



## SSH... THE YOUTH HAVE SPOKEN

Kenyan youth spend 9 billion shillings a year! Money they ask for, and don't have to work for. By the end of today, they'll have gobbled up another 25 million shillings of your money. Additionally, Kenyan youth, who make up 60% of our population, are great influencers of what the older generation spend their money on, especially their parents as was revealed in the latest release of Holla, a research study on Kenyan youth carried out by Consumer Insight. Most of this money comes from parents and is spent on snacks, beverages, educational materials and mobile phone airtime. And despite them controlling all this money, only 8% have a bank account, most with Co-operative and Equity Banks.

From the start, it was clear that the youth seek approval. They have found society doesn't send an open invitation to them to fit in, so they have looked for ways they can be accepted into society. And for them, the music one listens to, the school one goes to, what one dresses in, plus how and with whom one socialises are paths trod day by day on the journey to acceptance. And who gives this much sought after approval? Parents, when they want to earn respect; and their fellow youth, where they earn association.

Apart from going to school and performing a few chores at home, the youth don't do much else with their time. Well, they actually have so much to do during their free time, you can hardly call it free time. Top on the list for both 7 - 12 year olds and teens are listening to music, followed by reading books, with watching TV coming a close third. Holla 2007 also revealed that when the youth get glued to music shows on TV and radio, they aren't bopping their heads to the music only, but to the lifestyles being preached too! TV and radio are the youth's greatest influencers.

The youth still want to hang out with their peers as often as possible, but their choice of social venues will raise your eyebrows: church is one of the preferred places to hook up and hang out. Sports grounds, restaurants and shopping malls in that order complete the list of the top four youth socialising venues. For the pre-teens, choice of social places to hang out is dictated by where the family will be going. Teenagers have greater control on where to meet their peers and choose shopping malls and movie theatres, with the latter pulling more youthful crowds. Out of the Kshs 2.5 million that cinemas make from youth audiences every month, most ticket sales are for action flicks, with comedy, adventure and romance films coming a distant second, third and fourth respectively.

One of the quickest ways of identifying a youth is through their clothing. And to the youth, fashion is very important. What you wear isn't just a way of covering your body, but a statement of who you are. And to make their statements loud and clear, almost 60% of the youth prefer second hand clothes to new ones because they are more affordable. For the pre teens, parents are the key influencers on what they wear, with peers influencing the teens' dress sense.

A leading youth sociologist told the Consumer Insight team, "Teens aspire to be successful. Success to them is material possessions." The youth easily affirmed this: about a third aspire to be rich with a mere 11% aspiring to have families of their own. It, however, isn't all about the money: education and career are top on their priorities in life, with traditional careers like medicine, aviation, law, engineering and accounting being shunned for emerging careers like communication, music (due to a belief that it has quick returns), art, design, IT and sports (specifically football and rugby).

With choice cell phones packing music players, FM and even TV receivers, the importance of the youth as media consumers is definitely on the increase. Kiss 100 still remains their preferred radio station, though Easy FM's increasing popularity is threatening and eroding Kiss 100's dominance. On the small screen, NTV leads in the number of youthful eyeballs it attracts, followed closely by KTN, Citizen and KBC. And what are they flipping channels for -movies, cartoons, comedy and music in that order. A mixture of beauty, fashion and relationships makes True Love and Drum appeal more to the youth than Insyder, which is a youth-targeted magazine.

The youth's interest in politics and business is non-existent.

*Consumer Insight spoke to over 1,300 youth living in major towns and cities across Kenya, plus people who interact closely with the youth like music DJs, radio presenters, teachers, religious leaders, parents and sociologists.*  
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### QUARTER 3 JULY/AUGUST/SEPTEMBER CALENDAR OF ACTIVITIES TO PARTICIPATE CONTACT SECRETARIAT

EVENT - **AUGUST CELEBRITY TALK BY ALBERT OTOCHI, MARKETING MANAGER KETEPA**

EVENT - **PAMRO CONFERENCE**

VENUE NIGERIA

TIMING 17-19 AUGUST 08

WEBSITE [WWW.PAMRO.ORG](http://WWW.PAMRO.ORG)

EVENT - **ESOMAR CONGRESS 2008**

VENUE MONTREAL, CANADA

TIMING 22-25 SEPTEMBER 08

WEBSITE [WWW.ESOMAR.ORG](http://WWW.ESOMAR.ORG)

# VISUAL RESEARCH STUDY

Written by Clement Miano & Steve Greenland

It's said a picture speaks a thousand words and MSRA is applying this principle through an ongoing visual research market study. Starting with Nairobi MSRA is developing image banks for the various layers of society, with the objective of improving segmentation tools for the market. In addition to typical lifestyle qualitative and quantitative data, this study will add a visual dimension to better understand the characteristics and living conditions of the various LSM groups and social classes.

The study is being championed by the MSRA corporate members and directed overall by Dr. Steve Greenland, who has conducted projects and published in this area previously. The initial field briefing session was held in July 2008 at the AC Nielsen Offices. This received a full turn out with at least one member of staff present from all the member agencies!

By 6<sup>th</sup> August 2008 prelim data will have been provided by all MSRA members. Mopping up any of the remaining LSM groups will then take place in August and top lines should be expected by end September. With a successful study in Nairobi Kenya it should then be possible to extend the research to some other African countries for comparative purposes.

**Clement Miano** -AC Nielsen  
**Mary Ondieki** -Consumer Insight  
**Simon Kimani** -Research International  
**Peris Nangalama** -Research Solutions  
**Elizabeth Kitheka** -RMS  
**Julia Wanderi** -SBO Research  
**Joshua Oganga** -Steadman / Synovate

**In each organization the data collection process is being championed by:**

**In addition to an image data base, this study will help establish:**

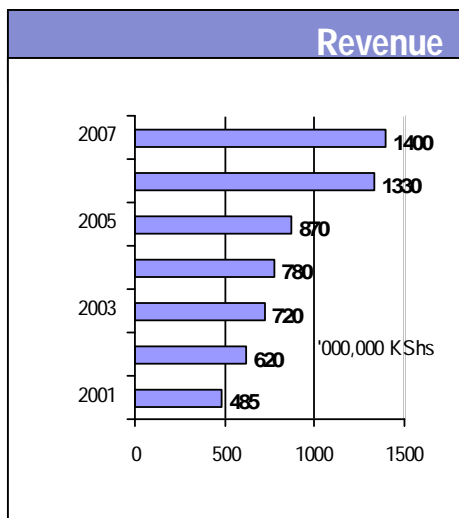
1. The extent to which various social groups are satisfied with their quality of life and living standards
2. Factors affecting quality of life and living standards and to what extent.
3. Perception towards gender issues among the various social groups.
4. Housing dynamics including but not limited to structure, size, location, rooms, functions of each room, ownership, rents, water and electricity supply, security, surroundings, etc.
5. Lifestyle: Household expenditure and distribution of the same, shopping habits, cooking/food/dietary habits among others.
6. Demographics

A big appreciation goes to all the MSRA members for supporting this valuable research through all the stages.

## CONSOLIDATING GAINS

## MSRA Industry Research

written by J Delorie



On an annual basis the Marketing and Social Research Association (MSRA) persuades its members to participate in a research industry survey. The survey has been conducted on a regular basis for the past seven years and records actual revenue of member agencies for the previous calendar year and asks agency heads to forecast future growth.

Looking towards the future, MSRA members are optimistic about continued growth and believe increasing economic interest in Africa will continue, resulting in the development of a robust marketplace for their skills. Future growth is expected to come from two main sources:

- o increased foreign inward investment to Africa from traditional Western trading partners as well as newer Eastern tiger economies and;
- o growing competition within local marketplaces.

Problems within the Kenyan economy have had little impact on Kenya based research practitioners due to their pan-African footprint. In the past few years, local research agencies have positioned themselves to take advantage of increased interest in Africa, and Kenya has emerged as the hub country for much of the research done across the continent.

Almost 50% of research is commissioned by organizations outside the region indicative of the growing potential that external organizations are seeing in Africa. Most research done is quantitative (75%) with data collected through face-to-face interviews (89%).

Conducting quantitative face to face interviews is manpower intensive and as such logistics and security pose huge challenges to researchers. Indeed 83% of MSRA members claim the issue they fear most likely to restrict growth is the political and social instability of many African countries. Another major challenge is the escalating cost of operating across Africa where travel is difficult and unreliable while experienced manpower is often hard to find. Nonetheless, the industry is optimistic and looks forward to a bright future, leading growth and development in Africa.

**client needs when running research** In June, Dr David Cason (Market Research Director, Japan Tobacco International) talked to MSRA members about some of the things clients are looking for when they commission research from an agency. David stressed that providing data was not enough and that data in itself was of no use at all. In his words "data is only as good as the action it results in". He urged researchers to add value and provide action points.

In David's view, understanding the client (both the person and the organization), is critical to the quality of the research. The better the relationship with the client, the more involved and therefore insightful the researcher can be.

When queried on market research budgets, David explained that MR spend is generally only 2-4% of marketing spend and that any marketing manager should be willing to spend at least this amount to make sure his marketing is on target and suited to the audience. He suggested that researchers need to become more aware of the marketing goals of clients and align their research proposals to these.

### GOOD RESEARCH

1. Helps you make better decisions that lead to action
2. Starts with a good brief which expresses aims and objectives clearly and simply
3. Does not assume consumers are able to tell you what they want "if I had asked people what they wanted they would have said a faster horse" Henry Ford.
4. Should test hypothesis and evaluate and refine options
5. Uses simple language and engages/interests respondents encouraging participation

If you would like to comment on the contents of this newsletter or contribute an article, please contact:  
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