

Consumer behaviour
Focus on SA



PSU2010

Activity



- *Given the reality of SA's consumers, do you think social marketing should play a role in the country?*
- *If so, which causes do you think should be marketed, and how?*
- *How do you think South Africans can be educated in order to create more informed consumers?*

Activity



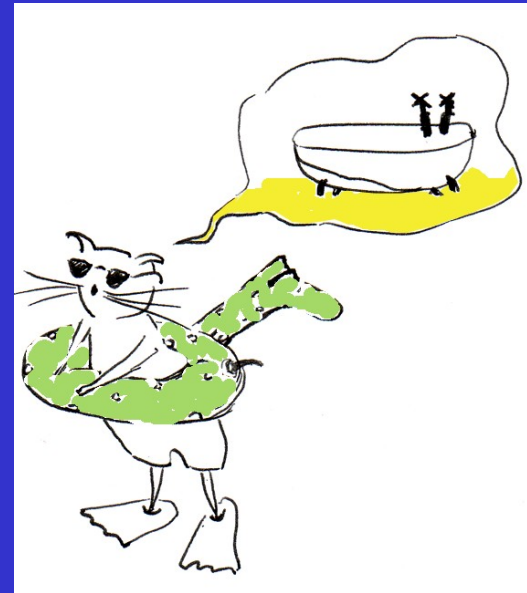
- *Do you think racial differences should be ignored in all marketing and statistical research, due to its sensitivity, especially in a country with a past like SA?*
- *If not, can you think of cases, either research or marketing based, where it should play a role?*

Market characteristics

- Characteristics of SA individuals
 - Numbers
 - Age distribution
 - Physical distribution
 - Education and literacy
 - Labour market
 - Unemployment
 - Formal and informal sectors
 - Migrant work

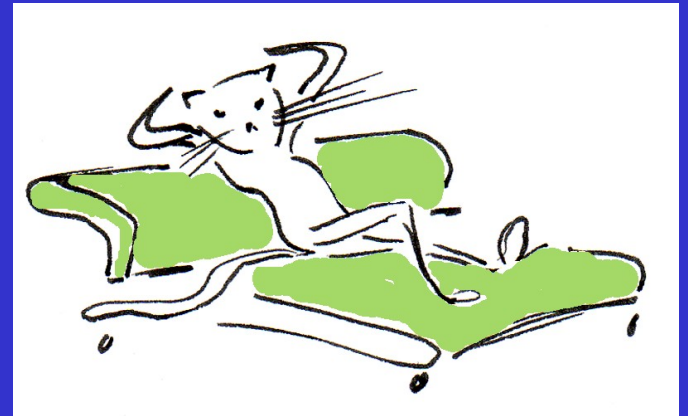
Market characteristics

- Characteristics of SA households
 - Housing
 - Water sources
 - Energy sources
 - Telephones
 - Sanitation
 - Health care
 - Household income



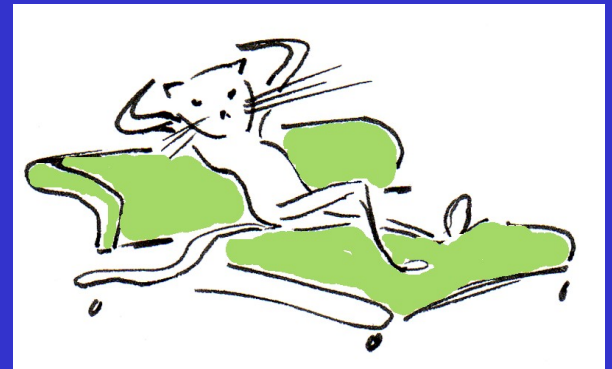
Market characteristics

- Influence of other factors
 - Climate
 - Economic conditions
 - Government
 - Technology
- Secondary sources of information
- Marketing implications



Culture and values

- Cultural values - widely held beliefs that affirm what is desirable
- Marketing strategy
- Green marketing
- Cause related - marketing that ties company with causes
- Gay / lesbian
- Gender-based: roles of women



Personal characteristics

- Race
 - Race and products
 - Race and marketing communication
 - LSM
- Gender
 - Changing roles of women and men
- Age

