

Marketing to South African Consumers

First Edition

EDITED BY

James Lappeman
Paul Egan
Gillian Rightford
Thabang Ramogase

PUBLISHING MANAGER

Michelle Willmers

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&
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Contact Editor

James Lappeman
j.lappeman@uct.ac.za

Digital Open Textbooks for Development

www.dot4d.uct.ac.za

Graphic design

Marike Strydom (Jade Rose Graphic Design)
marike@jaderose.co.za

Proofreader

Bruce Conradie
bruce.conradie@theresearchfaculty.com

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Foreword

This is a textbook on marketing to South African consumers. The aim of the textbook is to provide a backbone of foundational marketing theory with an emphasis on meeting the needs of South African business. The textbook is, however, relevant to any marketer or business owner who would like to gain more understanding of marketing in general and South African consumers in particular.

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Ana Carrapichano (0000-0003-0298-5766)
Gift Phala (0000-0002-9702-2227)
Gillian Rightford (0000-0002-7695-5167)
Gordon Muller (0000-0002-8298-760)
James Lappeman (0000-0001-8187-9165)
Kaylee Hewitt (0000-0001-5200-4159)
Martin Neethling (0000-0002-6013-1331)
Maryla Masojada (0000-0003-0450-265X)
Megan Swartz (0000-0003-1750-3571)
Nevo Hadas (0000-0002-3337-3589)
Nozizwe Vundla (0000-0002-9869-4404)
Vimbai Malandu (0000-0002-2399-8729)
Paul Egan (0000-0002-5345-495X)
Raeesah Chohan (0000-0002-0151-9774)
Shriya Bramdaw (0000-0003-2688-0803)
Steve Bird (0000-0002-3472-3341)
Thabo K. Makgolo (0000-0003-3839-890X)
Titi Kabi (0000-0002-7587-0938)
Claire Herman
Craig Risi
Michael Pearce
Sue Rooney

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Mymoena Mooradd
Nkosivile Madinga
Nozipho Mpanza
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James Lappeman, Paul Egan, Gillian Rightford and Thabang Ramogase