



# CONNECTING WITH THE TOWNSHIP CONSUMER

Aligning your brand and marketing with the needs and motivations of township consumers to add value to their lives.

- Home
- Focus
- The township code
- A deep-rooted heritage
- Experiences are the key
- Keep it real
- The media opportunities
- Connected
- Social networking
- Make it simple
- GfK Consumer Life
- Gain deeper insights
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## Successful brands focus on the benefits consumers care about

Consumers don't buy products or services – they buy bundles of benefits that improve their lives. As the famed marketing professor, Theodore Levitt, said: "People don't want to buy a quarter-inch drill. They want a quarter-inch hole." The township consumer is no different.

Our Consumer Life identifies the benefits South African customers are seeking so that you can target them with benefits and marketing that adds value to their lives. These customers include the township consumer.







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## The township code

The top personal value driving township consumers is a strong sense of social duty. This value is more important to them than to any other South African consumer segment or to consumers in other parts of the world. They value individuality, but see it as a privilege earned through achievement or acquired through heritage.

## The value of social responsibility

For township consumers, looking good is not just about personal vanity or getting respect from others. It's also about being a good role model for younger members of the community.

## Helping others to help yourself

In the townships, everybody is aiming for advancement. People help others in a way that will help themselves – it's about advancing oneself while trying to uplift neighbours and peers at the same time. This creates opportunities for peer marketing.





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## A deep-rooted heritage

South African consumers have pride in their culture and value their roots. Township consumers – especially older ones – hold those values even more intensely than South Africans in other segments of the market.

### Implication for marketers

Brands should show consumers that they understand and respect their roots and adhere to their code of ethics. Respecting someone's heritage and culture starts by understanding their values, their social world and the context of their lives.





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## Experiences are the key

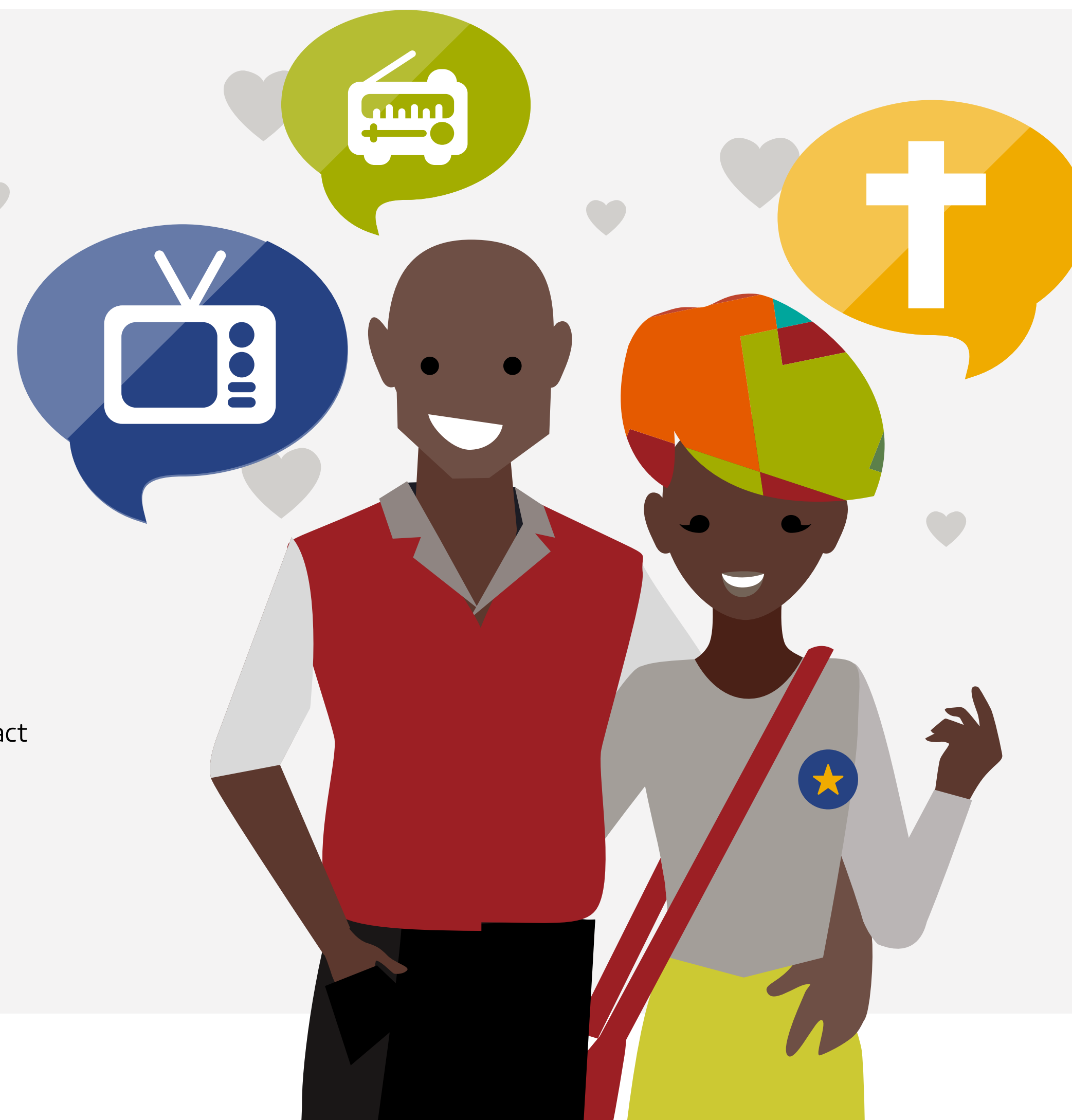
# 44%

of South African consumers agree that experiences are more important than possessions. Breaking through the mundane and giving township consumers a relevant experience will help make a brand their best friend.

Township consumers seek experiences such as:

- attending church
- listening to the radio
- watching television

These activities present an opportunity for brands to impact people's lives with exciting experience benefits – in turn, strengthening the brand and generating loyalty.





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## Keep it real

Authenticity is an increasingly important value for South Africans, and for millennials in particular. Once again, it is a value that township consumers share.

### Implication for marketers

Marketing activations for township consumers need to be authentic and community-based. Brands can succeed by creating a buzz and supporting it through local radio. They love to tell their neighbours about their experiences – give them trustworthy emotional experiences to talk about.







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## The media opportunities

Township consumers show high levels of trust in television and radio programmes as an information source and have slightly less trust in information from their peers. This creates great opportunities for brands to support in-person activations through editorial content on radio and TV.

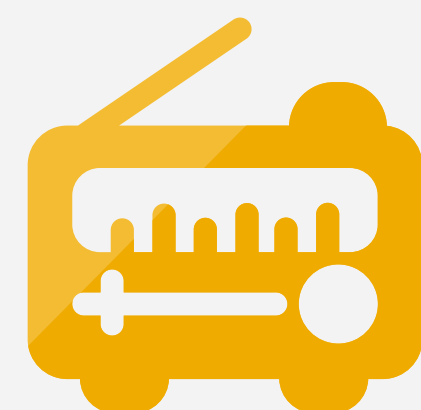


49%

of township consumers regard television programmes as a trustworthy source of information, compared to 40% of South Africans overall.

59%

consider TV advertising to be the most trustworthy source of information about products and services.



34%

consider radio to be trustworthy, compared to 27% of South Africans overall.



Township consumers are more likely than most South Africans to talk about product experiences with their friends.



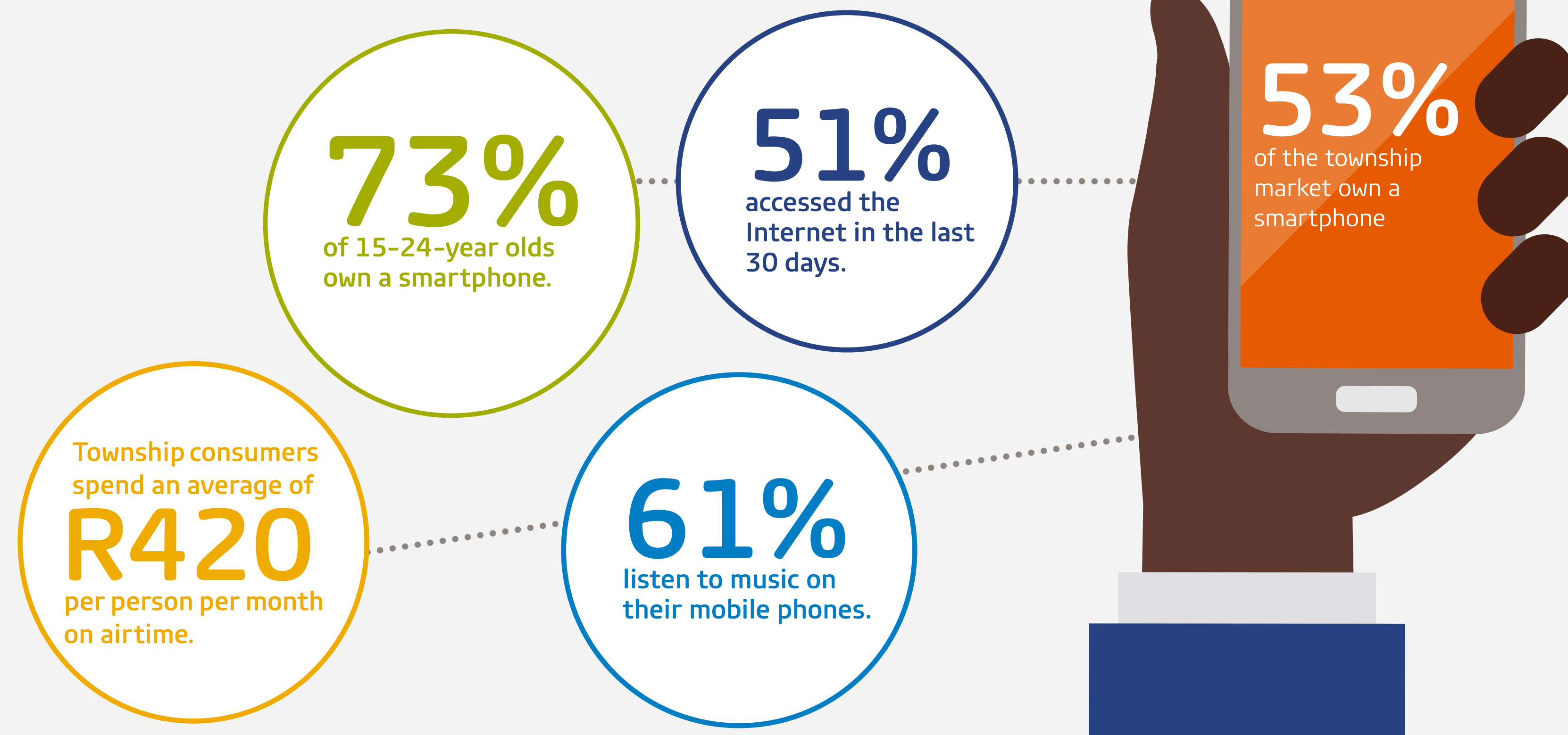
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## The connected township consumer

With high smartphone and Internet penetration, especially among the youth, digital can be a useful channel for reaching the township market.







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## Social networking goes digital

Internet penetration in townships is lower than the rest of South Africa, but township consumers who access the Internet spend longer online. They do not feel that this is a waste of time or that people share too much private info online – they share information more readily than other South African market segments.

### Implication for marketers

People in townships have been doing social networking offline for their entire lives and see digital platforms as a natural extension of their usual behaviour. Marketers must move online with them.





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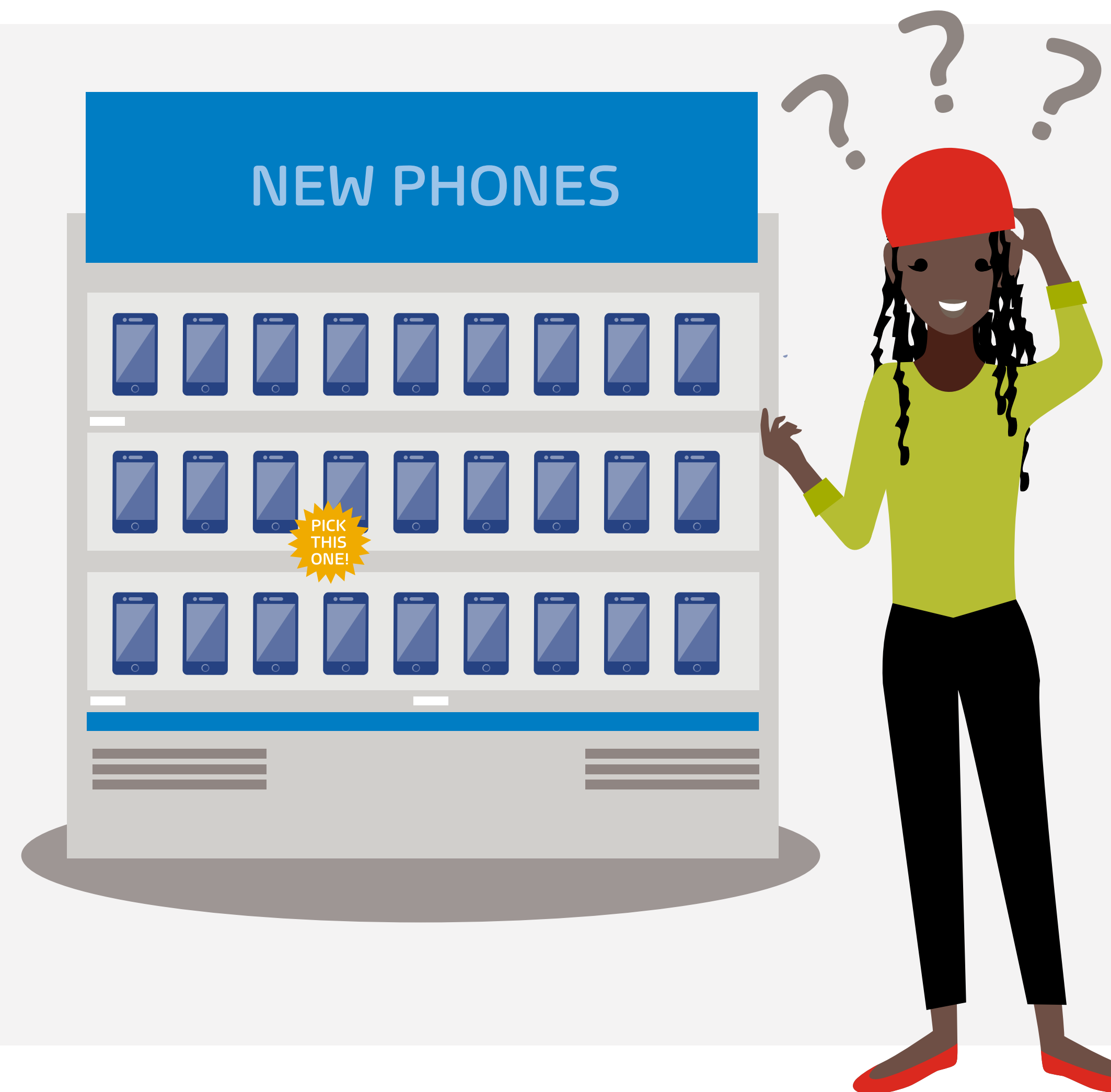
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## Make it simple

Like most other consumers, township residents face information overload. They usually stick to brands they know because of the clutter.

### Implications for marketers

- Make purchasing decisions simple.
- Communicate the product benefits on the shelf.







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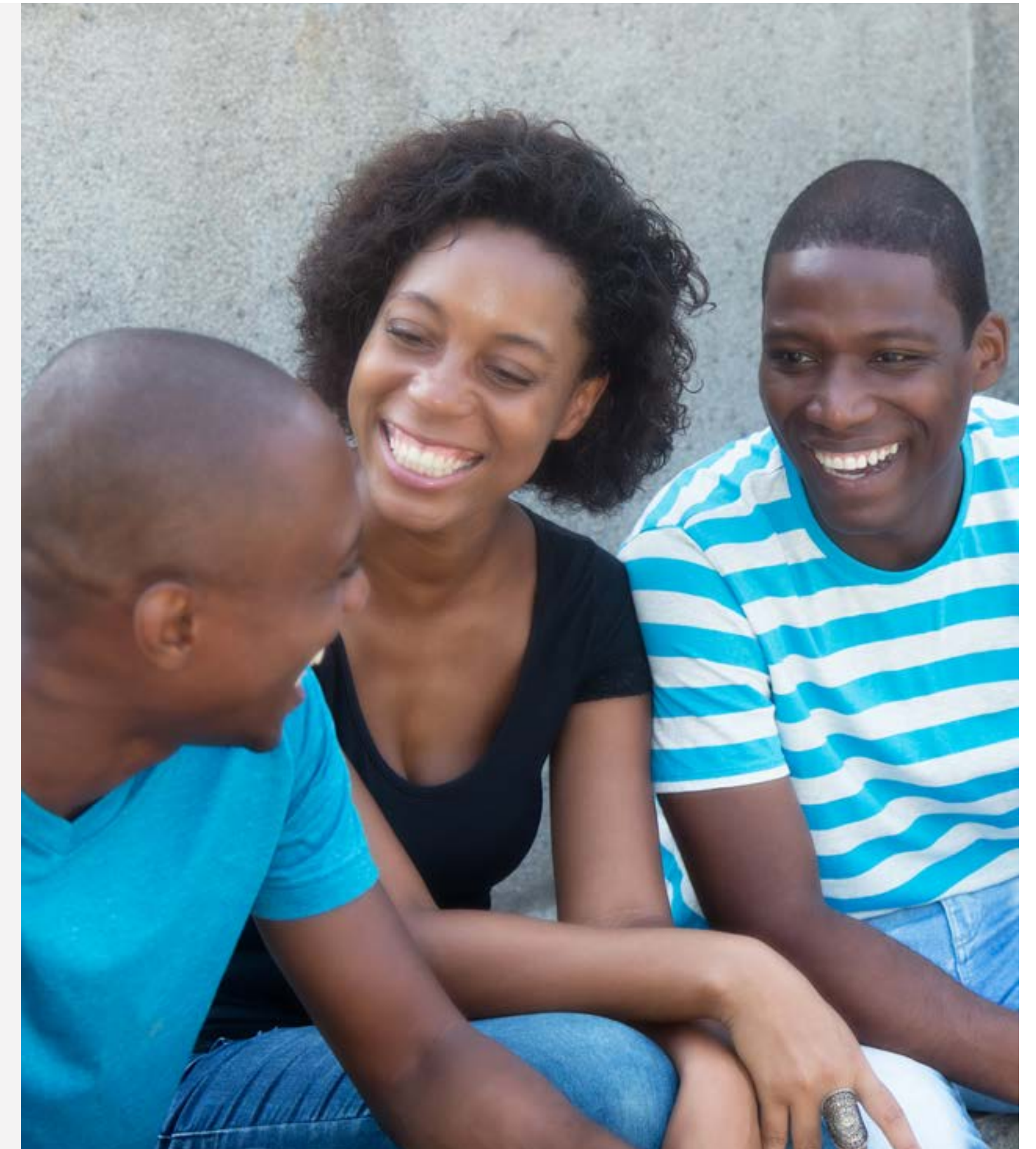
Bringing the township consumer to life with accurate survey data

GfK Consumer Life is an annual longitudinal survey that we conduct in 25 countries, including South Africa. It tracks how the values, lifestyles and behaviours of consumers change over time. We go beyond what to why, why now and what next.

Our 2015 and 2016 research is drawn from face-to-face interviews with a representative sample of 1,000 South Africans in urban and peri-urban areas. The findings of this report represent urban township consumers in the lower range of the middle-income band (LSMs 5-7).

**“If you want us to be interested in you, your brand, your product/service, you must be interested in us, in our do’s and don’ts, our cultures and most importantly our sensitivities.”**

**MUZI KUZWAYO**  
(Township consumer)







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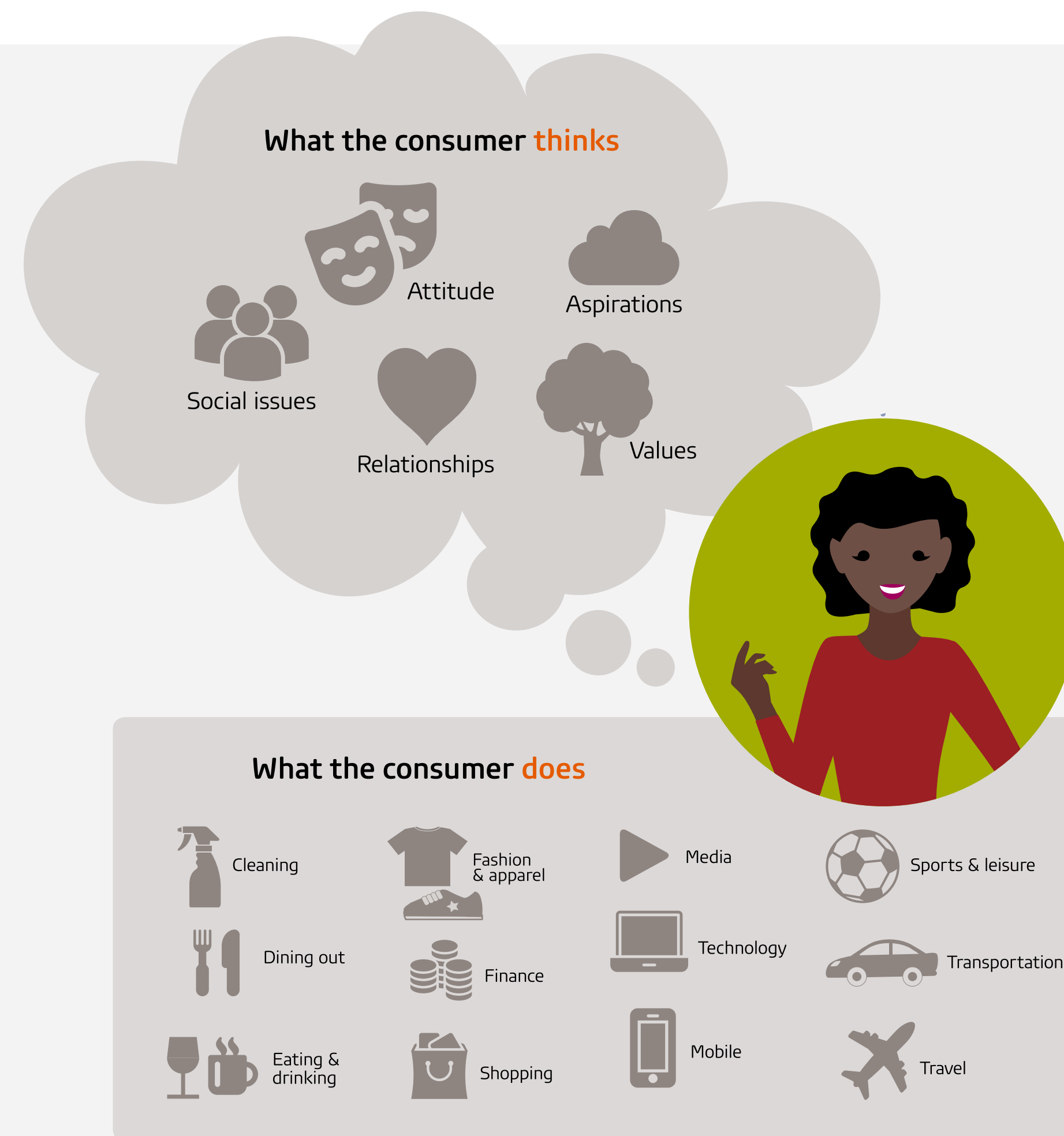
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**For instant visibility on the big issues that are facing your industry, consider a GfK Consumer Life standard report. For larger business challenges, consider our bespoke consulting service, tailored to your needs.**

**Gain deeper insights into the everyday lives with GfK Consumer Life:**

- Start with the broader context of change to understand how social and cultural shifts impact people's everyday lives.
- Understand how these changes impact engagement with products and services.
- Have visibility into disruptive forces, and how consumers may embrace or reject them.
- Capture emerging opportunities by monitoring change across all aspects of their consumers' lives.





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### About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

[www.gfk.com](http://www.gfk.com)

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