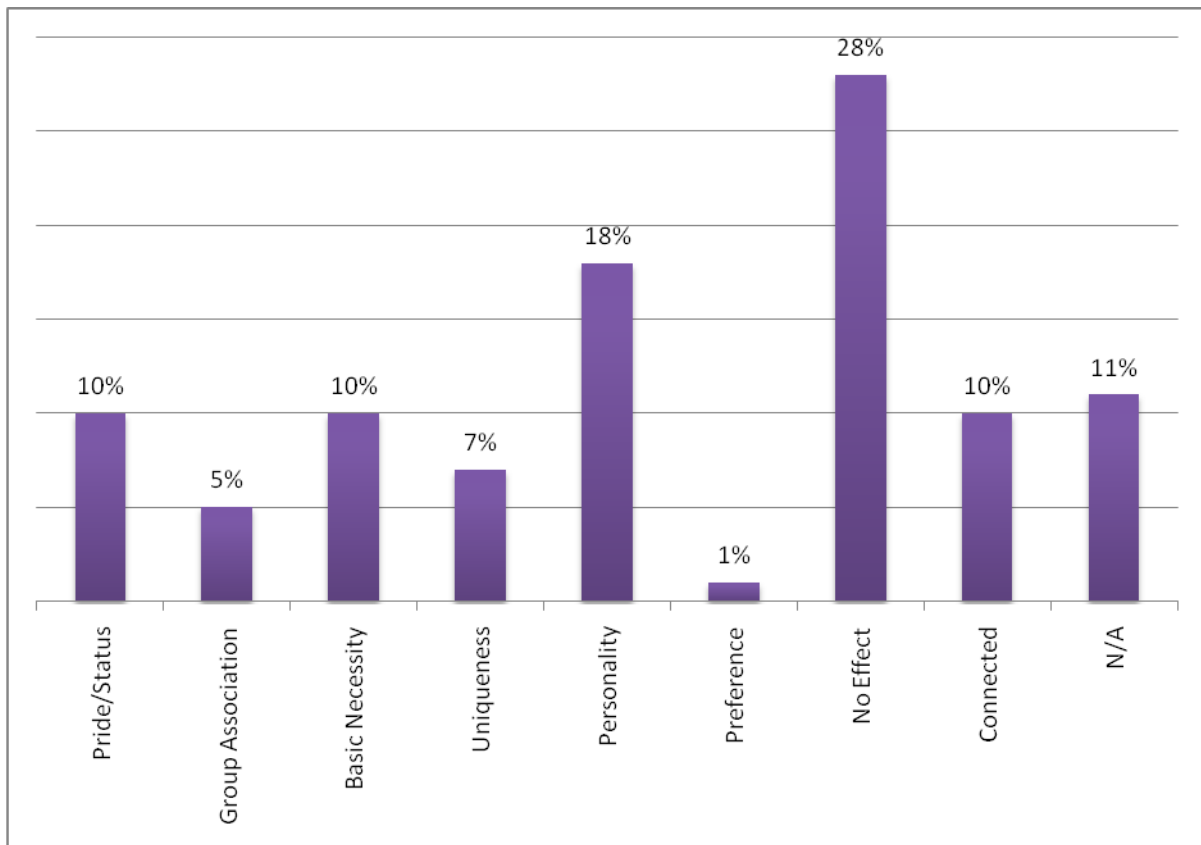


Table 4.21.1

Respondents on their Cellular Phone Contributing to their Sense of Self

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pride/Status	10	10.0	10.0	10.0
Group Association	5	5.0	5.0	15.0
Basic Necessity	10	10.0	10.0	25.0
Uniqueness	7	7.0	7.0	32.0
Personality	18	18.0	18.0	50.0
Preference	1	1.0	1.0	51.0
No Effect	28	28.0	28.0	79.0
Connected	10	10.0	10.0	89.0
N/A	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Question 4.22

Do Respondents use GPRS?

GPRS can be described as

...a packet-based wireless communication service that promises data rates from 56 up to 114 Kbps and continuous connection to the Internet for mobile phone and computer users. The higher data rates allow users to take part in video conferences and interact with multimedia Web sites and similar applications using mobile handheld devices as well as notebook computers. GPRS is based on Global System for Mobile (GSM) communication and complements existing services such as circuit-switched cellular phone connections and the Short Message Service (SMS).¹⁴

Forty-four percent of respondents from this sample selected *No* they did not have GPRS. A further 16% answered with *N/A* to this question. At 12%, respondents used GPRS for *Navigation* and the remaining 28% used GPRS for *MXit* or *Facebook* or

¹⁴ Searchmobilecomputing. (2008). *Definition - General Packet Radio Services (GPRS)*. Available at: (http://searchmobilecomputing.techtarget.com/sDefinition/0,,sid40_gci213689,00.html). [Date Accessed, 3 February 2009].

both. As 44% do not use GPRS and N/A at 16% suggests the focus of cellular phone usage is more as a straightforward one-on-one contact device.

Figure 4.22.1

Do Respondents use GPRS?

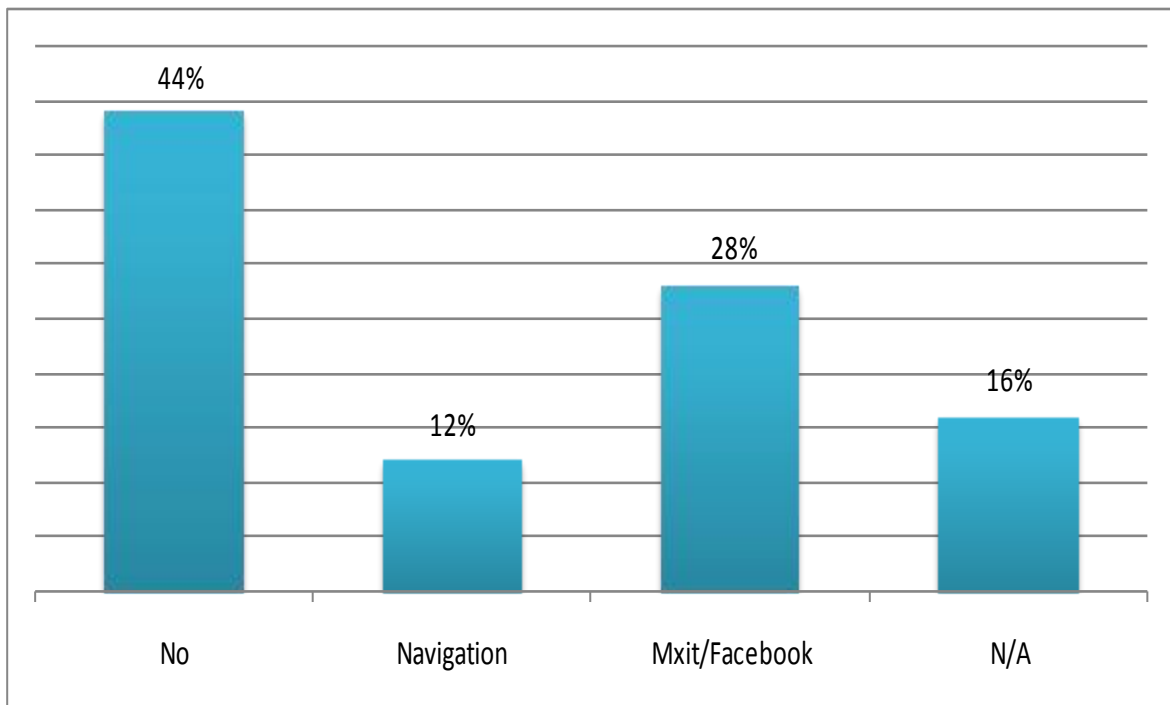


Table 4.22.1

Do Respondents use GPRS?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	44	44.0	44.0	44.0
	Navigation	12	12.0	12.0	56.0
	Mxit/Facebook	28	28.0	28.0	84.0
	N/A	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Question 4.23

What Respondents' Spend their Money on?

Stomy* stated, "most of my money goes to food, transport and entertainment i.e. movies and eating out". Mihla* put her expenditure down to, "Cellular phone bills, savings account, clothes, jewellery, university fees, food, airtime, boyfriend, petrol". Tammy* felt that she spent her money mainly on, "Me, family, car guards, varsity fees, air time, and general spending". Meltha* stated, "I spend it on rent, food and study materials". Lastly, K* responded that she bought, "Clothes, CDs [Compact Disc], DVD's [Digital Video Disc], make up and shoes". For clarity, these quotations containing what respondents purchase is not prioritised but merely aims to list their purchases. As can be seen, students spend their money on a wide range of items. What is significant in these quotations is that a number of respondents budget specifically for their airtime which indicates that cellular phones play an important role in these respondents' lives.

Summary of Cellular Habits

A notable finding in this section on cellular habits amongst the target sample revealed that 29% of respondents spend on average of R50 per month on airtime. This information indicates that almost a third of the research sample (being 29 students out of 100), might be struggling financially or this may indicate financial prudence on the respondents' part, or that those specific respondents have little use for a cellular phone. In terms of the greater South African populace, it is contested that this coincides in a socio-economic sense as well as with the demographic representation previously mentioned. Prepaid was the majority response at 70% as it was perceived as a cheaper option, less contractually binding and that airtime could be loaded whenever respondents could afford it or needed/wanted it. Contracts, on the other hand, signified a more affluent group at UKZN, consuming more airtime per month on average than those using prepaid. The chief reasons for selecting contract over prepaid were that it was "more convenient" and offered "better deals".

Nokia was the main cellular phone brand and the reason for choosing this was due to the quality associated with the brand name, which worked effectively in creating

brand loyalty. The most popular cellular provider in this study was Vodacom, specifically with the prepaid package of Vodacom4U, while MTN was a close second. The main reason for having a cellular phone was to be in contact with family, friends and emergency services, such as the police or ambulances.

Central to the hypothesis is that cellular phones can be seen as an extension of a person's self image. In this vein, the findings show that identity comprises a number of factors and is expressed according to the personalised items selected by the individual. These may range from the specific ring-tones to the background wallpaper. This view is reinforced by those respondents who downloaded content. There is a trend towards this personalisation through the diverse content that is available. Themes from sport to celebrities to animals and animated designs are available. Notably, cellular phones also serve as portable entertainment devices. In terms of how respondents acquired their cellular phones this ranged from receiving it as a present from family, getting it "free" through a contract, to buying it or receiving it from a sibling as a 'hand-me-down'.

Marketing/Advertising

The marketer's repertoire has traditionally been delivered through a variety of established media platforms ranging from radio and television to print. With the advent of new media propelled by ICTs, new platforms offer more avenues through the Internet and cellular phones to speak to an audience in an increasingly individually customised manner. The significance of marketing for this study is the way it promotes the consumption of goods and services. It is advisable to examine the more salient points of the consumer culture phenomenon to explain the meaning of consumer culture and how marketing is an essential component of creating this.

According to Holt, 'consumer culture' refers to the "dominant mode of consumption that is structured by the collective actions of firms in their marketing activities" (Holt, 2002:71). To draw from this and examine how consumer culture operates, it becomes evident that marketing practices operate through the media to promote/stimulate the demand for products and services. Deeply entrenched in capitalism, the purchasing of goods to satisfy needs and wants has become routine in everyday living. The manufacturing/production of goods and their consumption is

integrally linked with businesses from Small to Medium Enterprises (SMEs) to Trans-National Corporations (TNCs) surviving and thriving by supplying consumers' demand, motivated by profit imperatives. Marketing serves to stimulate consumption and, in terms of youth consumption of cellular phones, marketing campaigns are devised to encourage the consumption of specific cellular phones and service providers. This is achieved through the promise of superior service, quality and choice and by appealing to the aspirations of the target market. To understand this marketing process more closely, the role and context of advertising must be considered.

Advertising

As mentioned, a major component of marketing is delivered through advertising. Central to this study is the role advertising plays in motivating the consumption of cellular phones amongst the youth. From a theoretical viewpoint, the role of advertising can be viewed in two dominant schools of thought and, as applied in the market, acts as a binary 'necessary evil'. On the one hand, advertising stimulates desire and manipulates consumers to buy, by equating short term happiness with products or services they may not need. On the other hand, advertising provides information and awareness of products and services, arguably empowering the consumer to make informed buying decisions. Irrespective of the stance taken in this debate, the examination of how advertising operates is important to media and communications studies and is, therefore, pivotal to this study.

Advertising may be viewed as a cultural institution. Influential theorists in this field such as Baudrillard (2004), Arens (2006) and Kotler (2000) articulate specific approaches and offer useful insights into this industry. What can be drawn from the research findings, combined with the knowledge from these theorists, is that advertising has assisted in creating a number of social and cultural roles that apply to the target sample. The following question sought to elucidate the respondents' perceptions of how advertising may have influenced their decision-making processes.

Question 4.24

Respondents' Perceptions of Advertising Influencing their Decision-Making Process

Depicted in the accompanying figure and table is a breakdown of what determinants influenced the decision-making process in purchasing a cellular phone amongst this target sample.

Product Awareness, applied to 39% of respondents, being the highest segment in this question. Jack*, "well, if I hadn't seen the phone on an advertisement I wouldn't have known about it". Jane*, "it has had an advantage because now I feel that mine is not technologically advanced. So I definitely need a new one". Sipho* mentioned, "It was a good advertisement. I then decided it was the phone I wanted". Thandi* stated, "It plays a huge role, because I always look at various adverts on the lookout for quality and sales". To echo this sentiment, Tinkerbelle*, "it has assisted me in choosing a phone that is best suited to my needs".

Vanessa* felt, "advertising has given me an option of different packages..." Bee* explained that, "the more the product was advertised, the more value and commonality was distinguished. Through advertising I have seen the features and phone specialities". Pretty* stated, "The way the brand is always advertised, it's sophisticated, always with a thought provoking message". G* said, "It convinced me that I'm making the right choice i.e. by providing sufficient information - features which come with the product". Lolo* put forward, "advertising can tell you what product has better quality and features. I do refer to advertising before I purchase a cellular phone". Lyn* went on to state that, "advertising plays an important role in the choice of cellular phone I buy".

At 31%, these respondents elicited an *N/A* response: It would appear that they were not strongly influenced in their choice of a cellular phone by advertising.

Through advertising, *Desire/Persuasion*, at 13%, contributed to a specific cellular phone being bought. Respondents provided some of their reasons for this; Moona* stated, "it has influenced me because now I want another phone". Yoliswa* stated,

“as a result of advertising, I want the new Samsung 4700”. Tashni*, “the more they advertise the more I would like the phone”. It is interesting to note the point raised in the cases of Moona* and Yoliswa* how they “want” a new cellular phone. In this regard, advertising can stimulate people to desire products that they don’t actually need due to the image portrayed by the advertiser.

The next category examines the *Affordability* of the cellular phone, with 9% of respondents choosing this option. Denim* wrote, “The best offer at a cheap rate always appeals to me. Advertising seems to persuade me into what type of phone and cellular service provider to choose”. Jane* states, “At the time, it was cheaper and more suitable to me as it had everything I needed”. Rose* mentions, “it had an influence since it is a reasonable, stylish and affordable phone with all the features I needed”. Shay* conveyed that, “Cell C has cool ads and is the cheapest option”. Whereas, Timon*, believed, “Not much, my pocket is the ultimate deciding factor”.

The following category, *Brand Loyalty*, had 5% relevance to the respondents. Bee* said, “The Nokia brand seems reliable and past experiences allowed me to choose it. The cellular package is cheap and affordable as well as understandable in terms of rules, terms and conditions”. Statik* argued, “Sony Ericsson’s are known for their expertise in music [...] Vodacom was chosen due to convenience [as] everyone in my family [has Vodacom]”. Here Statik* touches on the theme that was explored in Question 4.7 (p.60) where findings indicated that family instil diligent spending and influence brand choice. In Statik’s* household, family influences brand choice leading to sustained brand loyalty. Again, this reiterates the collectivist culture in South Africa where family is interdependent, with individuals trusting group decisions and counting on their in-group to look after them (Samovar and Porter, 2001:67-68).

Pretty* stated, “it has had a great impact, it’s about how the brand is advertised. I love Nokia - will stick with it for life because to me it represents quality”. Dexter* stated, “Heavily. Not only do I like the great value of the product but I associate myself with the alternative brand image of Virgin”. Cindy* said, “Nokia has constantly proven that their range of cell phones is the easiest to use and has the best features”. G* went on to state, “because I think Motorola is a strong and popular brand”. Thabo* also highlighted, “I like Nokia because I believe it offers quality and durable products”. Justin* responded, “I feel that Nokia is the most reliable phone I

had to date". Ziaad* stated, "By purchasing a similar phone, I became comfortable with the brand".

The next category relates to *Free Products*, with 3% relevance. In one instance that illustrates how the use of free merchandise can accelerate sales, Sonic* said, "Because it came with a TV and Home theatre system which I really needed".

This question highlights reasons such as *Desire/Persuasion*, *Product Awareness*, *Brand Loyalty*, *Free Products* and *Affordability* with regard to the cognitive processes that this sample go through when buying a cellular phone, with *Product Awareness* being a particularly high response. This links to advertising and so could be added to the *Desire/Persuasion* at 13% option and the 9% who selected *Affordability*. Therefore, 60% of the sample was influenced by advertising. Furthermore, one could argue that brand loyalty and free products also reflect advertising so this percentage could be significantly higher.

Word of Mouth Advertising

An interesting aspect that emerged from this question was "word of mouth" (WOM) advertising which can be described as a communication medium but not an advertising medium according to Arens (2006:8). Furthermore Arens argues that, "It's not structured, or openly sponsored, or paid for" (Arens, 2006:8). In addition, Leiss et al (2005:12) refer to "word of mouth" advertising as interpersonal communication where most purchasing decisions appear to be strongly influenced by word of mouth.

Three respondents highlighted that this method of marketing was crucial in their decision-making process. Alex* stated, "Not really. I have never bought a phone based on what I saw in an advert. It was always based on what someone had told me". M. Jackson* mirrored this notion with, "quite a bit, but word of mouth has more impact" Bird* also mentions how, "It wasn't really advertising, it was more word of mouth from family and friends".

Figure 4.24.1

Respondents' Perceptions of Advertising Influencing their Decision-Making Process

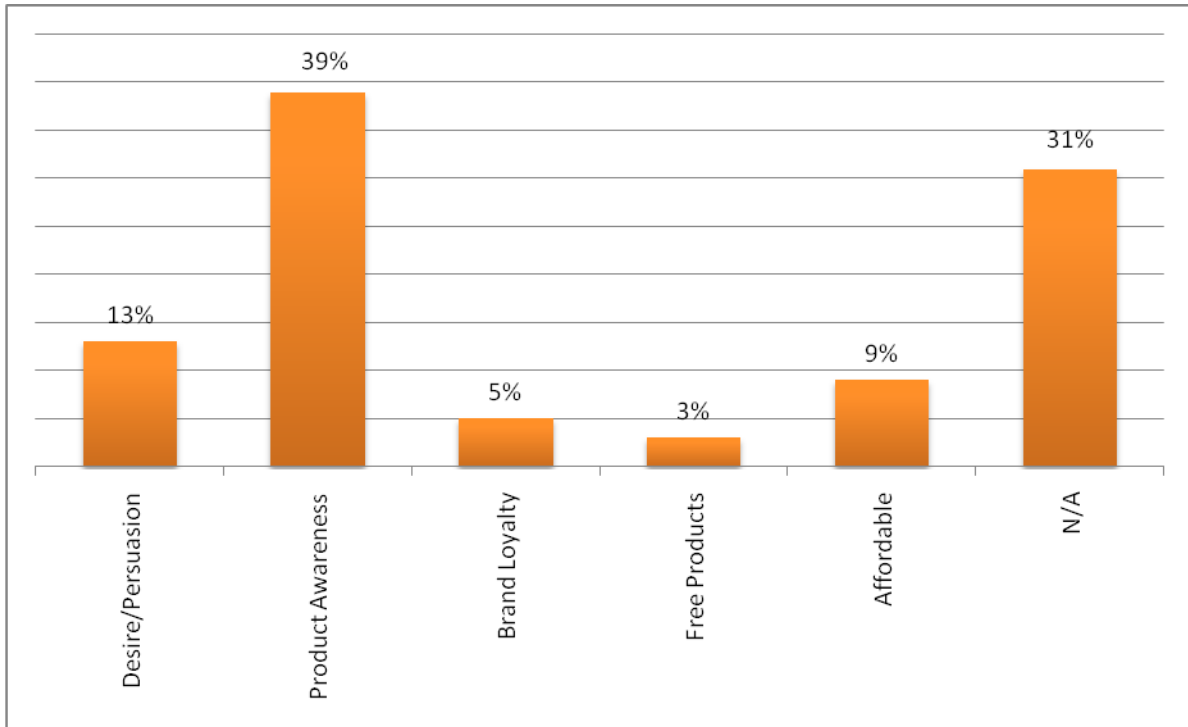


Table 4.24.1

Respondents' Perceptions of Advertising Influencing their Decision-Making Process

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Desire/Persuasion	13	13.0	13.0	13.0
	Product Awareness	39	39.0	39.0	52.0
	Brand Loyalty	5	5.0	5.0	57.0
	Free Products	3	3.0	3.0	60.0
	Affordable	9	9.0	9.0	69.0
	N/A	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

Question 4.25

Reasons for Respondents Choosing Phone/Packages

To draw from Question 4.15 (p.83), four key factors have accounted for the respondents buying cellular phones. Brand quality and brand loyalty are a part of the decision-making process and therefore, significant factors to consider. At 37%, *Brand Quality* illustrates how crucial this characteristic is in the eyes of the respondents.

At 19%, the option *Has Exact Features* was a requirement that these respondents felt their cellular phone had to have when choosing a cellular phone or package. In respect to advertising, Catherine*, stated that, “advertising does make me more familiar with a product - however when buying a cellular phone package - I was more concerned with the phone’s capabilities and features”. In another example Saroma*, felt that, “because I like music, Sony Ericsson adverts are always more into the new range of cell phones which have speakers, big memory to store music and their systems are easy to learn”.

Affordability also played a part in the decision-making process, with 13% viewing the price of a cellular phone and packages available as a pivotal factor in purchasing. Peripheral categories included, *Lifestyle* at 9%, the respondents *Did Not Choose* at 8%, *Convenience* at 3%, *N/A* at 3%, *Predominately Status Orientated* at 2%, *Has Exact Features/Status Orientated* at 2%, *Did Not Know* at 2% and *Has Network Coverage* at 2%.

Figure 4.25.1

Reasons for Respondents Choosing Phone/Packages

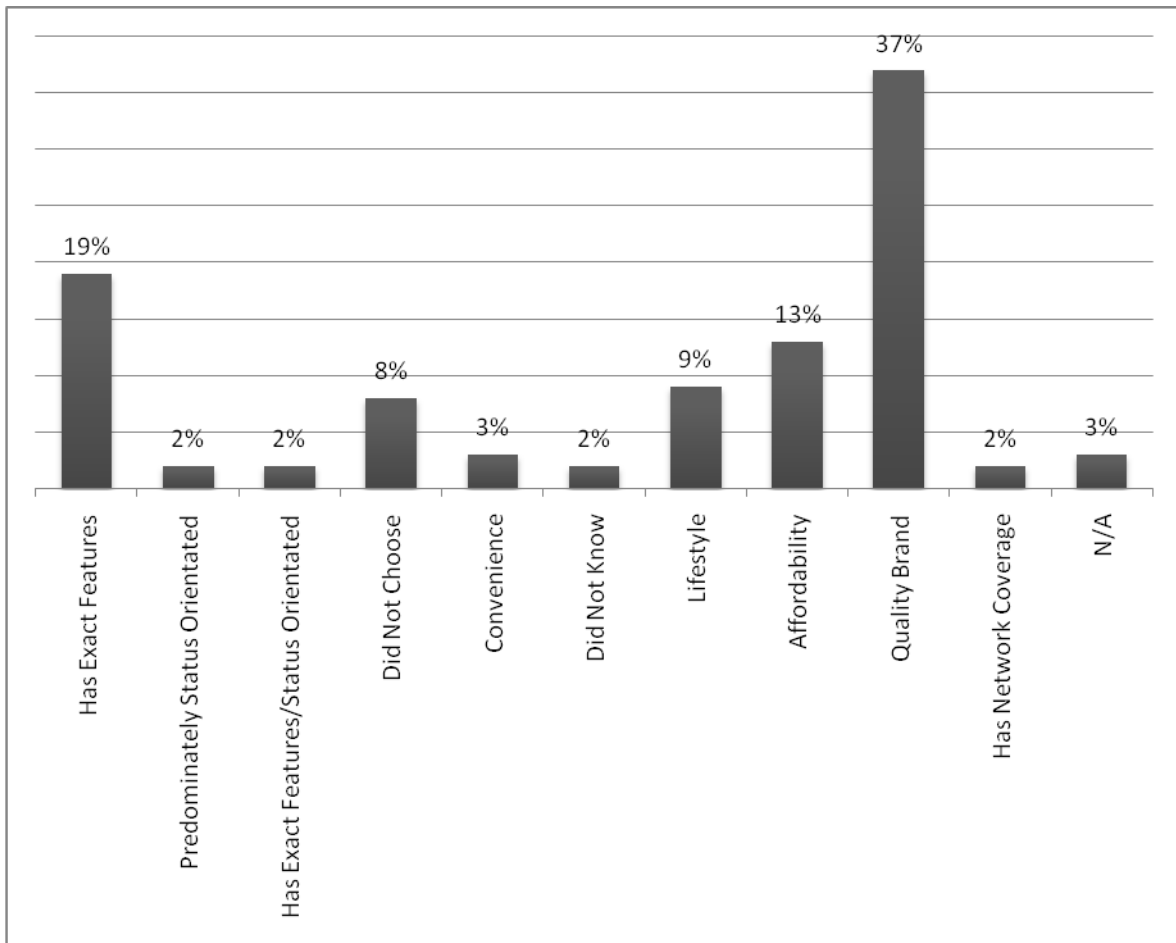


Table 4.25.1

Reasons for Respondents Choosing Phone/Packages

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Has Exact Features	19	19.0	19.0	19.0
Predominately Status Orientated	2	2.0	2.0	21.0
Has Exact Features/ Status Orientated	2	2.0	2.0	23.0
Did Not Choose	8	8.0	8.0	31.0
Convenience	3	3.0	3.0	34.0
Did Not Know	2	2.0	2.0	36.0
Lifestyle	9	9.0	9.0	45.0
Affordability	13	13.0	13.0	58.0
Quality Brand	37	37.0	37.0	95.0
Has Network Coverage	2	2.0	2.0	97.0
N/A	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Summary of Marketing/Advertising

Advertising as a key component to marketing has two schools of thought. The first school of thought argues that advertising informs consumers of products and services, therefore empowering them in making purchasing decisions. The second school of thought argues that advertising manipulates individuals into becoming consumers, often buying products that they do not need in order to feel good about themselves.

Irrespective of the stance one takes, advertising has a valid place as companies from SMEs to TNCs need to communicate their offerings to their target market. This study established that cellular phones are advertised to this youth segment in order to stimulate awareness around a specific phone or range by a cellular phone company or cellular service provider.

One of the most significant findings, at 39%, was the ways advertising creates product awareness. However, it was also found that, in some cases, advertising created the desire to buy a new cellular phone on the market. One must question the motives behind this. Are the motives for purchasing that the features offered fulfil a need or is the purchasing decision purely impulsive? Regardless of the motives of these respondents, the role the family plays in the decision-making process is significant. Closely linked to this is the importance of brand quality in that a number of valid factors influence the money spent on a cellular phone. Also, the affordability of a cellular phone has a role to play, due to the number of this youth sample who are dependent on their family.

However, beyond the role of advertising in the purchasing decision, the collectivist culture is evident in that parents influence consumption, including cellular phone consumption.

Later, in the section Local Trends (p.150), the importance of having exact features on cellular phones in the minds of the youth is highlighted, with 19% of this study sample responding affirmatively. This includes features such as SMSing and MMS capabilities, a colour screen, ring-tones, games, wall-papers, and importantly, MXit. Another significant theme is “word of mouth” advertising which, as has been communicated, is a significant influence on this youth segment’s purchasing.

Semiotic Analysis of the Cellular Service Provider’s Websites

One of the ways the South African cellular networks have promoted their brands is through corporate websites. As a medium, websites harness the interactivity between the sender and receiver of messages in an ongoing and reciprocal fashion. Youth are specifically of prime importance and an analysis of the websites of the four cellular networks reveals some general strategies these companies utilise with respect to communicating with the youth market. It is important to note that a website is only one of many mediums this market and sample are likely to use since it is free to send 20 SMSs off the Vodacom website. The rationale for this is that students use a variety of media as tools: the Internet for study-related research and are actively communicating with family and friends on social networking sites (SNS) such as Facebook and MXit, and are part of the Networked Society (Castells, 1996).

This study focuses on a group which may not have much discretionary spending as higher education comes at a cost, but since they can afford tertiary education they clearly come from fairly affluent backgrounds. It must also be noted that this group is not generally representative of the total South African youth market, but rather they shed light on a specific segment of this market's views about cellular phone consumption. Thus, this research provides some useful insights into South African Youth and their media consumption.

To this end, a semiotic analysis of the ways the cellular networks' websites are designed to capture the youth's attention, and to forge a relationship with the respective cellular providers' clients. In this regard, relevant signs that points to the presumed attraction of the websites to the youth will be examined.

Semiotics, which is commonly defined as the "study of signs" can be applied to anything. It is particularly useful in studying media and how messages are communicated. This includes mediums such as print with magazines or newspapers, to television and advertisements. Corporate websites, such as those of the cellular networks under discussion are evaluated through a semiotic approach which strives to unravel how meaning is created.

This study will bypass the peripheral detail associated with the construction of websites and will, instead concentrate on how the cellular service industry focuses on their target market. This semiotic analysis of the selected websites aims to provide a better understanding of how these marketers perceive and encourage the youth to invest in a relationship with their brands. The purpose of this marketing is to secure long-term brand loyalty, a pivotal precondition to long-term market share and sustained profit.

Semiotics

The founding fathers of semiotics were Ferdinand De Saussure and Charles Sanders Peirce (O'Connell and Airey, 2005:62). De Saussure focused on the construction and meaning of language, whereas Peirce applied semiotics to everyday life. Peirce examined the three categories of signs that exist (O'Connell and Airey, 2005:62). They are: "Iconic signs which clearly represent the objects they

depict... Indexical signs which represent concepts that we have learned to associate with a particular sign...Symbolic signs whose meaning are determined by convention and do not resemble the original object to which they refer..." (O'Connell and Airey, 2005:62). Semiotics and these three categories of signs are applied in the website analysis below and explain, in depth, how these websites operate in light of their perceived youth market.

According to Keyan Tomaselli, Semiotics can be defined as, "the study of how meaning occurs in language, pictures, performance, and other forms of expression" (1996:29). Tomaselli goes on to state that, "how people make sense of information is the domain of semiotics" and that semiotics examines how "signs - words, pictures, gestures and body language, sounds, shapes, colours, smells, things, artefacts and so on - come to mean and have meaning" (1996:30). Signs, according to Tomaselli, are the "building blocks of communication" and "signify meaning" (1996:30).

Signs operate in a triangular way. In the words of Tomaselli, whilst referring to a dog, one, the 'signified' occurs "whereby the word or object (dog) is known as the signified, object or referent" (Tomaselli, 1996:30). Two, the 'signifier' is, "the dog which is a concept, a signifier of the dog, the animal itself" (Tomaselli, 1996:30). Three, an "interpretant" (Peirce, 2004:214) is known as the idea to which the sign gives rise in the mind of an interpreter.

Introduction to Cellular Networks' Websites

Advertising on these cellular network websites is primarily for economic gain. It operates in a capitalist market as a way to promote the brand to its prospective or existing consumers. As an aspect of capitalism, a monetary exchange is elicited from the consumer for the service these cellular networks offer. The desired result is to encourage cellular phone consumption through the target market spending money on the promoted packages and buying into the particular cellular experience being offered by the cellular network. Also, websites are relatively inexpensive as a medium having the added advantage of being easy to update with minimal cost. So it is easy to keep them fresh and interesting. Furthermore, if something isn't working it is quick to replace it with something else.

Vodacom, MTN, CellC and Virgin Mobile all offer similarly functional and easy to use layouts. Each website has its differences, such as the use of colour to match the visual image, the use of typography and specific imagery. Each brand is clearly identifiable. The use of specific colours, logos, layout of images and texts all can be said to represent icons as they communicate the brand identity, or the sign. For clarity, the 'Home' webpage of each cellular network website is presented. By clicking on the hypertext links, one is directed to the selected webpage. As highlighted, the youth is a prime focus of this study and key web pages (signs) are focused on. These cellular network websites are available on more recent cellular phone models that enable Internet usage. This provides another way of accessing these websites other than the traditional way of surfing the Internet via a personal computer (PC) or laptop.

The last website evaluated is Virgin Mobile. Theoretically, Virgin typifies globalisation and, in economic terms, the proliferation of Trans-National Corporations (TNCs) which Scholte (2000) describes. It could also be possible to incorporate the critical political economy framework in terms of concentrations, monopolies and oligopolies and see how this framework can be applied to Virgin Mobile. One could also delve into how other cellular networks such as Vodacom and MTN have shareholders' interests in mind.

Website Analysis 4.26A

Vodacom - Main Webpage

Vodacom's 'Home' webpage is a promotional marketing tool. This is a significant sign or a set of "signs strung together as codes" (Tomaselli, 1996:30) to its youth market as it points to likely applications or features in which the youth may be interested. In the centre (p.119) is an advertisement for the new iPhone 3G. Below this, one can browse a menu of features. These include: 'About Vodacom', 'Sponsorships', 'Phones', 'Packages', 'Services' and 'Outlets'. A useful application worth noting is the Google browser which allows customers to enter the Google search engine and look up information that relates specifically to Vodacom. This is helpful when browsers cannot navigate or find what they are looking for immediately.

Below these, two main sections are listed. 'From Vodacom' and 'Featured Phone'. Below, 'From Vodacom', an icon highlights the 'iPhone 3G', again, which can be clicked on to read more, followed by a notification on 'WirelessG Wi-Fi' and a general notice about Vodacom's 'Black Economic Empowerment' (BEE) plan. On the right hand side of the webpage the characteristics of the featured Motorola phone are mentioned. In a reversed 'L' shape, more advertisements are presented ranging from the developers of this website to special offers available concerning cellular phone deals.

The aim of this study is to isolate the Vodacom website and analyse how this Vodacom markets to the youth. On the top right hand side of this webpage, an icon 'Vodacom4Me' can be clicked to load a selection of the possibilities for the youth market.

When entering this webpage there is a choice of three options. 'On the Web', 'My Mobile' and 'On My PDA' (Personal Digital Assistant) which is also known as a handheld computer. In this list, subscribers can set up, download and organise their phone for mobile Internet and MMS, "get the latest games, wallpapers and ringtones" and so forth. Other options allow users to access their accounts, organise address books and calendars. Customers can also send a certain number of free SMSs. In addition, there is, 'Fun Stuff' - 'Competitions', 'Jokes', 'Daily Horoscopes', 'Lotto Results', 'Services' and 'News' and 'Info' for entertainment purposes. These 'signs' potentially transmit messages to intended users that this webpage is iconic as it is representative of a standard webpage. This view can be supported by the hypertext links that resemble a webpage interface as well as the navigation tools for instance under the title, 'Special Offers', where one can select a phone, a package and an outlet.

This webpage is also indexical as it "draws attention to the thing to which it refers" and "the sign draws attention of the existence of the unseen" (Tomaselli, 1996:30). The "existence of the unseen" which this sign draws attention to applies to the webpages discussed in this dissertation. An aspect of all four websites analysed is that many of the unseen references related to the cellular companies whose physical presence is not shown in the websites. This includes the concept of the Vodacom

buildings, staff, network infrastructure or consumers (the latter which are of special interest in the study).

This webpage is also symbolic, and can be defined whereby, “the symbol has no obvious connection to the idea it represents except through convention, what we take for granted” (Tomaselli, 1996:31). This can be seen with the number of features this webpage has which have already been mentioned. There are a large variety of areas to enter, from information about Vodacom, about contacting Vodacom, Vodacom business, Vodacom partners and developers, to finding out about new phones such as the iPhone 3G. The signifier of the iPhone is of a black square and inside the trademark ‘Apple’ is in white located on the left hand side just above the middle of the screen. What is signified is that Apple is a global brand synonymous with the latest, trendiest technology in the form of powerful processing desktops and laptop computers, iPods and iPhones.

To explore this webpage past the uses of semiotics, meaning is made that transcends this apparent ‘reality’. The signs in this webpage are carefully placed; for example, the typography where the text is displayed in different fonts, sizes and colours. An example of this includes how all the Vodacom webpages are predominately a dark blue and white to link to the brand’s identity. For clarity, visual brand identity according to allaboutbranding.com (2007 Online) is a

...unique set of associations that the brand strategist aspires to create or maintain. These associations represent what the brand should stand for and imply a potential promise to customers. It is important to note that a brand identity refers to the strategic goal for a brand; while brand image is what currently resides in the minds of consumers.

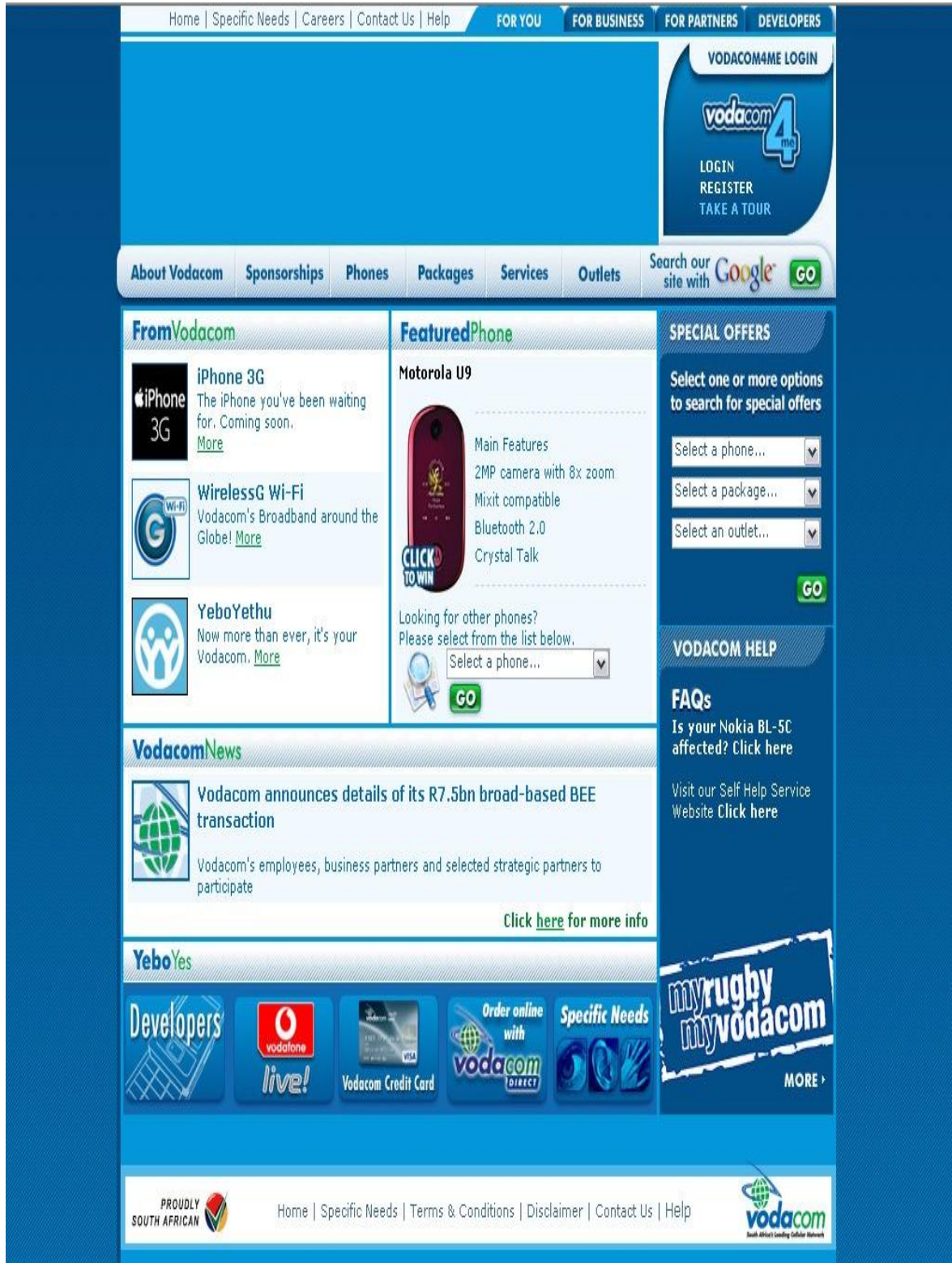
Some text messages are even designed to entice consumers to read more about products and services with catch phrases, for instance, “the iPhone you’ve been waiting for. Coming soon.” and the title, YeboYethu, “Now more than ever, it’s your Vodacom”. In this regard, semiotics examines language as a form of communication, in this context aimed at the youth.

To draw from Arens’ (2006) notion of the Advertising Pyramid, this pyramid aims to provide an approach to how a consumer is presented with an advertisement. Four stages are presented when one buys a product, they are: ‘Awareness’, ‘Interest’,

'Desire', and 'Action' (AIDA). This can be applied in the way this persuasive language operates (2006:250). An example is the first message selling the iPhone. It is constructed to create awareness around this product's availability on the market and creates interest by riding on the Apple brand to promote itself. It also creates desire, in that the iPhone is a trendy, aspirational cellular phone and then promotes action around buying the iPhone. In this vein, semiotics examines how these messages have a particular function to stimulate consumption of the iPhone and, in the case of the second message; Vodacom aims to make their consumer feel special by stating that Vodacom service is all about them.

Figure 4.26A

Vodacom - Main Webpage



Webpage reference: Vodacom. (July 2008). *Vodacom - Main Webpage*. Available at: (<http://www.vodacom.co.za/welcome.do>). [Date Accessed, 30 July 2008].

Website Analysis 4.26B

Vodacom - Vodacom4Me - On the Web

More specifically, it can be seen that the second option (p.124) of 'My Mobile' may appeal to the youth. This is demonstrated in the way that this webpage lists 'Tones', 'Pictures', 'Games', 'News' and 'Weather', 'Sport', 'Entertainment', 'Fun' and 'Personal'. All of these signs inform (with a picture attached to a title and text information) about the feature. For instance, 'My Devices', communicates that youth utilise these signs/titles in their daily lives. This can be supported by how the youth would visit these sections, whether to be entertained, to download tones or to find out what is happening in sport. Youth construct meaning through these signs as visiting the site is purposeful, as the individual is finding out information or being entertained.

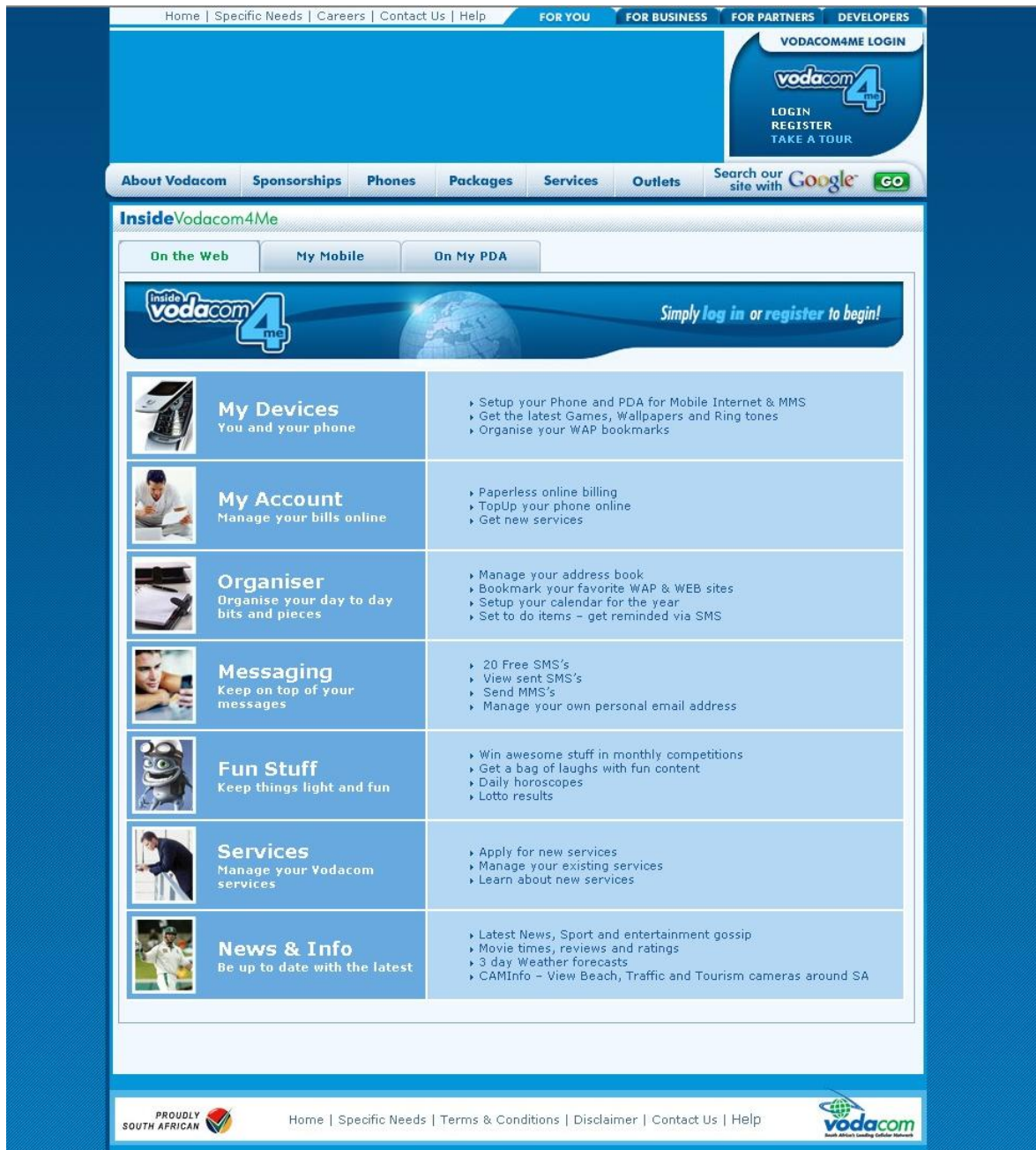
All these options are very enticing and core to this youth market. Drawing from some of the responses to the questionnaire of this study, this is likely to be some of the content that the respondents download. A practical promotion at the top of the webpage highlights new games that can be downloaded on cellular phones. This is devised to appeal to a younger generation with games such as 'Fight Night' and 'Burnout'. This can be substantiated in the way these two games use colloquial language that male youth may respond to. 'Fight Night' depicts fighting and 'Burnout' is a car game that centres on fast cars and tends to interest boys more than girls.

The last option available is 'On My PDA' which includes 'Sending SMSs', a 'Self Service', 'Personal', 'Sent SMS' and 'What's Up?'. Again, colloquial youth language is used with the example of 'What's Up' which is more likely to appeal to youth than to an older age group. An important dimension that semiotics facilitates in meaning-making is that the layout of this webpage is designed to engage users within the connotations supplied by the brand. The signs are constructed into categories that are read from top to bottom (from 'My Devices' to 'News' and 'Info'). To focus in on the specific sign, 'My Devices', with an image of a cellular phone, the title, followed by a brief description of this offer, points to a systematic reading of this webpage through language as a way to convey information. Furthermore, it is important to note the use of specific words to appeal to the general market, and specific pictures

accompanying the rows of information to reinforce the theme on offer. In other words, the meaning-making created by Vodacom is to provide a clear layout for consumers to easily locate their destination on the webpage.

Figure 4.26B

Vodacom - Vodacom4Me - On the Web



Webpage reference: Vodacom. (July 2008). *Vodacom4Me*. Available at: (<http://www.vodacom.co.za/vodacom4me/login.jsp>). [Date Accessed, 30 July 2008].

Website Analysis 4.26C

Vodacom - Vodacom4Me - My Mobile

As highlighted, signs can be conveyed through words. An arbitrary sign is presented with the logo 'Vodacom4Me' as this package was previously under the title of 'Vodacom4U'. In other words, this title change refers to the unseen (index) and mixes numbers with words in a kind of short-hand SMS fashion, branding the logo as different from Vodacom's competitors. With this change, the theme of 'identity' and the shift in focus to the more intimate '(4)me' as opposed to '(U)you' is evident. 'You' could be perceived as a direct and broad implication, whereas 'me' is more individualistic, it seems as though the Vodacom marketing team has reviewed and modified this idea. Arguably this may prove to be a more effective form of addressing their market.

The 'Vodacom4Me' menu, (p.124) shows the variety of options that have been employed to convince potential or existing prepaid customers to register for this feature. In browsing this aspect of the website, it is evident that it is pitched at a youth market. To inform this viewpoint, the icons on the left hand side are utilised by respondents in this study sample who download tones, pictures, games, thus using their cellular phone as a form of portable entertainment.

As previously described, downloadable content, ranging from ring-tones to wall-papers is on offer. If the image of a dog dressed up as a clown in the 'Fun Stuff' content section is anything to go by, the target audience of this webpage may be of a much younger age than those in this dissertation, and thus more inclined to enjoy cartoon images or possibly this cartoon image appeals to certain people's sense of humour. Other than that, this is a fairly functional website whereby browsers can highlight a feature, say, 'Fun Stuff', and a menu then appears that allows the user to link to this feature.

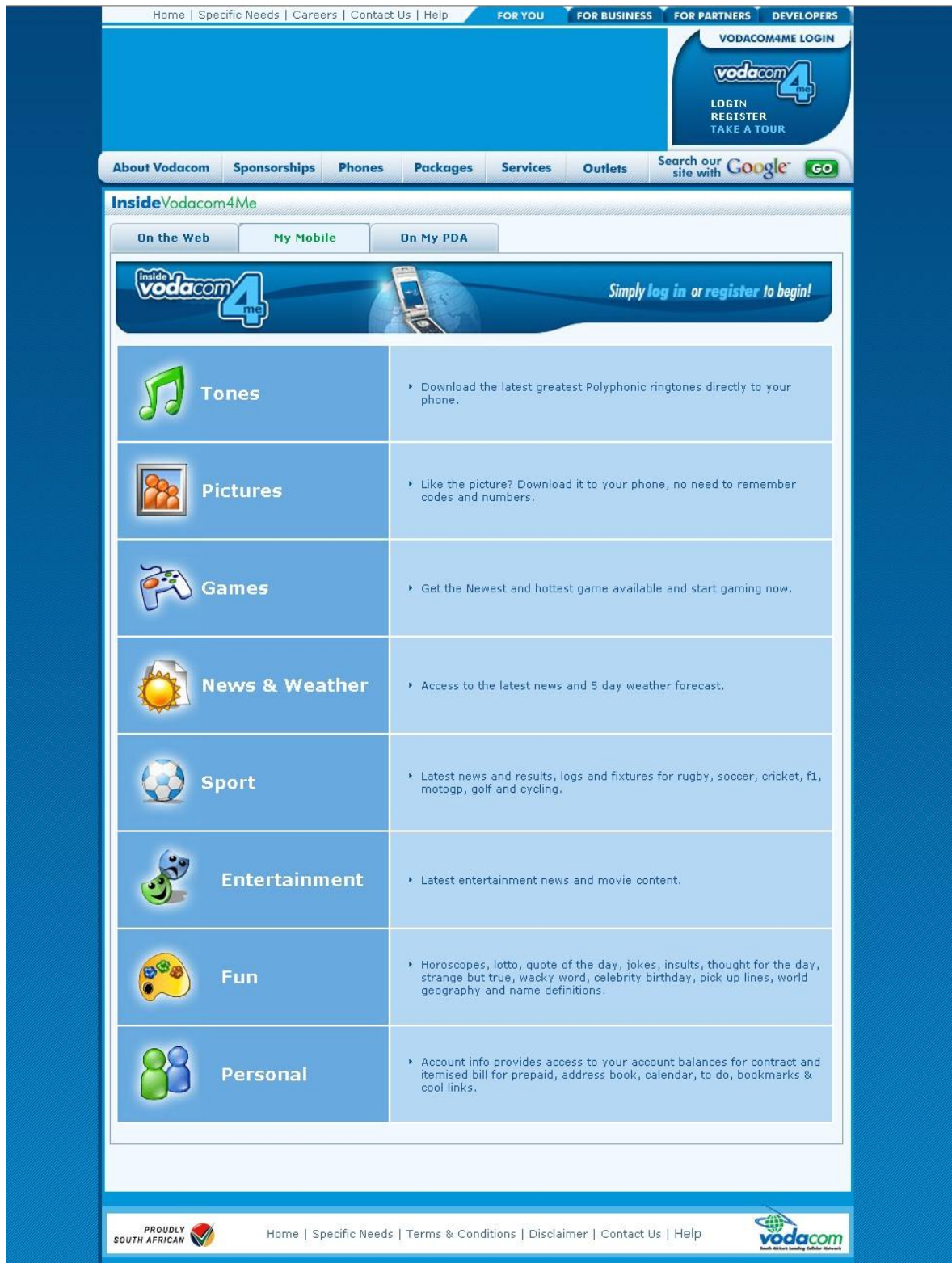
In a similar way to the previous webpage, the various categories (which are also read from top to bottom) from 'Tones' to 'Personal' are accompanied by colour icons. An example is the row which reads, 'Tones'. This sign, which is a word, is accompanied by a musical note to reiterate the sign, 'Tones'. This is the signifier as it

is what the individuals 'sees'. The signified is the concept behind the signifier which is the music that the individual hears. It generally comprises singing and musical instruments. In the same light, the title, 'Sport', is accompanied by a soccer ball, which is a universal sports sign. The soccer ball is the signifier of a plastic inflated ball that is kicked around a soccer pitch. The signified is that soccer represents players on a soccer field, rules and spectators, and is enjoyed by millions around the world, hence the symbolism of the sign. It also symbolises a team sport and unity.

To extend this idea and elaborate on the meaning-making semiotics works through, the example of the title, 'Fun', is accompanied by a paint palette. The point being made here is that the paint palette is an arbitrary symbolic sign that extends into many potential human interpretations. It can symbolise expression, creativity, and individualism through using this application, 'Fun'. What can be drawn from this example is how meaning is not conditioned or isolated but can be open to many potential understandings. Thus, semiotics provides some necessary tools to delve beyond the superficial.

Figure 4.26C

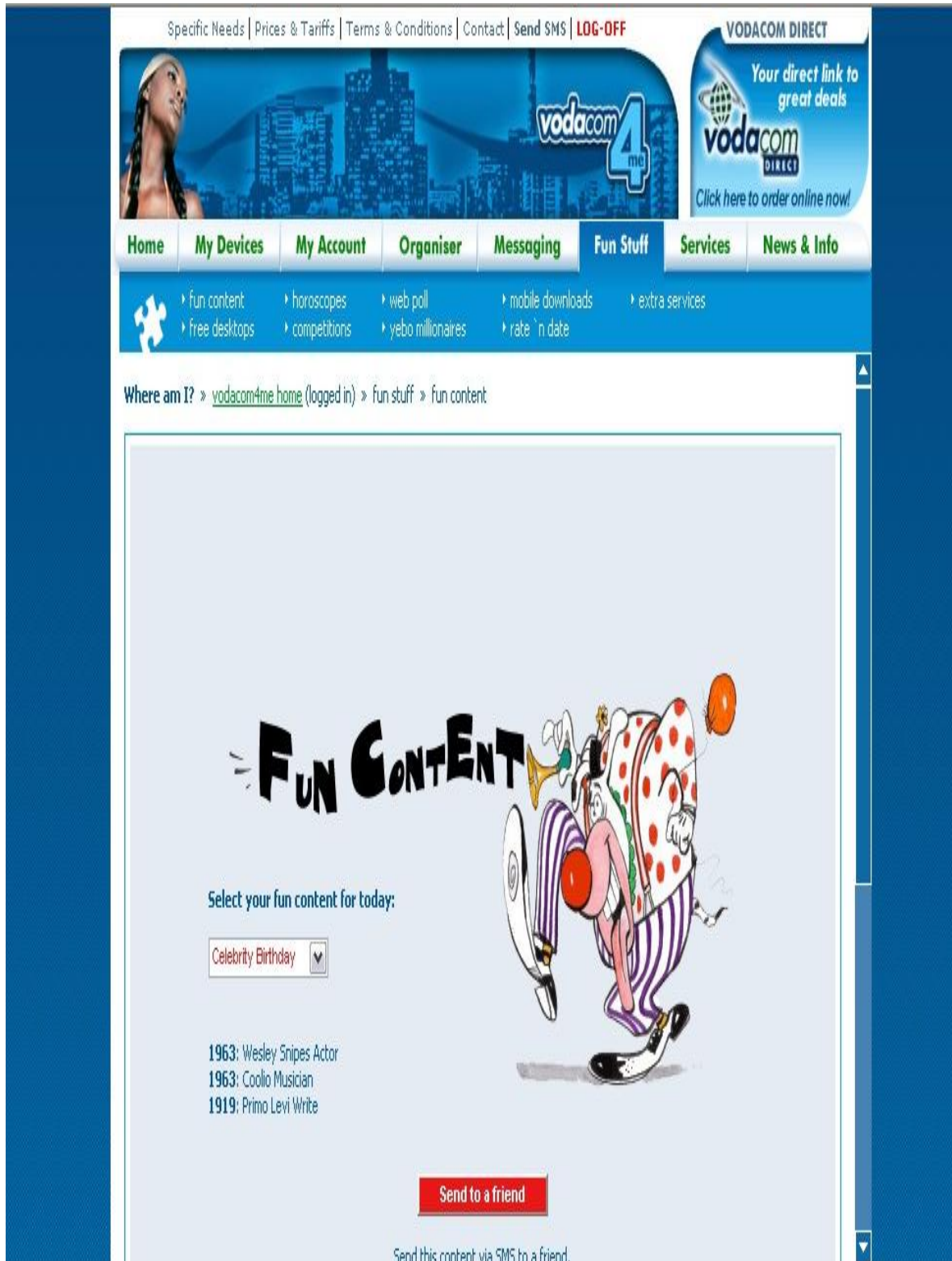
Vodacom- Vodacom4Me - My Mobile



Webpage reference: Vodacom. (July 2008). *Vodacom4Me - On the Web*. Available at: (http://www.vodacom.co.za/vodacom4me/login_wap.jsp). [Date Accessed, 30 July 2008].

Figure 4.26D

Vodacom - Vodacom4Me - Fun Stuff



Webpage reference: Vodacom. (July 2008). *Vodacom4Me - Login*. Available at: <https://www.vodacom4me.co.za/vodacom4me-personal/login.do>. [Date Accessed, 30 July 2008].

Upon reflection, there isn't substantial evidence to show that the website is being used to specifically strengthen Vodacom's relationship with its youth market. It is difficult to identify a youth-driven campaign/feature/website link that a targeted individual would explore for hours on end. However, the prepaid option with 'Vodacom4Me' could indicate a youth focus Website Analysis 4.26C (p.124). This specific target market is defined as those who cannot afford a contract, or prefer a prepaid option for convenience with no contractual conditions. This hypothesis is extrapolated from the questionnaire results which in Question 4.10 (p.69) shows why respondents choose prepaid over contract. The Vodacom4Me page does not use a barrage of advertising message pop-ups and overt advertisements. It is professional and easy to use. Registering for 'Vodacom4me' is straightforward. In navigating this feature, it is evident that it is probably not the most alluring website to the youth, who arguably are very visually driven. Overall, this website ought to appeal to those using a cellular provider with enticing perks, such as being able to send 20 SMSs per day, and could result in consumers spending a fair amount of time on this website.

From a different angle, to link meaning-making to a particular example, the idea that one can send 20 SMSs per day off this website is worth highlighting. For members of the youth and general public, the fact that Vodacom subscribers can send a fair number of free SMSs to family, friends or others, points to how this function facilitates meaning-making. The use of this function goes beyond just SMSing someone. It reveals how this webpage is facilitating a communication platform for its consumers, while simultaneously promoting brand awareness and market share of Vodacom.

Website Analysis 4.27A

MTN - Main Page

This section considers a brief analysis of the MTN website in terms of its focus on the youth market. In a similar fashion to Vodacom, a standard promotional interface is presented. Again, this webpage (and as a website) is an iconic sign as it clearly shows that this is a webpage. This can be seen through the visual elements of the hypertext links which, for instance, the individual can click on the right hand side entitled 'Fast Find', with features such as 'Send an SMS', 'International Roaming',

'Pay As You Go', 'Contract Plans' and 'Services'. All of which are characteristic of a webpage interface. These titles are hypertext links which also allow the user to explore these webpages. What distinguishes this website and elevates it above Vodacom is the layout and accessibility of features (as opposed to having to Google search outside the website, as in Vodacom's case). At the top section a navigation/search bar is provided. As a sign this navigation bar conveys a helpful feature in making browsing easier. This is easily visible and accessible for the user. This website contains promotions on cellular phone packages and news from MTN. Again, as an iconic sign, this represents specific cellular phones and packages depicted by text.

With reference to the youth and their use of online websites, MTN offers two useful links that are specifically directed at its youth market. They are 'MTN Loaded' and 'MTN Xploaded'. 'MTN Loaded' can be found in the top bar that line up headings such as 'Home', 'About MTN', 'Products' and 'Services', 'MyMTN', 'MTN Loaded', 'Business Solutions', 'Partners' and 'Support'. 'MTN Xploaded' can be found at the bottom left-hand side of the webpage. What is significant about these titles is that they signify particular meanings. They convey that 'MTN Loaded' and 'MTN Xploaded' have different names; are spelt and pronounced differently and denote different terms. Tomaselli in this regard defines denotation as, "icons, for example, are denotative because they have a physical correspondence to 'reality' referred to" (Tomaselli, 1996:31). Discussed below are what each of these terms is about.

This webpage and website are embedded with iconic texts that point to the technological age. Examples include iconic texts and phrases such as; 'Faster Connectivity', 'Send an SMS', 'iMail', 'Coverage Map', 'Mobile Internet' and 'MTN Banking'. This can be substantiated through these hypertext links (icons) as they direct the user to a particular banking facility or coverage map which shows the physical correspondence to 'reality'.

From another perspective, this website touches on a technological sphere which is carried through language beyond the surface of this promotional website. To expand on this, the language used in this context carries meaning and works within a cultural system of understanding and application (application in that mobile banking or sending an email from one's phone is a cultural everyday activity). Thus, semiotics

shows how this framework sheds light on the apparent 'reality' and goes beyond what is taken for granted. Central to this framework is that it illustrates the number of possible interpretations of signs and their meanings the individual may have. SMS language is the norm, replacing standard grammatical languages and spellings, substituting a set of familiar written signs (fragments of words, numbers mixed with letters) which indicate difference, which hail consumers in specific ways, and which locate their identities in terms of the brand. The brand works at the third level of the symbol/ideology, while the way that the brand hails the consumer works at the second level, asking the consumer to identify with this brand as opposed to the others.

Figure 4.27A

MTN - Main Page



Webpage Reference: MTN. (July 2008). *MTN - Main Webpage*. Available at: (<http://www.mtn.co.za/>). [Date Accessed, 28 July 2008].

Website Analysis 4.27B

MTN - MTN Loaded

A clear focus on the youth is apparent through the visual icons presented on this page. Moving from top to bottom, a range of options is available. At the top, an advertisement for 'Kwela Tebza' and a 'Ferrari' racing game are displayed. By clicking on the icon of one's choice, the option of downloading and paying for it appears. Below this is an advertisement for the new 'Watershed' song, (a local S.A rock band) promoting their latest release entitled: 'It's all about breathing'. There is also a strong corporate social responsibility theme evident in the icon that resembles the outline of the African continent and the slogan stating, 'Not In Our Life Time - Contribute Now'. This indicates a social awareness and encourages the youth, who are likely to visit this webpage, to make a financial contribution to this cause.

Further down, is an icon that is an advertisement for a current film that has been in cinemas, 'Batman - The Dark Knight', which appeals to this youth bracket. As this website is constantly updated, advertisements for games are promoted. These games appeal to a younger audience with titles such as, 'Mercenaries 2', 'The Fast and Furious' and 'SA Cricket SMS Updates'. A notable feature is the sales model used for games such as 'Mercenaries 2'. If the logo is clicked on it directs the user to another site. It then costs R50 to download the game.¹⁵ If a young person were to hypothetically download five games a month, this would total R250, a significant amount in addition to what is spent on air time for calls, SMSs or otherwise. The contention here is that gaming in this instance is promoted in advertising to get the youth to spend more on mobile gaming. Clearly the Internet, as a marketing platform, provides abundant opportunity to display products, whether they are new movies, albums or offers. This makes it an effective market place with high economic potential by users of this cultural space.

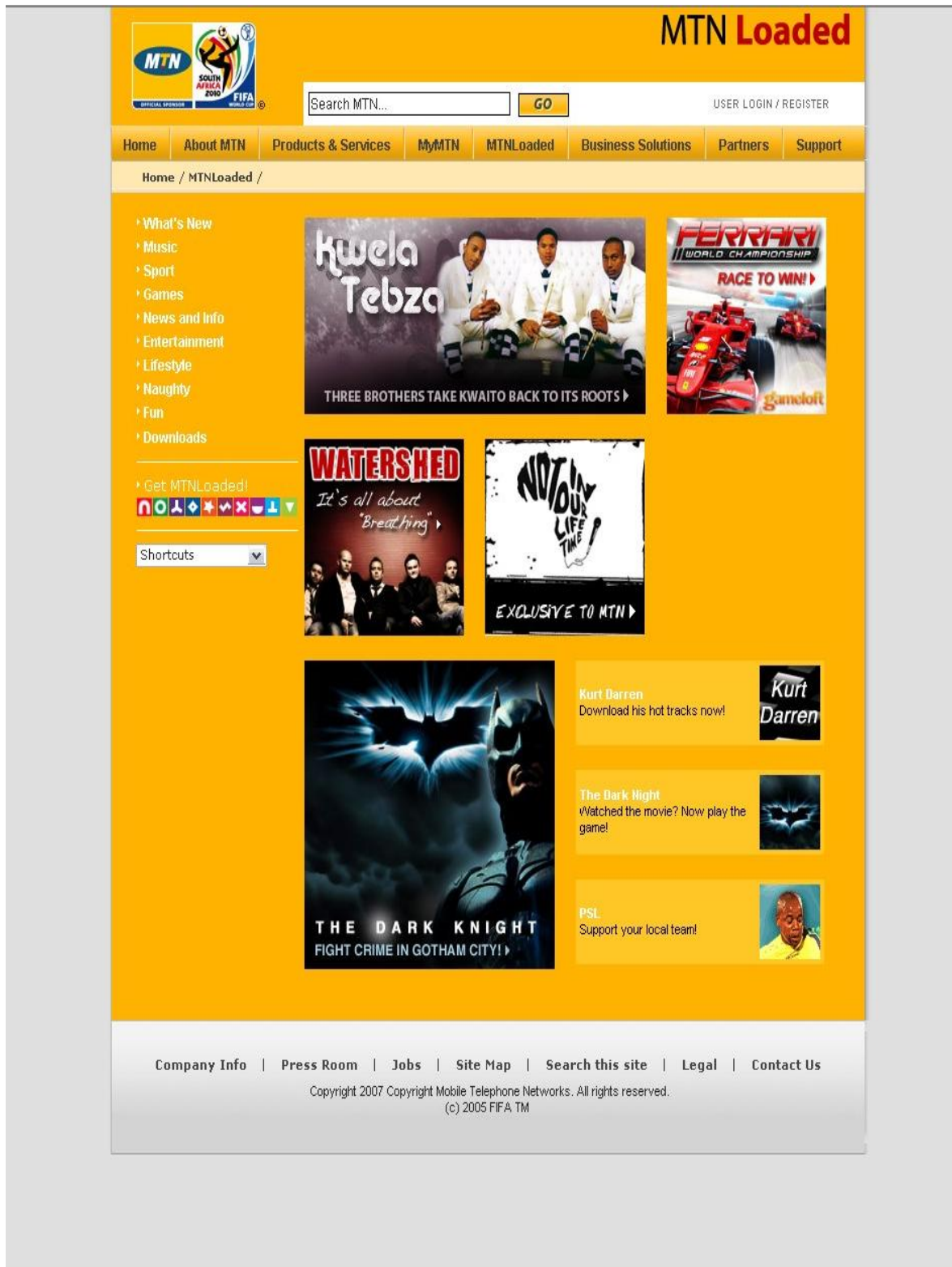
¹⁵ The Comparison Table 4.30 (p.146) is provides to show the costs of downloadable mobile content such as games, ring-tines and wall-papers along all the cellular network's in S.A.

In applying a semiotic analysis to youth and their likely interaction with cellular network websites (and from a marketing perspective), icons such as, 'Watershed' (music), the 'Not In Our Life Time' campaign (corporate social responsibility), 'Batman - The Dark Knight' (film), 'Mercenaries 2' and 'The Fast and Furious' (mobile games) and even 'SA Cricket SMS Updates' (sport) are key signs that are central to this webpage. Depending on individual and personal interests, some signs would appear more interesting than others.

To delve slightly deeper into key signs presented on this webpage, the notion of symbolism surfaces. There is also a strong example of symbolism as music and games are distinct cultural activities which Peirce (2004) noted. Peirce argued in this regard, that people see the world through the filter of personal and cultural experiences and that the same symbol [for instance mobile games or music] can hold different meanings for different people (O'Connell and Airey, 2005:62). The idea that music can be a symbolic sign can be further explored in the next webpage which focuses on music as a crucial channel to its youth market.

Figure 4.27B

MTN - MTN Loaded



Webpage Reference: MTN. (July 2008). *MTN - Loaded*. Available at: (http://mtnloaded.mtn.co.za/dsb/LoadedWEB/Homepage.do). [Date Accessed, 28 July 2008].

Website Analysis 4.27C

MTN - MTN Xploaded

Another feature that exemplifies MTN's marketing strategy, or at least one aspect of it, can be seen in how they have a finger on the pulse of South African music. In this regard, music can be referred to as a symbolic sign, as it can connote meaning. Connotation, according to Tomaselli, "resides in indexical signs", in other words, what is not there (1996:31). Music is an example of how meaning can be interpreted, experienced, understood and internalised in different ways. Music is a core interest of young people and this is reiterated through their choice of downloaded music content in the research results. To link this idea to the questionnaire component of the research results, Jim* succinctly described what he downloaded, "I download only ring-tones of music I like and that reflects my personality as a person who loves music" (Question 4.20, p.95). Again, it is necessary to link back to the notion of symbolism and its definition. "Symbolic signs whose meanings are determined by convention and do not resemble the original object to which they refer..." (O'Connell and Airey, 2005:62).

On closer inspection, music offerings on websites may also be seen as a double bind. In other words, providing music that can be downloaded onto one's cellular phone can be a symbolic practice, but the ultimate purpose is profit. As highlighted, the purpose is for consumers to buy and listen to music of their choice. In addition, it serves another purpose, possibly unintended, as it mobilises and popularises South African music through an effective medium, being the cellular phone. To link this sign to MTN, the following extract summarises what 'MTN Xploaded' is about:

MTN - MTN Xploaded Explained

Why Are We Here?

There's an abundance of artists and bands all over Mzansi that are worth listening to. The problem is - they can't get heard. It's tough to break into the mainstream. What they need is a little leg up. Xploaded exists to create opportunities for such artists.

Who Are We?

Xploaded is a digital music download platform that provides an opportunity for all emerging artists to expose their talents to the South African market - and earn a fair income for their efforts too.

How Do Artists Get Onto Xploaded?

Access to the portal is relatively painless. All you need to do is submit your material in a high-quality audible format. We'll classify it according to genre and give it a home on our site. You don't need an album's worth of music: all you need is a single or even a demo track!

The good news is we're not biased regarding aural quality: we'll let the market decide whether they want to buy your song or not.

What Will Xploaded Do For You?

Xploaded's in-house artist and brand management team will help you create a brand or a 'look' for your act. As you or your band grows and the better your song performs, the more we'll assist you.

All legal requirements regarding royalties, publishing and rights contracts will be dealt with by our in-house legal team, ensuring that everyone gets their dues. Our digital rights management programme will allow you to access the status. Xploading careers and talents is what Xploaded is all about.¹⁶

¹⁶ MTN. (July 2008). *MTN - Xploaded*. Available at: (<http://mtnloaded.mtn.co.za/dsb/LoadedWEB/Level2.do?cid=24320&gid=3502614>). [Date Accessed, 28 July 2008].

Figure 4.27C

MTN - MTN Xploaded

The screenshot shows the MTN Xploaded website. At the top, there's a yellow header with the MTN logo and 'MTN Loaded' text. Below the header is a search bar with a 'GO' button and a 'USER LOGIN / REGISTER' link. A navigation menu includes Home, About MTN, Products & Services, MyMTN, MTNLoaded, Business Solutions, Partners, and Support. The main content area is divided into a left sidebar and a main right section. The sidebar has a 'Find Music' section with a search bar and radio buttons for 'Music' and 'MTNLoaded'. Below that is a 'Top 10' list of ringtones. The main right section has a red banner for 'MTN Xploaded' with several informational sections: 'Why are we here?', 'Who are we?', 'How do artists get onto Xploaded?', 'What will Xploaded do for you?', and 'Find out how you can join the music industry today!'. At the bottom, there's a footer with 'Company Info | Press Room | Jobs | Site Map | Search this site | Legal | Contact Us' and copyright information for 2007 and 2005.

Webpage Reference: MTN. (July 2008). *MTN - Xploaded*. Available at: (http://mtnloaded.mtn.co.za/dsb/LoadedWEB/Level2.do?cid=24320&gid=3502614). [Date Accessed, 28 July 2008].

MTN has cleverly designed its website to appeal to the youth market. 'MTN Loaded' and 'MTN Xploaded' offer a more visual portfolio in terms of what one can download than the Vodacom site does. With the use of visual images/signs, whether they are the new 'Batman' movie or an album being promoted, the use of images and text seems to be more alluring to its target youth market with the use of phonetically constructed words such as 'Xploaded'. The contribution to making local artists' music, like 'Kwela Tebza' and 'Watershed', downloadable is an ingenious ploy, as music is important to the youth.

What is also relevant in this analysis is the use of colour and typography. For clarity, 'typography' refers to the "art of selecting and setting type" (Arens, 2006:445). The colour yellow is associated with the MTN visual identity and it is therefore used for the background and main colour of MTN's webpages. The typography incorporated uses a Helvetica font. This is a Sans Serif type font, as it is "characterised by lack of serifs (hence the name sans serif) and relatively uniform thickness of the strokes, it is not as readable as roman but is widely used because the simple, clean lines give a slick, modern appearance" (Arens, 2006:556). It is also interesting to note that a number of titles are in bold to distinguish headings from content.

Website Analysis 4.28A/B/C

CellC - Main Webpage

The layout of the website for CellC takes a slightly different approach. The same basic options as were evident on their competitor websites are available with minor changes. These are; 'Hola 7', 'Your Account', 'Fun Phone', 'Prepaid', 'Contract', 'Mobile Internet', 'Services', 'Phones', and 'Store Locator', all located in a band across the top of the page.

The next row is of particular importance with space being utilised in a unique way in comparison to CellC's competitors. On the main webpage, a substantial space is allocated to moving imagery. Three main advertisements stream across the page. One highlight how CellC subscribers can win a share of R1.2 million and the second

advertises how users can change to CellC while keeping their original cellular number. The third advertisement offers lastly if the user wants to get new music, ring-tones and screen savers. There is also a connecting link to the Juice website, which offers a structured layout for downloading these features. A significant icon is the Hummer Sports Utility Vehicle (SUV); amongst the other signs present, on Cell C's Main Webpage (Website Analysis 4.28A, p.138). The indexical sign which focuses on the unseen can be applied in the context of this webpage (Website Analysis 4.28A, p.138). There are no pictures of cellular phones which one would normally associate with a cellular network provider, yet links to CellC's corporate identity through the use of red, white and maroon colours.

From comparative point of view, these three CellC webpages show how the 'lucky' opportunities offered by capitalism operate in each CellC webpage as previously mentioned, with R1.2 million in prize money and a chance of being one of the lucky winners of a Hummer. There is also mention of technological terms such as 'Mobile Internet' and 'International Roaming' which were explored on the MTN website. This reiterates how these websites are immersed in overlapping spheres, such as the technological and cultural. What semiotics shows in the analysis of these CellC webpages and the three other cellular network websites are very customer-based. This can be illustrated in CellC's slogan, 'For Yourself', whereby one can keep one's old cellular number and still be on CellC (Website Analysis 4.28B, p.139). Other examples that reinforce a customer-based approach are that one can recharge one's airtime credit 'immediately' that there is an explanation of how to send a video MMS offered on the website (Website Analysis 4.28B, p.139) and (Website Analysis 4.28C, p.140).

Figure 4.28A

Cell C - Main Webpage

home

hola 7 | your account | phone fun | prepaid | contract | mobile internet | services | phones | store locator

there's an easier way to make extra cash. For 12 lucky winners, R100 000 extra!

we're giving 12 lucky people a chance to win their share of **R1.2 million!**

cell C

terms & conditions | more info | check it

account login

your number

your email

your PIN

forgot my pin

login

there's an easier way to make extra cash. For 12 lucky winners, R100 000 extra!

check it

CONGRATULATIONS TO OUR 6 HUMMER H3 WINNERS

check it

Something to smile about **27% off**

Cell C gives all prepaid & top-up customers 27% off on all Cell C to Cell C peak time calls until 31 August 2008

Terms & Conditions Apply | check it

Mobile Internet

Now available for Prepaid. Find out more about this service...

more

International roaming

From 16 January 2007 use 00 as your international exit code. So make that change and connect with the world

more

have a GRAND day

Listen to LKHOZI FM for details

more

Advert

Want to see our latest television adverts? Download it here...

more

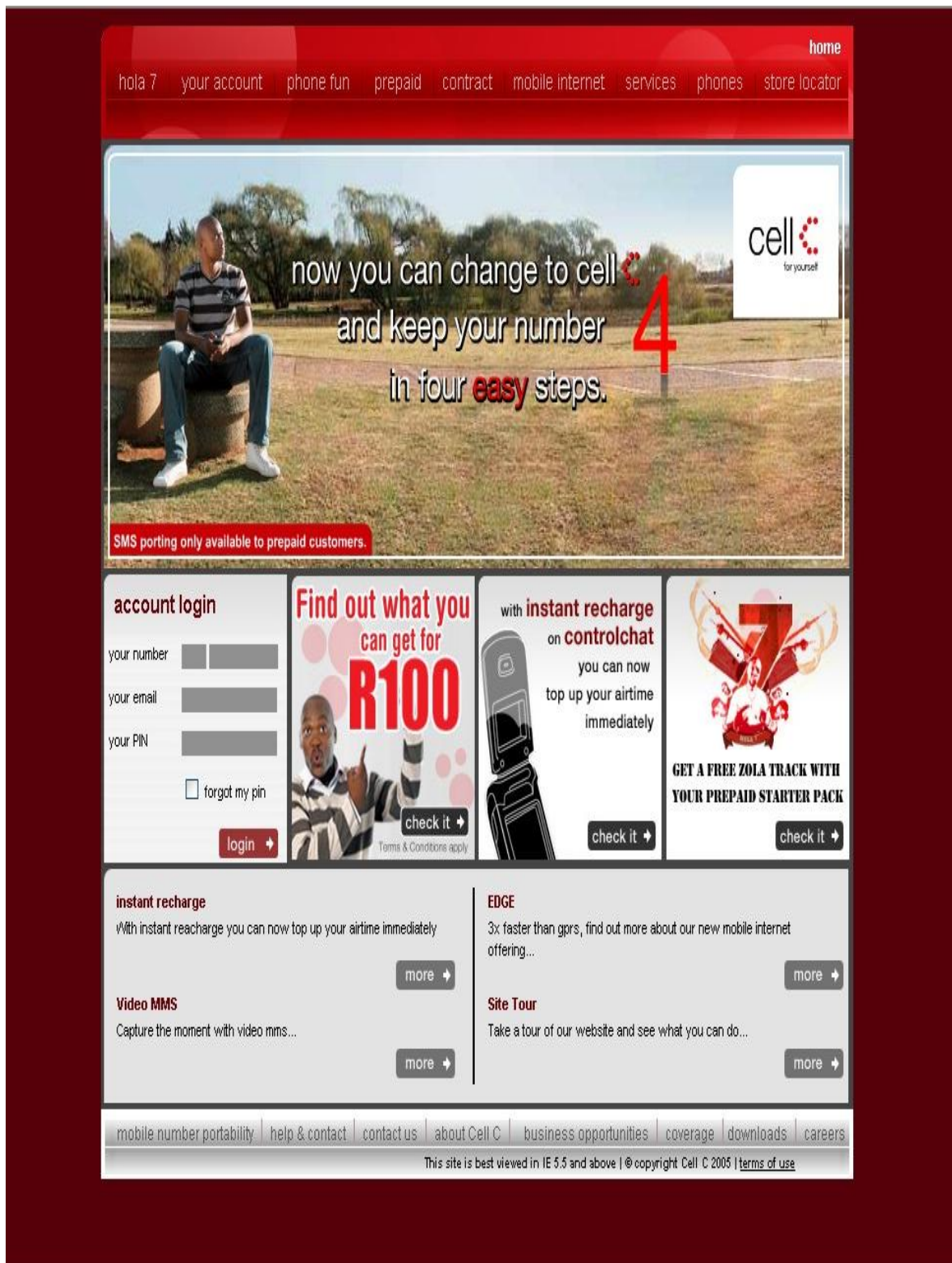
mobile number portability | help & contact | contact us | about Cell C | business opportunities | coverage | downloads | careers

This site is best viewed in IE 5.5 and above | © copyright Cell C 2005 | terms of use

Webpage Reference: CellC. (July 2008). *CellC - Main Webpage*. Available at: (http://www.cellc.co.za/content/home/home.asp). [Date Accessed, 27 July 2008].

Figure 4.28B

Cell C - Main Webpage



Webpage Reference: CellC. (July 2008). *CellC - Main Webpage*. Available at: (<http://www.cellc.co.za/content/home/home.asp>). [Date Accessed, 27 July 2008].

Figure 4.28C

Cell C - Main Webpage



Webpage Reference: CellC. (July 2008). *CellC - Main Webpage*. Available at: (<http://www.cellc.co.za/content/home/home.asp>). [Date Accessed, 27 July 2008].

These advertisements appeal to the youth whether it is with an opportunity to win money, and/or, the convenience of keeping your existing cell number while switching to CellC as a network provider. As with their competitors, CellC also uses language that appeals to the youth market they are targeting. This is evident on all three webpages discussed in the CellC section with the title 'account login' which allows for users to browse their personalised CellC account. This has a very particular meaning through the use of language which has a specific connotation. For instance, 'your number', 'your email', 'your pin' when logging onto the user account (Website Analysis 4.28A/B/C, p.138-140). Other examples include terms specifically on Website Analysis 4.28B (p.139) whereby the use of words such as 'porting' or 'controlchat' are messages. For clarity, 'porting' means that a cellular phone number is kept when changing from one network to another, which CellC pioneered. This provides users with the flexibility to change network operators while keeping the same number

Lastly, the CellC site has a section that is targeted to the youth market. When clicking on the 'Juice' advertisement, there is a link to the Juice website. Juice offers various possibilities ranging from 'Getting Started', 'Music', 'Mobile Tones', 'Games for Mobiles', 'Colour backgrounds', to 'Sport' and 'Lifestyle'.

Website Analysis 4.28D

CellC - Juice Webpage

What really appeals to the youth (and promotes a relationship with CellC) is the practicality of the Juice website. As previously stated it is a simple, yet user-friendly, platform. Four columns offer downloads of music, mobile tones, games for mobiles and colour backgrounds, as already mentioned. Below each of these titles, a small image of the music album is displayed with the artist/s and song name, as well as an opportunity to preview the song and 'Add to basket' which one then purchases. As an iconic sign, this webpage is filled with new songs, album covers, mobile games and wall-papers which signify messages or images that represent information. An example is Alicia Keys' (a female singer) new album which is illustrated with a

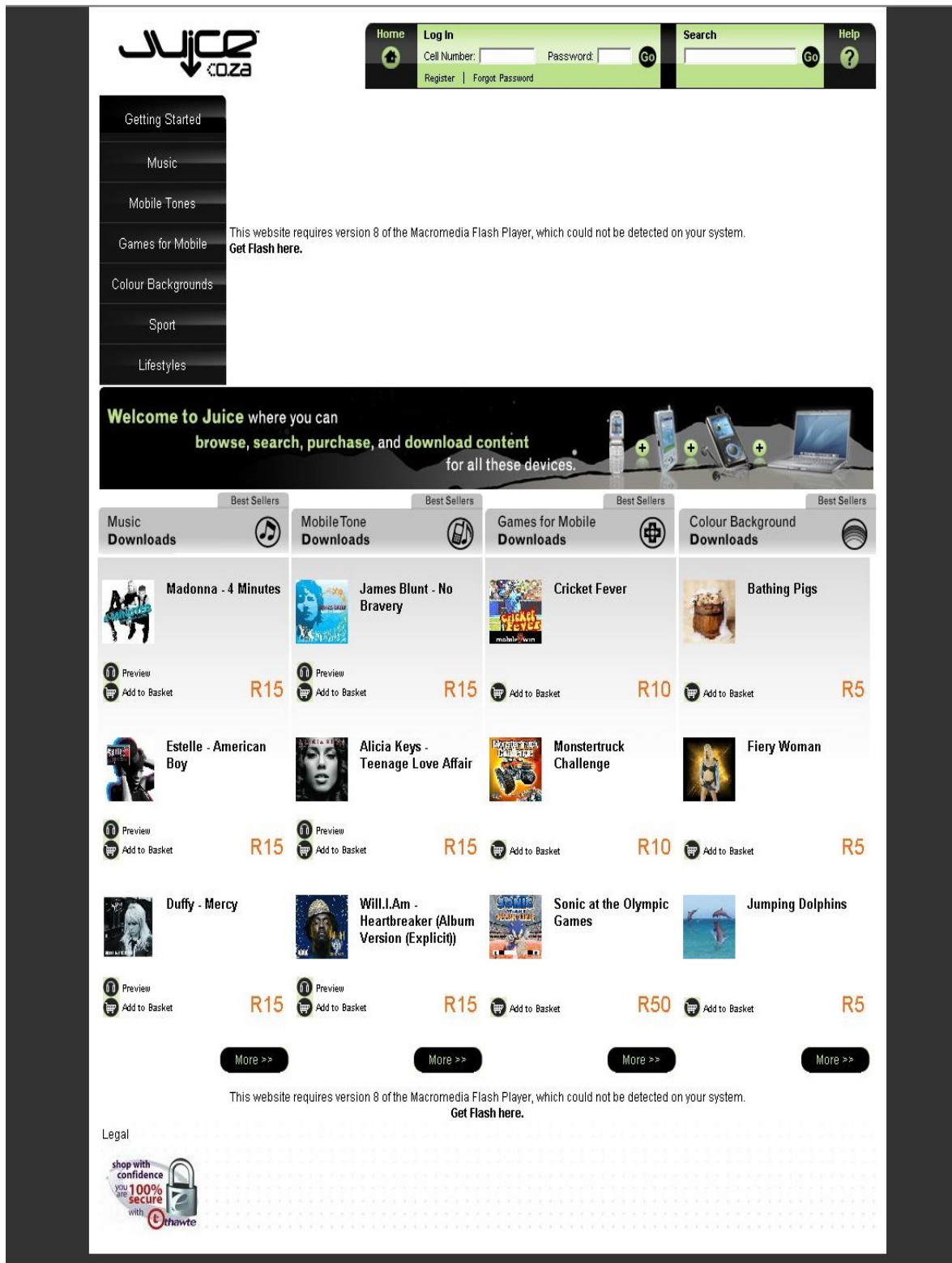
picture of her face that fills the CD case. This acts as a selling point, for those interested in this genre of music can identify this artist based on from her face and name.

The price of each song is also clearly shown. The first box under the category of music is Madonna's new song '4Minutes' which is priced at R15. Signs include Madonna, connoting potential interpretations ranging from an independent, alternate female singer, to over the top and outrageous, depending on one's view. The name of the sign '4Minutes' and the price of the song point to a monetary system that illustrates how entrenched signs are.

In a similar fashion this concept is extended to include downloading mobile tones, games and colour backgrounds for a cellular phone. In terms of presentation and ease of use, this website, as an extension of the CellC brand, has created a plausible interface for fostering a rapport with the youth market, who are the most likely to be downloading and consuming this content. As mentioned, this website is contemporary, and the songs and games align with current trends amongst the youth. Top 40 songs by artists such as Madonna, James Blunt and Alicia Keys are included. As a further choice, the youth can select from prepaid or contract options which then expand into the numerous packages available depending on their budget. It is also interesting that the symbol 'Add to basket' is the same as Amazon.com. The same applies to the word 'Preview', as a way to view a product, and as a way to see the product more closely. In each of these options, there is a focus toward the youth market. The Juice page exemplifies a useful platform in understanding further the marketing thinking behind selling content on these websites.

Figure 4.28D

CellC - Juice Webpage



Webpage Reference: CellC. (July 2008). *Juice - Main Webpage*. Available at: (https://web.juice.co.za/juice/).[Date Accessed, 27 July 2008].

Website Analysis 4.29A

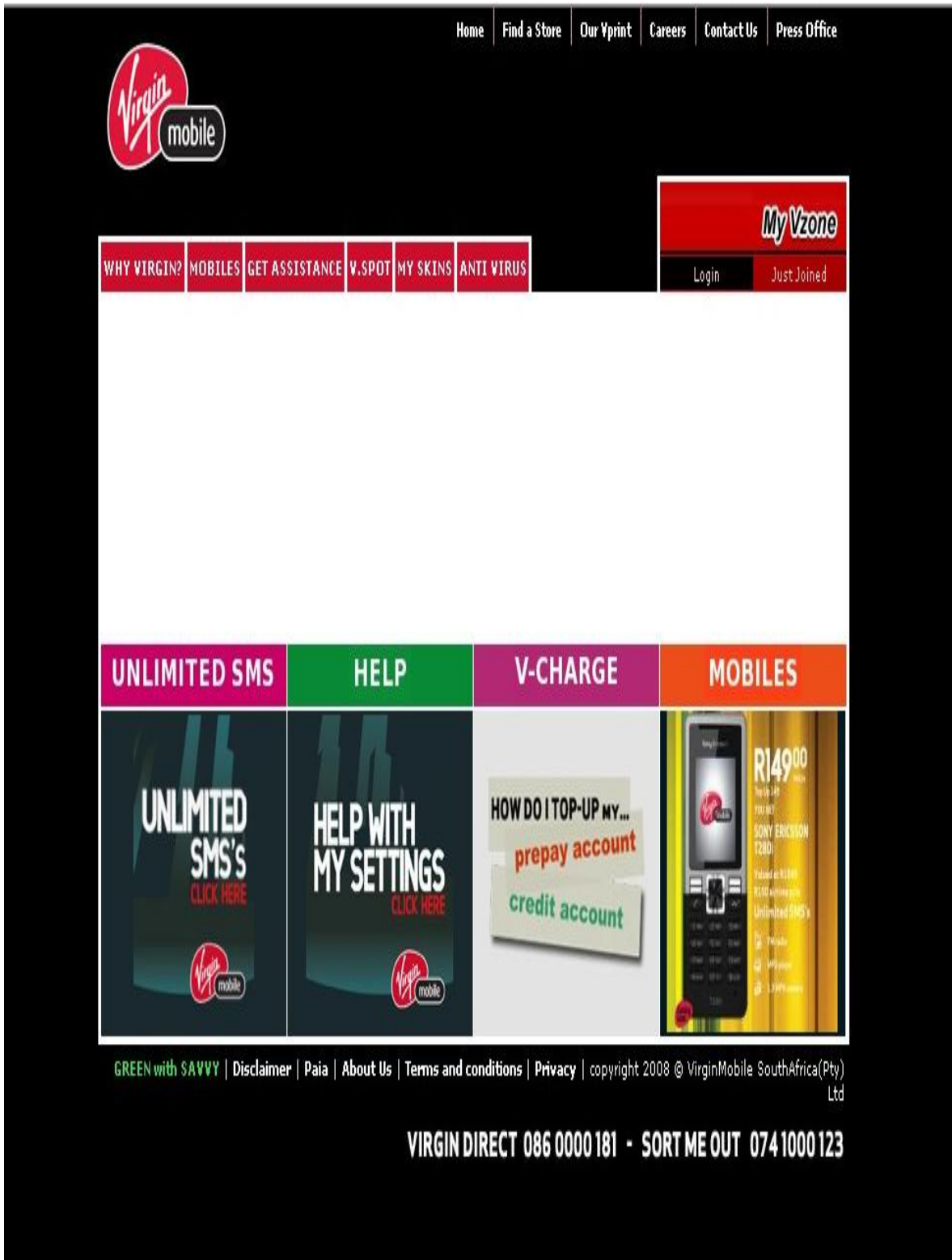
Virgin Mobile - Main Webpage

There are economic reasons that encourage organisations, such as Virgin, to exploit the South African mobile market. From the macro perspective to the micro, one of its marketing applications is illustrated in Website Analysis 4.29A (p.144) showing the layout and general feel of the main Virgin Mobile webpage. The Virgin Mobile site, like those of its competitors offers various options for visitors to the site. Directly aimed at the youth and their cellular consumption online, the VSpot option on the main webpage specifically targets the youth market. The various options are featured on this webpage Website Analysis 4.29A (p.144). These include: 'Real-Tones', 'Ring-Tones', 'Games' and 'Wall-Papers'. In four equal boxes, the user can choose from a selection of the latest songs, entered by a code, and can also listen to the song. What emerged from the analysis of all four networks' sites is that there is a consistent market price of R15 per song (Table 4.30, p.146). Also featured prominently on the page is a game entitled 'Asphalt 4 Elite Racing'.

This featured game and other games, such as soccer and 'first-person' shooter games. For clarity, a 'first-person' shooter game centres on a main character in person perspective holding a variety of weapons in a virtual world. These games illustrate another selling point through the purchasing of these games. Again, the iconic sign is present as this webpage is demonstrated in hypertext links and navigational bars. It also refers to the indexical as this website directs to the Virgin Company (but is not present on the webpage) (Tomaselli, 1996:30). Another potential symbolic sign is that, as mentioned, Virgin is a global brand which young people may identify with, along with its use of the red, white and black corporate colours.

Figure 4.29A

Virgin Mobile - Main Webpage



Webpage Reference: Virgin Mobile. (July 2008). *Main Webpage*. Available at: (http://www.virginmobile.co.za/virgin-portal-customer/home.do). [Date Accessed, 27 July 2008].

Table 4.30**Comparison Table of Cellular Networks' Websites**

	Vodacom	MTN	CellC	Virgin Mobile
Ranking of Layout/Ease of Use	Second	First	Third	Fourth
Navigation/Search Bar	Yes (Google)	Yes (Internal Search)	No	No
Dominant Visual Identity Colours	Light and Dark Blue, and White	Yellow and White	Maroon, Red and White	Black, Red and White
Logo	Corporate name and use of globe shape above name	Corporate name centred in a blue oval shape	Corporate name centred in a red circle	Corporate name centred in a circle and soft rectangle like shape
Price of Music Tones	R15	R15	R15	R15
Wall-Papers/Colour Backgrounds	R5	R5	R5	R5
Games	Range from R10 - R50	Range from R10 - R50	Range from R10 - R50	Range from R10 - R50
Key Services for Youth	On The Web/ My Mobile/On My PDA Send up to 20 free SMSs	MTN Loaded and MTN Xploaded	Juice Website focuses on mobile content	Special Unlimited SMSs on certain deals

This comparison table highlights some of the similarities and differences amongst the cellular networks' websites analysed in this dissertation.

Analysis of an Email Response

As the content and layouts of these websites employ common themes, the researcher incorporated an email received from a respondent who had worked in the marketing department of Virgin Mobile in the analysis of networking company websites. The correspondence can be found in Appendix C. As already

communicated in this dissertation, a questionnaire was sent to all of the four cellular service providers, of which only two responded. As mentioned, Vodacom responded stating they were unable to assist given the competitive nature of this industry and the confidentiality of marketing strategies. The second response came from a respondent who had worked in the marketing department of Virgin Mobile and who replied to the enquiry from the researcher.

This email response is the one other point of view from a marketing perspective other than interpreting these websites provided this in this dissertation. The aim of the analysis of this email is to better understand the marketing rationale behind the marketing to youth by the cellular networks on their websites. It highlights how this respondent perceived this youth market after having worked in the marketing department of Virgin Mobile. Key words and statements in this response have been extracted as they provide valuable insights into this specific market.

Some of the points raised included that the youth are “heavy users of digital technology (especially mobile)”, they are “content” orientated, are largely interested in “fashion”, “politics”, are “brand” conscious, and that the youth now great have “access to information” and that Virgin is a “global brand” and offers “cheaper rates” to its consumers. Embedded in these terms, and what has been discussed up to this point, is how spheres ranging from the individual (specifically the youth) to technology, branding and affordability are central to understanding some of the micro and macro shifts being experienced in society today.

Summary of the Semiotic Analysis of the Cellular Networks’ Websites

To summarise, the semiotic website analysis illustrated the way that cellular providers attempt to foster relationships with their selected youth market. It is worthwhile to examine how they attempted/achieved this objective.

Vodacom’s change from ‘Vodacom4U’ to ‘Vodacom4me’ is significant, as it is a shift in perception. Althusser’s notion of ‘interpellation’ can be applied whereby the individual (consumer), as an “ideological subject”, is part of several ideologies under which he or she “lives” and “acts” (2006:241). As Vodacom subscribers, the

consumer is caught up in the marketing of 'Vodacom4U' to 'Vodacom4me' and is a part of this cellular network offering/experience (Althusser, 2006:241).

MTN's concept of making local music more mainstream is successful in having a finger on the pulse of the youth whilst promoting local talent. CellC's new and easy to use website, Juice, provides the latest songs, games and so forth for their youth market who are looking for entertainment and who are able afford it. Lastly, Virgin Mobile's entry into this market has introduced a "global brand", which, as one respondent stated, has massive appeal in the local cellular service market.

Whether it is a change in a slogan, promoting music or harnessing a global brand, such as Virgin, these are significant signs which attach meaning to these websites. Each of these websites is iconic. There are pictures, texts and images comprising signs ranging from the iconic to the indexical with references both to objects and references. In addition there are symbols embedded in these webpages provide an economic dimension with business and its profit-driven incentives.

Semiotics as a method of investigation has helped delve into potential/existing marketing messages that are aimed to attract the youth's attention. It is evident that the signs included on the websites are carefully and deliberately constructed. These signs are evident in use of logos and corporate colours to reinforce brand identity, the webpage layouts and the many special cellular phone and airtime offers. The use of Peirce's three categories of signs, iconic, indexical and symbolic, facilitates an understanding of why corporate websites are there in the first place, together with the underlying potential meanings of them.

Furthermore, the brief analysis of the one email response and a semiotic analysis of the cellular service providers' websites demonstrated some of the thinking that marketers have implemented in their marketing to their targeted youth market. From an advertising perspective, using this medium can be very effective, as websites can display a broad range of available commodities, thereby creating awareness of products such as games, ring-tones, wall-papers and so forth. With some games at R50, songs at R15 and wall-papers at R5, this economic potential cannot be ignored, given the size of the market in which the cellular networks are operating. As previously mentioned, the oligopolistic structure is evident in the fixed prices of

games, ring-tones and wallpapers across all four cellular networks. Again, this reiterates Doyle's notion of a few sellers in a market selling "either homogenous or differentiated" products and prices and, in this instance, the homogenous downloadable content parallels her view (Doyle 2002b:9). Stronger links between the consumer and marketer are promoted by making the websites functional and easy to use. The approach chosen for gathering data and factors leading to the decision to analyse the cellular networks' websites through a semiotic analysis was highlighted in the research methodology.

Drawing from the data generated in the section on identity formation, it would benefit marketers the degree to which parents influence consumption patterns amongst the youth. At the same time, opportunities abound for marketers to use peer pressure to promote unnecessary consumption. This medium also provided further insights as Bryman (2004) showed how university students increasingly use the Internet, above other resources, to do research. This again overlaps with Castells' view on the Networked Society (1996). Highlighted in Question 4.17 (pp.87-90), Maslow's Hierarchy of Needs and The Uses and Gratifications Theory showed how cellular phones aid in addressing the needs from love, belongingness and affection to self-actualisation. The Uses and Gratifications Theory illustrated how this youth sample use cellular phones for communication, entertainment and a way to express individuality. To tie in with the way cellular network websites relate to youth, they further foster a cellular experience, by enabling the download of mobile content, free SMSs, competitions and offers on cellular packages. Simultaneously they enhance brand-consumer communication.

Application of Research Results to Local and Global Trends

The research results, consisting of the questionnaire and semiotic analysis of cellular networks' websites, presented insights into the sample of UKZN students' cellular phone consumption. As this sample is not fully representative of the South African youth, it is necessary to compare the research findings to local and global trends. This allows for a more complete picture of how these research results compare to a broader spectrum. With regard to local and global trends, sources include: The

Sunday Times Generation Next Brand Survey 2008¹⁷, a Global Youth Survey 2008¹⁸, and strategic marketing insights from the Ericsson White Paper 2008¹⁹ which provides a cellular phone manufacturer's perspective amongst other topical related sources on this topic.

Local Trends

There are marketing companies that study youth trends, but despite the availability of literature on youth consumer culture, this is still under-researched according to Strelitz (2005:56). Marketing companies, such as HDI Youth Marketeers with The Sunday Times and Monash University, South Africa (2007), put together The Generation Next Brand Survey which was "conducted among South Africa's urban youth during the first quarter of 2008, [and] is an annual youth brand preference study" (The Sunday Times, 25 May 2008). This study was "First conducted in 2005, the survey has yielded insights into this important market segment, which influences a total monthly spend of between R6.5-billion and R10-billion" (The Sunday Times, 25 May 2008).

Two specific articles which focus on cellular phones in the May 25 2008, Sunday Times Generation Next Youth Brand Survey, contribute to a local understanding of cellular phone consumption amongst the South African youth. The researchers in this study identified

Three target groups - tweens (primary school, aged 8 to 13), teens (secondary school, aged 14 to 18), and young adults (aged 19 to 22). The research was divided into three phases. More than 3 000 respondents participated in phase 1, and about 3800 in the final two phases. All race groups in the five major metro centres were represented. [Furthermore]... "The sample focus was on the 41% of urban households in districts representing a contribution of 68% of total/national household spend (The Sunday Times, 25 May 2008:4).

¹⁷ The Sunday Times. (25 May 2008). *Generation Next Youth Brand Survey*. p, 1-16.

¹⁸ Fleishman, A., Hillard, B. (2009). *Global Youth Survey*: Available at: (<http://www.nextgreatthing.com/wordpress/category/youth-trends/global-youth-survey/>). [Date Accessed, 4 May 2009].

¹⁹ Akerberg, M., et al. (2008). *The Individual Television Experience*: Master Text and Tutorial for the Televisionary Campaign. Ericsson.

The first specific article by Greg Gordon (25 May, 2008:2) which is entitled 'Star power makes for irreplaceable branding' puts forward that,

What is it that youngsters look for in a cellphone? The short answer is: everything...They expect to be able to make calls, send and receive text messages, shoot still and video pictures, play games, use e-mail and surf the web - all from a single device. They also want handsets that look cool, have a colour screen and are small enough to slip into a pocket.

In this regard, applications that can play games, go on to MXit, make calls and send SMSs are many of the reasons why this research sample have cellular phones and clarifies the uses and gratifications of having a cellular phone. Gordon also mentions how, "In this year's Generation Next survey, dark horse Samsung unseated Nokia as the No 1 choice in the coolest cellphone category" (Gordon, 25 May 2008:2). Despite this, it is interesting to note that Nokia was the dominant brand in the questionnaire component of the research results with Samsung in second position.

Gordon stated, "A growing number of parents say they want their kids to have cellphones because they keep them in touch at all times. Young adults, on the other hand, want the best cellphones because of the features they offer and the cool factor among peers" (Gordon, 2008:2). The idea of having a cellular phone and being able to stay in touch, whether for emergencies or to make plans, was found in the research results as the main reason for having a cellular phone (Question 4.17, p.87). Gordon goes on to state that, "[t]he market for cellphones is fluid, particularly with youngsters. The battle that lies ahead has much to do with branding and its associations. Young people in this market are several things: brand-conscious, price-conscious and feature-conscious. Get the mix right and you have a winner" (Gordon, 2008:2). This mirrors some of the themes found in the research results. 'Brand conscious' as a category can be found in the research results, with this sample being influenced by family, product awareness and brand loyalty when choosing specific brands (Question 4.7, p.60) and (Question 4.24, p.105). With regard to 'Price-conscious', the research sample of UKZN students echoed the notion of affordability (Question 4.24, p.105). 'Feature-conscious' was another category that the research results highlighted with mention of having music capabilities or a colour screen (Question 4.25, p.109).

The second specific article in the Generation Next Brand Youth Survey that links to this dissertation is by Andrew Gillingham entitled, "Cellphones essential part of 'now generation' lifestyle", 25 May 2008. Gillingham states that "It is the time of the mobile-centric generation, youngsters who build their lives around their cellphones" (Gillingham, 2008:6). To mirror the research findings regarding the applications modern cellular phones have, Gillingham (2008:6) also states that they provide

...access to voice, SMS, MMS, e-mail and the Internet, music, games and a social life. It is a means of sharing with friends, at a distance, and up close and personal. Cellphones have become repositories of contact information, favourite music tracks and videos, video clips, family pictures, movies and games.

Gillingham also argues that "[t]hese devices and applications give kids the individuality they desire, and also allow them to fit in and communicate as part of a group" (Gillingham, 2008:6). This statement reinforces the research findings that cellular phones act as a tool of expression and how important group association is as a way to socialise and feel accepted by others (Question 4.21, p.97). To relate back to the two micro theories utilised in the questionnaire component of this dissertation, it is useful to see how these theories come into play to understand why youth have cellular phones. As mentioned, Maslow's Hierarchy of Needs can help make sense of why youth have cellular phones. As Gillingham speaks about group association whereby love, belongingness and affection are addressed as they facilitate a "social life" and "allow them to fit in and communicate as part of a group" (Gillingham, 2008:6). In a similar vein, The Uses and Gratifications Theory is evident in the way the youth use cellular phones to communicate and is the primary reason echoed in the questionnaire research results section (Question 4.17, p.87). This purpose is further stressed by Gillingham, who states that this "mobile-centric generation's desire for instant gratification" (Gillingham, 2008:6) is met through SMSs or IM (Instant Messaging) both of which are discussed as ways of communicating in the research results (Question 4.22, p.100).

Gillingham goes on to quote Brian Seligmann, senior manager for data at MTN, who stated that, "The easiest to use, most common denominator is the cell phone...Fast speeds are essential for interactive online games as you have to be able to respond immediately or it is game over. Also, cellphones are fashion accessories and

manufacturers are producing them in all colours and designs and people are even customising their own phones” (Gillingham, 2008:6). In this vein, Seligmann highlights how time-focused the young are, and also emphasises that the manufacturing of cellular phones has become increasingly ‘customised’ to meet the demand for individuality amongst this youth market, which is a central theme in this dissertation.

To examine some of the local trends prior to this Generation Next Youth Brand Survey 2008, the Generation Next Youth Brand Survey 2007 published an article entitled ‘Generation Next’ in which brand survey results were announced, (1 June 2007 Online). Barrie van den Berg, marketing teacher in the Monash South Africa Foundation programme, stated, “[o]ver the past three years, this survey, conducted among South Africa’s urban youth, has yielded insights into this exclusive market segment and has achieved increased industry credibility and popularity” (Monash University, 2007 Online). “The youth market represents the single largest segment of South Africa’s population (53%) and young consumers often influence the brand or purchase decisions of others - such as parents, siblings or friends. Urban youths form a significant part of the target market for virtually every product or brand” (Monash University, 2007 Online). Against these older trend reports, the evidence that social institutions such as family and friends influenced which brands are consumed again mirrors the research findings (Question 4.7, p.60).

In a similar vein, Eddie Groenewald, CEO of mobile marketing company, Multimedia Solutions, wrote an article, ‘Cell phone penetration positions it for marketing success’ discusses how well cellular phones have been received in South Africa. Groenewald highlights how cellular phones have penetrated into the South African market and would soon compete against traditional media (Groenewald, 2007 Online). Groenewald, (2007 Online) goes on to speak about how this reflects a similar global trend where

[c]ellphones are in the majority with 2.5 billion active cellphones, compared to an estimated 900 million Internet users and a billion television sets. And to add even more weight to these figures, most people's cellphones remain within two metres of them for the majority of the day, while TVs, radios and even the Internet are sampled sporadically.

To mirror this notion, Simon Leps, Marketing Manager of iTouch SA, wrote an article 'Youth Adopt Mobile Personalities' which argues that, "South Africa's youth is so hooked on mobility they have latched onto cellphones as a means of personal expression" (Leps, 2009 Online). In this vein, this statement reinforces how young people use cellular phones as a way to express themselves. Leps goes on to state, "A recent random survey iTouch conducted among matric learners and technikon students revealed these youngsters frequently change their ring-tones and operator logos to suit their personalities or current enthusiasms" (Leps, 2009 Online). In this regard, it can be demonstrated how ring-tones or operator logos can reflect one's personality or individuality through music or images which this research study strives to understand better. Furthermore, Leps discusses how a cellular phone encapsulates facilities including: emergency and voicemail services which have become an "indispensable accessory to the young mobile lifestyle" and that "[t]heir use is almost unconscious" which illustrates many key aspects of cellular phone use amongst the youth (Leps, 2009 Online).

From a slightly different perspective, Tumisang Moatshe, a youth strategy consultant at Youth Dynamix, wrote an article entitled The 'Now Generation' published on 29 October 2008. Youth Dynamix is a youth marketing consultancy based in South Africa. Moatshe (2008 Online) in this article referred to the growth of global youth culture as

[a]nother influence of media on the youth is the desire to be part of a global youth culture. They are influenced to consume more products, wear more brands and speak like their international counterparts. Media influence is reshaping the youth into a new breed of future adults that socialise, interact and behave differently from previous generations. They are global citizens and brands have their work cut out trying to break through the clutter.

Another article by Moatshe, entitled 'The 'Pied Piper' of youth culture' focuses on social networking which can be seen as the "Pied Piper" of the youth today (Moatshe, 2008 Online). "It has become a prominent force that lures the youth into conversations and situations in a virtual arena. The number of users on these social networking sites is on the rise, with some 41% of 16-24 year olds regularly interacting on the social networking site MXit (Youth Dynamix's YouthTrax 2008/9 study)" (Moatshe, 2009 Online). Also, "In today's time, we see how media has spawned a frenzy of new cult followings. The media is a Pied Piper. Leading global

influencers of youth culture include music, cell phones, entertainment, internet, pop culture and TV channels, all of which characterize the fabric of the way the youth speak, communicate, dress, walk and even worship” (Moatshe, 2009 Online).

What has been highlighted so far has referred to those who have access to cellular phones, the Internet, and television, amongst the other mediums that have been touched on. This aspect of this dissertation has focused on the ‘Haves’ and ‘Have-Nots’. As South Africa is largely an impoverished country, it is important to show how people who are the ‘Have-Nots’ mobilise cellular phones beyond a communication device. To draw on a South African case study of the rural Ndumo community in KwaZulu-Natal, Michael Francis (2003) provides insights into how a cellular phone is a symbolic instrument that surpasses its communication purposes to that of status in this community. Francis explains how cellular phones are used in the Ndumo community as a way to help construct their identity. It also illustrates a sobering message about those who are less fortunate.

Many do not work being out of the footprint of reception and many people do not have electricity to recharge them or the money to purchase airtime vouchers. In qualifying a cell phone as a sign of the modern is not to refute any pragmatic purpose they serve, such as communication. Despite many practical reasons and uses they are imbued with symbolic aspects that signify status, wealth, and being part of modern South Africa to name a few signs amongst an infinite potential (Francis, 2003:38).

Furthermore, technological infrastructure in the area hinders basic services such as electricity and cellular phone reception. The challenge of having no network coverage links to the questionnaire aspect of this dissertation (Question 4.11, p.70).

People in this poor community sneak into the community hall late at night and illegally recharge phones as they do not have electricity at home. People will walk many kilometres to be in the footprint of the cell towers so they can receive any messages that may have been sent to them or to make a rare phone call. Other people will walk up to eight kilometres to use a public pay phone yet have a cell phone in their pocket. Masculine identities are also caught up in the signification of cell phones (Francis, 2003:39).

Francis goes on to speak about the ways in which men historically in this community would compete against one another in organised fights and more recently, soccer

matches (Francis, 2003:39). With the advent of cellular phone, the arena of this conflict has shifted significantly. Francis (2003:39) agrees that this is now

...done through smaller more expensive phones, loud ring-tones and the use during social gatherings, as they intrude into conversations cutting off people as they are answered and a new conversation takes centre stage. Public use and therefore showing-off of the cell phone seems quite common, yet a phone is rarely answered.

In examining how the Ndumo people and particularly men in this community use a cellular phone, it is appropriate to once again apply the two micro theories in this dissertation. Maslow's Hierarchy of Needs and The Uses and Gratifications Theory have thus far in this dissertation been used to describe how youth, and mainly an upper economic stratum of youth, use cellular phones. To draw from the research results and local trends, the youth use cellular phones for communication, emergency services and other options, such as entertainment. However, if one were to examine the Ndumo community, the context of the uses and perceptions of cellular phones undergoes a paradigm shift.

The esteem need in Maslow's Hierarchy appears to be addressed as many men use a cellular phone to enhance their apparent status and wealth, with expensive phones shown in a social setting. It is interesting then to see how, as airtime is expensive and network reception is many kilometres away, lower order needs such as safety and security are not addressed in the same way the youth in this research study address them.

In addition, The Uses and Gratifications Theory is applicable as, in the context of the Ndumo people, the use of a cellular phone is to attract attention. The gratification arguably is the reaction onlookers have to the person receiving the call. These two theories help understand this cultural pattern, and aid in a comparison in between the youth discussed in this dissertation and the Ndumo community. From an identity perspective, the context of gender issues surface in the case of the Ndumo men, as many of them display their cellular phone as a source of pride and competition.

To summarise, the research results drawn from the questionnaire and the semiotic analysis of cellular networks' websites were compared to local trends drawn from relevant sources. These included The Sunday Times 'Generation Next' Youth Brand Survey 2008 presented by HDI Youth Marketeers and Monash University, South

Africa, and other articles from Multimedia Solutions and the Youth Dynamix marketing consultancy. These articles aimed to provide a platform to study youth and their cellular phone consumption from an industry perspective. A clear indicator is that cellular phones have been positively received by the youth. They have become a key accessory that enables youth to perform a wide range of activities, ranging from sending SMSs to making calls; using MXit and Facebook as social networking programmes and, most importantly, using their cellular phones as a “means of personal expression” (Leps, 2009 Online).

Global Trends

In addition to the research results and local trends’ analysis, a Global Youth Survey on four media areas; Spending Habits, Social Media, Media Consumption and Advertising and Mobile Usage, has been included to give a global account of how other countries are consuming media. A significant advantage of this Global Youth Survey is that it was conducted in 2008; therefore the data is current. It also draws from key categories such as cellular phone/mobile usage, advertising and media consumption which are important inter-related areas of this discussion. Alfred Fleishman and Bob Hillard (17 April 2008) state,

[I]ed by Alan Rambam, widely recognized as a leading youth culture and mobile marketing visionary, FH Youth & Mobile extends Fleishman-Hillard’s long history of innovation. We are the only major agency that has been in this space from the beginning, coordinating over 500 wireless campaigns since 2003 with a global client base that includes Huawei, LG Telecom, Samsung, SK, AT&T, Motorola, and Nokia.

Incorporating surveys that were conducted across several countries by FH [Fleishman-Hillard] Youth & Mobile, provides a global dimension to this dissertation. These four media areas mentioned are provided through four Global Youth Surveys that aim to achieve an understanding of what media young adults are using abroad.

The first section examined is ‘Spending Habits’ which was conducted 5 May 2008.

We all know that youth like to spend (their parents) money, but what factors influence their decision-making process? This week, our Global Youth Survey explores the spending habits of young people ages 14-29 around the world. Across all surveyed countries, the most popular purchase-influencers are friends/family and online reviews. 43% of respondents decide which products to purchase by doing online research. 40% say they get advice from family and/or

friends. The other 17% are influenced by TV/magazine advertisements, product design, or just make 'on-a-whim' purchase decisions (Fleishman and Hillard, 5 May 2008).

It is also interesting to note that, "Men and women take completely different routes in deciding what to purchase. Whilst women like to get advice from their friends and family, men like to dig in and do their own research" (Fleishman and Hillard, 5 May 2008). In this regard, the routes taken when purchasing yielded different results than in the dissertation results which focused more broadly on what social institutions contributed to their decision-making process (Question 4.7, p.60). Another point worth noting that was raised in this Global Youth Survey is how expression of self is articulated through consumption. "One thing everyone agrees on across all surveyed countries is that the products are an extension of our identity. 86% of all respondents agree that the products someone purchases, wears and uses help describe his or her personality" (Fleishman and Hillard, 5 May 2008). This point is paramount as it demonstrates that consumption of goods aids in the expression of self both at a local and global level.

The next section of the Global Youth Survey that concerns this dissertation is 'Mobile Usage' (5 May, 2008). A significant point raised is that, "In fact, according to our Global Youth Panel, text messaging - not voice calling - trumps any other usage of the phone. The survey, conducted in October-December of 2007, polled men and women ages 14-29 in seven countries" (Fleishman and Hillard, 28 April 2008). Some of the responses included that "48% of survey respondents say that their most frequent use of their mobile is SMS/text messaging, while only 40% pick voice conversation." (Fleishman and Hillard, 28 April 2008). "Also SMS/Texting is [the] most frequent mobile use in all countries surveyed: Amsterdam - 48%, Hong Kong - 48%, Malaysia - 44%, Singapore - 54%, South Korea - 44%, UK - 50%, US - 50%" (Fleishman and Hillard, 28 April 2008). It is noteworthy that this reflects the local S.A trends as the more inexpensive option to SMS over calling. This mirrors Candy Steyn's article entitled 'It's all about matching brand offers to customers' lifestyles' which states that "The youth market appears to have a growing preference for SMS messaging over phone calls and other communications tools suggests that this is more than just another shift in communications preferences" (Steyn, 2 February 2009).

The following pages examine the Global Youth Survey on ‘Social Media’ which was conducted 28 April 2008 and which focuses on young adults communicating on social networks.

Table 4.31
Comparison Table of Social Networking Sites the Youth use in First World Countries

Country:	1st	2nd
Amsterdam	Hyves (44%)	Facebook (30%)
Hong Kong	MSN (67%)	Gaming Sites (22%)
Malaysia	Friendster/MSN (45%)	Blogger (9%)
Singapore	Facebook (42%)	MSN (33%)
South Korea	CyWorld (84%)	AllBlog (10%)
England	Facebook (71%)	MySpace (28%)
United States	Facebook (77%)	MySpace (23%)

The reference for this comparison table can found in the footnote below.²⁰

“One trend that remains constant in all surveyed areas is that respondents choose their social networks based on what is popular among their friends and peers” (Fleishman and Hillard, 28 April 2008). It is interesting to highlight that a percentage of the sample of UKZN students in this research study use Facebook as a way of keeping in contact in the same way that they use their cellular phones. In examining the issue of globalisation, it is evident that the preferences of South African youth mirror the trends of their counterparts in the United Kingdom (UK) and the United States America (USA).

A central point that links back to the notion of online and offline identity is relevant as this Global Youth Survey highlighted that “Young people use the web to shape an identity - or several. So while most prefer to keep it real online, a good number are using the web to try out various personalities and concepts of self on the road to

²⁰ Fleishman, A., Hillard, B. (28 April 2008). *Global Youth Survey: Social Media*. Available at: (<http://www.nextgreatthing.com/wordpress/2008/04/28/global-youth-survey-social-media/>). [Date Accessed, 10 March 2009].

adulthood” (Fleishman and Hillard, 28 April 2008). It is remarkable how online networking sites are so popular from a global perspective. This currently appears to be more apparent abroad compared to trends in SA. This could also be as a result of greater technological advancements with faster and greater access to ICTs in the first-world countries.

The last section of the Global Youth Survey that relates to this dissertation is ‘Media Consumption and Advertising’ which was conducted on 11 May 2008. “This week, our Global Youth Survey explores the various media outlets young people around the globe get their entertainment. We also will take a look at which types of advertising are convincing this young bunch to go out and spend their money” (Fleishman and Hillard, 11 May 2008).

Its no surprise that like some of us, quite a few of our respondents (ages 14-29) get the majority of their entertainment from television, which accounted for 36% of all survey respondents... Both personal computer and movie theatre came in second at 19%. 12% get their entertainment from the Internet. The remaining 15% get entertainment from their mobile phones, video games and theme parks (Fleishman and Hillard, 11 May 2008).

Drawing from these statistics, it is clear that cellular phones play a role in youth entertainment. However, in comparison to other forms of entertainment, such as watching television, watching DVDs or the Internet, cellular phones are less prevalent.

Up to this point, this dissertation has touched on a number of key sections that relate to the topic at hand. The Ericsson’s White Paper which is a strategic marketing campaign entitled The Individual Television Experience “Are you my Televisionary” by Akerberg et al (2008) reveals insights from a cellular phone manufacturer on their envisaged consumer. The Ericsson White Paper constructs its ideal user as someone who needs increased speed, connectivity, mobility and the notion of the prod-sumer (producer and consumer of content) on their electronic devices. This Experience is evident in the transposition, for example, in ‘Vodacom4U’s’ (service) terminology to ‘Vodacom4Me’, where the ‘I’, is hailed as an identity marker. Identity thus becomes a matter not of being assigned an identity by one’s peers, community or family, but signifies an identity individuated by the specific product selected.

The overarching framework of this dissertation is the globalisation paradigm. This is powerfully evident in the way perspectives on local and global trends have been reviewed. Globalisation according to Rantanen is a “process in which worldwide economic, political, cultural and social relations have become increasingly mediated across time and space” (Rantanen, 2006:8). Local youth culture and even global youth culture centre on these relations that range from how social communication has become mediated through social networking sites which transcend time and space, again reiterated by Scholte (2000). Technology and the advances in ICTs are noted and illustrate Castells’ views on the Networked Society (1996) being connected on an unprecedented scale. A critique of this viewpoint, however, on the one hand, highlights the debate around concentrated media ownership which stresses the danger of economic globalising of a commodified culture where corporations influence culture into a homogenous way of life and consumption. On the other hand, there is a trend towards the localisation of media content and consumption which is resented by Scholte (2000:23).

Identity, the theme discussed at length in this dissertation, is apparent with cultural roles and the expression of self changing as a result of cultural homogeneity and cultural heterogeneity. As Moatshe (2008 Online) argued “[a]nother influence of media on the youth is the desire to be part of a global youth culture. They are influenced to consume more products, wear more brands and speak like their international counterparts” (Moatshe, 29 October 2008 Online). Identity and its intricate relationship to consumption draw on an economic dimension of globalisation and some of its offshoots articulated in the Theoretical Framework. As (Mackay, 1997:3) confirms, “Consumption is the articulation of a sense of identity”.

To draw from the Ericsson White Paper, a significant positive aspect of this document is that it elucidates the rationale from a cellular phone manufacturer in targeting its potential/existing consumers. It teaches how mobile communication is moving toward key criteria such as speed, connectivity, mobility and the notion of the prod-sumer as previously highlighted. That these spheres may enhance people’s lives is pivotal to this dissertation in that, for users, a cellular phone supersedes its functionality and applications to crucially express individualism. In this regard, the Ericsson White Paper fails to incorporate this element of self-expression through

technology. Furthermore, Tomaselli and Jonathan Dockney (2008) raise a technological barrier that hinders receiving mobile television in South Africa.

[I]n South Africa, the single biggest impediment to this new distribution model is the very high cost and very limited provision of bandwidth. For example, the average price for DSL in Africa for 2008 is over \$46/MB as compared to the average price in Western Europe for 2008 which is \$6,23/MB (Point Topic 2008). The Cabinet Ministers responsible for Trade and Industry and telecommunications need to understand that the developmental work of provincial film commissions, amongst other sectors, is ruinously impeded by unnecessary state-imposed regulation on the sector.

To relate the research results to the foregoing, those who would be more likely to use mobile television would be the high-end spenders who spend around R500 a month on airtime compared to those who spend around R50 to R100 per month (Question 4.15 (p.83) and Question 4.16 (p.85)). What has been reinforced with these research findings, and local and global trends, is that a cellular phone is a very personal expression of self. As much as Ericsson may be targeting more first world countries, young South Africans who may be content-focused are largely using their phones not only for connectivity with family and friends but also for self expression with customised ring-tones, wall-papers, games and so forth (Question 4.20, p.95).

One learns of how the South African and global youth, who have access to cellular phones and the Internet, have embraced communication. To substantiate this, the questionnaire component of the research results and local and global trends show that social networking sites are central communication platforms for the youth. A pivotal theme raised in this dissertation, that mirrors precisely the Global Youth Survey, noted that “86% of all respondents agree that the products someone purchases, wears and uses help describe his or her personality” (Fleishman and Hillard, 5 May 2008). This illustrates how young people use products as an extension of themselves and cellular phones are included amongst these products. While the Ericsson White Paper targets more mobilised first-world economies, it still provides insights into the global trend of mobile communication is shifting toward speed, content and mobility. Despite paucity on the issue of identity and the way individuals ‘customise’ their cellular phones, one can take from this document how local and global marketers view their youth markets.

Chapter Five

Conclusion

To conclude, this dissertation charts a research path into youth consumer culture in South Africa. The choice of cellular phone consumption was made as the avenue into understanding more about the youth and their relationship with consumption. Research into youth dynamics revealed, particularly in the data captured from the questionnaires, that cellular phones are not only perceived as a key communication tool but also, significantly, as a way for young people to express their individuality.

The hypothesis was postulated that it is possible to draw some conclusions about identity formation, particularly among young people, by examining their cellular phone consumption. The dissertation argues that cellular phones go beyond the basic communicative and entertainment functions of a cellular phone, as the research also revealed how cellular phones can be an expression of identity. The youth want to express their individuality and this can manifest as rebellion against existing trends and the customising and development of new trends. This concept can be extended into any sphere of merchandising whether it is clothes, cars or cellular phones. Cellular phone consumption offers young people a way to display their individuality. This was supported in the research results where the study sample, the local South African youth, as well as the global youth reveal this key concept. This observation could be significant in constructing an advertising campaign directed at the youth market as their individuality is core to their identity. In this regard, young people express their personality through the personalisation of their phones with a variety of wall-papers, ring-tones, SMS tones, screen savers, charms, and cellular phone covers.

From a marketing perspective new media, such as the Internet, are an effective way to develop a relationship with the youth. It is contested that the research findings indicate that marketers would benefit from offering free services to the youth market, aligning content with their needs and wants, and where possible, adding a customising or individualising element.

Against the Theoretical Framework, approaches and paradigms have mapped out some of the contributory changes to youth consumer culture. As a macro overarching structure, the globalisation paradigm has situated some of the most important shifts in modern society. Emerging from issues such as the concentration of media ownership discussed within the critical political economy framework were issues on the diversity of media. This illustrated, in the greater global media landscape, how media conglomerates 'swallowed up' competition. Despite two divergent schools of thought surfacing being the industrial and critical perspectives, this framework proved useful to apply this information to the South African context. This is demonstrated by the oligopolistic cellular service networks dominating this market. Of special importance is how this affects choice, service, quality and coverage, which are all central questions.

In an attempt to understand this field, a methodological approach was applied to gather data through the most suitable methods available. Having gathered data through a constructed questionnaire and semiotic analysis of the South African cellular networks' websites, this dissertation elaborated on the findings and, where appropriate, applied theory from the Theoretical Framework to demonstrate its applicability. This constituted the discussion which focused around the research findings. This was then divided into three main areas of investigation. They were identity formation, cellular habits and marketing/advertising. By exploring these key areas, this dissertation presented a more holistic perspective into young people and their cellular phone usage.

The first area studied was identity formation. In this regard, questions revealed these respondents' demographic representation in terms of gender, race, age and socio-economic backgrounds. The Research Results/Discussion revealed how students viewed themselves, why they attended university and which institutions affected their consumption. The dominant gender of the respondents was female at 70%. They were mainly aged 19 to 21, mainly black, and believed themselves to be extrovert individuals. Forty-nine percent of this sample attended university to obtain a degree, followed by 23% wanting to improve their job prospects. Twenty-five percent felt that university students spent more money than non-students, and this included paying for university fees, transport to and from university, stationary, books and food on

campus. This sample highlighted two conflicting influences on their choices. On the one hand, they stated that their parents instilled responsible consumption habits in them. On the other hand, their friends influenced them in ways that resulted in unnecessary expenditure. Family influence in terms of choosing brands also provided valuable insights.

The next area studied was cellular phone usage amongst these respondents. Questions asked who the respondents' cellular service provider was, whether they were on prepaid or contract and the reasons for their choice, which package they purchased, and their cellular phone brand. Other key questions asked how much they spent on airtime on average per month and their reasons for owning a cellular phone.

Vodacom was the market leader in this sample followed by MTN, CellC and lastly, Virgin Mobile. Respondents were largely using prepaid airtime followed by contract. In line with Vodacom dominating market share amongst this sample, 'Vodacom4U' or more recently termed 'Vodacom4me', which is targeted specifically at the youth market, was the most favoured package amongst respondents. Reasons why respondents felt prepaid was better were because they perceive it to be cheaper than contract and less binding. It is interesting to note how the cellular networks' advertising creates this misimpression that prepaid is the 'cheaper alternative'. Authors of *How to Buy a Cellphone in South Africa: The Essential practical Guide* by Arthur Goldstuck and Steven Ambrose (2008) highlight how prepaid is in fact more expensive than contract. When contracts were chosen however, it was on the basis that they were more convenient and had better deals. Nokia was the market leader in this sample followed in descending order by Samsung, Motorola, Sony Ericsson, LG and lastly Alcatel.

In terms of acquiring a cellular phone, the various means included either being bought by the respondent or received from parents with the phone being passed down by either a parent or generally an older sibling. The next most popular method in which a phone was obtained was through signing a contract or getting an upgrade to an existing contract, with a free cellular phone included in the contract. The fourth method of acquiring a cellular phone was as a gift. An important finding regarding the collectivistic culture in South Africa was that 52% of respondents received their

cellular phones from their parents/family or as gifts from others. This question elicited useful data on how respondents obtained their cellular phones. In addition, the fact that more than half the sample received their phones either from family or as a gift demonstrates impact of culture on consumption patterns.

Further, the dissertation explored the uses and gratifications these young people experienced as a result of spending money on cellular phones and airtime by using a key research question regarding the reasons respondents had cellular phones. To support this, two relevant micro theories were utilised to evaluate the responses. They were: Maslow's Hierarchy of Needs and as an extension of this model, The Uses and Gratifications Theory. In the case of Maslow's Hierarchy of Needs, once basic needs of existence are met, people's needs extend into lifestyle and entertainment (higher needs). Communication and entertainment, the areas into which cellular phones fall, rank above physiological. This model was closely allied with The Uses and Gratifications Theory to explain why young people used cellular phones, and what gratification/s they get from cellular phones.

In terms of downloaded multi-media by the target sample, MXit was one of the popular programmes they downloaded. A question was asked if the content they downloaded reflected their personality. A staggering 66% of those respondents who stated they downloaded content believed that it did reflect an aspect of themselves in terms of their tastes or interests. This proved to be a central finding in the research.

Another finding was that group association is important to the youth. Cellular phones can provide a medium for online social interaction via networking sites such as MXit or Facebook. In this vein, cellular phones act as a socialising tool, which can facilitate being connected to others, especially as many of the youth are "heavy users" of new media, as one respondent stated. Furthermore, respondents were asked their views on the notion that their cellular phone contribute to their sense of self. The responses revealed a combination of areas such as, personality at 18%, pride/status at 10%, basic necessity at 10%, connected at 10%, uniqueness, at 7%, group association at 5% and preference at 1%. These responses totalled 61%, indicating how fundamental cellular phones are to the youth. They also showed the varied and overlapping ways in which they expressed themselves. It was contended that these areas contributed to cellular phones actually strengthening an individual's

sense of self, and this, reflected as an overall percentage, outweighs responses that contradict it.

The last area examined was the role of advertising in motivating consumption of cellular phones by the youth. Two dominant schools of thought on advertising were discussed. The first school views the purpose of advertising as being to provide information on a product or service, and being in the best interest of the consumer. The second school of thought argued that advertising manipulates hapless consumers into buying unnecessary products to feel better about themselves. Regardless of one's stance on this topic, these views provide insights into the nature of the advertising industry and the debates surrounding it.

The purpose of this section was to identify how young people are marketed to and, in this regard, a semiotic analysis of the cellular networks' websites was undertaken to gain insights into the Internet as a marketing medium. As branded websites are a useful channel to reach any target market that has access to the Internet, this medium should be strongly considered in the marketing mix. Websites provide marketers with numerous opportunities to interface with their target market through the promotion of free services, new products, specials, competitions and so forth. This demonstrates how a brand can be strengthened through encouraging a sustained consumer relationship with the company website. In a similar light, an analysis of an email response from a marketing representative at Virgin Mobile indicated how they perceive their youth segment.

In addition to the research results from the questionnaire and the semiotic analysis, local and global trends were included to compare and support the findings. Further, the intention was to assess how accurate the findings from these two methods were in relation to youth trends occurring globally. This resulted in an exciting parallel as research shows that young people (both locally and globally) use cellular phones and general media as an extension of their identity.

A decision was made to briefly examine the findings relating to a specific community in KwaZulu-Natal, the Ndumo, in order to extend the study to incorporate cellular phone usage amongst a less affluent sample than the main body of research conducted for this dissertation. This put focus on the issue of the 'Have-Nots', given

the lack of infrastructure in this community. Many men in the community used a cellular phone in a different way to the youth who participated in this dissertation. The Ndumo equate owning a cellular phone to having wealth and success. Therefore, they use cell phones primarily to enhance their social status. When the two micro theories, Maslow's Hierarchy of Needs and as an extension, The Uses and Gratifications Theory, were applied to usage amongst the Ndumo, the analysis revealed an enormous paradigm shift in the functions of a cellular phone in this community compared to the youth studied in the research study for this dissertation.

In summary, the knowledge gained about identity formation, cellular habits and marketing/advertising helped to provide insights into the youth market and cellular phone consumption. As an avenue of investigation, these key areas have lent insight into the cognitive processes that underpin cellular consumption. In this regard, the three main questions posed at the outset were:

- 1) Why do youth use cellular phones and what gratifications do they experience?
- 2) From a marketing perspective, what web promotions are in place to target this youth market?
- 3) How do the youth respond to these messages?

These questions have been addressed and explored through the three inter-related sections on identity formation, cellular habits and marketing/advertising. Youth consumer culture, seen through the lens of cellular phone consumption, illustrates the fascinating transition from dependence to independence that many youth go through in discovering who they are. This study reveals how embedded cellular phones are in reinforcing the youth market's sense of self. For the time being mobile communication, with its infinite capabilities, appears to be one of the building blocks of new and even more connected devices of the future. As young people integrate digital communication into their lives, an exciting area of study is the way they constantly rearticulate their self through consumption and this provides insights into other facets of youth consumption. A further study could explore a larger sample of youth who are working and who have not attended university against their cellular phone consumption patterns. Other avenues of research could include the reasons the youth prefer to SMS rather than making calls, or even the features young people could use to enhance their digital lives.

Bibliography

Primary Sources

Pseudonyms of Respondents from Questionnaire

1. Babon	35. Habibi	69. Pooja
2. byuT	36. Philemon	70. Logie
3. Statik	37. Sne	71. Sonia
4. Nick	38. Emma	72. Tashni
5. Lauren	39. Bob	73. Mihla
6. Larry	40. Yoliswa	74. Chino
7. Jack	41. Slie	75. Ashley
8. Puleng	42. Dexter	76. Maru
9. Jim	43. Terushay	77. Lindo
10. Thandi	44. Mrs. Brown	78. Lyn
11. Vanessa	45. Leyya	79. Carol
12. Emmy	46. Lila	80. Zaru
13. Lisa	47. Cindy	81. Mary1
14. Catherine	48. Lindsay	82. Mary2
15. Denim	49. Zingisa	83. Tammy
16. Jane	50. Grimm	84. Matt
17. Siphon	51. Kenzo	85. Jade
18. Salz	52. Saroma	86. Elna
19. Rose	53. Bianca	87. Sherrill
20. Thando	54. G	88. Jane
21. Candy	55. Stomy	89. M. Jackson
22. Nirisha	56. JuJu	90. Timon
23. Kivi	57. Author	91. Tim
24. Brian	58. Tinkerbelle	92. Twiggs
25. Bee	59. Alex	93. Meltha
26. Nadia	60. Thabo	94. K
27. Tutu	61. Sonic	95. Sarah
28. Maureen	62. Lolo	96. Blank
29. Noon	63. Xoxo	97. Doria
30. Moona	64. Rambo	98. Priscilla
31. Lethiwe	65. Justin	99. Esmeralda
32. Pretty	66. Ziaad	100. Bird
33. Smalldrop	67. Shay	
34. Bill	68. Salachi	

Email Correspondence

Sarah Smith (Fictitious Name). (6 June 2008). *Letter of Informed Consent for Marketers and Questions* [Email]. Message to sarahsmith@gmail.com. Sent 5 June 2008.

Websites of Cellular Service Providers Visited

Vodacom

Vodacom. (July 2008). *Vodacom - Main Webpage*. Available at: (<http://www.vodacom.co.za/welcome.do>). [Date Accessed, 30 July 2008].

Vodacom. (July 2008). *Vodacom4Me*. Available at: (<http://www.vodacom.co.za/vodacom4me/login.jsp>). [Date Accessed, 30 July 2008].

Vodacom. (July 2008). *Vodacom4Me - On the Web*. Available at: (http://www.vodacom.co.za/vodacom4me/login_wap.jsp). [Date Accessed, 30 July 2008].

Vodacom. (July 2008). *Vodacom4Me - Login*. Available at: (<https://www.vodacom4me.co.za/vodacom4me-personal/login.do>). [Date Accessed, 30 July 2008].

Vodacom. (February 2009). *Specific Needs - Peace of Mind*. Available at: (http://www.vodacom.co.za/specificneeds/peace_of_mind.jsp). [Date Accessed, 3 February 2009].

MTN

MTN. (July 2008). *MTN - Main Webpage*. Available at: (<http://www.mtn.co.za/>). [Date Accessed, 28 July 2008].

MTN. (July 2008). *MTN - Loaded*. Available at: (<http://mtnloaded.mtn.co.za/dsb/LoadedWEB/Homepage.do>). [Date Accessed, 28 July 2008].

MTN. (July 2008). *MTN - Xploaded*. Available at: (<http://mtnloaded.mtn.co.za/dsb/LoadedWEB/Level2.do?cid=24320&gid=3502614>). [Date Accessed, 28 July 2008].

MTN. (July 2008). *MTN - Loaded*. Available at: (<http://mtnloaded.mtn.co.za/dsb/LoadedWEB/Level3.do?cid=11179&iid=3454339>). [Date Accessed, 28 July 2008].

CellC

CellC. (July 2008). *CellC - Main Webpage*. Available at: (<http://www.cellc.co.za/content/home/home.asp>). [Date Accessed, 27 July 2008].

CellC. (July 2008). *Juice - Main Webpage*. Available at: (<https://web.juice.co.za/juice/>). [Date Accessed, 27 July 2008].

Virgin Mobile

Virgin Mobile. (July 2008). *Main Webpage*. Available at: (<http://www.virginmobile.co.za/virgin-portal-customer/home.do>). [Date Accessed, 27 July 2008].

Secondary Sources

Akerberg, M., Sellin, G., Ljungblom, F. (2008). *The Individual Television Experience: Master Text and Tutorial for the Televisionary Campaign*. Ericsson.

allaboutbranding.com. (2007). *Glossary: Brand Identity*. Available at: (<http://www.allaboutbranding.com/index.lasso?page=11,54,0>). [Date Accessed, 19 April 2009].

Althusser, L. (1971/2006). Edited Writings. In Matheron, F., Corpet, O. (eds). *Philosophy of the Encounter: Later Writings, 1978-1987*. London: Verso.

Arens, W. (2006). *Contemporary Advertising: Tenth Edition*. New York: McGraw-Hill Irwin.

Bard, A., Soderqvist, J. (2002). *Netocracy*. London: Pearson Education.

Barry.T.E., Shankar, A. (2004). *Advertising and consumer behaviour ISBA Briefing Paper*. The Voice of British Advertisers www.isba.org.uk. Available at: (http://www.isba.org.uk/isba/_documents/Advertising-and-consumer-behaviour.pdf). [Date Accessed, 15 September 2008].

Baudrillard, J. (2004). *The Consumer Society: Myths and Structures*. London, Thousand Oaks and New Delhi: Sage.

Bauman, Z. (2001). *Consuming Life*. *Journal of Consumer Culture* 2001; 1; 9. London, Thousand Oaks and New Delhi: Sage Publications. Available at: (<http://joc.sagepub.com/cgi/content/abstract/1/1/9>). [Date Accessed, 1 October 2008].

Bertrand, I., Hughes, P. (2005). *Media Research Methods: Audiences, Institutions, Texts*. New York and London: Palgrave Macmillan.

Bickman, L., Rog, D. J (eds) (1998). *Handbook of Applied Social Research Methods*. London, Thousand Oaks and New Delhi: Sage.

Bizcommunity. (2009). *Main Webpage*. Available at: (<http://www.bizcommunity.com/>). [Date Accessed, 4 May 2009].

Bryman, A. (2004). *Social Research Methods: Second Edition*. Oxford University Press.

Bustamante, E. (2004). Cultural Industries in the Digital Age: Some Provisional Conclusions. In *Media, Culture and Society*. London, Thousand Oaks and New Delhi: Sage.

Castells, M. (1996). The Rise of the Network Society, *The Information Age: Economy, Society and Culture Vol. I*. Cambridge, MA; Oxford, UK: Blackwell.

Castells, M. (2001). Information Technology and Global Development. In Muller, J., Cloete, N. and Badat, S. (eds) *Challenges of Globalisation: South African Debates* with Manuel Castells. Cape Town: Maskew Miller.

Chandler, D. (2004). *Semiotics: The Basics*. USA and Canada: Routledge.

Compaine, B. (2005). Global Media. In E.P. Bucy. *Living In the Information Age: A New Media Reader*. Australia, Canada, Mexico, Singapore, Spain, UK, USA: Wadsworth & Thompson Learning.

Competition Board. (1994). *Report No.49*. Pretoria: Government Printer.

Chapman, A. (2004). *Maslow's Hierarchy of Needs*. Available at: (http://www.businessballs.com/images/maslow's_hierarchy_businessballs.jpg). [Date Accessed, 1 October 2008].

College of Charleston. (2008). *Maslow's Hierarchy of Needs Model*. Available at: (<http://www.cofc.edu/~psycadvise/images/Maslows%20hierarchy%20of%20needs.jpg>). [Date Accessed, 2 February 2009].

Couldry, N. (2000). *The Individual 'in' Culture - Inside Culture*. London, Thousand Oaks and New Delhi: Sage.

De Lange, M., Haker, E. (2007). *Cyberspace - The Creation of a New World*. Available at: (<http://www.ru.nl/socgeo/html/files/geoapp/Werkstukken/Cyberspace2.pdf>). [Date Accessed, 10 September 2008].

Demers, D. (2002). *Global Media in the 21st Century in Global Media: Menace or Messiah?* Cresskill, New Jersey: Hampton Press.

Dickman, N. (2006). *What is Quantitative Research?* Available at: (http://www.marketresearchworld.net/index.php?option=com_content&task=view&id=11&Itemid=64). [Date Accessed, 6 May 2008].

Doyle, G. (2002a). *Media Ownership: Concentration, Convergence and Public Policy*. London, Thousand Oaks and New Delhi: Sage.

Doyle, G. (2002b). *Understanding Media Economics*. London, Thousand Oaks and New Delhi: Sage.

Facebook. (2009). *Facebook - Information*. Available at: (<http://www.facebook.com/facebook>). [Date Accessed, 3 February 2009].

Featherstone, M. (1991). *Consumer Culture and Postmodernism*. London, Thousand Oaks and New Delhi: Sage.

Fleishman, A., Hillard, B. (2009). *Global Youth Survey*. Available at: (<http://www.nextgreatthing.com/wordpress/category/youth-trends/global-youth-survey/>). [Date Accessed, 4 May 2009].

Fleishman, A., Hillard, B. (April 17th, 2008). *Global Youth Survey: Mobile Usage*. Available at: (<http://www.nextgreatthing.com/wordpress/2008/04/17/ngt-global-youth-survey-mobile-usage/>). [Date Accessed, 10 March 2009].

Fleishman, A., Hillard, B. (5 May 2008). *Global Youth Panel: Spending Habits*. Available at: (<http://www.nextgreatthing.com/wordpress/2008/05/05/global-youth-panel-spending-habits/>). [Date Accessed, 10 March 2009].

Fleishman, A., Hillard, B. (28 April 2008). *Global Youth Survey: Social Media*. Available at: (<http://www.nextgreatthing.com/wordpress/2008/04/28/global-youth-survey-social-media/>). Date Accessed, 10 March 2009].

Fleishman, A., Hillard, B. (11 May 2008). *Global Youth Survey: Media Consumption & Advertising*. Available at: (<http://www.nextgreatthing.com/wordpress/2008/05/11/global-youth-survey-media-consumption-advertising/>). [Date Accessed, 10 March 2009].

Fourie, P.J. (2004). *Media Studies: Volume One: Institutions, Theories and Issues*. Lansdowne: Juta.

Francis, M. (2003). *Culture and the development encounter in rural KwaZulu-Natal, a case study*. Unpublished MA Dissertation: University of Natal, South Africa.

Garson, P. (2007). *SA's push for gender equity*. Taken from: International Marketing Council for South Africa. Available at: (http://www.southafrica.info/ess_info/sa_glance/constitution/gender.htm). [Date Accessed, 6 May 2008].

Georgia Tech - College of Computing. (1997). *Questionnaire Design*. Available at: (http://www.cc.gatech.edu/classes/cs6751_97_winter/Topics/quest-design/). [Date Accessed, 6 May 2008].

Gillespie, M. (1995). *Television, Ethnicity and Cultural Change*. Oxon: Routledge.

Gillingham, A. (25 May 2008). *Cellphones essential part of 'now generation' lifestyle*. The Sunday Times, p. 6.

Goleman, D. (22 December 1990). *The Group and Self: New Focus on a Cultural Rift*. New York Times.

Gordon, G. (25 May 2008). *Star power makes for irreplaceable branding*. The Sunday Times, p. 2.

Griffin, C. (1997). *Troubled Teens: Managing Disorders of Transition and Consumption*. Source: *Feminist Review*, No. 55, *Consuming Cultures*, (Spring, 1997). Palgrave Macmillan Journals. Available at: (<http://www.jstor.org/stable/1395785>). [Date Accessed, 23 June 2008].

Groenewald, E. (31 July 2007). *Cellphone penetration positions it for marketing success*. Available at: (<http://www.bizcommunity.com/Article/196/15/16719.html>). [Date Accessed, 10 March 2009].

Habermas, J. (1991). *The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society*. Massetusses: MIT Press.

Heaven, C., Tubridy, M. (2003). *Global Youth Culture and Youth Identity*. Available at: (<http://yp.Oxfam.Org/Documents/Chapter%2011%20global%20youth%20culture%20&%20youth%20identity.Pdf>). [Date Accessed, 14 November 2008].

Hebdige, D. (2005). *Subculture: The Meaning of Style (New Accents), Second Edition*. Great Britain: Routledge.

Henning, E., Van Rensburg, W., Smit, B. (2004). *Finding Your Way in Qualitative Research*. Pretoria: Van Shaik.

Herman, E. S., McChesney, R. W. (eds.) (1997). *Main Players in the Global Media System. In the global media*. London: Cassell.

Holt, D. B. (June 2002). Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding. Source: *The Journal of Consumer Research*, Vol. 29, No. 1. The University of Chicago Press. Available at: (<http://www.jstor.org/stable/3131961>). [Date Accessed, 29 April 2008].

International Marketing Council for South Africa. (2007). *South Africa's Population*. Available at: (<http://www.southafrica.info/about/people/population.htm>). [Date Accessed, 6 May 2008].

International Marketing Council for South Africa. (3 April 2008). *South Africa's telecommunications*. Available at: (<http://www.southafrica.info/business/economy/infrastructure/telecoms.htm>). [Date Accessed, 4 April 2009].

Kahn, R., Kellner, D. (2004). *Global Youth Culture*. Available at: (<http://www.gseis.ucla.edu/faculty/kellner/essays/globoyouthcult.pdf>). [Date Accessed, 28 May 2008].

Kotler, P. (2000). *Analysing Consumer Markets and Buyer Behaviour. In Marketing Management: Tenth Edition*. Prentice Hall.

Krippendorff, K. (2004). *Content Analysis: An Introduction to Its Methodology*. London, Thousand Oaks and New Delhi: Sage.

Layton, J., Brian, M, Tyson, J. (2008). *How Cell Phones Work*. Available at: (<http://www.howstuffworks.com/cell-phone.htm>). [Date Accessed, 28 May 2008].

Leiss, W., Kline, S., Jhally, S., Botterill, J. (2005). *Social Communication in Advertising: Consumption in The Mediated Marketplace*. Great Britain: Routledge.

Leps, S. (2009). *Youth Adopt Mobile Personalities*. Available at: (<http://www.mediatoolbox.co.za/pebble.asp?p=63&relid=2872>). [Date Accessed, 10 March 2009].

Lull, J. (2000). *Media, Communication, Culture: A Global Approach. Second Edition*. Cambridge: Polity.

Mackay, H. (ed) (1997). *Consumption and Everyday Life*. London, Thousand Oaks and New Delhi: Sage.

MailOnline. (19 April 2005). *Parents ignoring mobile phone risks*. Available at: (<http://www.dailymail.co.uk/health/article-345465/Parents-ignoring-mobile-phone-risks.html>). [Date Accessed, 3 February 2009].

Marx, K., Engels, F. (1848/2002). *The Communist Manifesto*. Penguin Classics

- Maslow, A. H. (1970). *Motivation and Personality: Second Edition*. New York: Harper & Row.
- McChesney, R.W. (2004). The Critical political economy of International Communications in Thomas, P. and Nain, Z. (eds.) *Who Owns the Media? Global trends and local resistances*. London and New York: Zeds Books, Penang: Southbound, London: WACC.
- McGregor, D. (1960). *The Human Side of Enterprise*. New York: McGraw Hill.
- McLuhan, M. (1962). *The Gutenberg Galaxy*. London: Routledge
- McVicar, N. (2 October 2005). *With so many different findings from cell-phone studies, experts say it is difficult to get clear answers on health risks*. Available at: (<http://www.sunsentinel.com/features/health/sflcellradiationgallery,0,7723535.storygallery>). [Date Accessed, 3 February 2009].
- MediaOnline. (2009). *Main Webpage*. Available at: (<http://www.themediainline.co.za/themediainline/view/themediainline/en/page1>). [Date Accessed, 4 May 2009].
- Moatshe. T. (29 October 2008). *The MediaOnline: The 'Now Generation'*. Available at: (<http://www.themediainline.co.za/themediainline/view/themediainline/en/page1353?oid=16747&sn=Detail>). [Date Accessed, 10 March 2009].
- Moatshe. T. (04 February 2009). *The MediaOnline: The 'Pied Piper' of youth culture*. Available at: (<http://www.themediainline.co.za/themediainline/view/themediainline/en/page1353?oid=21429&sn=Detail>). [Date Accessed, 10 March 2009].
- Monash University, South Africa. (1 June 2007). *'Generation Next' brand survey results announced*. Available at: (http://www.monash.ac.za/news/2007/generation_next_brand_survey.html). [Date Accessed, 10 March 2009].
- Mosco, V. (1996). *The Critical political economy of Communication: Rethinking and Renewal*. London, Thousand Oaks and New Delhi: Sage.
- MXit. (2008). *What is MXit?* Available at: (<http://www.MXit.com/web/index.htm>). [Date Accessed, 3 February 2009].
- Norwood, G. (3 September 2008). *Maslow's Hierarchy of Needs*. Available at: (<http://www.deepermind.com/20maslow.htm>). [Date Accessed, 3 February 2009].
- O'Connell, M., Airey, R. (2005). *The Complete Encyclopaedia of Signs and Symbols*. London: Anness Publishing Ltd
- O'Sullivan, T., Hartley, J., Saunders, D., Montgomery, M., & Fiske, J. (1994). *Key concepts in communication and cultural studies. Second Edition*. London: Routledge.
- Pascal, B. (1966). *Pensées*, Vol. II, trans. A.J. Krailshiemer. Harmondsworth: Penguin.
- Peirce, C, S. (2004). *The Cambridge Companion to Peirce*. Misak, C. (ed) Cambridge: Cambridge University Press.

- point-topic.com. (2 October 2008). *South Africa Broadband Overview*. Available at: (<http://point-topic.com/content/operatorSource/profiles2/south-africa-broadband-overview.htm>). [Date Accessed, 19 April 2009].
- Rantanen, T. (2006). *The Media and Globalisation*. London: Sage.
- Rogers, C.S. (2004). *Love and Belongingness Definition*. Taken from: Personal and Interpersonal Psychology. Available at: (<http://psychology.calrog.com/lvbe-desc.html>). [Date Accessed, 3 February 2009].
- Ruggerone, L. (2006). *The simulated (fictitious) body: The production of women's images in fashion photography*. (http://www.sciencedirect.com/science?_ob=MIimg&_imagekey=B6VC3-4M936TM-21&_cdi=5943&_user=2822922&_orig=search&_coverDate=12%2F31%2F2006&_sk=999659993&view=c&wchp=dGLbVzb-zSkzV&md5=e6f052a5ad90effe11c9e854bdcf9e96&ie=/sdarticle.pdf). [Date Accessed, 18 September 2008].
- Samovar, L., Porter, R. (eds). (2000). *Intercultural Communication: An Introduction and Overview*. A Reader. Belmont: Wadsworth.
- Samovar, L., Porter, R. (2001). *Communication between Cultures*. Belmont: Wadsworth.
- Sauvé, P. (2004). *Globalisation, Audiovisual Industry and Cultural Diversity*. Barcelona (Spain): Forum Barcelona. The WTO Doha Round: What's at stake culturally?
- Scholte, J.A. (2000). What is happening? and What is "global" about Globalisation? *In Globalisation: A Critical introduction*. New York and London: Palgrave.
- Silverman, D. (2005). *Doing Qualitative Research: Second Edition*. London, Thousand Oaks and New Delhi: Sage.
- Simons, J.A., Irwin, D.B., Drinnien, B.A. (1987). *Maslow Hierarchy of Needs*. From Psychology - The Search for Understanding. West Publishing Company, New York. (<http://honolulu.hawaii.edu/intranet/committees/FacDevCom/guidebk/teachtip/maslow.htm>). [Date Accessed, 2 February 2009].
- Sirgy, J. M. (July 1986). *A Quality-of-Life Theory Derived from Maslow's Developmental Perspective: 'Quality' Is Related to Progressive Satisfaction of a Hierarchy of Needs, Lower Order and Higher*. Source: American Journal of Economics and Sociology, Vol. 45, No. 3. American Journal of Economics and Sociology, Inc. Available at :(<http://www.jstor.org/stable/3486692>). [Date Accessed, 15 September 2008].
- Sparks, G, G. (2006). *Media Effects Research: A Basic Overview: Second Edition*. California: Thomson Wadsworth.
- SouthAfrica.info Reporter. (3 January 2007). How to buy a cellphone in SA. Available at: (<http://www.southafrica.info/services/consumer/cellphones-howto.htm>). [Date Accessed, 16 April 2009].
- Stokes, J. (2003). *How to Do Media and Cultural Studies*. London, Thousand Oaks and New Delhi: Sage.

Searchmobilecomputing. (2008). *General Packet Radio Services (GPRS)*. Available at: (http://searchmobilecomputing.techtarget.com/sDefinition/0,,sid40_gci213689,00.html). [Date Accessed, 3 February 2009].

Steyn, C. (2 February 2009). *Mobile Marketing: It's all about matching brand offers to customers' lifestyles*. Available at: (<http://www.bizcommunity.com/Article/196/11/32224.html>). [Date Accessed, 10 March 2009].

Strelitz, L. (2005). *Mixed Reception: South African Youth and Their Experience of Global Media*. Johannesburg: UNISA Press.

The London School of Economics and Political Science - IT Training. (2006). *Get Started with Nvivo 7 - Introduction*. Available at: (<http://ittraining.lse.ac.uk/Documentation/Files/NVIVO-7-GSW.pdf>). [Date Accessed, 24 November 2008].

The Sunday Times. (25 May 2008). *About this Survey: Generation Next Youth Brand Survey*, p. 4.

The Sunday Times. (25 May 2008). *Generation Next Youth Brand Survey*. p. 1-16.

Thussu, D.I.K. (2006). Media on the move: Global flow and contra-flow. In *Mapping global media flow and contra flow*. London and New York: Routledge.

Tomaselli, K, G. (1996). *Appropriating Images: The Semiotics of Visual Representaion*. Denmark: Interventional Press.

Tomaselli, K, G., Dockney, J. (12 November 2008). *Fit for the Small(er) Screen: Film, Mobile TV and the new Individual Television Experience*. Presentation prepared for 2008 Film Indaba: 'Beyond 2010'. Sandton: Gauteng Film Commission.

Trochim, W. (2006). *Qualitative Approaches*. Available at: (<http://www.socialresearchmethods.net/kb/qualapp.php>). [Date Accessed, 6 May 2008].

UNESCO. (2002). *The Needs of Youth*. Available at: (<http://unesdoc.unesco.org/images/0012/001254/125433e.pdf>). Paris: Youth Co-ordination Unit of the Bureau of Strategic Planning United Nations Educational, Scientific and Cultural Organization. [Date Accessed, 26 April 2009].

University of KwaZulu-Natal. (2004). *Student Race & Gender Distribution for UKZN July 2004*. Taken from Management Information PDF. Available at: (https://dmi.ukzn.ac.za/downloads/stats_student.pdf). [Date Accessed, 6 November 2008].

University of Twente. (2004). *Uses and Gratifications Approach*. Available at: (http://www.tcw.utwente.nl/theorieenoverzicht/Theory%20clusters/Mass%20Media/Uses_and_Gratifications_Approach.doc/). [Date Accessed, 23 June 2008].

Van Cuilenburg, J. (1998). New Perspectives on Media Diversity. Towards A Critical-Rational Approach To Media Performance. In Y.N. Zassoursky and E. Vartanonva (eds.) *Changing Media and Communications*. Moscow: ICAR.

Woodward, K. (1997). *Identity and Difference*. London: Sage.

Youth Dynamix (n.d). *Complete Youth Solutions*. Available at: (<http://www.youthdynamix.co.za/>). [Date Accessed, 4 May 2009].

Appendices

Appendix A

Ethical Clearance Form



RESEARCH OFFICE (GOVAN MBEKI CENTRE)
WESTVILLE CAMPUS
TELEPHONE NO.: 031 – 2603587
EMAIL : ximbap@ukzn.ac.za

4 SEPTEMBER 2008

MR. SJ GRAINGER (204510340)
LITERARY STUDIES, MEDIA AND CREATIVE ARTS

Dear Mr. Grainger

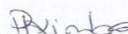
ETHICAL CLEARANCE APPROVAL NUMBER: HSS/0488/08M

I wish to confirm that ethical clearance has been approved for the following project:

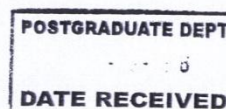
"Understanding youth consumer culture: A case study into the Cellular Communication Consumption Patterns of the South African Youth"

PLEASE NOTE: Research data should be securely stored in the school/department for a period of 5 years

Yours faithfully


.....
MS. PHUMELELE XIMBA

cc. Supervisor (Prof. R Teer-Tomaselli)
cc. Mrs. L Marriott



Appendix B

Letter of Informed Consent and Questionnaire Distributed to UKZN Students

Project Title:

Understanding Youth Consumer Culture: A Case Study into the Cellular Consumption Patterns of the South African Youth.

Aim of Project:

The aim of this project is to learn what uses and gratifications young people (aged 18-25) satisfy by consuming cellular phones and cellular service provider packages. Of equal weight it is important to understand how the youth interpret marketing messages from cellular companies and service providers in shaping their cellular consumption experiences. This questionnaire, therefore, provides an invaluable insight from the youth. Hopefully what will illuminate from this questionnaire are some of the deeper motivations for this youth bracket consuming cellular phones and packages. Simultaneously how this active consumption contributes to the fashioning of one's identity is of crucial importance.

Name:

Simon John Grainger

Affiliations:

University of KwaZulu-Natal

Contact Details:

Student Number: 204510340

Qualifications:

Bachelor of Social Science (Majors in Marketing, Media and Communications)
Bachelor of Social Science Honours (*Cum Laude*) (Cultural and Media Studies)

Cell : 0725315657
Email : 204510340@ukzn.ac.za

Project Supervisor:

Name : Professor Ruth Teer -Tomaselli
Tel : 031-2602525
Fax : 031-2601519
Email : teertoma@ukzn.ac.za

There are no payments or reimbursements of financial expenses incurred by subjects. The data gathered will come from the questionnaires distributed to the voluntary subjects and will be kept for a total of five years with the University of KwaZulu-Natal. This questionnaire assures confidentiality and anonymity.

If the subject decides not to participate this will not result in any form of disadvantage.

The subject is free to withdraw from the study at any stage and for any reason.

I (full name or participant) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project.

I understand that I am at liberty to withdraw from the project at any time, should I so desire.

SIGNATURE OF PARTICIPANT

DATE:

.....

Questionnaire

1) **Pseudonym:** (choose any name you wish, but keep to your own gender)

.....

Please tick appropriate box:

2) **Gender:**

Male	Female
------	--------

3) **Age:**

18	19	20	21	22	23	24	25
----	----	----	----	----	----	----	----

4) **Race:**

Black	Indian	Coloured	White	Other
-------	--------	----------	-------	-------

5) **How would you describe yourself?**

.....
.....
.....
.....
.....

6) **Why have you attended university?**

.....
.....
.....
.....

7) **Do you think you have different spending patterns to young people aged 18-25 who have not attended university? In what way does this show?**

.....
.....
.....
.....

8) How have institutions such as your family, education, friends and so forth influenced your consumer buying behaviour?

.....
.....
.....
.....

9) How do your spending patterns compare to young students of different groups (race, age, gender, income)?

.....
.....
.....
.....

10) Who is your cellular service provider?

MTN	Vodacom	Cell C	Virgin Mobile
-----	---------	--------	---------------

11) Are you on Prepaid or Contract?

Prepaid	Contract
---------	----------

12) Please mention the specific name? (e.g's - MTN Pay as you Go, MyCall 100, Vodacom Talk 120, Vodacom 4U)

.....

13) If you are on a prepaid/contract why have you chosen this option?

.....
.....
.....

14) What cell phone do you own?

.....

15) How did you get it?

.....
.....

16) How has advertising had an impact in your decision making when buying a cell-phone package?

.....
.....
.....

17) Why did you choose this brand of cell phone and cellular package over other options available?

.....
.....
.....

18) If you are on prepaid, how much airtime do you use up in an average month?

.....

19) If you are on contract, how much airtime do you receive and how much do you use up in an average month?

.....

20) Why do you own a cell phone?

.....
.....
.....

21) What features does your cell have that you use? Any features you wished it would have?

.....
.....
.....

22) Do you have any accessories for your cellular phone, if so, what?

.....
.....
.....

23) Do you use download any multi-media such as;

Ring - Tones	Wall - Papers	Screen - Savers	Sounds	Images	Games	Other
-----------------	------------------	--------------------	--------	--------	-------	-------

24) If you have chosen 'Other', please expand on what it is?

.....

25) How does your choice of downloads reflect your personality?

.....
.....
.....
.....

26) Do you use GPRS? What for?

.....
.....
.....

27)How does your cellular phone contribute to the way you see yourself?

.....
.....
.....

28) What do you spend your money on?

.....
.....
.....

Appendix C

Letter of Informed Consent and Questions Distributed to Marketers and Response

Project Title:

Understanding Youth Consumer Culture: A Case Study into the Cellular Consumption Patterns of the South African Youth.

Aim of Project:

I am currently reading towards my Masters Degree in Media and Communication. My topic strives to understand what uses and gratifications young people (aged 18-25) satisfy by consuming cellular phones and cellular service provider packages. The scope of this topic specifically examines an upper socio-economic youth bracket, irrespective of race and gender. What I am trying to assess is how this niche are marketed to? In this regard, email correspondence with marketing managers from cellular service providers will provide valuable insight. Of equal weight, I have handed out questionnaires to a sample of this niche market to elicit their perceptions of themselves through cellular consumption. It is through this cellular consumption (from marketers and marketed) that I will acquire perspective into grasping some of the central aspects to youth consumer culture.

Name:

Simon John Grainger

Affiliations:

University of KwaZulu-Natal (UKZN)

Contact Details:

Student Number: 204510340

Qualifications:

Bachelor of Social Science (Majors in Marketing, Media and Communications)
Bachelor of Social Science Honours (*Cum Laude*) (Cultural and Media Studies)

Cell : 0725315657

Email : 204510340@ukzn.ac.za

Project Supervisor:

Name : Professor Ruth Teer -Tomaselli
Tel : 031-2602525
Fax : 031-2601519
Email : teertoma@ukzn.ac.za

There are no payments, reimbursements or financial expenses incurred by subjects. The data gathered from this email will be kept for a total of five years with the University of KwaZulu-Natal. This email assures confidentiality and anonymity.

If the subject decides not to participate this will not result in any form of disadvantage.

The subject is free to withdraw from the study at any stage and for any reason.

I (full name of participant) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project.

I understand that I am at liberty to withdraw from the project at any time, should I so desire.

SIGNATURE OF PARTICIPANT

DATE:

.....

Questions and Response

1. In targeting your youth market around the ages of 18-25, irrespective of race and gender, how do you perceive this group?

I see this group as the older segment in the generation of user generated content, I see a mixed bag of music styles and fashion sense. I think they are more environmentally aware than earlier generations of this age group. I think they are under extreme political pressure under our new regime, and political correctness is a big responsibility that they have to bear. I don't see the white part of the generation as having confidence in the future of the country, but I think this is different for the black segment that may see many opportunities. I also see this group as entrepreneurial out of necessity. If you had to ask me what I think defines them as consumers is that they dictate their own rules, they are more patriotic than earlier generations of the same age in terms of brands (especially fashion), they are heavy users of digital technology (especially mobile) and have great access to information. They are informed consumers because of this. I think generally they are more sexually promiscuous than we would like them to be.

2. Does this perception change if you were to consider a higher socio-economic/more affluent bracket?

Yes, I believe the upper income segment is more educated, and less patriotic.

3. Why do you think this market use cellular phones?

SMS and Phone, MXIT.

4. Why have amongst the youth market chosen you as their cellular provider?

The global brand and cheaper rates.

5. What is central in convincing this niche to choose your brand as their cellular provider over the competition?

They need to save money, they are not earning yet, SMSs offers are appealing, and value for money offers are appealing, it is important from a marketing perspective though, to be credible, and connect with them on a lifestyle level, as well as through channels that they understand (digital media and experiential marketing).

6. What are the packages that you are promoting to this niche market?

All packages are the same on Virgin Mobile - it is not really divided per segment, but basically the offer at the moment is about limited SMSs. Funky, exclusive handsets are also appealing.

7. What makes these packages suited to your market?

They meet the needs of the market, in a simple, exciting, understandable way.

8. Which cellular phones and packages are the most popular in this niche market?

I believe downloads and SMS-based packages are the most appealing.

9. What are your reasons for this?

They are the consumers of the digital age; content is a popular word in their vocabulary.

10. Do you think this market use all the features offered in the phones promoted?

Most, but not really the business applications, though I don't think they own business phone models.

Appendix D

Email response from Vodacom

Simon Grainger

From: "Mari-louise Esterhuizen" <Mari-Louise.Esterhuizen@vodacom.co.za>
To: <grainger@zulucom.net>
Sent: 14 August 2008 04:17 PM
Attach: Letter of Informed Consent and Questions.doc
Subject: Vodacom response

Dear Simon

-

RE: PARTICIPATION IN RESEARCH

Thank you for considering Vodacom for participation in your research.

Unfortunately we will need to decline the opportunity in line with company policy.

Please feel free to visit www.vodacom.co.za where you'll find information relating to Vodacom as a company and the products and services on offer to our customers, as well as www.vodacom.com for Vodacom's 2008 Annual report which will provide you with additional information.

We hope you find the above of interest and that this information will aid your research.

We again thank you for your interest in Vodacom.

Yours sincerely

Dot Field
Chief Communications Officer
Vodacom Group

E-mails to MTN (1 of 2)

Novell WebAccess

Page 1 of 1

Mail Message

N



Mail Properties

From: Simon Grainger

Monday - June 23,
2008 3:36 PM

To: diab_l@mtn.co.za

Subject: Questions

Attachments: Letter of Informed Consent and Questions.doc (28160 bytes) [View] [Open] [Save As]

Good afternoon Mrs. Diab

Attached is the Informed Consent and Questions.

Thank you so much for your time!

Regards,
Simon Grainger

E-mails to MTN (2 of 2)

US

Search MTN...

[Home](#) [About MTN](#) [Products & Services](#) [MyMTN](#) [MTNLoaded](#) [Business Solutions](#) [Partn](#)

[Home / Support / Contact us](#)

Get MTNLoaded!



Shortcuts

Contact Us

Sometimes, all we need is human contact. Using our online feedback form, email or your MTN cellphone, contact us. We'd like to hear from you.

Required Information

Name:	<input type="text" value="Simon Grainger"/>
Cell Phone Number:	<input type="text" value="072 531 56 57"/>
e-Mail address:	<input type="text" value="204510340@ukzn.ac.za"/>
Subject:	<input type="text" value="Other"/>
Your message to us:	<input type="text" value="Dear Sir/Madam

I am a Masters Media student at the University of KwaZulu-Natal (UKZN). I am currently researching South African youth and their cellular phone consumption. I"/>

[Next](#)

Optional Information

LandLine Number:

Email to CellC

Novell WebAccess

Page 1 of 1

Mail Message

N

  Reply   Resend  Read Later  Delete 

Mail Properties

From: Simon Grainger

Sunday - January 18,
2009 6:38 PM

To: vsantu@cellc.co.za

Subject: Att: Mr. Santu

Attachments: Letter of Informed Consent and Questions.doc (28672 bytes) [View] [Open] [Save As]

Dear Mr. Santu

I am a Masters Media student at the University of KwaZulu Natal (UKZN). I am currently researching South African youth and their cellular phone consumption. Attached are some questions that I would like to understand better from CellC's marketing perspective. If it is possible could these questions be answered?

Thank you for your time!

Warm regards,
Simon Grainger

<https://dbnwebacc3.ukzn.ac.za/gw/webacc?action=Item.Read&User.context=fs5vybN...> 2009/02/04

E-mails to Virgin Mobile (1 of 2)

Novell WebAccess

Page 1 of 1

Mail Message



Reply ▾ Resend Read Later Delete ▾

Mail Properties

From: Simon Grainger

Sunday - January 18,
2009 6:48 PM

To: pressoffice@virginmobile.co.za

Subject: Virgin Mobile Marketing Questions

Attachments: Letter of Informed Consent and Questions.doc (28785 bytes) [View] [Open] [Save As]

Dear Sir/Madam

I am a Masters Media student at the University of KwaZulu-Natal (UKZN). I am currently researching South African youth and their cellular phone consumption.

Attached are some questions that I would like to understand better from Virgin Mobile's marketing perspective.

If it is possible could these questions be answered?

Thank you for your time!

Regards,
Simon Grainger

E-mails to Virgin Mobile (2 of 2)

Novell WebAccess

Page 1 of 1

Mail Message

N

  Reply ▾  Resend  Read Later  Delete ▾ 

Mail Properties

From: Simon Grainger

Thursday - January 22,
2009 12:11 AM

To: CustomerCare@virginmobile.co.za

Subject: Virgin Mobile Marketing Questions

Attachments: Letter of Informed Consent and Questions.doc (28672 bytes) [View] [Open] [Save As]

Dear Sir/Madam

I am a Masters Media student at the University of KwaZulu-Natal (UKZN). I am currently researching South African youth and their cellular phone consumption. Attached are some questions that I would like to understand better from Virgin Mobile's marketing perspective. If it is possible could these questions be answered?

Thank you for your time!

Regards,
Simon Grainger

<https://dbnwebacc3.ukzn.ac.za/gw/webacc?action=Item.Read&User.context=fs5vybN...> 2009/02/04

Appendix E

Key to Understanding the SPSS Table

Each category was allocated a specific number that was entered into SPSS. Take for example the first question. This asked the gender of the respondent. If the respondent stated that they were a Male, the number 1 was given. If the respondent stated that they were Female, the number 2 was given. Once all the entries were submitted, bar graphs and statistical boxes were incorporated in the Research Results/Discussion. The data behind this is demonstrated in the Table Key which follows.

Questions and Responses:

1. Gender:

1 = Male

2 = Female

2. Age:

1 = Age 18

2 = Age 19

3 = Age 20

4 = Age 21

5 = Age 22

6 = Age 23

7 = Age 24

8 = Age 25

3. Race:

1 = Black

2 = Indian

3 = Coloured

4 = White

5 = Other

4. How would you describe yourself?

1 = Extrovert

2 = Religious

3 = Fun

4 = Independent

5 = Intelligent

6 = Lazy

- 7 = Focused
- 8 = Introvert
- 9 = Interests
- 10 = Active
- 11 = Other
- 12 = N/A

5. Why have you attended university?

- 1 = Degree
- 2 = Knowledge
- 3 = Independence
- 4 = Experience
- 5 = Improve Job Prospects
- 6 = Differentiate from Matric Certificate
- 7 = Forced
- 8 = N/A

6. Do you think you have different spending patterns to young people aged 18-25 who have not attended university? In what way does this show?

- 1 = Non-Students-Spend Less
- 2 = Non-Students-Have Different Needs/Wants
- 3 = University Students-Spend More
- 4 = University Students-More Informed/Careful
- 5 = Other
- 6 = N/A

7. How have institutions such as your family, education, friends and so forth influenced your consumer buying behaviour?

- 1 = Family Entrenching Diligent Consumption Habits
- 2 = Family Brands Influencing Product Selection
- 3 = Friends Increase Spending
- 4 = Other
- 5 = N/A

8. How do your spending patterns compare to young students of different groups (race, age, gender, income)?

- 1 = Budget Focused
- 2 = Part Time Work-Higher Disposable Income
- 3 = No Difference
- 4 = Based on Income
- 5 = Disadvantaged-Spend Less
- 6 = Race-Not Important
- 7 = Richer-Higher Spending
- 8 = Older-Higher Spending
- 9 = N/A

9. Who is your cellular service provider?

- 1 = MTN
- 2 = Vodacom
- 3 = CellC
- 4 = Virgin Mobile

10. Are you on Prepaid or Contract?

- 1 = Prepaid
- 2 = Contract

11. Please mention the specific name? (e.g's - MTN Pay as you Go, MyCall 100, Vodacom Talk 120, Vodacom 4U)

Specific Name of Prepaid or Contract package listed

12. If you are on a prepaid/contract why have you chosen this option?

1 = Prepaid-Convenience

2 = Prepaid-Budget/Less Binding

3 = Contract-Convenience/Better Deals

4 = N/A

13. What cellular phone brand do you own?

Specific Brand Name of Cellular Phone listed

14. How did you get it?

1 = Bought

2 = Parents/Family

3 = Free Through Contract/Upgrade

4 = Gift

5 = N/A

15. If you are on prepaid, how much airtime to you use up in an average month?

1 = Not on Prepaid

2 = Average R50

3 = Average R100

4 = Average R200

5 = Average R300

6 = Average R500

7 = Above R500

16. If you are on contract, how much airtime do you receive and how much do you use up in an average month?

- 1 = Not on Contract
- 2 = Average R100
- 3 = Average R200
- 4 = Average R300
- 5 = Average R500
- 6 = Above R500

17. Why do you own a cell phone?

- 1 = Contact Primarily
- 2 = Entertainment Primarily
- 3 = Contact/Entertainment
- 4 = Emergencies Primarily
- 5 = N/A

18. Do you have any accessories for your cellular phone, if so, what?

- 1 = None
- 2 = One Item
- 3 = Two or More Items

19. Do you use download any multi-media such as; If you have chosen 'Other', please expand on what it is?

- 1 = None
- 2 = One Item
- 3 = Two or More Items

20. How does your choice of downloads reflect your personality?

- 1 = Reflects Taste/Interests in Music/Images etc
- 2 = Shows Your Character
- 3 = Technologically Orientated
- 4 = N/A

21. How does your cellular phone contribute to the way you see yourself?

- 1 = Pride/Status
- 2 = Group Association
- 3 = Basic Necessity
- 4 = Uniqueness
- 5 = Personality
- 6 = Preference
- 7 = No
- 8 = Connected
- 9 = N/A

22. Do you use GPRS? What for?

- 1 = No
- 2 = Navigation
- 3 = Mxit/Facebook
- 4 = N/A

23. What do you spend your money on?

- 1 = One Item
- 2 = Two or More Items
- 3 = N/A

24. How has advertising had an impact in your decision making when buying a cellular phone package?

1 = Desire/Persuasion

2 = Product Awareness

3 = Brand Loyalty

4 = Free Products

5 = Affordable

6 = N/A

25. Why did you choose this brand of cell phone and cellular package over other options available?

1 = Has Exact Features

2 = Status Orientated

3 = Has Exact Features/Status Orientated

4 = Did Not Choose

5 = Convenience

6 = Did Not Know

7 = Lifestyle

8 = Affordable

9 = Quality Brand

10 = Has Network Coverage

11 = N/A

Appendix F

The SPSS Table

Attached are all the entries submitted in to SPSS which cover Questions 1 to 27. Please note, however, that Question 1 asked for a pseudonym that was gender specific and was only applied if the respondent had made a useful statement which is supported in the text. Question 21 was found to be ambiguous and, therefore, was omitted.

SPSS

1 of 12

Questionnaire Collection.sav

	Q1	Q2	Q3	Q4	Q5	Q6	Q7
1 Babon		2.00	8.00	1.00	2	2.00	3.00
2 ByuT		2.00	3.00	1.00	1	1.00	4.00
3 Statik		1.00	3.00	2.00	1	4.00	2.00
4 Nick		1.00	2.00	2.00	3	1.00	5.00
5 Lauren		2.00	2.00	2.00	1	1.00	4.00
6 Larry		1.00	4.00	1.00	11	6.00	3.00
7 Jack		1.00	2.00	2.00	1	6.00	4.00
8 Puleng		1.00	3.00	1.00	5	2.00	1.00
9 Jim		1.00	5.00	1.00	10	6.00	3.00
10 Thandi		2.00	3.00	1.00	2	6.00	3.00
11 Vanessa		2.00	3.00	1.00	1	8.00	3.00
12 Emmy		2.00	2.00	1.00	1	2.00	5.00
13 Lisa		2.00	2.00	4.00	4	1.00	3.00
14 Catherin		2.00	3.00	4.00	4	6.00	5.00
15 Denim		2.00	2.00	4.00	1	1.00	4.00
16 Jane		2.00	4.00	1.00	1	7.00	3.00
17 Sipho		1.00	5.00	1.00	7	2.00	5.00
18 Salz		2.00	2.00	2.00	7	2.00	3.00
19 Rose		2.00	4.00	1.00	1	1.00	2.00
20 Thando		2.00	2.00	1.00	7	1.00	3.00
21 Candy		2.00	5.00	4.00	10	8.00	2.00
22 Nirisha		2.00	2.00	2.00	1	1.00	2.00
23 Kivi		2.00	2.00	2.00	1	6.00	3.00
24 Brian		1.00	4.00	4.00	4	6.00	2.00
25 Bee		2.00	2.00	2.00	2	1.00	4.00
26 Nadia		2.00	2.00	5.00	12	10.00	5.00
27 Tutu		2.00	3.00	1.00	1	6.00	2.00
28 Moreen		2.00	2.00	1.00	1	1.00	3.00
29 Noon		1.00	5.00	1.00	3	1.00	6.00
30 Moon		2.00	2.00	1.00	1	6.00	3.00
31 Lethiwe		2.00	5.00	1.00	3	1.00	4.00
32 Pretty		2.00	6.00	1.00	5	2.00	3.00
33 Smalldro		1.00	4.00	4.00	10	6.00	5.00
34 Bill		1.00	2.00	4.00	10	1.00	5.00
35 Habibi		1.00	2.00	2.00	12	1.00	5.00
36 Philomon		1.00	3.00	1.00	1	6.00	5.00
37 Sne		2.00	2.00	1.00	8	1.00	4.00
38 Emma		2.00	4.00	5.00	7	3.00	5.00
39 Bob		1.00	5.00	1.00	8	2.00	4.00
40 Yoliswa		2.00	1.00	1.00	5	6.00	4.00
41 Sile		2.00	4.00	1.00	1	6.00	3.00
42 Dexter		1.00	2.00	4.00	7	6.00	5.00

SPSS

2 of 12

Questionnaire Collection.sav

	Q8	Q9	Q10	Q11	Q12	Q13	Q14
1	1.00	3.00	2.00	1.00	Voda4U	2.00	Noki1821
2	1.00	1.00	2.00	1.00	Voda4U	4.00	SamE340
3	2.00	10.00	2.00	2.00	VoWeekEv	4.00	S.Ew910i
4	1.00	2.00	2.00	1.00	Voda4U	2.00	Nokia
5	3.00	3.00	1.00	1.00	M-CalPeS	2.00	NokiaN70
6	1.00	5.00	1.00	1.00	MTNPAUG	1.00	Motorola
7	3.00	1.00	2.00	1.00	VodaTopU	2.00	S.Ek800i
8	1.00	9.00	2.00	1.00	Voda4U	2.00	SamE250
9	1.00	3.00	2.00	1.00	Voda4U	2.00	Noki1200
10	2.00	2.00	2.00	1.00	Voda4U	2.00	LG290
11	2.00	10.00	2.00	1.00	Voda4U	2.00	Motav360
12	3.00	8.00	2.00	1.00	Voda4U	2.00	MotaL7
13	2.00	1.00	2.00	1.00	Voda4U	2.00	S.Ew550i
14	1.00	9.00	2.00	2.00	VodaFamT	3.00	SamE250
15	1.00	1.00	1.00	1.00	MTNPAUG	1.00	Alcat756
16	3.00	5.00	2.00	1.00	Voda4U	2.00	MotaV360
17	1.00	4.00	2.00	1.00	Voda4U	2.00	MotaV350
18	1.00	10.00	2.00	1.00	Voda4U	2.00	Sony_E
19	3.00	9.00	1.00	1.00	MTNZone	2.00	LGKG290
20	1.00	10.00	2.00	1.00	Voda4U	2.00	Noki2310
21	2.00	1.00	3.00	1.00	CellC	1.00	Nokia
22	2.00	2.00	1.00	2.00	MTNMC10	3.00	Noki6300
23	1.00	1.00	2.00	1.00	Voda4U	2.00	Samsung
24	1.00	6.00	1.00	1.00	MTNPAUG	4.00	MotC123
25	1.00	1.00	1.00	1.00	MTNPAUG	1.00	NOK5310
26	4.00	8.00	2.00	1.00	Voda4U	1.00	NokiaN70
27	3.00	5.00	1.00	1.00	MTNPAUG	2.00	Noki6288
28	4.00	3.00	1.00	1.00	MTNZone	2.00	NokiaN70
29	1.00	3.00	2.00	1.00	Voda4U	2.00	LG
30	3.00	3.00	2.00	1.00	Voda4U	2.00	Samsung
31	1.00	5.00	3.00	1.00	CellCPAU	1.00	SamE250
32	3.00	8.00	2.00	1.00	Voda4U	1.00	Noki6510
33	4.00	10.00	2.00	1.00	Voda4U	2.00	Nokia
34	1.00	2.00	1.00	1.00	MTNPAUG	2.00	SamE370
35	4.00	10.00	2.00	1.00	Voda4U	2.00	Samsung
36	1.00	8.00	2.00	2.00	VodaTa30	4.00	Nok6230i
37	1.00	1.00	1.00	1.00	MTNPAUG	2.00	Noki3200
38	1.00	10.00	3.00	1.00	CellCPAU	2.00	Nokia
39	1.00	10.00	1.00	1.00	MTNPAUG	4.00	Noki2300
40	1.00	10.00	1.00	1.00	MTNZone	2.00	SamE370
41	1.00	8.00	1.00	1.00	MTNPAUG	2.00	Nokia
42	4.00	10.00	4.00	2.00	VirTopUp	3.00	S.EW810i

SPSS

3 of 12

Questionnaire Collection.sav

	Q15	Q16	Q17	Q18	Q19	Q20	Q21
1	1.00	6.00	3.00	3.00	1.00	3.00	1.00
2	1.00	3.00	4.00	2.00	1.00	1.00	2.00
3	3.00	2.00	9.00	1.00	6.00	3.00	2.00
4	1.00	2.00	7.00	7.00	1.00	4.00	3.00
5	4.00	2.00	6.00	4.00	1.00	3.00	1.00
6	1.00	2.00	8.00	5.00	1.00	1.00	2.00
7	3.00	2.00	7.00	4.00	1.00	1.00	1.00
8	1.00	5.00	8.00	3.00	1.00	3.00	1.00
9	1.00	2.00	9.00	2.00	1.00	1.00	1.00
10	1.00	2.00	2.00	2.00	1.00	3.00	3.00
11	1.00	2.00	10.00	2.00	1.00	1.00	1.00
12	4.00	5.00	4.00	4.00	1.00	3.00	1.00
13	4.00	2.00	8.00	2.00	1.00	1.00	3.00
14	3.00	2.00	1.00	1.00	4.00	1.00	1.00
15	4.00	1.00	1.00	2.00	1.00	1.00	1.00
16	1.00	1.00	8.00	4.00	1.00	1.00	1.00
17	1.00	1.00	1.00	3.00	1.00	1.00	3.00
18	4.00	2.00	1.00	3.00	1.00	1.00	1.00
19	1.00	3.00	9.00	2.00	1.00	1.00	1.00
20	1.00	2.00	9.00	2.00	1.00	1.00	3.00
21	1.00	6.00	8.00	4.00	1.00	1.00	1.00
22	3.00	3.00	9.00	1.00	5.00	3.00	1.00
23	4.00	6.00	1.00	2.00	1.00	1.00	1.00
24	1.00	6.00	8.00	5.00	1.00	1.00	1.00
25	4.00	2.00	9.00	2.00	1.00	1.00	3.00
26	1.00	6.00	9.00	5.00	1.00	1.00	1.00
27	1.00	1.00	1.00	3.00	1.00	3.00	2.00
28	1.00	2.00	9.00	3.00	1.00	1.00	1.00
29	4.00	1.00	4.00	4.00	1.00	1.00	1.00
30	2.00	1.00	6.00	2.00	1.00	3.00	1.00
31	2.00	6.00	11.00	3.00	1.00	1.00	1.00
32	1.00	3.00	7.00	2.00	1.00	1.00	1.00
33	4.00	6.00	1.00	2.00	1.00	2.00	1.00
34	4.00	6.00	9.00	2.00	1.00	3.00	1.00
35	2.00	6.00	7.00	4.00	1.00	1.00	1.00
36	2.00	1.00	5.00	1.00	7.00	1.00	2.00
37	2.00	6.00	1.00	2.00	1.00	1.00	2.00
38	3.00	6.00	8.00	5.00	1.00	1.00	3.00
39	1.00	6.00	9.00	2.00	1.00	1.00	1.00
40	2.00	1.00	3.00	3.00	1.00	3.00	2.00
41	2.00	2.00	9.00	7.00	1.00	5.00	2.00
42	3.00	2.00	9.00	1.00	4.00	1.00	1.00

2008/07/28 06:42:24 PM

3/12

SPSS

4 of 12

Questionnaire Collection.sav

	Q22	Q23	Q24	Q25	Q26	Q27
1	3.00	2.00	4.00	4.00	1.00	3.00
2	3.00	2.00	1.00	1.00	3.00	3.00
3	3.00	2.00	1.00	1.00	4.00	3.00
4	3.00	1.00	1.00	2.00	5.00	3.00
5	3.00	2.00	2.00	1.00	9.00	3.00
6	3.00	2.00	3.00	1.00	5.00	3.00
7	3.00	2.00	1.00	1.00	3.00	3.00
8	3.00	2.00	2.00	1.00	1.00	2.00
9	2.00	2.00	1.00	1.00	7.00	3.00
10	3.00	1.00	4.00	4.00	9.00	3.00
11	2.00	2.00	2.00	3.00	7.00	2.00
12	3.00	1.00	1.00	3.00	5.00	3.00
13	3.00	1.00	1.00	2.00	5.00	3.00
14	3.00	1.00	1.00	2.00	2.00	3.00
15	3.00	2.00	2.00	4.00	8.00	3.00
16	3.00	2.00	1.00	3.00	3.00	3.00
17	3.00	1.00	2.00	3.00	8.00	3.00
18	3.00	1.00	1.00	1.00	5.00	3.00
19	3.00	2.00	4.00	1.00	9.00	3.00
20	2.00	2.00	1.00	1.00	8.00	2.00
21	1.00	2.00	4.00	1.00	7.00	3.00
22	2.00	2.00	1.00	1.00	8.00	3.00
23	1.00	2.00	4.00	1.00	7.00	3.00
24	2.00	2.00	4.00	2.00	9.00	3.00
25	3.00	2.00	2.00	1.00	4.00	3.00
26	3.00	1.00	2.00	1.00	7.00	3.00
27	3.00	2.00	2.00	1.00	2.00	3.00
28	3.00	2.00	2.00	1.00	5.00	3.00
29	3.00	2.00	1.00	1.00	7.00	3.00
30	2.00	2.00	1.00	1.00	8.00	3.00
31	1.00	2.00	1.00	3.00	8.00	3.00
32	1.00	2.00	4.00	4.00	4.00	3.00
33	1.00	2.00	4.00	1.00	7.00	3.00
34	2.00	2.00	1.00	2.00	8.00	3.00
35	3.00	1.00	2.00	1.00	5.00	3.00
36	3.00	2.00	1.00	2.00	3.00	3.00
37	1.00	2.00	4.00	2.00	5.00	3.00
38	1.00	2.00	4.00	4.00	7.00	3.00
39	1.00	2.00	4.00	1.00	7.00	3.00
40	3.00	2.00	2.00	3.00	1.00	3.00
41	3.00	2.00	4.00	4.00	4.00	3.00
42	1.00	1.00	2.00	2.00	3.00	3.00

SPSS

5 of 12

Questionnaire Collection.sav

	Q1	Q2	Q3	Q4	Q5	Q6	Q7
43	Terushay	2.00	2.00	2.00	1	6.00	3.00
44	MrsBrown	2.00	3.00	2.00	1	1.00	5.00
45	Leyya	2.00	2.00	2.00	3	1.00	5.00
46	Lila	2.00	4.00	2.00	8	1.00	2.00
47	Cindy	2.00	2.00	5.00	4	8.00	5.00
48	Lindsay	2.00	4.00	1.00	8	6.00	3.00
49	Zingisa	2.00	8.00	1.00	1	1.00	5.00
50	Grimm	1.00	3.00	1.00	7	1.00	4.00
51	Kenzo	1.00	2.00	1.00	7	6.00	4.00
52	Saroma	2.00	2.00	1.00	1	8.00	4.00
53	Bianca	2.00	2.00	2.00	1	1.00	3.00
54	G	2.00	2.00	1.00	7	1.00	5.00
55	Stomy	2.00	6.00	1.00	1	2.00	3.00
56	JuJu	1.00	3.00	1.00	1	2.00	5.00
57	Author	1.00	4.00	4.00	11	2.00	4.00
58	Tinkerbe	2.00	3.00	2.00	4	1.00	5.00
59	Alex	2.00	2.00	1.00	8	8.00	3.00
60	Thabo	1.00	5.00	1.00	4	1.00	4.00
61	Sonic	1.00	3.00	2.00	11	4.00	1.00
62	Lolo	2.00	1.00	2.00	5	1.00	5.00
63	Xolo	2.00	2.00	1.00	3	1.00	2.00
64	Rambo	1.00	3.00	1.00	3	1.00	5.00
65	Justin	1.00	3.00	4.00	1	1.00	5.00
66	Ziyaad	1.00	1.00	2.00	1	2.00	5.00
67	Shay	2.00	3.00	2.00	13	1.00	3.00
68	Salachi	2.00	4.00	3.00	1	1.00	5.00
69	Pooja	2.00	5.00	2.00	4	2.00	2.00
70	Logie	1.00	2.00	2.00	1	1.00	2.00
71	Sonia	2.00	3.00	2.00	1	1.00	5.00
72	Tashni	1.00	2.00	2.00	1	1.00	3.00
73	Mihla	2.00	2.00	2.00	1	1.00	4.00
74	Chino	1.00	2.00	2.00	1	1.00	5.00
75	Ashley	1.00	2.00	3.00	1	1.00	2.00
76	Maru	2.00	4.00	1.00	1	1.00	5.00
77	Lindo	2.00	4.00	1.00	1	8.00	4.00
78	Lyn	2.00	3.00	2.00	1	1.00	2.00
79	Carol	2.00	5.00	2.00	1	8.00	5.00
80	Zaru	2.00	4.00	4.00	1	1.00	5.00
81	Mary1	2.00	4.00	4.00	8	6.00	5.00
82	Mary2	2.00	3.00	1.00	6	1.00	4.00
83	Tammy	2.00	3.00	4.00	3	1.00	3.00
84	Matt	1.00	4.00	4.00	13	1.00	5.00

2008/07/28 06:42:24 PM

5/12

SPSS

6 of 12

Questionnaire Collection.sav

	Q8	Q9	Q10	Q11	Q12	Q13	Q14
43	3.00	3.00	1.00	2.00	MTNMC10	3.00	Motav360
44	4.00	10.00	1.00	1.00	MTNPAUG	2.00	SamE250
45	3.00	8.00	2.00	1.00	VodaTopU	2.00	NokiN73
46	3.00	8.00	2.00	2.00	VodaTopU	3.00	Noki6680
47	1.00	2.00	2.00	1.00	Voda4U	2.00	Noki6500
48	3.00	8.00	2.00	1.00	Voda4U	2.00	SamE250
49	3.00	3.00	1.00	1.00	MTNPAUG	2.00	SamE530
50	1.00	10.00	2.00	1.00	Voda4U	2.00	Noki3250
51	1.00	10.00	2.00	1.00	Voda4U	2.00	SamgE250
52	1.00	3.00	1.00	1.00	MTNPSC	2.00	S.EW300i
53	2.00	3.00	1.00	2.00	MTNMC10	3.00	NokiaN81
54	1.00	3.00	1.00	1.00	MTNPAUG	2.00	MotaV360
55	1.00	5.00	2.00	1.00	Voda4U	2.00	MotW220i
56	4.00	8.00	1.00	2.00	MTNContr	3.00	NokiaN90
57	1.00	2.00	2.00	2.00	VodaFTU	3.00	S.EKT50i
58	4.00	9.00	1.00	2.00	MTNMC10	3.00	S.EK810i
59	1.00	8.00	2.00	2.00	VodTU135	3.00	Noki6234
60	1.00	8.00	2.00	1.00	Voda4U	2.00	Noki2300
61	1.00	10.00	1.00	2.00	MTNMC10	3.00	NokiN70
62	5.00	8.00	2.00	1.00	Voda4U	2.00	LGKG290
63	4.00	10.00	1.00	1.00	MTNZone	2.00	SamD900i
64	1.00	3.00	1.00	1.00	MTNPAUG	2.00	Motv360v
65	3.00	1.00	2.00	1.00	Voda4U	2.00	Noki6820
66	4.00	10.00	2.00	2.00	VodaT120	1.00	Sony.E
67	1.00	10.00	3.00	2.00	CellCCCh	1.00	Nokia
68	1.00	10.00	1.00	1.00	MTNPAUG	1.00	Noki6288
69	4.00	9.00	2.00	1.00	Voda4U	2.00	S.EW660i
70	2.00	10.00	1.00	1.00	MTNPAUG	2.00	Noki3200
71	4.00	3.00	2.00	2.00	VodaT200	3.00	Noki6680
72	1.00	3.00	2.00	1.00	Voda4U	2.00	MotV3Raz
73	1.00	2.00	1.00	1.00	MTNPAUG	2.00	NokiN81
74	1.00	10.00	1.00	1.00	MTNPAUG	2.00	Noki6500
75	4.00	3.00	1.00	1.00	MTNPAUG	2.00	SamgD600
76	1.00	8.00	2.00	1.00	Voda4U	2.00	LG35
77	2.00	10.00	1.00	1.00	MTNPAUG	2.00	MotaV3
78	3.00	3.00	1.00	1.00	MTNPAUG	2.00	SamgD600
79	4.00	10.00	2.00	1.00	Voda4U	2.00	Nok6230i
80	4.00	10.00	2.00	2.00	Voda4U	3.00	Sony.E
81	3.00	10.00	2.00	2.00	VodTU135	3.00	Noki6680
82	1.00	1.00	1.00	1.00	MTNPAUG	2.00	Samsung
83	2.00	3.00	1.00	1.00	MTNPAUG	2.00	S.EW800i
84	1.00	3.00	1.00	2.00	MTNPAUG	3.00	Noki6120

SPSS

7 of 12

Questionnaire Collection.sav

	Q15	Q16	Q17	Q18	Q19	Q20	Q21
43	1.00	2.00	8.00	1.00	3.00	1.00	2.00
44	2.00	4.00	8.00	4.00	1.00	3.00	2.00
45	4.00	2.00	10.00	4.00	1.00	3.00	2.00
46	3.00	2.00	1.00	1.00	3.00	3.00	1.00
47	3.00	2.00	9.00	3.00	1.00	3.00	1.00
48	4.00	1.00	1.00	4.00	1.00	1.00	2.00
49	1.00	2.00	1.00	4.00	1.00	1.00	3.00
50	2.00	6.00	4.00	2.00	1.00	1.00	3.00
51	1.00	2.00	8.00	3.00	1.00	1.00	2.00
52	2.00	2.00	7.00	2.00	1.00	1.00	3.00
53	3.00	6.00	9.00	1.00	7.00	1.00	3.00
54	4.00	2.00	9.00	2.00	1.00	1.00	1.00
55	4.00	6.00	4.00	2.00	1.00	1.00	1.00
56	3.00	2.00	9.00	1.00	4.00	1.00	2.00
57	3.00	6.00	1.00	1.00	4.00	1.00	1.00
58	3.00	2.00	1.00	1.00	4.00	3.00	3.00
59	2.00	6.00	9.00	1.00	5.00	3.00	1.00
60	1.00	5.00	9.00	3.00	1.00	1.00	1.00
61	3.00	4.00	1.00	1.00	4.00	1.00	2.00
62	2.00	2.00	9.00	2.00	1.00	3.00	1.00
63	2.00	2.00	9.00	3.00	1.00	1.00	2.00
64	4.00	2.00	7.00	2.00	1.00	5.00	1.00
65	4.00	2.00	9.00	4.00	1.00	1.00	1.00
66	2.00	6.00	9.00	1.00	5.00	1.00	3.00
67	5.00	5.00	11.00	1.00	4.00	1.00	1.00
68	4.00	2.00	8.00	3.00	1.00	3.00	2.00
69	4.00	5.00	9.00	2.00	1.00	1.00	3.00
70	4.00	6.00	5.00	2.00	1.00	1.00	1.00
71	3.00	6.00	9.00	1.00	4.00	1.00	1.00
72	2.00	1.00	7.00	2.00	1.00	1.00	1.00
73	3.00	2.00	8.00	1.00	5.00	1.00	1.00
74	4.00	6.00	9.00	4.00	1.00	1.00	3.00
75	4.00	2.00	2.00	4.00	1.00	1.00	3.00
76	4.00	5.00	9.00	4.00	1.00	1.00	1.00
77	1.00	1.00	9.00	6.00	1.00	1.00	1.00
78	2.00	2.00	9.00	2.00	1.00	1.00	1.00
79	2.00	6.00	9.00	2.00	1.00	1.00	1.00
80	2.00	2.00	9.00	1.00	5.00	1.00	1.00
81	3.00	3.00	4.00	1.00	3.00	1.00	3.00
82	4.00	2.00	5.00	2.00	1.00	1.00	1.00
83	2.00	2.00	7.00	3.00	1.00	1.00	2.00
84	1.00	6.00	1.00	1.00	6.00	1.00	1.00

2008/07/28 06:42:24 PM

7/12

SPSS

8 of 12

Questionnaire Collection.sav

	Q22	Q23	Q24	Q25	Q26	Q27
43	2.00	2.00	1.00	1.00	3.00	3.00
44	3.00	1.00	1.00	1.00	5.00	3.00
45	3.00	1.00	1.00	1.00	3.00	3.00
46	2.00	2.00	1.00	1.00	3.00	3.00
47	1.00	2.00	4.00	3.00	7.00	3.00
48	3.00	2.00	1.00	4.00	7.00	3.00
49	2.00	2.00	1.00	1.00	1.00	3.00
50	3.00	2.00	4.00	1.00	7.00	3.00
51	3.00	2.00	1.00	4.00	7.00	2.00
52	3.00	2.00	2.00	1.00	7.00	3.00
53	3.00	2.00	2.00	3.00	1.00	3.00
54	1.00	2.00	1.00	2.00	7.00	3.00
55	2.00	2.00	2.00	3.00	5.00	3.00
56	1.00	2.00	4.00	1.00	1.00	3.00
57	1.00	2.00	1.00	2.00	1.00	3.00
58	2.00	1.00	2.00	1.00	5.00	3.00
59	3.00	1.00	1.00	1.00	1.00	3.00
60	1.00	2.00	4.00	1.00	2.00	3.00
61	2.00	2.00	4.00	3.00	2.00	3.00
62	3.00	2.00	1.00	4.00	1.00	3.00
63	3.00	2.00	2.00	3.00	2.00	3.00
64	1.00	2.00	4.00	4.00	9.00	5.00
65	1.00	2.00	4.00	3.00	8.00	3.00
66	3.00	1.00	4.00	3.00	6.00	3.00
67	3.00	1.00	4.00	1.00	9.00	3.00
68	3.00	2.00	1.00	1.00	5.00	3.00
69	3.00	2.00	1.00	1.00	4.00	3.00
70	2.00	2.00	1.00	1.00	9.00	3.00
71	3.00	2.00	1.00	2.00	8.00	3.00
72	3.00	2.00	1.00	1.00	9.00	3.00
73	3.00	1.00	1.00	4.00	9.00	3.00
74	3.00	2.00	1.00	4.00	7.00	3.00
75	3.00	1.00	1.00	3.00	5.00	3.00
76	1.00	2.00	4.00	1.00	7.00	3.00
77	2.00	2.00	4.00	3.00	7.00	3.00
78	3.00	2.00	1.00	4.00	9.00	2.00
79	3.00	2.00	4.00	4.00	5.00	3.00
80	2.00	2.00	1.00	3.00	1.00	3.00
81	1.00	2.00	4.00	1.00	3.00	2.00
82	3.00	2.00	1.00	1.00	7.00	3.00
83	2.00	2.00	2.00	3.00	5.00	3.00
84	1.00	2.00	4.00	4.00	3.00	3.00

SPSS

9 of 12

Questionnaire Collection.sav

	Q1	Q2	Q3	Q4	Q5	Q6	Q7
85	Jade	2.00	3.00	4.00	12	1.00	3.00
86	Elna	2.00	4.00	1.00	3	6.00	2.00
87	Sherall	2.00	4.00	2.00	3	1.00	2.00
88	Jane	2.00	3.00	4.00	3	6.00	2.00
89	M.Jackso	2.00	3.00	4.00	1	1.00	5.00
90	Timon	2.00	4.00	1.00	5	1.00	4.00
91	Tim	1.00	4.00	4.00	12	10.00	2.00
92	Twiggs	2.00	3.00	4.00	7	6.00	2.00
93	Meltha	2.00	8.00	1.00	4	6.00	4.00
94	K	2.00	2.00	2.00	7	8.00	5.00
95	Sarah	2.00	4.00	2.00	1	2.00	4.00
96	Blank	2.00	6.00	1.00	11	6.00	4.00
97	Doria	2.00	3.00	2.00	1	1.00	4.00
98	Priscila	2.00	3.00	4.00	1	8.00	3.00
99	Eserelda	2.00	3.00	2.00	7	1.00	2.00
100	Bird	2.00	7.00	4.00	7	1.00	3.00

SPSS

10 of 12

Questionnaire Collection.sav

	Q8	Q9	Q10	Q11	Q12	Q13	Q14
85	4.00	10.00	3.00	2.00	CellCCC1	3.00	Noki6300
86	2.00	3.00	1.00	1.00	MTNPAUG	2.00	NokiN70
87	3.00	3.00	1.00	1.00	MTNPAUG	2.00	Noki6600
88	3.00	8.00	3.00	2.00	CellCMC1	3.00	Samsung
89	2.00	10.00	1.00	2.00	MTNMC10	3.00	Noki6610
90	1.00	8.00	1.00	1.00	MTNPAUG	2.00	SamE250
91	4.00	3.00	3.00	3.00	CellC120	3.00	Nokia
92	3.00	10.00	3.00	2.00	CellCMC1	3.00	SamgD900
93	1.00	2.00	1.00	1.00	MTNPAUG	3.00	Noki2630
94	4.00	10.00	3.00	2.00	CellCMC1	4.00	SamgD900
95	4.00	8.00	2.00	1.00	Voda4U	2.00	SamgD900
96	1.00	8.00	2.00	1.00	Voda4U	2.00	Motarola
97	2.00	10.00	1.00	2.00	MTNMC10	2.00	Noki6300
98	1.00	3.00	3.00	1.00	CellCMC1	2.00	Samsung
99	4.00	8.00	1.00	1.00	MTNMC10	3.00	SamgE330
100	1.00	3.00	4.00	2.00	VirgMobi	3.00	Noki6300

SPSS

11 of 12

Questionnaire Collection.sav

	Q15	Q16	Q17	Q18	Q19	Q20	Q21
85	3.00	6.00	1.00	1.00	6.00	1.00	2.00
86	2.00	6.00	4.00	5.00	1.00	1.00	1.00
87	2.00	5.00	9.00	3.00	1.00	1.00	2.00
88	3.00	5.00	8.00	1.00	3.00	1.00	3.00
89	2.00	2.00	9.00	1.00	3.00	1.00	1.00
90	2.00	5.00	1.00	5.00	1.00	1.00	2.00
91	2.00	6.00	11.00	1.00	7.00	1.00	1.00
92	3.00	1.00	9.00	1.00	4.00	1.00	2.00
93	1.00	6.00	1.00	3.00	1.00	1.00	2.00
94	2.00	1.00	7.00	1.00	5.00	1.00	1.00
95	2.00	6.00	9.00	2.00	1.00	1.00	1.00
96	2.00	2.00	9.00	2.00	1.00	1.00	1.00
97	3.00	4.00	9.00	1.00	3.00	1.00	2.00
98	4.00	6.00	4.00	3.00	1.00	1.00	1.00
99	4.00	6.00	1.00	1.00	3.00	1.00	1.00
100	3.00	6.00	9.00	1.00	4.00	1.00	1.00

SPSS

12 of 12

Questionnaire Collection.sav

	Q22	Q23	Q24	Q25	Q26	Q27
85	2.00	2.00	1.00	1.00	4.00	3.00
86	2.00	2.00	1.00	1.00	5.00	3.00
87	3.00	2.00	4.00	3.00	7.00	3.00
88	1.00	2.00	4.00	4.00	9.00	2.00
89	1.00	2.00	4.00	3.00	7.00	3.00
90	1.00	1.00	4.00	3.00	7.00	3.00
91	2.00	2.00	2.00	3.00	7.00	3.00
92	3.00	2.00	1.00	3.00	8.00	3.00
93	1.00	2.00	4.00	2.00	5.00	3.00
94	1.00	2.00	4.00	3.00	4.00	3.00
95	3.00	2.00	2.00	3.00	7.00	3.00
96	3.00	2.00	1.00	3.00	7.00	2.00
97	3.00	2.00	1.00	3.00	5.00	3.00
98	1.00	2.00	4.00	3.00	7.00	3.00
99	3.00	2.00	1.00	3.00	7.00	3.00
100	2.00	2.00	1.00	1.00	7.00	3.00

Appendix G

South Africa's Population and Race Pie Chart

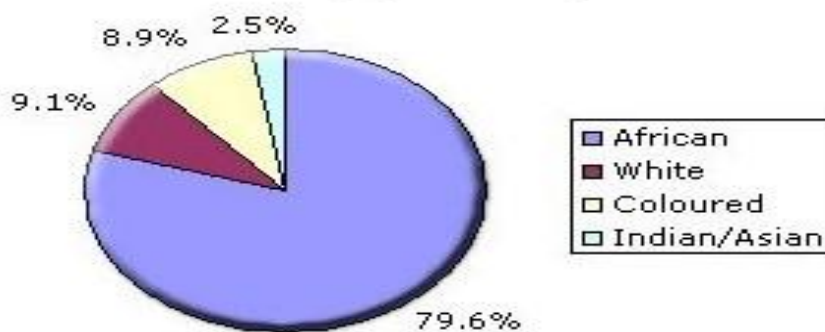
South Africa's population

South Africa is a nation of over 47-million people of diverse origins, cultures, languages and beliefs.

According to the mid-2007 estimates from Statistics South Africa, the country's population stands at some 47.9-million, up from the census 2001 count of 44.8-million.

South Africa's population by race

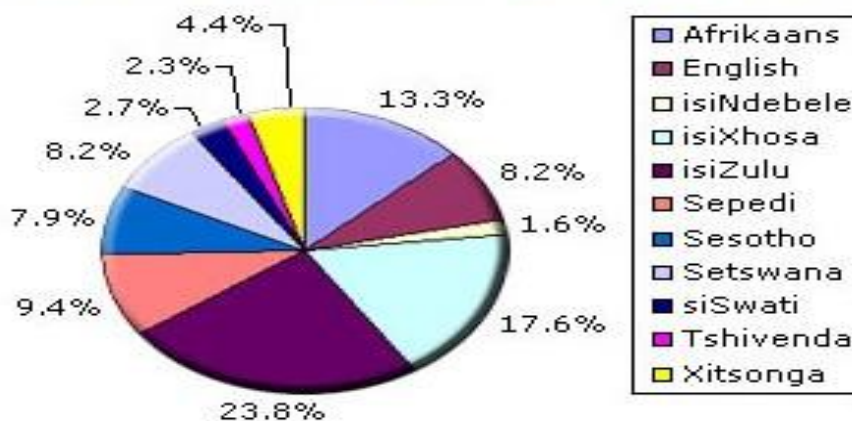
Africans are in the majority at just over 38-million, making up 79.6% of the total population. The white population is estimated at 4.3-million (9.1%), the coloured population at 4.2-million (8.9%) and the Indian/Asian population at just short of 1.2-million (2.5%).



While more than three-quarters of South Africa's population is black African, this category is neither culturally nor linguistically homogenous.

South Africa's population by language

Nine of the country's 11 official languages are African, reflecting a variety of ethnic groupings which nonetheless have a great deal in common in terms of background, culture and descent.



Africans include the Nguni people, comprising the Zulu, Xhosa, Ndebele and Swazi; the Sotho-Tswana people, comprising the Southern, Northern and Western Sotho (Tswana); the Tsonga; and the Venda.

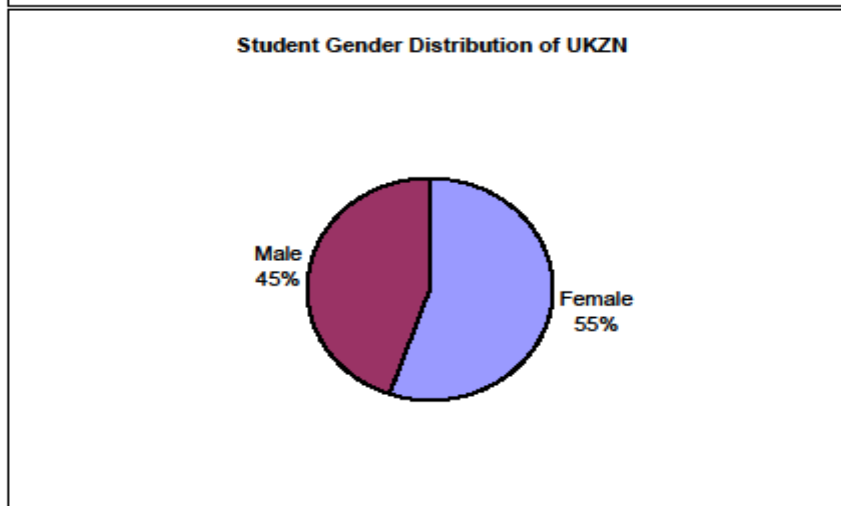
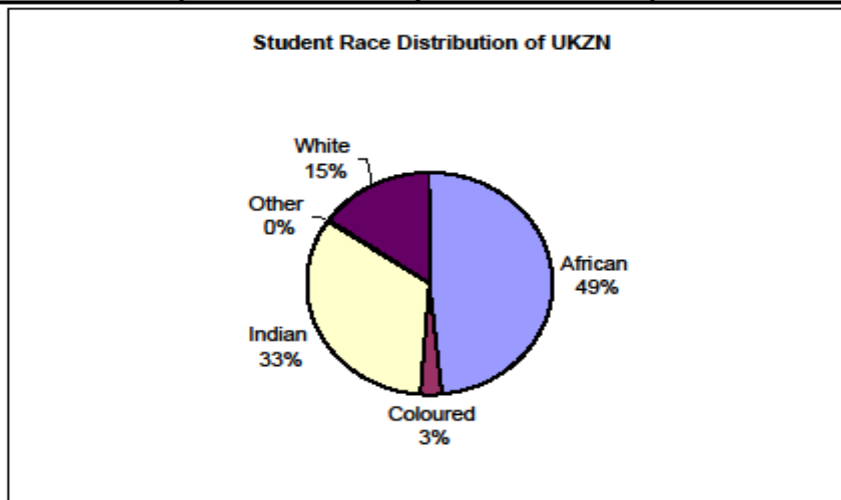
International Marketing Council for South Africa. (2007) *South Africa's Population*. Available at: (<http://www.southafrica.info/about/people/population.htm>). [Date Accessed, 6 May 2008].

Appendix H

Student Race and Gender Distribution for UKZN July 2004 Pie Chart

**Student Race & Gender Distribution for UKZN
July 2004**

Race	Female	Male	TOTAL
African	11442	9208	20650
Coloured	786	516	1302
Indian	8098	6171	14269
Other	14	7	21
White	3336	3263	6599
TOTAL	23676	19165	42841



University of KwaZulu-Natal. (2004). *Student Race & Gender Distribution for UKZN July 2004*. Taken from Management Information PDF. Available at: (https://dmi.ukzn.ac.za/downloads/stats_student.pdf). [Date Accessed, 6 November 2008].