

Brand Perception differences between Generations Y and Z in South Africa

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Abstract

This quantitative study tests the hypothesis that South African Generations Y and Z differ significantly in their perception of brand value. While brand perception is well-researched, direct generational comparisons are limited. An online questionnaire, based on Kotler's Brand Perception model which measures respondent perception of Brand Purpose, Positioning, Differentiation, Identity, Trust and Beneficence, was used to collect data from a non-probability sample of Generations Y and Z, recruited via snowball sampling. Consumer Culture Theory and Planned Behaviour Theory underpins the discussion in the findings. A sample size of 100 respondents shows a weak positive correlation to the hypothesis of a significant perception difference of brand value between Generations Y and Z in South Africa. Data shows the two generations have marginal differences in their perceptions. Generation Z response data specifically shows a fairly but not significantly higher propensity in purchase intent to support brands that are socially responsible, transparent and beneficent.

Keywords: value perception, brands, Generation Z, Generation Y, brand trust