

# **UNIVERSITY OF KWAZULU-NATAL**

College of Law and Management Studies

## **CONSUMER BEHAVIOUR OF THE BLACK MIDDLE CLASS WHEN PURCHASING DESTINATIONS OF LEISURE OR ENTERTAINMENT**

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**Student Number: 953026470**

**A dissertation submitted in partial fulfilment of the requirements for the  
degree of**

**Master of Business Administration**

**Supervisor: Prof. Anesh Maniraj Singh**

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ABSTRACT The growth

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business decision makers and marketers since the income growth of this group overtook

**6that of the white middle class.**

This growth has meant that many industries in South Africa, including the tourism sector, should start focusing on and understanding the consumption

**8behaviour of the black middle class** as **the** growth **market** of the future. **In**

the tourism sector however, due to limited empirical studies having been made on tracking consumer behaviour and buying

**6patterns of the black middle class**, their preferences are

unclear. The aim of this study is to establish the

**8consumer behaviour of the black middle class within the**

leisure and entertainment sector; a significant part of the tourism sector in South Africa. The study was based at uShaka Marine World in Durban. A sample of uShaka Marine World guests was selected from a database of guests who elected to receive email communication. The study was based on a purposive, non-probability sampling method. Four

**5hundred and thirty two respondents completed a web-based questionnaire, a sample of sufficient size to generalise the findings. The**

findings were analysed against each other, and were studied using the Schiffman &amp; Kanuk (2004) consumer buying model. The salient findings from this study revealed that guests who chose uShaka Marine World as a place of leisure did so as a place of fun for the entire family. The price of uShaka Marine World tickets was



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Aluta continua....

## **ABSTRACT**

The growth of the South African black middle class has attracted the attention of business decision makers and marketers since the income growth of this group overtook that of the white middle class. This growth has meant that many industries in South Africa, including the tourism sector, should start focusing on and understanding the consumption behaviour of the black middle class as the growth market of the future. In the tourism sector however, due to limited empirical studies having been made on tracking consumer behaviour and buying patterns of the black middle class, their preferences are unclear.

The aim of this study is to establish the consumer behaviour of the black middle class within the leisure and entertainment sector; a significant part of the tourism sector in South Africa. The study was based at uShaka Marine World in Durban. A sample of uShaka Marine World guests was selected from a database of guests who elected to receive email communication. The study was based on a purposive, non-probability sampling method. Four hundred and thirty two respondents completed a web-based questionnaire, a sample of sufficient size to generalise the findings. The findings were analysed against each other, and were studied using the Schiffman & Kanuk (2004) consumer buying model. The salient findings from this study revealed that guests who chose uShaka Marine World as a place of leisure did so as a place of fun for the entire family. The price of uShaka Marine World tickets was a shared concern and respondents revealed that they were more motivated to go to Marine World when a discount voucher was offered. Respondents who visited felt very welcome at the destination and confirmed that they would return and would recommend the destination to others from their cultural background. The empirical findings provided a useful starting point for understanding consumer behaviour of the black middle class when choosing destinations of entertainment and leisure.

## Table of Contents

<b>Description</b>	<b>Page</b>
Declaration	i
Acknowledgement	ii
Abstract	iii
Table of Contents	iv
List of Figures	viii
List of Tables	x
<b>CHAPTER 1</b>	
<b>INTRODUCTION TO THE STUDY</b>	
1.1 INTRODUCTION	1
1.2 MOTIVATION FOR THE STUDY	2
1.3 FOCUS OF THE STUDY	3
1.4 PROBLEM STATEMENT	4
1.5 RESEARCH QUESTIONS	5
1.6 RESEARCH OBJECTIVES	5
1.7 RESEARCH METHODOLOGY	6
1.8 LIMITATIONS OF THE STUDY	7
1.9 OUTLINE OF THE STUDY	7
1.10 SUMMARY	8
<b>CHAPTER 2</b>	
<b>LITERATURE REVIEW</b>	
2.1 INTRODUCTION	9
2.2 UNDERSTANDING CONSUMER BEHAVIOUR	10
2.3 CUSTOMER DECISION MAKING PROCESS	12
2.4 CONSUMPTION AND THE LEISURE SECTOR IN SOUTH AFRICA	15
2.5 WHO IS MIDDLE CLASS?	17

2.6	DEFINING BLACK	19
2.7	THE GROWTH OF THE BLACK MIDDLE CLASS	21
2.8	UNDERSTAND CONSUMPTION PATTERNS OF THE BLACK MIDDLE CLASS	26
2.9	GAPS IDENTIFIED IN THE LITERATURE	31
2.10	CONCLUSION	32

### **CHAPTER 3**

#### **RESEARCH METHODOLOGY**

3.1	INTRODUCTION	34
3.2	RESEARCH STATEMENT	34
3.3	AIM	35
3.4	OBJECTIVES	35
3.5	TYPE OF STUDY	36
3.6	APPROACH TO THE STUDY	37
3.7	LOCATION OF STUDY AND PARTICIPANTS	38
3.8	SAMPLING	39
3.9	DATA COLLECTION	40
3.10	PRETESTING, VALIDATION AND RELIABILITY OF THE STUDY	43
3.11	ADMINISTRATION OF THE INSTRUMENT	44
3.12	DATA ANALYSIS	45
3.13	ETHICAL CONSIDERATIONS AND LIMITATIONS	46
3.13	SUMMARY	47

### **CHAPTER 4**

#### **ANALYSIS OF RESULTS**

4.1	INTRODUCTION	48
4.2	DEMOGRAPHIC PROFILE OF RESPONDENTS	48
4.3	RESEARCH OBJECTIVE 1: Factors influencing the decision that leads to the buying of a destination or entertainment.	50
4.4	RESEARCH OBJECTIVE 2: Establish the sources of information as well as the different type of information used during the information	54

	search.	
4.5	RESEARCH OBJECTIVE 3: Establish the product and situational variables (such as distance, rack rates, reputation, other destinations, etc.) that are important to the respondents when evaluating the options to buy.	57
4.6	RESEARCH OBJECTIVE 4: Determine the final choice of destination made amongst others, as well as determining the frequency of purchase of items such as destinations and places of entertainment.	63
4.7	RESEARCH OBJECTIVE 5: Evaluate the decision making process and the satisfaction of the destination chosen after the destination was visited.	70
4.8	SUMMARY	77

## **CHAPTER 5**

### **DISCUSSION & RECOMMENDATIONS**

5.1	INTRODUCTION	78
5.2	KEY FINDINGS	78
5.2.1	DEMOGRAPHICS OF RESPONDENTS	78
5.2.2	RESEARCH OBJECTIVE 1: Determine what factors result in the need to purchase a leisure product such as a destination or a place of entertainment.	79
5.2.3	RESEARCH OBJECTIVE 2: Establish the source of information as well as the different types of information used during the search for a place of entertainment.	80
5.2.4	RESEARCH OBJECTIVE 3: Establish the product and situational variables that are important to the black middle class when evaluating the options to purchase.	81
5.2.5	RESEARCH OBJECTIVE 4: Determine the frequency of purchase of items such as destinations and places of entertainment.	82
5.2.6	RESEARCH OBJECTIVE 5 Evaluate the decision making process and the satisfaction	82

of the destination chosen after the destination was visited.

5.3	RECOMMENDATIONS	83
5.3.1	Revision of the Marketing Strategy	83
5.3.2	Revision of the pricing strategy	84
5.3.3	Revision of the food & beverage offerings and strategy	86
5.3.4	Revision of the entertainment strategy	87
5.3.5	Online marketing and ticket sales	88
5.4	LIMITATIONS OF THE STUDY	88
5.5	RECOMMENDATIONS FOR FURTHER RESEARCH	89
5.6	SUMMARY & CONCLUSION	90
	References	xi
	Appendix 1 Informed Consent	xvi
	Appendix 2 Questionnaire	xvii
	Appendix 3 Gatekeepers Letter	xxiii
	Appendix 4 Ethical Clearance	xxiv
	Appendix 5 English Editor's Certificate	xxv

## LIST OF FIGURES

<b>Number</b>	<b>Description</b>	
Figure 2.1	Steps in the Consumer Decision Process	13
Figure 4.1	Factors prompting or making respondents buy an uShaka Marine World Ticket	51
Figure 4.2	Extent to which advertising of uShaka Marine World influenced respondents in choosing uShaka Marine World	52
Figure 4.3	Most influential person in making respondents choose the uShaka Marine World ticket	54
Figure 4.4	Finding information about uShaka Marine World	56
Figure 4.5	Rating accuracy of information encountered during the information search phase	57
Figure 4.6	Concerns while choosing uShaka Marine World as a destination to visit	58
Figure 4.7	Number of places of leisure and entertainment considered before buying tickets to uShaka	60
Figure 4.8	Other leisure and entertainment destinations considered as alternatives	61
Figure 4.9	Reasons for favouring uShaka Marine World over the other destinations	62
Figure 4.10	Time it took respondents to purchase an uShaka Marine World ticket from when the decision was made to visiting the destination	63
Figure 4.11	Reasons for delays in purchasing tickets to uShaka Marine World	64
Figure 4.12	Actual purchaser of uShaka Marine World tickets	66
Figure 4.13	Place of purchase of the uShaka ticket	67

Figure 4.14	Biggest influence that led respondents to buying uShaka Marine World tickets	68
Figure 4.15	Other destinations respondents bought an entry ticket for in the past year	69
Figure 4.16	Satisfaction regarding your decision to buy an uShaka Marine World experience	70
Figure 4.17	Rating of experience at uShaka Marine World	71
Figure 4.18	Correlating information searched for to actual experience	72
Figure 4.19	How often would guests return	73



## LIST OF TABLES

<b>Number</b>	<b>Description</b>	
Table 2.1	Mid-year estimates by population group and sex 2013	20
Table 2.2	Annual per capita income in rand terms by population group, 1996 – 2004	22
Table 2.3	Total disposable income by population group, 1996 – 2004	23
Table 2.4	Percentage breakdown of income demographics by race groups comparing the income brackets R10 000 – R13 999 to R14 000+	24
Table 2.5	Socio-economic data and expenditure ratios by race (2000)	27
Table 2.6	Spending power between blacks and whites in South Africa	29
Table 4.1	Demographic characteristics of respondents	49
Table 4.2	Influencer to respondents in choosing uShaka Marine World	53
Table 4.3	Information search regarding uShaka Marine World prior to a visit	55
Table 4.4	Consideration of other destinations of entertainment & leisure prior to an uShaka Marine World visit	59
Table 4.5	Would respondents return to uShaka Marine World	73
Table 4.6	Recommending uShaka Marine World to anyone of your social and cultural background	74
Table 4.7	Suggestion to make uShaka Marine World more acceptable to respondents	75

# CHAPTER 1

## INTRODUCTION TO THE STUDY

### 1.1 INTRODUCTION

Since the 1994 democratic elections, a number of initiatives have been introduced by the government of the new South Africa. These initiatives are aimed at redressing the past imbalances that were a result of South Africa's apartheid regime, which marginalised a number of individuals in South Africa, especially those from the black race group. Since 1994, this initiative have opened up the economy of the country making it accessible to everyone, and as a consequence has led to the creation of a growing, progressive, working class of black people who have become a powerful economic force.

Since the democratic elections of 1994, a few studies documenting the consumer behaviour, as well as buying patterns of the black middle class when compared to other races, have emerged. These studies have led to a number of organisations, especially marketers in South Africa, taking an interest in this growing market, whose income is seen to be on the rise year after year.

However, little research has been conducted on the consumption patterns of the black middle class in the leisure and entertainment sector; a big part of the growing tourism sector in South Africa. This chapter will outline the motivation behind the study as well as focus on the research topic. A problem statement along with corresponding research questions will be presented. A brief overview of this research study shall be given at the end of this chapter.

## **1.2. MOTIVATION FOR THE STUDY**

The tourism sector in South Africa is becoming one of the most important, fast growing contributors towards the country's GDP (Gross Domestic Product). The country has seen a rise in tourism over the 1994 to 2014 period, due to South Africa's acceptance onto the world's economic stage.

Statistics related to the tourism sector from South African Tourism (2013), revealed that domestic tourists who travel within South Africa from different regions far surpass international tourists. The figure released in 2012 stood at 12.5 million travellers taking 25.4 million trips, versus 8.3 million international arrivals. This is due to South Africa's geographic location being far from many first world countries making it a long-haul travel destination. For this reason, the growth of the leisure tourism sector lies mostly in the local market rather than the international market (National Tourism Sector Report, 2011). Tourism agencies, for example South African Tourism, started embarking on marketing campaigns such as the popular Sho't Left campaign which was developed to encourage South Africans to tour their own country. These and other initiatives have resulted in a growth in local tourism, with establishments such as uShaka Marine World and other similar places enjoying constant visits from local tourists.

Based on this growth in domestic tourism as noted in the South African Tourism sector report (2013), the success of many businesses within the tourism sector in South Africa is dependent on the local tourism market. In order for these businesses to sustain growth, they have to have a clear understanding of this local or domestic market, as well as its spending ability. Over the years, within this local market a black middle class has emerged playing an economic role in many sectors of the economy, especially tourism's leisure sector. This study

was conducted in order to provide a deeper understanding of what factors drive the black middle class to purchase certain destinations within the leisure sector. The results of this study will benefit a number of stakeholders including:

- Leisure and entertainment destinations in South Africa by providing information that could help the black middle class more effectively experience and enjoy their destinations.
- The tourism industry as a whole would benefit as it would give tourism agencies, partners, operators, etc., an understanding on how to best serve the black middle class.

### **1.3 FOCUS OF THE STUDY**

The South African tourism sector is quite wide and has a number of sub-sections including sports tourism, business tourism, etc. For the purpose of this study however, the focus is confined to the leisure and entertainment sector. Over the last ten years, this sector has been reported as growing with the emergence of family entertainment centres and theme parks, such as uShaka Marine World, Gateway Theatre of Shopping, and Canal walk, to name a few.

As a destination, Durban is one of the most visited cities by domestic tourists (southafrica.net, 2014). The city has been voted as the second best local destination in South Africa, (Sunday Times, 2014). It is the largest metropolis in KwaZulu-Natal province, which is the second largest economic contributor in the country. In line with its growth, in 1994 the city invested in a theme park, uShaka Marine World, which has since become one of the top entertainment destinations in South Africa. For four years since 2010, the park has been voted as third best entertainment destination in the country, following Sun City and Gold Reef City respectively (Sunday Times, 2014). It is with this in mind that uShaka Marine World was chosen as the focus of this study.

In order to determine the purchasing behaviour of visitors to Marine World, the records of individuals on the guest database were analysed.

#### **1.4 PROBLEM STATEMENT**

With the rise in the black middle class over the past few years being reported by a number of researchers, there are still many questions regarding the spending patterns and consumption behaviour of this group in many sectors of the economy, including the travel, tourism and leisure sector. If not already, this market will become the target market of the future (Simpson, 2007). The National Tourism Sector report released by the Tourism Ministry of South Africa in 2012, reported that a great opportunity in domestic tourism has been brought about by the rise of the black middle class. According to this report, the black middle class is a group who, because of past imbalances within the country, do not have a travel culture.

This study therefore seeks to understand whether this increase in the black middle class, and the creation of new wealth that it brings, has an effect on the choices of destinations of entertainment and leisure that are made by this group. In addition it seeks to discover what, if any, the influencing factors are driving this group of people to choose one entertainment and leisure destination over another, and recommend such a destination to friends and family members.

## **1.5 RESEARCH QUESTIONS**

The study will attempt to answer the following research questions:

- Does the black middle class save towards leisure and entertainment on a regular basis?
- What makes the black middle class purchase a visit to a destination?
- What would make the black middle class return and/or recommend the destination to others?

## **1.6 RESEARCH OBJECTIVES**

The objectives of the study are to:

- Determine what factors result in the need to purchase a leisure product such as a destination to a place of entertainment.
- Establish the source of information, as well as the different type of information used during the search for a place of entertainment.
- Establish the product and situational variables that are important to the black middle class when evaluating the options to purchase.
- Determine the frequency of purchase of items such as destinations and places of entertainment.
- Evaluate the decision making process and the satisfaction of the destination chosen after the destination was visited.

## **1.7 RESEARCH METHODOLOGY**

The main aim of this study is to determine the significant situational, product, and service factors that influence the purchase process and decision making process of the black middle class. For this reason, this study will be a descriptive one using a quantitative approach in the collection and analysis of data. In following this approach, a self-administered questionnaire will be used to gather data.

This study used a purposive, nonprobability sampling design consisting of a sampling frame of approximately 12 250 members who were black. This sample represents about 6% of the total uShaka Marine World guest database, which is made up of online fans and members belonging to uShaka Marine World's loyalty membership programme. The actual response from this sample exceeded the recommended sample size as per the Krejcie and Morgan model (1970), as cited in Sekaran and Bougie (2012). Necessary permission to conduct the study was obtained from the management of the theme park. This database then formed the sampling frame for the distribution of the questionnaire.

The questionnaire was so designed that it had a mix of questions, some of which were concise and needed only one answer, while others required a greater explanation from the participants. The questionnaire was divided into two major sections; the demographic and lifestyle section, and the customer decision making process.

Letters of informed consent were obtained electronically from uShaka Marine World's black middle class guests who answered the questionnaire through QuestionPro, an online survey system. Responses were anonymously stored on the QuestionPro database. This data was then analysed with the use of descriptive statistics to produce a summary. Results were then presented in the form of bar graphs and tables. The entire research methodology and design are discussed in chapter three.

## **1.8 LIMITATIONS OF THE STUDY**

There were a number of constraints and limitations identified in the process of conducting this study, the biggest challenge being the time constraint. The study was done over a three month period and this affected the administration of results. Other limitations included the following:

- There were very few studies dedicated to consumer behaviour and buying decisions of the black middle class in South Africa.
- There were limited descriptions of economic classes in South Africa making it very difficult to accurately name someone as a member of the middle-class or upper-class, etc.
- The sample size was small considering that uShaka Marine World attracts over a million guests in one year. The sample size only represented about 6% of the database, which in itself does not represent the entire guest numbers that pass through the gates.

## **1.9 OUTLINE OF THE STUDY**

This study was conducted in a manner that would provide a logical flow of the research process and methods used. The research is reported in five chapters which have been arranged as follows:

- Chapter One: this chapter represents an introduction to the research problem, the motivation, the focus of the study as well as the research questions to be answered and research objectives to be covered.
- Chapter Two provides a literature review and theoretical background which forms the basis of the study. The literature will include, but is not limited to, key definitions such as the term 'middle class'; who is considered black, as well as what the tourism terrain looks like. The consumer decision making process will be explicitly explained.



- Chapter Three: Various design methods of research that were adopted are explained in this chapter. The reasons for using these methods are discussed.
- Chapter Four presents an analysis of the research findings. The results are interpreted according to demographics as well as consumer behavioural traits, which are the objectives of the study.
- Chapter Five: this chapter ends the study by drawing conclusions and recommendations from the study. Limitations of the study are identified as well as recommendations for future research.

## **1.10 SUMMARY**

Due to South Africa being a long-haul destination to most first world countries, the tourism sector, particularly the leisure and entertainment sector, is very reliant on the local tourist market. This local market is reported to be changing, showing a rise in a black middle class, with some reports giving the income of this class surpassing that of the white middle class. Due to this, there is a critical need for businesses in the leisure and entertainment industry in South Africa to learn more about the growth of the black middle class as a viable and growing market. This study will attempt to provide an understanding of the black middle class' consumer behaviour when purchasing destinations of leisure or entertainment.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

The growth in buying power and income levels of the black middle class has become a topic of interest in South Africa over the past few years. After the 1994 first democratic elections which saw the liberation of black people in South Africa, the black middle class emerged due to the introduction of government intervention programmes, policies and statutes such as Employment Equity, Broad Based Black Economic Empowerment, and many others that were meant to redress the past imbalances. These acts were meant not only to address the social imbalances in the country, but also to contribute towards the creation of an economically viable black race that would contribute towards the growth of the country's economy.

Literature reviews and reports that have since emerged in this area have looked at the growth of the South African black middle class as well as the buying power and consumption patterns of this group as compared to other race groups in the country. Authors in this area of study have almost all agreed on the buying power of the black middle class in different spheres of the economy, with a generalist view of the products of choice by this group of people. (Van der Berg & Nieftagodien, 2007)

There is however, still a lack of understanding regarding the buying preferences of the black middle class in certain areas or classes of products such as those in the leisure sector, luxury sector, etc. Buying motivators are still fairly unknown. (Van der Berg & Nieftagodien, 2007)

Those involved in the tourism industry in South Africa, including tourism boards and property owners in the sector, have struggled to understand this group of people, and have not taken full advantage of this lucrative market. (National Tourism Statistics, 2011)

This literature review will examine concepts, models and frameworks in the area of consumer behaviour and consumer decision making processes. It will reflect on those studies which document the rise of the black middle class in South Africa by looking at categories in income groupings as well as products consumed by this group of people. The review will also reflect on the domestic tourism sector in South Africa by looking at the impact of the black middle class in this sector of the economy.

## **2.2 UNDERSTANDING CONSUMER BEHAVIOUR**

Consumer behaviour is defined by the Institute of Marketing Management as the “Dynamic interaction of affect and cognition, behaviour and the environment by which human beings conduct the exchange aspects of their lives”, (Peter & Olson 2005). This simply means consumer behaviour is a process involving people’s thoughts and feelings, as well as actions taken by them in the buying process. This process is greatly influenced by the environment in which people exist.

Over the years marketers have been interested in reasons why consumers shop for products, use them and then dispose of them (Saylor.org, 2013). Original studies in the area of purchasing behaviour have been rather one sided, stating that buying behaviour is only based on rationality and ignoring other motivational factors such as opportunities and resources (Ajzen, 1991). Authors such as Lagrosen (2001) have argued with this perspective of rationality by stating that customers are subject to other influencing factors that they take into consideration when making purchases. These considerations include their environment as well as social standing and relations (Lagrosen, 2001).

This notion recognises that customers do not buy only for rational reasons, but do so based on other reasons which have to do with their need to express themselves or show a certain level of belonging within a society (Lagrosen, 2001). It has been observed over the years that this notion holds true in the purchase of items considered to be of value such as clothing, cars or even holiday destinations (Lagrosen, 2001).

It is evident from this argument that buying behaviour is not only directed by rational choice but also originates from what one would term irrational choices (Zafirovski, 2003). Irrational behaviour, leading to irrational choices does not however mean that consumer behaviour is random or senseless. (Ariely, 2009). It simply means that the buying choices are driven by that part of the brain concerned with satisfaction of “wants” rather than “needs” (Ariely, 2009). Irrational goods would be items such as fun, fantasies, experiential destinations, etc., that are not associated with a human need, but are associated with so-called “feel-good” emotions (Zafirovski, 2003). This means that the notion of enjoyment and feelings of pleasure have come to play a significant part in consumer behaviour and the decision making process (Ariely, 2009). Ariely (2009) does however insist that these purchases are well thought through before purchase, as the need for satisfaction associated with them is quite high.

Another factor to consider and understand in consumer behaviour is regardless of whether purchases are rational or irrational; the consumer will make a decision to buy at different stages depending on the type of product or environmental influences (Schieffman, et al., 2004). Some products will have pre-purchase stages that are considered by a customer, while others will be purchased on the spur of the moment (Schieffman, et al., 2004).

From the literature discussed in this section, products of leisure and destinations of entertainment would be more associated with those of

high involvement while decisions to purchase them would either be rational or irrational depending on situational variables that the consumer would be facing. However, to gain a better understanding, it is necessary to examine the process of customer decision making. This will provide a clear understanding of how consumers buy leisure destinations.

### **2.3 CUSTOMER DECISION MAKING PROCESS**

Studies in the area of consumer decision making have over the years been in agreement with the stages by which a customer will make a purchase. Sheth (1999) stated that the buying process is simply made up of three roles, viz; the buyers, whose purpose is to identify and find the product to be purchased, the payer who actually finances the purchase of the product itself, and the user whose role is the actual consumption of, or use of the product being purchased.

Sheth's model was seen as being too simplistic as it did not follow each and every step that would be taken by a consumer in the buying process. Schieffman and Kanuk (2004) delved further into the area of consumer behaviour and developed a model which is now widely used in the area of consumer behaviour. This model is depicted in Figure 2.1. This figure shows the beginning and end of the buying process by which consumers make a purchasing decision.

**Figure 2.1 – Steps in the Consumer Decision Process**



Source: Consumer Behaviour: Schiffman and Kanuk (2004)

The stages shown in this model in Figure 2.1 shall be explained further in this section.

### **Stage 1: Need Recognition**

This is when an individual or group recognises or realises that a particular activity needs to be undertaken or to be done. There may be many influencers of this need, which can arise from a simple human need such as hunger, to wanting a luxury item, such as watching a movie. This is the start of the process.

### **Stage 2: Search for Information**

This is the stage whereby the need is known, but information is required on the available choices. As customers do not want to limit their choices they would rather look for the options available to them in the market place. Depending on the type of product, this stage can

either be marginally or extensively involved. For items such as travel, theatre, shows, concerts, etc., the process can be more involved due to the personal nature of the product (Lagrosen, 2001). The process would be different for an item such as readily available food, such as bread or milk. These are items which authors Lagrosen (2001), and Ariely (2009) term rational purchases, as they are associated more with a need than a feeling.

### **Stage 3: Product Evaluation**

Product evaluation is necessary when many choices are available and need to be evaluated so the correct choice is made. For example, a consumer might realise that they need a car. They would then gather information regarding makes of cars by brand and type. At this stage, they would then evaluate their brand choice in order to make the correct decision.

### **Stage 4: Product choice and purchase**

After the evaluation process, the consumer will make a decision of doing the actual purchase of the product. At this stage, the customer will consider the purchase terms, conditions, and all variables associated with the product or service. This stage will involve decisions such as how a consumer would purchase the actual product and whether there are any discount offers at different purchase points considered.

### **Stage 5: Post-purchase use and evaluation**

This is the stage where the customer has purchased the product and is evaluating whether they have made the right decision or not. Again, this process will differ depending on the type of product purchased, as some products are of a more personal nature than others.

It is evident that these stages happen at different levels of involvement depending on the type of product (Shiefmann, 2004). It is known that behaviour is different for a product of low involvement than it is for one

of high involvement (Lagrosen, 2001). Products with involvement are characterised by daily use, and do not require the customer to get information about them (Peter and Olson, 2005). These products are usually consumed with little emotional attachment to them.

On the other hand, high involvement products are those that usually require the customer to find as much information as possible about them before the point of purchase (Lagrosen, 2001). These products are usually items of value, or are items that are associated with deeper personal or emotional attachment in their consumption.

Leisure products and destinations sit within the category of high involvement goods due to the attachment that customers place on their consumption, and the costs associated with them. Leisure products invoke emotion and are consumed with an intention to remember them in the future. Due to this, a customer would be most likely to get very involved in choosing an item of leisure, especially if the item is a destination.

This study will use Schiffman and Kanuk's (2004) model discussed above in understanding the consumption behaviour of the black middle class when buying destinations of leisure and entertainment.

## **2.4 CONSUMPTION AND THE LEISURE SECTOR IN SOUTH AFRICA**

The tourism sector in South Africa has become a well-respected and recognised sector of economic growth. The Department of Tourism along with its agency, South African Tourism has, on an annual basis, been reporting an increase in the number of foreign tourists coming into the country since the end of apartheid which has enabled the country to have better relationships with other countries (SA Tourism Annual Report, 2012). From 1994 to 2012, South African tourism reported a 356% increase in foreign tourists coming into the country (Statistics of the Tourism Sector, 2013). With this growth, the country



has had no choice but to upgrade its tourist sites and destinations in order to cater for the many tourists' tastes. These developments have been in the form of improved beaches, more convention centres, the development of theme parks and attractions, etc. These developments however, are not only enjoyed by foreign tourists, but also by many local people visiting and enjoying them.

This rise in foreign tourism has also been matched by a rise in domestic tourism (National Tourism Sector Report, 2011). Domestic tourism is a term used to describe travel undertaken by individuals or citizens of a country to visit other places within that country. According to South African Tourism, in 2012, 25.4 million trips were taken by an average of about 12,5 million domestic travellers, with a total market value of R21.8 billion (Statistics of the Tourism Sector, 2013).

The National Tourism Sector Strategy released by the National Department of Tourism in 2011, acknowledged the importance of domestic tourism in growing the tourism sector in the country. The document acknowledges that due to South Africa's apartheid history, many South Africans have still not taken the opportunity to travel. The report states that black South Africans in particular, have no culture of travel other than travelling to visit friends and relatives. This makes the amount they spend on travel much lower than those who travel for leisure purposes.

Figures released by South African Tourism in 2013, show that 72.3% of domestic tourists who travelled in 2012 travelled for the purpose of visiting friends and relatives. Gauteng, followed by the province of KwaZulu-Natal was the most popular places visited by domestic tourists. The report does not however show how many of these travellers were black. This is a point worth investigating due to the reported rise in the black middle class, along with the accompanying rise in their disposable income.

This study will take a closer look at domestic travel, which according to South African Tourism is growing. This study will also try to make a link between the growth of the domestic travel sector and that of the black middle class.

## **2.5 WHO IS MIDDLE CLASS?**

The focus of this study is on gaining a deeper understanding of the black middle class. This will entail an understanding of the exact meaning of the term “middle class”.

Sociologically, the term “class” is used to define a group of individuals who share certain social attributes amongst themselves (American Heritage Dictionary, 2014). This includes items such as cultural characteristics and economic status.

The American Heritage Dictionary (2014) describes “class” as a set, collection, group, or configuration containing members regarded as having certain attributes or traits in common. The term ‘class’ has over the years been used to describe people’s social backgrounds. This description can be traced back to the Industrial Revolution. The definition has since been synonymous with European and western economies that have a substantial layer of society with individuals who are well educated and skilled, with well-paying jobs. (Econ3x3 report, 2013).

The most common definition of middle class has been “the socioeconomic class between the working class and the upper class, usually including professionals, highly skilled labourers, and lower end middle management” (American Heritage Dictionary 2009).

Being middle class is associated with factors that fit the above definition. Such factors include money, hereditary and social hierarchy. What is well known is that the middle class is distinguished from the

lower classes by occupation and level of education. For example people in jobs such as cleaning, and domestic work, require little to no education. The middle class hold jobs that require some level of education and include work such as administrators, clerks, and police inspectors.

The term “middle class” is more difficult to define in South Africa due to a skewed economic population dynamic caused by extremely high unemployment levels. This is not the case in European economies from where the term “middle class” originates (Visagie, 2013). If one had to be strict and use a centrist measure, as used in developed countries to define middle class, one would find that South Africans have very little education, do not earn good salaries and are rather unskilled (Visagie, 2013).

Due to this, Visagie and Posel, (2013) suggest that when one is looking for a better definition of the middle class in South Africa, one should look at middle-class lifestyle factors which are education, a skilled occupation and income or earnings. These authors say that the picture would then be different, and more in line with that of the developed countries. Simpson, (2012) of the UCT Unilever institute of Strategic Marketing used the same measure in his research studies of the black middle class.

In marketing, a widely used measure of income to measure people’s social backgrounds and class is the Living Standards Measure (LSM) as prescribed by the South African Advertising Research Foundation (SAARF, 2012). The measure is one that has been met with controversy over the years as it is almost entirely based on possessions rather than other lifestyle factors. It also has been criticized in the past for its narrow look at income groupings when classifying people into different social standings. Due to the controversy associated with the Living Standards Measure, this paper will not use it as a measure to define middle class.

For the purposes of this study, a measure used by Visagie and Posel (2013), as well as Simpson (2012) in defining the middle class shall be used. The middle class will be defined as those individuals who are well-educated, are on an upward climb, are wealthy or well-salaried with suitable occupations and possess a certain level of skills in their sector of employment.

## **2.6 DEFINING BLACK**

In South Africa, the term “black” is very broad when defining a race group. There are different views about the definition on many levels. On a socio-economic level, “black” refers to a group of people that were previously known as African, Coloured or Indian (Broad Based Black Economic Empowerment Act 53, 2003). This view has been largely accepted and is prevalent in South Africa.

The Employment Equity act as well as the Broad Based Black Economic Empowerment Act in South Africa, defines black as a generic term used to describe, Africans, Coloureds and Indians. Malinga (2007) however, has argued against this definition when defining this race group, maintaining that a “one-size-fits-all” approach cannot be used in the current state that South Africa is in, socially.

For the purposes of this study, a simplified approach shall be adopted in defining the term “black” and shall refer to a group of people previously referred as Bantu and more recently, with the introduction of the Employment Equity Act, and Broad Based Black Economic Empowerment, referred to as African. This race group is the largest population group in South Africa as reported by Statistics South Africa in their Mid-Year interim population report (2013).

The table below taken from Statistics South Africa (Table 2.1) shows the population breakdown in South Africa by race and by gender in

each race group. The table gives a clear view of the largest and smallest population groups in the country.

**Table 2.1 – Mid-year estimates by population group and sex 2013**

Population group	Male		Female		Total	
	Number	% of male population	Number	% of female population	Number	% of total population
African	20 607 800	79,8	21 676 300	79,8	42 284 100	79,8
Coloured	2 306 800	8,9	2 459 400	9,1	4 766 200	9,0
Indian/ Asian	669 200	2,6	660 100	2,4	1 329 300	2,5
White	2 239 500	8,7	2 362 900	8,7	4 602 400	8,7
Total	25 823 300	100,0	27 158 700	100,0	52 982 000	100,0

Source: Stats SA (2013)

As indicated in Table 2.1 above, at 79.8% of the total population, Africans make up the largest group.

## **2.7 THE GROWTH OF THE BLACK MIDDLE CLASS**

In South Africa before 1994, during the time of apartheid, black people were excluded from the mainstream economy (Malinga, 2007). The then South African government only concentrated on financial reviews and consumption measures taken in the metropolitan areas, and did not consider the informal sector and rural areas in the country (Nieftagodien & Van Der Berg, 2007). Urban areas were largely, and in some cases totally, white which led to very little knowledge about consumption patterns, behaviour and buying motivations of the black population. This ignorance also led to a lack of understanding of the consumption behaviour between white and black people (Nieftagodien & Van Der Berg, 2007).

With the removal of apartheid, black upward mobility and affirmative action practices contributed positively to black household incomes, seeing a creation of a new class of people in the country (Simpson, 2005). Such a rise in income in the black population led to research studies in this area by institutions such as the University of Cape Town, Unilever Institute of Strategic Marketing, the UNISA Bureau of Marketing Research and others, producing research material reflecting the rapid rise of the black middle class in South Africa, and the motivations behind this rise.

The UCT Unilever institute of strategic marketing released a study entitled “Black Diamonds” (Simpson, 2008), which noted that the black middle class was a large population group numbering millions and was increasing rapidly. However, despite this increase, marketers in organisations are still unable to understand this sector very well, nor get sufficient market share within the sector.

A report released by the UNISA’s Bureau of Market Research entitled South African Journal of Demography (2011) revealed statistics showing the rise in per capita income levels, as well as disposable

income of South Africans across all race groups. This report reflects on figures taken from the Research Report released by the South African Advertising Research Foundation as well as the South African Institute for Race Relations in 2006, which tracked growth in income groups by demographics. The report then formulated a methodology to give a combined reflection on income by race and gender.

A table showing income measures by race was extracted from the South African Journal of Demography (2011). The table lists per capita income of each population group taken from 1996 to 2004.

**Table 2.2 – Annual per capita income in rand terms by population group, 1996 – 2004**

Year	African	Asian	Coloured	White	Total
1996	7 589	27 294	9 003	43 466	16 818
1997	8 790	33 573	10 214	48 493	18 897
1998	9 473	37 509	11 265	51 473	20 269
1999	10 161	40 364	12 737	55 010	21 968
2000	11 341	42 891	13 958	57 677	23 431
2001	11 579	44 399	14 368	59 413	24 161
2002	12 759	47 339	16 051	63 838	26 102
2003	13 954	49 546	17 509	66 344	27 632
2004	15 626	54 023	19 441	70 690	29 945
Average annual growth:	9,4%	8,9%	10,1%	6,3%	7,5%

Source: SAIRR (2006)

Table 2.2 provides a clear picture of the growth in per capita income by population group. Per capita income of each group has indeed increased over the years with the Coloured and African population showing the highest averages at 10.1% and 9.4%, respectively. It is interesting to note that the African per capita income is the lowest

amongst all populations, with the white per capita income standing at more than four times that of the African population.

Though it is important to look at per capita income, this still does not give a good reflection of disposable income, which is what gives an indication of buying power and the potential buying behavior.

To look at disposable income, a table was extracted from the South Africa Institute for Race Relations (2006). The table displays movements in total disposable income by each population group from 1996 to 2004.

**Table 2.3 – Total disposable income by population group, 1996 – 2004**

Year	African	Asian	Coloured	White	Total
1996	224 430	25 161	40 501	241 716	531 808
1997	236 916	26 446	42 117	242 947	548 427
1998	244 123	27 123	43 826	241 623	556 696
1999	249 985	27 191	46 492	241 629	565 297
2000	268 761	28 224	48 696	242 168	587 848
2001	283 512	28 885	50 235	243 917	606 549
2002	298 230	29 043	51 669	245 648	624 591
2003	320 629	29 916	54 713	244 499	649 757
2004	347 869	31 832	58 908	248 604	687 513
2005	369 487	32 257	62 238	244 846	708 827
Average annual growth: 1996 – 2005 (%)	6,4	3,2	5,5	0,2	3,7

Source: SAIRR (2006)

Table 2.3 paints a very interesting picture. The table shows that among the African population, total disposable income increased by an average of 6.4% from 1996 to 2005, giving this population group the greatest amount of growth in disposable income. Over the same period, the white population has experienced stagnant growth in disposable income, with some years showing a regression. Over the



same period, this population group shows only a 0.2% increase in disposable income.

Taking guidance from the data listed in table 2.2 and table 2.3, the UNISA Bureau of Marketing Research conducted a study to look deeper into the rise in income of the black middle class. The study, as depicted in table 2.4 below, was interested in finding out how the black middle class has grown in certain income brackets. It compared this to other races in the same income groups, and drew conclusions from there.

**Table 2.4 – Percentage breakdown of income demographics by race groups comparing the income brackets R10 000 – R13 999 to R14 000+**

Year	R10 000 – R13 999				R14 000+			
	African	Coloured	Asian	White	African	Coloured	Asian	White
1996	5	6	7	82	1	2	4	93
1997	6	9	5	79	4	4	2	89
1998	6	10	7	77	2	4	2	92
1999	6	8	7	79	1	4	3	92
2000	5	8	8	79	1	3	3	93
2001	4	9	8	78	3	2	2	93
2002	9	11	9	71	5	3	4	88
2003	17	9	8	67	5	5	4	86
2004	20	11	9	60	6	6	6	82
2005	28	15	9	48	13	6	7	74
2006	36	13	8	43	16	11	6	68

Source: Southern African Journal of Demographics (2011)

The dataset presented in table 4 shows that amongst black people earning between R10 000 – R13 999 per month, income levels grew from 5% in 1996, to a staggering 36% in 2006. Over the same period, there was a growth from 1% to 16% amongst the black population that fell into the bracket of those earning R14 000+ per month. When one looks at the trends in the white population from 1996 to 2006, as presented in table 4 above, one sees that the opposite applies. White people in the R10 000 to R13 000 income bracket declined from 82% in 1996 to 43% in 2006. The same was evident in the income groupings R14 000+ which shows a decline in income of the white population from 93% to 68% over the same time period.

Further studies by the UCT Unilever Institute of Strategic Marketing supported these findings by the UNISA Bureau of Marketing Research in the publication of their research papers, *Black Diamond*, (2005) and *Black Diamond on the Rise*, (2007). The findings of the institute revealed that the country had an increase of around 368% in the black middle class households between 1998 and 2004. This is a significant rise over a period of only 7 years, and deserves attention as it shows that the black middle class has more disposable income than their white counterparts. This will in the future have an influence on marketing efforts of any organisation or industry.

Recently, with the release of the latest research report by the UCT, Unilever Institute of Strategic Marketing, entitled *4 Million and Rising*, (2012), it was reported that the black middle class has grown by 252% from 2004 to 2012, with a spending power of R400 billion - surpassing that of R380 billion of the white middle class population (Simpson et al., 2012). This growth has occurred despite setbacks caused by the depression in 2008. When compared to the white middle class over the same period, the picture is different. The report showed that the white middle class remained stagnant, with a growth of only 2.8 million in 2004 to 3 million in 2012. These numbers are compelling and warrant a closer examination to accurately understand the black middle class as

a market. Due to the maturity of this segment of the market, marketers and advertisers need to adjust their strategies in order to meet the needs of this rapidly transforming market segment. This new order has made it much more complex to market, and requires businesses to transform their thinking of how they both create and sell products, to the way they distribute and market (Simpson, 2012).

## **2.8 UNDERSTANDING CONSUMPTION PATTERNS OF THE BLACK MIDDLE CLASS**

There have been very few studies dedicated to the rise of the black middle class as well as their consumption patterns. Before the release of the first so-called Black Diamond research report by the UCT, Unilever Institute of Strategic Marketing, the authors Burger, Van Der Berg, and Nieftagodien, released a paper in March 2004 reviewing the consumption patterns of the South African black middle class. The study was simply dedicated to comparing the living standards and consumption patterns of the black middle class to that of the other race groups in South Africa. The study was based on data from the Income and Expenditure Survey of 2000 (Nieftagodien, Burger, & Van Der Berg, 2004). In this study, the authors used research methodologies that included the use of the Engel equation to track consumption patterns. The authors reflected that the only extensive research undertaken in the area of consumption patterns in South Africa was conducted by Case (1998). This work was never published. In this work, Case found that black South Africans bought lower quality items, thus making them face lower average prices than other races.

The authors then formulated a methodology that would take Case's findings and extrapolate them to 2004 prices and behaviours at that time. This meant that they were enhancing the work by looking at items that the previous research had not focused on. The results of the study are shown in table 5 below. The table lists income and expenditure

ratios by population group and shows the differences in consumption amongst the races.

**Table 2.5 – Socio-economic data and expenditure ratios by race (2000)**

	Black	Coloured	Indian	White
<b>Demographic profile</b>				
Urban	56.0%	83.8%	98.3%	94.4%
Single Households	22.5%	17.1%	8.4%	4.2%
<b>Income and Expenditure</b>				
Income	R22183	R44660	R75544	R135702
Expenditure	R21444	R43042	R74483	R135204
Highest of Income and expenditure	R22825	R45989	R78583	R141955
<b>Expenditure percentage by item*</b>				
Food	27.68%	23.87%	18.67%	11.60%
Housing	8.13%	12.45%	14.36%	13.55%
Clothing	3.90%	3.07%	2.27%	1.45%
All other expenditure**	66.72%	67.46%	70.20%	78.39%
Men's clothing	1.38%	0.98%	0.81%	0.49%
Women's clothing	1.29%	1.23%	0.94%	0.68%
Car fuel	1.82%	2.60%	3.99%	3.76%
Electricity	0.20%	0.26%	0.29%	0.18%
Luxury basket of goods**	16.29%	25.59%	35.17%	35.21%

Source: Consumption Patterns of the South African Black Middle-Class: Correcting the measurement of errors (2004).

The results shown in table 2.5 compare consumption patterns of the black middle class to those of the other races per class and type of goods. The results reveal that black expenditure patterns differ from that of the average Coloured or Indian households with a much greater divergence from white expenditure patterns. What this indicates is that black people have different tastes compared to other race groups. As

indicated in the table, the difference indicates that black people buy more items of clothing and food compared to other races. The authors attributed this spending difference to something deeper than taste, and stated that this difference emanates from the fact that black people had an asset deficit accumulated during the apartheid era which greatly influenced their buying behaviour at every level of their income. It shows that black people are trying to catch up in their accumulation of material goods and assets (Nieftagodien, Burger, & Van Der Berg, 2004).

These findings remained similar in 2007, when the same authors released a paper answering a report released by the UCT, Unilever Institute of Strategic Marketing in 2005. Nieftagodien and Van Der Berg (2004) argued that the black middle class consumption patterns were not particularly different to those of the other races in the same income groups. They only started differing when income rose from one income group to the next. The other differences noticed by the authors is that there is a difference in consumption percentages of luxury goods and items of entertainment between the black and white middle classes, with the white middle class showing a much higher percentage being spent, than that of the black middle class. The authors attributed these consumption patterns to the fact that the black middle class would rather accumulate assets in order to make up for the past deficits than spend on entertainment and luxury items.

Simpson et al., (2008) revealed that the black middle class was a market worth paying attention to, as in 2005 it was made up of over 2 million people that grew to 2.6 million in 2007, and 3 million people by the year 2008. The report went on to show that in 2008, black middle class consumption was estimated to be 36% of South Africa's total consumption, which at the time was 67% of all black consumption, including lower income blacks.

This is depicted in table 2.6 below, taken from 2 studies done at UCT, Unilever Institute of Strategic Marketing in 2007 and 2008. The table shows the growth in spending power in South Africa in the years 2005, 2007 and 2008.

**Table 2.6 – Spending power between blacks and whites in South Africa**

Annual Claimed Buying Power	2005 Estimate	2007 Estimate	2008 Estimate
Total RSA	R600bn	R640bn	R700bn
Whites	R230bn	R235bn	R250bn
Total Blacks	R300bn	R335bn	R375bn
Black Middle-Class	R130bn	R180bn	R250bn

Source: Black Diamonds on the Move (2007) and Black Diamond Women (2008).

Table 2.6 above shows that the buying power of the black middle class increased by 39% in just one year from 2007 to 2008, compared to a 6% growth experienced among the white population over the same period, which means that the black middle class is growing annually. The research report concludes by noting that the consumption patterns of the black middle class are very different to those of the white middle class and are driven by totally different motivations and needs.

Mawers (2004) examined marketing and the black middle class and tried to understand the way in which the black middle class was influenced by the media, marketing promotions, and advertising, and how this in turn influenced their consumption patterns. She drew an interesting conclusion that the black middle class responds better to advertising messages that carry messages which they consider necessary to uplift their social status, and which will contribute towards

their accumulation of assets. She documented very little evidence showing a relationship between advertising of leisure, entertainment or destinations to the black middle class and their consumption of these commodities.

Moodley (2007) examined consumer behaviour of the black middle class but paid particular attention to behaviour associated with the passenger vehicle market in South Africa. This author looked at all items that influenced the black middle class when purchasing a passenger vehicle. These ranged from the need to own a vehicle, to types of situational variables such as brand and colour that influenced consumption behaviour. The author concluded by noting that the buying behaviour of the black middle class in the passenger vehicle sector was mostly driven by necessity, circumstances and price rather than prestige. Other top factors identified as motivators were fuel consumption, price and brand. Lifestyle and prestige were only identified by an older audience who had more disposable income Moodley (2007).

Neither of these studies examined the consumption patterns of the white middle class as a comparison to that of the black middle class. Both these studies acknowledged the previous work done by Simpson as well as Nieftagodien and Van Der Berg, but did not argue with the content or suggest any gaps in those studies. The research simply stated the facts drawn from those studies, agreed with the studies (especially the work from the UCT, Unilever Institute) and then drew conclusions from behavioural patterns revealed by the study.

Recently, Simpson et al., (2012) revealed a number of new statistics showing the growth of the black middle class. In this study, it was revealed that the black middle class had grown by 252% since 2008, with spending power that surpassed that of the white middle class. The research went further to identify certain marketing behaviour of the black middle class by giving statistics about motivation leading to

purchasing of certain items, to possessions that the black middle class shared in common with other race groups. The study affirmed the 2008 study that suggested that black middle class consumption patterns were different to those of the white middle class. However, with the growth of the black middle class, subgroups within the class have become apparent. These are mostly differentiated by income groupings. Research shows that as the black middle class grows, it becomes a more mature income group requiring special attention and further understanding.

## **2.9 GAPS IDENTIFIED IN THE LITERATURE**

The above literature review gives insight into the rise of the black middle class and its consumption patterns. The researcher notes that the literature studied shares a common thread in examining the Living Standards Measure (LSM) profiles of the black middle class and comparing these to those of other races in the country. However, the literature explored consumer behaviour and consumer decision-making in general by looking only at models and product groupings that were not specific enough, and seemed to be generic academic models. In almost all studies, spending in travel, entertainment, etc. is clustered under one category called “luxury goods or purchases”. Travel or entertainment did not have their own classification.

The release of the recent research paper, 4 Million and Rising by the UCT, Unilever Institute of Strategic Marketing stated that spending by the black middle class has far surpassed that of the white middle class and identifies a gap in the current literature. As with earlier studies, it does not take a closer look into the spending patterns of the black middle class when it comes to travel, entertainment and leisure. Most, if not all the authors cited in this review grouped such items in a category called “luxury goods or purchases”. This is misleading and uncertain as one does not have a full understanding of what is clustered within that category. What is clear, however, is that the 4



Million and Rising study mentions that the black middle class has an interest in leisure products and travel, but does not have conclusive evidence of what the black middle class is interested in when it comes to this sector. Simpson (2012)

This gap presents an opportunity for businesses in the tourism and leisure sector. With the rise of the black middle class, as noted in the research discussed in this review, there is an opportunity for businesses to understand whether purchasing items of leisure and travel is important or not to this growing middle class. If leisure products are indeed important, it would be very useful to understand exactly which type of leisure the black middle class is willing to purchase, and why.

## **2.10 CONCLUSION**

Interest in the black middle class and its growth is increasing, with organisations dedicating portions of their marketing budgets to target this group of consumers. This chapter displayed a number of items regarding the growth of the black middle class and showed that the spending by this group of individuals has surpassed that of the white middle class. This is reason enough to deduce that this trend is going to continue in years to come. The chapter also clarified what consumer behaviour is and what consumer buying model will be used in this study in order to understand the behaviour of the black middle class. The chapter concludes by identifying a gap in past studies in the area of consumer behaviour of the black middle class. No study was seen to have looked specifically at the buying of leisure and entertainment by the black middle class.

With this in mind, as stated in this literature review, there is a great need for a scholarly review of the behaviour of the black middle class and their choices pertaining to the leisure segment of tourism. This will give businesses, especially marketers in the tourism and leisure sector,

a more meaningful understanding of how to attract this sector to their venues and regions, and how to keep these customers.

The consumption patterns of the black middle class, as well as their purchasing behaviour in buying leisure products within the tourism sector in the country, shall be the basis of this research. The study shall look at the factors that influence choices of the black middle class when buying leisure products, such as destinations and places of entertainment.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

As seen by the statistics in the previous chapter, the South African black middle class has increased its spending power, surpassing that of the white middle class. For this reason businesses are focusing on this market in an attempt to understand its buying preferences, and by doing so maximise the amount spent by this class of consumers. Mewers (2004) supports this statement in his study and reports that marketers as well as media owners are still far from understanding and seizing opportunities brought about by the rise of the black middle class.

The Research Methodology of this study, which will be highlighted in this chapter, is designed to answer a number of marketing questions that have arisen since leisure product owners started noticing the exponential rise in spending power of the black middle class. This increase in spending has contributed towards both high domestic tourism numbers and the gross domestic product in the country.

#### **3.2 RESEARCH STATEMENT**

Although current research has documented the rise in the black middle class, there are still a number of questions concerning the spending patterns and consumption behaviour of this group. This is especially so in the travel, tourism and leisure sector. This market, if not already, will become the target market of the future (Simpson, 2007). The National Tourism Sector Report (Tourism Ministry of South Africa in 2012), reported that there lies a great opportunity in domestic tourism brought about by the rise of the black middle class, a people who according to this report, do not have a travel culture due to past imbalances in the country.

This study seeks to understand whether the growth of this class and its associated increase in wealth will result in an increase in travel to leisure destinations. The study also hopes to determine what influences the choice of one destination over another, and whether these choices result in recommendations to friends and family.

### **3.3 AIM**

The aim of the study is to fill the gaps noted in the literature review by analysing and understanding purchasing behaviours and decision making processes of the black middle class when buying leisure products such as destinations and places of entertainment.

### **3.4 OBJECTIVES**

Linked to the Research Statement stated in this chapter, the objectives of the study are to:

- Determine what factors result in the need to purchase a leisure product such as a destination or a place of entertainment.
- Establish the source of information as well as the different type of information used during the search for a place of entertainment.
- Establish the product and situational variables that are important to the black middle class when evaluating the options to purchase.
- Determine the frequency of purchase of items such as destinations and places of entertainment.
- Evaluate the decision making process and the satisfaction of the destination chosen after the destination was visited.

These objectives are centered around the Schiffman and Kanuk (2004) customer behaviour model which will be followed in the design of this study.

### **3.5 TYPE OF STUDY**

Research types maybe classified in a number of ways, and depending on the results required by the researcher, a type may be chosen. Sekaran and Bougie (2013) details three types of major studies in research, namely, an exploratory study, a descriptive study and a causal study. An exploratory study is undertaken when not much is known about the situation at hand. For such a study, there usually is a need for preliminary work in order to understand the situation. This preliminary work usually gives an indication of whether the study should be conducted further, or there is a need for further information.

Descriptive studies are those that are designed to collect more data that describes characteristics of people, situations or events. These studies are usually either quantitative or qualitative. Quantitative data would involve demographics, income, ratings, etc., while qualitative data is that which describes deeper attributes about subjects.

Causal studies are more scientific and track changes to one variable that is caused by another. In such studies, researchers are more interested in factors that are said to be causing a problem. The study is conducted by comparing one dependent variable to another independent variable.

This study will be a descriptive study as it will seek to understand patterns of behaviour by a certain demographic group when it comes to buying a product of leisure. The descriptive study will use a quantitative approach due to time constraints, and the outcome sought by the researcher.

### **3.6 APPROACH TO THE STUDY**

Authors such as Zikmund (2003), Sekaran and Bougie (2013), all stress the importance of research design as a master plan that specifies methods and procedures for collecting and analysing needed information. Sekaran and Bougie (2013) describe a research design as a blueprint for the collection, measurement, and analysis of data based on the research questions of the study.

For the above stated reasons, it is important to choose the most appropriate approach for this study, so that accurate results can be inferred to a greater population with confidence. In doing so, one has a choice of either doing a qualitative or quantitative study.

Quantitative research is described by Aliaga and Gunderson (2000, P. 15) as “explaining phenomena by collecting numerical data that are analysed using mathematically based methods. The mathematical method that is widely used in quantitative research is statistics”.

The process followed in quantitative research usually begins with the collection of data based on theory, followed by the application of descriptive or inferential statistical methods. Data is usually gathered through structured questions in a questionnaire which can then be measured and analysed.

Qualitative research however, is usually in the form of words and is often collected through interviews, transcripts of focus groups, notes, and transcript video recordings. The analysis of qualitative data is aimed at making valid inferences from the often overwhelming amount of collected data (Sekaran & Bougie, 2013). Qualitative research however depends on reliability.

It is important to note that the main goal of this study is to ascertain significant situational, product and service factors that influence the purchasing process and decision making process of the black middle class. For this reason, and looking at the research objectives holistically, a quantitative research methodology was followed in this study.

There are a number of reasons why a qualitative method was not followed in this study including the fact that qualitative results are more difficult to aggregate and therefore make systematic comparisons. Another limitation of qualitative research has to do with reliability and validity which involves both category and interjudge reliability (Sekaran & Bougie, 2013). This requires a great deal of involvement and time. Quantitative studies, on the other hand, allow for a broader study, involving a greater number of subjects, enhancing the generalisation of results (O' Neill, 2006).

The desired primary aim of this study is to gain a greater general knowledge about the black middle class in purchasing leisure products, such as destinations that can be applied to a greater population as a whole. Quantitative methods were then a better approach to choose.

### **3.7 LOCATION OF STUDY AND PARTICIPANTS**

The sampling process in research begins with a precise definition of the targeted population which is defined in terms of elements, geographic boundaries, and time (Sekaran & Bougie, 2013).

This study seeks to understand purchasing decisions of the black middle class when choosing to visit a destination of leisure and entertainment. For this reason, it was important to choose a destination and location that is very popular, is well known as a leading leisure destination and is easily accessible to the black middle class in terms

of cost and transportation. For this reason, uShaka Marine World in Durban was chosen as the location of the study.

Since the study is concerned with only the black middle class, there were two options considered when choosing the target population. The options were to either target uShaka Marine World's digital database consisting of 145 216 people, or to target uShaka's guests when they are visiting the park. Due to time constraints, it was decided not to target uShaka's guests as they visit the park, but to rather, use uShaka's digital database.

### **3.8 SAMPLING**

Sampling is defined as the process of selecting items from the population so that the sample characteristics can be generalised to the population at large (Sekaran & Bougie, 2013). For this to be done accurately, a sample design needs to be determined after the identification of the population and the sampling frame. Sample identification can be based on either probability or non-probability sampling. In probability sampling, the elements in the population have some known, nonzero chance or probability of being selected as sample subjects, while in non-probability sampling, the elements do not have a known or predetermined chance of being selected as subjects (Sekaran & Bougie, 2013). Both sampling design methods are appropriate and are used depending on the research limitations as identified by the researcher, and according to the desired results, as well as what the outcome is intended to measure.

After careful consideration, and looking at the location of the study along with the selection of the population, it was decided that this study would be based on a non-probability sampling design. According to Sekaran and Bougie (2013), non-probability sampling can be done in either of the following ways:



- Convenience sampling which refers to the collection of information from members of the population who are conveniently available to provide it. This type of design is normally used in the beginning or exploratory phases of the design, and is usually a way of getting information quickly and efficiently.
- Purposive sampling refers to a type of study where information is collected from a specific targeted group rather than a convenient group. This type of sampling is confined to specific types of people known to be able to provide the desired information. This design style uses either judgmental sampling, which is when a limited number of people have the information that is sought, or as quota sampling which is based on a fixed quota extrapolated from each subgroup of the population.

A purposive, nonprobability sampling design was chosen for this study, with a quota sampling method being the basis of the study.

uShaka Marine World has a digital database consisting of a total of 145 216 guests. This database is demographically divided into four ratio groups, Black, Indian, Coloured and White. On cleaning up the database, a total of 12 250 black guests were found. These are the guests that will be used as the total population, from which a sample size of 378 was recommended for this study as per Sekaran and Bougie (2013).

### **3.9 DATA COLLECTION**

Selection of a data collection method is a very important step which follows the completion and determination of the research design method. Depending on the type of study to be conducted along with information required from that study, a data collection method is selected.

Sekaran and Bougie (2012) as well as Keller (2012) describe various tools which can be used in the analysis of data. These authors categorise data collection methods as follows: interviews, observations and questionnaires. Interviews can be done in various ways including personal, telephonic and online interviews. These are done directly with the subjects. Observations are indirect and involve non-self-reports from subjects. Observations are done in studies where no bias from the subject is needed. A questionnaire is a data collection method that involves formulation of questions that are sent to respondents to record their answer within a period of time.

The choice of the method to use is dependent on the source data to be collected. Data can be classified as either primary or secondary. Primary data is information that one would receive or gather directly from the source of interest for a specific study. This means that the researcher collected the data in person. Secondary data however is information that is collected from sources that already exist and is collected by someone other than the researcher. The researcher would choose either all or one of the three methods viz; interviews, observations and questionnaires, depending on whether the researcher intends the data sources to be primary or secondary.

This study will use primary data as a source of information needed from the subjects. For this reason, the method of collection that will be used in this study will be in the form of questionnaires using an online collection method to facilitate the gathering of the data. This method was regarded as an appropriate means of data collection due to the following:

- This method of data collection is reasonably well-known by most people.
- The instrument is cost effective to develop and to administer.
- Most respondents are comfortable using this instrument because of a high anonymity.

- Questionnaires have the ability to reach a high number of respondents.
- Questionnaires are easy to manage as data is pre-coded.

Questionnaires are however known to have some short-comings including:

- Subjects may take too long to return questionnaires.
- Some questions might need to be made clear to subjects.
- Respondents must be willing to complete the survey (Sekaran & Bougie, 2013).

Based on Keller (2012), the questionnaire was designed to extract as much relevant information as possible from the participants. The questionnaire had a mix of questions of which some were concise and needed only one answer while others required more explanation from the participants. The questionnaire was divided into two major sections: Demographics and Lifestyle; and the Customer Decision Making Process.

In order to increase the chances of the questionnaire being completed and returned, it was important for it not to be too long. For this reason, the questionnaire was capped to a maximum of 50 questions which all related to the objectives of this study.

For this study, the questionnaire was designed to answer the objectives of the study following the Schiffman and Kanuk (2004) model.

Questionnaires were designed in the following way:

- Section A: Demographics, Income and Lifestyle information
- Section B: Consumer Decision Making Process
  - Sub-Section B1: Information Search
  - Sub-Section B2: Alternative Evaluation (Product and Situational attributes)

- Sub-Section B3: Product Purchase
- Sub-Section B4: Post Purchase Experience

During the design of the questionnaire, special attention was paid to the type of questions asked to ensure that the study was not compromised. Questions were designed in such a way that they were not ambiguous or leading. The use of a variety of measurement scales such as multiple choice questions were used in order to ensure a well-balanced response.

### **3.10 PRETESTING, VALIDATION AND RELIABILITY OF THE STUDY**

When doing a study of this sort, it is important to do a pre-test as well as validate the research instrument in order to eliminate any weaknesses.

For this study, the uShaka Marine World Executive team, as well as the marketing team was requested to conduct a pre-test of the study. The questionnaire was sent to the Chief Executive Officer, the Chief Operations Officer, the Guest Relations Manager as well as the Brand Manager. These individuals confirmed and concurred that the questions were not offensive to guests, had the correct terminology, understandable by all guests, and would address the objectives set out in this study.

The questionnaire was then sent to eight guests from uShaka's Platinum Pass database as well as eight MBA 3 and MBA 2 students from the UKZN Graduate School of Business and Leadership. These students and guests could be defined as black middle class, according to the definition given in chapter 2 of this paper.

The researcher's supervisor was also given a copy of the questionnaire.

The feedback received from these subjects was as follows:

- The questionnaire had too many rating scales that were thought to be laborious and unnecessary. These were subsequently changed to an either YES or NO answers.
- Some questions were thought to be too open-ended. These were either removed or modified accordingly.
- All grammatical errors were corrected.
- There were questions which were unanimously named as irrelevant to the study. These were subsequently removed from the study.
- The questionnaire was said to be too long for guests coming to a theme park, and it was suggested that questions should be kept to a minimum per sub-section. All sections and sub-sections of the questionnaire were adjusted accordingly.

### **3.11 ADMINISTRATION OF THE RESEARCH INSTRUMENT**

Due to the nature of the product being studied as well as the variability of the results that are required, the collection of data as well as its administration was done in two ways; electronically and physically. For the online administration portion of the study, a web based online software programme hosted by QuestionPro was used in order to gather primary research data. The questionnaire and all its attachments including the consent letter were created on QuestionPro as shown in Appendix 2. uShaka's online database as well as the Annual Pass Membership database were manually cleaned by an employee of uShaka Marine World in order to separate the black middle class from the rest of the database. Once this was done, email details from these databases were exported to QuestionPro. The questionnaire was then distributed to uShaka guests by means of a hyperlink giving the guests direct access to QuestionPro website once they click on the hyperlink. Participation was totally voluntary, and the respondents' confidentiality was ensured. All had details of the researcher, as well as that of uShaka's Guest Relations Manager

should guests be concerned about their anonymity or privacy. Guests were assured of anonymity and privacy in the administration process. The results were then entered onto an Excel spreadsheet by the researcher.

### **3.12 DATA ANALYSIS**

QuestionPro was not only used to collect the data, but also for analysing the set of data once collected. According to Sekaran and Bougie (2013), data collected from the questionnaire must be statistically coded to determine any variations. This involves assigning numbers to responses in order to group data into categories that would later translate into statistics. Once the codes were assigned to variables, the data was exported to a programme that would handle the statistics and do all the correlations needed to be observed in the data. For this, a statistical programme called Statistical Package for Social Science (SPSS) was used. The software allowed for the data set to give descriptive statistics such as skewness, standard deviation, variance, and mean.

The research instrument as well as the data collection method used in this study resulted in both inferential and descriptive statistical analysis. Keller (2012) describes inferential statistics as methods used to draw conclusions or inferences about characteristics of a population based on sample data collected. In this study, inferential analysis was used to study the relationship between variables. For this, a chi-squared test was used. The test allowed the relationships that existed between variables to be observed.

### 3.13 ETHICAL CONSIDERATIONS AND LIMITATIONS

Sekaran and Bougie (2013) describe ethics as a code of conduct or expected social norms of behaviour while conducting research. This means that the persons conducting the research are expected to do so in good faith, respect the respondents, surrender all egos and conduct the study without self-interest. If research is done using company information such as customer databases, the researcher needs to get all necessary permissions from authorised office bearers within the said organisation.

During this study, ethical actions were performed in the following manner:

- A letter permitting the use of uShaka Marine World's guest information from databases and random guests was obtained from the Acting CEO of the organisation. The letter did however ask for a limitation on the use of the information gathered. This letter is attached in Appendix 3.
- Ethical clearance was obtained from the University of Kwazulu-Natal's research office. This is in Appendix 4.
- An Informed consent letter (Appendix 1) which was attached as a preamble to the questionnaire was obtained from all research subjects.

The only limitation experienced during the study was due to a slow response rate from respondents whose surveys were done electronically. A number of emails had to be sent in order to remind people to participate in the study.

### **3.14 SUMMARY**

This chapter has detailed all research methods that were used in conducting the study. The chapter described the methodology, the research design as well as all statistical techniques used in the administration and analysis of data. All approaches including the choice of the population, area of study as well as collection methods of data were detailed in the chapter. An analysis of the data and the discussion will be presented in Chapter Four of this study.



## **CHAPTER 4**

### **ANALYSIS OF RESULTS**

#### **4.1 INTRODUCTION**

This chapter presents, interprets and summarizes the primary data collected from uShaka Marine World's guest database of black visitors. The chapter begins by outlining the demographic profile of all respondents who took part in the study. The chapter also links the results of the study with the objectives of the study. The results shall be grouped in accordance with the Schiffman and Kanuk (2004) model of consumer behaviour which forms the basis of the study.

#### **4.2 DEMOGRAPHIC PROFILE OF RESPONDENTS**

uShaka Marine World's database has 145 216 adults of all races and backgrounds. uShaka's market is diverse and is made up of the middle to upper income groups. The database was manually cleaned by a research intern under the permission and supervision of uShaka Marine World's marketing division, to retrieve the desired demographic of black middle class visitors. The clean-up produced a final number of 12 250 black middle class individuals in the database.

Sekaran and Bougie (2013) suggest that for a population size of 12 250 a total of 378 respondents would make the study reliable and acceptable. In this study 432 responded fully, therefore the study was considered reliable and acceptable.

The demographic profile of the respondents is detailed in table 4.1.

**Table 4.1: Demographic characteristics of respondents**

Age	Characteristics	Percentage
	18-20	2%
	21-30	41%
	31-40	40%
	41-50	13%
	51-60	4%
	>60	0%
Gender	Male	29%
	Female	71%
Marital status	Single	58%
	Married	33%
	Divorced	3%
	Widowed	1%
	Life Partner	5%
Total number of people in household	1	5%
	2	12%
	3	19%
	4	25%
	5	20%
	>5	19%
Education level	Secondary	2%
	Matric	18%
	Degree/Diploma	60%
	Post Graduate	20%
Household average salary range	<R5000	7%
	R5000-10000	14%
	R10001-R15000	18%
	R15001-R20000	17%
	R20001-R25000	15%
	>R25000	29%
How much do you set aside for your family or individual entertainment per month	<R500	35%
	R501-R1000	34%
	R1001-R1500	14%
	R1501-R2000	8%
	R2001-R2500	4%
	>R2500	5%

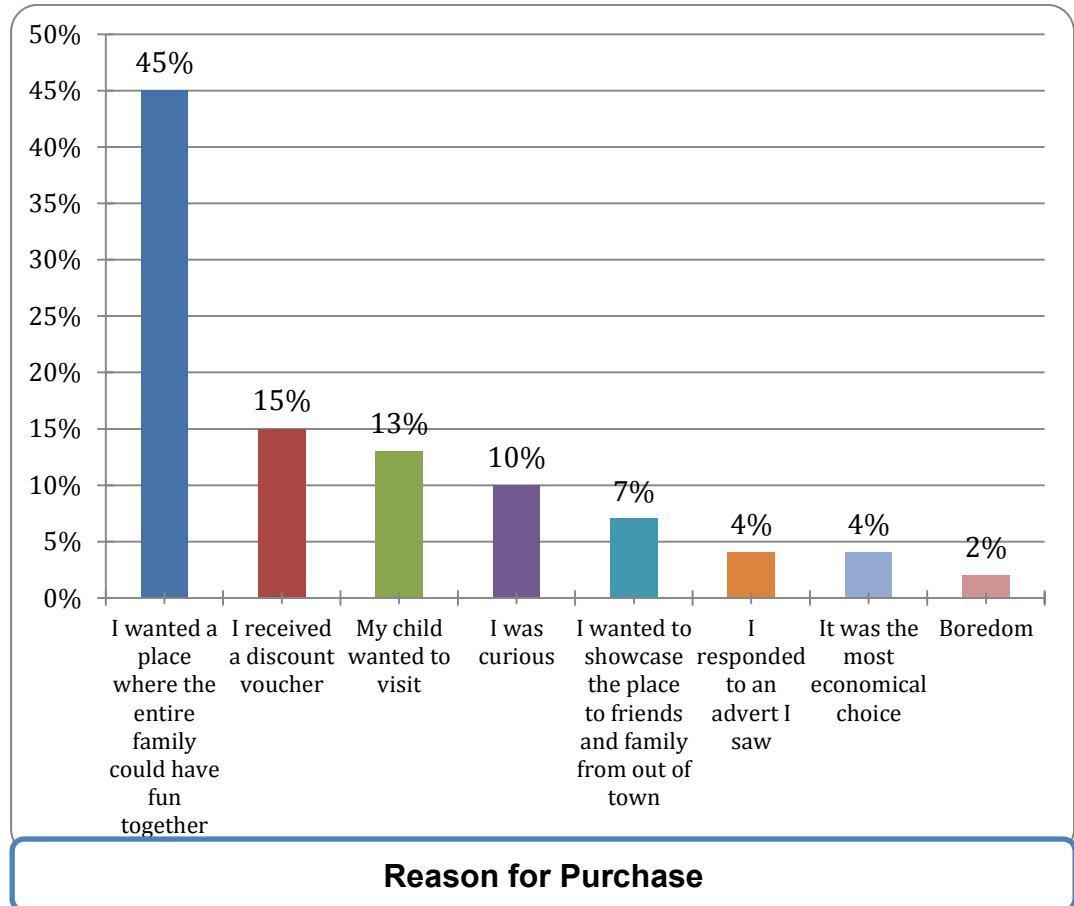
Table 4.1 above shows the majority of respondents were female (71%) aged between 21 to 30 years (41%), followed by ages 31 to 40 (40%). More than three quarters (80%) had a tertiary qualification. Almost two thirds (61%) earned an average monthly income above R15 000 with the majority at (29%) reporting a household average of over R25 000. When asked how much they put aside for family and individual

entertainment per month, more than two thirds (69%) indicated they put aside less than R1000 with more than a third (35%) putting aside less than R500 per month towards entertainment and leisure.

#### **4.3 RESEARCH OBJECTIVE 1: Determine Factors influencing the decision that leads to the buying of a destination or entertainment.**

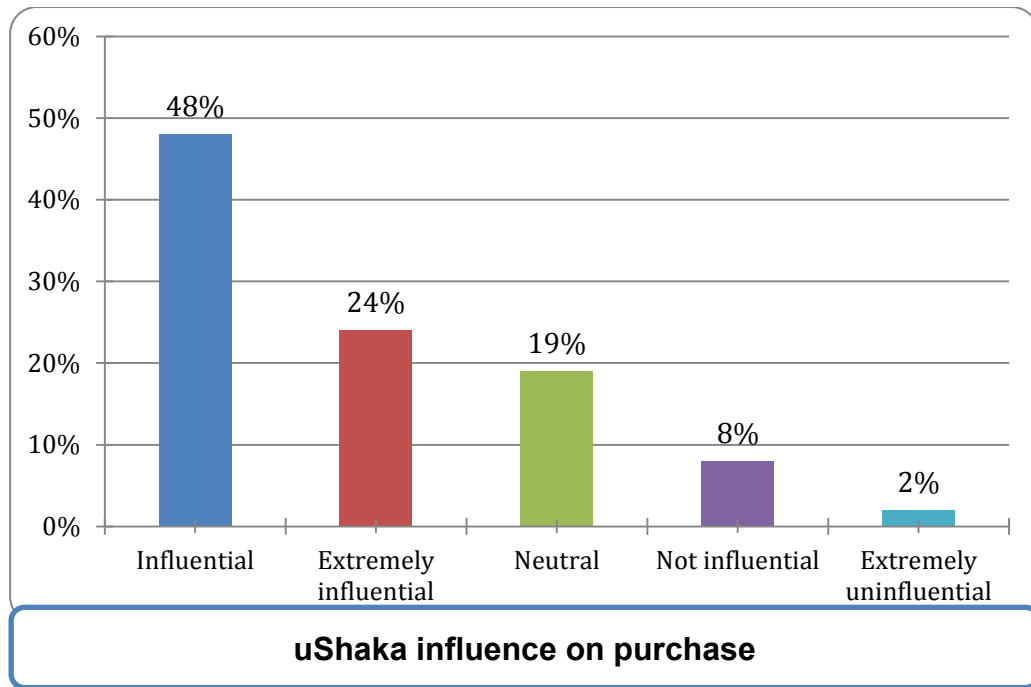
Under this objective, a number of questions were asked in order to fully understand what items influenced the respondent to start the purchasing process. The questions were structured in order to understand the factors that lead to the next step in the purchasing process.

The first question that respondents were asked was to understand what prompted them, or made them buy an uShaka Marine World ticket (Figure 4.1).



**Figure 4.1: Factors prompting or making respondents buy an uShaka Marine World Ticket.**

Over 45% of respondents identified a need to visit a place where the entire family could have fun together. This is what led them to buying a ticket to uShaka Marine World. The next motivator or influencer leading respondents to buying an uShaka ticket is a discount voucher which uShaka Marine World hand out to the public at strategic areas as part of their sales strategy.



**Figure 4.2: Extent to which advertising of uShaka Marine World influenced respondents in choosing uShaka Marine World.**

The sample population responded positively towards the influence of advertising in their choice of uShaka by over 72%, with 48% of them stating that advertising was “influential,” and 24% stating that advertising is “extremely influential”.

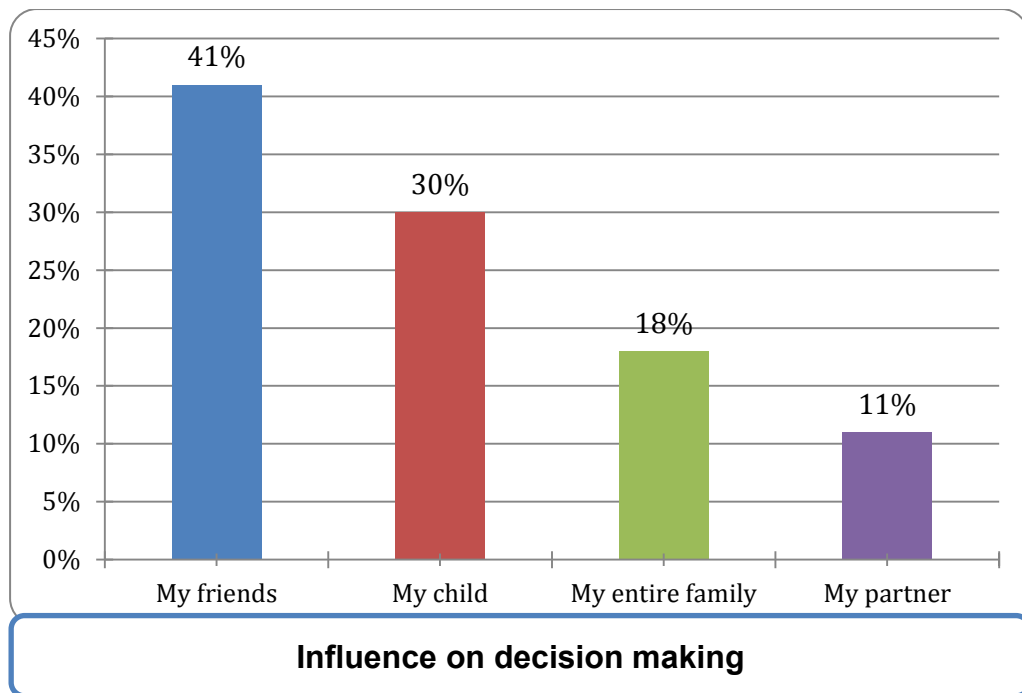
Respondents were asked if they were influenced by any person other than themselves in choosing uShaka Marine World. The results are depicted in Table 4.2.

**Table 4.2: Influencer to respondents in choosing uShaka Marine World.**

<b>Yes</b>	41%
<b>No</b>	59%
Count	431
Confidence Interval	95% [1538-1631]

The majority (59%) stated that they were not influenced by anyone else in choosing uShaka Marine World. This means that people make their own decisions on uShaka, influenced by personal or intrinsic factors and not by other people.

The study went further to find out if those respondents who were influenced by someone would indicate who that person was.



**Figure 4.3: Most influential person in making respondents choose the uShaka Marine World ticket.**

As depicted in Figure 4.3, those who were influenced by another party responded by stating that the major influencers were either their friends (41%) or their children (30%). It is clear that the black middle class is greatly influenced by friends in their social circle when choosing a destination of leisure and entertainment, such as uShaka Marine World.

**4.4 RESEARCH OBJECTIVE 2: Establish the sources of information as well as the different type of information used during the information search.**

In looking at this section of the study, it is important to reiterate that the respondents used as a sample for this study are individuals who have had an interaction with uShaka Marine World by either visiting or corresponding.

Table 4.3 illustrates the response to the question posed to respondents regarding their search for information regarding uShaka Marine World.

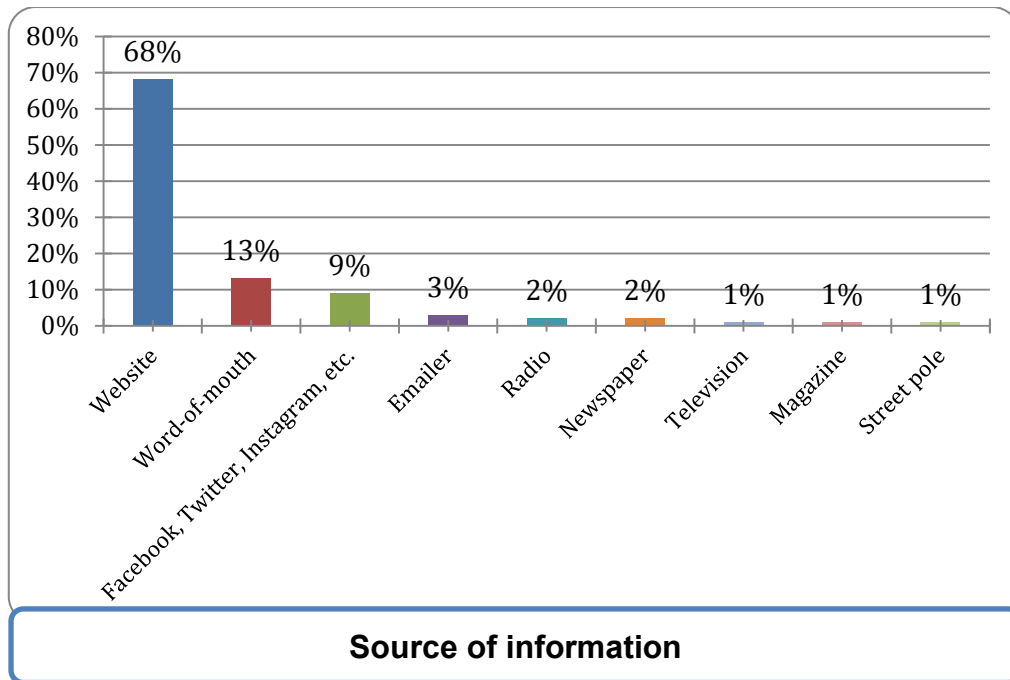
**Table 4.3: Information search regarding uShaka Marine World prior to a visit.**

Yes	62%
No	38%
Count	430
Confidence Interval	95% [1335-1427]

It is evident that the majority (62%) of respondents searched for information about uShaka Marine World when making the decision to visit the destination. This result indicates that people are well informed about the destination they are visiting prior to going to the place.

Respondents were then asked where they searched for information regarding uShaka Marine World. Results are depicted in Figure 4.4.

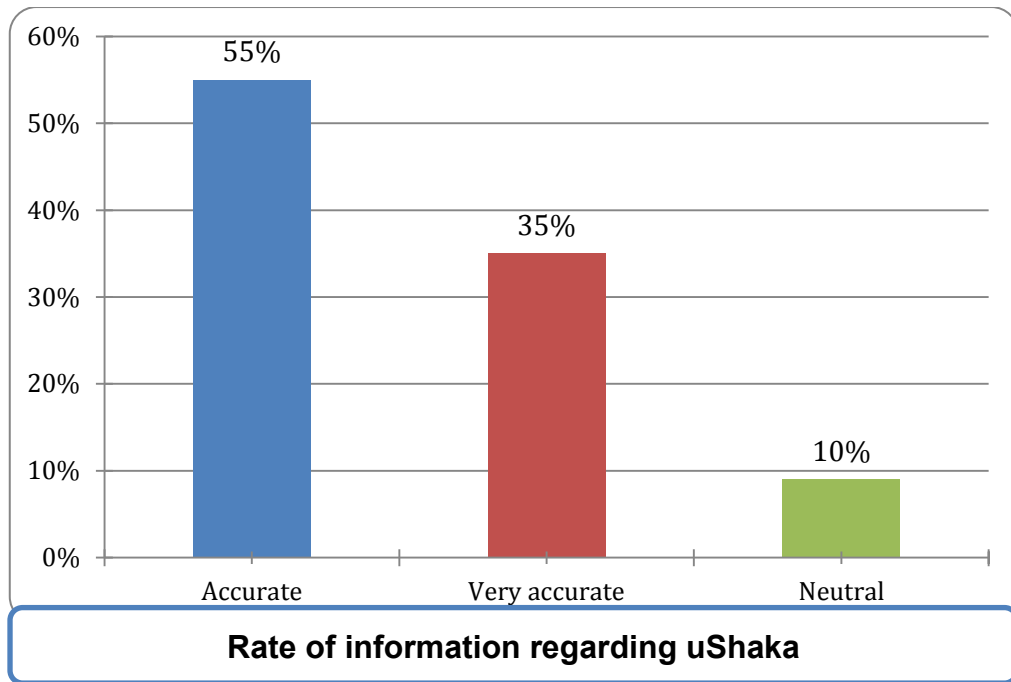




**Figure 4.4: Finding information about uShaka Marine World**

As depicted in figure 4.4, 68% of respondents who searched for information about uShaka, did so online via the uShaka Marine World website. This is followed by word of mouth with 13%, showing that people are willing to ask for information about uShaka Marine World from those who had visited the destination.

After searching for information, it is important to find out how consumers rate the accuracy of information they encountered in their search phase. The results came in as follows:



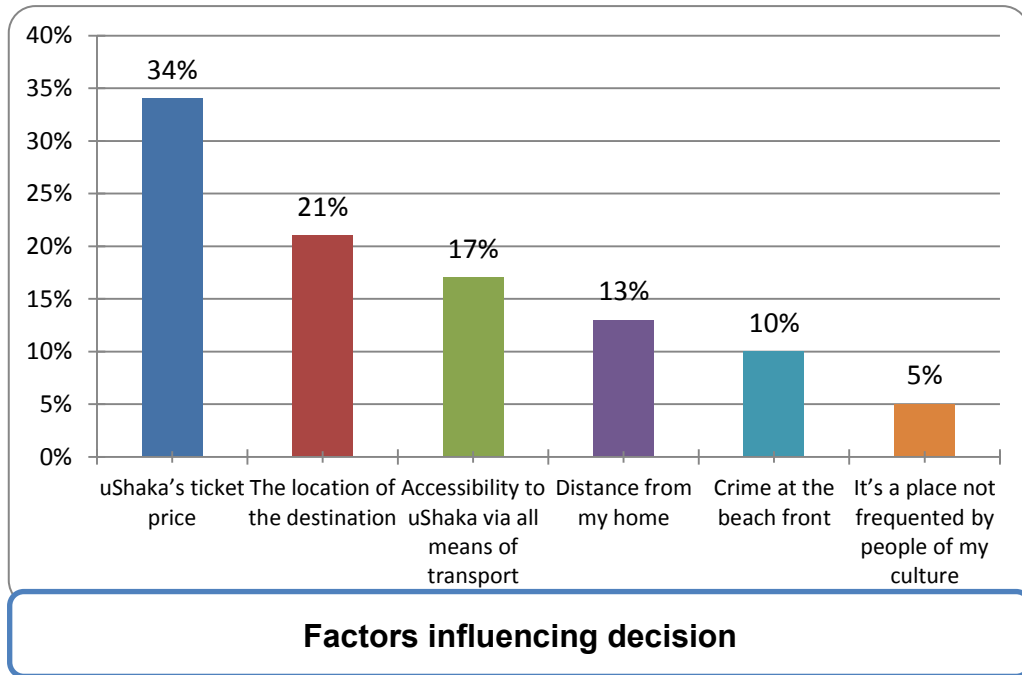
**Figure 4.5: Rating accuracy of information encountered during the information search phase.**

The results received show that respondents were fully satisfied with the accuracy of the information they searched for, with 55% of respondents saying the information was “accurate”; 35% said the information they searched was “very accurate”. This makes 10% of respondents responding positively towards the accuracy of information. No respondents responded negatively towards the accuracy of information encountered.

**4.5 RESEARCH OBJECTIVE 3 : Establish the product and situational variables (such as distance, entry rates, reputation, other destinations, etc.) that are important to the respondents when evaluating the options to buy.**

It was important to establish evaluations made by respondents when choosing the destination. These evaluations would be made by looking at situations of concern, or maybe looking at alternative destinations available to visit.

For this reason, it was important to ask respondents what their main concerns were, while choosing uShaka Marine World as a destination. Results of which, are depicted in figure 4.6.



**Figure 4.6: Concerns while choosing uShaka Marine World as a destination to visit.**

The two popular options were uShaka's ticket price which was selected by 34% of respondents, and the location of the destination, selected by 21% of respondents. uShaka's ticket price was a concern for most respondents. This is what drives people to either buy the experience or not. In an earlier section of this analysis (Figure 4.1: Factors prompting or making respondents buy an uShaka Marine World Ticket), it was evident that respondents were prompted to visit uShaka when using a discount voucher. This confirms that price is of concern to most people.

uShaka Marine World is also located at the Point Waterfront in Durban, which is an area earmarked by the Durban Municipality for development. The Point Waterfront is accessible by means of one

major one-way road towards uShaka and another one-way road away from uShaka in the opposite direction. Historically the area has a criminal element associated with it, which could be the reason for the high number of respondents selecting this concern.

Only a few respondents stated that the destination is not a place frequented by people of their cultural background. This shows that a number of members of the black middle class feel very accepted at uShaka Marine World.

In wanting to establish if the respondents evaluated other alternative destinations instead of uShaka, a number of questions were asked in the study.

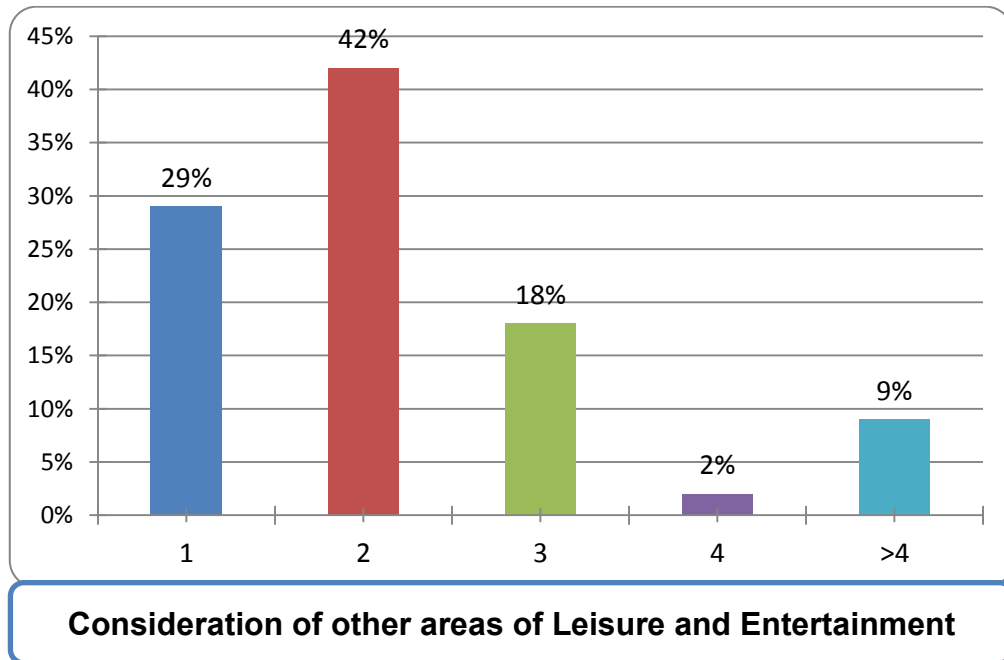
The first question under this section was to find out whether the respondents did, in fact consider another destination of entertainment and leisure prior to visiting uShaka Marine World.

**Table 4.4: Consideration of other destinations of entertainment and leisure prior to an uShaka Marine World visit.**

Yes	72%
No	28%
Count	430
Confidence Interval	95% [1241-1326]

When respondents were asked if they considered any other destination of leisure or entertainment before buying an uShaka Marine World ticket, 72% responded “yes”. Due to the personal nature of a visit to a destination, it is not unusual that people would generally weigh their options and compare destinations before making their choice.

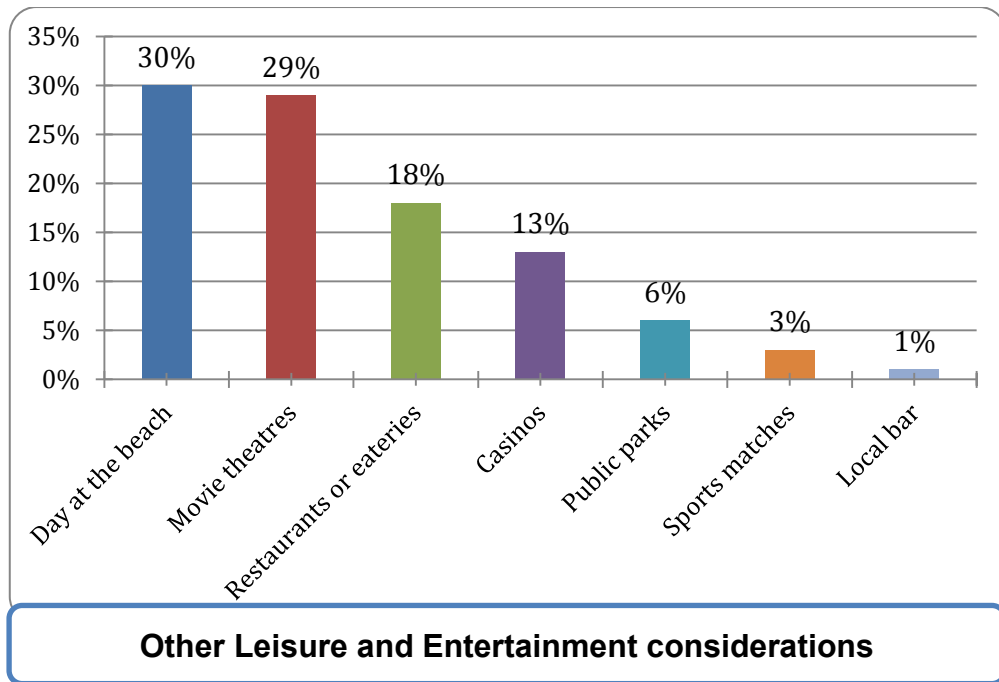
It was then of interest to find out if the places considered were few or many as depicted in figure 4.7.



**Figure 4.7: Number of places of leisure and entertainment considered before buying tickets to uShaka.**

It is evident in Figure 4.7, that 42% of respondents reported that they considered two alternatives, followed by 29% of respondents who said that they had considered only one other place of leisure and entertainment. The rest of the results showed 18% of respondents saying they considered 3 other places, followed by 9% of respondents saying they considered more than 4 places. Only 2% of respondents said they considered more than 4 places of entertainment.

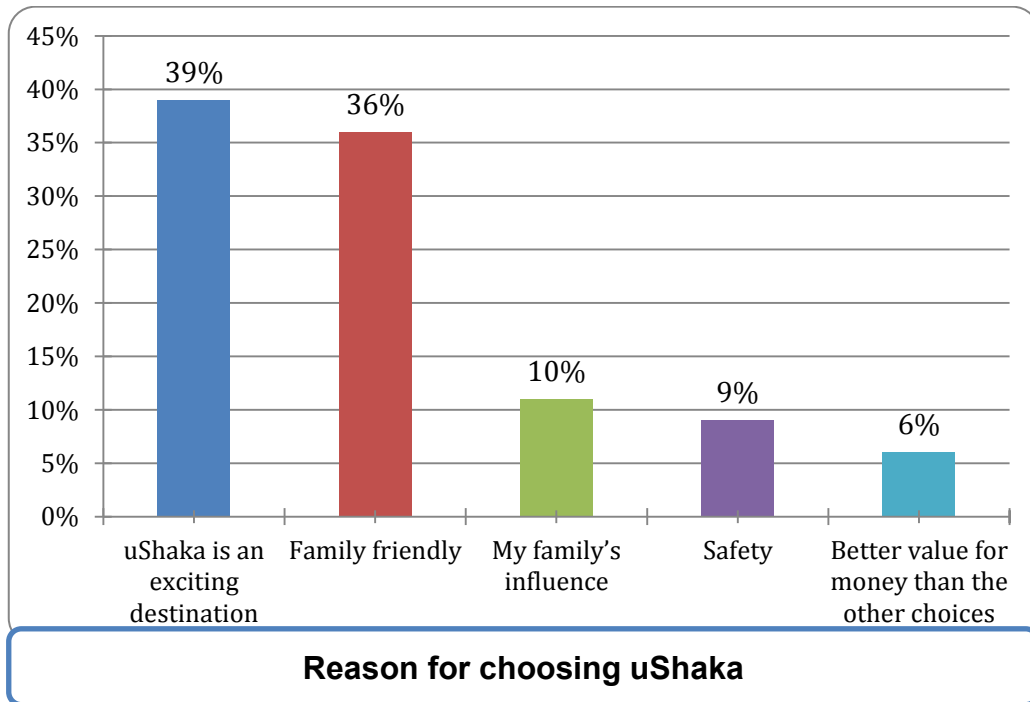
Since it was quite evident that there were other alternatives considered by respondents, it was important to find out which alternatives these were



**Figure 4.8: Other leisure and entertainment destinations considered as alternatives.**

The majority of respondents (30%) reported that they considered a day at the beach as an alternative to uShaka Marine World. This could be due to a number of reasons, but the most compelling of them is that access to beaches is free to the public, and one can bring food and drinks from home while relaxing at the beach. This is not the case for uShaka Marine World as the theme park carries an entry fee and allows no food and drink to be brought into the area. As shown in Table 4.1, 68% of respondents said that they had saved up to R1 000 per month towards leisure and entertainment for the family. An uShaka entry ticket for an adult is priced at R199 for a Combo ticket (a ticket that includes both SeaWorld and Wet ‘n Wild). A child’s ticket costs R149 for the same entry. This means for a family of 2 adults and 2 children, the entry cost at a combo would be R696, before any meals are included, while for a Sea World or a wet n Wild ticket, a family of 2 adults and 2 children will pay a total of R528 (adult at R149 per person and children at R115 per person).

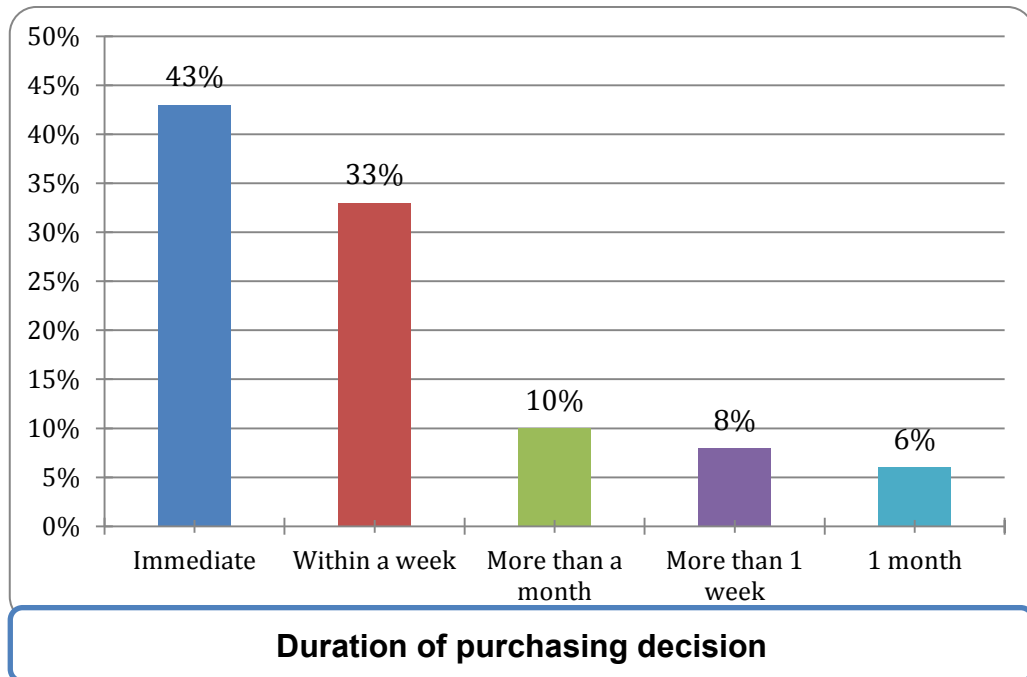
Having seen that there were other options considered as alternatives, it was interesting to find out why uShaka was chosen rather than any of the alternatives.



**Figure 4.9: Reasons for favouring uShaka Marine World over the other destinations.**

When asked why the respondents chose uShaka Marine World over the other destinations, most respondents said it was due to uShaka being an exciting destination as compared to others (39%). This was followed by 36% of respondents who said that uShaka was chosen due to the destination being family friendly. This set of results show a clear relationship between the choice of the product and recognition of the need to visit a destination such as uShaka, as depicted in an earlier analysis in this chapter (see: Figure 4.1, Factors prompting or making respondents buy an uShaka Marine World Ticket). Respondents also indicated that their search for a destination of leisure and entertainment was driven or prompted by them wanting a place where the entire family could have fun. This was a response given by 45% of respondents in Figure 4.1. This result ties in perfectly with the results depicted in Figure 4.9 above.

**4.6 RESEARCH OBJECTIVE 4: Determine the final choice of destination made amongst others, as well as determining the frequency of purchase of items such as destinations and places of entertainment.**



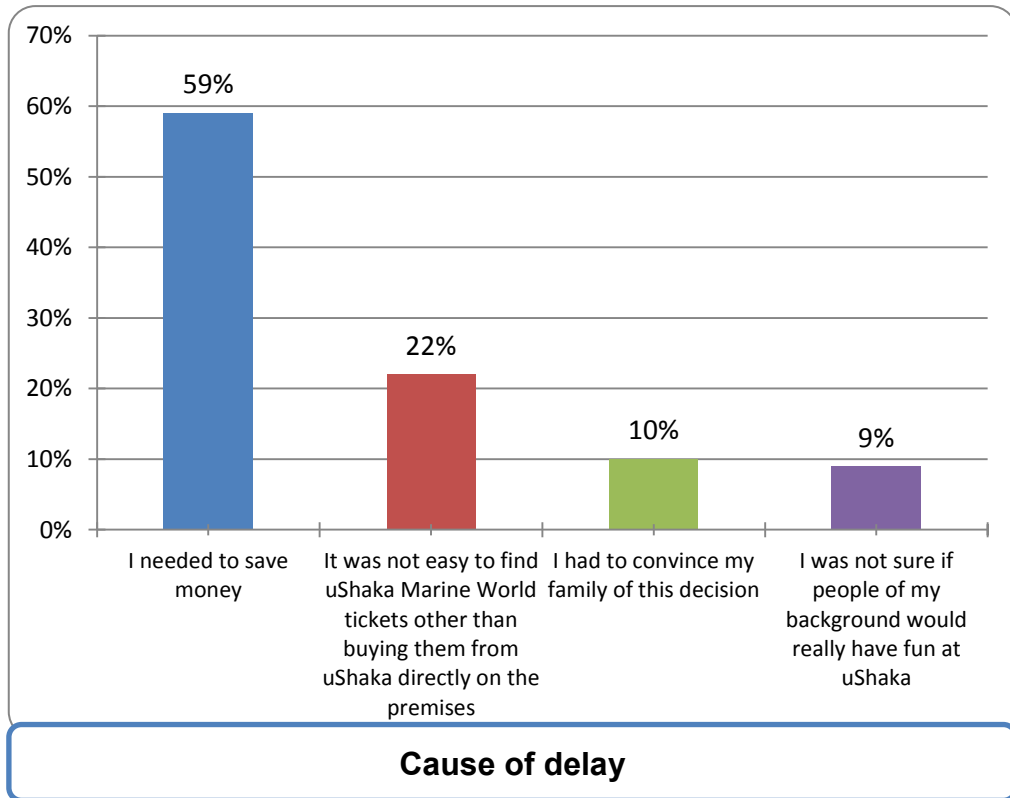
**Figure 4.10: Time it took respondents to purchase an uShaka Marine World ticket from when the decision was made to visiting the destination.**

When asked how long it took for respondents to do the actual purchase of an uShaka Marine World ticket from the time they made a decision to visit the destination, 43% of them reported that they bought the entry ticket immediately after making the decision to visit the destination. This was followed by 33% of respondents who indicated that they bought the ticket within a week of deciding to visit the park. These were the largest numbers observed. The rest of the respondents indicated waiting for more than a month (10%), more than a week (8%) and for a full month (6%). This means nearly a quarter of respondents (24%) had to delay their purchase by a significant amount of time before visiting



uShaka Marine World. This wait could be due to a number of reasons that shall be explored further in this analysis.

It was then important to ask respondents reasons causing the delay.



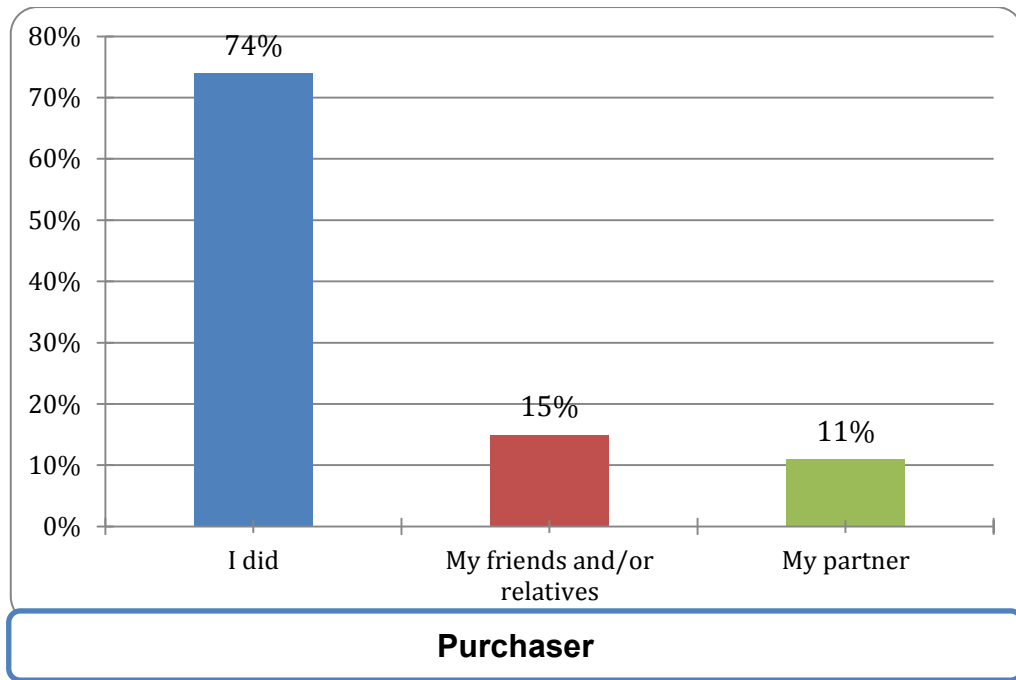
**Figure 4.11: Reasons for delays in purchasing tickets to uShaka Marine World.**

Delays in the buying process can be due to a number of reasons on the part of the purchaser. Sheth et al., (2001) state that in the buying process, delays in purchases are due to an inequality in the availability of resources, which is common in an economy. Due to this inequality, purchasers find themselves buying items they desire at different intervals than expected.

As per figure 4.10 of this chapter displayed that more than 57% of respondents did not buy an uShaka Marine World ticket immediately after they decided to visit uShaka. As per figure 4.11, 59% of

respondents indicated a need to save money before buying an uShaka Marine World ticket. This confirms the earlier finding that price was a major concern, as well as price sensitivity of this group of respondents (69% as per table 4.1 in this chapter), who saved less than R1000 a month for leisure and entertainment. It is therefore evident why the majority of people would postpone their visit in order to save money. Of the respondents, 22% indicated that they delayed because they were not able to easily find a ticket to uShaka, except at the uShaka premises. This was followed by 10% of respondents who said that the delay was caused by their needing to convince their family first before buying an uShaka ticket. The minority of respondents at 9% indicated that they were not sure if the destination was for people of their culture or catered for people of their cultural background. This could mean that they were not sure of the type of entertainment they were going to be exposed to, along with the reception they were to receive from staff members at uShaka.

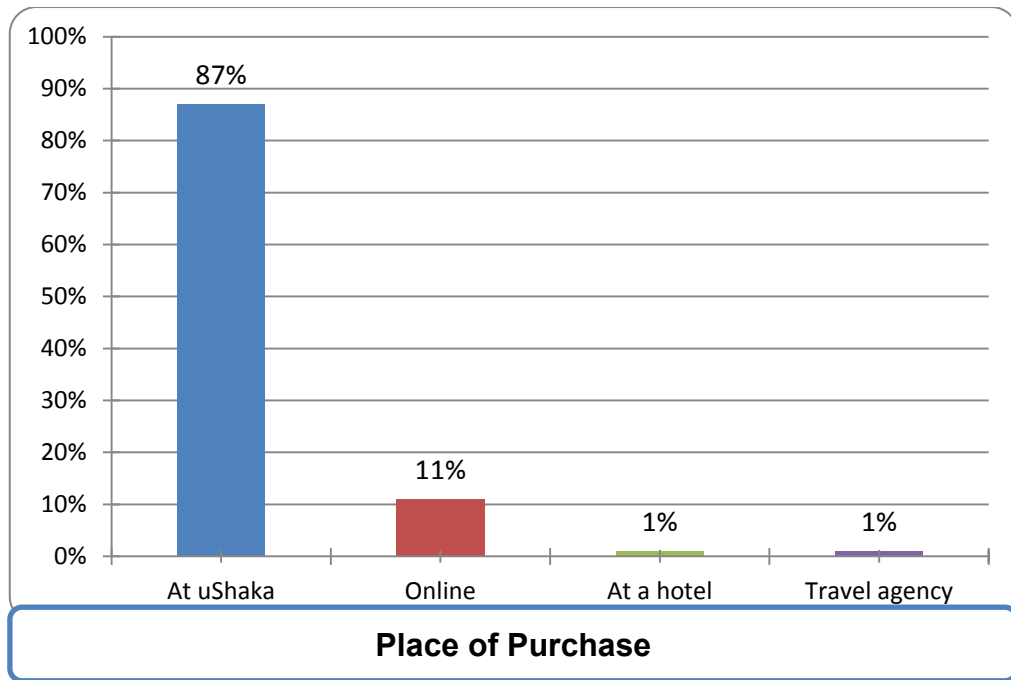
With consumer behaviour, it is important to understand who the purchaser of a product or commodity is, or in the case of this study who was purchasing an uShaka Marine World ticket.



**Figure 4.12: Actual purchaser of uShaka Marine World tickets.**

When asked who the actual purchaser of the ticket was, 74% of respondents confirmed that they had purchased the ticket. This further shows that the uShaka Marine World as a destination is a personal purchase coming from an intrinsic need to go to the destination. This was discovered early in this study as depicted by Figure 4.1. This was followed by 15% of respondents who said their friends or relatives bought the tickets for them, with only 11% saying their partners were the purchaser.

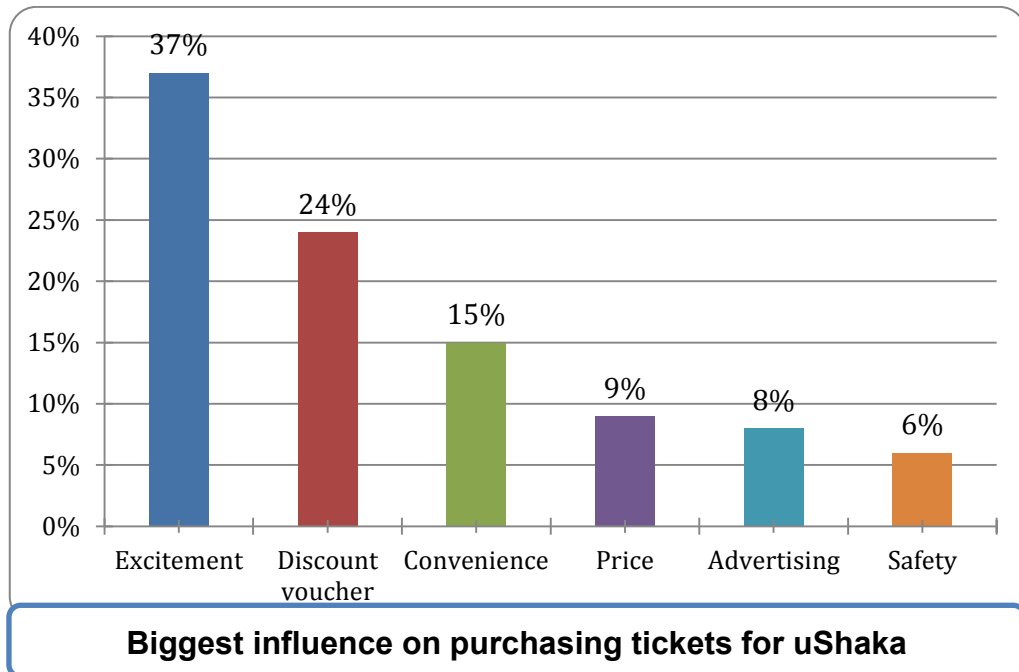
The study wanted to further find out where respondents purchased the actual ticket to enter uShaka Marine World.



**Figure 4.13: Place of purchase of the uShaka ticket.**

The majority of respondents (87%) purchased their ticket at the uShaka Marine World premises. The rest of the respondents reported buying tickets online (11%), at travel agents (1%) or at a hotel (1%). This could be due to a number of reasons. In an earlier section in this chapter (see figure 4.11), about 21% of respondents in that section pointed out that it was not easy to find an uShaka Marine World ticket, other than buying one from the venue itself.

Respondents were then asked to clarify what in their view was the biggest driver for buying an uShaka Marine World ticket. The reasons are shown below in figure 4.14.



**Figure 4.14: Biggest influence that led respondents to buying uShaka Marine World tickets.**

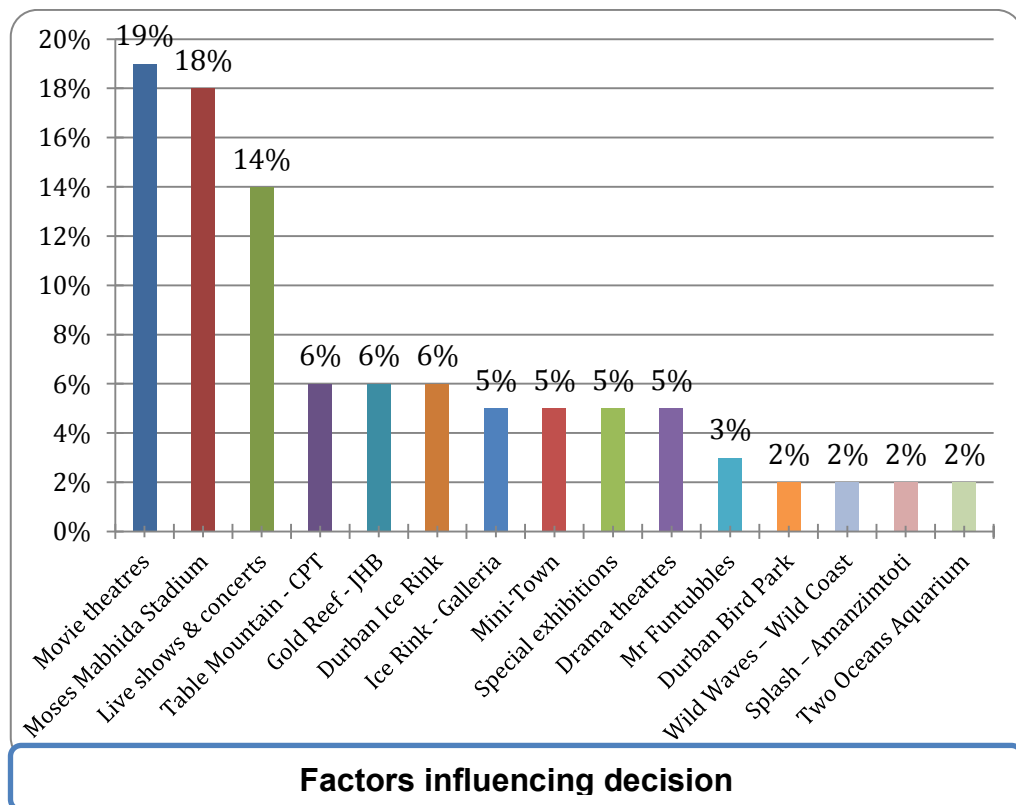
The majority of respondents 37% reported that the biggest influencer leading them to buying a ticket was excitement. This result reaffirms an earlier result on this study depicted in Figure 4.1 (Factors prompting or making respondents buy an uShaka Marine World Ticket) where a majority of respondents indicated that their need was to find a place where the entire family could have fun. Therefore the majority of the purchases are linked to the need recognised by respondents.

This reason was followed by 24% of respondents who reported that they bought an uShaka Marine World ticket due to a discounted voucher that they received. This result links to results depicted in Figure 4.1 where 15% of respondents indicated a need that they

considered uShaka because they were given a discount voucher. This need links with the reason to purchase the ticket.

Other results depicted in Figure 4.14 included convenience at 15%, price at 9%, advertising at 8%, and safety at 6%.

Respondents were then asked to indicate other places or destinations of entertainment they had bought tickets to in the past year.

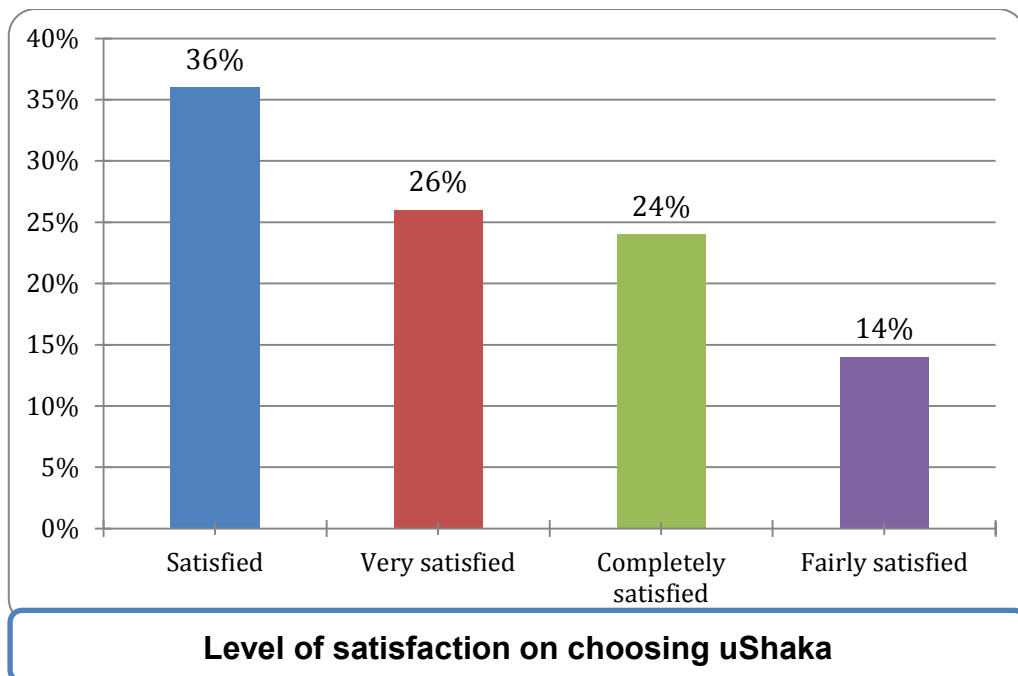


**Figure 4.15: Other destinations respondents bought an entry ticket for in the past year.**

Respondents were given a number of options to choose from: 19% of respondents said they bought movie theatre tickets; 17% bought tickets for Moses Mabhida Stadium; 14% for Live Shows and Concerts; 6% for Gold Reef City, Durban Ice Rink, and Table Mountain; Special events and Drama theatres at 5%, respectively. Other destinations ranged from 5% to 2%.

**4.7 RESEARCH OBJECTIVE 5: Evaluate the decision making process and the satisfaction of the destination chosen after the destination was visited.**

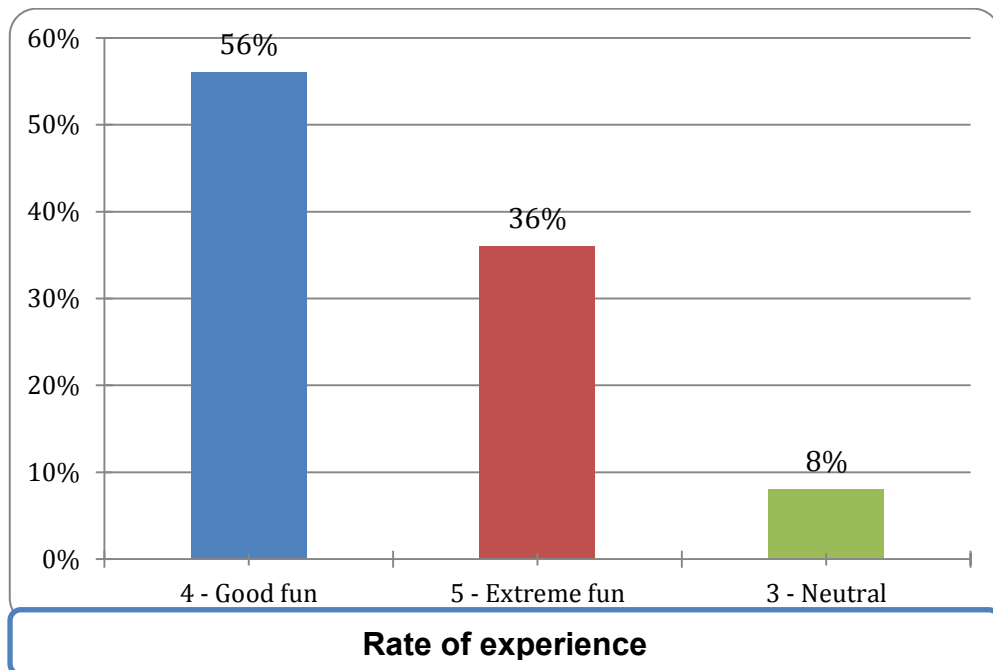
This section of the analysis was to examine whether the respondents were satisfied with the visit to uShaka Marine World as a destination. The analysis seeks to understand whether the respondents would be willing to come back to uShaka Marine World or not. It further seeks to find out whether respondents would recommend the destination to other people.



**Figure 4.16: Satisfaction regarding your decision to buy an uShaka Marine World experience.**

The findings in this section show that 100% of respondents were satisfied to some degree. It is important to note that none of the respondents said that they were not satisfied with the decision.

The study further went on to discover the ratings for the level of experience at the destination.

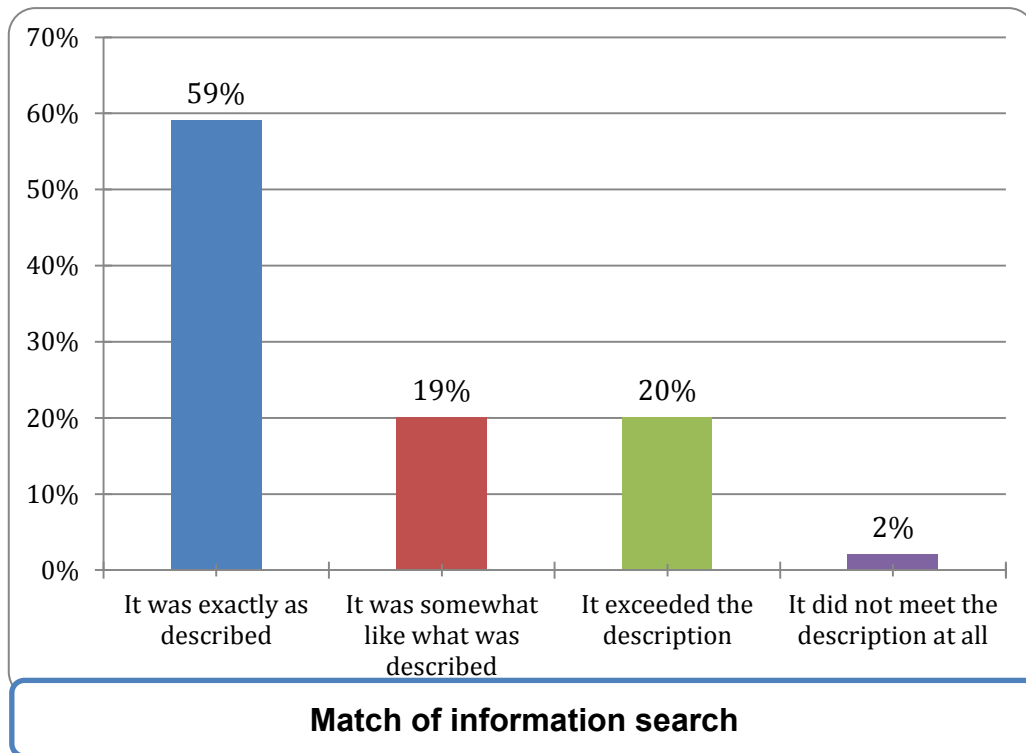


**Figure 4.17: Rating of experience at uShaka Marine World.**

Over 92% of respondents found uShaka to be exactly what the destination claims to stand for, namely fun! This was made up of 56% who said the destination was good fun, and 36% of respondents who said that the destination was extreme fun. Only 8% of respondents found the destination to be neutral, while none of the respondents rated the destination as boring. This finding should be reassuring to the destination as its tag line and positioning statement is centered on “Unlimited Fun”.



It was important to link the information search stage to the satisfaction stage of the consumer's behavior, or buying process. To do this, respondents were asked to link the information they searched for regarding the destination to the actual experience at the destination.



**Figure 4.18: Correlating information searched for, to actual experience.**

A majority of respondents (98%) confirmed that the information they searched for matched the actual experience to some degree once they reached the destination. This number is made up of 59% of respondents who said that the experience was exactly like what was described when they searched for it, while 19% of respondents affirmed that the experience was somewhat like what they saw, while another 20% said the information exceeded the description they came across in their search. .

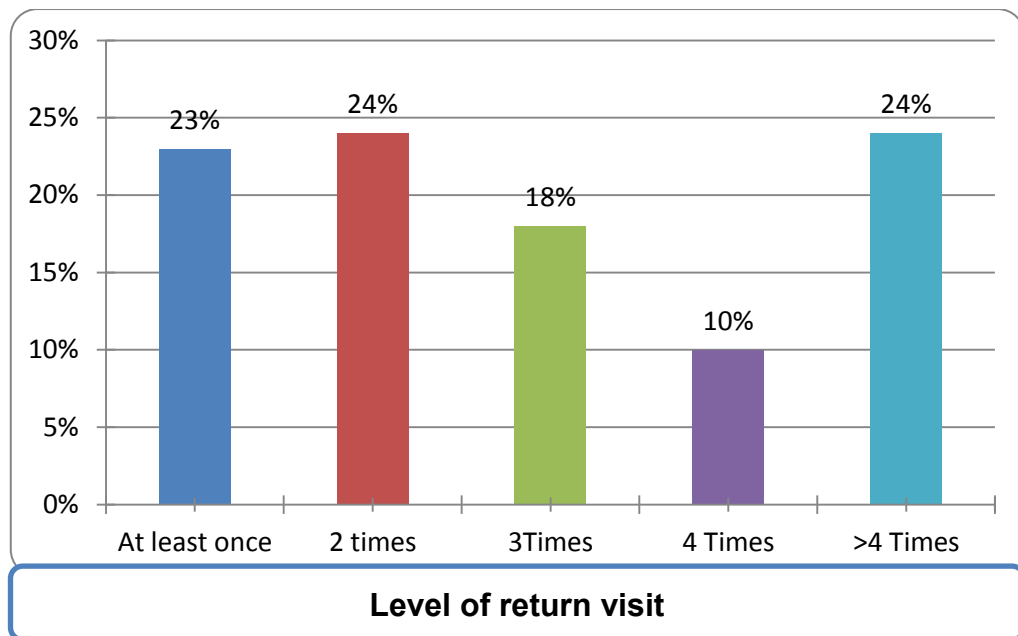
This affirms an earlier finding in this study which indicated that 90% of respondents found information on uShaka Marine World during their search phase to be accurate. (See Figure 4.5 in this chapter)

**Table 4.5: Would respondents return to uShaka Marine World**

Yes	100%
No	0%
Count	427
Confidence Interval	95% [0.998-1011]

In the study it was observed that 100% of respondents stated that they would return to uShaka Marine World. This affirms that uShaka Marine World delivered on its promise and guest expectations.

It was important to follow on with a question that would test the extent of the satisfaction.



**Figure 4.19: How often would guests return.**

When asked how many times respondents would return to uShaka within a year, respondents gave a wide array of evenly distributed results as shown in Figure 4.19 of this study. The responses were very close to each other in terms of scores with the highest score (24%) belonging to those respondents who said that they would return to

uShaka more than four (4) times in one year, as well as those who would return twice in a year. Other results from respondents stood at 23% who would return at least once in a year, 18% would return 3 times in a year, and 10% would return four times in a year.

As a reassurance of service satisfaction, a question was asked as to whether respondents would recommend uShaka Marine World to any other person from their social and cultural background.

**Table 4.6: Recommending uShaka Marine World to anyone of your social and cultural background.**

Yes	98%
No	2%
Count	425
Confidence Interval	95% [1004-1029]

Because the study was conducted on a sample of people who were of black cultural decent, it was important to link satisfaction back to their cultural background and ask if this destination can be recommended to others of the same cultural background as them. The respondents gave a positive result for the destination in that 98% of them responded in the affirmative saying they would definitely recommend uShaka to people of their cultural background. Only 2% of respondents said they would not recommend uShaka to a person of their cultural background. Judging by this result, uShaka is an establishment that is embraced by people of a black cultural background.

The study wanted to understand further about how the respondents felt about uShaka Marine World, by covering aspects of the park not asked in the questionnaire. It was very important to understand what, if any, concerns the black middle class had regarding uShaka as a destination. For this reason, a closing statement was given to

respondents allowing them to comment freely about uShaka Marine World. The question was purposefully presented as an open-ended question to allow respondents to answer as they pleased. Due to this, a wide variety of results and comments were received from respondents.

This question was analysed manually. Some answers were given as single statements with a single focus, while others came with two answers and areas of focus. From the manual analysis it was determined that those respondents who had two areas of focus included price being too high as one area. Other responses included Entertainment, Food and Beverage, Advertising, No changes needed, as well as a category named other, which was a collection of statements.

**Table 4.7: Suggestion to make uShaka Marine World more acceptable to respondents.**

<b>ITEM</b>	<b>NUMBER</b>	<b>%</b>
Price too high	103	32%
No change required	65	20%
Entertainment	48	16%
Food	38	12%
Advertising	36	11%
Other	28	9%

There were a total of 292 respondents to the open-ended question. It must be noted that although there were 292 respondents who gave an answer, 23 of these respondents gave two comments and 3 respondents gave three comments. This increased the number of responses to a total of 318 comments.

The bulk of the comments (32%) related to uShaka Marine World being expensive and making it a less affordable destination. Under this

category, most respondents suggested that uShaka continue with discount vouchers to make the park affordable. Some respondents said that although they “loved” uShaka Marine World, they were unable to visit more than once a year due to not being able to afford more visits.

The second highest suggested area of Improvement (20%) was that uShaka maintain the status quo and not change anything.

Entertainment was the third highest area of improvement given by respondents. Suggestions for entertainment came from 16% of respondents. These suggestions ranged from live shows at the swimming pools to suggestions of having adult oriented entertainment using well-known celebrities. Respondents were convinced that a change in the current entertainment strategy of uShaka Marine World would see more people return to the destination in the near future.

Under the Food category, respondents suggested a wide variety of items ranging from healthy food options to the inclusion of African cuisine at uShaka outlets. The most common suggestion was that guests be allowed to bring their own food into uShaka Marine World. This is a practice that has not been allowed at uShaka Marine World since its inception. The park follows an international standard which does not allow own food inside the paid environment, as food stalls are an additional source of revenue to supplement gate revenue.

Only 11% identified Advertising as an item needing improvement. This small group of respondents suggested that, uShaka Marine World is not advertising in media used by a black audience. Many respondents said they did not see any uShaka Marine World messages in and around the townships that they resided in. Other respondents were of the opinion that the advertising they saw did not explain to them what they paid for and why most still viewed uShaka Marine World as just another eatery and mall.

Other suggestions and comments were grouped under the category called "Other". These suggestions were either unique with no repetition or if they were repeated, it was not more than twice. These comments or suggestions ranged from comments such as Longer opening hours, more parking, long queues at the gate, long-queues inside the park at the slides, etc. there were a total of 28 such comments.

#### **4.8 SUMMARY**

This study has revealed some significant and interesting findings about the behaviour of the respondents when buying uShaka Marine World as a destination. What was uncovered from the beginning of the survey was that although the majority of respondents earned well over R20 000 per month, they did not save much towards family or individual entertainment per month. The study also revealed that a number of respondents bought uShaka Marine World tickets in order to satisfy the entire family. The experience was rated as satisfactory with a number of respondents saying they would recommend the destination to others. A major challenge for respondents was the destination's price which prevented repeat visit as most respondents complained that uShaka Marine World tickets were too pricey.

The next chapter will provide recommendations and suggestions.

## **CHAPTER 5**

### **DISCUSSION OF FINDINGS, RECOMMENDATIONS AND CONCLUSIONS**

#### **5.1 INTRODUCTION**

The literature discussed in Chapter Two showed that research done by a number of scholars in the field found that even though the black middle class had displayed an interest in the leisure and the travel sector; it is still unclear as to what in the sector this group is interested in. It is with this in mind that the objectives of this study were crafted to establish consumer behaviour of the black middle class using uShaka Marine World as the product of choice. These objectives were outlined in Chapter One of this study. This chapter will discuss the conclusions drawn from the results displayed in Chapter Four. The chapter will give recommendations based on these findings as well as highlight the limitations. The chapter will conclude by giving recommendations for further research.

#### **5.2 KEY FINDINGS**

Findings from the survey are outlined in Chapter Four of this study, and were aligned to the research objectives. The following are conclusions of findings of each research objective:

##### **5.2.1 DEMOGRAPHICS OF RESPONDENTS**

The findings of this study show that the majority of respondents are educated, black and mostly fall within the ages of 21 to 40. Females are in the majority as are single parents. The results also indicate that the majority of respondents (61%) earn more than R15 000 per month in household income. These findings are displayed on Table 4.1 of this study and are important as they give uShaka Marine World marketing a clear understanding of the theme park's target audience or customer

segment, which should be considered for future marketing promotions. It also made the study.

### **5.2.2 RESEARCH OBJECTIVE 1: Determine what factors result in the need to purchase a leisure product such as a destination or a place of entertainment.**

The main aim of this objective was to determine the factors or stimuli, external or internal, which play a role in the recognition of a need to buy a destination of leisure. The questions were designed in such a way that they indicated whether the problem or need was easily identified and what or who influenced the recognition of this problem or need.

As discussed in the literature review, leisure products or destinations of entertainment are largely categorised as high-involvement items or products at decision making stages.

The study revealed that the main problem or recognised need was for a place which offered entertainment for the entire family. This was a major overall influencer or motivator for recognising the need to consider buying uShaka as a leisure destination. In further questions asked in this section, the majority of respondents still indicated that family and friends became a motivator to making a decision to consider a child. This reason can be seen as both intrinsic as well as extrinsic. Friends and family represent a group of people with a very close personal relationship to the respondents and therefore can be seen as an internal motivator due to the personal nature of the relationship. Extrinsic motivators such as advertising, discounts, etc., came in very low as influencers to respondents.

Looking at both, the internal and external motivators or stimuli, one can deduct from the results that a need to satisfy ones family and



friends was the top motivator in choosing the destination. Internal motivators were therefore more prominent to the black middle class than external factors or stimuli such as wanting to showcase the destination or responding to advertising.

### **5.2.3 RESEARCH OBJECTIVE 2: Establish the source of information as well as the different types of information used during the search for a place of entertainment.**

This objective is an equivalent to the information search step in the Schiffman and Kanuk's (2004) consumer behaviour model.

The results highlighted in Chapter 4 revealed that the respondents encountered information about uShaka Marine World, as their destination of choice from a number of sources, the most prominent being online websites such as Facebook, Twitter, etc. Respondents indicated that information received from these sources was both accurate and reliable.

Respondents did however indicate that they had a number of concerns while searching for information about the destination. The main concern indicated by a majority of respondents was the price of the ticket to enter uShaka Marine World. This information seems to be the most searched for regarding the destination based on uShaka's Annual Report (2011 & 2012). Both annual reports reveal that the number one visited webpage (65% visitation) is the Rates and Times page on uShaka Marine World's website.

In conclusion, it is apparent that the black middle class consciously search for information on uShaka Marine World before visiting the destination, with 90% of respondents indicating that they find the information both accurate and reliable.

#### **5.2.4 RESEARCH OBJECTIVE 3: Establish the product and situational variables that are important to the black middle class when evaluating the options to purchase.**

This stage of the consumer decision making process follows directly after the information gathering phase. Alternative evaluation is defined as a stage where consumers use information gathered to compare all product attributes in order to ascertain which alternative is best suited to address the problem identified in the first stage of the consumer decision making process, (Boundless Marketing, 2014).

This study presented a number of questions to respondents aimed at finding out whether any other destination was considered as an alternative to uShaka Marine World, and if so how many, and why were other destinations considered. The results are detailed in Chapter Four and indicate that the respondents did indeed consider other destinations to visit. These destinations included places such as Sun Coast Casino, the beach, movies, shopping malls, skating rinks, etc.

In summary the findings, it was observed that other destinations were indeed considered, however uShaka was still preferred due to the destination being an exciting and family friendly destination. This confirms the findings in the first objective of this study which concluded that the need to go to uShaka Marine World is as a result of intrinsic stimuli of wanting to satisfy an emotional feeling.

**5.2.5 RESEARCH OBJECTIVE 4: Determine the frequency of purchase of items such as destinations and places of entertainment.**

This research objective was linked with the product choice and purchase phase of the consumer decision making process, and seeks to understand how the destination was purchased as well as the frequency of purchase of the destination.

The study revealed that price was a leading factor in whether the ticket was purchased immediately or later in the buying process. Many respondents indicated that the purchase of the ticket was delayed due to their needing to raise funds to go to the destination. Other respondents indicated that they only bought the ticket because of a discount voucher.

This indicates that uShaka Marine World needs to look at the pricing of the tickets, as this becomes a deciding factor for many guests.

**5.2.6 RESEARCH OBJECTIVE 5: Evaluate the decision making process and the satisfaction of the destination chosen after the destination was visited.**

This objective is linked to the post-purchase evaluation step in the consumer behaviour and consumer buying process. Kotler (1999) described this stage as simply a step in which the consumer decides whether or not to share or recommend a product or service to other people. This is all dependent on the perceived satisfaction derived from the use of the product or service. Depending on the type of product or service you are seeking, satisfaction levels may differ depending on the consumers' background as well as perception of

value derived from the evaluation stages of consumer behaviour (Shiefman et al., 2013).

Looking at the findings in chapter 4, respondents were very satisfied with uShaka Marine World, and felt that the destination delivered on its promise. Respondents indicated that they would definitely return to the destination and would recommend the destination to others.

These findings should be encouraging to the destination as it shows that once people have visited uShaka Marine World, they find the experience satisfactory and worth coming back for.

### **5.3 RECOMMENDATIONS**

This study has revealed gaps that exist in the market place for uShaka Marine World regarding visits to the destination by the black middle class. Based on this evidence, the following set of recommendations has been proposed in order to improve visits by the black middle class to uShaka Marine World.

#### **5.3.1 Revision of the Marketing Strategy**

The number of respondents in this study indicated that they did not see or hear of any advertising about uShaka Marine World either as they drive around in the townships where they live, or in the media. The respondents indicated that they mostly hear of uShaka through word of mouth which then leads to a search for information on the destination. To them, there is no effort shown by uShaka in this instance.

uShaka Marine World has an opportunity to grow its customer base by focusing on this growing segment of the market. As discussed in

chapter two, the black middle class has grown significantly over the past few years surpassing the white middle class. This growth presents an opportunity for an organisation such as uShaka to augment its marketing strategy to include media channels and promotions directed at the black middle class. To increase its attractiveness as a destination for the black middle class, uShaka can do some of the following activities:

- The destination should look at using media that is widely consumed by the black middle class such as uKhozi FM, Metro FM, Isolezwe, etc. (as per Nielsen, 2014).
- uShaka should go to the various townships in which the black middle class reside and do promotions in places such as malls, bus and taxi ranks. These can be done in such a way that people can win tickets and discount vouchers to the destination.
- Snippets of mascot shows can be taken to schools and day care centres in order to excite children who will take the message home to their parents in the form of vouchers.
- uShaka should employ a number of brand ambassadors who can visit popular places in the townships such as “Shisa-Nyama” spots. These ambassadors should be there to bring excitement in the area and start conversations about uShaka Marine World.
- uShaka Marine World should consider a strong brand presence in prominent soccer matches taking place in the city. This can be in the form of providing half-time entertainment as well as having a presence on the big screen at the stadium.

### **5.3.2 Revision of the pricing strategy**

In the study, a number of questions were asked relating to affordability of uShaka Marine World in relation to the respondent’s disposable income. Throughout the study, it became evident that affordability was a problem to the respondents.

Price is one of the influencers of customer's behaviour and buying patterns. Taylor and Kimes (2011) noted in the Journal of Revenue and Price management the importance of perceived fairness in pricing as an important factor for organisations to consider in their revenue models. Fairness in this instance is described, or is governed by the belief, that the price charged to customers is what customers are willing to pay in the market (Kahneman et al., 1986).

uShaka Marine World's annual financial statements for the years 2012, 2013 and 2014 reveal that the theme park has been increasing its prices year on year by levels well above inflation. These increases have been met with resistance by guests as revenue has been decreasing year on year as prices increase. Bolton et al., (2003) indicated that even if an organisation is experiencing increasing costs beyond its control, consumers are sometimes unwilling to accept necessary price increases.

To address the price challenge and attract more black middle class guests, uShaka Marine World can do the following:

- A pricing committee should be formed whose purpose would be to benchmark all uShaka's prices to that of the industry at large by looking at trends in the market place, as well as price increases of similar attractions over the years. This will ensure that the theme park's entry prices are considered fair by potential guests. The pricing committee should also look at other innovative ways of creating income streams for the businesses that are outside gate takings.
- The market can be divided up into clusters which are known to have a large population of the black middle class. uShaka should then send discount vouchers to these clusters for different entries and establishments.
- Most people who visit uShaka Marine World are families. With this in mind, uShaka Marine World should offer a discounted

deal for the entire family. The more people there are in the family, the bigger the discount should be.

- Partner deals are another strategy that should be pursued by uShaka Marine World. The destination should consider forming joint discount deals with other places destinations such as Suncoast Casino or Moses Mabhida Stadium. These can be in a form of mailers that are sent to their databases offering partner discounts.
- To entice more people to come to the destination, uShaka Marine World should offer value added items combined with a ticket to enter the park. These could be food, gifts, collectables, etc. This will show even greater value offered by the destination
- uShaka Marine World is located at The Point waterfront and to get to the destination by public transport means many people need to take an average of two to three taxis from their homes. This could be avoided by uShaka Marine World teaming up with a bus company or taxi association to operate an uShaka Marine World Fun bus that would take people directly from their respective townships to the theme park and back. The price can be adjusted and shared with the bus operator.
- Suncoast Casino on the other end of the promenade attracts a large amount of people. This destination can be a very strategic partner to uShaka Marine World in order to share footfall. Both destinations can invest in shuttles that would transport people to and from each other at certain time intervals. The service can be free to those who have bought an uShaka Marine World ticket or play the slots at Suncoast Casino.

### **5.3.3 Revision of the food and beverage offerings and strategy**

To be more appealing to the black middle class, uShaka Marine World needs to start offering African cuisine options in their outlets. These can range from light meals and snacks that can be eaten as guests

walk around the park to heavy sit down meals at restaurants. Currently, there are very few uShaka Marine World owned outlet that sells African dishes or a variants thereof.

Having learned that respondents save a small amount of money for entertainment, the theme park should consider a pricing structure that allows for people to bring their own food into the park. This can be an optional choice during certain seasons to encourage visits.

uShaka Marine World can also offer a bundled ticket price that includes a meal option for guests. This meal option can be for vegetarians and non-vegetarians in the form of a combo that includes a drink option. This will display value for money to guests, and lead to higher visitor figures.

#### **5.3.4 Revision of the entertainment strategy**

uShaka Marine World is regarded as a family entertainment destination. The study has revealed that the main motivator to purchase an uShaka Marine World ticket is a need to entertain the entire family. It is therefore important to make certain that the entertainment provided by the theme park lives up to this standard.

In order for uShaka Marine World to be more appealing to the black middle class, the entertainment on offer should follow trends of what this group of people listen to and follow. This could range from jazz afternoon shows at different parts of the park to modern African pop performances at the pool in the form of a concert. Other entertainment ideas could include inviting celebrities such as soccer players, TV personalities, actors, for example. These should be people with national appeal and very famous amongst the black middle class.



### **5.3.5 Online marketing and ticket sales**

The study revealed that the majority of respondents are aware of technology and have access to online platforms such as websites and social media, which is where the respondents received most information about uShaka Marine World. It is therefore imperative for uShaka Marine World to have a very strong online strategy targeting the black middle class. This could be in the form of online quizzes by using a radio personality to drive listeners to the uShaka online platforms in order to win certain prizes.

Another lucrative initiative for uShaka Marine World would be to invest in an online ticket sales system. In the study, respondents revealed that it is not easy to find an uShaka Marine World ticket anywhere, except at the ticketing gates of the theme park. This presents an opportunity for uShaka Marine World. Online ticket sales would allow people to buy their tickets when they make their plans to visit uShaka, or visit the city if they are from elsewhere. This would make the travel decision much easier and would shorten the lag time between deciding to go to the destination and actually buying the ticket. This would eventually add to revenue.

## **5.4 LIMITATIONS OF THE STUDY**

It is important for the researcher to identify limitations in the study as this may in the future assist other scholars in the same or similar field of study. Although there has been some literature written about the black middle class and their contribution to the economy, it was found that besides being very little published, there has been no study focusing on the black middle class's travelling preferences. Few studies have considered this sector when tracking purchasing behavior, or buying patterns.

Other limitations to this study include the following:

- In order to support the many different sectors in marketing, more research needs done on the black middle class in the South African economy. The lack of research in this area leaves a number of unanswered questions in terms of how to understand the buying behaviour of this class of people, and how this can influence marketing strategies in different sectors.
- The sample frame of this study was based on a sub-section of an uShaka Database which in total represented only 6% of the entire database. Although this is an acceptable number, it is important to note that the entire database of uShaka Marine World is in itself limited as it represents about 10% of annual guest numbers to the park. This makes the sample frame of this study very small.
- This study revealed that price was one of the biggest concerns to respondents. With this observation, one of the questions that should have been asked in the study is “What do you think is a fair rate that uShaka should charge for entry into the theme park.”

## **5.5 RECOMMENDATIONS FOR FURTHER RESEARCH**

While conducting this study, it was seen that this is the only study that specifically looks at the buying behaviour of the black middle class in South Africa’s leisure and entertainment sector. During the study, a number of recommendations for further research were identified, as outlined below:

- It is recommended that future studies in this field be broadened by looking at comparisons between other race groups in South Africa. This would give a much better understanding of the black middle class’s behaviour in the leisure and entertainment sector, as compared to other race groups who had access to the mainstream leisure and entertainment industry before the 1994 democratic elections.
- Future studies should be conducted using other research methods to supplement the online email questionnaire used in this study.

This could be in the form of face-to-face questionnaires conducted at uShaka on a daily basis to cover as many day visitors as possible.

- There should be a qualitative study to support this study and make further conclusions on the findings. A qualitative study would drill deeper into purchase choices and give a better understanding to the many motivators in the buying process of the black middle class when it comes to leisure. The qualitative study would also give a better balance of the factors discussed in this study, as there would be a better understanding of factors that outweigh others in the decision making process.
- As South Africa has a large number of residents from neighbouring African countries, a further study comparing the South African black middle class to the black middle class of other African countries would be of interest.

## **5.6 SUMMARY AND CONCLUSION**

The aim of this study was to gain an understanding of the black middle class, a group of people said to be on the economic up-rise in South Africa. In particular the study focused on the decision making process followed by the black middle class when purchasing a destination of leisure, using uShaka Marine World as the location of the study. Although there was some research limitations in the study, the research objectives were satisfied and the study raised several important issues.

The study revealed that although uShaka Marine World is a well-known leisure destination in South Africa, there are ways for the theme park to attract a greater number from the black middle class. These are outlined in the recommendations made in this study.

It is anticipated that this study will form the foundation of future studies into consumer behaviour and the decision making process in the leisure sector. The study will also add value to those individuals and firms who want to understand the consumer behaviour of the black middle class in South Africa.

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Appendix 1 Informed Consent Letter

**CONSUMER BEHAVIOUR OF THE BLACK MIDDLE CLASS WHEN  
PURCHASING DESTINATIONS OF LEISURE & ENTERTAINMENT**

**UNIVERSITY OF KWAZULU-NATAL  
GRADUATE SCHOOL OF BUSINESS AND LEADERSHIP**

Dear uShaka Marine World Valued Guest

**MBA Research Project**

**Researcher:** Bongani Mthiyane, 0787628531

**Supervisor:** Prof Anesh Singh, 031-2602675

**Research Office:** Ms P. Ximba 031-2603587

I, **Mr. Bongani Mthiyane** an MBA student, at the Graduate School of Business and Leadership, of the University of KwaZulu Natal and the Marketing Director of uShaka Marine World invites you to participate in a research project entitled CONSUMER BEHAVIOUR OF THE BLACK MIDDLE CLASS WHEN PUCHASING LEISURE AND ENTERTAINMENT DESTINATIONS. The aim of this study is to analyse and understand purchasing behaviours and decision making processes of the Black middle class when buying leisure products such as destinations and places of entertainment such as uShaka Marine World.

Through your participation I hope to understand the reasons behind the Black middle class choosing a certain destination of leisure versus another in the same sector. The results of the questionnaire are intended to contribute to uShaka's Marketing efforts to be a more inclusive organization in its operations

Your participation in this project is voluntary. You may refuse to participate or withdraw from the project at any time with no negative consequence. There will be no monetary gain from participating in this survey/focus group. Confidentiality and anonymity of records identifying you as a participant will be maintained by the Graduate School of Business and Leadership, UKZN.

If you have any questions or concerns about completing the questionnaire or about participating in this study, you may contact me or my supervisor at the numbers listed above.

The survey should take you about 15 minutes to complete. I hope you will take the time to complete this survey.

Thank you very much for your participation

Investigator's signature \_\_\_\_\_

Date \_\_\_\_\_

Appendix 2 Questionnaire

# Survey: Consumer Behaviour of the Black Middle Class when purchasing destinations of leisure or entertainment

1	Age?	
	18 - 20	<input type="checkbox"/>
	21 - 30	<input type="checkbox"/>
	31 - 40	<input type="checkbox"/>
	41 - 50	<input type="checkbox"/>
	51 - 60	<input type="checkbox"/>
	>60	<input type="checkbox"/>
2	Gender?	
	Male	<input type="checkbox"/>
	Female	<input type="checkbox"/>
3	Marital Status?	
	Single	<input type="checkbox"/>
	Married	<input type="checkbox"/>
	Divorced	<input type="checkbox"/>
	Widowed	<input type="checkbox"/>
	Life Partner	<input type="checkbox"/>
4	Total number of people in household?	
	1	<input type="checkbox"/>
	2	<input type="checkbox"/>
	3	<input type="checkbox"/>
	4	<input type="checkbox"/>
	5	<input type="checkbox"/>
	>5	<input type="checkbox"/>
5	Education Level?	
	Secondary	<input type="checkbox"/>
	Matric	<input type="checkbox"/>
	Degree / Diploma	<input type="checkbox"/>
	Post Graduate	<input type="checkbox"/>

6	Household average salary range?	
	< R5 000	<input type="checkbox"/>
	R5 000 - R10 000	<input type="checkbox"/>
	R10 001 - R15 000	<input type="checkbox"/>
	R15 001 - R20 000	<input type="checkbox"/>
	R20 000 - R25 000	<input type="checkbox"/>
	>R25 000	<input type="checkbox"/>
7	How much do you set aside for your family or individual entertainment per month?	
	< R500	<input type="checkbox"/>
	R501 - R1 000	<input type="checkbox"/>
	R1 001 - R1 500	<input type="checkbox"/>
	R1 501 - R2 000	<input type="checkbox"/>
	R2 001 - R2 500	<input type="checkbox"/>
	>R2 500	<input type="checkbox"/>
8	How many times have you visited uShaka Marine World?	
	Once	<input type="checkbox"/>
	2 times	<input type="checkbox"/>
	3 times	<input type="checkbox"/>
	>3 times	<input type="checkbox"/>
9	What prompted you or made you buy an uShaka Marine World ticket?	
	Boredom	<input type="checkbox"/>
	My child wanted to visit	<input type="checkbox"/>
	I wanted a place where entire family could have fun together	<input type="checkbox"/>
	I responded to an advert I saw	<input type="checkbox"/>
	It was the most economical choice	<input type="checkbox"/>
	I wanted to showcase the place to friends and family from out of town	<input type="checkbox"/>
	I was curious	<input type="checkbox"/>
	I received a discount voucher	<input type="checkbox"/>
10	To what extent did any advertising of uShaka influence you in choosing uShaka Marine World??	
	Extremely influential	<input type="checkbox"/>
	Influential	<input type="checkbox"/>
	Neutral	<input type="checkbox"/>
	Not Influential	<input type="checkbox"/>
	Extremely Uninfluential	<input type="checkbox"/>
11	Was there a person in particular who influenced you in choosing to visit uShaka??	
	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>

12 Who was the most influential person in making you choose uShaka Marine World?

My Child	<input type="checkbox"/>
My Partner	<input type="checkbox"/>
My Entire Family	<input type="checkbox"/>
My Friends	<input type="checkbox"/>

13 Before your first visit to uShaka, did you seek information regarding uShaka?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

14 Where did you look for or find information about uShaka Marine World?

Radio	<input type="checkbox"/>
Television	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>
Word-of-Mouth	<input type="checkbox"/>
Magazine	<input type="checkbox"/>
SMS	<input type="checkbox"/>
E-mailer	<input type="checkbox"/>
Website	<input type="checkbox"/>
Facebook, Twitter, Instagram, etc.	<input type="checkbox"/>
Trailers	<input type="checkbox"/>
Street Pole	<input type="checkbox"/>

15 How would you rate information you saw regarding uShaka Marine World?

Very Accurate	<input type="checkbox"/>
Accurate	<input type="checkbox"/>
Neutral	<input type="checkbox"/>
Inaccurate	<input type="checkbox"/>
Very inaccurate	<input type="checkbox"/>

16 Which of the following items were of concern to you when choosing uShaka Marine World as a destination to visit? Note: More than 1 option may be selected

The location of the destination	<input type="checkbox"/>
It's a place not frequented by people of my culture	<input type="checkbox"/>
Distance from my home	<input type="checkbox"/>
Accessibility to uShaka via all means of transport	<input type="checkbox"/>
Crime At the Beach front	<input type="checkbox"/>
uShaka's Ticket Price	<input type="checkbox"/>

17 Before your first visit to uShaka Marine World, did you consider visiting any other destination of entertainment?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

18 How many other places of leisure and entertainment did you consider buying tickets for as an alternative to uShaka?

- 1
  - 2
  - 3
  - 4
  - >4
- |  |
|--|
|  |
|  |
|  |
|  |
|  |

19 Which other leisure and entertainment destination were you considering prior to purchasing uShaka tickets?

- Casinos
  - Public Parks
  - Movie theatres
  - Restaurants or Eateries
  - Local Bar
  - Sports Matches
  - Day at the Beach
- |  |
|--|
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|  |

20 What made you favour uShaka Marine World over the other destinations?

- Family Friendly
  - Safety
  - uShaka is an Exciting Destination
  - My Family's influence
  - Better value for money than the other choices
- |  |
|--|
|  |
|  |
|  |
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|  |

21 How long did it take you to purchase an uShaka ticket from the time you decided to visit uShaka?

- Immediate
  - Within a week
  - More than 1 week
  - 1 Month
  - More than a month
- |  |
|--|
|  |
|  |
|  |
|  |
|  |

22 If you answered more than a week / month, what caused the delay?

- I Needed to save money
  - It was not easy to find uShaka Marine World tickets either than buying them from uShaka directly on the premises
  - I was not sure if people of my background would really have fun at uShaka
  - I had to convince my family of this decision
- |  |
|--|
|  |
|  |
|  |
|  |

23 Who did the actual purchase of uShaka tickets?

- I did
  - My partner
  - My friends and / or relatives
- |  |
|--|
|  |
|  |
|  |

24	Where was the ticket purchased	
	At uShaka	<input type="checkbox"/>
	Online	<input type="checkbox"/>
	At a Hotel	<input type="checkbox"/>
	Travel agency	<input type="checkbox"/>
25	What in your view was the biggest influence that led you to buying uShaka Marine World tickets?	
	Price	<input type="checkbox"/>
	Convenience	<input type="checkbox"/>
	Advertising	<input type="checkbox"/>
	Excitement	<input type="checkbox"/>
	Safety	<input type="checkbox"/>
	Discount Voucher	<input type="checkbox"/>
	Travel Agent	<input type="checkbox"/>
26	Besides uShaka Marine World, what other destination did you buy an entry ticket for in the past year? (You may choose more than one).	
	Moses Mabhida Stadium	<input type="checkbox"/>
	Live Shows & Concerts	<input type="checkbox"/>
	Durban Bird Park	<input type="checkbox"/>
	Ice Rink - Galleria	<input type="checkbox"/>
	Wild Waves – Wild Coast	<input type="checkbox"/>
	Splash – Amanzimtoti	<input type="checkbox"/>
	Mr Funtubbles	<input type="checkbox"/>
	Table Mountain - CPT	<input type="checkbox"/>
	Gold Reef - JHB	<input type="checkbox"/>
	Two Oceans Aquarium	<input type="checkbox"/>
	Movie Theatres	<input type="checkbox"/>
	Mini-Town	<input type="checkbox"/>
	Durban Ice Rink	<input type="checkbox"/>
	Special Exhibitions	<input type="checkbox"/>
	Drama Theatres	<input type="checkbox"/>
27	How satisfied are you with your decision to buying an uShaka Marine World experience?	
	Not at all satisfied	<input type="checkbox"/>
	Fairly satisfied	<input type="checkbox"/>
	Satisfied	<input type="checkbox"/>
	Very satisfied	<input type="checkbox"/>
	Completely satisfied	<input type="checkbox"/>

28 How would you rate your experience at uShaka Marine World (1 - being poor and 5 - being Excellent)

- 1 - Very Boring
- 2 - Boring
- 3 - Neutral
- 4 - Good Fun
- 5 - Extreme Fun


29 Did the information you searched for match your actual experience?

- It did not meet the description at all
- It was somewhat like what was described
- It was exactly as described
- It exceeded the description


30 Would you return to uShaka Marine World?

- Yes
- No


31 Since you answered YES to the previous question, how often would you return per year?

- At least once
- 2 times
- 3Times
- 4 Times
- >4 Times


32 If NO, why would you not return to uShaka?

- Not value for money
- Tickets are expensive
- Destination was boring
- Felt out of place (not a place for people of my culture)


33 Would you recommend uShaka Marine World to anyone else of your social and cultural background?

- Yes
- No


34 What improvements would you suggest for uShaka Marine World in order for the destination to be more appealing to people of your social and cultural background?

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## Appendix 3 Gatekeepers Letter



16<sup>th</sup> March 2015

UKZN Graduate School of Business and Leadership  
University of KwaZulu-Natal  
Westville  
3630

Dear Sir

### Permission to Conduct Research

I, Stella Khumalo the undersigned, hereby give permission for Bongani Mthiyane to conduct research at uShaka Marine World towards his dissertation entitled "Consumption patterns of the Black Middle Class in the Leisure Sector". He may collect data from our guests provided that it does not interfere with the normal operations of the guests.

I am aware that dissertations and subsequent academic papers based on this data will be available in the public domain, the following conditions apply in this regard:

- The work may not be freely published in the public domain
- The work may be published in the public domain provided the company is kept anonymous
- The work may not be published in the public domain within five years of completion

Yours Faithfully

Stella Khumalo  
Chief Executive Officer  
uShaka Marine World

PO Box 38416, Point, 4069 • 1 King Shaka Avenue, Durban, 4001 • Tel: +27 (31) 328 8000 • Fax: +27 (31) 328 8090  
Website: [www.ushakamarineworld.co.za](http://www.ushakamarineworld.co.za)

Durban Marine Theme Park SOC Limited (RF) • Reg: 2001/020025/07 • Val: 4370211295  
Directors: JHV Botha(Chairman), R Turner, Prof. IE Konyin, Prof. IAS Vally, SP Mzizi, MG Buthelesi, BB Bory

## Appendix 4 Ethical Clearance



17 July 2014

Mr Bongani H Mthiyane 953026470  
Graduate School of Business and Leadership  
Westville Campus

Dear Mr Mthiyane

Protocol reference number: HSS/0813/014M

Project title: Consumer behavior of the Black Middle Class when buying destinations of leisure and entertainment

### Full Approval – Expedited

This letter serves to notify you that your application in connection with the above has now been granted **Full Approval**

Any alterations to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project; Location of the Study, Research Approach/Methods must be reviewed and approved through an amendment /modification prior to its implementation. Please quote the above reference number for all queries relating to this study. PLEASE NOTE: Research data should be securely stored in the school/department for a period of 5 years.

The ethical clearance certificate is only valid for a period of 3 years from the date of issue. Thereafter Recertification must be applied for on an annual basis.

Best wishes for the successful completion of your research protocol

Yours faithfully

Dr Shenuka Singh (Chair)  
Humanities & Social Science Research Ethics Committee

/pm

cc Supervisor: Professor Anesh Singh  
cc Academic Leader: Dr E Munapo  
cc School Admin: Ms Zarina Bullyraj

Humanities & Social Sciences Research Ethics Committee

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Website: [www.ukzn.ac.za](http://www.ukzn.ac.za)



Founding Campuses: Edgewood Howard College Medical School Pietermaritzburg Westville

Appendix 5 English Editors Certificate

*BARBARA GENTIL*

Editor

June 29, 2015

Bongani Mthiyane: 953026470

This letter is to confirm that the above student's dissertation has been language edited.

The work was tracked in MS Word, and it was the student's decision as to which changes should be made.

Sincerely,



Barbara Gentil

Ph. 0827357584

Email: [bargentil@gmail.com](mailto:bargentil@gmail.com)