

South African consumer sentiment towards marketing

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Generally the marketing literature suggests that the key to a firm's survival and growth is its satisfaction of consumer needs. This philosophy is embodied in the so-called marketing concept. In order to determine to what extent South African firms succeed in achieving consumer satisfaction, this study investigated empirically, the way in which consumers perceive marketing and marketing related practices. The results of a survey involving 3000 respondents suggest that consumers are fairly dissatisfied with the marketing fraternity and its activities. The 'Index of Consumer Sentiment Towards Marketing' is -16,262 with a theoretical maximum and minimum of +280 and -280, respectively. The only positive index for an individual marketing mix element is that for retailing and the lowest index is that for pricing. The results show that marketers are not perceived as being successful in satisfying market requirements.

In hierdie artikel word die resultate van 'n empiriese opname onder verbruikers na bepaalde bemarkingspraktyke, beskryf. Vir die doel van die opname is vraelyste aan 3 000 respondente gestuur. Die belangrikheid om vas te stel hoe tevrede die verbruiker met die bemarkingskonsep is, het as grondslag vir die ondersoek gedien. Die bevindings dui daarop dat verbruikers in die algemeen redelik ontevrede met Suid-Afrikaanse bemarkingspraktyke is. Ten einde die meting van houdings te bewerkstellig, word van 'n sogenaamde 'Index of Consumer Sentiment Towards Marketing' gebruik gemaak. Dié indeks, gebaseer op die empiriese resultate, kom op -16,262 te staan, met 'n teoretiese maksimum en minimum van onderskeidelik +280 en -280. Op 'n individuele grondslag is die indeks slegs ten opsigte van die kleinhandel positief, terwyl die indeks vir pryse die grootste negatiewe waarde het. Die bevindinge toon dat bemarkers kennis moet neem van die negatiewe houdings by verbruikers ten opsigte van bemarkingspraktyke.

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Introduction

The origin of the marketing concept can be traced back to 1913 (Berry, 1988) and has since, supposedly, been the guiding philosophy of modern-day marketing thought. It holds that the key to achieving the firm's objectives is to establish what the needs and wants of target markets are, and to deliver the desired satisfactions more effectively and efficiently than competitors (Kotler, 1988: 17). The marketing concept is based on three fundamental principles (McCarthy & Perreault, 1987), namely:

1. a customer orientation;
2. a co-ordinated, integrated effort to satisfy consumer needs; and
3. profit rather than sales as an objective.

The marketing concept can thus be described as a market-focused, customer-oriented, co-ordinated marketing effort aimed at generating customer satisfaction which is essential in order to realize the firm's objectives (Kotler, 1988: 18). A business firm is therefore unlikely to be profitable over the long term if it fails to satisfy consumer needs and wants. Survival in a capitalistic economy thus becomes near impossible (McGee & Spiro, 1988: 42).

Proponents of the marketing concept believe that adherence to it will be to the advantage of both the firm and consumers (Fram, 1965: 26). Others have criticised it (Bell & Emory, 1971) and acceptance has not been universal (McCarthy & Perreault, 1987: 31; McNamara, 1972). A study conducted in the early 1970s, for instance, found that despite a fairly positive inclination towards the concept and beliefs that both firms and consumers benefit from it, top management and marketing executives of very few firms succeeded in implementing the concept and operationalising it in terms of the daily activities of a business firm (Barksdale & Darden, 1971: 36).

Reasons why some firms fail to accept and implement the marketing concept and become truly customer orientated are (Webster, 1988: 29):

- A poor understanding of the concept.
- Inability to reconcile the (sometimes) conflicting demands of short and long term sales on the one hand and profitability objectives on the other.
- Evaluation of management performance in terms of shortsighted financially-based criteria, rather than market-based criteria.
- Management's inability to view customer needs and requirements as a priority above the interests of all other claimants on the firm's resources.

Reluctance to accept and implement the marketing concept has had two important consequences. Firstly, consumers elected to vote with their money by patronising firms who offered superior customer satisfaction at reasonable prices. It is for this reason that many believe that American firms have lost their domination of world markets to Asian countries (Webster, 1988). Secondly, consumers began to organise themselves to protect their rights as consumers. The latter action, which became known as the consumer movement or consumerism, attempts to protect individuals against practices which could harm their rights as consumers (Day & Aaker, 1970: 13) by striving to realise the objectives of more extensive consumer information, improved consumer education and more effective protection as buyers.

The mere fact that consumers have found it necessary to insist on these rights may be a serious allegation against business firms in general and marketing in particular (Becker, 1972; Buskirk & Rothe, 1970). Peter Drucker (in Kotler, 1972) has described consumerism as '...the shame of the total marketing concept...' while a *Business Week* article

(quoted in Bell & Emory, 1971), stated that '...consumerism can be defined as the bankruptcy of what business schools have been calling the "marketing concept"'.

Although such comment may be exaggerated and over-critical, it does cast the commitment of business firms to satisfying consumer needs, in doubt. Such comment also emphasizes the need to analyse consumer perceptions of marketing practice and activities.

Previous research

Studies which investigated consumer dissatisfaction, can be divided into two groups (Warland, Herrmann & Willits, 1975). One group of studies attempted to describe the personality characteristics of consumers who were dissatisfied with various business and marketing practices. Barksdale & Darden (1972), for instance, investigated consumer perceptions of business and marketing practice. Somewhat disconcerting for the marketing fraternity, respondents in the Barksdale & Darden survey did not believe that business firms implement the marketing concept. Slightly more than 52% of the respondents believed that manufacturers were more interested in making profits than serving customers. Almost half of the respondents believed that manufacturers did not employ the philosophy that the consumer is always right (Barksdale & Darden, 1972).

Besides business philosophy, Barksdale & Darden (1972) addressed five additional issues namely Product Quality, Advertising, Other Marketing Activities, Consumer Responsibilities and Government Regulation. The study was repeated in 1973 and 1975, with the addition of a seventh issue, namely Prices and Price Control, in an attempt to detect possible trends over a five-year period. The three studies (conducted during 1972, 1973 and 1975) found, similarly to the study of Barksdale & Darden (1972), that consumers simply did not believe that business firms regarded consumer satisfaction as a primary objective (Barksdale, Darden & Perreault, 1976). In addition, the sceptical and cynical perception of the commitment of business to the marketing concept did not change over the five-year period. Respondents did feel that firms attempted to manufacture products that would suit their needs but expressed the view that manufacturers often preferred product style changes rather than making genuine improvements to product quality. Respondents were particularly critical of advertising in all three surveys reported by Barksdale et. al. (1976). The majority of respondents disagreed that most product advertising was believable, that advertising information pertaining to product quality and performance was reliable and that advertising presented a true picture of the actual product itself. With regard to consumerism, about 75% of respondents felt that exploitation of the consumer deserved more attention, but about 45% in all three surveys (1972, 1973, 1975) expressed the view that firms were more sensitive to customer complaints than in the past.

The second group of studies attempted to describe the consumers who were dissatisfied and who complained about the treatment they received from firms. These studies also analysed the things these consumers complained about. The first group of studies thus used the attitude of consumers as

dependent variable, and to the second group, behaviour was the dependent variable.

The studies which included the actual behaviour of dissatisfied consumers (the second group), yielded inconsistent and often conflicting findings. The fairly negative consumer perceptions reported by Barksdale & Darden (1972) and Barksdale et. al. (1976), for instance, were largely echoed by Hustad & Pessemier (1973) in their attempt to profile dissatisfied consumers. They found that younger women of relatively higher intellectual, social and economic levels felt particularly negative towards business practices. Warland et. al. (1975), on the other hand, found that '...a large number of consumers in the country appear relatively satisfied with the market system...' and '...a majority of those interviewed did not report getting upset'. Warland et. al. (1975) conceded, however, that many consumers who do get upset do nothing about it or take actions which are not overt. A possible reason for these inconsistencies is inadequate distinction between the dissatisfied consumers who actually complain and those who do not do anything about it.

Measuring consumer sentiment

The preceding literature review may raise the question of how South African business firms fare in their attempts to satisfy consumer needs. At least one international survey,¹ covering 24 countries, found South Africa to be the second worst with regard to service delivery. Few can argue away the regularity with which letters of complaint appear in newspaper and magazine letter columns. Headings and headlines such as 'Ripped off by P E garage "sharks"'; 'Sloppy film service'; 'Ripped off? How to complain' have become commonplace.² Indeed, the phrase 'ripped off' has become a household word.

This study attempts to address the question of how effective business firms are in their endeavours to satisfy consumer needs, by measuring consumer sentiment towards marketing practice and activities. The assessment ought to assist marketers in their forecasting and planning endeavours in particular. Other potential advantages are that it may (Gaski & Etzel, 1986):

- sensitise marketers to consumer perceptions;
- identify the nature of the public relations task facing marketing; and
- indicate to consumers that marketing cares enough about the public to elicit their opinion and in this way enhance its public image.

In addition, Krauss (1987: 73) suggests that such measures are normally leading indicators to market share changes. The information can be used to improve profitability, particularly by employing customer satisfaction ratings as a basis for employee remuneration. It can also be used to evaluate the effectiveness of management and the marketing function, in particular.

Objectives of this study

The primary objective of this study, was to measure general consumer sentiment towards marketing practices, by means

of a quantified index. Secondary objectives included an investigation to establish to what extent this sentiment was influenced by demographic variables.

Methodology

Sample

In order to measure consumer sentiment towards marketing in a South African context, the population was regarded as all white consumers of both genders, permanently resident in the country. The address list of the South African Broadcasting Corporation's television licence holders was used as sampling frame. A systematic random sample of 3 000 respondents was selected after a random start. Questionnaires were mailed to each, accompanied by a covering letter and a self-addressed, stamped envelope. A response rate of 24.17% was realised. The demographic composition of the respondent group is shown in Table 1.

Although no comparison with a national profile is attempted, distribution among the various classifications is either fairly equal or as in the case of areas of residence (urban versus rural), as could be expected. The only possible exception is gender, where almost two thirds of respondents were males. If one considers that the television licence of a household is likely to be registered in the name of the head of the household, which in South Africa is likely to be male, the high incidence of male respondents is understandable.

Measuring instrument

The questionnaire which served as measuring instrument in this study was originally developed by Gaski & Etzel (1986). It measures consumer sentiment towards marketing via attitudes towards the four major elements of marketing practice. These elements are product, price, promotion and personal selling/retailing. Statements were generated with the intention to measure the respondent's perceptions of each of the four elements, linked to a 5-point Likert-type scale. By marking a 1, respondents indicated strong agreement with the statement while a 5 signalled strong disagreement.

Besides ensuring comprehensibility through extensive pre-testing, the instrument was subjected, by Gaski & Etzel (1986), to purification through reliability analysis. Cronbach's alpha was utilised for this purpose. The alpha values indicated a high degree of reliability (Gaski & Etzel, 1986). A principal axis common factor analysis with an oblique rotation, confirmed the reliability and discriminant validity of the four scale categories of the questionnaire. The convergent validation for the entire measure or index (as opposed to the four categories) was also confirmed, leading Gaski & Etzel to conclude:

'...the validation evidence ... is considered promising and a likely strength of the measure relative to others that have been presented in the literature' (1986: 76).

Some validity and reliability considerations in this study

As pointed out earlier Gaski & Etzel (1986) did establish the validity and reliability of their measuring instrument. Two of their measures were repeated in this study. The

Table 1 Demographic composition of sample

Demographic variable	Number	Percentage
Gender		
Male	462	63.72
Female	263	36.28
	725	100.00
Age		
15-19	1	0.14
20-24	20	2.76
25-34	121	16.69
35-44	175	24.14
45-54	139	19.17
55-64	123	16.96
65-74	111	15.31
75+	35	4.83
	725	100.00
Marital status		
Married	553	76.28
Never married	50	6.90
Widow/widower	65	8.97
Divorced	49	6.75
Living together	8	1.10
	725	100.00
Educational qualifications		
Std. 8 and lower	83	11.45
Std. 9 or equivalent qualification	35	4.83
Std 10 or equivalent qualification	218	30.07
Matric plus diploma(s)	223	30.76
Matric plus degree(s)	166	22.89
	725	100.00
Home language		
Afrikaans	365	50.35
English	346	47.72
European language	14	1.93
	725	100.00
Position in labour market		
Employer	109	15.03
Own employee	47	6.48
Employee	350	48.28
Unemployed	2	0.28
Student	6	0.83
Housewife	56	7.72
Pensioner	154	21.24
Not fit for work	1	0.14
	725	100.00
Area of residence		
Urban	527	72.69
Rural	198	27.31
	725	100.00

reliability of each category of the measure was assessed by calculating an alpha coefficient for each category as well as an item-to-total correlation. Shown in Table 2 is the alpha coefficient of each category. All alpha coefficients are satisfactory and compare well with those reported by Gaski and Etzel (1986). The high alpha coefficients demonstrate internal consistency or reliability, which can be regarded as indirect evidence of validity, as a necessary but not sufficient condition.

In Table 3 the item-to-total correlations of this study are compared to those reported by Gaski and Etzel (1986). Not only do the item-to-total correlations correspond favourably with those of Gaski and Etzel (1986), but similarly high alpha coefficients are reported. Relatively high alpha coefficients demonstrate internal consistency or reliability which is regarded as a necessary but not a sufficient condition for

Table 2 Alpha values

Questionnaire category	This study	Gaski and Etzel (1986)
Product	0.846	0.817
Price	0.716	0.772
Advertising	0.794	0.761
Retailing	0.755	0.783

Table 3 Item-to-total correlation

	This study	Gaski & Etzel (1986)
Product		
Item 1	0.735	0.491
Item 2	0.726	0.543
Item 3	0.633	0.570
Item 4	0.723	0.480
Item 5	0.780	0.642
Item 6	0.746	0.639
Item 7	0.701	0.533
Price		
Item 1	0.549	0.514
Item 2	0.542	0.477
Item 3	0.684	0.500
Item 4	0.593	0.403
Item 5	0.496	0.333
Item 6	0.723	0.646
Item 7	0.699	0.630
Advert		
Item 1	0.549	0.359
Item 2	0.687	0.544
Item 3	0.697	0.567
Item 4	0.730	0.515
Item 5	0.690	0.469
Item 6	0.592	0.314
Item 7	0.731	0.600
Retail		
Item 1	0.723	0.604
Item 2	0.691	0.591
Item 3	0.769	0.622
Item 4	0.446	0.410
Item 5	0.308	0.133
Item 6	0.729	0.587
Item 7	0.733	0.631

validity (Churchill, 1976: 251-252; Gaski & Etzel, 1986: 74).

In addition, a principal factor analysis (oblique rotation) was conducted. In Table 4 is revealed that all items except items 15 and 26 loaded heavily on a different factor as expected, which confirms the reliability and discriminant validity of the measuring instrument.

Table 4 Sorted rotated factor loadings

	Factor 1 Product	Factor 2 Advert	Factor 3 Retail	Factor 4 Price	Communalities
V5	0.770	0.022	0.019	-0.037	0.4661
V4	0.714	0.042	-0.070	-0.038	0.4490
V6	0.644	0.138	0.022	0.022	0.4050
V3	0.598	0.054	-0.076	-0.058	0.4026
V1	0.589	-0.143	0.165	0.121	0.1669
V2	0.582	-0.112	0.183	0.077	0.5604
V7	0.530	-0.081	0.132	0.159	0.4935
V21	0.069	0.686	0.081	-0.059	0.1786
V17	0.130	0.672	-0.065	-0.060	0.3134
V18	-0.023	0.645	0.041	-0.033	0.5233
V16	-0.021	0.622	0.051	-0.005	0.5830
V20	0.062	0.490	0.009	0.100	0.1346
V19	-0.076	0.487	0.184	0.102	0.5277
V26	0.012	0.310	-0.078	0.283	0.3317
V24	-0.003	-0.014	0.763	0.026	0.4812
V22	0.017	-0.090	0.719	0.054	0.5923
V28	0.064	0.047	0.680	0.065	0.5284
V23	0.095	0.235	0.504	-0.146	0.2747
V27	0.073	0.265	0.460	-0.021	0.2756
V25	0.091	-0.036	0.326	0.031	0.1319
V15	-0.033	0.233	0.304	0.077	0.3899
V13	-0.035	-0.097	0.077	0.768	0.4755
V14	0.105	-0.065	0.028	0.672	0.4073
V10	-0.045	-0.103	0.120	0.645	0.3016
V11	0.017	0.028	0.020	0.390	0.5033
V8	0.104	0.226	-0.160	0.374	0.3691
V9	0.038	0.265	-0.179	0.373	0.2209
V12	0.092	0.094	-0.005	0.281	0.3492

Although these tests are incomplete to deduce reliability and validity, they do not suggest the contrary, and compare favourably with those reported by Gaski & Etzel (1986).

An Index of consumer sentiment toward marketing

Responses to all questions were scored from +2 to -2 with the most favourable answer (that is, strongly agree with a positive statement and strongly disagree with a negative statement) receiving the highest score. Scores for each item in each category was importance-weighted, scored on a 5-point scale of extremely important (5) to not at all important (1). These responses were then fitted to the following formula, suggested by Gaski & Etzel (1986) to measure consumers' sentiment toward marketing practices.

The measure of overall consumer sentiment toward marketing is then

$$\sum_{j=1}^n w_j \sum_{i=1}^m X_{ij}$$

with

- X_{ij} = scale item response i in category j ,
- w_j = importance weight for the marketing mix category j ,
- m = number of items in category (7), and
- n = number of categories (4).

Table 5 Index of consumer sentiment: Marketing mix elements and total

Marketing mix element/total	Index	Range		S.D
		Minimum	Maximum	
Product	-2.719	-70	+70	9.04
Price	-8.470	-70	+70	9.07
Advertising	-6.434	-70	+70	21.39
Retailing	+1.361	-70	+70	10.82
Total	-16.262	-280	+280	34.36

This represents an attitude score for an individual respondent. The mean score across all respondents can then be calculated and converted to an index number as a measure of general sentiment.

In Table 5 is shown that the overall index of consumer sentiment toward marketing practices is slightly in the unfavourable range (-16.262). The individual marketing mix element with the lowest index is that of pricing practices (-8.470) and the highest index that of retailing (+1.361). The low index for pricing may be due to the prominence given to many price rises in the media. Increases in the prices of bread, milk and petrol, for instance, are normally headline news. The positive index for retailing, on the other hand, may be attributed to the success of particularly large retail chains of convincing consumers that they are 'fighting for the consumer'.

A second objective of this study was to establish to what extent consumers' attitudes towards marketing (as measured by the overall index) are influenced by demographic considerations. The overall index and the index for individual marketing mix elements served as dependent variables in five separate regression analyses (one for the overall index and one for each marketing mix element). The demographic characteristics which served as independent variables in each of these regression analyses were: gender, age, home language, area of residence (urban versus rural), marital status, level of education and position in the labour market.

In Table 6³ is shown that consumers' attitude toward marketing are primarily influenced by age.

Table 6 Influence of demographic variables on the marketing index³

Parameter	Coefficient	T-value	p > t
Intercept	-6.350	-1.82	0.0694
Age	-2.504	-3.05	0.0024 ^a

a = p < 0.01

According to Table 6, older respondents are significantly (p < 0.01) more dissatisfied with marketing and marketing practices than younger respondents. In other words, the older consumers are, the more likely they are to be dissatisfied with the marketing fraternity.

In Table 6 is also revealed, by implication, that the demographic variables gender, home language, area of residence (urban versus rural), marital status position in the labour market and level of education, do not have a significant influence on how respondents perceive marketing and marketing practices.

In Table 7, on the other hand, is revealed that three demographic variables have a significant influence on how respondents perceive product-related considerations. These are gender, home language and the position of respondents in the labour market. In the case of gender, females rate product items significantly (p < 0.05) lower than males. English-speaking respondents rate products and product quality items significantly (p < 0.01) lower than their Afrikaans-speaking counterparts. Employees (those who work for others, in this case position in labour market 2), perceive product considerations significantly (p < 0.01) worse than other respondents.

In Table 7 is by implication revealed that biographical variables such as age, educational qualification, marital status and area of residence (rural versus urban) have no significant influence on perceptions regarding product related issues.

In Table 8 is shown that area of residence (urban versus rural), position in the labour market and marital status are the demographic variables which have a significant influence on price perceptions. Consumers living in urban areas are significantly (p < 0.05) more dissatisfied with pricing practices than those living in rural areas. Contrary, consumers who are active in the labour market as employees (those who work for fixed salaries) are more dissatisfied with pricing than those who are, for instance, employers or self-employed. Similarly, those who are married or live together are more dissatisfied about the prices of products and services than others. In Table 8 is also by implication, suggested that gender, age, educational qualification and home language have no significant influence on how respondents perceive price considerations.

In Table 9 is shown that both age and level of education have a significant (p < 0.01) influence on how respondents perceive advertising and advertising practices. The relationship between age and advertising perceptions is negative. In other words, the older respondents are, the more unhappy

Table 7 Influence of biographic variables on product perceptions

Dependent variable: Product index			
Independent variables	Coefficient	T-Value	p > t
Intercept	-2.396	-6.05	0.0001
Gender	0.923	2.47	0.0139 ^b
Home language	1.298	3.85	0.0001 ^a
Position in labour market 1	-0.671	-1.00	0.3195
Position in labour market 2	-1.431	-2.69	0.0074 ^a
Position in labour market 3	0.533	0.83	0.4074

a = p < 0.01
b = p < 0.05

Table 8 Influence of demographic variables on price perceptions

Dependent variable: Price index			
Independent variables	Coefficient	T-Value	p > t
Intercept	-6.850	-11.42	0.0001
Area	-0.893	-2.35	0.0190 ^b
Marital status — married/live together	-1.238	-2.16	0.0313 ^b
Marital status — widow/divorced	+0.585	+0.80	0.4246
Position in labour market 1	+0.002	0.00	0.9970
Position in labour market 2	-1.102	-2.07	0.0388 ^b
Position in labour market 3	+0.233	+0.35	0.7256

b = p < 0.05

Table 9 Influence of demographic variables on advertising perceptions

Dependent variable: Advertising index			
Independent variables	Coefficient	T-Value	p > t
Intercept	-0.565	-0.17	0.8662
Age	-2.797	-5.88	0.0001 ^a
Level of education	+1.698	+2.65	0.0082 ^a

a = p < 0.01

they are with advertising practices. The relationship between level of education and advertising perceptions is positive, implying that better qualified respondents are more satisfied with advertising and advertising practices than the less qualified respondents.

In Table 9 is also by implication, revealed that gender, marital status, home language, position in labour market and area of residence, have no significant influence on how respondents perceive advertising. When the retailing index was used as dependent variable, it emerged that neither of the demographic variables used as independent variables in this study, has any influence on retailing perceptions.

Implications for marketing management

The overall negative index of consumer sentiment towards marketing ought to be a source of concern to the entire marketing fraternity. Relatively older consumers are particularly dissatisfied with current marketing practices. The concern of older consumers for the future spending power of their money is probably an important consideration.

The only aspect of marketing which seems to meet with consumers' approval is that of retailing/selling, implying that consumers regard in-store service and merchandising to be at an acceptable standard.

The low index for pricing suggests that consumers view pricing as unfair and unreasonable. Marketers must accept that consumers are becoming increasingly critical and sophisticated and will have to make some effort to justify price increases if this negative perception is to be changed.

Consumers who work for fixed incomes (employees) expressed particular concern about pricing, as inflation is likely to have a negative impact on their spending power.

Poor product quality has proved, in at least one study (Moss & Richardson, 1985: 6) to be '... consistently and massively the greatest single source of customer complaint'. It is therefore not surprising that products and product quality also returned a negative index score. It implies that consumers perceive the products they buy to be of poor quality, which do not perform as expected or are defective in some way. Marketing should refrain from viewing the problem as a production concern as the responsibility for converting consumer expectations to need satisfying products remains with marketing. In addition, marketers must realise that quality is likely to be the most important consumer trend of the 1990s (Rabin, 1983), which offers unique opportunities to establish a competitive advantage.

Advertising's negative index seem to stem from poor perceptions among two market segments namely, older consumers and those who are relatively less well educated. Older consumers are typically more conservative and may not approve of modern advertising techniques such as the use of rap music. Lesser educated consumers may be suspicious and may regard advertising claims as mostly false, having the intention to deceive rather than to inform consumers. To change this negative perception advertisers will have to pay particular attention to this criticism and take into account the needs of these two market segments.

Summary

This study records the dissatisfaction of consumers with the marketing fraternity's activities which implies a failure to adhere to the basic principles of the marketing concept.

Table 10 indicates which potential market segments are relatively speaking, more dissatisfied with various marketing considerations. These segments will probably demand particular attention if the image of marketing and the marketing fraternity is to be improved.

Notes

1. The survey was conducted by Sales Performance Strategies, a consultancy firm, on behalf of the European business publication *Excel and Export Times*.
2. (i) *Eastern Province Herald*, 8 November 1989, 14.
(ii) *Eastern Province Herald*, 3 October 1989, 6.
(iii) *You magazine*, 21 December 1989, 8-9.

Table 10 Summary: Who are more dissatisfied with what?

Overall index	Older consumers
Products	English-speaking consumers Females Employees
Price	Urban consumers Employees Married/live together
Advertising	Older consumers Less well qualified respondents
Retailing	None

3. Only those demographic variables which exert a significant influence on the relevant index are kept in the model and reported in the tables.

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