

The effect which nagging has on fast food purchase intent by tweens in Pietermaritzburg area, South Africa

Authors: Dr. Maxwell Agabu Phiri & Andrew Wright

Authors' affiliation:

Dr. Maxwell Agabu. Phiri is a lecturer in the School of Management of the University of KwaZulu-Natal. He lectures in Global Marketing, Strategic Brand Management, Business Ethics, Consumer Behaviour, New Product Development, Global Marketing and Integrated Marketing Communications

Andrew Wright is a MCom graduate from the University of KwaZulu-Natal.

Abstract

Tweens, are defined by Lindstrom (2004, 175) as pre-pubescent consumers who fit into the age category of 8 – 14 years old. Tweens are regarded as the richest generation of children to date, with an estimated personal expenditure of \$28 billion in the United States in 2000 (Gunter, Oats, Blades, 2005: 2). However, it is the influence which tweens exert on parental consumption which potentially makes tweens a profitable niche market. Data collected by Gunter, *et al.* (2005) stated that tweens were responsible for an estimated \$250 billion worth of parental expenditure due to the influence which they exert during the purchase decision making process.

The fast food industry has shown positive growth in South Africa despite the recent economic recession, with a 9.6% increase on monthly sales in 2009 relative to 2008 (StatsSA, 2009). Consequently, it can be inferred that since tweens signify a growing niche market and the fast food industry is experiencing positive growth – the segmentation of tweens as a niche market could result in significant profit. The purpose of the research conducted was to determine the effect which nagging has on consumption frequency within the fast food sector.

Key findings showed that the effects of nagging do not have a strong correlation with consumption frequency; Even though the majority of tweens (86%) were aware of adverts, respondents who were unaware of what an advert was requested fast food at a similar frequency; During the concrete operations phase age does not have a strong correlation with nagging, but in the formal operations stage as age increases the frequency of nagging decreases.

Keywords: Tweens, Nag effect, personal consumption, advertising,