OPEN ACCESS

International Journal of Applied Research in Management and Economics
ISSN 2538-8053

# Brand Perception Differences between Generations Y and Z in South Africa

Donna Bernhardi*, Karen Lategan, and Wesley Von Willingh

Independent Institute of Education, Emeris, Vega School, South Africa

**ARTICLE INFO**

***Keywords:***
*Value Perception,*
*Brands,*
*Generation Z,*
*Generation Y,*
*Brand Trust*

**ABSTRACT**

This quantitative study investigates whether significant differences exist between Generation Y and Generation Z in South Africa regarding their perception of brand value. While brand perception is widely researched, direct generational comparisons are limited. Data were collected using an online questionnaire based on Kotler's Brand framework which comprises six elements - Brand Purpose, Positioning, Differentiation, Identity, Trust and Beneficence. A non-probability snowball sample of 100 (n=100) of Generations Y and Z consumers participated in the study. The study is informed by Consumer Culture Theory and The Theory of Planned Behaviour. Internal consistency was assessed using Cronbach's Alpha, while differences between the two independent groups were analysed using the Mann-Whitney U test. The findings provide limited support for the hypothesis of 'a significant difference of brand perception between Generations Y and Z in South Africa'. Overall the two generations displayed similar perceptions across most dimensions, with only modest differences observed. Specifically, Generation Z places greater importance than Generation Y on brands demonstrating social responsibility, transparency and beneficence, corresponding to the Brand Purpose, Trust and Beneficence elements of Kotler's framework.

## 1. Introduction and Background Discussion

Generations Y and Z worldwide are increasingly aware of environmental issues and are believed to hold brands ethically accountable in all their marketing (Bhargava & Bedi, 2022; Kotler, 2016). Together, these two generations are known to be digitally engaged and connected through shared online lives (Klepek, 2020) and regarded as more actively 'woke' about environmental issues than the preceding generation (Generation X). These belief sets could naturally express into unique buying behaviour, or, at the very least, intentional buying behaviour (Krautz, 2017). Generations Y and Z in developing countries share many characteristics with their counterparts in First World Countries, albeit their circumstances being quite different - living in areas showing rapid urbanisation and economic expansion. Despite challenges, steady uptake of technological developments is widespread. Given the differences between continents in terms of lived realities, socio-economies, cultural values and availability

* Corresponding author's E-mail address: dbernhardi@emeris.ac.za

**Cite this article as:**
Bernhardi, D., Lategan, K., & Von Willingh, W. (2026). Brand Perception Differences between Generations Y and Z in South Africa. *International Journal of Applied Research in Management and Economics, 9*(2): 23-48. https://doi.org/10.33422/ijarme.v9i2.1881

of resources, these expressions into consumer behaviour could both vary significantly and be acutely similar at the same time. Generations Y and Z from a study in India (Ghouse et al., 2024) show there is a contrasting difference in the drivers of purchase intent between the two generations in that there seems to be a '...lack of environmental knowledge…' in Generation Y which translates into a lower urgency for 'green products' when it comes to purchase intent. The similarities however, in comparing BRICS countries' generational perceptions about brands are notable and valid to consider in terms of reliable transferrable consumer behaviour (Dant et al., 2016). In addition, emerging economy consumers in South Africa are aspirational but at the same time expect or seek authenticity and transparency (Stiehler & Tinson, 2015).

Socio-economic challenges of South Africa and the effect of very high unemployment rates amongst Generations Y and Z cause a barrier for these generations to participate in the economy actively (Bureau of Market Research, 2025). Albeit the cost of living affects everyone globally, the rise of the fear of financial insecurity is high amongst Generations Y and Z, this, in turn, determines how they apply themselves as a consumer (Deloitte Global, 2025). To remain relevant in the minds of Generations Y and Z, who are less brand loyal than Generation X, brands must work harder to deliver on the needs and expectations of the relevant target market consistently, to build a heightened positive perception of the brand's essence and resultant value. Part of this expectation for the brand to be seen positively, is authentic contributions to society (Kotler, 2016; Rosário & A. Casaca, 2025; Theocharis & Tsekouropoulos, 2025).

## 2. Research Problem

Brand perception is well researched generally but lesser so in the context of compared generational social influences and belief sets. Less so within the consideration of the South African geographical and demographical (geodemographics) settings. In the post-Covid global economic environment many emerging economies are expected to expand their production capacity and participation in the global economy. African countries are well positioned to benefit from this growth. South Africa as a leading economy within Africa has a vibrant and modern Generation Y and Z, who, similar to their contemporaries in the West, are digitally active and can be regarded as similar in their perceptions and social expectations of brands (Bureau of Market Research, 2025; Dant, 2016). Understanding these generational belief sets and the differences between them will determine how brands position themselves to ensure engagement, trust, consumer retention, management of consumption patterns, and identify the evolving intergenerational needs of South Africans. The study focuses on whether there is a significant difference in the perceptions of brands between Generations Y and Z in South Africa and is tested by the hypothesis: 'Generations Y and Z South Africans differ significantly in their perception of brands.'

## 3. Literature Review

### 3.1. Theoretical Approach

#### 3.1.1 Brand Perception

Philip Kotler's brand perception framework puts forward six dimensions whereby perception of brand value could be measured and advocates for brands to focus on '...setting the purpose of the brand' before the identity (Kotler, 2016). This serves to firmly and instantly secure the brand's promise of delivery in the mind of the consumer, as well as assist the consumer with positioning and differentiation in terms of the brand's competitors in the market. The brand perception framework consists of six elements, in particular order, as follows: set brand purpose, position the brand, define differentiation, establish brand identity, build brand trust and finally, exercise brand beneficence. This same sentiment is echoed by David Aaker with both theorists going on to define a strong probability of brand trust as a result (Aaker, 2017). Modern consumers, particularly Generations Y and Z, are informed consumers due to their digital engagement, fluency and two-way communication to marketeers (Kotler & Armstrong, 2021). These generations are acutely aware and mindful of the greater societal role of brands, in particular their ‘trust’ and ‘beneficence capabilities’.

But ‘doing good’ alone is not enough. It must be visible, authentic and believable, even virtuous, with a careful curation of actions to win the hearts of the target market for a true and loyal following. High up on their considerations is ‘protecting the environment’ (Deloitte Global, 2025), not far behind the cost of living, personal safety, unemployment and mental health. Both generations are known to rely less on marketing communication (push marketing) than their personal word of mouth (including ‘e-word of mouth’) trusted sources, and identify strongly through their employment, friends and family. In their own lives they strive for meaningful and purposive living, and extend that to what they expect from Brands, evident in a readiness to reject any offer (work or market) that does not align with their beliefs or ethics (Deloitte Global, 2025).

### 3.1.2 Consumer Culture Theory

In a study spanning 20 years, Eric Arnould and Craig Thompson (Arnould & Thompson, 2005) focus their analytical discussions around global marketing communications strategically forming social identity in consumers worldwide. Findings show that consumers interpret marketing communications to fit their own evolving individual and collective identities within the market. Modern consumers tend to express themselves and form their identities through common consumption items and patterns, as a response to their need for social inclusivity. These expressions are often rooted in culture, community, ethnicity, gender, and class but seek collective acceptance through the consumption of commercial brands. Dimitrios Theocharis and Georgios Tsekouropoulos in turn, looking at Generation Z in particular, claim that brand trust and perception is strengthened through the brand’s online presence and visibility particularly in terms of social sustainability efforts (Theocharis & Tsekouropoulos, 2025). Being visible and transparent online contributes to and supports purchase intent in this generation.

### 3.1.3 Planned Behaviour Theory

As the Theory of Planned Behaviour prescribes , purchase intent in consumers is preceded by and because of their perceptions and attitudes. Rooted in fostering brand love, findings show that attitude towards the brand plays a definitive role whereas affordability is a minor influence for both high and low involved customers (Hegner et al., 2017). In relation to the Theory of Reasoned Action linked to purchase intent as an outcome and as discussed by Theocharis and Tsekouropoulos, consumers who develop a positive attitude towards sustainable products through peer influence on social media, are more inclined to prioritise sustainability as a key requirement in purchase decision (Theocharis & Tsekouropoulos, 2025).

### 3.1.4 Academic Studies

Doughlas Holt argues that the ‘collective nature’ of repeated impressions and subsequent reinforced perceptions are made through the brand stories, images and associations, causing the message to become convention in a society (Holt, 2002). Rather than through individual consumer perceptions, these conventions are kept alive through a collective society, as can be presumed in the everyday peer shares of online conversations typically by Generations Y and Z. Interestingly though, Martin Klepek's study shows that social networking responses are more so related to 'attitudes and perceptions' rather than demographics, age or gender (Klepek, 2020). This supports the notion that perceptions are formed interactively, as a collective society. In contrast, Caroline Krautz (Krautz, 2017) argues that collective brand perception adoption is largely only applicable in 'collectivistic societies' underpinned by collectivist culture, and not in 'individualistic societies'. One could generally argue that global Generations Y and Z, being digitally fluid, would consider and present themselves as being of 'collective culture' whilst perusing and consuming social media, regardless of their inherent culture.

## 4. Conceptualisation

**Keywords:**

*value perception* - based on consumers' experiences and expectations how they subjectively judge a brand's worth

*brands* - the unique identity of a product or service that identifies and differentiates it from competitors

*Generation Y* - Millennials, born between 1981 and 1996, generally characterised by their easy use of digital technology, high regard for brand authenticity and social responsibility

*Generation Z* - born between 1997 and 2012, full digital natives, high regard for visual communication, values authenticity, individualism but also inclusivity

*brand trust* - consumer expectation and confidence that a brand will consistently deliver on its promises which includes acting in the best interest of the consumer

## 5. Methodological Approach

This study compares responses of two different generations within South Africa - Generation Y and Generation Z, on their perception of brands. An online Google Forms questionnaire was developed based on Philip Kotler's Brand framework—comprising two questions for each of the six brand elements: purpose, positioning, differentiation, identity, trust, and beneficence. Snowball sampling through the contacts of the authors of the study over ten weeks rendered a response rate of 100 (n=100) with fair dispersion per generation. The study followed a positivist, quantitative approach with the Google Forms questions posed in Likert format with a scale from one to ten. Data collection results were collated and quantified using Google Forms tables and graphs. Microsoft Excel was used for score calculation and Cronbach's alpha test.. A Mann-Whitney U test was executed using PSPP. Comparative scores and totals were read by each author separately and then discussed together for interpretation and conclusions drawn.

### 5.1. Research Question

Do Generations Y and Z South Africans differ significantly in their perception of brands?

### 5.2. Hypothesis

Generations Y and Z South Africans differ significantly in their perception of brands.

#### 5.2.1 Null Hypothesis

Generations Y and Z South Africans do not differ significantly in their perception of brands.

### 5.2.2 Variables

*Dependent*: perception of brands

*Independent#1*: Generation Y South African *Independent#2*: Generation Z South African

## 6. Validity And Reliability

External validity and generalisability is limited by the small non-probability snowball sample (n=100) with an imbalance in favour of Generation Z (n=75) and a gender skew towards females (n=75). Data findings are possibly influenced by overrepresentation of these demographic aspects. The internal consistency of the twelve 1–10 Likert-scale items was satisfactory, as indicated by a Cronbach's alpha coefficient of 0.83 (Appendix 2). Differences between Generation Y and Generation Z participants were examined using the Mann–Whitney U test (Appendix 3), providing inferential evidence closely similar to the manual analysis regarding group differences within the sampled population.

## 7. Ethical Considerations

Participation in the study was voluntary and respondents were informed of the purpose of the research. Anonymity and confidentiality were maintained throughout the data collection and analysis process, and no personally identifiable information was collected. Participants retained the right to withdraw from the study at any stage without prejudice. Data was used solely for academic purposes and stored securely. The study complied with the ethical principles of informed consent, confidentiality, privacy and respect for participants.

## 8. Limitations

The external validity and generalisability of the study are limited by the small non-probability snowball sample (n = 100), which exhibited an overrepresentation of Generation Z participants (n = 75) and female participants (n = 75). Consequently, the findings may disproportionately reflect the perceptions of these demographic groups and should therefore be interpreted with caution when extrapolating to the wider South African population. Furthermore, the use of self-reported perceptions introduces the possibility of response bias and social desirability bias, particularly regarding attitudes towards socially responsible brands. Since the study focused exclusively on generational differences, other variables such as race, income, geographical location and educational background were not investigated and may have influenced the findings. The cross-sectional design of the study also limits conclusions regarding causality or changes in consumer perceptions over time.

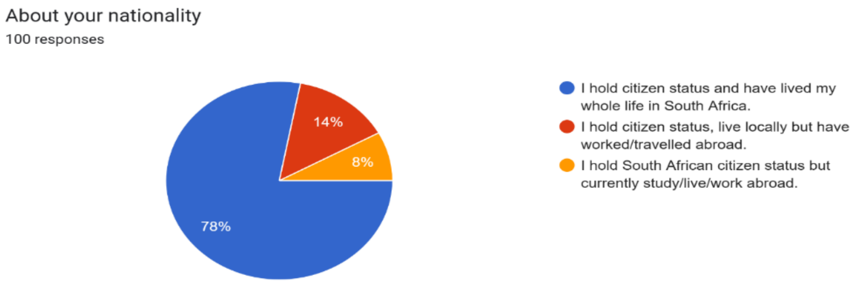
## 9. Data Findings

Respondent data presented with figures in same order of questionnaire:

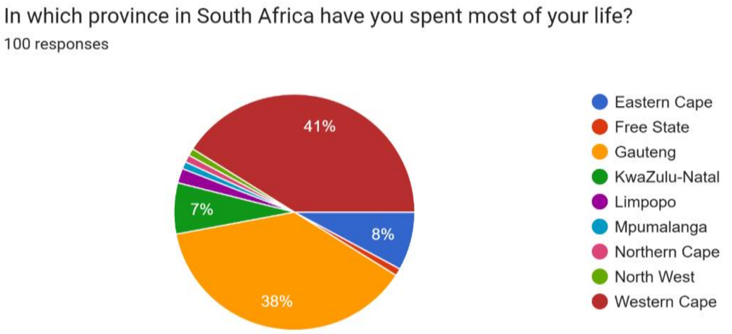
(figures: Appendix 1).

<u>Qualifier questions for target sample:</u>

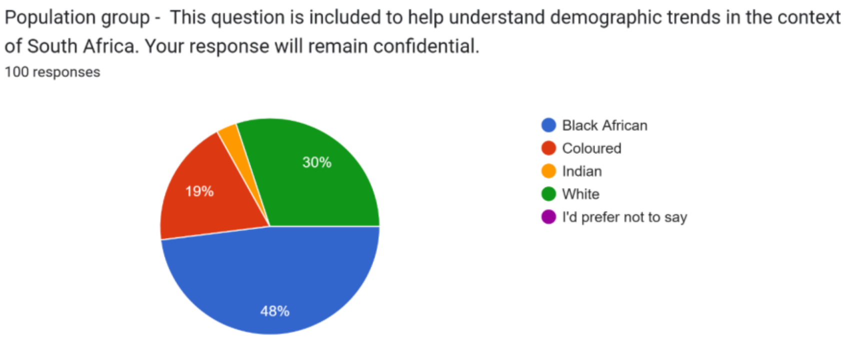
1. Nationality - 78% of respondents have lived their whole life in South Africa and have never travelled abroad. Some have travelled abroad (14%), and 8% have lived abroad.



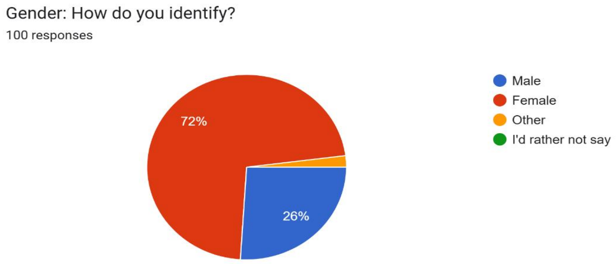

2. Geographical dispersion per province in South Africa - 41% of respondents reside in the developed and densely populated regions Western Cape, followed closely by 38% who reside in Gauteng. From less populated and developed areas (more rural) were Eastern Cape (8%) and 7% from the KwaZulu Natal area. Some small representations from even less densely populated and more rural areas Limpopo, Mpumalanga and Free State were noted. The smallest representation came from North West and the Northern Cape, sparsely populated, both under-developed with low level infrastructure areas in South Africa.



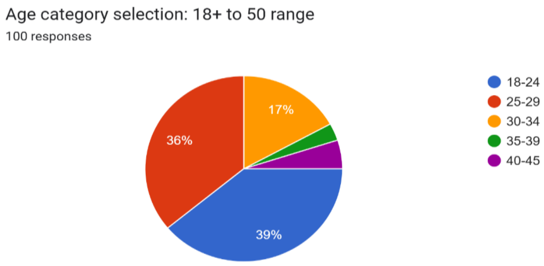

3. Population group by race - 48% of respondents identified themselves as Black African, 30% were White, 19% Coloured and 3% as Indian. No-one selected ‘I’d prefer not to say’.



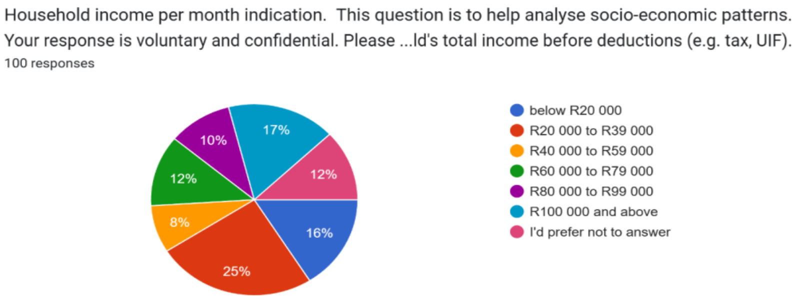

4. Gender Identification - 72% of respondents were female, 26% were male, 2% elected ‘other’ and no responses for ‘I’d rather not say’.




5. Age categories - 18+ to 50 range: In the category 18-24 there were 39 respondents (39%). Between 25-29 the selection shows 36%. For Generation Z being between 13-28 (the study excluded respondents younger than 18), the total respondents were 39+36 = 75 (75%). Age categories in the Generation Y bracket (30-34; 35-39; and 40-45) make up the remaining 25% of the total response group.




6. Total income before deductions for households - 25% of respondents fall into the middle-income bracket of R20 000 to R39 000 per month. Near equal response for the below middle-income bracket R20 000 per month (16%) and high-income bracket of R100 000 per month (17%). The upper income bracket R60 000 to R79 000 and 'I'd prefer not to answer' both show in at 12%. The below high-income bracket R80 000 to R99 000 response rate was 10% and the above middle-income bracket of R40 000 to R59 000 showed 8% in response.



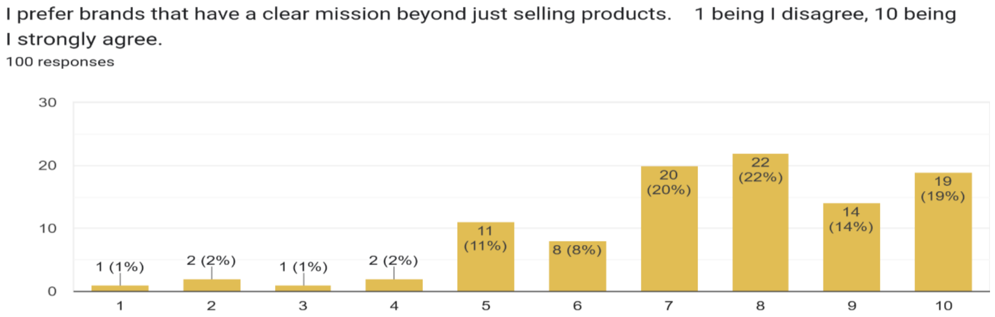

Kotler's Brand Framework questions: (Likert Scaling set to between 1 and 10)

Generations Y and Z together

Element A: Brand Purpose

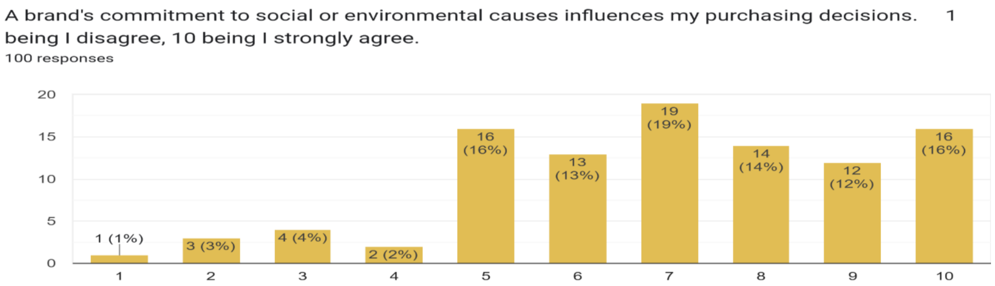
1. *I prefer brands that have a clear mission beyond just selling products.*

Most respondents selected between 5 and 10 on the scale, with 20% selecting number 7, a further 22% selecting number 8 and 19% selecting number 10.




2. *A brand's commitment to social or environmental causes influences my purchasing decisions.*

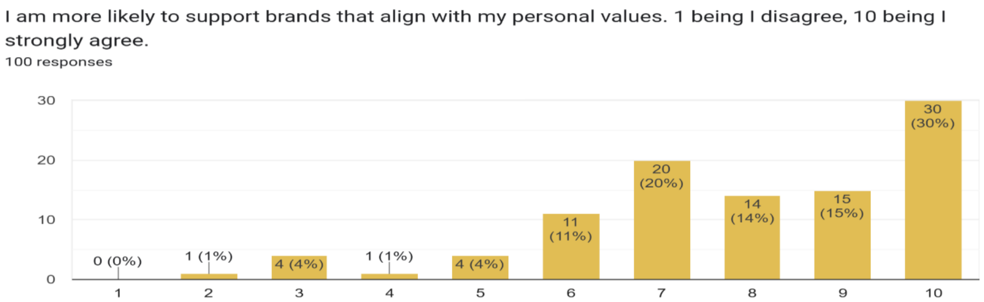
There is an even distribution of majority response between numbers 5 and 10 for this question. 19% selected number 7.




Element B: Brand Positioning

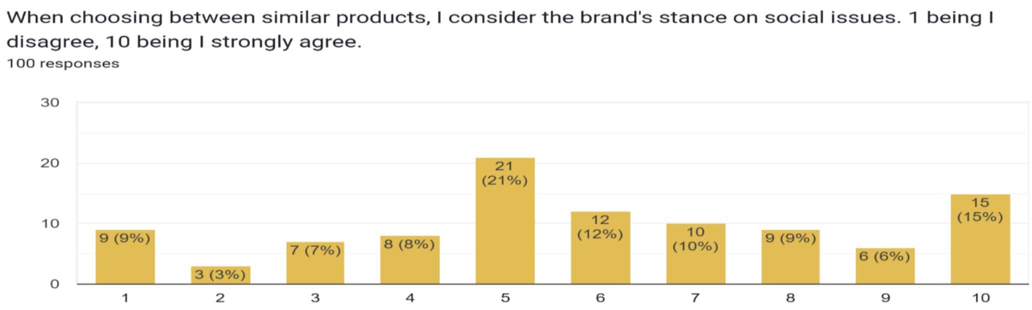
3. *I am more likely to support brands that align with my personal values.*

The majority of responses fall in the 'above 6' scale, with 30% responses on number 10.




4. *When choosing between similar products, I consider the brand's stance on social issues.*

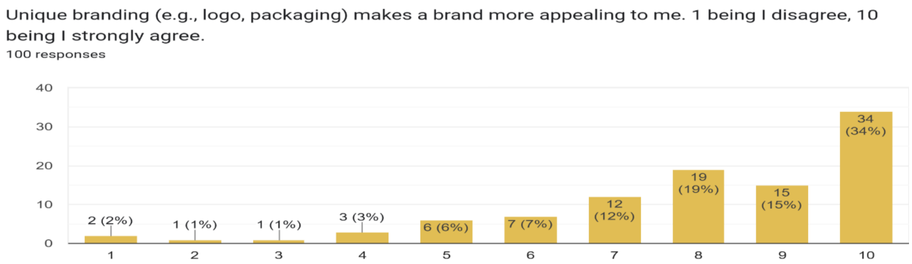
Response to this question was spread over all the numbers on the scale, with a peak at number 5 (21%), and another peak at number 10 (15%).




Element C: Brand Differentiation

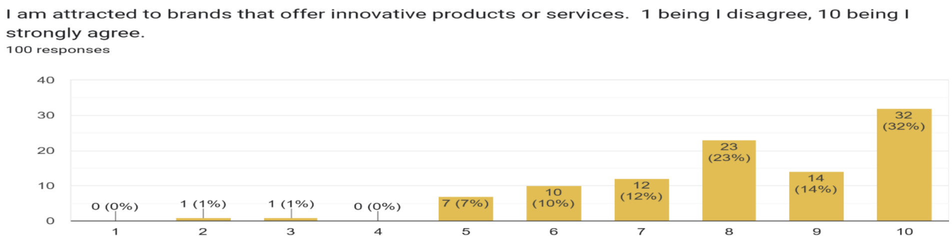
5. *Unique branding (e.g., logo, packaging) makes a brand more appealing to me.*

Most responses are between numbers 8 (19%) and 10 (34%).




6. *I am attracted to brands that offer innovative products or services.*

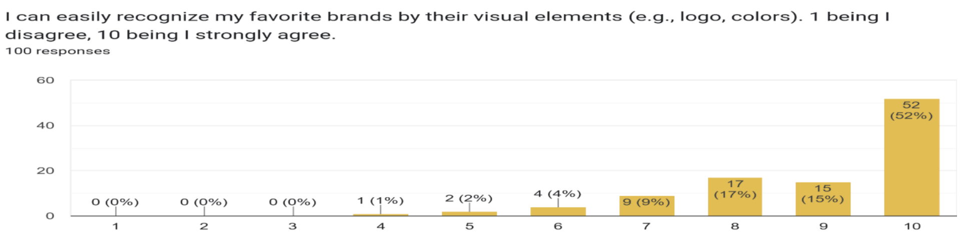
Again, most responses fall between the numbers 8 (23%) and 10 (32%).




Element D: Brand Identity

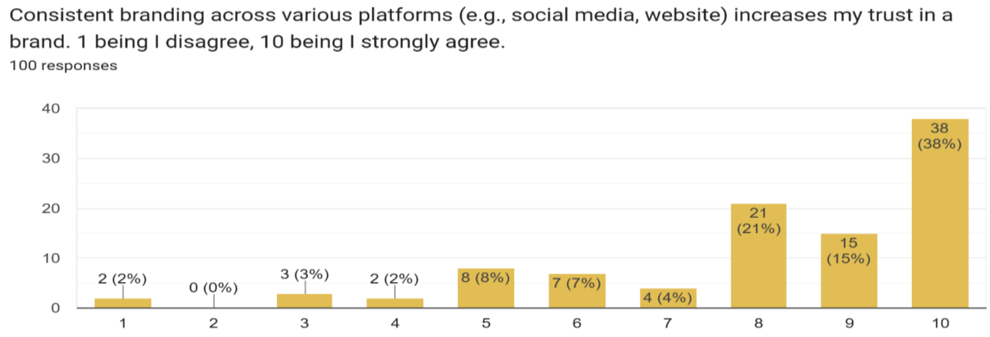
7. *I can easily recognize my favorite brands by their visual elements (e.g., logo, colors).*

52% of respondents selected the number 10 in this question.




8. *Consistent branding across various platforms (e.g., social media, website) increases my trust in a brand.*

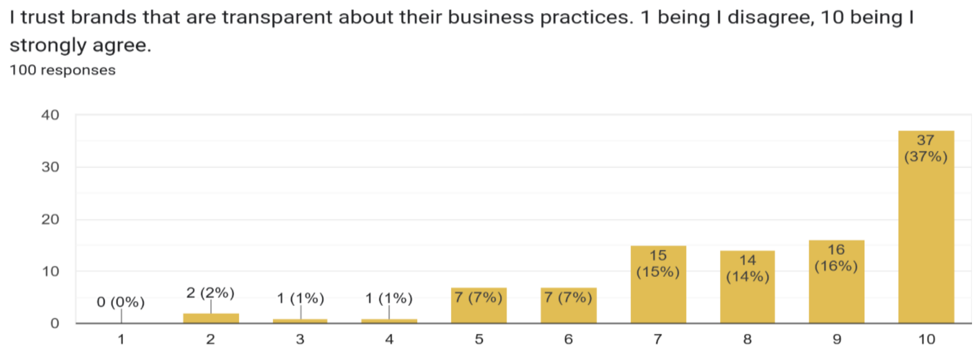
The vast majority of responses fell between 8 (21%) and 10 (38%).




Element E: Brand Trust

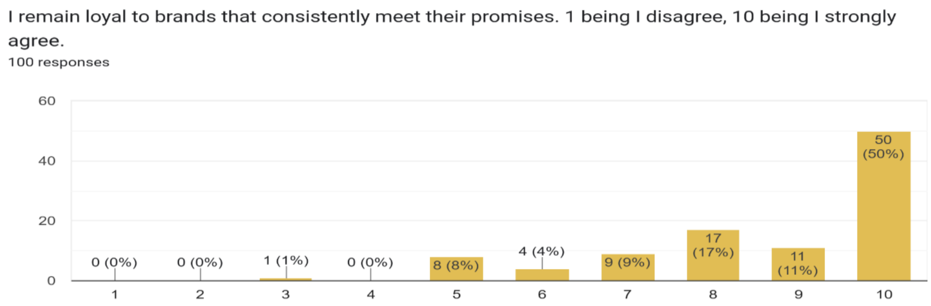
9. *I trust brands that are transparent about their business practices.*

Most respondents selected numbers 7 and higher with a peak at number 10 (37%).




10. *I remain loyal to brands that consistently meet their promises.*

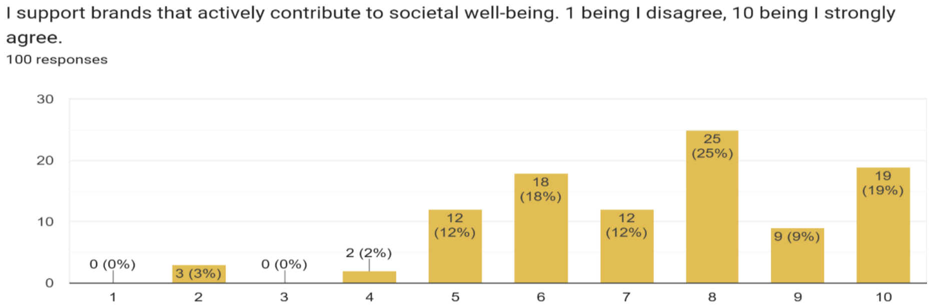
Number 10 had a response rate of 50% in this question, with most responses at number 5 and above.




Element F: Brand Beneficence

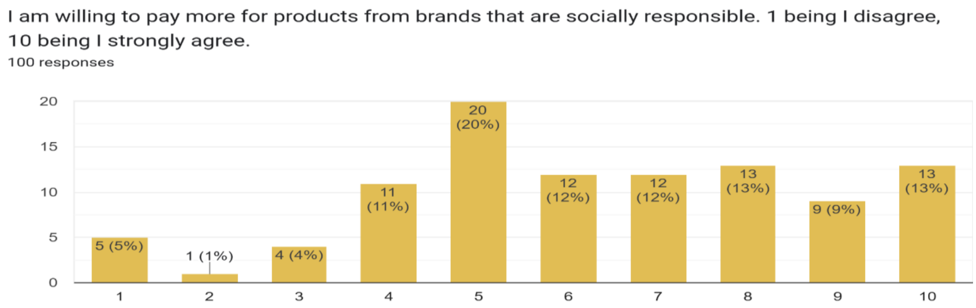
11. *I support brands that actively contribute to societal well-being.*

Most responses were for number 5 and above, with a peak at number 8 (25%).




*12. I am willing to pay more for products from brands that are socially responsible.*

Here the responses were more evenly spread over all the scale numbers, with a slight peak at number 5, midway (20%).




The online questionnaire responses were exported to a table and split into two categories - Generation Y and Z respectively, where each question's response rates were tallied (added) and a mean determined with a rounding up or down to the nearest full number. The mean allocations were compared for each question and a 'higher than' or 'lower than' identification allocated. Most of the questions (seven out of twelve) rendered a close similar mean score of the same numeral between the two generations. Five questions as shown in the graph below which show a moderate difference in score.

**Tabulated findings from the online questionnaire - statistical mean, rounded, by generation, by question**

| Populatio | Gender: H | Age categ | Househol | I prefer br | A brand's | I am more | When cho | Unique br | I am attra | I can easil | Consisten | I trust bra | I remain l | I support | I am willing to pay more for products from I | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | gen z | 243 | 229 | 242 | 184 | 256 | 236 | 272 | 254 | 263 | 271 | 241 | 217 | total |
| | | | | 7.83871 | 7.387097 | 7.806452 | 5.935484 | 8.258065 | 7.612903 | 8.774194 | 8.193548 | 8.483871 | 8.741935 | 7.774194 | 7 | ave of 31 |
| | | | | 8 | 7 | 8 | 6 | 8 | 8 | 9 | 8 | 8 | 9 | 8 | 7 | rounded |
| | | | gen y | 450 | 407 | 478 | 355 | 489 | 514 | 550 | 501 | 486 | 530 | 430 | 356 | totals |
| | | | | 7.377049 | 6.672131 | 7.836066 | 5.819672 | 8.016393 | 8.42623 | 9.016393 | 8.213115 | 7.967213 | 8.688525 | 7.04918 | 5.836066 | ave of 61 |
| | | | | 7 | 7 | 8 | 6 | 8 | 8 | 9 | 8 | 8 | 9 | 7 | 6 | rounded |
| | | | gen y lower | | | | | | | | | | | | | |
| | | | gen y higher | | | | | | | | | | | | | |
| | | | difference | | x | | | | x | | | x | | x | x | |

| | |
|---|---|
| gen z higher | A brand's commitment to social or environmental causes influences my purchasing decisions. 1 being I disagree, 10 being I strongly agree. |
| gen z lower | I am attracted to brands that offer innovative products or services. 1 being I disagree, 10 being I strongly agree. |
| gen z higher | I trust brands that are transparent about their business practices. 1 being I disagree, 10 being I strongly agree. |
| gen z higher | I support brands that actively contribute to societal well-being. 1 being I disagree, 10 being I strongly agree. |
| gen z higher | I am willing to pay more for products from brands that are socially responsible. 1 being I disagree, 10 being I strongly agree. |
| | |
| close similar | |
| | I prefer brands that have a clear mission beyond just selling products. 1 being I disagree, 10 being I strongly agree. |
| | I am more likely to support brands that align with my personal values. 1 being I disagree, 10 being I strongly agree. |
| | When choosing between similar products, I consider the brand's stance on social issues. 1 being I disagree, 10 being I strongly agree. |
| | Unique branding (e.g., logo, packaging) makes a brand more appealing to me. 1 being I disagree, 10 being I strongly agree. |
| | I can easily recognize my favorite brands by their visual elements (e.g., logo, colors). 1 being I disagree, 10 being I strongly agree. |
| | Consistent branding across various platforms (e.g., social media, website) increases my trust in a brand. 1 being I disagree, 10 being I strongly agree. |
| | I remain loyal to brands that consistently meet their promises. 1 being I disagree, 10 being I strongly agree. |

## 10. Interpretation of Findings

From the data findings Generation Z gave clear indication of their expectation of brands to be socially responsible and transparent about their business practices, more so than Generation Y. Generation Z in addition, were less expectant of their brands to provide innovative market offers than Generation Y, as seen specifically for Question 6 and highlighted in blue in the manual analysis graph. The Mann-Whitney U test also found Q6 to have a slightly higher difference between generations whereas for the other 11 questions a similar response with only small differences in pattern was noted. Contrary to expectations that younger consumers would also exhibit stronger preferences for innovation, Generation Y reported marginally higher expectations regarding innovative market offerings.

This suggests that innovation and social responsibility may represent distinct dimensions of brand value rather than complementary attributes, warranting further investigation. Both generations Y and Z showed in almost equal measure recognition for recognisable unique branding, consistency over marketing platforms, and having a clear mission beyond selling. Both generations expressed similarly strong expectations regarding brands consistently meeting their promises, suggesting their intent to support brands that align with their personal values, particularly regarding social issues. Both generations indicated that visual elements in brand communication are noticed and important. Generation Z showed a mean point (or near to) higher than Generation Y in score consistently on four specific elements, taking into account that the mean is on the high side for the combined generation count overall. This suggests that both generations share broadly similar perceptions, with only nuanced differences emerging around brand purpose and societal contribution.

In summary, four specific elements that Generation Z are vested in are 'the brand's commitment to social and environmental issues' (Brand Purpose), 'business practice transparency' (Brand Trust), 'brands that actively contribute to society'(Brand Beneficence), and 'willing to pay more for socially responsible brands' (Brand Beneficence). Through understanding the 'collective nature' of repeat visual communication (Holt, 2002) and considering Generation Z being more engaged with social and environmental issues than Generation Y (Ghouse et al., 2024), it could explain why Generation Z responses show a modestly higher mean in terms of alignment with environmental awareness and purchase intent to support their belief set. However, as the present study did not investigate media usage or environmental attitudes directly, this interpretation remains tentative.

Even though the difference is modest and specific to a limited elective of perceptions, it indicates a divide in the 'intentional living' expectations between the two generations. Furthermore, in terms of 'collective culture' linked to 'online culture' and the latter being a visible medium of communication (Klepek, 2020), data shows a slightly higher mean in favour of Generation Z that contain the narrative of authentic societal beneficence being evident as an expectation for loyalty.

Generation Z, also in South Africa, are highly cognisant of brand messaging through various channels, including social media platforms, and expect the authentic 'giving back to society' to be in place on the brand side and evidence must be present (Stiehler, 2015) . The five questions from the findings indicate specifically that Generation Z are attuned to these expectations when they form perceptions about brands. Communication touchpoints that affect or drive this perception and expectation which leads to this clear intent could be based on their online and social experiences, being a digital generation (digital natives).

Although Generation Z indicated greater willingness to pay more for socially responsible brands, the study did not investigate actual purchasing behaviour or disposable income. Consequently, it cannot be determined whether these perceptions translate into purchasing decisions or whether socioeconomic factors influence this relationship. The data could suggest that Generation Y has more household expense responsibilities and are already prioritising their spend, consciously and sub-consciously. This could affect their perception of the value and societal give-back of brands.

## 11. Conclusion and Recommendation

Overall, the study suggests that South African Generations Y and Z are characterised more by similarities than differences in their perceptions of brands. The findings provide limited support for the hypothesis '*Generations Y and Z South Africans differ significantly in their perception of brands*' in that the data is largely similar, rather than significantly different between generations, with only a modest difference specific to consumer intent based on personal (and collective generational) beliefs, indicated more strongly by Generation Z. The study's findings are limited to the hypothesis and does not include looking at the difference by generation in the racial, geographical, income or gender context.

Further academic research to complement the findings could include qualitative primary data collection from the target population regarding their purchase intent related to brands. Further quantitative secondary data of purchase statistics for relevant brands could highlight how purchase intent converts to purchase behaviour in each generation.

A study to test usage and attitude towards brands (bought items) in both Generations Y and Z in South Africa could support the two generations' perceptions linked to their buying intentions.

A study to explore which communications and touchpoints from brands drive perception in Generation Z could be conducted by way of a mixed methodology to ascertain the nature of the communication that has meaning to this generation. A further study in this area could help to understand how Generation Z determines authenticity from brands, if evidence of authenticity then influences their intent to buy.

A final recommendation is to conduct a qualitative study among Generation Z in South Africa to investigate their understanding of the concept of social responsibility, and how this understanding influences their lifestyle intentions.

**References**


Aaker, D. (2017). *by David Aaker 8 How Does a Brand regain Trust?,* Marketing News.

Arnould, E. J., & Thompson, C. J. (2005). Consumer Culture Theory (CCT): Twenty years of research. *Journal of Consumer Research*, *31*(4), 868–882. https://doi.org/10.1086/426626

Bhargava, V. R., & Bedi, S. (2022). Brand as Promise. *Journal of Business Ethics*, *179*(3), 919–936. https://doi.org/10.1007/s10551-021-04834-z

Bureau of Market Research. (2025). *How Generational Divides Shape South Africa's Income Landscape - Bureau of Market Research (Pty) Ltd*. https://bmr.co.za/2025/08/23/how-generational-divides-shape-south-africas-income-landscape/

Dant, R. P., Jin (Jean) Jeon, H., Mumdziev, N., & Windsperger, J. (2016). A Cross-National Comparison of Brand Perceptions of Global Franchise Chains in the BRICS. *Journal of Marketing Channels*, *23*(4), 196–216. https://doi.org/10.1080/1046669X.2016.1224304

Deloitte Global. (2025). 2025-genz-millennial-survey. *Company Brochure*. https://www.deloitte.com/gr/en/issues/work/genz-millennial-survey-2025.html

Ghouse, S. M., Shekhar, R., & Chaudhary, M. (2024). Sustainable choices of Gen Y and Gen Z: exploring green horizons. *Management and Sustainability*. https://doi.org/10.1108/MSAR-04-2024-0018

Hegner, S. M., Fenko, A., & Teravest, A. (2017). Using the theory of planned behaviour to understand brand love. *Journal of Product and Brand Management*, *26*(1), 26–41. https://doi.org/10.1108/JPBM-06-2016-1215

Holt, D. B. (2002). *Brands and Branding*. https://testconso.typepad.com/files/brands-and-branding-csg2.pdf

Klepek, M. (2020). The role of demographic factors in consumer perception of value from brand communication on facebook. *Central European Business Review*, *9*(3), 56–73. https://doi.org/10.18267/j.cebr.239

Kotler, P., & Armstrong, G. (2021). Customer Value-Driven Marketing Strategy: Creating Value for Target Customers. In *Principles of Marketing* (18th ed., pp. 202–231). Pearson Education Limited.

Kotler, P. (2016). *"Branding: From Purpose to Beneficence" – Philip Kotler*. The Marketing Jounal. https://www.marketingjournal.org/brand-purpose-to-beneficence-philip-kotler/

Krautz, C. (2017). A Cross-Cultural Study of Collective Brand Perceptions Within The Brand Equity Framework. *Journal of Marketing Theory and Practice*, *25*(3), 274–290. https://doi.org/10.1080/10696679.2017.1311218

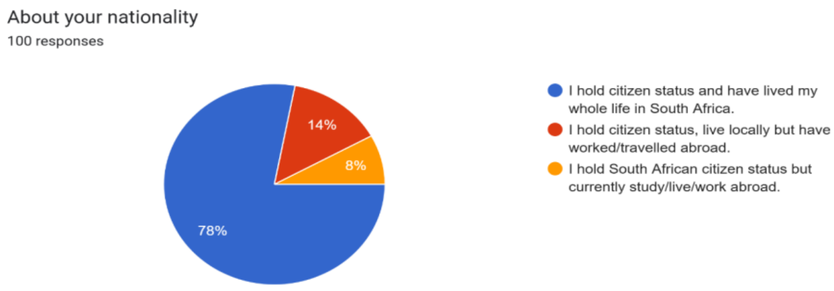
Rosário, A. T., & A. Casaca, J. (2025). Brand Loyalty and Generations X, Y, Z. *Journal of Ecohumanism*, *4*(2). https://doi.org/10.62754/joe.v4i2.6426

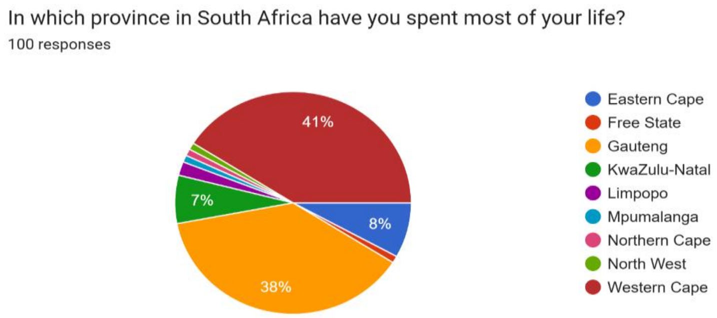
Stiehler, B. E., & Tinson, J. S. (2015). Opportunistic Luxury Branding: Understanding Perceptions Of Brand Authenticity In An Emerging Market Context. In *Global Business and Technology* (Vol. 11, Number 1).

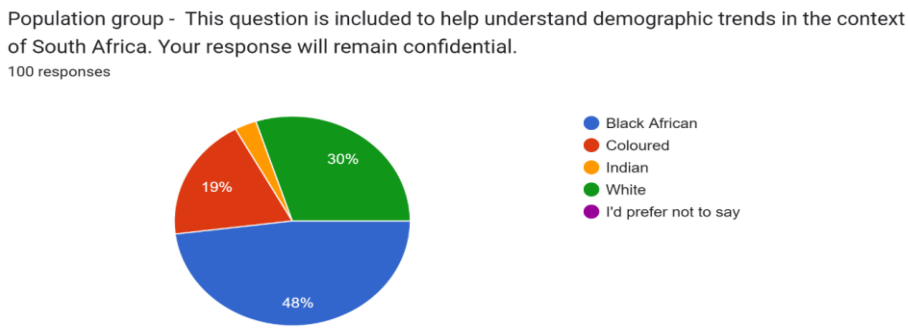
Theocharis, D., & Tsekouropoulos, G. (2025). Sustainable Consumption and Branding for Gen Z: How Brand Dimensions Influence Consumer Behavior and Adoption of Newly Launched Technological Products. *Sustainability (Switzerland)*, *17*(9). https://doi.org/10.3390/su17094124

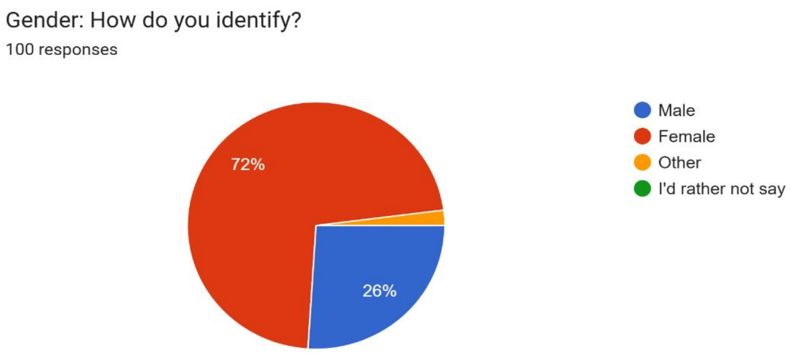
## APPENDIX 1 - Questionnaire responses

### Target sample qualifier questions:

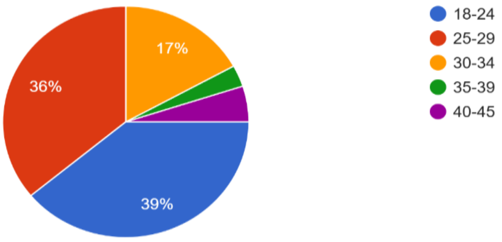


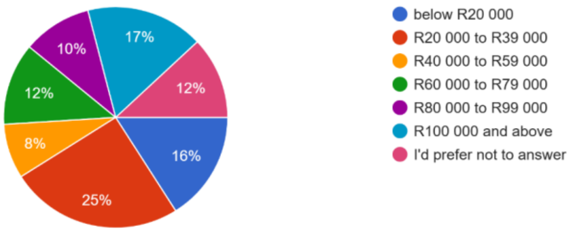



Age category selection: 18+ to 50 range
100 responses

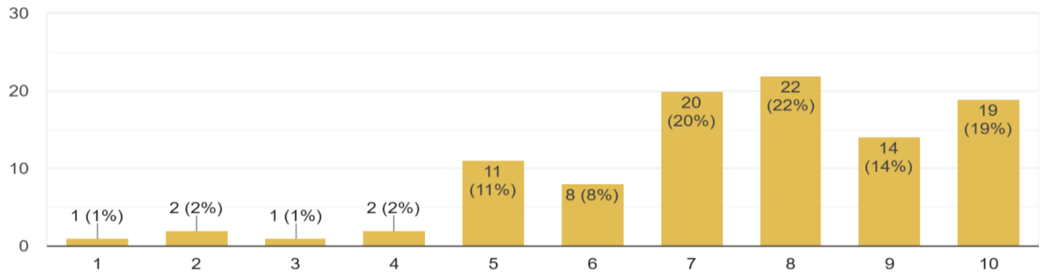



Household income per month indication. This question is to help analyse socio-economic patterns. Your response is voluntary and confidential. Please ...ld's total income before deductions (e.g. tax, UIF).
100 responses

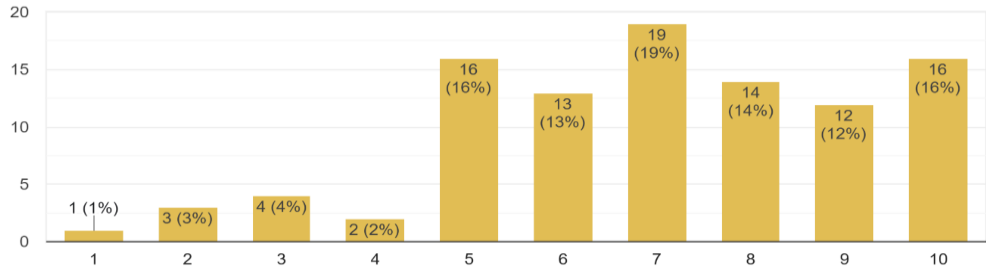



## Likert Scale Questions:

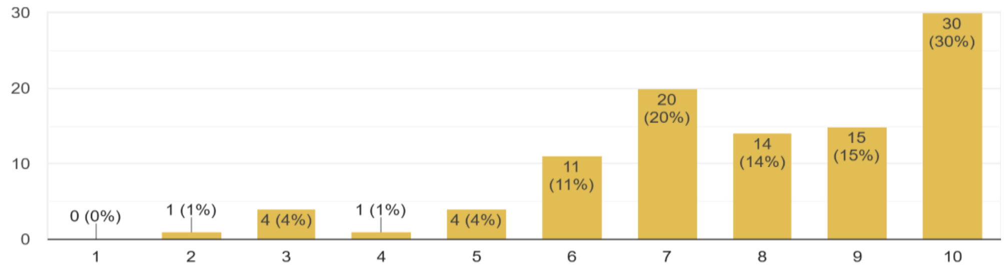
I prefer brands that have a clear mission beyond just selling products. 1 being I disagree, 10 being I strongly agree.
100 responses



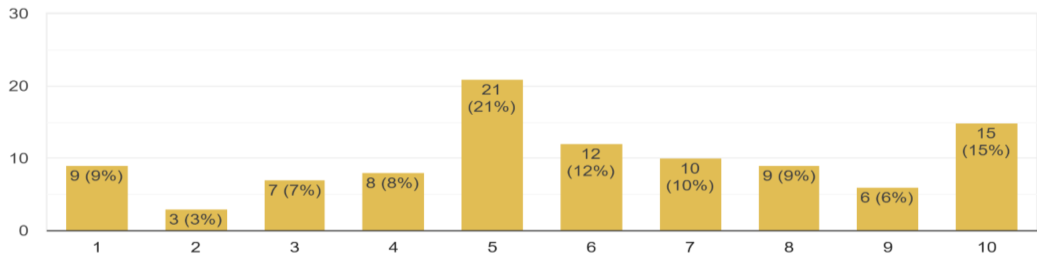
A brand's commitment to social or environmental causes influences my purchasing decisions. 1 being I disagree, 10 being I strongly agree.
100 responses



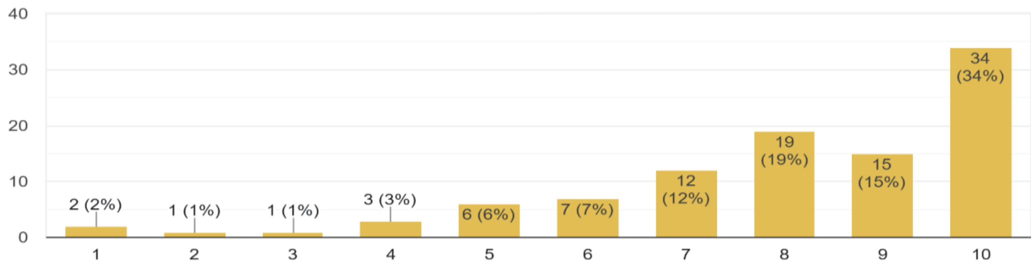

I am more likely to support brands that align with my personal values. 1 being I disagree, 10 being I strongly agree.
100 responses



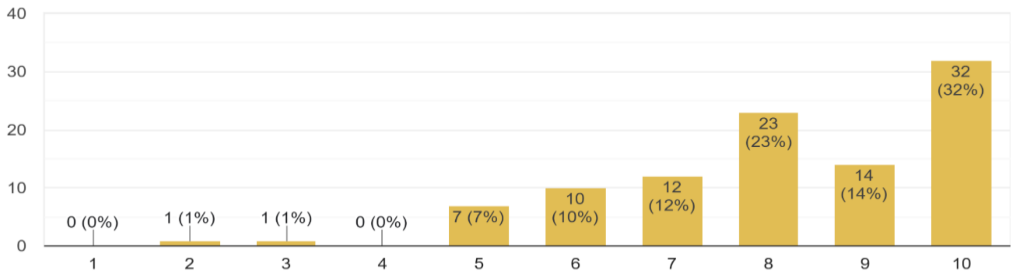

When choosing between similar products, I consider the brand's stance on social issues. 1 being I disagree, 10 being I strongly agree.
100 responses



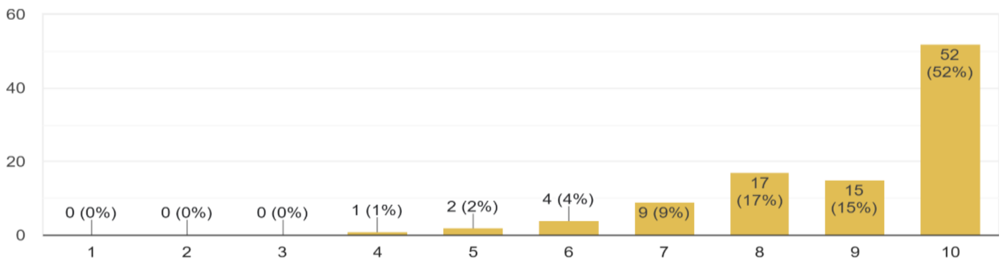
Unique branding (e.g., logo, packaging) makes a brand more appealing to me. 1 being I disagree, 10 being I strongly agree.
100 responses



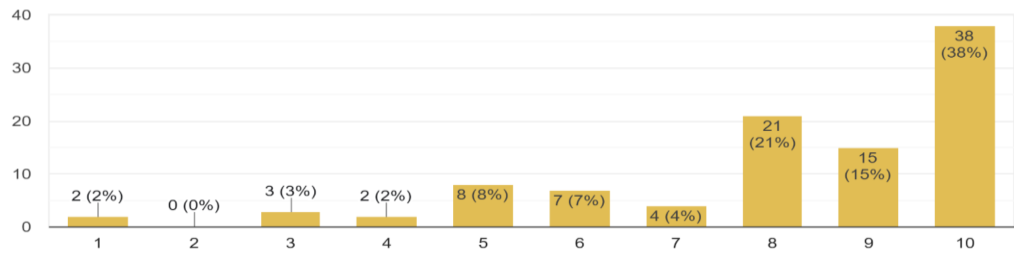

I am attracted to brands that offer innovative products or services. 1 being I disagree, 10 being I strongly agree.
100 responses



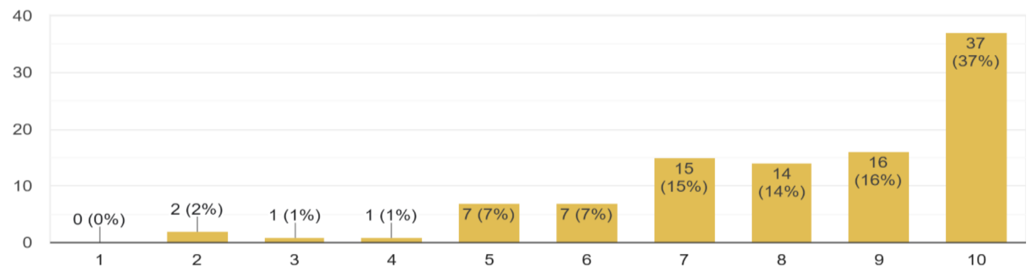

I can easily recognize my favorite brands by their visual elements (e.g., logo, colors). 1 being I disagree, 10 being I strongly agree.
100 responses



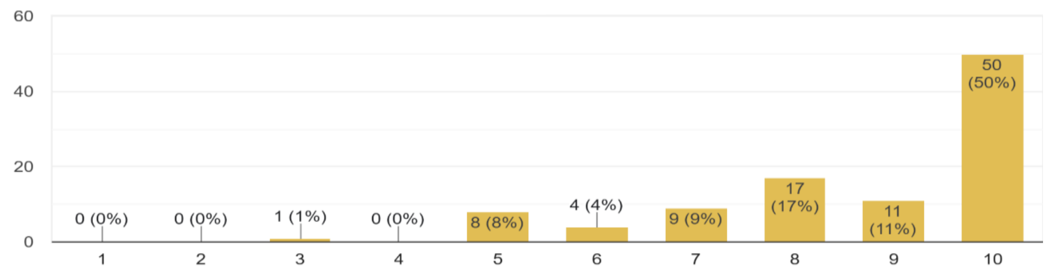
Consistent branding across various platforms (e.g., social media, website) increases my trust in a brand. 1 being I disagree, 10 being I strongly agree.
100 responses



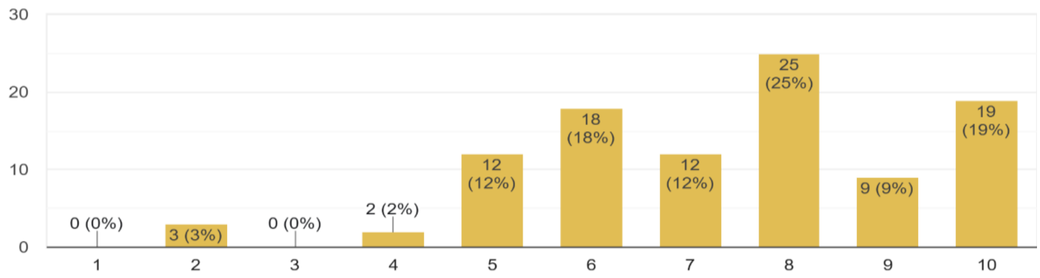

I trust brands that are transparent about their business practices. 1 being I disagree, 10 being I strongly agree.
100 responses



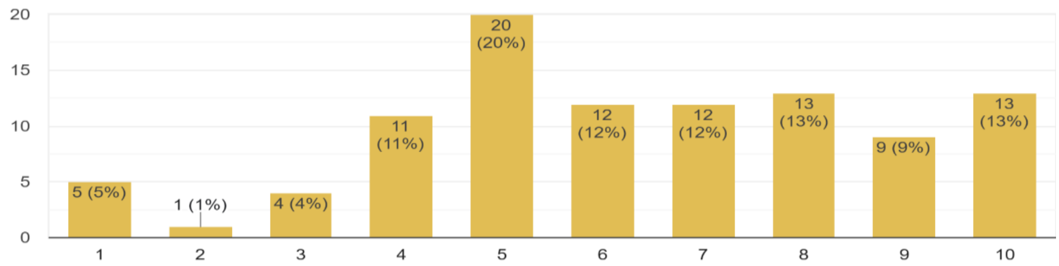

I remain loyal to brands that consistently meet their promises. 1 being I disagree, 10 being I strongly agree.
100 responses



I support brands that actively contribute to societal well-being. 1 being I disagree, 10 being I strongly agree.
100 responses



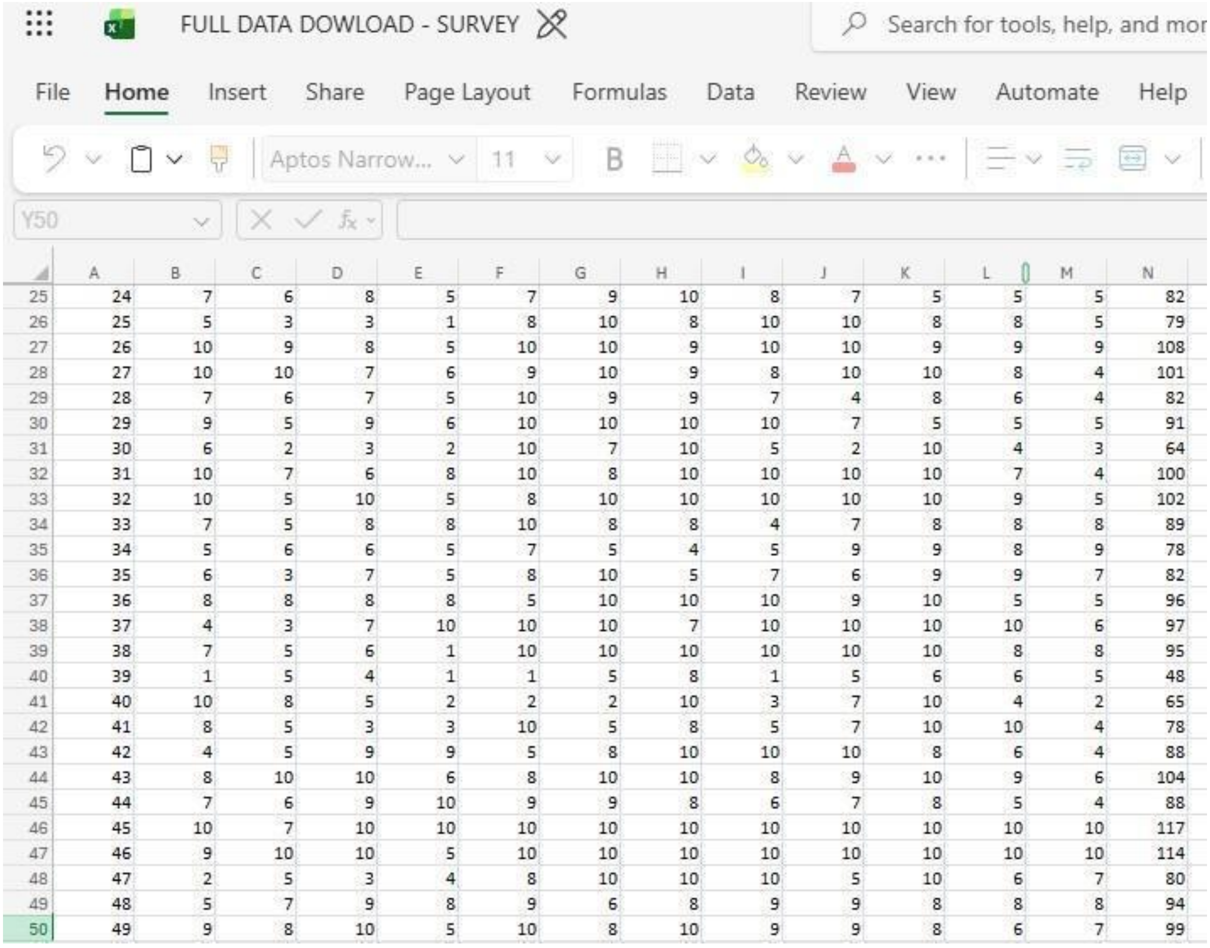

I am willing to pay more for products from brands that are socially responsible. 1 being I disagree, 10 being I strongly agree.
100 responses



## APPENDIX 2 – Cronbach's Alpha Test

FULL DATA DOWLOAD - SURVEY

| | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 | total score | 100 responses |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 7 | 7 | 6 | 7 | 10 | 8 | 10 | 10 | 10 | 10 | 8 | 10 | 103 | 12 items |
| 2 | 8 | 8 | 8 | 8 | 8 | 10 | 10 | 8 | 10 | 10 | 8 | 5 | 101 | |
| 3 | 10 | 10 | 7 | 10 | 1 | 9 | 6 | 3 | 10 | 10 | 10 | 10 | 96 | |
| 4 | 3 | 4 | 7 | 3 | 5 | 5 | 7 | 5 | 6 | 7 | 7 | 5 | 64 | |
| 5 | 7 | 7 | 7 | 5 | 7 | 8 | 6 | 8 | 10 | 7 | 6 | 5 | 83 | |
| 6 | 5 | 7 | 8 | 1 | 8 | 7 | 10 | 1 | 6 | 3 | 6 | 3 | 65 | |
| 7 | 8 | 10 | 10 | 9 | 10 | 10 | 7 | 8 | 8 | 9 | 10 | 10 | 109 | |
| 8 | 8 | 6 | 9 | 5 | 9 | 10 | 10 | 10 | 10 | 10 | 8 | 9 | 104 | |
| 9 | 8 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 118 | |
| 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 120 | |
| 11 | 6 | 5 | 10 | 4 | 4 | 3 | 10 | 10 | 10 | 5 | 5 | 4 | 76 | |
| 12 | 6 | 10 | 5 | 7 | 10 | 5 | 10 | 10 | 10 | 10 | 10 | 5 | 98 | |
| 13 | 7 | 8 | 9 | 9 | 10 | 10 | 10 | 9 | 8 | 9 | 8 | 7 | 104 | |
| 14 | 10 | 7 | 7 | 3 | 6 | 5 | 7 | 10 | 9 | 10 | 10 | 5 | 89 | |
| 15 | 8 | 7 | 7 | 7 | 9 | 8 | 8 | 9 | 9 | 9 | 9 | 9 | 99 | |
| 16 | 10 | 9 | 7 | 6 | 6 | 7 | 7 | 6 | 10 | 10 | 8 | 8 | 94 | |
| 17 | 6 | 5 | 6 | 1 | 6 | 6 | 8 | 6 | 8 | 8 | 7 | 8 | 75 | |
| 18 | 7 | 2 | 10 | 5 | 7 | 7 | 10 | 5 | 7 | 7 | 7 | 6 | 80 | |
| 19 | 8 | 10 | 10 | 10 | 7 | 8 | 9 | 8 | 10 | 9 | 10 | 8 | 107 | |
| 20 | 8 | 8 | 6 | 7 | 9 | 8 | 8 | 8 | 8 | 8 | 8 | 5 | 91 | |
| 21 | 10 | 2 | 10 | 10 | 10 | 6 | 8 | 10 | 10 | 10 | 10 | 9 | 105 | |
| 22 | 10 | 10 | 10 | 6 | 9 | 8 | 10 | 9 | 7 | 8 | 8 | 8 | 103 | |
| 23 | 5 | 5 | 10 | 1 | 10 | 10 | 8 | 10 | 10 | 10 | 10 | 6 | 95 | |
| 24 | 7 | 6 | 8 | 5 | 7 | 9 | 10 | 8 | 7 | 5 | 5 | 5 | 82 | |




| | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 25 | 24 | 7 | 6 | 8 | 5 | 7 | 9 | 10 | 8 | 7 | 5 | 5 | 5 | 82 |
| 26 | 25 | 5 | 3 | 3 | 1 | 8 | 10 | 8 | 10 | 10 | 8 | 8 | 5 | 79 |
| 27 | 26 | 10 | 9 | 8 | 5 | 10 | 10 | 9 | 10 | 10 | 9 | 9 | 9 | 108 |
| 28 | 27 | 10 | 10 | 7 | 6 | 9 | 10 | 9 | 8 | 10 | 10 | 8 | 4 | 101 |
| 29 | 28 | 7 | 6 | 7 | 5 | 10 | 9 | 9 | 7 | 4 | 8 | 6 | 4 | 82 |
| 30 | 29 | 9 | 5 | 9 | 6 | 10 | 10 | 10 | 10 | 7 | 5 | 5 | 5 | 91 |
| 31 | 30 | 6 | 2 | 3 | 2 | 10 | 7 | 10 | 5 | 2 | 10 | 4 | 3 | 64 |
| 32 | 31 | 10 | 7 | 6 | 8 | 10 | 8 | 10 | 10 | 10 | 10 | 7 | 4 | 100 |
| 33 | 32 | 10 | 5 | 10 | 5 | 8 | 10 | 10 | 10 | 10 | 10 | 9 | 5 | 102 |
| 34 | 33 | 7 | 5 | 8 | 8 | 10 | 8 | 8 | 4 | 7 | 8 | 8 | 8 | 89 |
| 35 | 34 | 5 | 6 | 6 | 5 | 7 | 5 | 4 | 5 | 9 | 9 | 8 | 9 | 78 |
| 36 | 35 | 6 | 3 | 7 | 5 | 8 | 10 | 5 | 7 | 6 | 9 | 9 | 7 | 82 |
| 37 | 36 | 8 | 8 | 8 | 8 | 5 | 10 | 10 | 10 | 9 | 10 | 5 | 5 | 96 |
| 38 | 37 | 4 | 3 | 7 | 10 | 10 | 10 | 7 | 10 | 10 | 10 | 10 | 6 | 97 |
| 39 | 38 | 7 | 5 | 6 | 1 | 10 | 10 | 10 | 10 | 10 | 10 | 8 | 8 | 95 |
| 40 | 39 | 1 | 5 | 4 | 1 | 1 | 5 | 8 | 1 | 5 | 6 | 6 | 5 | 48 |
| 41 | 40 | 10 | 8 | 5 | 2 | 2 | 2 | 10 | 3 | 7 | 10 | 4 | 2 | 65 |
| 42 | 41 | 8 | 5 | 3 | 3 | 10 | 5 | 8 | 5 | 7 | 10 | 10 | 4 | 78 |
| 43 | 42 | 4 | 5 | 9 | 9 | 5 | 8 | 10 | 10 | 10 | 8 | 6 | 4 | 88 |
| 44 | 43 | 8 | 10 | 10 | 6 | 8 | 10 | 10 | 8 | 9 | 10 | 9 | 6 | 104 |
| 45 | 44 | 7 | 6 | 9 | 10 | 9 | 9 | 8 | 6 | 7 | 8 | 5 | 4 | 88 |
| 46 | 45 | 10 | 7 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 117 |
| 47 | 46 | 9 | 10 | 10 | 5 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 114 |
| 48 | 47 | 2 | 5 | 3 | 4 | 8 | 10 | 10 | 10 | 5 | 10 | 6 | 7 | 80 |
| 49 | 48 | 5 | 7 | 9 | 8 | 9 | 6 | 8 | 9 | 9 | 8 | 8 | 8 | 94 |
| 50 | 49 | 9 | 8 | 10 | 5 | 10 | 8 | 10 | 9 | 9 | 8 | 6 | 7 | 99 |

FULL DATA DOWLOAD - SURVEY

Search for tools, help, and mo

File Home Insert Share Page Layout Formulas Data Review View Automate Help

Aptos Narrow... 11

A49 48

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 49 | 48 | 5 | 7 | 9 | 8 | 9 | 6 | 8 | 9 | 9 | 8 | 8 | 8 | 94 |
| 50 | 49 | 9 | 8 | 10 | 5 | 10 | 8 | 10 | 9 | 9 | 8 | 6 | 7 | 99 |
| 51 | 50 | 9 | 9 | 10 | 5 | 7 | 10 | 7 | 10 | 9 | 10 | 8 | 8 | 102 |
| 52 | 51 | 6 | 6 | 9 | 6 | 9 | 9 | 6 | 9 | 9 | 6 | 7 | 6 | 88 |
| 53 | 52 | 10 | 5 | 10 | 7 | 10 | 10 | 10 | 8 | 8 | 5 | 8 | 5 | 96 |
| 54 | 53 | 9 | 10 | 10 | 10 | 8 | 10 | 10 | 9 | 8 | 10 | 8 | 10 | 112 |
| 55 | 54 | 5 | 6 | 8 | 4 | 8 | 9 | 9 | 9 | 5 | 9 | 6 | 6 | 84 |
| 56 | 55 | 10 | 9 | 10 | 10 | 5 | 8 | 6 | 5 | 10 | 8 | 10 | 8 | 99 |
| 57 | 56 | 5 | 8 | 9 | 7 | 3 | 8 | 7 | 9 | 10 | 8 | 8 | 5 | 87 |
| 58 | 57 | 9 | 9 | 9 | 10 | 9 | 9 | 9 | 6 | 9 | 9 | 9 | 10 | 107 |
| 59 | 58 | 7 | 7 | 8 | 8 | 7 | 9 | 10 | 8 | 9 | 10 | 5 | 7 | 95 |
| 60 | 59 | 7 | 6 | 6 | 2 | 7 | 9 | 7 | 6 | 8 | 10 | 5 | 5 | 78 |
| 61 | 60 | 8 | 9 | 10 | 9 | 9 | 8 | 9 | 10 | 10 | 10 | 9 | 9 | 110 |
| 62 | 61 | 8 | 9 | 8 | 7 | 10 | 8 | 9 | 8 | 9 | 10 | 7 | 8 | 101 |
| 63 | 62 | 7 | 9 | 10 | 9 | 8 | 10 | 10 | 10 | 8 | 8 | 8 | 8 | 105 |
| 64 | 63 | 8 | 7 | 7 | 6 | 9 | 7 | 10 | 8 | 7 | 7 | 8 | 7 | 91 |
| 65 | 64 | 8 | 6 | 10 | 4 | 10 | 8 | 8 | 10 | 7 | 10 | 6 | 7 | 94 |
| 66 | 65 | 7 | 4 | 6 | 1 | 9 | 10 | 10 | 8 | 6 | 10 | 6 | 3 | 80 |
| 67 | 66 | 8 | 8 | 10 | 6 | 10 | 8 | 10 | 10 | 8 | 10 | 8 | 6 | 102 |
| 68 | 67 | 2 | 1 | 2 | 1 | 8 | 6 | 9 | 10 | 3 | 8 | 2 | 1 | 53 |
| 69 | 68 | 10 | 7 | 9 | 6 | 7 | 10 | 10 | 7 | 8 | 10 | 7 | 9 | 100 |
| 70 | 69 | 10 | 8 | 10 | 5 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 5 | 108 |
| 71 | 70 | 7 | 5 | 5 | 5 | 9 | 10 | 10 | 10 | 7 | 10 | 7 | 1 | 86 |
| 72 | 71 | 7 | 7 | 5 | 7 | 4 | 9 | 10 | 5 | 6 | 10 | 6 | 4 | 80 |
| 73 | 72 | 7 | 7 | 7 | 5 | 6 | 7 | 8 | 6 | 7 | 7 | 6 | 6 | 79 |
| 74 | 73 | 9 | 9 | 10 | 7 | 8 | 6 | 9 | 10 | 5 | 7 | 9 | 7 | 96 |

FULL DATA DOWLOAD - SURVEY

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 75 | 74 | 5 | 6 | 7 | 4 | 8 | 7 | 9 | 8 | 8 | 6 | 8 | 8 | 84 |
| 76 | 75 | 5 | 6 | 8 | 4 | 10 | 10 | 10 | 10 | 10 | 10 | 8 | 7 | 98 |
| 77 | 76 | 8 | 8 | 8 | 8 | 5 | 9 | 10 | 9 | 10 | 10 | 8 | 5 | 98 |
| 78 | 77 | 10 | 8 | 10 | 6 | 6 | 8 | 10 | 8 | 10 | 10 | 6 | 6 | 98 |
| 79 | 78 | 5 | 7 | 7 | 1 | 8 | 8 | 9 | 5 | 8 | 8 | 2 | 1 | 69 |
| 80 | 79 | 9 | 3 | 6 | 3 | 8 | 8 | 8 | 8 | 2 | 8 | 2 | 1 | 66 |
| 81 | 80 | 6 | 7 | 9 | 9 | 10 | 10 | 10 | 10 | 10 | 10 | 9 | 9 | 109 |
| 82 | 81 | 8 | 5 | 8 | 3 | 7 | 8 | 9 | 8 | 5 | 8 | 5 | 1 | 75 |
| 83 | 82 | 10 | 10 | 7 | 6 | 10 | 7 | 10 | 8 | 10 | 10 | 6 | 10 | 104 |
| 84 | 83 | 5 | 7 | 9 | 4 | 10 | 6 | 10 | 4 | 7 | 5 | 6 | 8 | 81 |
| 85 | 84 | 8 | 9 | 9 | 5 | 9 | 7 | 10 | 10 | 6 | 10 | 7 | 5 | 95 |
| 86 | 85 | 9 | 10 | 10 | 8 | 10 | 10 | 10 | 8 | 10 | 10 | 10 | 10 | 115 |
| 87 | 86 | 6 | 5 | 7 | 3 | 4 | 6 | 10 | 7 | 8 | 5 | 5 | 3 | 69 |
| 88 | 87 | 9 | 9 | 10 | 3 | 8 | 9 | 8 | 9 | 9 | 10 | 5 | 5 | 94 |
| 89 | 88 | 9 | 10 | 9 | 10 | 10 | 8 | 10 | 9 | 9 | 9 | 10 | 10 | 113 |
| 90 | 89 | 9 | 6 | 10 | 4 | 7 | 7 | 8 | 9 | 6 | 10 | 7 | 5 | 88 |
| 91 | 90 | 7 | 6 | 7 | 5 | 5 | 7 | 5 | 3 | 9 | 5 | 6 | 4 | 69 |
| 92 | 91 | 8 | 9 | 7 | 8 | 8 | 6 | 10 | 10 | 9 | 6 | 5 | 7 | 93 |
| 93 | 92 | 7 | 7 | 7 | 7 | 6 | 8 | 7 | 8 | 5 | 7 | 6 | 6 | 81 |
| 94 | 93 | 7 | 5 | 6 | 6 | 7 | 8 | 8 | 8 | 7 | 7 | 7 | 4 | 80 |
| 95 | 94 | 9 | 8 | 7 | 5 | 9 | 9 | 10 | 10 | 8 | 9 | 8 | 6 | 98 |
| 96 | 95 | 8 | 7 | 8 | 5 | 10 | 7 | 10 | 9 | 7 | 7 | 6 | 6 | 90 |
| 97 | 96 | 7 | 8 | 9 | 5 | 10 | 10 | 9 | 9 | 10 | 10 | 10 | 9 | 106 |
| 98 | 97 | 9 | 7 | 10 | 10 | 8 | 6 | 10 | 10 | 10 | 10 | 7 | 7 | 104 |
| 99 | 98 | 8 | 10 | 8 | 10 | 8 | 9 | 9 | 10 | 10 | 10 | 10 | 10 | 112 |
| 100 | 99 | 8 | 8 | 6 | 5 | 6 | 5 | 10 | 6 | 5 | 5 | 8 | 7 | 79 |
| 101 | 100 | 10 | 10 | 10 | 10 | 10 | 6 | 10 | 10 | 10 | 10 | 5 | 4 | 105 |

FULL DATA DOWLOAD - SURVEY

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 96 | 95 | 8 | 7 | 8 | 5 | 10 | 7 | 10 | 9 | 7 | 7 | 6 | 6 | 90 |
| 97 | 96 | 7 | 8 | 9 | 5 | 10 | 10 | 9 | 9 | 10 | 10 | 10 | 9 | 106 |
| 98 | 97 | 9 | 7 | 10 | 10 | 8 | 6 | 10 | 10 | 10 | 10 | 7 | 7 | 104 |
| 99 | 98 | 8 | 10 | 8 | 10 | 8 | 9 | 9 | 10 | 10 | 10 | 10 | 10 | 112 |
| 100 | 99 | 8 | 8 | 6 | 5 | 6 | 5 | 10 | 6 | 5 | 5 | 8 | 7 | 79 |
| 101 | 100 | 10 | 10 | 10 | 10 | 10 | 6 | 10 | 10 | 10 | 10 | 5 | 4 | 105 |
| 102 | variance | 3.989798 | 4.807677 | 3.900909 | 7.355455 | 4.565253 | 3.192323 | 1.993535 | 4.793535 | 3.832222 | 2.936869 | 3.811212 | 5.883232 | |
| 103 | | | | | | | | | | | | | | |
| 104 | | | NO OF ITEMS | | 12 | | | | | | | | | |
| 105 | | | SUMMED VARIANCE | | 51.06202 | | | | | | | | | |
| 106 | | | TOTAL SCORE VAR | | 215.1883 | | | | | | | | | |
| 107 | | | | | | | | | | | | | | |
| 108 | | | CHRONBACH ALPHA | | 0.832047 | | | | | | | | | |
| 109 | | | | | | | | | | | | | | |

## APPENDIX 3 – Mann-Whitney U Test

```
NPAR TESTS
/M-W = Q1 by generation(0 1)
/M-W = Q2 by generation(0 1)
/M-W = Q3 by generation(0 1)
/M-W = Q4 by generation(0 1)
/M-W = Q5 by generation(0 1)
/M-W = Q6 by generation(0 1)
/M-W = Q7 by generation(0 1)
/M-W = Q8 by generation(0 1)
/M-W = Q9 by generation(0 1)
/M-W = Q10 by generation(0 1)
/M-W = Q11 by generation(0 1)
```

**Ranks**

| | | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Q1 | Generation Y | 25 | 48.38 | 1209.50 |
| | Generation Z | 75 | 51.21 | 3840.50 |
| | Total | 100 | | |

**Test Statistics**

| | Mann-Whitney U | Wilcoxon W | Z | Asymp. Sig. (2-tailed) |
|---|---|---|---|---|
| Q1 | 884.50 | 1209.50 | -.43 | .668 |

**Ranks**

| | | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Q2 | Generation Y | 25 | 48.08 | 1202.00 |
| | Generation Z | 75 | 51.31 | 3848.00 |
| | Total | 100 | | |

**Test Statistics**

| | Mann-Whitney U | Wilcoxon W | Z | Asymp. Sig. (2-tailed) |
|---|---|---|---|---|
| Q2 | 877.00 | 1202.00 | -.49 | .626 |

**Ranks**

| | | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Q3 | Generation Y | 25 | 43.82 | 1095.50 |
| | Generation Z | 75 | 52.73 | 3954.50 |
| | Total | 100 | | |

**Test Statistics**

| | Mann-Whitney U | Wilcoxon W | Z | Asymp. Sig. (2-tailed) |
|---|---|---|---|---|
| Q3 | 770.50 | 1095.50 | -1.36 | .174 |

**Ranks**

| | | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Q4 | Generation Y | 25 | 47.08 | 1177.00 |
| | Generation Z | 75 | 51.64 | 3873.00 |
| | Total | 100 | | |

**Test Statistics**

| | Mann-Whitney U | Wilcoxon W | Z | Asymp. Sig. (2-tailed) |
|---|---|---|---|---|
| Q4 | 852.00 | 1177.00 | -.69 | .492 |

| | | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Q5 | Generation Y | 25 | 51.72 | 1293.00 |
| | Generation Z | 75 | 50.09 | 3757.00 |
| | Total | 100 | | |

**Test Statistics**

| | Mann-Whitney U | Wilcoxon W | Z | Asymp. Sig. (2-tailed) |
|---|---|---|---|---|
| Q5 | 907.00 | 3757.00 | -.25 | .803 |

**Ranks**

| | | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Q6 | Generation Y | 25 | 60.20 | 1505.00 |
| | Generation Z | 75 | 47.27 | 3545.00 |
| | Total | 100 | | |

**Test Statistics**

| | Mann-Whitney U | Wilcoxon W | Z | Asymp. Sig. (2-tailed) |
|---|---|---|---|---|
| Q6 | 695.00 | 3545.00 | -1.98 | .048 |

**Ranks**

| | | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Q7 | Generation Y | 25 | 53.84 | 1346.00 |
| | Generation Z | 75 | 49.39 | 3704.00 |
| | Total | 100 | | |

**Test Statistics**

| | Mann-Whitney U | Wilcoxon W | Z | Asymp. Sig. (2-tailed) |
|---|---|---|---|---|
| Q7 | 854.00 | 3704.00 | -.72 | .471 |

**Ranks**

| | | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Q8 | Generation Y | 25 | 48.40 | 1210.00 |
| | Generation Z | 75 | 51.20 | 3840.00 |
| | Total | 100 | | |

**Test Statistics**

| | Mann-Whitney U | Wilcoxon W | Z | Asymp. Sig. (2-tailed) |
|---|---|---|---|---|
| Q8 | 885.00 | 1210.00 | -.43 | .665 |

**Ranks**

| | | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Q9 | Generation Y | 25 | 55.76 | 1394.00 |
| | Generation Z | 75 | 48.75 | 3656.00 |
| | Total | 100 | | |

**Test Statistics**

| | Mann-Whitney U | Wilcoxon W | Z | Asymp. Sig. (2-tailed) |
|---|---|---|---|---|
| Q9 | 806.00 | 3656.00 | -1.08 | .280 |

**Ranks**

| | | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Q10 | Generation Y | 25 | 55.88 | 1397.00 |
| | Generation Z | 75 | 48.71 | 3653.00 |
| | Total | 100 | | |

**Test Statistics**

| | Mann-Whitney U | Wilcoxon W | Z | Asymp. Sig. (2-tailed) |
|---|---|---|---|---|
| Q10 | 803.00 | 3653.00 | -1.15 | .250 |

**Ranks**

| | | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Q11 | Generation Y | 25 | 50.92 | 1273.00 |
| | Generation Z | 75 | 50.36 | 3777.00 |
| | Total | 100 | | |

**Test Statistics**

| | Mann-Whitney U | Wilcoxon W | Z | Asymp. Sig. (2-tailed) |
|---|---|---|---|---|
| Q11 | 927.00 | 3777.00 | -.08 | .932 |

**Ranks**

| | | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Q12 | Generation Y | 25 | 44.32 | 1108.00 |
| | Generation Z | 75 | 52.56 | 3942.00 |
| | Total | 100 | | |

**Test Statistics**

| | Mann-Whitney U | Wilcoxon W | Z | Asymp. Sig. (2-tailed) |
|---|---|---|---|---|
| Q12 | 783.00 | 1108.00 | -1.24 | .215 |