



**CONSUMER DECISION-MAKING STYLES OF GENERATION Y COHORTS:
VALIDATION OF THE CONSUMER STYLES INVENTORY (C.S.I)
IN SOUTH AFRICA.**

Submitted in fulfilment of the requirements for the degree of

Doctor of Philosophy in Marketing in the

Faculty of Management Sciences at the

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ABSTRACT

The aim of this study was to assess the applicability of the Consumer Styles Inventory (CSI) proposed by Sproles and Kendall (1986 cited by Azizi 2012:91) in determining consumer decision-making styles within South Africa. Likewise, the major problem of this study revolved around generalisability of US and European based data of consumer decision-making styles in an African context. Moreover, generational evolution necessitated the need for current introspection within an African context. Accordingly, objectives of this study included determining consumer decision-making styles of millennial South Africans, determining additional dimension(s) of the CSI model characteristic of a multi-cultural society, ascertaining an updated consumer decision-making style model and explore the implications associated with cohorts identified as recreational shoppers.

The study adopted a quantitative survey in gathering data from millennial consumers. Structured questionnaires with Likert scales were utilised in data collection. These encompassed four aspects of research: demographic profile of sample, decision-making styles of sample, psychological orientation of sample under study and innovativeness thereof. The targeted population comprised of 400 generation Y South African consumers in which 320 were successfully selected and tested through convenience sampling.

The Statistical Package for Social Sciences (SPSS) version 22 was utilised in data analysis. Factor analysis and bivariate correlation analysis were used in determining hypothesis, testing the tenability of the exploratory framework and ascertaining consumer decision-making styles characteristic of South African millennials. Empirical findings of this study were linked to literature in the latter chapters of this study. Suggestions for future research work concluded this study.

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‘For I know the thoughts that I think toward you, saith the Lord, thoughts of peace, and not evil, to give you an expected end’ (Jeremiah 29:11).

My profound gratitude goes to God, The Creator, and Ancient of days. Thank you Lord for the strength and determination to complete this journey. Thank you for your faithfulness, love and grace in my life. I can only find value in You Lord.

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To my two dearest people, my mother (Tendero Musasa) and brother (Liberty Musasa), thank you for encouraging me to start and complete this study. Thank you for bearing with my frustrations and reminding me of my strengths. This one is for you two.

DECLARATION

I TINASHE MUSASA do hereby declare that this thesis submitted for a Doctor of Philosophy degree in Management Sciences: Marketing Management in the Department of Marketing and Retail Management is my own work apart where indicated. The entire study has been compiled under the supervision of the aforementioned Durban University of Technology supervisor. Information from secondary sources has been referenced accordingly.

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CHAPTER ONE

BACKGROUND AND SUMMARY OF THE STUDY

1.1 Introduction and background of study

Previous researchers subscribe to the norm that macro-environmental changes pose relative and distinctive changes in consumer behaviour patterns (Durvasula and Lysonski 2013:75; Yu and Zhou 2010:437). Global integration in markets makes consumer decision-making a complex process (Durvasula and Lysonski 2013:75). Generation Y (Gen Y) cohorts emerged in an era where shopping is no longer a routine rather requires engagement and entertainment termed 'retailtainment' (Breytenbach 2014:25). With Generation Y's coming of age, becoming economically active and likely to be the backbone of the global market, they warrant the attention of marketers and empirical researchers (Mafini, Dhurup and Mandhlazi 2014:1).

In today's dynamic environment, Generation Y cohorts' shopping styles have become products of social agents such as family, peers, the Internet and mass media through a variety of channels. Moreover, a plethora of product choice, retail formats (i.e. catalogues, television, the Internet and physical stores) at the disposal of Generation Ys make decision-making complex (Walsh and Mitchell 2010:839). For this reason, accompanied with much better purchasing power than preceding generations, Generation Ys have been characterised with compulsive and impulsive buying (Kotler and Keller 2012:62).

Recently, generational cohorts have been utilised as effective tools of identifying alterations in buying behaviour amongst consumers (Williams and Page 2011:2). In a quest to profile decision-making styles, a number of empirical research efforts have been conducted founded on Sproles and Kendall's development of the Consumer Styles Inventory (CSI) Model (1986): New Zealand (Lysonki and Durvasula 2013); China (Baoku, Cuixia and Weimin 2010); Singapore (Bae, Pyun and Lee 2011); USA (Hahn and Ma 2011); Germany (Walsh et al 2010 cited by Durvasula and Lysonski 2013).

However, these studies were limited to developed countries particularly in the United States of America and European Union zone and overlooked developing economies, notably in Africa. In response to the criticism over reliability issues associated with US data, this study aims to examine the applicability of the Consumer Styles Inventory in South Africa and make relevant alterations to the model reflecting a multi-cultural society (Peterson et al 2010:573). This study provides a new perspective to the current limited research on consumer decision-making styles of a typical African growing economy with a multi-cultural society. In addition, it aids businesses in developing strategic marketing plans for the South African consumer.

1.2 Definition of core concepts of the study

This section of study aims at providing clear definitions of key variables (i.e. consumer decision-making styles, Generation Y cohorts, consumer styles inventory and consumer behaviour) for better comprehension of the direction of this research project.

1.2.1 Consumer decision-making style

According to founders of the Consumer Styles Inventory, Sproles and Kendall (1986 cited by Azizi 2012:91) a consumer decision-making style is a 'mental orientation characterising a consumer approach to making choices'. It represents a consumer's approach in making choices by combining cognitive and affective aspects of the purchasing procedure (Mafini, Dhurup and Mandlazi 2014:3). Overall, a decision-making style, defines a consumer's personality (Mishra 2015:37).

Shopper decision-making styles as part of consumer behaviour literature, have been a major research interest since the 1950's. The majority of research on this subject emphasise that all consumers engage their shopping activities with particular decision-making traits which combine to form specific consumer decision-making styles (Bandara 2014:5). Consequently, preceding studies revealed substantial aspects related to consumer decision-making behaviour (Moosavi, Seyedjavadin and Saadeghvaziri 2011:438). Bandara (2014:5) sums up that these studies classified such aspects as

founded on shopping orientation, store patronage, consumer decision-making styles and information search behaviour.

1.2.2 Generation Y cohorts

Generation Y's (i.e. millennials, Gen Y's) are children of the 'baby boomers' generation (Generation X) that are the first generation to be aligned to the use of the Internet and social media (Espinoza et al 2011:102). This cohort was born between 1980 and 2000, descendants of 'baby boomers' (born between 1946 and 1964) (Graybill 2014:11). Despite age demarcations on Gen Y's varying among experts, logic dictates an age between 1980 to late 90's (Schiffman and Kanuk 2014:73).

1.2.3 Consumer Styles Inventory (CSI)

The CSI represents a model designed by Sproles and Kendall (1986 cited by Azizi 2012:91) to describe behaviour of consumer and identify the decision-making styles in purchasing situations. A comprehensive description of the model and its components will be provided for as the study progresses. Decision-making styles define consumer personality. In essence, it depicts how consumers behave prior to making purchases.

1.3 Research problem

For years, the concept of consumer behaviour and essential determinants thereof, have been a major interest of study amongst researchers and marketers (Yu and Zhou 2010:437). Despite these studies harmonising on the existence of consistent shopping orientations on two extremes namely the 'recreational' shopper and the 'apathetic' shopper; their measurement of decision styles remains overt (Bakewell and Mitchell cited by Zainuddin and Mohd 2013:449). Today's consumers exhibit a diverse array of shopping orientations which necessitates a detailed empirical research (Jin and Kim 2003 cited by Mafini, Dhurup and Mandlazi 2014:3).

Modern literature advocates the existence of macro-environmental changes that pose concomitant, unique changes in patterns of consumer behaviour. Today's acknowledgement of a nascent market of Gen Y cohorts has been galvanised by their sizeable disposable income and their early involvement in consuming than preceding generations. In contrast to preceding generations, Gen Y's have been exposed to a variety of social agents that shape patterns of consuming. Mass media (i.e. television advertisements, the internet, magazines and newspapers) as well as family and peers resulted in diversity of products and peculiar Gen Y's consumption patterns such that marketing strategies towards this cohort demand a different approach (Potgieter, Wiese and Strasheim 2013:11).

Gen Y's experience an era whereby shopping is no longer a simple act of purchasing. The proliferation of retail formats and product choice as well as constant inundation of marketing programs have aided in maximising today's shopping complexity. Consumption has taken new dimensions of entertainment and experiential shopping (Hackley and Hackley cited by Alagoz and Ekici 2014:500). This has been facilitated by the ever-growing nature of South African shopping centres to become mega malls that encompass leisure facilities, shopping itself and social encounters. Accordingly, South African Gen Y's could have developed unique shopping styles compared to their predecessors.

However, academic studies on shopping styles in an African context have generally been lacking despite possible generational evolution. An introspection is required to provide marketers with insight on current South African decision-making styles that facilitate development of strategic marketing plans (Mafini, Dhurup and Mandlazi 2014:3).

For a number of reasons conducting this study proves essential. Firstly, as a result of a dynamic environment, Gen Y cohorts could have developed peculiar shopping orientations compared to preceding generations. Secondly, generation Ys have been identified as the future backbone of the global economy based on their purchasing power as they have become economically active (Mafini, Dhurup and Mandhlazi 2014:4).

Thirdly, with the CSI model developed and empirically tested in US samples, literature argues the generalisability of such data to less developed economies (Durvasula and Lysonski 2013:75). Empirical research on the applicability of the CSI model to developing economies particularly in an African context is lacking (Mafini, Dhurup and Mandlazi 2014:3). Moreover, early researchers are advocates to the idea that decision-making styles vary across cultures and are subject to change in a dynamic environment; necessitating continuous introspection on this subject matter (Walsh and Mitchell 2010:838).

One of the significant propositions of this study is that consumers are subject to change depending on their generational membership and macro-environmental effects. The recent phenomena of 'smart shopping' in a South African context, presents a dimension that needs to be explored and updated to the CSI model if proven significant amongst cohorts of the Gen Y (Kotze et al 2012:8).

The CSI model identifies particular groups of consumers as 'recreational shoppers' and 'impulsive shoppers'. Further research is required to explore the implications associated with cohorts that enjoy shopping and find it recreational or those that make purchases based on the spur of the moment. Recent literature on consumer behaviour unfolded compulsive and addictive shopping as today's hazards of recreational shopping (Rose and Dhandayudham 2014:83).

In light of the aforementioned contentions, the main objective of this study is to examine the applicability of the Consumer Styles Inventory model in a South African context. Secondary objectives of this study are developed from the main goal and the aforementioned assertions. The significance of this study lies in aiding current marketers in developing strategies that reflect Gen Y South African consumers' decision-making styles. Moreover, it will add to the existing and growing body of knowledge related to decision-making styles of consumers.

1.4 Aim of study

The primary aim of this study is to assess the applicability of the Consumer Styles Inventory (C.S.I) Model proposed by Sproles and Kendall (1986 cited by Azizi 2012:91) in determining consumer decision-making styles within a developing economy (i.e. South Africa). Based on the main aim of this study, the following research objectives were deduced:

1.4.1 Research objectives

- To determine consumer decision-making styles amongst cohorts of the Generation Y within a South African economy.
- To determine additional dimension(s) to the CSI model reflecting a multi-cultural society.
- To ascertain an updated consumer decision-making styles model (scale) applicable to a developing economy.
- To explore the implications associated with cohorts identified as 'recreational shoppers' under the CSI model.

This study provides a new perspective to the current limited research on consumer decision-making styles of a typical African growing economy with a multi-racial society. In addition, it aids businesses in developing strategic marketing plans for the South African consumer. The aforementioned objectives of this study resulted in the following research questions:

1.4.2 Research questions

- How applicable is the CSI model to a developing economy (i.e. South Africa) in determining consumer decision-making styles?
- What are the consumer decision-making styles amongst South African Generation Y cohorts?
- What is the updated consumer decision-making styles model (scale) applicable to a developing economy?
- What are the additional dimension(s) to the CSI model reflecting a multi-cultural society?
- What are the implications associated with 'recreational shoppers'?

1.5 Significance of study

Literature dictates the significance of understanding behaviour of consumers to ensure effective marketing strategies (Mafini, Dhurup and Mandlazi 2014:2). The Consumer Styles Inventory (C.S.I) is a renowned model applied by researchers in determining consumer decision-making styles. The CSI has been developed and empirically proven in US based samples as well as the major part of the European Union (EU) (Darden and Reynolds 1971; Sproles and Kendall 1986; Hafstrom et al 1992; Lysonski et al 1996; Mitchell and Walsh 2004).

However, literature argues generalisability of such data to developing economies (Walsh, Mitchell and Hennig-Thurau 2001:74). Moreover, introspection on the applicability of the CSI to developing economies is lacking (Mafini, Dhurup and Mandlazi 2014:3). This study aims to assess the applicability of the CSI model proposed by Sproles and Kendall (1986 cited by Azizi 2012:91) in determining consumer decision-making styles within a developing economy (i.e. South Africa). The significance of this study lies in aiding current marketers in developing strategies that reflect Generation Y South African consumers' decision-making styles. Moreover, it will add to the existing and growing body of knowledge related to decision-making styles of consumers.

1.6 Scope of the study

This study focuses on developing a styles inventory peculiar to a South African context and thereby validates/invalidates the efficacy of the renowned Consumer Styles Inventory (CSI) by Sproles and Kendall (1986 cited by Azizi 2012:91) in a developing economy. The study is confined to South African young adults (i.e. millennials) decision-making styles within the fashion apparel context. An examination of this study's variables: consumer decision-making styles and Generation Y consumers serves to determine a styles inventory characteristic of a South African young adult population which in turn satisfies the main objective of this study.

1.7 An overview of literature review

Research reveals that consumers are central to any successful marketing endeavour such that it is of utmost importance for marketers to understand their behaviour. The unceasing inquest into consumer decision-making by researchers signals the significance of possessing an updated knowledge of an array of factors influencing decision making of consumers (Mafini, Dhurup and Mandhlazi 2014:2). Such knowledge ensures effective delivery of products/services and customer retention.

According to Sproles and Kendall (1986:267 cited by Azizi 2012:91) a consumer decision-making style refers to a 'mental orientation characterising a consumer's approach to making choices'. Furthermore, three approaches are identified in understanding decision-making styles of consumers namely the psychological/lifestyle, consumer typology and consumer characteristics approaches.

Embracing both the cognitive and affective orientations of consumer decision-making, the consumer characteristics approach is considered the most effective explanation of shopper decision-making. It therefore facilitates determination of decision-making styles by focusing on general orientations towards shopping and buying (Lysonski et al 1996:12 cited by Azizi 2012:90).

1.7.1 Consumer Styles Inventory and Consumer Decision Making

Shopper decision-making styles as part of consumer behaviour literature, has been a major research interest since the 1950's. The majority of research on this subject emphasise that all consumers engage their shopping activities with particular decision-making traits which combine to form specific consumer decision-making styles (Bandara 2014:5). Consequently, preceding studies revealed substantial aspects related to consumer decision-making behaviour (Moosavi, Seyedjavadin and Saadeghvaziri 2011:438). Bandara (2014:5) sums up that these studies classified such aspects as founded on shopping orientation, store patronage, consumer decision-making styles and information search behaviour.

In relation to the consumer characteristics approach, Sproles and Kendall (1986 cited by Azizi 2012:91) refined a 50 item inventory previously introduced by Sproles to a 40 item inventory called the Consumer Styles Inventory (CSI). The study made use of a sample comprising of 482 student participants and identified 8 consumer decision-making styles through use of Factor analysis with Varimax rotation. These included perfectionism, brand consciousness, novelty/fashion consciousness, habitual/brand loyalty, recreational/hedonistic, impulsive/careless, and confused by over-choice consumers.

Despite the CSI being a renowned model in determining consumer decision-making styles, it is recommended that the model should be administered to different nationalities across cultures to ensure its generalization. For this reason, Leng and Botelho (2010:260) approve the significance of nation culture in influencing individual values and attitudes. Moreover, regardless of today's merging of global economic systems, no indication has been reported on people value systems converging therefore, culture is expected to influence consumer decision-making styles (Wursten and Fadrhonc 2012:2). Previous cross-cultural research in different economies indicate varied results with some conforming to the CSI but generally adding/eliminating particular decision-making styles (Walsh and Mitchell 2010:838). Literature advocates further introspection into US based data, models and empirical findings as their generalizability to other countries especially developing ones remains questionable (Azam, Danish and Akbar 2012:110).

Accordingly, validation of the Consumer Styles Inventory (CSI) in an African context is required. Identification of common and unique consumer decision styles across cultures will facilitate pertinent alteration of marketing mix elements to meet differences in markets and updating of the CSI.

1.7.2 Generation Y cohorts and their consumption patterns

Generational cohorts are believed to share common and unique social personalities formed by their past experiences (Parry and Urwin 2010:79). Generation Y's (i.e. Millennial generation, Gen Y's) are known as children of the 'baby boomers' generation or Generation X and mainly identified as the first generation more aligned to the Internet and social media (Espinoza et al 2011:102). Whilst experts might vary on distinct age ranges of Gen Y's, logic dictates years in-between the 1980s to 1994 (Schiffman and Kanuk 2010:73).

Gen Y's have emerged to be major players of today's global market, having been raised in a consumption-driven environment. Today these cohorts possess more purchasing power than their predecessors (Branchik 2010:174; Szekely and Nagy 2011:2187). However, literature on these cohorts in a South African context is generally lacking (Mafini, Dhurup and Mandlazi 2014:3)

With the Gen Y's identified as a nascent market, cohorts of this generation are likely to uphold contrasting values, attitudes or behavior towards shopping compared to their predecessors due to socio-cultural, technological and economic changes. It is believed that these cohorts acquire shopping orientations at early stages of their lives as they are groomed in a consumption driven society (Potgieter, Wiese and Strasheim 2013:11).

Gen Y's are attuned to digital media that covers a variety of formats (i.e. television, smart phones, the Internet, gaming devices and tablets). Yarrow and O'Donnell (2009:83) emphasise that they are the most digital savvy generation compared to their predecessors. Literature suggests a positive association between what digital media portrays and materialism amongst young adults. Today's media delivers messages of an affluent lifestyle which is acculturated by Gen Y's termed 'The American Dream'. Motivated by the relaxed credit transactions restrictions of today and more designer labels continually rising, Generation Y cohorts seek to buy these expensive lines (Bakewell and Mitchell cited by Zainuddin and Mohd 2013:449).

Previous studies have identified shopping as a reason of evoking recreation amongst consumers. This trait has been peculiar amongst young consumers. In comparison to previous generations, Gen Y's have more opportunities to shop through online facilities, brick and mortar stores coupled with expanded trading store hours beyond 6PM daily (Lissitsa and Kol 2016:304). Furthermore, Gen Y's were introduced to a shopping culture at an early stage of their lives (Noble, Haytko and Phillips 2009:617).

Conversely, literature reveals today's shopping hazards as addictive and impulse buying (Rose and Dhandayudham 2014:84). Given the aforementioned assertions about Gen Y's and their increasing propensity and ability to spend; problematic shopping should be investigated if it exists or is linked with recreational shopping amongst Generation Y cohorts.

Constantly being inundated with marketing programs, Gen Y's have witnessed the recent phenomena called 'smart shopping' in which consumers tend to devote reasonable time and effort in seeking and using promotional messages to achieve savings (Suarez, Quinones and Yague 2016:153). The majority of these generation's cohorts might have adopted this new style of shopping. In addition, a plethora of information sources is easily at the disposal of young consumers through internet based channels such that comparisons can be easily made to achieve savings (Ruane and Wallace 2013:315).

On the other hand, wide ranging media channels providing marketing information and an excess of product lines leave consumers with an abundance of choices to make resulting in confusion amongst shoppers. Mafini, Dhurup and Mandlazi (2014:9) confirm that overwhelming information leads young consumers to show signs of confusion in their purchase decisions.

1.8 Research methodology and design

A brief overview of how research was conducted, how data is gathered and analysed is provided for within the section. Areas covered include research design, target population, sampling techniques, data collection and analysis thereof, measuring instrument, reliability and validity.

1.8.1 Research design

This study adhered to a quantitative research approach which enabled quantification of variables of interest and use of a measuring instrument (Leedy and Omrod 2010:94). Quantification of data facilitated examination of the CSI model's applicability to a South African context thus satisfying the demands of the main objective of study. Secondly, quantifying data aided in determining predominant consumer decision-making styles characteristic of South Africans thus satisfying objective 1 of this study. Moreover, pre-arranged questions determined questionnaire content in conjunction with pre-set response options, to ensure easier logical and easier evaluation of data (Burns and Bush 2010:204; Browne 2011:36; Labaree 2013:4).

1.8.2 Target population

This study focused on South African Generation Y consumers within the context of fashion apparel retailing. Inferences were made on a demographical basis of the target population (Armstrong and Kotler 2013:110).

1.8.3 Sampling method

The study envisaged around 400 respondents were adequate to generate sufficient input however, 320 respondents successfully completed the administered questionnaires. Respondents of this study were selected using convenience sampling to expedite gathering of data and minimise research cost (Kumar 2011:206). The study utilised a generational sample to achieve homogeneity of targeted population and minimise random error (Moosavi, Seyedjavadain and Saadeghvaziri 2011:237).

1.8.4 Data collection and questionnaire design

A quantitative survey was utilised in gathering data from a generation Y population sample of 400 however, 320 questionnaires were successfully completed with the help of two graduates. Questionnaires were dispensed through various social groups with similar research interest whereby each respondent took at least 10 minutes to complete the questions.

Each questionnaire comprised of four sections that addressed demographic data, items of CSI, psychological variables of consumers and innovativeness of consumers. Structured questions were accompanied with a five point Likert scale ranging from strongly disagree to strongly agree.

1.8.5 Data analysis

The Statistical Package for Social Sciences (SPSS) version 22 was utilised in analysing data. Descriptive and inferential statistics were employed to describe and represent collected data such that generalization of findings could be made to the target population. Reliability statistics (Cronbach's alpha coefficient and factor analysis) were observed to ascertain the level of consistency of the questionnaire and determine decision-making styles peculiar to South African young adults through data reduction. Moreover, to ascertain hypothetical points raised in review of literature, Pearson's Chi-square and Bivariate correlation methods were utilised.

1.8.6 Reliability and validity

Prior to questionnaire completion, the researcher ensured that respondents were informed of the study requirements. To minimise bias, factor items were scrambled throughout the questionnaire thus aiding reliability of this study's findings. Moreover, reliability statistics (i.e. Pearson's chi-square and Cronbach alpha coefficient) were computed to ensure credible findings.

The study addressed content validity through pretesting the questionnaire with changes immediately implemented on the questionnaire when required. In addition, short and precise questions were adhered to for easier comprehension among respondents. On the other hand, construct validity was achieved through computation of the Cronbach alpha coefficient with items scoring below the required standard immediately removed.

1.8.7 Ethical considerations

For this study's purposes, efforts in addressing ethical conduct encompassed the following areas:

- Exclusion of minors in the survey.
- Voluntary participation.
- Anonymity and confidentiality.

1.9 Outline of chapters

Organisation of chapters and chapter content in this study aimed at achieving the main purpose of the study, address the research problem and answer research questions. In doing so, chapters were structured as illustrated below.

1.9.1 Chapter 1: Background and summary of study.

Chapter 1, the current chapter serves as an introduction to this study and addressed main topics such as the following:

- Background of study
- Research problem.
- Aims and objectives of study.
- Rationale of the study.
- Research methodology.

1.9.2 Chapter 2: Consumer decision-making and its determinants.

Chapter 2, the first chapter of literature discussed on consumer decision-making and factors influencing the process. Differing perspectives of consumer decision-making were explored to aid in understanding consumer behaviour. Internal and external influences to the decision-making process were discussed which led to the development of hypotheses.

1.9.3 Chapter 3: Theoretical framework-Generational cohort theory and Consumer Styles Inventory.

Chapter 3, the second chapter of literature focused on two theoretical underpinnings that guided the entire study: Generational cohort theory and Consumer Styles Inventory. An evaluation of these two was provided for that ended up in emphasising the significance of using the two theoretical frameworks.

1.9.4 Chapter 4: Consumer decision-making styles, their antecedents and hypothesis development.

Chapter 4, the third in reviewing literature discussed specific consumer decision-making styles as outlined by the Consumer Styles Inventory. Comparisons among these were made to further understanding. Moreover, psychological dimensions that drive these decision-making styles were considered to deduce hypothetical relationships.

1.9.5 Chapter 5: Developing an exploratory framework for consumer decision-making styles (CDMS) of South African generation Y consumers.

Chapter 5, the last in discussing literature developed this study's exploratory framework based on research questions, problem, hypothesis and literature reviewed. Shopping enjoyment, consumer innovativeness, psychological aspects of CDMS and smart shopping as issues of consumer behaviour were discussed in this chapter prior to developing the exploratory model.

1.9.6 Chapter 6: Research Methodology.

Chapter 6 outlined the research methods applied in this study and provided a rationale towards the use of such techniques. A discussion of how data was collected and analysed was provided. Measures employed in ascertaining reliability and validity of results were also discussed.

1.9.7 Chapter 7: Data analysis and interpretation of results.

Chapter 7 evaluated data and provided an interpretation aligned to this study's purpose. Hypotheses were tested and either confirmed or refuted towards ascertaining the study's conceptual model.

1.9.8 Chapter 8: Conclusion and recommendations

Chapter 8, the last chapter of this study concluded this study. It stated achieved objectives of study and provided recommendations based on results. Moreover, suggestions were provided for future research. The significance of this study was emphasised to academics, consumers and business stakeholders.

1.10 Conclusion

The current chapter introduced the entire research study. A brief background of the study and overview of the research problem were provided for to aid understanding of the scope and significance of this study. Literature was briefly reviewed to illustrate the theoretical foundation of this study. Measures employed in collection and analysis of data were also briefly discussed. Moreover, the structure of the entire study was presented in this chapter as an introduction to subsequent chapters.

CHAPTER TWO: LITERATURE REVIEW

CONSUMER DECISION MAKING AND ITS DETERMINANTS

2.1 Introduction

The previous chapter provided the background of the study. Research objectives, problem and the significance of the study were outlined. A brief research design was also provided. This chapter reviews literature relating to the consumer decision-making process and factors affecting decision-making. It facilitates comprehension of the scope of study.

Research underscores the significance of consumers in any successful marketing endeavour such that it is of utmost importance for marketers to understand behaviour of consumers. The unceasing inquest into consumer decision-making by researchers signals the significance of possessing an updated knowledge of an array of factors influencing decision-making of consumers (Mafini, Dhurup and Mandlazi 2014:2). Such knowledge ensures effective delivery of product/services and ensure customer retention.

2.2 Consumer behaviour and decision-making

The concept of consumer behaviour encompasses procedures and initiatives employed by consumers in choosing, assessing, acquiring, utilising and disposing products/services expected to meet needs and generate value for money (Schiffman and Wisenblit 2014:30; Kardes, Cronley and Cline 2011:8). It involves a manner in which consumers differentiate products/services, the reason they purchase and consume products and how they process and act on stimuli when purchasing or consuming (Kotler and Armstrong 2012:178).

Furthermore, consumer behaviour does not merely end at the moment money is exchanged for products/services rather it is an ongoing process that extends to utilisation and disposal of products/services (Solomon, Russel-Bennet and Previte 2013:7). The aforementioned definitions disclose that consumer behaviour embodies the decision-making process in relation to external stimuli.

Consumer decision-making is a renowned subject on how consumers handle their buying situations. It is a pertinent phenomenon for marketers motivated to influence consumer behaviour, meet consumer requirements/needs and guide consumers in making informed and responsible buying decisions in the marketplace (Mpinganjira et al 2013:16).

Consumers engage in decision-making that vary in extent with regards to time and effort they invest to achieve the required result. Moreover, the type of product influences the nature of the decision-making process. The next part of this chapter discusses the different kinds of decision-making consumers engage in.

2.3 The continuum of consumer-decision making

Varying levels of shopping complexities, resulted in experts concurring along a continuum of three classifications (Schiffman and Wisenblit 2014:23, Solomon, Russel-Bennet and Previte 2013:32; Levy and Weitz 2014:120). As illustrated by Table 2.1, two extremes anchor the continuum which are routine response behaviour and extensive decision-making. Limited decision-making represents a majority of decisions consumers engage in. Extent of involvement or effort in a decision are identified as the paramount determinants in classifying levels of decision-making (Hult et al 2012:172). In this regard, consumer involvement depicts the amount of time and effort a consumer devotes in the search, evaluation and decision process. Furthermore, consumer involvement determines the motive behind searching for information about a specific product/brand whilst essentially ignoring others (Furajji, Latuszynska and Wawrzyniak 2012:80).

	Routine decision	Limited decision	Extensive decision
Involvement	Low	Low to moderate	High
Time	Short	Short to moderate	long
Cost	Low	Low to moderate	High
Information search	Internal (only)	Mostly internal	Internal and external
Number of alternatives	One	Few	Many

Table 2.1: The continuum of consumer-decision making

Source: Lamb, Hair and McDaniel (2011:85).

According to Kardes, Cronley and Cline (2011:181), aspects that influence three decision-making types illustrated by Table 2.1 include the following:

- Level of consumer involvement;
- Time taken to make a decision;
- Cost of product/service;
- Extent of information search;
- Options available and;
- Frequency of purchase and familiarity with the product/service.

The three types of consumer decisions will now be discussed in detail.

2.3.1 Routine decision-making

Routine decision-making is applied by consumers for frequently purchased, low-value products/services whereby the risk of poor decision-making is negligible and the buyer is well acquainted with brands at disposal (Lamb, Hair and McDaniel 2011:148). Consumers require little time in deciding whether to buy these items (for example milk, salt, socks) and barely peruse review or consult peers. They are familiar with a variety of brands in a particular product category yet loyal to a single brand.

According to Lamb, Hair and McDaniel (2011:148) routine responses do not involve problem recognition rather require advertising or product displays to trigger such an awareness. Such low involvement products are purchased automatically. More often consumers purchase first then evaluate afterwards whilst for extensive decision-making, the reverse applies (Solomon, Russel-Bennet and Previte 2013:23). On the other hand, when consumers are confronted with 'ethical' products, they become involved resulting in extensive information searching.

The following section will make comparisons between limited and extensive decision-making.

2.3.2 Limited decision-making

	Limited decision-making	Extensive decision-making
Motivation	<ul style="list-style-type: none"> • Low risk and involvement. 	<ul style="list-style-type: none"> • High risk and involvement.
Information search	<ul style="list-style-type: none"> • Little search. • Passive processing of information. • Decision-making executed in-store. 	<ul style="list-style-type: none"> • Thorough search of information. • Active processing of information. • A variety of sources consulted before visiting a store.
Purchase	<ul style="list-style-type: none"> • Reduced time of shopping accompanied with self-service. • In-store merchandising and display influence choices. 	<ul style="list-style-type: none"> • Involves visiting a number of outlets prior to decision. • Consulting store personnel often required.

Table 2.2: Comparison of limited and extensive decision-making

Source: Lamb, Hair and McDaniel (2011:149).

Scenarios requiring limited decision-making involve consumers utilising past knowledge/experience with products/services to make decisions and the risk of poor decision-making is moderate (Lamb, Hair and McDaniel 2011:149). Moreover, limited decision-making can be witnessed when consumers are unfamiliar with brand currently available (Levy and Weitz 2014:121). Equally, Furajji, Latuszynska and Wawrzyniak (2012:80) identify such decisions as a blend of routine and extensive decision-making whereby consumers are acquainted with products/services available but are simply trying to figure out which brand to select. An example is a consumer seeking a pair of jeans. He/she may seek advice from peers and explore a variety of pairs to identify the best fit.

Table 2.2 indicates that consumers' dependence on personal knowledge over external sources is characteristic of limited decision-making. Linked with lower levels of involvement as consumers spend reasonably low time and effort in seeking information and evaluating options; limited decisions can lead to impulse buying. Store atmosphere/displays have been found to pose impact on these low-involvement purchases considering their low risk. For instance an advertisement by Nike 'Just do it' may trigger an impulse response when a consumer is shopping clothes (Saylor Academy 2012:8). Overall, limited decision-making is characteristic of low-involvement such that no-little rigorous evaluation of alternatives is required and motivation to seek information when compared to extensive decision-making.

2.3.3 Extensive decision-making

Consumers engage in extensive decision-making when acquiring a new product/service, highly priced or infrequently purchased item for instance, a car, house or computer (Lancaster and Jobber 2015:34). In addition, extensive deliberation is a prerequisite due to the complexity associated with the product's functionality, and its social visibility therefore hasty decisions without extensive research lead to catastrophic post-purchase outcomes (Erasmus, Donoghue and Dobbelstein 2014:295). Lamb, Hair and McDaniel (2011:149) recognise extensive decisions as the most complex type of consumer behaviour demanding high levels of involvement and gathering of relevant information from both memory (internal) and external sources prior to making a decision.

Consumers then develop a decision criteria to select a particular product which may involve developing product preferences in-store, utilising pricing or brands as a measure of trustworthiness, relying on internet-based sources or consulting significant others (Parumasur and Roberts-Lombard 2012:258). This whole process is time consuming and requires much effort (Levy and Weitz 2014:120). Moreover, the majority of consumers end up experiencing cognitive dissonance (i.e. a state of conflicting attitudes, beliefs, behaviours or ideas) (Furaiji, Latuszynska and Wawrzyniak 2012:80). In relation to this study's objectives, cognitive dissonance is an attribute of the confused by over-choice

decision-making style suggested by Sproles and Kendall which will be discussed in the next chapters in detail.

Three common buying behaviours have been discussed however, purchasing a particular product does not necessarily elicit the same buying behaviour (or problem solving process) (Sharma 2014:836). For example, planning a dinner outing for one consumer might be routine based on past experience whereas another might find the process extensive due to lack experience. Currently a considerable number of consumers handle their purchases impulsively (Lucas and Koff 2014:111). Impulse buying describes an unplanned decision, a sudden, intense and continuous urge to buy a particular item executed quickly with no attention to assess the product purchased or post-purchase consequences (Furaiji, Latuszynska and Wawrzyniak 2012:81). These purchases can be little (sweets, chocolates, gum) or significant (clothing, jewellery, art). Marketers often manipulate impulse behaviour to effect sales. For instance supermarkets display chocolates, sweets close to counters to induce immediate, unplanned purchases (Chang, Yan and Eckman 2014:298). Impulse buying often triggers shopping hazards such as debt, social disapproval, guilt or disappointment.

Varying levels of shopping complexity ranging from routine to extensive have been discussed. The following section explores different cognitive orientations of consumers in these buying situations.

2.4 Integrative perspectives on consumer decision-making

Consumer decision-making is highly regarded as a psychological construct and as such, various approaches have been suggested and incorporated in understanding how consumers execute purchase decisions. Five approaches have been identified namely:

- The economic man (Economic perspective);
- Psychodynamic (Psychological perspective);
- Behaviouristic;
- Cognitive and;
- Humanistic.

These approaches hypothesise varying models of a consumer in buying scenarios and emphasise the significance of observing different variables to achieve a holistic understanding of the modern day consumer (Bray 2008 cited by Petra 2012:21).

From an economic viewpoint (termed the economic man), the consumer is characterised as a rationalist who only pursues rational purchase decisions *ceteris paribus* (Petra 2012:22). In this context, consumers strive at maximising utility while expending little or no effort.

The economic man is closely related to one of the earliest normative models termed the Utility theory. The Utility theory addresses how consumers make buying decisions based on their preferences and evaluations of value (Sharaf, Isa and Al-Qasa 2015:18). It proposes that consumers opt for an alternative that ensures achievement of the greatest subjective value and objective possibility of payoff (Mandl et al 2011:7). This framework postulate a situation whereby consumers are aware of all possible alternatives in which they rank according to their preference and only the one with the highest ranking is chosen.

Schiffman and Wisenblit (2014:36) confirm that the economic perspective of consumer decision-making is only practical if the consumer is aware of consumption alternatives, capable of accurate assessment of alternatives and available to select the optimal option. Conversely, feasibility of this approach is questionable due to the modern shopping complexity. Terblanche et al (2013:87) embrace the current trend that consumers are evolving, pressed for time to evaluate every purchase option available. Moreover, proliferation of retail formats, product choice and constant inundation of marketing programs on consumers maximise today's shopping complexity (Alagoz and Ekici 2014:500).

The economic man is no longer a reflective image of the modern consumer as consumers have less time to make the proposed flawless decisions rather they utilise non-rational stimuli as peers and values in decision-making (Sharaf, Isa and Al-Qasa 2015:19). Overall, modern consumption patterns have been characterised as settling for what is 'good enough' as hypothesised by Herbert Simon's theory, the Satisficing theory which advocates limited rationality in consumer decision-making (Katsikopoulos and Lan 2011:722).

On the other hand, a psychological perspective (i.e. psychodynamic approach) to consumer decision-making identify consumers as irrational, impulsive and inert decision-makers vulnerable to external stimuli prior to purchase decision (Reese 2013:50). Consumers are viewed as imperfect decision makers with limited psychological capacity regarding the quantity of information they can attend to, store and recall. For this reason, consumers are characterised opting for cognitive heuristics (mental shortcuts) to make quick yet imperfect purchase decisions (Zhang et al 2014:79).

The psychodynamic approach is extensively identified with Sigmund Freud's efforts in advancing that consumer behaviour is determined entirely by 'instinctive forces/drives' which are beyond cognition (Backhaus et al cited by Dudovskiy 2013:2). In general, how consumers decide is largely dependable on biological drives not cognitive ability (Hoyer and Macinnis cited by Dudovskiy 2013:3).

However, viewing consumers as irrational decision makers is too extreme to rely on in characterising consumers in buying situations. Furthermore, Schrujijer and Curseu (2014:232) argue that this approach lacks empirical validation as the theory is mostly subjective and impossible to generalise to populations. Such criticisms towards this viewpoint prompted the emergence of the behaviouristic approach to understand consumer behaviour.

The behaviouristic approach is largely attributed to the work of John B. Watson. Behaviour was examined by experimenting on a child using repeated pairings of loud noises in order to condition the child to be resistant to non-threatening objects. Findings of this study disputed the previously renowned psychodynamic approach by advocating that behaviour can be learnt from external stimuli (Reese 2013:50).

Essentially, behaviourism encompasses a group of philosophies that promote the notion of behaviour being determined by external events. Moreover, what consumers do including actions, opinions and emotions is classified as behaviour. Drives that prompt behaviour under this perspective are linked to the dynamics external to the consumer (Rothlin 2013:749).

Despite somewhat differing to the principles of behaviourism; considerable amounts of research do identify with the provisions of this theory. Classical behaviourism overlooked the relevance of cognition or internal states in determining behaviour. Internal cognition was believed to be inapt as humans were believed to be born with a blank mind (Galalae and Voicu 2013:285).

To harmonise some of the shortcomings of the classical behaviourism, the behaviouristic approach developed into radical behaviourism. This perspective recognised the existence of internal incidents such as feelings, state of mind and self-examination even though they were regarded as epiphenomenal (Wells 2014:1121). Irrespective of its aid in comprehending consumer behaviour, the behaviouristic approach lacks comprehensive explanation of a modern consumer. It overlooks the diversity among consumers responding to similar/exact stimuli. Furthermore, it fails to acknowledge the influence of

an unconscious mind in determining behaviour rather its focus is on observable behaviour (Ferreira and Castro 2010:2571).

The concept of internal cognition evolved over the years leading to the development of cognitive behaviourism asserting that intrapersonal cognitive incidents are crucial determinants of observable behaviour. This perspective will be discussed in the subsequent section.

Contrary to the behaviouristic approach, the cognitive perspective accredits behaviour to internal cognition. The consumer is viewed as continuously processing information to make sound decisions. Despite challenging behaviourism, this approach acknowledges the influence of environmental stimuli in aiding decision-making (East, Wright and Vanhuele 2013:129).

Research into cognitive psychology fostered the emergence of the Stimulus-Organism-Response (SOR) model which highlighted a linear relationship among stimuli, the consumer and the response made (Figure 2.1).

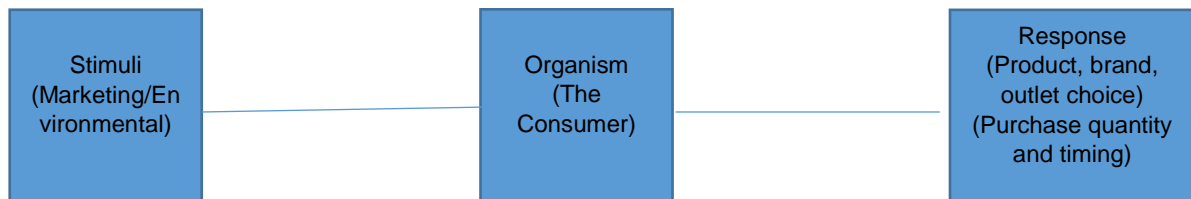


Figure 2.1: The stimulus-response model (Kanegal 2016:87).

Figure 2.1 depicts marketing and environmental stimuli as external antecedents to consumer decision-making. Early SOR models viewed the consumer as passive until a particular stimulus acts upon him/her to make a decision. However, contemporary research acknowledges active consumers with past experience that influence information processing and selection (Schiffman and Kanuk 2010:36).

The main focus of this perspective is the consumer decision-making process as consumers are characterised as active decision-makers frequently processing information. Some of the strengths of the cognitive approach include the following:

- Its relevance to modern consumer behaviour;
- It harmonises varying concepts in the still growing inquiry in explaining consumer behaviour;
- Disciplines such as social sciences and humanities have made massive utilisation of cognitive approaches aiding in conceptual development of this perspective of consumer research;
- Its ability to explain complex behaviours of consumers in which behaviourism fails to discuss incidents regulating decision-making (Schiffman and Wisenblit 2014:225).

However, the notion of identifying consumers as rational, logical and active decision makers has continuously been questioned as fictitious (Schiffman and Wisenblit 2014:225). The cognitive approach tends to neglect the influence of emotions in consumer decision-making whereby consumers involve feelings, enjoyment, fantasies or recreation in their consumption. Furthermore, consumers have short-term memory that they can process limited amounts of information at a time therefore they resort to using the rule of thumb or heuristics to simplify their purchasing behaviour (Udo-Imeh, Awara and Essien 2015:102).

Notwithstanding the criticism against the cognitive approach, it remains a perspective more reflective of modern consumption than preceding approaches. Unlike these perspectives the cognitive approach can adapt to complexities linked to consumer behaviour.

In response to criticism towards preceding approaches that overlooked the influence of emotions in decision-making, humanistic approaches emerged. This point of view aimed to unveil concepts reflective of a particular consumer instead of providing a description of traditional processes (Solomon, Russel-Bennet and Previte 2013:27). The predominant force towards the development of this approach was the belief that consumers use emotions when purchasing such that they are willing to forgo the effort of searching for pre-purchase information.

Reasons that promoted the humanistic approach include the following:

- Economic and cognitive approaches only concentrated on consumers being rational and overlooked the possibility of them using emotions during purchase decisions such that a fresh and realistic perspective was required.
- The aspect of volition amongst consumers, triggered the need to address the gap in understanding between purchase intentions and the actual purchase. This prompted humanistic viewpoints to facilitate better comprehension of voluntary stages that exist in decision-making.
- An extensive focus on self-centredness among consumers instead of altruism in decision-making, prompted the emergence of humanistic perspectives to reveal the influence of selfless motives in consumer decision-making (Owuor 2014:138).

Overall, the humanistic approach serves to rectify the insufficient attention paid to consumers' emotions as per earlier perspectives on consumer decision-making. It generally supplements this neglected area of the consumer decision-making process.

A review of approaches on consumer decision-making revealed various cognitive orientations of the modern consumer in purchase scenarios. It revealed the complexity of decision-making and that it is still a growing field of study. Despite selection of a single, comprehensive approach to explaining consumer decision-making nearly impossible, clues to identifying specific decision-making styles have been provided (Bray 2008 cited by Yousafza, Foxall and Pallister 2010:1172). Antecedents of consumer decision-making discussed in these perspectives facilitate adoption of an approach that encompasses various consumer decision-making styles. Furthermore, aspects such as ethics, social

responsibility and altruism in consumer decision-making overlooked by most of the discussed approaches represent a new perspective of research to explore.

The next section of this chapter discusses consumer decision-making models and the process itself. Furthermore, it illustrates the relevance of this subject to the study.

2.5 Consumer decision-making models

A variety of models in explaining consumer decision-making process have been proposed and continually evolved to facilitate better comprehension of consumer behaviour (Vasquaes et al 2014:68). Compared to earlier models, recent ones have been better understood despite being complex due to a dynamic environment (Milner and Rosenstreich 2013:106). A brief review of consumer decision models will be provided in this section.

The purchase funnel model proposed by Elmo Lewis in 1903 consisted of four phases namely awareness, evaluation, purchase and post purchase. This framework was widely used as the basis of other purchase funnel models. Other research efforts added the loyalty dimension to the model to describe consumer decision-making journey (Edelman and Singer 2015:90). **Awareness** (i.e. the first stage of the journey) describes the initial interaction a consumer has with a product or brand prior to evaluation. The **evaluation** phase explains a consumer seeking information from various sources (internal or external) then make comparisons with alternatives. This may bring about the **purchase** phase where the consumer make the actual purchase of a product. Finally, the consumer engages in **post purchase evaluation** by assessing product/service performance which may result in recommendation if the consumer is satisfied or negative word of mouth due to dissatisfaction (Lamb, Hair and McDaniel 2011:143). Modern purchase funnel models suggest the role of the internet and social media in altering behaviour of consumer throughout the decision-making process (Vasquaes et al 2014:72).

The buying process developed by Frambach, Roest and Krishnan (2007:26) comprised of three stages: pre-purchase, purchase and post purchase. The first stage describes a consumer gathering information and decides among alternatives prior to shifting to the next phase whereby the purchase decision is made. In contrast to the preceding phase, the purchase stage depicts a consumer seeking alternatives with less emphasis on information and compares it with alternatives already chosen. Post purchase explains efforts to maintain a relationship between the consumer and the company where the purchase was made (Frambach, Roest and Krishnan 2007 cited by Hagander and Runarsdottir 2016:16). However, the relationship is dependent on service performance and the consumer's attitude (Hagander and Runarsdottir 2016:16).

Engel, Kollat and Blackwell (EKB) developed the modern day consumer decision-making model in the 1960s. The EKB model proposed five stages of decision-making which includes need recognition, information search, evaluation of alternatives, purchase and post-purchase evaluation (Ashman, Solomon and Wolny 2015:128). At first, the consumer becomes aware of a need/problem in which demanding for a product can satisfy the need. The consumer then seeks information and asses options available prior to making a decision. Once a decision is made the consumer is likely to purchase a product/service, assess the purchase outcome then memorise the experience (Lamb, Hair and McDaniel 2011:144).

Inclusion of the need stage by the EKB model is considered significant in understanding consumer behaviour. It is imperative for marketers to understand how the consumer learns about new products and how he/she can be influenced to attempt to buy through triggering problem recognition (Hoang 2013:26; Vasquaez 2014:69). Furthermore, post-purchase evaluation poses that consumer decision-making goes beyond simple acts of searching for information and final purchasing. This stage awakens marketers to take advantage of relationship marketing and ensure consumer loyalty after purchase. The EKB is considered a detailed approach to understanding the consumer decision-making journey and a foundation for various models in this subject (Karimi, Papamichail and Holland 2015:137; Lamb, Hair and McDaniel 2011:145; Ashman, Solomon and Wolny 2015:129). The following section fully discusses the EKB model.

2.6 Engel, Kollat and Blackwell decision-making model

The consumer decision-making process (CDM) entails a process in which consumers realise particular needs, and assess optional products/services at hand with a variety of brands and prices, in-order to reach the optimal solution that satisfies their needs (Blythe 2008 cited by Potgieter, Weise and Strasheim 2013:12). According to Lamb, Hair and McDaniel (2011:142), the CDM process is initiated by an imbalance between an actual and desired (ideal) state amongst consumers. An actual state explains a consumer's perception/feeling of the current situation he/she is in whereas a desired (ideal) state refers to what the consumer aspires to be at the present time (Solomon, Bennet and Previte 2013:326). As consumers approach purchase decisions, they go through five stages termed the CDM process (depicted in Figure 2.2). These stages include need recognition, information search, evaluation of alternatives, purchasing and post-purchase behaviour respectively (Schiffman and Wisenblit 2014:30; Solomon, Russel-Bennet and Previte 2013:326).



Figure 2.2: Consumer decision-making process

Source: Hoang (2013:26)

The five stage process of consumer decision-making (Figure 2.2) provides a generic guideline of how consumers make decisions however, it does not suggest that consumer decision-making adheres to the sequence depicted in Figure 2.2 (Lamb, Hair and McDaniel 2011:142). A consumer might end the process at any time or not purchase at all. The stages identified will now be discussed in detail.

2.6.1 Need/Problem Recognition

A consumer realises the existence of a need once a problem to be solved or that need to be satisfied can be identified. Need (problem) recognition represents the initial stage of the CDM process (Ashman, Solomon and Wolny 2015:127). In effect, problem recognition occurs when there is an adequate discrepancy between the desired (ideal) and actual state which prompts the CDM process (Engel, Kollat and Blackwell 1968 cited by Hagander and Runarsdottir 2016:23). Furthermore, the problem or ideal state is affected by either internal or external stimuli whereby attitudes, values and response personalities act as internal stimuli whilst significant others, social class and peers act as external stimuli (Lamb, Hair and McDaniel 2011:143). Overall, Lamb, Hair and McDaniel (2011:143) and Solomon, Russel-Bennet and Previte (2013:326) identify this process as an imbalance between actual and desired states as depicted in Figure 2.3.

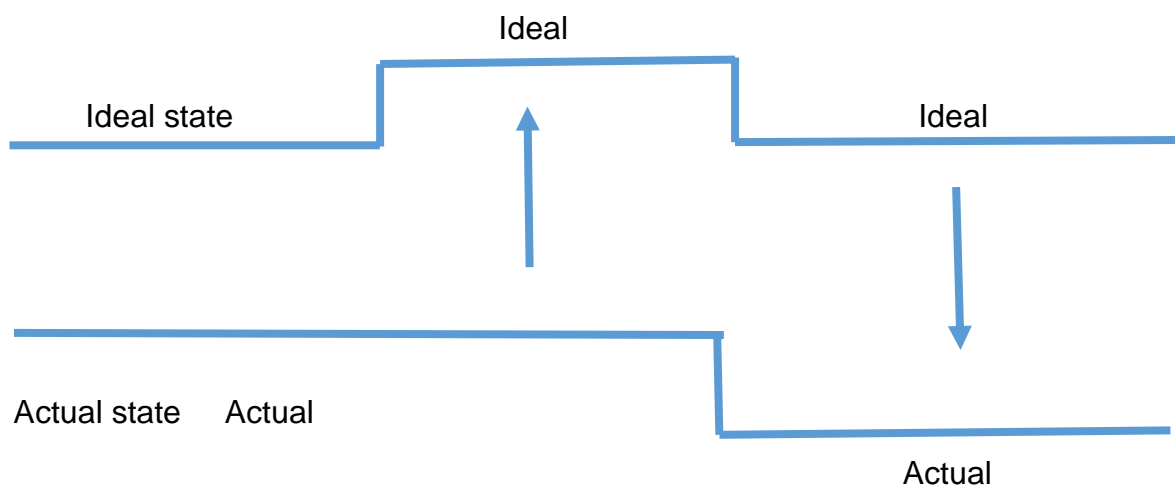


Figure 2.3: Shifts in actual or ideal states

Source: Solomon, Russel-Bennet and Previte (2013:326).

Figure 2.3 illustrates shifts between actual and ideal states. It depicts that problem recognition occurs in two instances that is a drop in the quality of the actual state (i.e. need recognition) and a rise of ideal state (i.e. opportunity recognition). Whichever way, consumers follow the decision process in response to the difference between ideal and actual states (Hoang 2013:26). In addition, Hawkins and Motherbaugh (2010:496) posit two levels of consumer awareness in this respect. Consumers are viewed as either active or inactive. An active problem entails a consumer being aware of a problem or eventually will be, whereas an inactive problem describes a consumer who is not aware. With active problems, marketers simply inform consumers that their brand is the superior solution to their problem. In contrast, for inactive problems marketers demonstrate that consumers have a problem and that their brand is the solution. Hagander and Runarsdottir (2016:23) challenge marketers to stimulate problem recognition by creating wants and needs consumers have not yet realised.



Figure 2.4: Active Problem

Figure 2.4 shows Discovery insurance company reinforcing the brand's unique ability to solve the problem consumers are aware of (active problem).



Figure 2.5: Inactive Problem

Figure 2.5 shows DSTV catch up option in which consumers are informed of problems such as power cuts, poor signal and are prompted to subscribe to DSTV for live streaming (inactive problem).

Based on figure 2.4 and 2.5, marketers make efforts to ensure problem recognition on the consumer's part by either reminding or arousing existence of a need. Sheth and Mittal (2004 cited by Ashman, Solomon and Wolny 2015:128) maintain that marketers evoke problem recognition and develop wants or needs consumers are unaware of. Moreover, it is to the benefit of the marketer to understand how needs emanate in consumers and be able to develop marketing initiatives that stimulate these needs (Hagander and Runarsdottir 2016:18). Lamb, Hair and McDaniel (2011:143) posit that consumers realise the existence of unsatisfied needs by:

- Identifying that the currently used product/service is no longer performing efficiently;
- Identifying that the regularly used product is about to run short; and
- Coming across a product perceived to likely deliver better performance than the currently used one.

Literature advocates the existence of different levels of needs among consumers. Primary efforts towards this subject are credited to Maslow's hierarchy of needs ranked in order of significance from biogenic (bottom level) to psychogenic (top level) needs (Cao et al 2012:171). The hierarchy is based on three premises:

1. The deficit principle:

An unfulfilled need generates pressure, motivation towards action to achieve satisfaction. In essence, satisfied needs no longer induce motivation whereas unsatisfied needs predominate others.

2. The pre-potency principle:

Needs are satisfied only in ascending order. Once lower level needs are met, higher ranking needs can be pursued.

3. The progression principle:

Physiological needs (i.e. food, shelter, warmth) should be met first before progressing to higher level needs in the pyramid (Bouzenita and Boulanouar 2016:62).

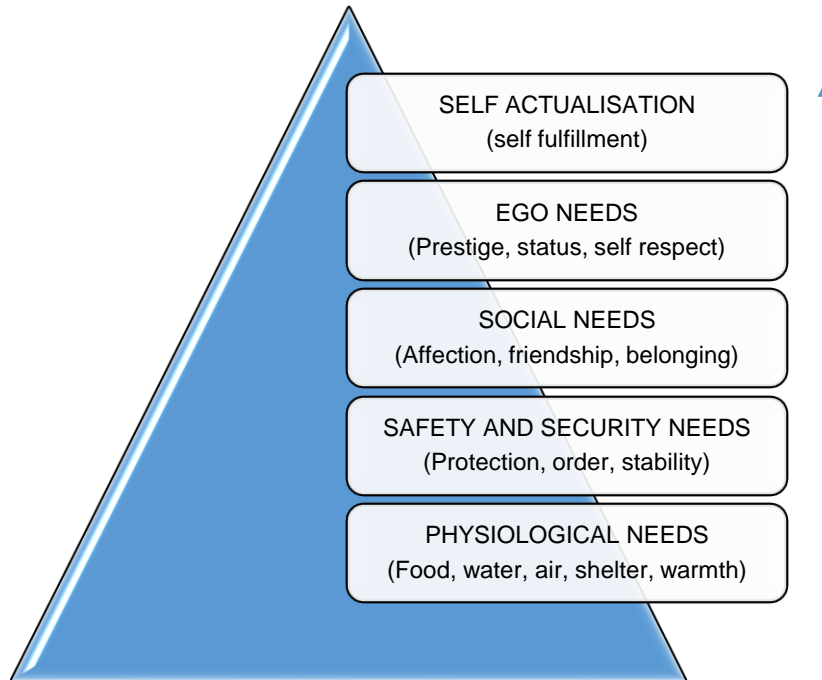


Figure 2.6: Maslow's hierarchy of needs

Source: Nyameh (2013:41).

Physiological needs are rock-bottom consumer needs that sustain their biological being and include food, water, air, shelter and warmth. Basic commodities such as groceries and clothing constitute product categories that fall in this lower level needs. These must be satisfied first as they are basic/crucial to human survival before pursuing subsequent higher level needs (Solomon, Russel-Bennet and Previte 2013:108).

Safety and security are second level needs either instinctively or deliberately pursued to avoid danger or harm. This encompasses efforts to facilitate order, stability, routines or control over day to day events (Taormina and Gao 2013:157). More often marketers manipulate consumer anxieties about safety to promote sales (Lamb, Hair and McDaniel 2011:171). This is evident in modern medical and financial insurance marketing efforts. For instance, Clientele life insurance presents real life experiences of individuals in their advertisements emphasising the financial relief they received from their life covers after the death of a breadwinner in their families.

Third tier needs entail social ones that include affection, acceptance, love and belonging. Motivated by the urge to belong, consumers seek relationships founded on affection (Schiffman and Wisenblit 2014:118; Jansson-Boyd 2010:119). Affiliation needs are related to product categories consumed in groups with minimum individualism such as sports in teams, bars and shopping malls. Furthermore, consumers buy product items positively identified by their peers to ensure peer approval, affection and some sense of belonging (Sheth and Mittal 2004 cited by Ashman, Solomon and Wolny 2015:128). This is evident to the success story of designer clothing which identify themselves with specific classes of influential individuals.

Egoistic needs follow social needs and can be motivated inwardly or outwardly or both (Schiffman and Wisenblit 2014:118). Inwardly motivated egoistic needs reflect a consumer's need for self-acceptance, self-esteem, fulfilment from good work performance and self-determination (van Wyk 2011:20). Conversely, outwardly motivated ones relate to the need to possess material items which include needs for prestige, social class and acknowledgement from peers (Jansson-Boyd 2010:120). Such needs pose influence on consumer decision-making as they may seek recognition or prestige over the functional performance of a product.

Lastly, at the pinnacle of Maslow's hierarchy, are needs for self-actualisation which explain consumers' pursuit for self-fulfilment and realise their true potential (Cao et al 2012:171). However, this level of need is rarely reached by most individuals as ego needs are seldom satisfied (Shiffman and Wisenblit 2014:118).

However, existence of a definite needs hierarchy has been criticised by researchers. The motion emphasised that Maslow's hierarchy was too ethnocentric or 'self-aggrandising' that overlooked collective societies (Bouzenita and Boulanouar 2016:63). As depicted in the hierarchy, consumers are motivated to improve one's self reflecting an individualistic society whereby self-actualisation is the most important need. Collective societies are neglected by the needs hierarchy whereby a sense of belonging and community outweigh needs for freedom and individuality.

Maslow's hierarchy of needs emphasise that there are different kinds of needs that motivate consumers to purchase products/services. The hierarchy depicts different levels of requirement among consumers such that product/service preference differ across the hierarchy. Furthermore, different needs level across the hierarchy demand unique decision-making approaches (i.e. routine, limited or extended) to satisfy needs. Generation Y consumers are associated with various characteristics resembling Maslow's hierarchy; this section will facilitate better understanding of this cohort as their decision-making attributes are reviewed in the latter sections of literature.

An imbalance between actual and ideal states automatically results in recognition of a need at hand among consumers. Once a need has been identified, consumers seek information about prospective products/services that can satisfy the evoked need. However, the nature of the information search varies with extend of the decision-making.

2.6.2 Information search

Once a consumer perceives a need and deems a product/service capable to satisfy that need; search for information is initiated (Schiffman and Wisenblit 2014:445). Solomon, Russel-Bennet and Previte (2013:260) identify information search as a process in which a consumer scans the market environment for specific information to make a rational decision. Moreover, the information search stage of consumer decision-making is exemplified by three aspects which are:

- Source of information;
- Information search strategies; and
- Amount of information searched.

Information search occurs internally, externally or both. An internal search explains a consumer's previous experience with a product stored in his/her memory (Ashman, Solomon and Wolny 2015:129). A consumer recalls previously used products to assess their attributes and satisfaction potential to the present need. This can be a typical problem solving skill when dealing with routine and limited decision-making. If a solution can not be reached utilising the long term memory, a consumer resorts to searching information externally. Moreover, searching for external information depends on a consumer's perceived risk, self-confidence, past experience and degree of interest in a product or service (Lamb, Hair and McDaniel 2011:149).

External information search involves seeking information from the outside environment and includes information from personal sources (i.e. family, friends and significant others), commercial (advertising, salespeople, websites and merchandising), independent sources (consumer rating organisations and the internet) and experiential sources (handling, assessing and using the product) (Engel, Kollat and Blackwell 1968 cited by Hagander and Runarsdottir 2016:24).

These information sources can be categorised into non-marketing and marketing regulated sources. Non-marketing regulated sources are not linked to marketers promoting a particular product which include social drives such as culture, family, peers and social class. A teenage consumer willing to buy an expensive pair shoes might seek advice from his/her immediate sphere of influence (i.e. family and peers) before making a decision. Contrariwise, marketing regulated sources involve marketers promoting a specific product and includes mass media (advertisements, promotional sales, salespeople, store dynamics and merchandising (Lamb, Hair and McDaniel 2011:145).

On the other hand, Engel, Kollat and Blackwell (1968 cited by Hagander and Runarsdottir 2016:24) mention that not at all times is external search conducted; consumers might be content with previous solutions recalled from memory. In addition, information search might result in a standstill or disruption of the process as the difference between actual and ideal states might be altered. Figure 2.7 illustrates different kinds of information sources for consumer decision-making.

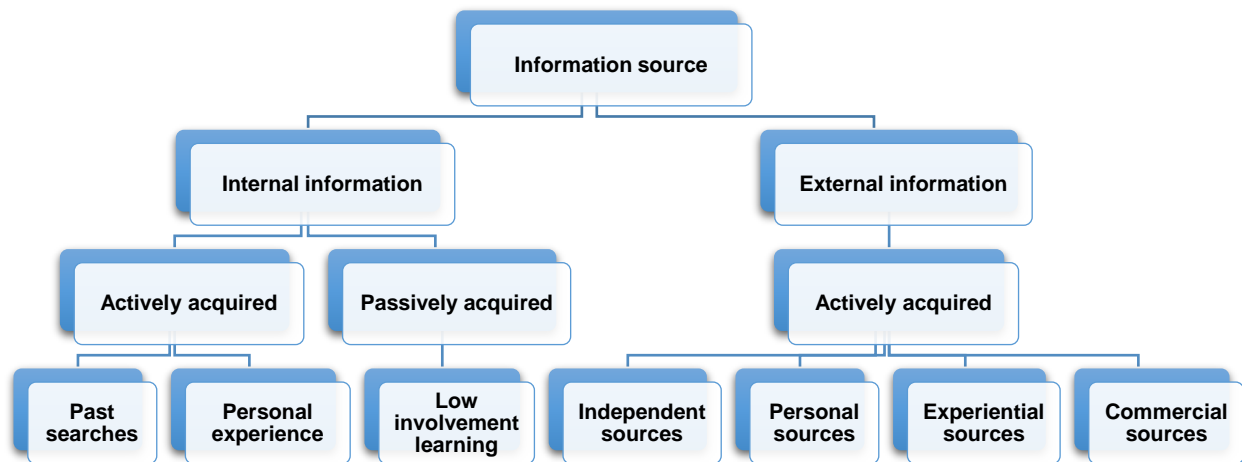


Figure 2.7: Information sources for consumer decision-making

Source: Hoang (2013:29).

Preference of information sources partially depends on a consumer's search strategy. A search strategy describes an approach consumers use to acquire information required to solve decision-making problems (Hult et al 2012:172). The earlier sections of this chapter discussed different levels of decision-making identified as routine, limited and extensive. Consumers devote more time and effort for extensive decision-making than limited and routine decisions.

In addition, risk tends to also regulate the extent of information search. It refers to the extent of loss in the event of poor decision-making. According to Solomon, Bennet and Previte (2013:267) five classes of risks are involved namely psychological, social, physical, functional and monetary related risks. Levy and Weitz (2014:124) emphasise that consumers gather more information for significant decisions whereby there is some risk involved with poor decision-making. Likewise, Lamb, Hair and McDaniel (2011:145) suggest that consumers expend considerable time and effort on brand options of high risk purchases to minimise the perceived risk.

The amount of information varies depending on the perceived value a consumer will likely gain from gathering information versus the cost involved with the information search (Levy and Weitz 2014:124). Kotler and Keller (2015:179) further clarify that the amount of information and its influence change subject to product attributes and consumer personality.

Personalities of consumers and product characteristics influence the amount of information a particular consumer gathers. Recreational shoppers enjoy searching for larger quantities of information unlike apathetic shoppers. Furthermore, self-confident consumers that have past experience buying and utilising certain products are likely to require less time and effort seeking information (Schiffman and Wisenblit 2014:445).

Consumer uncertainty relative to brands also determines the quantity of information searched for. Shiu et al (2011:584) identify consumer uncertainty as a state whereby available information deviates from a consumer's ideal state. Overall, a consumer is not clearly aware of what each brand offers. Consumer uncertainty compels individuals to search for considerable amounts of information until uncertainty reaches a tolerable level (Kim and Ratchford 2012:40). Lamb, Hair and McDaniel (2011:146) maintain that an information search acknowledges a particular list of preferred brand alternatives (i.e. evoked set) and from this set a decision will finally be made on what to buy.

2.6.3 Evaluation of alternatives

Consumer awareness and knowledge of brand alternatives increase as they gather more information. These eventually lead to evaluation of alternatives and narrowing down to a 'choice set' (Ashman, Solomon and Wolny 2015:130). This group of alternative brands is termed an awareness set which can be sub-divided into the following:

- An **inert set** that comprise of brands a consumer is aware of and has a neutral attitude towards them. In essence, consumers keep an open mind to positive information but are inactive in seeking it;
- An **inept set** that consists brands a consumer is aware of but negatively perceives them; and

- An **evoked set** (i.e. consideration set) includes brands a consumer will consider in solving a problem/need. These are preferred alternatives for the consumer (Hawkins and Mothersbaugh 2015:187).

When a consumer evaluates his/her awareness set, factors such as values, attitude, personality, family and reference group influence decision-making. Product attributes (i.e. price, style, quality, general appearance and operating cost) are utilised to evaluate product alternatives such that these alternatives without a particular attribute are excluded (Lamb, Hair and McDaniel 2011:147).

The process of evaluating product alternatives within an evoked set is termed an evaluative criteria. Hawkins and Mothersbaugh (2010:188) define an evaluative criteria as a variety of dimensions, characteristics or benefits a consumer seeks in solving a problem or satisfying a need. Three evaluative criteria can be identified which include:

- The use of **product attributes** and exclusion of products that do not contain a particular attribute;
- Use of **cut off points** whereby all products exceeding the maximum level of price are cut off as well as those below the prescribed minimum level of ratings;
- **Ranking of attributes** of all products within an evoked set and citing what is of most value about the product to the consumer (Lamb, Hair and McDaniel 2011:187).

The product evaluation phase seems as a daunting task for the consumer however, modern consumerism via internet based facilities aids consumers during the evaluation phase. Blogs, product review panels, comparison websites and other online forums provide tools for consumers to read product reviews, approvals and opinion of others who previously used the product(s). Social networks provides likes, comments and rating scales after product use aiding other consumers' decision-making prior to purchase (Ashman, Solomon and Wolny 2015:131). Table 2.3 illustrates some of the product attributes consumers use assess product options.

Attribute	Detailed attributes
Cost attributes	Cost price. Operating cost. Repair expenses. Installation costs. Residual value and trade in allowance.
Performance attributes	Durability of product. Material quality. Reliability. Structure. Functionality. Efficiency. Safety.
Social attributes	Brand track record. Status (social class). Acceptability with peers and family. Style and fashion.
Accessibility/availability attributes	Stocked by local stores. Credit facilities. Service quality available and delivery time.

Table 2.3: Product attributes for evaluation criteria.

Source: Boyd and Walker (2008 cited by Vigar-Ellis 2013:4).

2.6.4 Purchase of product

As a result of the purchasing process, the consumer ends up buying a product/service. However, this is not always the end result, a consumer only purchases a product that can solve a problem. In effect, the consumer may 'halt' if available product options do not satisfy his desired state or as a result of a change between desired and actual states during the decision process (Lamb, Hair and McDaniel 2011:188).

Kotler and Keller (2015:182) posit that perceived risk (i.e. uncertainty and self-confidence) largely influence the consumer's final decision to buy or not. Past experience is crucial in reassuring the consumer of a particular decision. Furthermore, the shopping experience can create perceptions of value, reassure or discourage a consumer's choice (Ashman, Solomon and Wolny 2015:131).

Hoang (2013:31) identifies three decision types typical of the final purchase decision which are:

- Affective based choices;
- Attitude based choices; and
- Attribute based choices.

Affective choices are primarily founded on immediate emotional responses to a product/service. In essence, consumers visualise themselves using a product and the feeling that they draw from using it. Overall, affective choices are related to consummatory motives of buying than instrumental ones. Consummatory motives evoke behaviours of pleasure within an individual involved whereas instrumental motives are focused on achieving the second goal (Hawkins and Mothersbaugh 2015:187).

A marketing approach towards affect based purchase decisions should be differentiated from cognitive ones by marketers. Strategies toward consummatory motives should ensure that consumers envisage product usage and feelings they can attract. Figure 2.8 illustrates Savanna marketer's attempt to assist consumers in imagining the feelings of bliss they can stimulate from drinking their product.



Figure 2.8: Example of affective based marketing approach

Attitude based choices involve consumers' use of attitudes, impressions or intuition with no reference to product attributes in making a purchase decision. It is prevalent when consumers lack motivation to make ideal decisions (Hawkins and Mothersbaugh 2015:188). Attitude based choices can be applicable to routine and limited decision-making whereby purchasing certain brands becomes habitual. Alternatively, when consumers find difficulties in gathering information, have limited time; they resort to attitude based choices. Figure 2.9 illustrates Coca Cola's range of cool drinks in encouraging attitude based choices.



Figure 2.9: Example of an attitude based marketing approach

In contrast to the aforementioned behaviour choices based on heuristics and emotions; attribute based choices largely involve the cognitive aspect. It requires knowledge of product attributes prior to purchase and evaluation thereof. Compared to attitude and affective choices, attribute based choices are more time consuming and more likely to lead to rational decision-making. They are linked to high involvement purchasing whereby much motivation accompanied with extensive decision-making are required (Hawkins and Mothersbaugh 2015:188).

Marketers of new, lesser known brands without strong reputations may foster strategies that portray mostly attribute based advantages of their products by providing attribute based comparisons (Percy et al 2002 cited by Hoang 2013:33).

2.6.5 Post-purchase evaluation

Consumption does not end by purchasing the product rather, consumers engage in assessing their shopping experience. When approaching purchase, consumers develop expectations which they intend to achieve by consuming certain product(s). How well these expectations are met determines their level of satisfaction or dissatisfaction. Inconsistencies between expectations and product performance result in cognitive dissonance (Lamb, Hair and McDaniel 2011:189; Kotler and Keller 2015:182).

This information will be stored in the consumer's memory and utilised for future purchase decisions. Despite this phase not receiving sufficient attention of marketers; it is not less important than others in the decision process. A positive shopping experience results in positive word of mouth and recommendations. Modern consumers tend to post their newly purchased items on social networks thus free promotion of the brand on the marketer's behalf. In contrast, negative shopping experiences promote negative word of mouth that damage brand image (Ashman, Solomon and Wolny 2015:132).

Marketers should foster initiatives that that reduce consumer dissonance, anxiety and doubts by reassuring consumers that they have made a rational decision in choosing their product. This include accompanying products with instruction manuals to ease anxiety prior to use of product, advertising brand superiority over competing ones and post purchase communication between marketers and consumers (Sharifi and Esfidani 2014:559; Hawkins and Mothersbaugh 2015:189).

Comparisons between consumer expectations and product performance lead to three possible outcomes:

- A neutral feeling when perceived product performance meets expectations;
- Positive disconfirmation of consumer expectations and satisfaction when perceived product performance surpasses expectations which may lead to repeat purchases and recommendations; and
- Negative disconfirmation of expectations and frustration when perceived product performance fails to meet expectations leading to disappointment and negative word of mouth (Schiffman and Wisenblit 2015:175; Zeithaml, Bitner and Gremler 2013:51).

The consumer decision-making process has been reviewed, this provides a better insight on how consumers conduct their decision-making. Stage three and five (i.e. evaluating alternatives and post purchase evaluating respectively) are influenced by consumer decision-making styles (i.e. primary focus of this study). Different consumers are expected to employ distinctive decision-making styles when evaluating product alternatives and the shopping experience. These decision-making styles are expected to predict the evaluative criterion a consumer will utilise in assessing product alternatives prior to the final purchase.

Decision-making styles characterised by utilitarian shopping (i.e. quality, price/value consciousness) are expected to follow cognitive oriented purchase choices such as attribute based choice over attitude and affect based choices. Inversely, decision styles typical of hedonic shopping (brand, fashion consciousness, novelty and recreational shopping) pursue purchase choices regulated by heuristics and emotions such as affect and attitude based choices.

Consumers with a confused by over-choice decision-making style are expected to find stage 3 (evaluation of alternatives) and 5 (post-purchase evaluation) challenging and demonstrate signs of cognitive dissonance. Figure 2.10 illustrates a holistic consumer decision-making process as discussed throughout this section.

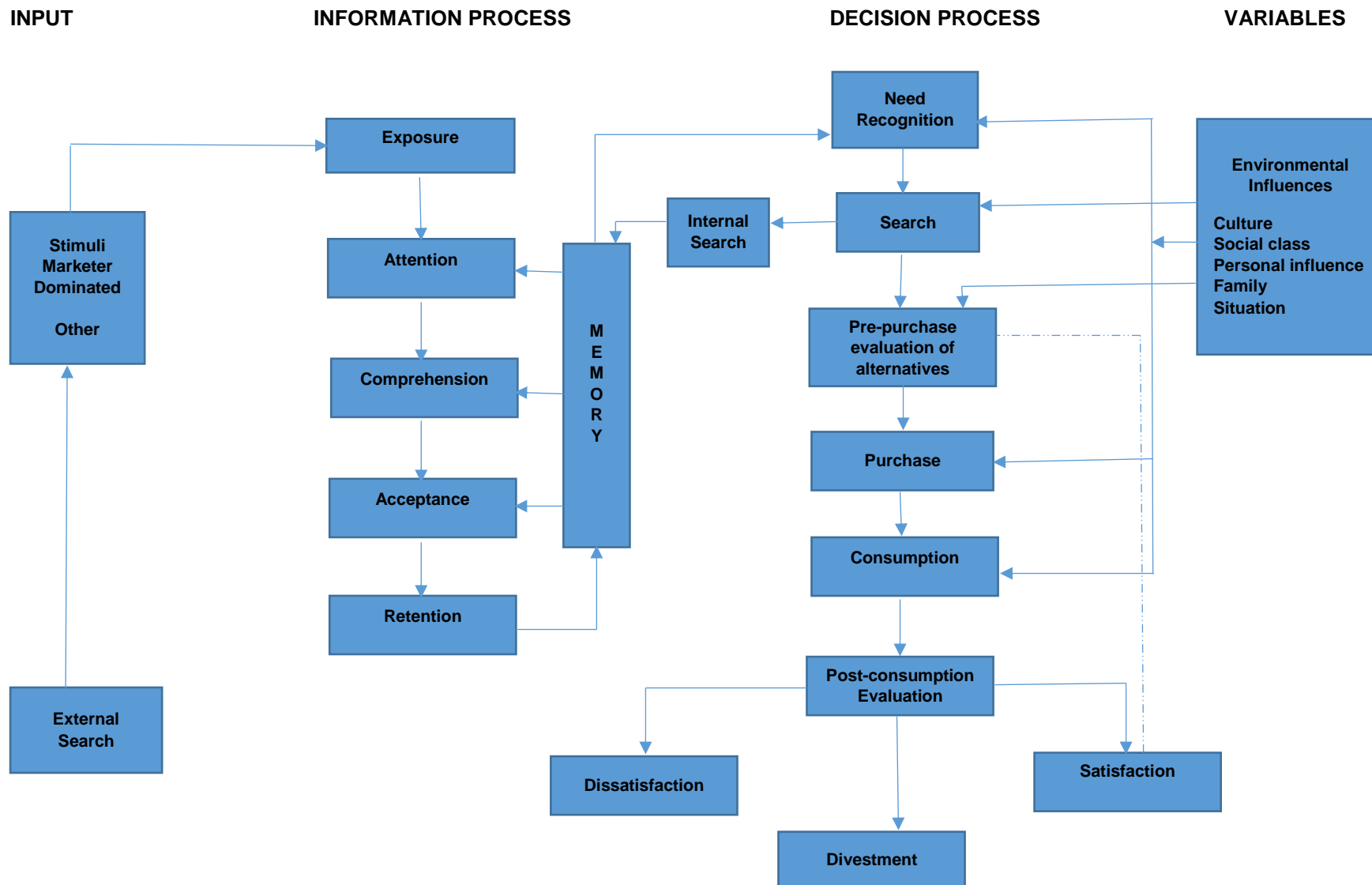


Figure 2.10: Consumer Decision Model.

Source: Schiffman and Kanuk (2010:36)

The following section of this chapter discusses factors that affect consumer decision-making in the marketplace.

2.7 Determinants of consumer decision-making

Marketing theory and practice advocate that consumers are central to any successful marketing endeavours (Beneke et al 2012:27). Adequate knowledge of facets that influence consumer decision-making is crucial in facilitating efficient delivery of products and retention of customers (Hollywood, Armstrong and Durkin 2007 cited by Penney and Prior 2014:584).

Consumer behaviour depicts consumer decision-making in purchasing scenarios. Schiffman and Wisenblit (2014:3) identify consumer behaviour as purchasing patterns consumers portray in searching for, purchasing, utilising, assessing and disposing of products/services expected to meet needs. As depicted in Figure 2.10; decision-making is influenced by internal and external factors. Internal aspects include perception, motivation, learning, attitudes, self-concept, lifestyle, personality and demographics (i.e. age and gender). Culture, sub-culture, family influence and social factors are all external influences of consumer decision-making. The following section discusses elements that determine decision-making.

2.7.1 Perception

Perception refers to a process in which consumers select, organise and interpret marketing stimuli into a meaningful response and coherent picture (Lamb, Hair and McDaniel 2011:81). Similarly, how consumers understand the marketplace based on information they receive via their senses describes perception (Durmaz 2014:196). Furthermore, why consumers buy products is due to their perception. Consumers' evaluation of products, their purchase intention and actual purchase are largely influenced by their perception of marketing information (Wee et al., 2014:380). In essence, what consumers think, affects their response to stimuli, buying habits and eventually their decision-making style. Consumers make decisions based on perception rather than objective reality (Schiffman and Wisenblit 2014:182).

Consumers utilise all five senses (i.e. auditory, visual, tactile, olfactory or taste) to coordinate perceptions into meaningful relationships whereby interpretation is influenced by social and personal factors (Cohen, Prayag and Moital 2014:885). Consumer perception sets in at the information search phase of the decision-making process whereby consumers draw meaning or develop relationships from information (stimuli) at their disposal (Wee et al 2014:382). In addition, at the evaluation phase, consumers use perception in determining which evaluative criteria to adopt when assessing alternative products.

Theory of consumer perception emanates from cognitive psychology and tends to overly analyse cognitive aspects of the perceptual process whilst overlooking affective elements. However, practical applications of consumer perceptual processes advocate an interplay of cognitive and affective dimensions (Cohen, Prayag and Moital 2014:886).

Organisation and interpretation of stimuli are subjective matters such that variations in perceptions prompt differences in conations or purchase intention. Perceptions like attitudes are pivotal in developing consumer involvement, brand image, satisfaction and service quality (Lee and Lockshin 2012:502; Li and Stepchenkova 2012:250). Perceptions of time pressure whereby consumers sense constraints with regards to time, prompt hurried shopping. In this case, consumers are only concerned about the utilitarian dimension of shopping than hedonic ones (Lysonski and Durvasula 2013:75). This provides the first hypothesis for this study:

- H_{2a}: Consumer perceived time-pressure is more characteristic of utilitarian shopping than hedonic.

National brands align themselves with celebrities and influential personalities to manipulate how consumers relate with these brand ambassadors and improve or reinforce their brand image (Durmaz 2014:196). Overall, empirical research has proven that consumer perception affect purchase intention of consumers in the marketplace (Wee et al 2014:384).

2.7.2 Motivation

Consumer motivation explains a comparatively lasting, strong and persistent internal stimuli that arouses and drives consumer behaviour towards specific goals (Trehan 2009 cited by Durmaz 2014:195). It describes the spur towards action mentioned at the need recognition stage of the consumer decision-making process once an imbalance between desired and current states is detected. Fundamentally, it is a representation of a need and what drives consumers to purchase behaviour (Rani 2014:58).

A consumer may be motivated to purchase a product for convenience, style, prestige, self-pride or to fit in with peers. Maslow's identification of a hierarchy of needs in order of importance illustrates varying consumer motives that compel them to consume (Mandhlazi, Dhurup and Mafini 2013:154). The nature or intensity of needs vary as some are most pressing while others are less pressing. A need becomes a motive when it is more pressing to compel a consumer to seek satisfaction (Rani 2014:58; Gajjar 2013:13).

Consumer motivation has facilitated the development of consumer shopping typologies in which the majority of researchers identify two main shopping orientations namely utilitarian and hedonic shopping (Mejri, Debabi and Nasraoui 2012:3). Utilitarian shopping involves efficient and time conscious purchasing to immediately achieve goals with little to no irritation whereas hedonic orientation explains shopping to derive enjoyment or entertainment (Park and Sullivan 2009 cited by Mandhlazi, Dhurup and Mafini 2013:154). Moreover, Park, Yu and Zhou (2010:440) emphasise that quality, price consciousness and confused by over-choice decision-making styles fall under utilitarian shopping. Brand, fashion consciousness, recreational orientation, impulsiveness, habitual/brand loyal decision-making styles display characteristics of hedonic shopping. This facilitates this study's second proposition:

- H_{2b}: Consumer motivation determines their shopping orientation.

To maximise sales, marketers should have knowledge of what motivates consumers to buy. This knowledge enables them to develop, remind or reinforce a need in the consumer's mind such that purchase motivation is achieved (Rani 2014:58). Likewise, knowledge of consumer motives empowers marketers to regulate these motives such that consumers think, get involved and process information about their brands (Durmaz 2014:195).

2.7.3 Learning

Brassington and Pettit (1997 cited by Lees and Winchester 2014:4) identify consumer learning as a significant alteration in behaviour of consumers due to practice. Likewise, Durmaz (2014:196) associates changes in consumer behaviour prompted by past experience with consumer learning. Fundamentally, in most cases, consumer perception is conditioned by past experience, which signifies a consumer's evoked set, expectations and structure utilised to arrange and comprehend any new stimuli (Blythe 2008 cited by Durmaz 2014:196). In general, consumers' past learnt experiences prompt them to seek a balance between these past experience and new stimuli.

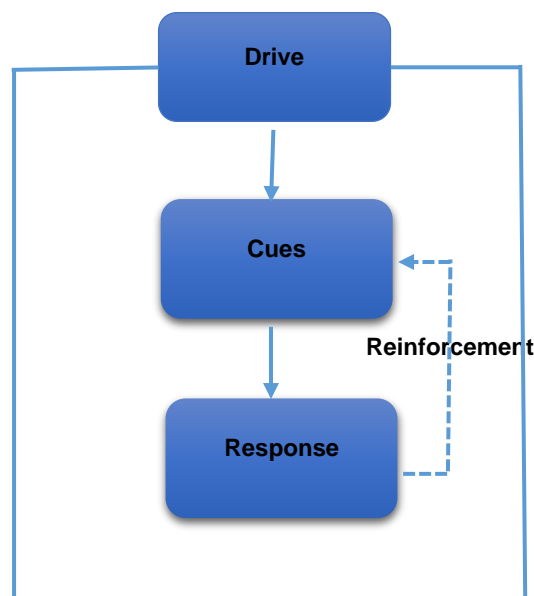


Figure 2.11: The learning process

Source: Durmaz 2014:196

Figure 2.11 illustrates essential variables that facilitate the learning process of consumers. A drive is influenced by needs or goals that spur behaviour to learning (Schiffman and Wisenblit 2014:199). For instance, a teenager interested in taking up electronic gaming for entertainment will be motivated to learn as much as he/she can about gaming and even practice it. The consumer will seek information on prices, quality and specifications of gaming devices that are available in the marketplace. In contrast, cues are viewed as stimuli that drive or give direction to motives (drives). For instance, Sony advertisements of their newly released Playstation 4 Pro gaming devices serve as a cue for prospective and experienced gamers who might recognise the need for dynamic gaming interaction.

In an effort to satisfy a drive, a consumer responds to stimuli. A response is controlled by the nature of a cue and past experience of consumers. Reinforcement signifies an experience a consumer acquires through product usage which can be positive or negative (Kotler and Armstrong 2016:157). A consumer may find a styled pair of jeans attractive (stimulus/cue), he/she may purchase it (response) and realise they are a perfect fit or gain peer approval (reward). In this case, the behaviour has been positively reinforced. A poor fit (negative reinforcement) discourages a consumer from purchasing the same style of jeans again.

Consumer learning can be in two forms namely behavioural and cognitive. In the first instance, the consumer learns by responding to occurrences around them (i.e. external stimuli) whereas the second instance involves a consumer thinking of a problem and making a rigorous effort to solve the problem (Lamb, Hair and McDaniel 2011:190).

Literature advocates the effective use of reinforcement in the learning process of consumers if the response is followed by satisfaction. Moreover, reinforcement enhances the relationship between a cue and a response possibly leading to recurrence of similar responses. In essence, repeated reinforcements develop habits in consumers, making the decision-making process routine (i.e. traits identified as decision-making styles) (Rani 2014:59). Drives or motives act as spurs that facilitate learning. Marketers are advised to intervene in consumer learning by providing cues/stimuli that appeal or reflect consumer drives to facilitate learning (Schiffman and Wisenblit 2014:199).

Decision-making styles encompass a consumer's motives/needs when shopping. Sproles and Kendall (1986 cited by Azizi 2012:91) identified a variety of decision-making styles that signify each consumer's mental orientation when approaching shopping activities. A rich understanding of these decision-making styles empowers marketers to develop tailor made strategies/cues that reflect consumer motives ensuring positive reinforcement and increased possibility of repeated consumer behaviour. Furthermore, consumer learning based on the preceding discussion, can occur by simply observing prior to product consumption and continues until the final purchase is made.

2.7.4 Attitude

Attitude in marketing eventually determines consumer decision-making. It is a psychological aspect expressing the possibility of evaluating an entity with a certain extend of favour or disfavour. In marketing terms, it is a learnt predisposition to constantly respond in a favourable or unfavourable manner towards a brand (Mandhlazi 2012:18). Equally, Cohen, Prayag and Moital (2014:888) posit that attitudes reflect a learnt behaviour and an interplay of consumer perception, evaluation of crucial attributes and beliefs towards a specific brand. In addition, people are not born with attitudes rather attitudes are beliefs and feelings consumers develop towards brand alternatives over a period of time due to experience and interacting with salespeople or media. In essence, beliefs develop into an attitude depending on the strength of the belief i.e. the stronger the held belief, the higher the likelihood of it becoming an attitude and eventually leading to behaviour (Wright 2006 cited by Zuma 2014:40).

Attitudinal responses are mainly based on evaluation as consumers make assessments based on beliefs, concepts, objects or behaviour such as good to bad or like to dislike. Classical perspectives of consumer behaviour postulate a decisive role of attitudes in predicting behaviour (Cohen, Prayag and Moital 2014:884). Consequently, marketers focus on consumer attitude because it is during these encounters when brands images are developed (Zhang 2015:58).

According to Schiffman and Wisenblit (2014:249) consumer attitudes comprise of three components which are cognitive, affective and conative. The cognitive aspect of attitude formation entail the knowledge and perceptions gained through a combination of past experience and information source of an attitude object. Contrariwise, consumer emotions, feelings towards a brand form the affective aspect of an attitude. Lastly, the likelihood of a consumer behaving in a particular manner entails the conative component of an attitude.

Attitudes can therefore be positive or negative feelings towards a specific object in which evaluation of the object can be favourable or unfavourable. Attitudes are the main determining factor of behavioural intention which are regulated by knowledge, past experience, subjective norms that consumers deem acceptable by the society and the perceived effect of behaviour (Egbue and Long 2012:717).

Comparably, Mathew (2016:363) identifies beliefs, emotions and behaviour derived from the ABC model of attitudes as components of attitudes. Consumers hold beliefs pertaining to products and brands based on information from manufacturers, media, consumer organisations, peers and past experience. For example, a consumer might strongly believe that Apple are the best makers of mobile communication devices due to their technical ability and design. This might be true/wrong but beneficial to the brand marketer to consistently advertise and reinforce this perspective.

By the same token, makers of mobile communication devices may stimulate an emotional viewpoint among consumers. Promotional advertisement often relays messages of emotional value such as pride, power, success, speed and sexual attraction (Wright 2006 cited by Zuma 2014:40). Apple's promotional strategy delivers messages of passion, liberty regained, imagination and so forth through technology.

Marketing is partly about convincing consumers to purchase particular brands (i.e. consumer behaviour. Owning an Apple device prompts certain behaviours such as subscribing to membership to access Apple facilities such as iTunes, iCloud to mention a few.

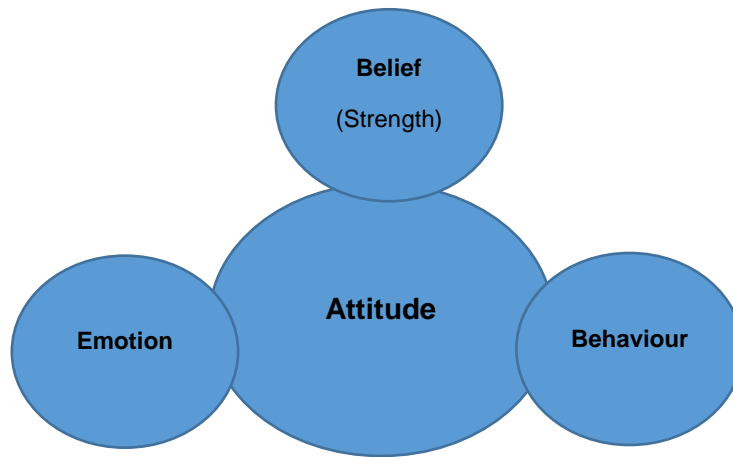


Figure 2.12: An interplay of components determining attitudes

Source: Wright (2006 cited by Zuma 2014:40).

Figure 2.12 illustrates an interplay of beliefs, emotions, and behaviour leading to attitude formation which ultimately determines consumer decision-making. Consumers get emotional when receiving marketing information (i.e. they get motivated to get the feel good factor), behave (i.e. by visiting a shopping outlet) and develop beliefs (i.e. as they receive information from a salesperson). Alternatively, beliefs may come first, followed by behaviour and lastly feelings/emotions (Wright 2006 cited by Zuma 2014:42). Furthermore, how beliefs, emotions and behaviour interplay in attitude formation depends on consumer involvement with a brand and consumer personality. Overall, despite remarks of attitude determining behaviour; the reverse might be true. Product usage over time might develop into a sense of liking (i.e. attitude) to justify behaviour (Anilkumar 2012:25).

Consumers develop attitudes for different reasons and these functions of attitudes are relevant to marketers as they can guide their marketing strategies. Solomon (2013:282) suggest four attitude functions which are utilitarian, value expressive, ego-defensive and knowledge. The utilitarian function explains how consumers develop an attitude based on principles of reward and punishment product usage brings. A product can provide pleasure or pain. Marketing efforts that deliver clear messages on product benefits often appeal to the utilitarian function.

Value-expressive function describes a consumer's focus to develop a particular social identity/self-concept. Brands that air specific identities like Jameson's 'Sine Metu' (i.e. a man without fear) appeal to this function. These marketing efforts develop consumer attitudes not because of their objective benefit rather what brand identities they portray.

In contrast, the ego defensive function entail attitudes developed to protect consumers from possible external or internal threats. Consumers might develop attitudes toward certain brands to protect their insecurities or boost their morale. Marketing efforts that portray masculinity and feminism appeal to this function. For instance, Veet hair removal cream has constantly aired advertisements discouraging woman from being less feminine by keeping unwanted hair.

Lastly, an effort to satisfy a consumer's requirement for order, structure or meaning appeals to the knowledge function of attitude formation. Consumers may simply develop an attitude towards brands to achieve some sense of order in decision-making. This function is predominant when consumers are faced with elements of ambiguity among new products. Identifying dominant attitudes functions enables marketers to customise their marketing communication and packaging to appeal these functions which may result in product preference and ultimately loyalty (Solomon 2013:283).

To sum up, contemporary research queries the stability of consumer attitudes, as they might change. This perspective challenges the Theory of Planned Behaviour. An impasse exists on the gap between attitude and behaviour. Noticeable levels of irrationality are reported for hedonic or emotionally driven behaviour consequently, behavioural and cognitive models that posit rational actions or suggest attitudes are predictors of actual behaviour, are questionable. Further introspection is required in determining the effects of moods and emotions in attitude formation since affective states tend to alter evaluative decisions (Cohen, Prayag and Moital 2014:885).

2.7.5 Self-concept and Personality

From a marketing perspective, consumers consistently pursue only products/services that are congruent to their self-perceptions. The self-concept (i.e. person's identity) refers to an entirety of a consumer's cognitive beliefs about him/herself (Cohen, Prayag and Moital 2014:883). It describes a consumer's image of himself or what he would like to be and express to his companions (Rani 2014:57). Accordingly, the self-concept summarises consumer beliefs about their own attributes and how they assess themselves on these standards (Solomon 2013:285).

The self-concept is a complex factor that encompasses multiple constructs (Solomon 2013:286). Likewise, Cohen, Prayag and Moital (2014:883) confirm that it is a multi-faceted construct that combines self-identity with social, aspirational elements in consumers' self-description. Consequently, four dimensions can be identified that describe the self-concept such as: (the real self-image, ideal self-image, social self-image and ideal social self-image); these explain and describe consumer behaviour (Duguay 2016:6).

According to Abel, Buff and O'Neil (2013:78), an ideal-self is a consumer's perception how he/she would like to be whereas an actual is a more objective appraisal of a consumer's attributes (i.e. what he has and does not have). Consumers thus express multiple 'selves' in buying scenarios depending on which role they are playing (i.e. boss, father, student or an advocate for the marginalised) (Solomon 2013:22). Cohen, Prayag and Moital (2014:883) concur by adding that consumers have extended selves that comprise people, places, experiences and possessions. Marketers' role is of clearly identifying a role/self it seeks to appeal bearing in mind that consumers only pursue products that reflect their self-perceptions. In this regard, marketers would promote brands that either mirror or enhance consumers' specific 'selves'. In the same respect, Beka (2013:464) urges companies to invest in impression management such that their brands and marketing efforts match or enhance consumer images.

From a marketers' perspective, a significant gap between actual and ideal selves of consumers defines an attractive target market and use of fantasy, novelty in marketing endeavors avails much in this instance (Solomon 2013:23). For this reason, top management of successful companies have shifted their focus from solely branding but symbolic meanings attached to such brands. In the same manner, Ahn, Ekinci and Li (2013:719) reiterate the significance of self-congruence in ensuring effective advertising, brand loyalty and satisfaction.

On the other hand, personality as an internal variable that determines decision-making and ultimately decision-making styles; it forms only one part of the self-concept (Cohen, Prayag and Moital 2014:883). According to Rani (2014:57) personality entails traits/characteristics of a consumer that are generated by an interaction between psychological and physiological aspects resulting in constant behaviours. In essence, consumer personality describes features that are consistent, lasting patterns of behaviour, which are habitual, forceful or compliant behaviour reflecting inbred predispositions developed during childhood. Furthermore, research on Gen Y's personality revealed the following traits excitement (daring, imaginative); competence (intelligence, secure and confident); sophistication (glamorous, smooth, and charming); ruggedness (strong and masculine) (Freeling and Forbes 2005 cited by Mandhlazi 2012:19).

To conclude, personality as one part of the self-concept (i.e. the real-self) has an influence on consumer decision-making, as consumers attempt to reach the ideal-self or ideal-social-self through consumption of products. The self-concept can therefore be viewed as a consumers' journey in which they alter their real-self through product consumption and achieve aspired identities. It has a significant influence on consumer behaviour as it reflects consumer attitudes (positive or not) towards products that serve either to bolster self-esteem or reward the real-self.

2.7.6 Lifestyle

Lifestyles explain consumers' manner of living often conveyed by activities, interest and opinion that represent a complete individual relating to his/her environment (Kotler and Keller 2015:183). Equally, Anitha (2016:85) views lifestyles as denoting interests, opinions, behaviour and behavioural standpoint of consumers such that each consumer's self-concept is expressed. In effect, consumer lifestyles explain a way of living characterised by how they spend their time (activities); what is of significance to them (interest) and what they think of themselves and their environment (Hadriana and Hudrasyah 2013:2251).

Interests and opinions within definitions consumer lifestyles represent cognitive constructs that facilitate psychographic consumer segmentation. Despite demographics explicitly determining consumer need for products [i.e. males and females purchasing different products and the capacity to purchase them (income)]; psychographic dimensions explain how consumers make purchase decisions and preferences amongst alternatives (Schiffman and Wisenblit 2014:84). To facilitate segmentation and identify different consumer lifestyle classifications, the VALS (i.e. values and lifestyles) typology was developed based on Maslow's hierarchy of needs and the concept of social character (Kotler and Armstrong 2014:153).

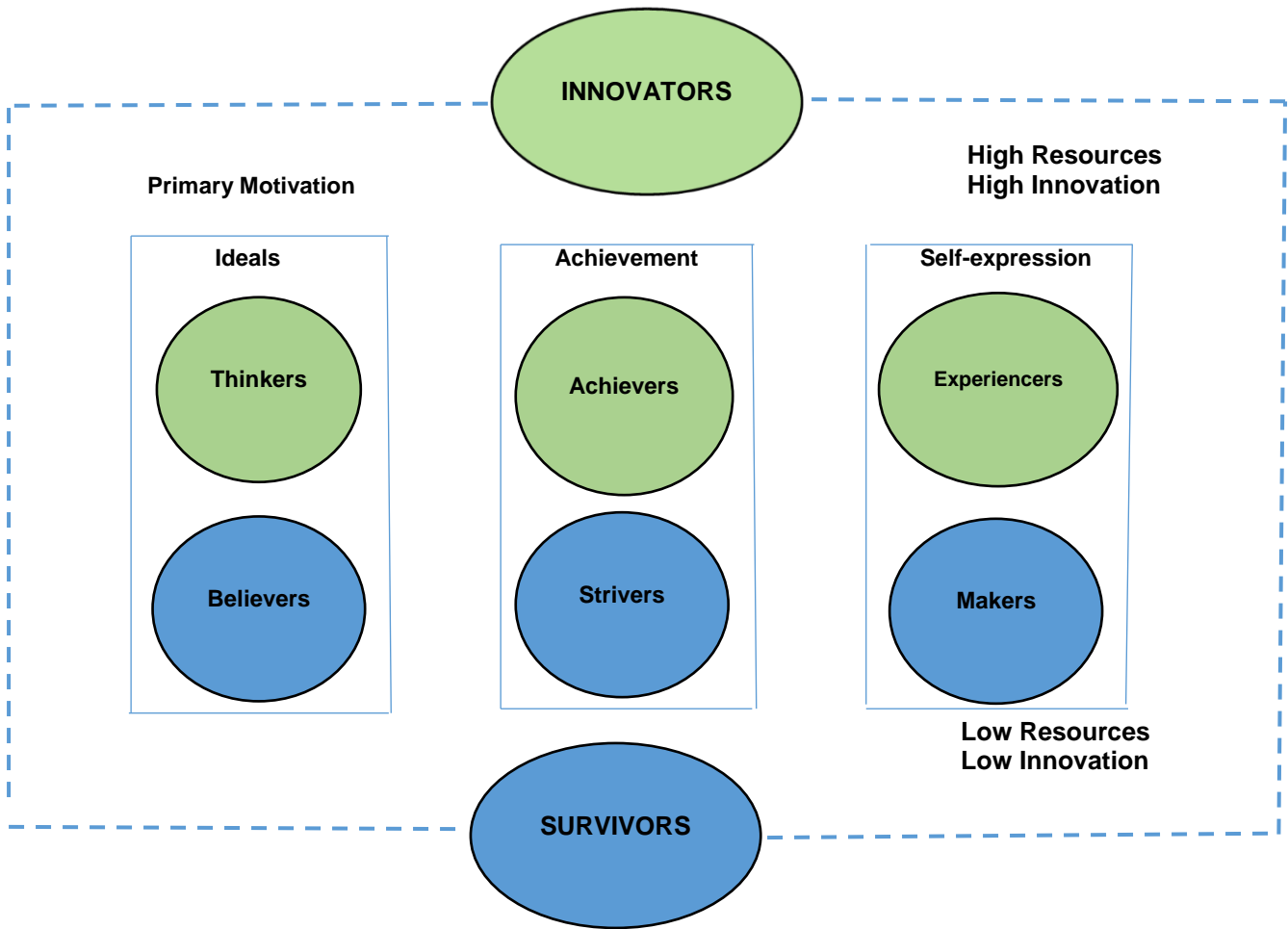


Figure 2.13: VALS Framework.

Source: Schiffman and Wisenblit (2014:85).

Figure 2.13 illustrates eight VALS sub-groups measured across dimensions of motivation, resource and innovation to explain consumer behaviour. According to Schiffman and Wisenblit (2014:86) these eight VALS groups were explained as follows:

- Innovators:

Are successful, sophisticated, commanding consumers with high self-esteem. They exhibit all three motivations depicted in Figure 2.13 (i.e. ideals, achievement and self-expression) because they possess plenty of resources. They are pace-setters and often early adopters of new concepts and technology. They seek exclusive merchandise and services.

- Thinkers:

Consumers motivated by ideals and possess adequate resources. They are mature, secure and often reflect on events. They emphasise on durability, functionality and value of products.

- Believers:

These are consumers also motivated by ideals however, with few resources. They value customs and are principled. They are conservative, resistant to change or technology. They often prefer well known, established brands.

- Achievers:

Need to achieve motivate these consumers and are backed by high resources. They are goal oriented often inspired by family and careers. They opt for exclusive merchandise that symbolise success.

- Strivers:

Like achievers, these consumers are motivated by achievement though they possess little resources. They are trendy yet with little spare income that restricts them to narrow interests. They cherish elegant merchandise that symbolise wealth.

- Experiencers:

Are consumers motivated to express themselves and own rich resources. They value the exceptional, are active, impulsive risk takers. Significant amounts of their income is spent on fashion, socialising and entertainment.

- Makers:

These consumers also focus on self-expression however with little resources. They favour practicality and self-sufficiency thus they spent time with family and close friends. They purchase basics as they prefer value to luxury.

- Survivors:

These consumers lead narrowly focused lives. They possess very little resources that they lack primary motivation and feel powerless. Safety and security are paramount that they are brand loyal and seek discount in merchandise.

According to Anitha (2016:86) the aforementioned lifestyle groups demonstrate needs or desires that eventually determine consumer decision-making. Similarly, lifestyles facilitate identification of purchasing patterns exhibited by consumers in the marketplace since they represent consumer personalities (Orth et al 2004 cited by Mandhlazi 2012:23). In essence, each lifestyle group represents attitudes and decision-making style.

H_{2c}: Consumer lifestyles determine their shopping orientation.

Decision-making styles of consumers can be classified into two shopping orientations i.e. utilitarian and hedonic shopping. Utilitarian shopping orientation encompasses task driven shopping focused on price, quality or value (i.e. quality consciousness, price and value consciousness, confusion due to over-choice and impulsiveness). On the other hand, hedonic shopping is associated with personal gratification, self-expression and brand awareness (i.e. brand consciousness, novelty seeking, fashion consciousness and recreational shopping) (Durvasula and Lysonski 2013:77). A diagrammatic representation of these two classes is shown in Figure 2.14.

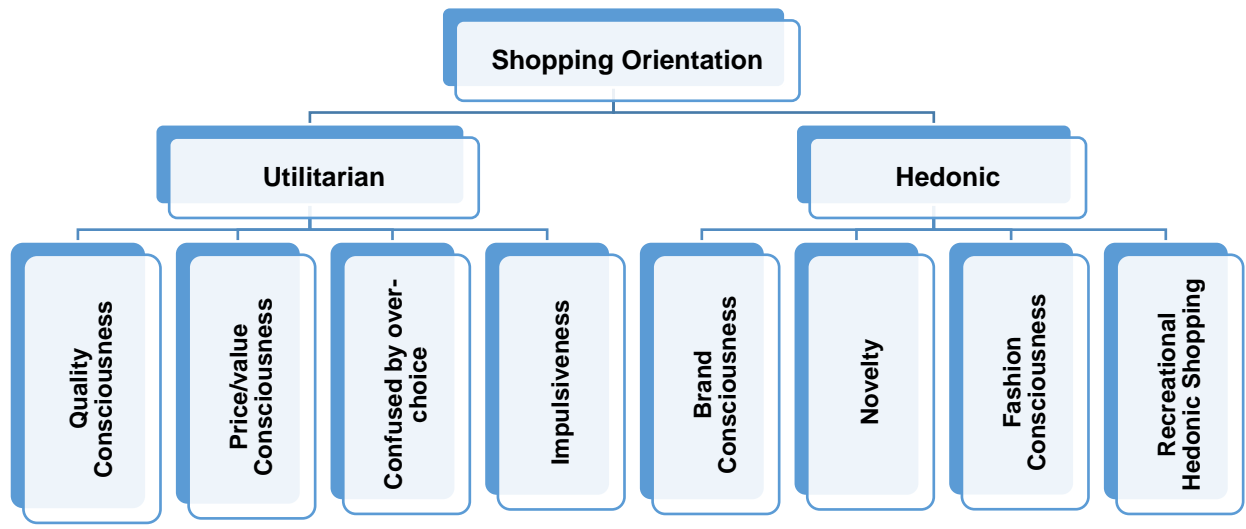


Figure 2.14: Classification of shopping orientation.

Source: Durvasula and Lysonski (2013:77).

Innovators are sophisticated by nature and willing to try new things on the market to reach their idealistic selves and make an impression; they are likely to pursue personal gratification backed by their rich resources. This leads to the following proposition:

H_{2c1}: Consumers classified as innovators exhibit significant behaviours of hedonic shopping.

Achievers like innovators have adequate resources and an appetite for innovative products. As they are goal oriented they are likely to be adventurous. The following hypothesis was deduced:

H_{2c2}: Consumers identified as achievers exhibit a hedonic shopping orientation.

Experiencers by their classification name are venturesome as they seek to express themselves at the same time with adequate resources to do so. This study proposes the following:

H_{2c3}: Consumers classified as experiencers pursue hedonic shopping.

Despite strivers quite comparable to achievers in being goal driven and trendy; their earning potential limits them such that they can be expected to reveal characteristics of both shopping orientations.

H_{2c4}: Consumers identified as strivers are likely to exhibit moderate characteristics of both utilitarian and hedonic shopping.

Alternatively, utilitarian aspects of shopping are likely to be exhibited by thinkers, believers, makers and survivors. Thinkers are content with the state of their affairs and possess high cognitive abilities to process information such that they are concerned about functionality than attractiveness of merchandise.

H_{2c5}: Consumers categorised as thinkers are utilitarian shoppers.

Believers are limited by their few resources such that they are conservative hence concerned about price/value of products.

H_{2c6}: Consumers identified as believers seek utilitarian aspects in their shopping.

Practicality dictate behaviour of makers due to their limited resources they resort to value over luxury in merchandise. Hence the following hypothesis was made:

H_{2c7}: Makers have a utilitarian shopping orientation.

Finally, survivors often feeling powerless due to their diminutive resources; they settle for basics.

H_{2c8}: Consumers classed as survivors exhibit utilitarian features of shopping.

2.7.7 Culture and sub-culture

Modern literature advocates the existence of an exceptional relationship between culture and consumption. As a result of this relationship and globalisation largely regulated by cross-cultural demands; it is important for marketers to understand how culture shapes decision-making and ultimately consumer behavior (HemaPatil and Bblakkapa 2012:41). Culture entails a group of values, ideas, artefacts and symbolic meanings that assist consumer communication, interpretation and evaluation as members of distinctive societies (Kotler, Bower and Makers 2010:151). It may be redefined as the collective programming of the mind that differentiates affiliates of one cluster from the other (Kumar 2016:1). Gentina et al (2013:464) identify culture as beliefs, values and norms of particular society whereby affiliates of a national culture collectively possess a unique nation's character and display consistent patterns of behavior and values. Overall, culture symbolises values, ideas, beliefs learnt by a cohort and often results in resistance to change.

Essentially, culture is learnt, shared, compelling and interrelated set of symbolic meanings that determine a collection of mental orientations of affiliates in a society. These mental perspectives provide consumers (affiliates of a culture) solutions to decision-making in the market place and have to solve these problems to remain viable (Liu 2012:8). On the other hand, sub-culture is a comparison of culture on dimensions such as nationalities, religion, race, geographical regions, age, values and customs. Like culture in the essence of marketing, sub-culture is also significant that marketers can devise market segments from them (Lamb, Hair and McDaniel 2011:159).

Culture is a crucial determinant of consumer needs, wants and eventually behaviour as human behaviour to a larger extent is learnt. In the same vein, Blythe (2008 cited by Akpan 2016:45) emphasises that culture and sub-culture have immense influences on consumer behaviour due to their powerful nature in shaping attitudes, beliefs and values. Once certain consumption behaviour is developed, it becomes difficult to change thus becoming a decision-making style. In essence, culture shapes mental orientations that facilitate enduring problem-solving skills for external adaptation and internal integration.

Members of different cultural backgrounds share a common need for social belonging. For this reason, behaviour and decision-making styles are central on satisfying this need via product consumption and enhance social identities (Gentina et al 2013:465). According to optimal distinctiveness theory, consumers have two opposing needs that they serve to balance which are assimilation and distinctiveness. Assimilation is a need to affiliate with others distinctiveness, is a need to be unique or differentiate oneself from others (Zhao et al 2017:95). Generation Y cohorts exhibit certain generational characteristics that distinguish them from their predecessors. Gen Ys are likely to consume products to conform to their generational class and consistently demonstrate preferences that distinguish them from other groups. For instance, to belong to a group a consumer can buy a pair of stylish, torn jeans however, he/she might add a touch to enhance the style and ensure uniqueness.

Culture influences ethical standards of consumer decision-making. This is based on the premise that distinctive cultures set unique ethical standards on variables such as law, respect for individuality, nature of power and authority, concept of deity, national identity and loyalty. For this reason, distinctive cultural backgrounds should exhibit different behaviours and decision-making styles.

The significance of understanding culture is emphasised in globalisation. Globalisation has generated business opportunities in foreign markets however, cultural differences often require cross-cultural research to ensure effective foreign direct investment. This perspective reveals the importance of culture in regulating distinctive behaviour across national borders such that universal marketing approaches can be futile if applied compared to unique marketing decisions that cater for differences in needs and wants (Swaidan 2011:201).

2.7.8 Family and household

Family as a social variable has been identified as a crucial decision-making unit due to massive amounts of products/services consumed by households on a daily basis. As a result, family decision-making has become an emphasis of marketing advances. Similarly, Hamilton (2009:252) emphasises that family constitutes one of the most significant influencers of consumer decision-making whereby several family members assume various roles. What makes family an important contributor in decision-making is the joint activity required in acquisition of products and services.

According to Chikweche, Stanton and Fletcher (2012:203) different market contexts (i.e. Western markets vs bottom of the pyramid (BOP) markets) exhibit different family make ups and roles each family member plays. Western markets often focus on nuclear families in contrast to BOP markets that also encompass extended families/relatives. Key roles are identified that contribute to family decision-making which are the initiator/gatekeeper, influencer, decider, buyer and user. Alternatively, the structure of roles in family decision-making have been divided based on spousal roles: husband or wife dominated, joint and autonomic decisions (Koul, Sinha and Mishra 2014:92). However, diminishing gender identification and weakening gender differences have facilitated dilution of focus on gender in purchase decision-making. Roles have been altered as women adopt workforce roles and men assuming household duties. Overall, product classification tends to regulate spousal roles as acquisition of more technical products is husband dominated compared to repeat, non-durable purchases of products often dominated by women.

Past marketing efforts have overlooked the role of children in family decision-making as consumers. They were simply identified as extensions of their parents' purchasing power and not distinct consumers (Fan and Li 2010:171). Modern literature acknowledges the role of children family consumption. Some studies have identified their role of influence limited to products that directly impact them. Other research efforts indicated the pestering power of children in influencing their parents to consume and as a result marketers have utilised this influence in their marketing efforts to stimulate sales (Chikweche, Stanton and Fletcher 2012:204). Retailers are therefore urged to foster child friendly amenities in their marketing efforts. For instance, Checkers has promoted the Checkers Little Shop that offers mini collectables for children of South Africa's reputable brands. In the same manner, Gajjar (2013:11) suggests that marketers are making significant efforts to identify roles and influence of family members such that if a wife is major contributor in the purchase of a particular product, they target women in their advertisements.

Consumer socialisation of young individuals is largely influenced by their parents. Parents that encourage children involvement in their purchasing activities often reinforce active involvement of these children in their future. However, as children age, peers come into play as they influence their decision-making as consumers. Empirical evidence posit that older children have greater ability of influencing family purchase decision-making based on their cognitive ability. Moreover, smaller family sizes encourage parents' attention to their children than larger ones. Gen Ys were raised in a consumption driven society that they are likely to exhibit high levels of enthusiasm in shopping (Branchik 2010:174). Cohorts of this generation are also likely to pose greater influence on their older family members (Generation X cohorts) on technological aspects of consumer decision-making as they are a digital savvy generation compared to their predecessors.

2.7.9 Gender

Consumer demographics affect decision-making and empirical evidence emphasises that gender, age and income can influence the adoption of specific consumer decision-making styles (Potgieter, Wiese and Strasheim 2013:14). Various studies have identified this demographic variable as significant in explaining differences among decision-making styles (Mitchell and Walsh 2004; Makgosa and Mfosi 2006; Hanzaae and Aghasibeig 2008; Mokhlis and Salleh 2009). Gender is significant as it facilitates segmentation, product positioning and effective implementation of promotional strategies. Furthermore, how males and females respond to marketing efforts, why they opt for certain products and their behaviour should be ascertained for successful marketing (Unal and Ercis 2008 cited by Jain and Sharma 2015:45).

According to Potgieter, Weiss and Strasheim (2013:14) gender influence on purchase and consumption situations is derived from physiological differences between males and females that direct need for customised products/services. Likewise, these biological differences between males and females are exhibited in their personalities, social relations and roles they adopt. For instance, traditional stereotypes identify males as strong, determined and rational whereas females more sensitive, delicate and emotional (Unal and Ercis 2008:90). Gender difference elicits distinctive expectations, wants, needs and lifestyles that are reflected in unique behaviour in buying situations (Bakshi 2012:5).

Potgieter, Weise and Stasheim (2013:14) found that shopping mall behaviour of female consumers indicated aspects of being recreational, fashion conscious and perfectionism than their male counterparts. For example, female consumers exhibited novelty-fashion consciousness, high-quality consciousness, recreational shopping, time-energy saving and variety seeking decision-making styles. In the same manner, Bakewell and Mitchell (2004 cited by Potgieter, Wiese and Strasheim 2013:14) discovered that female consumers are recreational, novelty-seeking, fashion and quality conscious whereas males are variety seeking, time saving, low-price seeking and store promiscuous. These consumer disparities between women and men are a result of different upbringing, social, biological and psychological factors. Ideally, female consumers are subjective, instinctive, comprehensive and interactive unlike males being rational, analytic, selective and engage

in item-specific processing (Furaiji et al 2013:24). Accordingly, selectivity and item specificity among males compels them to seek less information compared to females (Kraft and Weber 2012:247). Based on the above inferences, the following is proposed:

H_{2d}: Male consumers are likely to exhibit utilitarian shopping habits compared to females seeking personal gratification when shopping (i.e. hedonic shopping).

Despite gender difference being largely credited with differing decision-making styles; such differences have been interpreted as a result of the incidence of sex-related social norms, stereotypes that are delivered as values, traditions and behavioural expectations (Furaiji et al 2013:23). In addition, no consensus has been reached regarding the relationship between gender and consumer decision-making styles. Numerous new styles have been proposed than the traditional eight in several studies that investigated gender differences, which adds to the difficulty in understanding the relationship between gender and consumer decision-making styles (Sangodoyin and Makgosa 2014:38). For instance, males and females slightly differed in the use of enjoyment, fashion seeking and store loyalty (Makgosa and Mfosi 2006:25) as well as satisfying and value seeking (Mokhlis and Salleh 2009:574). A study by Hanzaee and Aghasibeig (2008 cited by Hanzaee and Lotfizadeh 2011:301) identified difference between male and female Generation Y consumers. However, of the 10 factor solution confirmed in males and 11 in females; 9 factors were common to both genders. Such similarities were attributed to changing gender roles in modern consumer behaviour. Compounding on gender influence on consumer behaviour; contemporary research suggest the existence of differing gender roles across product types and decision-making stages (Furaiji et al 2013:24). It is posited that previously male dominated purchase decisions are shifting to joint decisions and those also once dominated by one gender are now dominated by the opposite gender (Bakshi 2012:8). These dynamics can be attributed to women empowerment in working roles as well as education.

In conclusion, substantive research efforts advocate the contribution of gender in generating distinctive decision-making styles. However, much of these studies were not in a South African context in which this study aims to bridge a gap. It is believed that modern dilution of gender roles as a result of women empowerment is likely to moderate differences of decision-making styles across genders.

2.7.10 Age

Theorists propose that macro-environmental changes pose relative and distinctive changes in consumer behaviour patterns at different age groupings (Durvasula and Lynsonski 2013:75). Young consumers are deemed to have adopted differing decision-making styles than those of their predecessors (Bakewell and Mitchell 2003 cited by Potgieter, Wiese and Strasheim 2013:15). There are concomitant changes in consumers' purchase of products/services with the passage of time such that family life cycles have assisted marketers in product development at different life stages (Gajjar 2013:12). Likewise, Rani (2014:57) subscribes to the idea that changes in purchase patterns are a result of age groupings and posits that the social value attached to particular brands diminishes with age.

Young consumers (i.e. up to 40 years of age) are inclined to financial matters compared to senior citizens. Mature consumers (over 50 years of age) are concerned about uniqueness of products. Materialism is largely prevalent in young age groups than older ones and as such young consumers are concerned about their self-identity and need to show characteristics associated with prestige than other age groups (Rani 2014:57)

Perfectionism, fashion consciousness, apathetic shopping and recreational price-value consciousness and impulsiveness were discovered among young consumers whereby elements of brand loyalty and novelty amongst these consumers are dormant (Mishra 2010:45). Mokhlis and Salleh (2009:574) found young under-graduates below 21 years in Malaysia to display brand consciousness, impulsiveness, confused by over-choice, recreational shopping and high-quality consciousness. Sangodoyin and Makgosa (2014:48) empirically proved that young shoppers are more likely to adopt perfectionism, fashion-hedonistic and time-energy conserving values than older consumers. Overall, young consumer are high-quality, fashion, price-value conscious, impulsive and confused by over-choice. Moreover, age difference proves to be significant across dependent variables such as novelty-fashion consciousness, recreation seeking and impulsiveness. Equally, Potgieter, Wiese and Strasheim (2013:24) emphasised that young consumers in Tshwane are more directly driven by recreational, impulsive and fashion conscious decision-making styles than older consumers.

Impulsive shopping is common at young age groups (18 to 39 years) and tends to decline at latter age groups. However, apart from age groupings determining the severity of being impulsive, price discounts are crucial in stimulating impulse buying and attitude towards such kind of buying improves with visual merchandising (Sonali and Sunetra 2012:20).

On the other hand, age weakens cognitive ability, presumably at age 60 such that ability to retrieve information consciously at latter age diminishes. These older consumers tend to resist new brands and stick with familiar ones. They are ethnocentric that they opt for national brands instead of foreign ones. Alternatively, younger age groups are considered analytic due to their greater cognitive ability. They gather larger amounts of information, analyse it and retain it for further purchase decisions. Marketing efforts with rich information appeals much to this age group. In conclusion, age group differences come with distinctive personalities and personality evolves with the aging process such that consumption patterns eventually alter (Kumar 2014:35).

2.8 Conclusion

The initial stages of this chapter facilitated an understanding of key concepts that drive this study, these included: consumer decision-making styles, generation Y cohorts, consumer styles inventory and consumer behaviour. A detailed discussion of the consumer decision-making process formed the lifeblood of this chapter such that all topics were generated from this variable. How consumer behaviour relates to decision-making of consumers was illustrated. The conclusion was that, consumer decision-making only represents part of consumer behaviour in response to external stimuli.

A continuum of consumer decision-making was represented in this chapter that ranged from routine to extensive decision-making. These elicited the level of difficulty different buying scenarios can present to consumers. It was concluded that delineation of decision-making into routine, limited and extensive does not necessarily apply to all consumers. What is routine to one consumer could be extensive to the other.

Different perspectives of consumer decision-making were presented which included the economic man, psychodynamic, behaviouristic, cognitive and humanistic approaches. All these represented varying cognitive orientations of consumers in buying scenarios although they fall short of a holistic representation of the modern consumer. Issues such as ethics, social responsibility and altruism were advised to be included in these perspectives for future research endeavours.

The latter part of this chapter identified and discussed factors that determine consumer decision-making. These were identified to be either internal or external to the consumer. Various hypotheses were developed based on determinants of decision-making which will be confirmed in the latter chapters of this study.

CHAPTER THREE: LITERATURE REVIEW

THEORETICAL FRAMEWORK: GENERATIONAL COHORT THEORY (GCT) AND CONSUMER STYLES INVENTORY (CSI)

3.1 Introduction

Chapter 3 identifies the two theoretical frameworks guiding the progression of this study which are the Generational Cohort theory (GCT) and the Consumer Styles Inventory (CSI) developed by Sproles and Kendall. A discussion of the frameworks is provided that also evaluates the downside of the two for better insight into the concepts. However, a conclusion is reached providing a rationale over utilising both the frameworks in this study.

3.2 Generational Cohort Theory (GCT)

The theory maintains that past significant events on a national scale alter the arrangement of existing social orders and value systems into new distinctive generational cohort (Gursoy, Chi and Karadag 2013:40). GCT is grounded in sociology, and considers that individuals endure similar historical, socio-cultural, political and economic events during adolescence (i.e. 17-23 years) such that they possess similar values and behaviours in their lifetimes (Chaney, Touzani and Slimane 2017:180). Similarly, the GCT is utilised to group individuals born in particular years so that possible behaviours related to those groups can be suggested (Schewe and Meredith 2004 cited by Rahulan, Troynikov and Watson 2015:88). In essence, the theory advocates for the existence of similar events/experiences termed 'defining moments' for a cohort that eventually define a group's values, attitudes, preferences, expectations and shopping behaviour (Jackson, Stoel and Brantley 2010:1). Consequently, such characteristics are stable throughout a cohort's lifetime and represent a generation's identity.

Based on the above discussion the GCT is based on two assumptions. The first one is the socialisation hypothesis which suggests that basic values of mature individuals are based on their past socio-economic conditions of their childhood and adolescence. In essence, this perspective emphasises that despite societal changes in a cohort's lifetime; its level of importance on personal values remains stable (Inglehart 2008 cited by Wils et al 2011:445).

The second proposition of the theory is the scarcity hypothesis. It suggests that a cohort places personal value on socio-economic resources that were scarce/limited in supply during their formative life stages. Generational cohorts brought up during an era of socio-economic insecurity (i.e. economic recession) rely on survival values such as conservativeness/frugality. Conversely, generations that endured an era of socio-economic security subscribe to liberal values such as entitlement (Rani and Samuel 2016:1695). This reflects Generation Y South African consumers. The post democratic South African economy despite enduring recessions of 2008-09 and 2016-17 periods; conservative approaches ensured economic stability such that a cohort in its formative years (i.e. Gen Y) during these periods reflects liberal values or sense of entitlement.

Furthermore, Black Economic Empowerment (BEE) policies have uplifted the previously marginalised races in South Africa and brought some kind of black economic security. This security among black youth led to liberal values and sense of entitlement in modern South African consumers and probably promoting consumerism in markets in form of the Consumer Protection Act of South Africa. Overall, the premise of the GCT is that national socio-economic events define characters of distinctive generational cohorts which is the case between pre-democracy (Baby Boomers/Gen X) and post-democracy (Gen Y) South Africans. This idea facilitates a need for this study to explore the unique values, motivations and expectations of South African Gen Y consumers. The following discussion indicates the significance of the GCT in modern marketing and this study.

3.2.1 Rationale of the Generational Cohort Theory (GCT)

Despite being more than three decades old, the GCT remains relevant to market segmentation as it facilitates identification of generational membership. Research utilises the theory in defining cohort demarcations and discussing modern youth and their shopping behaviour. Significance of GCT lies in modern day support for marketing focus on generational analysis over individual basis which is identified as one dimensional (Chaney, Touzani and Slimane 2017:181).

Eastman and Liu (2012:93) discovered that differences in generational consumption are not related to individual demographics (age, gender, income or education) but generational dimensions. Modern marketing follows generational marketing which can be specialised or multi-generational. The former explains focused marketing on a specific, singular generation like senior marketing whilst the latter embraces more than one generation at a time (Fernandez-Duran 2016:435). All these modern marketing efforts reinforce the significance of the GCT as it has become crucial to understand the values and motivations of a generation when targeting consumers, as a particular generation possesses a distinct orientation on how it aspires to live (Rahulan, Troynikov and Watson 2015:88).

3.2.2 Cohort Analysis

Cohort analysis facilitates insights of differences among different generations. Such an analysis covers influences such as life stages (i.e. parenthood, marriage and retirement), current socio-economic conditions (recessions, growth, political instability or technology) and shared experiences during formative years of life skills, values and decision-making. Likewise, a methodological perspective emphasises that significant national and socio-cultural events need to be identified then time intervals of generational cohorts be determined to facilitate generational cohort analysis (Fernandez-Duran 2016:435).

Generations share unique social characters that are moulded by experiences during a lifetime as a result, Gen Y South African consumers are expected to possess unique social character or decision-making styles due to their social integration and past experiences.

3.2.3 Criticism of the GCT

The significant criticism to the GCT is the exact delineation of each generational cohort which is controversial across varying contexts. The premise of the theory focuses on the impact of historical events, of national significance in demarcating generational cohorts which could be subjective across contexts (Strauss and Howe 1991 cited by Leiter and Price 2010:970).

On the other hand, global generation Y demarcations concur that demarcation ranges in between the 1980's to 1994 (Schiffman and Kanuk 2014:73). Variations in generational demarcations are therefore expected as there are differences in events across nations and cultures. Accordingly, global generational demarcations of Gen Y consumers could be misleading in a South African context. The birth of South African democracy in 1994 brought financial emancipation, increased accessibility to technology and increased capacity to spend to the majority of South Africans. Such socio-economic aspects are characteristic of the Gen Y cohort however, not until the 1994 democracy was this descriptive of a South African society. It becomes difficult to generalise worldwide Gen Y demarcation to South Africa. Further introspection would be required to discover the most applicable delineation of Gen Y characteristics in a South African context.

However, the South African democracy being from 1994 and the general demarcation of Gen Y in between 1980's to 1994; cohorts within such a year range were still in their formative years such that behaviours typifying Gen Y's could still be learnt in a South African context. Therefore, the age grouping of the Gen Y is still applicable to a South African context and the GCT is relevant to this study's foundation. The next section discusses another theoretical foundation of this study i.e. the Consumer Styles Theory (CSI).

3.3 Consumer Styles Inventory (CSI)

Shopper decision-making styles as part of consumer behaviour literature, have been a major research interest since the 1950's. The majority of research on this subject emphasise that all consumers engage their shopping activities with particular decision-making traits which combine to form specific consumer decision-making styles (Bandara 2014:5). Consequently, preceding studies revealed substantial aspects related to consumer decision-making behaviour (e.g. Darden and Reynolds 1971; Sproles and Kendall 1986; Hafstrom et al 1992; Durvasala et al 1993; Lysonski et al 1996; Mitchell and Walsh 2004). Bandara (2014:5) sums up that these studies classified such aspects as founded on shopping orientation, store patronage, consumer decision-making styles and information search behaviour.

The Consumer Styles Inventory is a model designed by Sproles and Kendall to define and understand consumer behaviour as well as decision-making styles. The latest model revised the previously 50 item inventory to 40 items grouped amongst unique eight factors termed decision-making styles (Lysonski and Durvasula 2013:77). This eight factor model through the use of factor analysis, empirically confirmed the existence of distinct consumer decision-making styles. Each factor on the CSI describes a consumer decision-making style i.e. a mental orientation that determines a consumer's way of making choices through cognitive and affective elements (Park, Yu and Zhou 2010:438).

The CSI enables comparisons with other research work in consumer decision-making styles. Use of a robust questionnaire within this framework that warrants uniformity in the measuring tool aids such comparisons. Consequently, conceptual and measurement discrepancies are minimised whilst chances of deducing cultural differences among consumers are maximised (Baoku, Cuixia and Weimin 2010:629). Table 3 illustrates the eight consumer decision-making styles observed by the CSI.

Decision-making style	Description of decision-making style
Price/value conscious consumers.	Decision-making style that pursues lower prices. The trait is related with an awareness of sale prices and pursuit of best value for money to be spent.
Perfectionist consumers	Decision style concerned with quality. Consumers within this category would not settle for a product identified as 'good enough'.
Brand conscious consumers	Decision-making style that seeks only expensive, renowned brands. Consumers with this style believe that higher prices presents better quality. They opt for popular, advertised brands.
Novelty/fashion consciousness	This trait is associated with seeking new things. These consumers look out for innovative products and are inspired to be up to date with new styles and fashion trends.
Habitual/brand loyal consumers	A decision style linked with shopping from the same store. These consumers tend to adhere to particular brands.
Recreational/hedonistic consumers	Consumers with this style find shopping enjoyable. They relish the incentive of searching for and choosing products.
Impulsive/careless consumers	A trait describing a consumer who neither plans his/her purchases nor is concerned about how much he/she spends.
Confused by over-choice	Consumer with this trait exhibit a lack of confidence and inability to handle a variety of choices. They are often characterized with information overload.

Table 3.1 Consumer decision-making styles

Source: Sproles and Kendall (1986 cited by Moosavi, Seyedjavadain and Saadeghvaziri 2011:439).

The next section considers the three approaches to understanding consumer decision-making styles.

3.3.1 Approaches to consumer decision-making styles

Literature acknowledges three major approaches to characterising consumer decision-making styles which are, the consumer typology, psychographics/lifestyles and consumer characteristics approaches (Tanksale, Neelam and Venkatachalam 2014:212). Despite being in contention, these perspectives reveal that all consumers utilise certain decision-making styles when shopping.

The consumer characteristics approach is recognised as the most powerful and descriptive as it observes the mental orientation of consumers during shopping. This orientation therefore embraces both cognitive and affective elements of consumer decision-making (Anic, Rajh and Bevanda 2012:88). Furthermore, the consumer characteristics approach facilitates standardisation of measuring tool of consumer styles such that regulation and comparison of results are achievable. (Mitchell and Bates 1998 cited by Anic, Rajh and Bevanda 2012:88). A comprehensive discussion of these three approaches is observed in the fourth chapter of this study. A critic of the CSI is presented in the following section.

3.3.2 Criticism of the Consumer Styles Inventory

A major criticism of the CSI is centred on utilising models and empirical findings of US based data as their generalisability are questioned in contrasting contexts. Despite the CSI being a renowned model in determining consumer decision-making styles, Sproles and Kendall (1986:271) recommend that the model should be administered to different nationalities across cultures to ensure its generalization. It enlightens various empirical efforts on cross-cultural dimensions regarding consumer behaviour which provided varied results (Hafstrom, Chae and Chung 1992; Lysonski, Durvasula and Zotos 1996; Walsh, Mitchell and Hennig-Thurau 2001). Moreover, regardless of today's merging of global economic systems, no indication has been reported on people value systems converging therefore, culture is expected to influence consumer decision-making styles (Wursten and Fadrhonc 2012:2). In essence, literature advocates further introspection into US based data, models and empirical findings as their generalizability to other countries especially developing ones remains questionable (Yesilada and Kavas 2008:170; Azam, Danish and Akbar 2012:110). Validation of the Consumer Styles Inventory (CSI) in an African context is required. Identification of common and unique consumer decision styles across cultures will facilitate pertinent alteration of marketing mix elements to meet differences in markets and updating of the CSI.

Other research work argue that certain decision-making styles may not be present in other contexts particularly less developed economies or less sophisticated consumers. For instance, the novelty-fashion consciousness in US and European contexts might not necessarily be prevalent in developing countries. Furthermore, irregularities in factor loading of the CSI raised questions on its validity and reliability as a measuring tool. It is believed that individual items can load on more than one factor (decision-making style) of the CSI and other may not correspond with the prescribed decision trait. For example, a study by Mitchell and Bates (1998 cited by Anic, Rahj and Rahj 2015:63) in UK found that the item 'Once I find a product I like, I stick with it' loaded on habitual and brand consciousness decision-making styles and also positively correlated with impulsive/carelessness decision-making trait. The subsequent section illustrates the application of the GCT.

3.4 Application of the GCT

Gen Y's are an offspring of Baby Boomer parents born between 1980 and 2000. Often referred to as Generation Y's, Generation next, Millennials; these names are interchangeably used. These millennials are believed to be born across two decades spanning from 1982 to 2001 (Espinoza et al 2011:102). With generational demarcations being at least 20 years long in this instance; other research perspectives cut the range to 10 years that is from the 1980's to the 90's. For the purpose of this study, a generational demarcation of 20 years will be utilised as it observes the basis of many generational research work (Schiffman 2014:73).

Oldest Gen Y members have completed tertiary education and are part of working class whereas the youngest have completed the secondary phase of their high school education. Gen Y's are very flexible to technological change that they are much welcoming to technological advances. They also value this trait as the most digital savvy generation (Yarrow and O'Donnell 2009:83). Gen Y's are a huge market that derive a massive demand for modern communication and information processing capabilities. Propositions emphasise that this trend will be on-going and even more prevalent to subsequent generations (Venter 2017:497).

Gen Y's are exposed to a plethora of communication and information through mass media and the internet which widens product and lifestyle choices. Being digital savvy, this cohort idolises speed and instant response (Ruane and Wallace 2013:315). Accessibility to the internet has massively improved in South Africa with providers like Telkom and M-Web offering attractive deals to subscribers, this enhances Gen Y's technological lifestyles from those of their predecessors. As a result of information overload, Gen Y's can be very selective which impedes brand communication by marketers. Based on this discussion, Gen Y's should portray distinctive consumer traits from those of their predecessors due to technological change, socio-cultural shifts and retail changes as well.

3.5 Parental relations of the Gen Y's

Modern parental relationships between Gen Y's and their 'boomer' parents report close connections between these two cohorts particularly in developed countries. Similarly, Venter (2017:505) emphasises that the two generations are interconnected, with baby boomers tending to be over-protective of their predecessors whilst Gen Y's requiring the advice and guidance of their skilled and knowledgeable parents. Furthermore, these parents (Gen X's or baby boomers) possess well-honed skills, practical approaches in work situations and experienced economic stability during their lifetime such that they succeeded in their careers and managed to pass wealth to their offspring (Gen Y's) (Kraus 2017:54). As a result, Gen Y are expected to have much disposable income than their predecessors at a young age. This perspective is applicable to a South African post-democracy scenario as many thrived from lower end to middle and upper working classes. Consequently, this was influential in determining spending capacity of younger generations.

Gen Y's are characterised as informed consumers mostly aided by the Internet and have adequate disposable income (Szekely and Nagy 2011:2187). These two characteristics warrant their hedonistic perspective of living through entertainment, travel and food (Lissitsa and Kol 2016:304). They end up being influential decision makers in households and their parents' expenditure. Overall, parenting of Gen Y's is believed to have changed compared to preceding generations as parents convinced this cohort to be unique or special and well destined for success if they can observe rules and laws of authority figures (Fogarty 2008 cited by Ruzane 2010:19). This manner of parenting reflects the Gen Y's demeanor as confident, scoring high in narcissism tendencies and a sense of entitlement.

3.6 Consumer behaviour and Brand awareness of Gen Y's

Literature emphasise the impact of macro-environmental shifts on consumer behaviour as distinctive changes in attitudes, values and behaviour are reported across such changes (Bakewell and Mitchell 2003:95; Strauss and Howe 1999:50). Consequently, unique behaviours or consumer decision-making styles are expected across differing generations spanning 20 years each.

Family, peers, school and mass media are major social agents that derive consumer attitudes, values and behaviours. As a result, Gen Y's are believed to depend on peer recommendations to direct their consumption patterns however, this does not discredit their decision-making as most of their opinions, decisions and those of their peers are influenced by mass media. Gen Y's are attuned to digital media that covers a variety of formats (i.e. television, smart phones, the Internet, gaming devices and tablets). Yarrow and O'Donnell (2009:83) emphasise that they are the most digital savvy generation compared to their predecessors. Literature suggests a positive association between what digital media portrays and materialism amongst young adults. Today's media delivers messages of an affluent lifestyle which is acculturated by Gen Y's termed 'The American Dream'. Motivated by the relaxed credit transactions restrictions of today and more designer labels continually rising, Generation Y cohorts seek to buy these expensive lines (Bakewell and Mitchell cited by Zainuddin and Mohd 2013:449).

Being a digital savvy generation, Gen Y's are much informed consumers than their predecessors and are expected to have been socialised into consuming at tender ages with strong bonds with particular brands. Likewise, (Branchik 2010:174; Szekely and Nagy 2011:2187; Potgieter, Wiese and Strasheim 2013:11) concur that Gen Y's have emerged to be major players of today's global market, having been raised in a consumption-driven environment and possess more purchasing power than their predecessors. Furthermore, this cohort prefers brands that identify their values and facilitate the expression of their individuality. Such affairs and characteristics among generations indicate the evolution of brand shopping from utilitarianism to some sort of entertainment. Breytenbach (2014:25) comments that Generation Y cohorts emerged in an era where shopping is no longer a routine rather requires engagement and entertainment termed 'retailtainment'.

Generation Y's are a significant group by their sheer magnitude, increased ability to spend and their profound love for shopping. Potgieter, Wiese and Strasheim (2013:11) identify them as a nascent market, likely to uphold contrasting values, attitudes or behavior towards shopping compared to predecessors due to socio-cultural, technological and economic changes. They are a materialistic cohort that utilises brands to express this drive yet also concerned about ethical consumption compared to their predecessors (Zainuddin and Mohd 2013:449). Consequently, this cohort is regulated by conspicuous shopping that even extends to being compulsive yet they embrace acts of consumerism and environmentalism which probably reflect their strong sense of entitlement. Rose and Dhandayudham (2014:84) report modern shopping hazards as addictive and impulse buying that prove to be problematic among Gen Y's.

3.7 Conclusion

Chapter 3 identified and described a relevant theoretical framework for this study (i.e. GCT and CSI). Both models were criticised to gain more insight about their reliability and validity. A resolve was achieved citing the significance of utilising these two models in this study.

Gen Y's were identified as digitally savvy, informed consumers and with adequate income for spending thus emphasising their significance as a cohort for current marketing focus. Despite a strong technological know-how than their predecessors; Gen Y's still maintain tangible relationships with their 'boomer' and Gen X parents for advice and direction through their career paths.

A number of macro-environmental and psychological issues evoke materialistic tendencies among Gen Y's members. Moreover, they are highly brand associated to specific brands that identify their values and enable them to express their individuality. Overall, the major distinctions between Gen Y's and preceding generations include the magnitude of their spending, their technological aptitude, stronger sense of entitlement, richer market knowledge and increased importance on brands. All these differences representing this generation can be effectively harnessed by marketing experts to derive sales and enhance satisfaction of a cohort. A comprehensive discussion of the Consumer Styles Inventory is observed in the subsequent chapter.

CHAPTER FOUR: LITERATURE REVIEW

CONSUMER DECISION-MAKING STYLES (CDMS), THEIR ANTECEDENTS AND HYPOTHESIS DEVELOPMENT

4.1 Introduction

According to Sproles and Kendall (1986 cited by Azizi 2012:91), a consumer decision-making style (CDMS) refers to a mental orientation characterising a consumer's approach to making choices. Tanksale, Neelam and Venkatachalam (2014:212) describe CDMS as primary buying decision-making attitudes that consumers follow consistently, even in distinctive purchase scenarios. Likewise, Lastovicka (1982 cited by Lysonski and Durvasula 2013:77) emphasises that an individual that approaches a salesperson possesses ingrained, generalised action tendencies (traits) that direct behaviour. Based on these definitions, CDMS can be learnt responses that facilitate problem solving in buying situations for consumers. Overall, a decision-making style is largely a cognitive process that integrates the mental aspects of perception, information processing (cognition), evaluation and closure of the problem at hand (Bashir et al 2013:92).

As discussed in chapter 2, the decision-making process is quite complex such that the seemingly simple act of purchasing goods/services encloses various factors that can influence each decision. In essence, CDMS exist as coping mechanisms in handling consumption activities. Three major approaches aimed at understanding such decision-making traits (i.e. psychographic lifestyle, consumer typology and consumer characteristics approaches) will be discussed. To develop hypothesis CDMS will be:

- classified into either utilitarianism or hedonism;
- related to psychological variables (i.e. perceived time pressure, shopping opinion leadership, shopping self-confidence, consumer susceptibility to interpersonal influence and materialism);
- related to demographic characteristics;
- related to consumer ethnocentrism; and
- reflected across the concept of consumer innovativeness.

The subsequent section will discuss the major approaches to understanding consumer decision-making styles.

4.2 Psychographic (Lifestyle) approach

This perspective of CDMS utilises consumers' distinctive personalities, attitudes, opinions, values, interests and choices in segmenting consumers in a market (Mafini, Dhurup and Mandhlazi 2014:3). Bandara (2014:5) suggests that this approach encompasses various attributes of consumer behaviour. Similarly, the psychographic approach is credited to Lastovicka (1982 cited by Sangodoyin and Makgosa 2014:38) who identified more than hundred consumer lifestyle activities and consumer preference such as price and quality consciousness, shopping enjoyment and innovativeness.

Market segmentation has been identified as a process of splitting a whole market into smaller homogenous groups comprising of similar needs and desires of product/services. Equally, the psychographic approach utilises attributes linked to consumer behaviour based on needs and wants revealed during consumption activities (Mafinin, Dhurup and Mandhlazi 2014:4). According to psychographics dimensions of CDMS, consumer traits should not be comprehended as independent physical entities rather they are primary psychological foundations that explain consumer behaviour. In addition, like the trait theory, this dimension of CDMS acknowledges a relationship whereby causal trait determines behaviour not causality between behaviours alone (Lastovicka 1982 cited by Lysonski and Durvasula 2013:77). To sum up, the psychographic approach facilitates the identification of a population as a distinctive group that can attract tailor made strategies, products/services from marketers. Researchers also made use of a contrasting approach: the consumer typology approach, discussed subsequently.

4.3 Consumer typology approach

The consumer typology approach identifies consumers across several types of consumer behaviour (Bandara 2014:5). Four basic consumer types identified within this context are price-oriented consumers, impulse consumers, convenience consumers and problem solving consumers. Categorisation under this approach is based on retail patronage and shopping orientation of consumers (Mafini, Dhurup and Mandhlazi 2014:5). Sangodoyin and Makgosa (2014:86) correspond that the typology approach profiles consumers in relation to patronage for instance low price seeking and store promiscuity.

Shopping orientations are distinctive shopper' styles of buying that place emphasis on certain activities and these provide analytic value for marketers in segmenting markets (Mishra 2010:48). The premise for shopping orientations is that consumers possessing distinctive shopping orientations display different market behaviours have unique needs for information and store preferences.

Research has identified various taxonomies utilising the typology approach. For example, early taxonomies identified by Stephenson and Willet (1969:316) classified consumers according to their extent of patronage in specific shops and different amounts of outlets visited. They empirically proved four taxonomies, which are store-loyal shopper, compulsive shopper, recreation shopper, convenience shopper and price-bargain shopper. Adding to this taxonomy, Darden and Reynolds (1971:505) identified the special shopper and the quality shopper categories. Resembling the premise of consumer typology approach, the researchers confirmed that lifestyles and shopping orientation relate to aspects of consumer behaviour such as store loyalty and preference (Lam and Bae 2013:10).

Developing from past research efforts, Moschis (1976:61) explored cosmetics shoppers and identified six different consumer types: special shoppers, brand-loyal shoppers, store loyal shoppers, problem solving shoppers, psycho-socialising shoppers and name-conscious shoppers. The conclusion was each shopper type had unique lifestyle profiles and demonstrated unique communication behaviours. For instance, special shoppers tended to depend on product samples more than other shopper types in decision-making whereas brand-loyal shoppers relied more on salespeople than peers did. For this reason, these typologies are a mixture of behavioural tendencies and motivational-perceptual orientation (Lam and Bae 2013:10).

Westbrook and Black (1985:79) empirically proved a motivational based shopper typology that identified four typologies: the economic shopper, the personalising shopper, the ethical shopper and the apathetic shopper. By definition, economic consumers were cautious in their shopping, giving amplified attention to value for money. Satisfying their social needs, personalising shoppers pursued personal relationships with retail personnel. In contrast, ethical shoppers were keen to sacrifice low prices and wide assortment of products to reach their moralistic ideals. Lastly, apathetic shoppers shopped out of necessity, displaying no signs of interest that they endeavoured saving time and energy (Mafini, Dhurup and Mandhlazi 2014:2). To conclude, this shopping typology revolves along a continuum of shopping enjoyment to utilitarian shopping.

A more recent introspection on shopper typologies by Bae (2004:4) acknowledged eight consumer classifications: perfectionist conscious, brand conscious, novelty-fashion conscious, price conscious (value for money), impulsive/careless, confused by over-choice and habit/loyal consumers. Perfectionists pursued high-quality products and not willing to trade quality for whatever brand is available rather they aimed at reaching perfect choices. Brand conscious consumers only preferred well-known, most advertised products regardless of their pricing. In contrast, price conscious practiced cautious buying, seeking the best value out of products. Impulsive consumers made unplanned purchases, unlike their cautious counterparts (i.e. perfectionists, brand and price conscious consumers); their shopping was grossly careless, made spontaneously. Confused by over-choice shoppers found difficulty in decision-making due to shopping

complexity (i.e. proliferation of brands, outlets and information). Lastly, habitual consumers adhered to specific outlets or brands that could be identified overtime (Mafini, Dhurup and Mandhlazi 2014:2).

The above discussion illustrates different shopper typologies such that each consumer possesses a unique shopping orientation based on individual personality or characteristics. These shopping orientations exist prior to shopping and therefore utilised as coping mechanisms or problem solving alternatives in buying situations. However, cognitive dissonance sets in to all shopper classifications or a specific group (i.e. confused by over-choice group) whereby vast amounts of consumer information, wide product assortments and a variety of retail outlets overwhelm consumers' cognitive ability. In the following section, the consumer characteristics perspective is discussed.

4.4 Consumer characteristics approach

To further understand decision-making styles of consumers by way of profiling them; researchers made use of the consumer characteristics perspective. This approach made use of both cognitive and affective orientations of consumers towards purchasing (Sangodoyin and Makgosa (2014:36). A cognitive style entails a specific manner of thinking, feeling and perceiving therefore the consumer characteristics approach explains consumers' basic predisposition prior to shopping activities and describes their mental orientation in the decision-making process (Bandara 2014:5).

Backdrop attributes of consumers are naturally stable characteristics of a consumer's life founded on culture, values, demographical, psychological and social variables. Although these characteristics cannot be changed, they can be influenced such that marketers should employ them and devise strategies (Kotler and Armstrong 2016:200). In essence, existence of these individual distinctions provided a platform for consumer characteristics based approaches.

Since the consumer characteristics approach focuses on cognitive and affective elements determining CDMS, this approach therefore presumes that consumers before they engage in purchasing, they consider several dimensions that include the following:

- How much information should be gathered about a product? (i.e. the extent of information search).
- How much will be invested in searching for information and the costs associated with it? (time and effort, i.e. continuum of decision-making).
- Which brand will be purchased (i.e. evoked set)?
- How much focus is afforded to the quality of products chosen?

Consequently, based on this approach, responses to the aforementioned questions/dimensions will differ among consumers due to their unique attributes (Sproles and Kendall 1986 cited by Azizi 2012:91).

The three approaches identified and discussed resulted in various CDMS being tested and proven among researchers and as such no single scale has been adopted as overriding in all contexts without alteration. On a positive note, significant amounts of research efforts have identified and utilised the consumer characteristics approach in profiling consumers as well as describing these classifications (Tanksale, Neelam and Venkatachalam 2014:212; Anic, Rahj and Bevanda 2012:88; Azizi 2012:90; Sangodoyin and Makogsa 2014:36). Furthermore, the consumer characteristics is acknowledged as the most dominant and descriptive perspective among the aforementioned approaches because of its focus on cognitive and affective orientations of consumers making decisions (Bandara 2014:5).

Despite clashes among the three approaches in understanding CDMS, a consensus is reached based on the tenet that all consumers handle shopping activities with distinctive and essential decision-making styles/modes that encompass rational shopping, brand, quality and price consciousness as well as hedonic shopping (Lysonski and Durvasula 2013:77). In general, all these approaches acknowledge that consumers possess contrasting personalities/mind-sets that direct their behaviour in buying situations. This study adopts the consumer characteristics approach to facilitate comparisons with other research efforts within this context. The Consumer Styles Inventory (C.S.I) by Sproles and Kendall (1986:267) therefore represents the theoretical foundation of this study, which was discussed in the preceding chapter (i.e. chapter 3).

4.5 Brand consciousness

Viewed as a typical decision-making style among consumers, brand consciousness encompasses two decision styles namely:

- Consumers derived by expensive, well-known national brands and associate price with quality of products/services (Demirgunes and Ozsacmaci 2017:49).
- On the other hand, consumers who are confused in the marketplace that identify brands as similar and more often seek assistance of opinion leaders to make purchase decisions (Dzama 2013:308). These consumers are identified as confused by over-choice under the Consumer Styles Inventory discussed in the preceding chapter.

Despite being distinctive decision-making styles, the above-mentioned are influenced by a common aspect i.e. the brand.

Durvasula and Lysonski (2013:82) empirically confirmed that psychological variables such as shopping opinion leadership, self-confidence in shopping, materialism and susceptibility to interpersonal influence are all associated with brand consciousness. Shopping opinion leadership is the extent to which a consumer is capable of influencing others' opinions regarding shopping behaviour (Chaudry and Irshad 2013:16). Naturally, brand conscious consumers are keen to shop and do so frequently such that in the process they acquire vast amounts of information about the marketplace, making themselves knowledgeable than their peers with different decision-making styles. Their knowledge base often makes them advisors to other consumers making purchase decisions.

Compared to other decision-making styles, brand conscious consumers exhibit high levels of self-confidence. Main sources of this self-confidence are the consumers' knowledge base of the market, their expertise and experience in shopping activities. Accordingly, cognitive dissonance is consistently at low levels for brand conscious consumers (Yang, Kim and Kim 2017:83). High levels of self-confidence amongst this group of consumers often lead to hedonic tendencies in shopping as strong senses of mastery in the marketplace induce these consumers to explore shopping varieties for personal gratification, gain increased brand awareness and express one's self-image.

H_{4a}: Generation Y brand conscious consumers exhibit high levels of self-confidence in their shopping activities.

H_{4a1}: Generation Y brand conscious consumers demonstrate hedonistic tendencies in their shopping.

Brand conscious consumers demonstrate an appetite for material possessions. Materialism has been conceptualised as consumers' emphasis on material/tangible objects whereby possession of these derives meaning and identity (Park, Yu and Zhou 2010:45). In this context, materialistic patterns of brand conscious consumers typically reflect their capability to be opinion leaders or trailblazers among their peers.

H_{4a2}: Generation Y brand conscious consumers are materialistic in their shopping.

Brand consciousness is also associated with susceptibility to interpersonal influence. Consumer susceptibility to interpersonal influence entails a need to relate and improve one's image in relation to those of significant others through purchasing and utilisation of products/services. It involves keeping an open mind to adapt to the expectations of others regarding shopping habits and the propensity to learn about products/services through observing others or seeking information from them (Bearden et al 1989 cited by Durvasula and Lysonski 2013:79). Brand conscious consumers are susceptible to interpersonal influence due to their need to continually enhance their self-images and uphold their role as opinion leaders. Moreover, as hedonic shoppers, brand conscious consumers often keep an open mind to new suggestions from significant others. Studies in psychology and consumer behaviour posit that vulnerability/conformity of shoppers to interpersonal influence is demonstrated in normative and informational behaviours of shopping (Chang 2015:4830).

- Normative behaviours include imitating shopping habits of others or showing purchases to significant others in-order to gain approval.
- Informational behaviour encompass seeking advice from significant others prior to purchase, discussing purchases with others to gain approval or avoiding certain purchases that face criticism.

H_{4a3}: Generation Y brand conscious consumers are more susceptible to interpersonal influence.

The following section discusses aspects of branding (i.e. brand equity, brand functions and brand loyalty), to gain enough insight on how brand consciousness develops from a marketer's perspective.

4.5.1 Branding

A brand entails a name, symbol, design or an interplay of these that provide a platform to differentiate products/services from those of competitors. In essence, a brand can be utilised to communicate brief messages to consumers about benefits that gained from consuming such brands (Lamb, Hair and McDaniel 2011:285).

A distinction exists between a brand name and brand mark. Brand names concern parts of a brand spoken of and are often expressed as letters (ADIDAS), words or numbers (8ta). In contrast, brand marks are symbols, designs, or distinctive packaging impossible to express verbally (Boyd and Walker 2012:395). For instance, a tick shaped mark by NIKE and three stripes by ADIDAS.

Brands have images attached to them and these are general consumer perceptions reflected in form of associations made in consumers' memory. Literature dictates the significance of positive brand image in generating consumer loyalty, beliefs of brand value and willingness to seek information about the brand. In essence, positive experiences with a specific brand often induce repeat purchases (Sheth and Mittal 2004 cited by Dhurup, Mafini and Dumasi 2014:6).

Despite representing the physical and service attributes of product, brands can develop a set of emotional associations. These are effective with time in consumers' minds through use of brand name, packaging, advertising, promotion and other forms of communication. Sustainable branding efforts go beyond mere representation of product benefits and features rather build emotional relationships with consumers that guarantee repeated purchases over time (Kemp, Jillapalli and Becerra 2014:127). Consequently, significance of branding and the image it portrays cannot be overemphasised rather advertising plays a crucial role as an effective promotional tool for these two.

Advertising campaigns are effective when consumers targeted are largely neutral or hold favourable impressions of the brands. Similarly, committed consumers towards a particular brand are more likely to increase their purchasing of the same brand if advertising or promotion is maximised (Lamb, Hair and McDaniel 2011:505). Contrariwise, some perspectives of empirical research posit that the ability to bridge gaps in languages and cultural values across the globe enables development of strong brand reputation (Jansson-Boyd and Zawisza 2017:54).

Based on the above discussion, branding is beyond naming or designing of a product and distinguishing it from competitors instead, comprehensive branding encompasses the image it pictures to consumers. The image portrayed by a brand will then build emotional connections with consumers and communicates messages of product benefits and features (i.e. brand value). To sum up, branding drills a particular mentality (positive or negative) among consumers that can eventually leads to brand consciousness. A discussion of brand equity and its functions comprise the next section.

4.5.2 Brand equity and its functions

According to Lamb, Hair and McDaniel (2011:286) high brand equity equates to high awareness, perceived quality and eventually brand loyalty. Brand equity entails improvement of the perceived utility and desirability a brand grants on a product (Troiville and Cliquet (2016:239). Brands with positive associations with high equity in consumers' minds retain consumer loyalty (Solomon, Russel-Bennet and Previte 2013:75). In essence, marketers should seek to develop positive brand images by ensuring high brand equity and retain brand conscious consumers.

Lassar, Mittal and Sharma (1995 cited by Hoseini and Alavije 2013:46) identified five dimensions of brand equity as performance, social image, value, trustworthiness and identification. Furthermore, brand equity was conceptualised as a source of sustainable competitive advantage in which consumers are willing to pay premium prices for products. Kumar, Dash and Purwar (2013:147) acknowledged brand equity as a multi-dimensional variable that encompasses brand awareness, brand association, perceived quality, brand trust and brand loyalty. Lamb, Hair and McDaniel (2011:300) provided reasons or functions of brands as product identification, facilitating repeat sales and new product sales discussed next.

A Product identification

Branding aids consumers in identifying products/services, they want and avoid those they do not wish to purchase. It explains why brands should clearly identify themselves, reduce ambiguity as well as seek name legal protection and other design aspects (Lamb, Hair and McDaniel 2011:302). Therefore, brand identity represents a summation of information consumers perceive about a brand overtime (Catalin and Adreea 2014:104).

Research efforts have consistently mentioned that consumers in modern market places are inundated with rich product assortments in which some products utilise an extent of branding while others overlook this marketing dimension (Walsh and Mitchell 2010:839). Consequently, apart from consumers considering all products encountered or heard of, they only pursue branded ones and even willingly pay premiums on these products (Chaudhuri and Ligas 2016:1). This approach by consumers signifies a defensive/coping mechanism against a plethora of choices. Furthermore, it is characteristic of brand conscious and confused by over-choice consumers. On the other hand, branding facilitates association.

B Identification/Association

Secondly, branding enables consumers to relate with products as it communicates something linked to their emotions, status or a need to belong. In response to this brand function, consumers seek brands that match or improve their actual and ideal selves (Rossiter and Bellman 2012:291). As discussed in the preceding chapters (i.e. chapter 2), the self-concept explains a logical arrangement of perceptions of self that encompasses an impression of what a consumer currently is and what he/she aspires to become (Cohen, Prayag and Moital 2014:883). Alternatively, it can be conceptualised as beliefs consumers uphold about their personal attributes and how they assess these aspects (Solomon 2013:285). In effect, branding assists consumers to journey their way throughout the self-concept (i.e. from their actual selves to their idealistic selves) through consumption of certain brands or help reflect actual selves by consuming particular brands.

C Guarantee

Thirdly, branding delivers a highest deal of consciousness and by doing so communicates some kind of guarantee to consumers and ultimately develop brand trust in consumers' minds (Deheshti, Firouzjah and Alimohammadi 2016:29). As previously mentioned, in today's saturated markets, consumers are compelled to evaluate products by their brand names. It becomes a marketer's responsibility to provide reassurance to consumers.

Branding is integral especially in instances whereby product quality is challenging to ascertain based on physical features or service. Moreover, consumers have been identified to purchase high profile brands not for symbolic/status reasons but for security due to their limited experience or lack of knowledge within a free market system. In this instance, consumers' efforts to acquire some level of security is satisfied by marketers that observe brand trust; ultimately, relationship marketing can then be achieved (Becerra and Korgaonkar 2011:936). Similarly, consumers can utilise renowned brands as an indicator of product functionality than the symbolic value attached to it which results in continuance commitment with a particular brand that is cost induced (Maheshwari, Lodorfos and Jacobsen 2014:15). These are consumer efforts of seeking guarantee in purchase decisions.

D Personal statement

Brands often deliver social images via marketing communications or the use of real-world observations of iconic figures using the brands (Sheth and Mittal 2004 cited by Dhurup, Mafini and Dumasi 2014:5). This is the reason why national brands often associate themselves with celebrities in their advertising campaigns. Dress code often provides symbolic meanings about social and business orientation, gender identification, political ideals, ethnicity, lifestyle and aesthetic preferences. A similar perspective of research emphasises the significance of branding as a crucial symbolic device in specific product categories for instance perfumes and clothing.

Consumers repurchase certain brands because of their ability to satisfy their expectations previously of experiential, social and functional needs (Levy and Weitz 2012:502). Likewise, brand loyalty relates to a brand's ability to confer social status/ prestigious images, functionality as well as satisfy experiential motives (Seo and Buchanan-Oliver (2015:88). In essence, brand loyalty cannot be solely based on product functionality rather what the brand promises to deliver in terms of social status could be fundamental.

The four brand functions discussed (i.e. product identification, identification (association), guarantee and personal statement) elicited two aspects of significance to consumers which are ease of identifying/ differentiating products in a crowded market and ensuring security in product purchases. As afore-mentioned, both brand consciousness and confused by over-choice decision-making styles are unified by one aspect that is branding. Moreover, based on the above discussion both these decision-making styles practice a certain degree of caution in their shopping activities. Brand functions explained emphasise that consumers seek guarantee in product purchases and as such, the following hypotheses deduced:

H_{4a4}: Brand conscious and confused by over-choice consumers utilise brands as discriminatory measure against confusion during shopping activities.

H_{4a5}: Brand conscious and confused by over-choice consumers practice caution in shopping activities.

4.5.3 Consumer loyalty

Consumer loyalty identifies a convincing commitment towards a brand, store or manufacturer based on deep-seated favourable attitudes ideally demonstrated in consistent re-patronage (Ruiz-Mafe, Marti-Parreno and Sanz-Blas 2014:363). Furthermore, consumer loyalty does not simply mean consumer opt for one outlet over others rather it is preference accompanied with devotion to shop consistently at a particular shop (Levy and Weitz 2012:204). The aforementioned definitions indicate an interplay of behaviour and attitude, which results in four outcomes graphically represented in Figure 4.1.

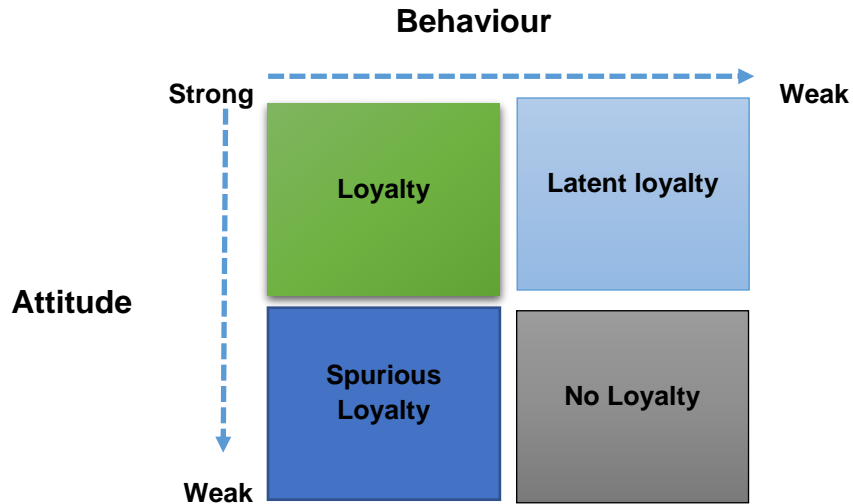


Figure 4.1: Interaction of consumer attitude and behaviour

Source: (Hoang-Tung, Kojima and Kubota 2014:150)

Based on Figure 4.1 no loyalty exists when both attitude and behaviour are weak. A general lack of interest or liking by the consumer come because of a weak/unfavourable attitude towards a brand such that purchase of it or preference is erratic in most cases. On the other hand, when both attitude and behaviour are at their strongest; loyalty exists. Consequently, a notable pattern of repeat purchases by consumers results. Solomon (2013:278) confirms that loyalty only exists when notable repeat purchases accompanied with a favourable attitude towards the product exist.

The second quadrant of Figure 4.1 in clockwise motion indicates latent loyalty resulting from favourable attitude and low behaviour. This dormant loyalty explains a liking for a brand/outlet however high pricing of the brand or inaccessibility of the outlet result in no purchasing or visiting by the consumer (Hoang-Tung, Kojima and Kubota 2014:150). This could be reflective of a South African context. Modern inflated prices on fast-moving-consumer-goods (FMCG) and soaring unemployment rates among young consumers in South Africa likely restricts young consumers' likelihood to purchase their ideal brands. For this reason, brand consciousness manifests in other decision-making styles due to limited financial capacity; young consumers might not necessarily purchase branded merchandise to confirm of brand consciousness.

H_{4a6}: South African Generation Y consumers exhibit elements of brand consciousness regardless of their decision-making style.

The fourth quadrant of Figure 4.1 in a clockwise movement indicates spurious loyalty (i.e. phony or loyalty not well founded) as a combined result of strong behaviour and weak attitude. The reason behind such kind of loyalty can be lack of interest in brands/outlets available or simply seeking convenience. A consumer might repeatedly purchase certain brands or visit a particular outlet frequently without no preferential attitude or emotional attachment whatsoever. In this instance, the consumer might not be interested in brands available as he/she finds them similar and confusing therefore, he/she simply seeks convenience in buying such merchandise (Dick and Basu 1994 cited by Hoang-Tung; Kojima and Kubota 2014:150). Consumers that exhibit features of confusion in their shopping or those who are apathetic shoppers and adhere to routines when shopping are likely to show elements of spurious loyalty towards brands and outlets they visit.

H_{4a7}: Generation Y confused by over-choice consumers are irrationally loyal to particular brands/outlets.

H_{4a8}: Habitual Generation Y consumers exhibit elements of illogical loyalty towards brands/outlets.

From a marketer's perspective, the significance of consumer loyalty lies in consumers being satisfied such that they resist new/untried alternatives thus gaining competitive advantage (Schiffman and Wisenblit 2014:185). Accordingly, companies have devised marketing strategies of embracing a range of products under the same brand name to harness as much loyalty as possible from consumers an example is Woolworths' private brands. Similarly, Solomon (2013:170) expounds that brand recognition has become crucial hence, modern marketing warfare compel companies to outsource production so that there is increased focus and nurturing of private brands.

A distinctive perspective of loyalty explores this aspect apart from the brand. Store based loyalty explains an enduring patronage of a particular outlet by a consumer. Marketers can generate such loyalty through merchandise quality, degree of merchandise assortments, price-value relationships, private/store brands, ease of merchandise selection, in-store signage and assistance, convenience, problem resolution and personalisation. However, consumer loyalty generated solely from merchandise cannot be sustainable as competitors can easily copy by stocking the same merchandise (Levy and Weitz 2012:204).

Despite performance, social or emotional identification and favourable experience with a brand contributing to loyalty, there are aspects that work at the detriment of generating consumer loyalty. Termed obstacles to consumer/brand loyalty by Sakar (2013:32); variety seeking, degree of product involvement, price sensitivity, withdrawal from a specific product category or change in needs all diminish consumer loyalty towards brands or retail outlets. Moreover, variety seeking among consumers triggered by boredom from using the same brands overtime, which inversely relates with consumer loyalty.

4.5.4 Brand loyalty

Brand loyalty entails enduring habits of repurchasing a particular brand due to a positive attitude towards that same brand (Solomon 2013:278). In other words, such loyalty represents consistent preference for a brand over other competing ones as a consciously made decision (Lamb, Hair and McDaniel 2011:298). In essence, this continued preference of a brand over alternatives (i.e. brand loyalty) signifies consumer confidence with a product (Akin 2017:137).

Kwong and Candiregara (2014:89) emphasise that brand loyalty originates from favourable consumer attitudes of specific brands developing into intimate feelings towards these brands such that desire to purchase such brands in the future intensifies. Likewise, Rai and Medha (2013:139) identify brand loyalty as positive attitudes and behavioural response by consumers to specific brands in a product category over time. The aforementioned definitions concur in the existence of continued purchase, preference and involvement in describing loyalty, which enlightens marketers' persistence on issues of building loyalty to ensure competitive advantage.

Benefits of developing brand loyalty from a marketer's viewpoint emanates from its ability to ensure customer retention. A reliable customer base tends to minimise marketing expenditure such as costs of enticing or motivating consumers to purchase brands. Furthermore, loyal customers are more likely to spread positive communication about their preferred brands, which acts as an inexpensive promotional tool for companies to attract new customers (Kabiraji and Shanmugan 2011:285). Lastly, generating brand loyalty among consumers facilitates sustainable competitive advantage for brand marketers (Dick and Basu 1994 cited by Akin 2017:137).

The extent of consumer involvement with a product previously discussed; emphasised its role as a direct determinant of brand commitment (i.e. brand loyalty). Described as an extreme end of the continuum of consumer decision-making in chapter 2; high involvement products often develop into favourite brands that eventually lead to brand loyalty. According to Danaee and Andalib (2013:3017) level of product involvement has been reported to determine behaviour of consumers. High degrees of product involvement often result in increased devotion (i.e. time and effort) in information search related activities; increased perception of different product attributes, and increased probability of developing brand preference.

On the other hand, brand loyalty is unlikely developed in low involvement products as consumers are always at ease of purchasing more than one brand from the same product category or exhibit switching behaviour in the same category (Sheth and Mittal 2004 cited by Dhurup 2014:33). Low product involvement is associated with less risk (i.e. financial risk or other shopping hazards) such that risk aversion by consumers is unlikely during purchase decisions and in most cases consumer behaviour is largely routine (Pendergast, Tseng and Chang 2010:180). The confused by over-choice CDMS is discussed in the following section.

4.6 Confused by over-choice decision-making style

Confused by over-choice consumer orientation describes cohorts finding it difficult to understand product choices in the market like brands, store options and other product related information. These consumers are puzzled and indecisive in their purchase decision-making due to a proliferation of stores, brands and information (Mafini and Dhurup 2014:679).

According to Moosavi, Seyedjavadain and Saadeghvaziri (2011:235) confused consumers are recipients of large quantities of market information that they fail to interpret. Their failure to analyse and manage information of product options or brands reflects their troubled shopping behaviour. In general, the more this cohort learn about products, the more confused they become in buying situations.

Confused characteristics amongst consumers are becoming increasingly problematic due to exposure to vast amounts of information, product proliferation rapidly increasing, genuine brands increasingly imitated and technology even more sophisticated. Combining these reasons illustrates how purchasing has become complex particularly in high-involvement products. However, it is suggested that confusion can be alleviated by consulting peers which is representative of collective societies than individualistic ones (Leng and Botelho 2010:260).

Consumer confusion is of significance to marketers as it hinders consumers' ability to make rational buying decisions, selection of best quality merchandise or brands offering best value for money spent and enjoyment of the shopping experience (Walsh and Mitchell 2010:839). In addition, consumer confusion poses economic threats to marketers such as negative word of mouth, cognitive dissonance, buying decision postponement, dissatisfaction and loss of trust and loyalty (Moon, Costello and Koo 2016:246). The following segment explores the concept of consumer confusion.

4.6.1 Concept of consumer confusion

Literature remains in contention over the level of awareness of shopper confusion in buying situations (Poeisz and Verhallen 1989 cited by Walsh and Mitchell 2010:839). One motion emphasises that consumer confusion is largely non-conscious whereby shoppers exhibit confused behaviour yet not aware of it. Contrariwise, the other perspective identifies consumer confusion as a conscious behaviour (Cobanoglu and Tutus 2014:181). Overall, awareness of confused behaviour in consumption facilitates implementation of measures to reduce it in future purchase activities.

When confusion sets in, negative consequences result. Consumers perceive different product attributes from distinct brands as similar, engulfing or vague that consumers might end up purchasing wrong brands that might fail to meet or exceed expectations. Alternatively, being confused is associated with anxiety, uncertainty and indecisiveness making purchase decision-making an inefficient and dissatisfying process. Confusion leads to ill-informed purchasing, improper use of products or lack of understanding the product and wrong evaluation of product performance ending up in frustration (Walsh and Mitchell 2010:840). Three kinds of consumer confusion are identified namely similarity, overload and ambiguity confusion proneness which be discussed in the next segment.

4.6.2 Similarity confusion proneness

Similarity confusion proneness classifies confused consumers that view distinct products in the same product category as similar, aesthetic and performance wise. The cause of such confusion might be past experience with product attributes that appear similar to ones currently presented (Andrade et al 2016:4396). Examples include marketing advertisements, salespeople comments, store atmosphere or product features that appear similar. According to Walsh and Mitchell (2010:840), consumers generally base their evaluation of products on visual cues such that when confronted with similar brands, they end up buying counterfeit brands or private-label brands assuming they are original (i.e. they alter their choices based on physical similarity).

When consumers perceive distinct products as similar, they naturally perceive low risk on 'look alike products' such that they easily switch products and brand loyalty will no longer be viewed as a risk reduction measure (Tamburian 2013:994). This case is applicable to low involvement products like toothpaste or bathing soap whereby products are simply identified as commodities with low risk (Ekstrom 2010:102). Similarity confusion tends to incite immediate purchase decision-making whereby products are viewed as similar and likely to offer the same level of utility; therefore, need for decision-making heuristics cannot be conceived and decision postponement is always low (Walsh, Hennig-Thurau and Mitchell 2007 cited by Alarabi and Groblad (2012:12)). For this reason, consumers identifying merchandise as mostly similar are likely to act on impulse during purchase decisions.

4.6.3 Overload confusion proneness

Overload confusion subscribes to the norm that human cognitive capacity is bound to limits such that information beyond certain thresholds overloads and confuses consumers. Despite the possibility of being clogged with information in an environment full of information, consumers still overindulge (Sarabhai and Singh 2014:337). The unease consumers endure when confronted with market information such that they are unable to process the information and understand products offered, make comparisons and evaluate items in their evoked sets entails overload confusion proneness (Walsh and Mitchell 2010:842).

Consumer empowerment of modern market places in developed countries often leave consumers with a plethora of market information. The Consumer Protection Act in South Africa offers safety, redress, education and rights to be informed and choose to consumers such that they have some sort of leverage in purchase activities over retailers (Du Toit 2014:738). However, such vast information with wide choices tends to overload consumers and inhibit decision-making. Overload confused consumers tend to halt decision-making to narrow down a choice set. This postponement signals lack of time amongst this cohort to compare product options and know more products that they might consult the company of others before making choices.

Conversely, Walsh and Mitchell (2010:843) found that information overload has not been empirically proven to trigger decision-making heuristics like brand loyalty to ease cognitive processing. This proves that brand loyalty is not an effective measure to ensure cognitive relief for this cohort rather more information is sought leading to more confusion.

4.6.4 Ambiguity confusion proneness

Consumers perceive lack of clarity when confronted with marketing information that is vague and inconsistent. Ambiguity confusion often compel consumers to insinuate things about or be unclear about product attributes that differ from the actual product characteristics (Shiu 2017:748). Moreover, ambiguity confusion can be associated with consumers' reaction to vague product claims or incompatible information on one product from different sources (Wang and Shukla 2013:295). The aforementioned assertions view ambiguity confusion proneness as shoppers' tendency to process vague, misleading or ambiguous product related information or advertisements (Walsh 2010:844). Consequently, comparison of conflicting, vague or ambiguous information of products by consumers often ends in choice deferral as consumers attempt to evaluate unrelated products (Shukla, Banerjee and Adidam 2010:292).

On the other hand, ambiguity confusion has no significant impact on decision postponement (Matzler, Stieger and Fuller 2011:231; Shiu 2017:760). Walsh and Mitchell (2010:845) further explain that ambiguity confusion does not delay purchase decisions as consumers fear being bombarded again with vague information. In addition, they might avoid consulting others because they fear exposing their lack of knowledge and proceed with the purchase decision. Nevertheless, ambiguity confusion provokes loyalty as a confusion reduction measure whereby consumers visit same stores or use same brands. The next segment relates some psychological influences with confused by over-choice decision-making style.

4.6.5 Antecedents of confused by over-choice decision making style

Perceived time pressure leads to hurried shopping behaviour. It illustrates how consumers find time as a constraint in their shopping activities (Gross 2014:66). Relating this psychological variable with confused by over-choice CDMS requires classifying the latter into either hedonism or utilitarianism shopping dimensions. Literature identifies confused by over-choice CDMS as motivated by utilitarianism (Park, Yu and Zhou 2010:50). Utilitarianism is task oriented and seeks to conserve time and effort, which indicates possibilities of time pressure among cohorts with such an orientation during shopping. In addition, various forms of consumer confusion (i.e. similarity, overload and ambiguity) illustrated how strenuous decision-making can be for such a cohort that they seek advice of peers, family or salespeople, gather more information and defer final choice to alleviate confusion. All these measures accompany time pressure as confusion mounts up during the process of decision-making. Therefore:

H_{4b}: Generation Y South African consumers with a confused by over-choice orientation perceive time pressure during shopping activities.

Shopping opinion leadership is a consumer's ability to influence those around him/her in their shopping decision-making through use of rich market knowledge. Furthermore, such leadership is characterised by high levels of market involvement, rich knowledge of market trends/information in terms of best prices, best deals, merchandise or store variety and willingness to share such knowledge (Raghupathi and Fogel 2014:20).

High levels of market involvement when decision-making confirms one characteristic of shopping opinion leadership in which confused by over-choice CDMS exhibits. According to Walsh and Mitchell (2010:842) to gain some relief from confusion, confused by over-choice consumers are much involved in gathering market information prior to making choices. However, by their very nature, confused by over-choice consumers often fall short of cognitive capacity and capability such that great amounts of market information they might possess does not necessarily turn out to be knowledge for others. Moreover, they often consult peers and salespeople to ease their shopping decision-making. For such reasons, confused by over-choice consumers are not shopping opinion leaders.

H_{4b1}: There is no positive correlation between shopping opinion leadership and confused by over-choice decision-making trait among South African Generation Y consumers.

Shopping self-confidence describes confidence or security in a shopping environment often based on knowledge, experience or a sense of mastery with shopping decisions. Accordingly, this self-confidence empowers consumers in an overwhelming market place characterised with wide choices. Alternatively, more self-confidence might signal a discriminating shopping trait like perfectionism, brand or price consciousness (Lynsonski and Durvasula 2013:79).

Confused by over-choice consumers battle to distinguish various aspects of market information, feel overwhelmed by brand alternatives and find product information vague such that they seek the counsel of others to validate their decisions. This indicates lack of self-confidence and indecisiveness of confused consumers. Furthermore, research associates increased self-confidence with hedonic tendencies in shopping (Al-Zubi 215:98). In contrast, confused by over-choice is a utilitarian, non-discriminating shopping trait that expected to have no association with self-confidence among South African Generation Y consumers.

H_{4b2}: South African Gen Y confused by over-choice consumers exhibit low levels of shopping self-confidence.

Consumer susceptibility to interpersonal influence explains the tendency of shoppers to be influenced or conform to the expectations of others. This psychological tendency is demonstrated by purchase of products to identify with others, willingness to conform to others' expectations or observing other people's purchase decisions and copying them (Bekoglu, Ergen and Inci 2016:82).

Increasing efforts of gathering market related information often leads to increased confusion for consumers with a confused by over-choice decision-making trait. However, advice of significant others and sales personnel minimises confusion levels and reaches a purchase decision (Walsh and Mitchell 2010:842). This tendency to defer to the ideas of others expounds the undertaking of consumer susceptibility to interpersonal influence as a psychological variable.

H_{4b3}: Confused by over-choice South African Gen Y consumers are susceptible to interpersonal influence during purchase decisions.

Materialism identifies consumers who value material possessions. Acquiring such tangibles provides identity and gratification for this cohort. Materialism is likely much more descriptive of discriminating shopping traits such as habitual shopping, perfectionism, brand consciousness (Joung 2013:530). Contrariwise, confused consumers find difficulty in distinguishing product information (similarity proneness) such that they easily switch to 'look alike products' as they perceive similar utility across different brands within a product category (Tamburian 2013:994). This switching behaviour negatively correlates with materialism, such that, it is expected that South African Gen Y consumers confused by over-choice exhibit no signs of materialism in their shopping behaviour.

H_{4b4}: Materialism negatively correlates with confused by over-choice consciousness among South African Gen Y shoppers.

Previous studies illustrate the significance of demographic variables in determining CDMS (Walsh et al 2001:117; Kamaruddin and Mokhlis 2003:145; Brown and Abdallah 2011:452) and facilitate a better understanding of purchase decision-making traits for marketers. Gender poses differences in decision-making traits whereby biological orientation directs consumption habits (Chen, Chen and Lin 2012:175). Female consumers are generally inquisitive during shopping activities regarding promotional deals or merchandise quality and spend more time shopping than males (Anic, Rajh and Rahj 2014:436). This high level of purchase involvement likely exposes female consumers to vast information that ends up confusing them than male shoppers (Bae and Miller 2009:43).

Literature emphasises that different age groupings and macro-environment changes command distinct consumer decision-making traits (Potgieter, Wiese and Strasheim 2013:15). Young Gen Y consumers exhibit higher levels of confusion than their older counterparts do. Young consumers are prone to massive sources of market information easily made available through internet-based channels than older consumers who might be less adept to such technological sources of information. Such an inclination towards vast information results in more young consumers confused.

In contrast, Anic, Rahj and Rahj (2014:445) report no significant differences in confused by over-choice with respect to age despite such a dimension previously predicted. Similarly, age poses no significant impact on consumer confusion in this study as all respondents of this study fall under the same generational category (i.e. Generation Y).

Previous studies fail to concur on the exact influence of education on consumer confusion. Higher education among shoppers is associated with significant signs of confusion in purchase activities (Kumar and Sarangi 2008:7). Contrariwise, another perspective reports a decrease in consumer confusion with increased education levels (Walsh and Mitchell 2005:281), whereas Anic, Rahj and Rahj (2014:445) confirm that education has an inverse relationship with confused by over-choice behaviour. For the purpose of this study, consumers with lower levels of education are likely to possess decision-making heuristics like brand consciousness, price consciousness or habitual/brand loyal behaviour to ease decision-making thereby less likely to exhibit confused traits in shopping. On the other hand, higher levels of education can be associated with inquisitiveness and openness to new information, which may eventually lead to confusion if it exceeds certain cognitive thresholds. Based on the aforementioned assumptions:

H_{4b5}: Gen Y South African female consumers are more confused by over-choice than male shoppers are.

H_{4b6}: Confused by over-choice CDMS poses no significant difference across age groups.

H_{4b7}: High education levels of Gen Y South African consumers positively correlate with confusion by over-choice DMS.

The next segment discusses two shopping orientations based on time consciousness.

4.7 Time consciousness

Time consciousness in the context of CDMS covers two types of decision-making, which are impulsive and recreational consciousness. Impulsive consciousness describes a rash, careless consumer orientation whereby shopping is not planned for, neither is there any account of money spent. In contrast, recreational consciousness describes a consumer orientation that exhibits enjoyment in shopping and often handles this activity for the fun of it. Ideally, this consumer orientation is recreationally and hedonistically conscious (Sproles and Kendall 1986 cited by Tanksale, Neelam and Venkatachalam 2014:211). The next section will fully discuss these two perspectives of consumer decision-making.

4.8 Impulsive consciousness

Impulsiveness occurs because of a sudden and relentless emotional drive to purchase immediately. Moreover, a mental contention between product image and a consumer's self-concept results in impulsive purchasing (Solomon 2013:301). Similarly, Alavi et al (2016:280) confirm that buying impulsiveness is a personal orientation to make immediate purchases without much reflection.

Impulse purchases are descriptive of a situation where a consumer has no purchase intention prior to visiting a store, once inside the store he/she buys items spontaneously. Characteristics of impulse shopping include high emotional stimulation, low cognitive control and mainly sensitive behaviour (Moosavi, Seyedjavadin and Saadeghvaziri 2011:439). On a similar note, impulsiveness represents a persistent urge towards quick action whereby the tendency of the behaviour occurring is heightened by reduced concern over repercussions associated with such a behaviour (Leela and Reddy 2015:78).

Furthermore, impulsive consciousness indicates a lack of planning prior to purchase, likelihood to alter the decision process and inability to remember pre-purchase action all descriptive of emotional buying (Granot, Greene and Brashear 2010:801).

Flor and Madlberger (2013:425) identified impulsive purchasing as stimulated by a strong, unexpected drive to procure merchandise as well as in-store specifications (i.e. colour, smell, music and displays). Moreover, impulsiveness can result in short lived satisfaction of spontaneous needs however; cognitive dissonance often sets in. Impulsive purchases arouse emotional conflict by stimulating feelings of pleasure and regret simultaneously due to financial difficulties, displeasure with a product or a negative evaluation of purchased product by peers (Lucas and Koff 2014:111). Examinations of impulsive orientation often align it with unplanned purchases however, a distinction exist between the two discussed in the next section.

4.8.1 Distinction between impulse and unplanned purchases

Early definition myopia of impulsive consciousness equated such an orientation with unplanned purchases however; distinction of the two shopping behaviours is necessary to understand impulsiveness in consumers (Brewer 2015:828). Unplanned purchases can be delineated with respect to the problem (i.e. buying was not made as a reaction to a previously known problem) or the location where the purchase was made (i.e. a purchase was made without any intentions developed before visiting an outlet) (Solomon 2013:301). On the other hand, impulse purchases although being unplanned, they occur because of external stimuli and are concluded immediately. The distinction lies in the time taken to conclude a purchase decision. Impulsive purchases are immediate than unplanned purchases concluded later and away from stimuli (Saleh 2012:180). In essence, impulse purchases are an extension of unplanned purchases that requires stimulation to occur.

Solomon (2013:301) emphasises that unplanned purchases occur due to lack of familiarity with a store, time pressure, purchase companion, store promotions and recognising need to buy something after visualising it. Moreover, distinction between such purchases and impulsiveness in consumers involves classifying unplanned purchases into three categories mentioned below:

- **Replenishing unplanned purchases**

This form of unplanned purchasing include products a consumer needs but are not recognised before the purchase occasion however they have been frequently used. Recognition of such purchases are induced by in-store displays or special promotions being aware that the product will be required in the future.

- **Assessed new unplanned**

Conversely, products not recognised prior to purchase as needs and purchased simply as an extension to a collection such as an extra pair of shoes represent a second class of unplanned purchases.

- **Impulse purchases**

The last and extreme form of unplanned purchasing that comprise of instinctive purchases whereby products are bought in response to a sudden drive to make purchases to achieve instant self-fulfilment (Sheth and Mittal 2004 cited by Kacen, Hess and Walker 2012:572).

In another effort to distinguish impulse orientation from unplanned purchases, buying behaviour is a continuum ranging from planned, unplanned and impulse behaviours. Planned purchases are time consuming; information searching is involved that leads to rational decision-making whereas unplanned purchases are without any pre-purchase planning. Impulse shopping is differentiated from the aforementioned shopping behaviours by virtue of its rapid decision-making (Ebitu 2015:42).

According to Moran and Kwak (2015:27), impulse consciousness differs from unplanned purchases (distinguished by situational memory and utilitarian motives) and compulsive shopping (identified with ingrained, extreme and addictive purchases). Despite impulse purchase sharing common characteristics with these shopping behaviours, hedonic and spontaneous motives that seek immediate self-fulfilment determine its occurrence. The next segment discusses major determinants of an impulsive behaviour.

4.8.2 Antecedents of impulsive consciousness

Time pressure is a prominent characteristic of modern shoppers (i.e. Millennials or Generation Y's). It compels consumers to pursue convenience in shopping through one stop shopping options that deliver convenience, save travel costs and integrate products (Tanksale, Neelam and Venkatachalam 2014:211). It explains modern widespread use of shopping malls or centres. Furthermore, it enlightens the success of medium to small shopping centres with a big anchor store supported by smaller outlets that mainly provide convenience to shoppers. Time pressure involves limited efforts of searching for information, comparison-shopping and rational decision-making that are all characteristics of impulsiveness in shopping. Therefore:

H_{4c}: Impulsive shopping orientation positively correlates with time pressure.

Contrasting perspectives of literature link materialism of consumers with impulsive consciousness. These perspectives emphasise that impulsive purchases result from a need to satisfy ideal self-identities (i.e. future imagined needs). In this instance, consumers are motivated to acquire conspicuous materials as they symbolise prosperity, ensure approval and happiness in society (Cisek et al 2014:2). Overall, this purchasing behaviour is an effort by consumers to demonstrate their self-identities.

Materialism encompasses three dimensions of understanding which include buying material items as a symbol of success, valuing material items at one's centre of life and purchasing material things to achieve happiness, satisfaction and well-being (Eren, Eroglu and Hacioglu 2012:1371). Explicitly, materialism is an expression of three variables: possessiveness, non-generosity and envy. These dimensions emphasise how materialistic behaviours value their own possessions, hate sharing such possessions and resents it when other individuals acquire similar or better items. Consequently, consumers highly exhibiting purchase behaviour across these three dimensions are believed to achieve satisfaction and dissatisfaction altogether (i.e. cognitive dissonance) (Podoshen and Andrzejewski 2012:320).

A contrasting perspective of materialism identifies it as an enduring pursuit of material possessions to achieve happiness and encompasses three dimensions: success, centrality and happiness (Richins and Dawsons 1992 cited by Podoshen and Andrzejewski 2012:320). The distinction between these two perspectives is that one approach conceptualises materialism from a cognitive viewpoint whereas the other from an emotional view.

The downside of materialism is precarious consumer behaviour. Materialism has been deemed as a negative value system that values possessions and a belief that acquiring more of these results in happiness however, it often leads to comparisons with peers based on quantity and quality of possessions. In addition, materialism stimulates fixation with procuring items, which is associated with risky consumption activities such as over-indulgence, excessive pleasure and coercive power (Ahuvia 1992 cited by Podoshen and Andrzejewski 2012:321). Overall, an inverse relationship between materialism and happiness is reported as consumers continually adjust their material drives, as old ones are fulfilled (Podoshen and Andrzejewski 2012:321).

Prior discussion illustrates an association between impulse purchasing and materialism based on the shared aspects of precarious shopping associated with these behaviours. A number of research efforts confirmed a positive relationship between impulsiveness and materialism (Tatzel 2002:103; Watson 2003:723; Luo 2005:288; Kilbourne and Pickett 2008:885).

Consumers groomed in materialistic societies might positively view impulse buying as a way of moving up the ranks to fulfil their materialistic inspirations by pursuing spontaneity and hedonic views (Sharma, Sivakumaran and Marshall 2010:276). In effect, materialism drives consumers to procure material items without much consideration of their financial muscle rather, buying on impulse and hedonic.

H_{4c1}: Materialistic tendencies positively correlate with the impulsive decision-making style.

Described as a consumer's state of mind, a mood encompasses variables directly responsible for triggering impulsive behaviour. Mood related aspects include lack of self-control, stress, absorption and self-concept. Lack of self-control is characterised by inability to regulate internal urges (i.e. ego depletion) resulting in spontaneous, rash and carefree behaviour identified as impulsive shopping in marketing (Ebitu 2015:43).

Stress reaction explains a control mechanism of negative emotional states caused by daily hassles. Inability to deal with such emotional states prompts consumers to randomly purchase to escape negative emotions. These reactions exist in form of anxiety, temperament and feelings of guilt (Folkman 2013:119). Various research efforts posit that consumption of tangibles tends to alleviate stress and negative emotions, induce pleasure and arouse hedonistic emotions (Atalay and Meloy 2011:638; Verplanken and Sato 2011:197).

Partly due to in-store atmospherics, consumers tend to be immersed in self-involving experiences (i.e. absorption). These synthetic atmospherics (i.e. sound, smell, lighting, displays) prompt impulsive purchasing in individuals prone to sensory stimulation. Moran and Kwak (2015:34) examining impulse purchases from an online context identified that visual appeal and ease in exploring merchandise are important in triggering impulse purchasing.

As previously discussed, buying can be motivated by symbolic needs that signify ego, lifestyle and identity. Impulsive purchases can therefore be a vehicle towards achieving or maintaining status or ideal self-identities (i.e. self-concept) (Raj and Jacob 2013:50). Accordingly, Arens and Rust (2012:468) emphasise that impulsive shopping emanate from emotions, feelings, moods and somewhat cognition, which often compel reduced shopping time and hurried urge to reach satisfaction. Therefore, an impulsive orientation depends on current mood of shoppers.

H_{4c2}: Mood of consumers (i.e. stress, lack of self-control, absorption and self-concept) relates positively with an impulsive orientation.

H_{4c3}: Negative emotions (stress, anxiety, temper and guilt) positively correlate with impulsive consciousness.

4.9 Recreational/Hedonistic orientation

Recreational orientation explains a perspective of shopping that exhibits signs of enjoyment with the social activity and favours it as an ideal option of spending leisure time (Solomon 2013:295). Likewise, hedonic tendencies of this decision-making style are common behaviours of consumers in which a clear intention to procure products/services exists however; it is mainly derived by need for recreation and amusement (Alavi et al 2016:278). In essence, consumers' persistence on the shopping activity replaces the rational sense of shopping and seeks a synergy of leisure with shopping (Guiltinan 2010:163). Shopping is for the fun of it, to derive enjoyment and recreation (Park, Yu and Zhou 2010:437).

Recreational shoppers seek pleasure in shopping activities, engage in impulse purchases and expend considerable time in shopping visits as well as continue browsing even after purchase (Kim and Kim 2008 cited by Alavi et al 2016:278). Therefore, hypothetically, recreational shoppers lack a buying plan prior to purchase and often make purchase without much thought.

H_{4d}: Recreational consciousness correlates with an impulse orientation.

On the other hand, recreational shoppers are suggested to be price conscious, seeking value in purchases and are less aligned to brands such that they are designated as recreational discount seekers (Zhang, Carpenter and Brodahl 2011:64). Moreover, recreational shoppers are understood to be task oriented and compromise the possibility of efficiently completing shopping endeavours with less time and enough satisfaction (Jack and Powers 2013:1609). They are willing to expend more time in their shopping to generate amusement and satisfaction as well as engage in comparison shopping to achieve bargains or best value for money spent (Scarpi, Pizzi and Visentin 2014:258). Similarly, Levy and Weitz (2012:125) suggest that a recreational orientation has ample time to expend as a result; such shoppers devote much time and effort at the information search stage of the decision-making process.

H_{4d1}: Recreational shoppers have and expend more time in their shopping activities.

Overall, recreational shoppers seek value in purchases however, by their very nature to explore new things and willingness to adapt; these shoppers end up trading their utilitarian motives over their hedonic ones.

H_{4d2}: Recreational shoppers predominantly have hedonic motives of shopping.

Furthermore, recreational consumers can be conceptualised from the context of consumer innovativeness. Consumer innovativeness describes consumer willingness to accept change and attempt new adventures or the extent to which a consumer is keen to be an early adopter of new merchandise than others (Park, Yu and Zhou 2010:437). In contrast to cognitive innovators (i.e. problem solvers through evaluation of vast amount of information that enjoy mental puzzling as they explore new experiences); recreational shoppers are likely to be sensory innovators (i.e. those that seek stimulation of senses, delight in novelty and often take risks in activities that provide pleasure without much thought).

H_{4d3}: Recreational shoppers are predisposed to sensory innovativeness.

The following section investigates the quality consciousness of consumers in shopping activities.

4.10 Quality consciousness/ Perfectionism

Quality consciousness as a decision-making style explains consumers with high-quality or perfectionism orientations in buying. These consumers seek top-end products, their standards and expectations are high and largely focus on functionality and quality of products. Precisely, these group of consumers do not settle for products considered 'good enough' (Moosavi, Seyedjavadin and Saadeghvaziri 2011:439).

Perfectionism classifies consumers that seek for best products in which they identify through rigorous shopping, extensive comparisons and organised decision-making. Consumers in this category are often identified by their logical decisions, cautious shopping and sometimes are not satisfied after purchases have been concluded (Lynsonski and Durvasula 2013:75). Comprehension of quality is complex as it depends on the context and various attributes of the term (Papanagiotou, Tzimitra-Kalogianni and Melfou 2013:449). The next section discusses various cues used by consumers to determine quality of products.

4.10.1 Consumer conceptions of quality

Consumers utilise various cues to relate with quality of products these include brand name, price and estimations of how much money was invested in marketing campaigns (Solomon 2013:305). Furthermore, consumers utilise intrinsic cues to base their assessments of overall quality like size, texture, flavour or colour. In doing so, they consider their evaluations as rational or objective decisions. Alternatively, consumers assess quality based on extrinsic cues (i.e. outside the product itself) like price, brand image, store image or a product's country of origin (Schiffman and Wisenblit 2014:176). High quality conscious consumers therefore use a combination of these two kinds of cues in predicting quality of products. Therefore:

H_{4e}: Quality conscious consumers are directed by utilitarian motives in their shopping.

Consumers are identified as relying on price to predict quality of products i.e. premium prices indicate high quality. Price-quality dimensions relate with need for high quality products, requirement of expensive inputs and acquisition in limited quantities. In doubtful situations, consumers tend to resort to prices to predict product quality (Schiffman and Wisenblit 2014:175). Price-quality comparisons therefore represent consumers predisposed to the idea that higher prices denote high quality (Lysonski and Durvasula 2013:80). However, two groups of consumers exist i.e. the ones in favour of price-quality relationships and those who simply opt for lower price on products. It explains why the concept of benefit perception attracts much research attention as it directs consumer behaviour and generates competitive advantage if effectively implemented by marketers (Granote, Greene and Brashear 2010:805).

Based on price-quality comparisons made by consumers; marketers make economical or rational efforts of marking premium prices on products to signal messages of high quality products to consumers (Alavi et al 2016:282). In effect, modern marketing efforts deliberately utilise premium-pricing strategies to highlight product superiority such that those that promote everyday-low-pricing (EDLP) strategies generate perceptions of rendering lower quality products. Premium quality is lauded for its ability to render satisfaction which in turn attracts new patrons, retains old ones and promote repeat purchases. Moreover, a positive relationship is reported among product/service quality, satisfaction and purchase intention. Overall, product quality facilitates satisfaction and once a consumer is satisfied, positive relationships result between purchase intention and repeat purchases.

H_{4e1}: Perfectionism generates higher levels of purchase satisfaction.

H_{4e2}: High-quality conscious consumers engage in repeat purchases.

Product image can be affected by country of origin vs country of manufacture relationships. Globalisation has facilitated binational products whereby western brands have shifted production to foreign countries. However, these binational brands often pose confusion or brand incongruity if differences in images exist between the parent country and the production market. Although Nike products are perceived as high-quality American products, Asian manufacturers of Nike merchandise have a market that perceive these products as produced through use of cheap labour (Erasmus and Diederiks 2014:72). Alternatively, German carmakers such as BMW and Audi are perceived as providers of top-end functionality and durability in their automobiles in most foreign markets. Therefore, product origin often affects how consumers perceive quality of such products.

To understand degrees of local brand biasness across CDMS; consumer ethnocentrism was investigated. From a marketing context, consumer ethnocentrism is an extent to which consumers are prepared to accept foreign-made products over domestic ones (Bandara 2014:7). In essence, highly ethnocentric consumers take pride in locally made products and often hold negative perceptions of foreign products such that they are not willing to trade off these two (Modi 2017:2).

Levels of economic development have been positively related with local brand biasness whereby consumers in developed countries are highly ethnocentric compared to those in developing nations that perceive quality images on imported products (Kreckova, Odehnalova and Reardon 2012:272). High-quality conscious consumers are likely to be flexible in accepting foreign-made products as they seek to satisfy both their utilitarian and symbolic consumption motives. Precisely, South African Generation Y consumers being in a developing economy, positive perceptions of foreign-made merchandise is expected of them.

H_{4e3}: High-quality conscious consumers exhibit less local brand biasness.

When there is lack of adequate information about products, consumers utilise the extent of advertising campaigns to measure product quality. Products massively marketed through mass media (i.e. television, radio, newspapers, magazines and the internet), sales promotions (i.e. displays, salespeople, premium, coupons) and product labelling or packaging often are perceived positively than non-marketed products (Kalicharan 2014:898).

Private labelling has been successful in generating positive perceptions of quality among consumers. Private labels generate positive perception as they easily identify with specific and trusted designers (Levy and Weitz 2012:484). Like national brands, private labelling makes use of both intrinsic and extrinsic cues to generate some distinction from competitors. Renowned retailers like Woolworths, Pick and Pay and Mr Price have been successful in utilising such schemes and instil confidence in consumers about product quality.

Based on consumer confidence and ability to identify a distinctive maker of products, consumers are willing to buy private brands. However, Solomon (2013:77) emphasises that confusion that surrounds look-alike products often deters progress of private brand marketing as makers of generic products often imitate such products yet compromising quality.

Perceived quality is a crucial indicator of how well consumers are satisfied or dissatisfied with a product provided. It represents an evaluative outcome of how well a product renders superiority in form of benefits to the consumer (Chen and Chang 2013:63). In effect, perceived quality explains a degree of satisfaction measured by disparities between expectations of consumers and actual performances of products (Levy and Weitz 2012:504; Harris 2010:17). For this reason, once merchandise/outlet is positively perceived, it is considered high quality due to satisfaction after using the product or positive experience within the outlet.

Demographic variables can be utilised to understand the quality consciousness decision-making style. Gender based studies on perfectionism in shopping credit such a trait to younger females (Anic, Rajh and Rajh 2012:434), whilst other research efforts prove otherwise (Mitchell and Walsh 2004 cited by Anic, Rajh and Rajh 2012:434). Females are viewed as expending much time and effort than their male counterparts in shopping and as such have higher expectations of quality.

H_{4e4}: Female consumers are more quality conscious than males in shopping.

Herve and Mullet (2009:302) investigated the influence of age and the importance placed on aspects such as price, durability and suitability. They report that young consumers value price in their buying decisions, middle-aged consumers focus on suitability of products and older consumers are concerned about durability. These variations in consumer preferences indicate the complexity of what defines product quality. Furthermore, it illustrates that age tends to determine whether consumers use intrinsic or extrinsic cues in evaluating quality of products. Overall, age range tends to determine degree of shrewdness or perfectionism in shopping as old age focuses more on product related indicators (intrinsic cues) of product quality.

H_{4e5}: Age positively correlates with degree of high quality consciousness in consumers.

H_{4e6}: Modern consumers (Generation Ys) focus more on extrinsic cues of product quality.

Research evidence posit that high earning individuals seek high levels of quality in products compared to low income earners. Despite having high-quality consciousness; low-income earners might be restricted by limited earning potential to exhibit such a trait and trade-off quality for lower prices (Anic, Rajh and Rajh 2012:434). Nevertheless, limited research efforts confirm differences in consumer behaviour between low-earning households and higher earning ones. In addition, most demographic variables empirically proved a positive association with perfectionist tendencies as well as other CDMS with the exception of income levels of consumers (Sangodoyin and Makgosa 2014:49).

Financial ease of high income earners permits impulse purchasing and liberty in their shopping such that they can pursue leisure, expend increased time in shopping activities and consciously plan purchases (Ghani and Jan 2011:158). Likewise, Demirgunes and Ozsacmac (2017:59) confirmed that brand and store preferences varied on demographical basis and more specifically based on income level. Therefore, higher levels of income induce preferences of high-quality products and careful planning of shopping activities (i.e. perfectionism).

H_{4e7}: Income levels positively correlate with quality consciousness.

The following section reviews novelty/fashion shopping orientation among consumers.

4.11 Novelty/Fashion consciousness

Novelty/fashion consciousness classifies consumers who enjoy shopping or induce some sort of pleasure through seeking new merchandise/experience (Schiffman and Wisenblit 2014:398). These consumers are excited and take pleasure in discovering new items. It exemplifies an orientation inclined to seeking new products and stay in touch with latest trends in the market. In addition, they are trailblazers of styles and seek variety in shopping (Lysonski and Durvasula 2013:77). A novelty/fashion orientation relates with fashion and fads. In this instance, fashion implies a generally accepted style by the majority of a group at a given time regardless of the group size (Solomon 2013:503).

4.11.1 Meaning of fashion

Fashion represents a certain set of desirable attributes/features whereas fads are a form of fashion that is short-lived and mostly accepted by a small group (i.e. sub-culture). It explains social diffusion of specific styles from one group of consumers to another (Ma et al 2012:85). Both fashion and fads are examples of continuous innovation that compel consumers to develop new product concepts through extensive problem-solving (Pan et al 2015:54). Moreover, fashion exists only when a reference group positively evaluates a particular combination (Solomon 2013:503). With fashion being descriptive of a novelty/fashion orientation, consumer innovativeness facilitates understanding of this decision-making style. Mishra (2015:38) explains consumer willingness to embrace change and try new products as consumer innovativeness whereby consumers are either cognitive or sensory innovators. Novelty/Fashion orientation can be associated with sensory innovativeness as consumers seek stimulating their senses over their mental faculties. In essence, these consumers are concerned about new experiences or aesthetic value of products than utilitarian features.

H_{4f}: Novelty/Fashion conscious consumers are sensory innovators.

The subsequent section discusses determinants of novelty/fashion orientation

4.11.2 Antecedents of Novelty/Fashion consumer decision-making style

Three perspectives are main determinants of fashion orientations, which are psychological, economic and sociological. Psychological motives include the need for conformity, variety-seeking, individual creativity (i.e. need for uniqueness) and sexual attraction (Solomon 2013:506).

Dichotomising the eight CDMS into two sets (i.e. utilitarian and hedonic orientations) provides a better perspective of novelty/fashion consciousness decision-making style. According to Lysonski and Durvasula (2013:77), this orientation is a hedonic one whereby consumers are motivated by individual fulfilment, need to express themselves and are aware of available brand options. In this instance, consumers procure items to induce pleasure mostly related with their emotions. As previously discussed under different CDMS, psychological variables are antecedents of consumer profiles; therefore, consideration of such is significant in comprehension of novelty/fashion decision-making style. Time pressure in decision-making, shopping opinion leadership, self-confidence when shopping, consumer susceptibility to others influence and materialism are explored in relation to novelty/fashion consciousness decision-making style.

Perceived time pressure is understood to be an extent to which a consumer finds time as a limitation when making shopping decisions and is depicted in hurried shopping behaviour and use of cognitive shortcuts (Samson and Voyer 2014:29). However, consumers with a novelty/fashion consciousness due to their continuous pursuit for new things, their hedonic tendencies and willingness to expend time; perceived time pressure is expected to be low.

H_{4f1}: Novelty/fashion consciousness perceives little to no time pressure in shopping activities.

Shopping opinion leadership describes the extent a consumer can be of influence to others' perspective of shopping for products/services. These opinion leaders are abundantly equipped with marketplace information pertaining variety of merchandise and outlets, value for money deals and other shopping decision-making skills due to their large involvement in shopping, interest in shopping and experience in this field (Ragupathi and Fogel 2015:20). Consumers identified as novelty/fashion conscious are more likely to be opinion leaders. Naturally, their level of involvement in purchase decisions is high and is demonstrated by their interest and pleasure in shopping activities, persistent search for information, increased participation in shopping and high attentiveness to marketing campaigns. Moreover, Lysonski and Durvasula (2013:79) reported that novelty/fashion (i.e. shopping opinion leaders) enjoy sharing their market knowledge and experience with other consumers.

H_{4f2}: Novelty/fashion conscious consumers are shopping opinion leaders within societies.

H_{4f3}: Consumers with a novelty/fashion orientation are highly involved in shopping activities.

As previously mentioned, shopping self-confidence implies consumers who are secure and feel at ease with shopping activities (Yang, Kim and Kim 2017:83). As a reflection of self-confidence, South Africa's Generation Y consumers with a novelty orientation should demonstrate high levels of market knowledge, experience and mastery in shopping decision-making. Self-confidence based on market knowledge and experience therefore provides novelty/fashion conscious consumers some ease and security in shopping.

H_{4f4}: Generation Y consumers with a novelty/fashion orientation are self-confident in a shopping environment.

On the other hand, high levels of self-confidence in shopping might be characteristic of a more discriminating manner of shopping decision-making (Lysonski and Durvasula 2013:79). This could be descriptive of consumer decision-making styles such as the habitual and brand conscious shoppers. Overall, research efforts advocate the role of self-confidence in promoting hedonic behaviour (Al-Zubi 2015:98). For this reason, a novelty/fashion orientation being largely characterised by hedonic tendencies of shopping over utilitarian ones, it can be expected that self-confidence promotes such a behaviour.

H_{4f5}: Self-confidence motivates hedonic behaviour in novelty/fashion conscious consumers.

It is understood that susceptibility revolves around adjusting consumer self-images to match those of significant others and their expectations through purchasing of products or the tendency to learn through observation of others' purchases (Sadachar, Khare and Manchiraju 2016:3). In essence, this trait compels consumers to look up to shopping opinion leaders for shopping advice. As hypothesised in the preceding section, novelty/fashion consciousness derives shopping opinion leadership and as such, susceptibility as a consumer trait becomes incompatible with this decision-making style. Essentially, novelty/fashion orientation identifies trailblazers in a shopping environment such that opinions of others for direction and acquire some sense of identity are of less significance to this cohort in determining behaviour.

H_{4f6}: Generation Y novelty/fashion conscious consumers are less susceptible to interpersonal influence in shopping decision-making.

Ahluwalia and Sanan (2015:88) identify materialism as finding value or identity in possessing tangibles. Possessions often provide some kind of gratification for these consumers as they seek to reach idealistic selves or enhance self-images. A novelty/fashion orientation among consumers prompts variety seeking in merchandise and outlets as they accomplish novelty motives in purchase activities. This orientation resembles a perfectionist consumer however with an exception of being passive or accepting characteristics or disparities from set standards. These consumers are somewhat materialistic in their purchases as they opt for best-selling brands with trending styles from high-end outlets (Mandhlazi, Dhurup and Mafini 2013:160).

A novelty/fashion orientation in consumers signifies a desire to be in fashion, adopt latest trends and pursue spontaneity, which relates to materialism. Therefore, the following is proposed:

H_{4f7}: Novelty/fashion conscious Generation Y consumers exhibit materialistic tendencies in their shopping activities.

Besides the aforementioned psychological variables, economic drives can also predict novelty/fashion orientation in shoppers. Economic drives describe the model of supply and demand whereby small supply of certain merchandise represents high value and abundant supply depict less desirability of products (Solomon 2013:507). For instance, a consumer may pursue highly priced merchandise to satisfy a fashion conscience.

Alternatively, sociological drives can also urge consumers to be in fashion or seek novelty in their purchases. Sociological drives explain a conflict of two influences. One describes the lower level consumers trying to move up the social class ladder by attempting to adopt social status symbols exhibited by members above them in a society. The other force indicates members of the upper level of social class observing lower classes/levels and ensuring they remain unique (McCracken 1989 cited by Escalas 2012:15).

Other determinants of a fashion orientation in consumers include fashion itself, symbolic consumption and demographics of a consumer. Fashion is a generally accepted style within a majority group. Moreover, it can only remain significant due to public acceptance. Changes in fashion itself prompts pursuit for fashion which exemplifies a fashion conscience as new styles appeal much to the consumer's senses (Rahman et al 2014:50).

Symbolic consumption over functional aspects of a product prompts a novelty/fashion orientation. Consumers purchase certain products to express their unique personalities, status, affiliation or satisfy their internal needs. For instance, clothing is a symbolic channel to portray an individual's social status or self-image (De Charnatony and McDonald 2011:3). Lastly, demographic profiles of consumers can delineate the novelty/fashion consciousness clearly amongst other consumer decision-making profiles.

Gender has been identified as a predictor of levels of novelty among shoppers, with female shoppers viewed as more novelty/fashion conscious than male consumers do (Yasin 2009:301; Anic, Rajh and Rajh 2014:434). There is a negative correlation between age and degree of novelty among consumers. Young consumers are believed to be more exploring in their shopping activities whereas older, senior citizens are less spontaneous or novelty conscious that they opt for routines in shopping, buy established brands and resist new product innovations (Cole et al 2008:355; Anic, Rajh and Rajh 2014:444).

Higher educational levels pose a positive influence on hedonic tendencies (Kumar and Sarangi 2008). However, level of perceived time pressure is most likely higher for this cohort as they endure long working hours and as a result, often find shopping less enjoyable.

On the other hand, higher income levels are descriptive of innovators (i.e. individuals with a novelty consciousness). Income levels influence consumer innovativeness in a positive manner. To conclude, consumer innovativeness demands involvement as a prerequisite (Jordan and Simpson 2006 cited by Anic, Rajh and Rajh 2014:435). For consumers to explore various product alternatives, their level of involvement with products should be high. Based on the current discussion the following propositions are deduced:

H_{4f8}: Female consumers are more likely to be novelty/fashion conscious than their male counterparts.

H_{4f9}: There is a negative correlation between age and novelty/fashion consciousness.

H_{4f10}: Level of education is of less significance in determining hedonic tendencies in consumers.

H_{4f11}: A positive correlation exists between income level and a novelty/fashion consciousness.

H_{4f12}: Level of product-involvement largely determines a novelty/fashion orientation in consumers.

The following section review price conscious consumers and aspects that direct their shopping behaviour.

4.12 Price/Value for money consciousness

Price/value consciousness explains a price concerned customer, in whom value for money it of utmost importance. This group of consumers is mostly aware of sale prices and tend to be receptive to lower prices in general (Solomon 2013:295). Most importantly, value for their money motivates them and as such, they become comparison shoppers.

4.12.1 Significance of pricing

Price entails what is sacrificed in exchange for something. In its most basic use, price implies two aspects which are cost to the consumer whereby lower prices are more desirable and product quality whereby higher prices signal better quality (Lamb, Hair and McDaniel 2011:570). Similarly, Lamb, Hair and McDaniel (2011:292) emphasise that price can signal two dimensions of value which are product value and value for money. Moreover, Dudu and Agwu (2014:92) suggest that to evaluate product value, value-based pricing can utilised whereby value of product is not its price alone rather relative prices of alternatives. In such instances, the higher price of a product indicates more product value (i.e. *ceteris paribus*) in comparison to other product options.

Consumer shopping activities depend on their value set goals. Values in this context point out a belief of preferable conditions of consumers over opposing ones (Solomon 2013:118). To achieve these values, consumers acquire certain products however, to achieve the concept of value for money; least possible amounts must be expended (Cohen, Prayag and Moital 2014:881). Therefore, product prices that denote value for money are pursued to achieve not only product quality but also best use of money. In essence, price/value for money conscious consumers seek to achieve both the aforementioned dimensions of shopping efficiency (i.e. product quality and value for money). In so doing, this decision-making style indicates that consumers exert themselves into some level of cognitive exercise before purchase that include information search and comparison-shopping.

In contrast, prices also portray nature of brand and store image. In the context of private versus national brands, pricing signal level of product quality. Generally, consumers expect cheaper prices on private brands than national. However, large price disparities between private and national brands might signal inferior product quality (Alic, Cinjarevic and Agic 2015:17). Overall, price indicates a number of perspectives depending on nature or extend of decision-making. Higher prices do not necessarily signal high quality in the instance of routine decision-making where consumers are acquainted with products, product options and product features. Noticeably, prices are of significance where consumers are not familiar with the decision-making procedure and without sufficient information typical of limited and extensive decision-making. In effect, price/value for money consciousness could be prevalent in particular extends of decision-making (i.e. limited and extensive decision-making). The following section discusses variables responsible for establishing price/value for money conscience in consumers.

4.12.2 Antecedents of price/value for money consciousness decision-making style

Despite limited research efforts on psychological determinants of consumer decision-making styles; these prove essential in understanding decision-making profiles, forces behind them and effectively position decision-making profiles from a marketing perspective.

Perceived time pressure measures the degree to which consumers feel time inhibits their shopping activities (Wegier and Spaniol 2015:1). The extent of impact of this psychological variable is dependent on the nature of the decision-making style in consideration i.e. whether it is utilitarian or hedonic (Lysonski and Durvasula 2013:78). Price consciousness is naturally a utilitarian motivated consumer decision-making style such that all shopping activities are task orientated (Park, Yu and Zhou 2010:45). Task oriented approaches to shopping focus on the result of shopping over the whole experience thereof, which could signal time pressure among this cohort during shopping. Furthermore, like brand consciousness or habitual shopping, price consciousness could be a way of simplifying complex shopping decision-making and as such time pressure could be a force motivating this shopping criterion. Therefore:

H_{4g}: Price conscious Generation Y South African consumers are time restrained in shopping.

Consumers' ability to influence their peers in shopping behaviour has been termed shopping opinion leadership. This characteristic has been associated with rich knowledge of marketplace trends, product assortment, best deals and prices and other shopping attributes on the part of the opinion leader (Winter and Neubaum 2016:3). Moreover, such rich marketplace knowledge is due to high levels of involvement in shopping activities. However, price conscious consumers are task oriented which is more likely to limit their level of involvement in shopping activities. Furthermore, their level of knowledge or expertise in shopping endeavours is largely limited to price-value relationships of merchandise making them short of being shopping opinion leaders. Therefore,

H_{4g1}: Price conscious Gen Y South African consumers lack shopping opinion leadership.

Consumer self-confidence is an important psychological construct for marketers as it identifies a cohort secure of their preferences and clearly aware of their needs, which eases market segmentation. Moreover, self-confidence relates with a consumer's ability to handle complex decision-making (Bearden et al 2001 cited by Lysonski and Durvasula 2013:79). Research efforts have reported the relationships among self-confidence, shopping expertise, experience, product involvement and product knowledge (Lysonski and Durvasula 2013:79). Other research efforts aligned self-confidence with hedonism. The premise is that, high self-confidence promotes a hedonic orientation towards shopping (Al-Zubi 2015:98). Therefore, decision-making styles related to hedonic behaviour are more likely to be influenced by self-confidence than others are. However, more self-confidence might signal a consumer with a more discriminating decision-making style (i.e. brand consciousness, habitual shopping and price consciousness) characteristic of price/value consciousness. Therefore:

H_{4g2}: Price/value conscious South African Generation Y consumers are highly self-confident.

Consumers tend to keep an open mind and conform to the ideas of their significant others. This tendency to conform to others' shopping ideas or acquisition of certain products/services for approval indicate a consumer's susceptibility to interpersonal influence (Akyuz 2013:160). In contrast to shopping opinion leadership, consumers' susceptibility tends to be receptive to shopping advice. With price conscious consumers hypothesised as lacking of being shopping opinion leaders in this study, they are neither susceptible to others' influence in shopping due to their more discriminating stance when shopping. Largely price-value relationships interest them in shopping, anything outside that is of no significance to them. Therefore:

H_{4g3}: Price conscious South African consumers are less susceptible to interpersonal influence in shopping decision-making.

Major concern over price-value relationships on merchandise designates price conscious consumers as conservatives. Contrariwise, materialism values purchasing and possession of tangibles as a form of identity. Possessions in such an instance generates pleasure and enhances one's image (Moschis 2017:2). Price conscious consumers approach shopping activities with caution, seeking value in most purchases such that materialistic tendencies are marginal for this cohort.

H_{4g4}: Price conscious South African consumers exhibit less behaviours of materialism in their shopping behaviours.

Consumer innovativeness provides another dimension to understand price/value consciousness as a decision-making style. Innovativeness identifies consumers' willingness to try new things or embrace change i.e. early adopters of new trends. From a multi-dimensional view, price consciousness resembles cognitive innovativeness whereby this group of consumers enjoy puzzling over problems, solving them or exert their mental capabilities in new experiences (Hong, Lin and Hsieh 2017:265). Price conscious consumers pursue utilitarian aspects of shopping and likewise cognitive innovators are more receptive to utilitarian motivated advertisements. Being comparison shoppers, seeking value in purchases, price conscious consumers are more likely to explore mass media in search of detailed information on prices and product features or benefits. Similarly, according to Park, Yu and Zhou (2010:439) cognitive innovators are seekers of factual messages in advertisements that is logically and objectively descriptive of tangible products than emotional, subjective expressions of intangible product features. Therefore:

H_{4g5}: Price/value conscious Gen Y South African consumers are cognitive innovators.

Price consciousness classifies consumers aware of lower prices, need to get the best value out of money spent and diligently seek sale prices (Anic, Rajh and Rajh 2014:435). Demographic variables pose some influence on consumer decision-making styles worth discussing. Despite male consumers now involved in comparison-shopping; females are largely seeking lower prices and value for money deals (Kraljevic and Filipovic 2017:5):

H_{4g6}: Price/value consciousness is largely prevalent in female shoppers than males.

Literature proposes different extremes of being economic between young and older consumers, with young individuals believed to spend more than preceding generations (Zeithaml 1985 cited by Anic, Rajh and Rajh 2014:435). Younger consumers are expected to be less price conscious than older shoppers are partly due to varying levels of responsibility among these cohorts. Furthermore, senior citizens might be compelled to be price conscious due to limited disposable income in their retirement packages:

H_{4g7}: Age positively correlates with price/value consciousness of consumers.

Research posits that level of association between education and importance placed on price among consumers is less significant (Ozimek and Zakowska-Biemans 2011:138). However, this could be expressive of higher earning potential associated with higher education levels such that disposable income of these consumers permits consumption of highly priced goods.

H_{4g8}: Price/value consciousness is of less significance with higher educational levels.

Lastly, there is less need to conserve money for higher income earners such that they are less likely to become economical shoppers than low earning consumers are:

H_{4g9}: Price/value consciousness negatively correlates with levels of income among consumers.

4.13 Conclusion

Individual characteristics influence CDMS of consumers. Consumers approach the marketplace with specific decision-making traits that direct their behaviour. Seven dimensions of CDMS were discussed from the proposed eight by the CSI to understand, make comparisons with and identify differences in consumer characteristics.

Three approaches (i.e. psychographic, consumer typology and consumer characteristics) were discussed to understand theoretical underpinnings of CDMS. Despite conflicting propositions of these approaches, the dominant finding was that all consumers engage in buying situations with distinctive decision-making traits that cover rational shopping, brand quality, price sensitivity, and hedonism. Furthermore, the prescribed approach for this study is the consumer characteristics perspective as it gives room for both cognitive and affective orientations in buying behaviour and is the mostly adopted and empirically proven approach in literature.

Despite being distinctive behaviour traits, brand consciousness and confused by over-choice were identified as being directed by one overriding factor namely the brand. As a result, the role of brands was explored across concepts such as brand functions, equity and brand loyalty to gain insight. Brand consciousness was described as being interested in expensive, well-known brands and often associates price with quality whereas confused by over-choice consumers fail to distinguish brands as they identify them as similar and often seek the opinion of others prior to decision-making.

Brand consciousness CDMS reflected across psychological dimensions revealed the following. Brand conscious consumers are shopping opinion leaders based on their vast exposure in buying activities, increased interest in them and a taste for material possessions. Accordingly, they exhibit high levels of self-confidence when shopping. Moreover, this behaviour trait tends to conform to others' influence (i.e. susceptibility to interpersonal influence). Overall, a combination of self-confidence, leadership in shopping opinions, materialistic tendencies and susceptibility to interpersonal influence; prompt brand conscious consumers to be hedonistic shoppers.

A review of brand functions (i.e. identification, association, guarantee and personal statement) indicated that these dimensions induce a discriminating habit in brand conscious consumers when faced with a plethora of competing products. Moreover, association (i.e. brand function) necessitates the development of brand consciousness in consumers. Consumers utilise brand images to relate to their emotions, expectations or idealistic self-images.

Theoretical insight on consumer loyalty illustrated varying levels of such loyalty, which facilitated development of hypothesis and understanding of how confused by over-choice CDMS manifests. Latent (mediocre) loyalty discussed insinuates brand consciousness as latently expressed in all other CDMS however behaviour of a consumer cannot be confirmed due to financial restrictions or limited accessibility. On the other hand, spurious loyalty is expressive of a confused by over-choice CDMS whereby a consumer's behaviour indicates loyalty however there is no emotional attachment with a brand.

Different kinds of consumer confusion (similarity, overload and ambiguity) reviewed identified shopping hazards associated with such confusion as choice deferrals or indecisiveness, irrational purchasing, lack of trust with brands and negative word of mouth. A reflection of psychological variables that impact on confused by over-choice trait reviewed that the South African Gen Y consumer within this cohort endures time pressure during shopping activities, lacks opinion leadership in buying and self-confidence, is prone to interpersonal influence and exhibit no signs of materialism when shopping.

Time consciousness revealed two shopping orientations, which are impulsive and recreational consciousness. The former describes irrational and emotional shopping whilst the latter seeks to derive enjoyment in shopping activities. A review of antecedents affecting impulsive purchasing revealed that time pressure and materialism positively correlate with impulsive consciousness. Moreover, current mood of consumers and negative emotion are expected to derive an impulsive orientation. On the other hand, recreational shopping also encompasses impulsive purchasing. These shoppers are recreational discount seekers that look for bargains or value in their purchases and they

have ample time to expend in comparison-shopping. However, they end up being predominated by hedonic motives of shopping over utilitarian ones.

Quality consciousness identifies consumers seeking high quality and functionality of products such they do not settle for average items. An evaluation of both intrinsic and extrinsic quality of products identifies this cohort as utilitarian shoppers. Quality consciousness (Perfectionism) generates higher levels of shopping satisfaction that ends in repeated purchases in the future. A negative relationship is predicted between high-quality consciousness and local brand biasness as consumer seek to satisfy both their utilitarian and symbolic needs. Perfectionism is expected to be prevalent in female shoppers who are much more willing to expend large amounts of time and effort in making shrewd buying decisions. High quality consciousness is expected to have positive correlations with age and level of income.

Novelty/fashion consciousness identifies innovative consumers who seek to try new product items and enjoy shopping activities. Review of literature emphasised that fashion exists as consumers' innovative efforts in problem solving and is characteristic of a novelty orientation. Accordingly, this study predicts that novelty/fashion conscious consumers are sensory innovators. Novelty/fashion conscious consumers should exhibit little to no signs of time pressure when shopping. They should be opinion leaders as they are much involved in shopping activities, which increases their market knowledge and expertise. Moreover, propositions of this study point out that this South African Generation Y cohort should be self-confident when shopping. On the other hand, susceptibility to interpersonal influence should be uncharacteristic of novelty consciousness amongst South African Gen Y consumers. Materialistic tendencies should be part of novelty/fashion consciousness. A review of demographical aspects in relation with novelty proposed negative correlations of novelty consciousness with masculinity, age and level of education.

Price/value consciousness explained a consumer orientation that focuses on product prices and seeks to draw value from purchases. A reflection of price consciousness along with psychological aspects posited that price conscious South African Gen Y consumers are time restraint during shopping and are not shopping opinion leaders in the marketplace. Moreover, this consumer orientation is expected to exhibit self-confidence in shopping such that it is less susceptible to interpersonal influence. A significant focus on price/value relationships in shopping is expected to induce marginal tendencies of materialism amongst this cohort and become cognitive innovators. A review of demographical variables proposed positive correlations amongst price consciousness, feminism and age. Alternatively, negative correlations are proposed amongst price consciousness, level of education and income.

CHAPTER FIVE: LITERATURE REVIEW

DEVELOPING AN EXPLORATORY FRAMEWORK FOR CONSUMER DECISION-MAKING STYLES (CDMS) OF SOUTH AFRICAN GENERATION Y CONSUMERS

5.1 Introduction

Chapter 5, the last chapter of literature review seeks to develop this study's exploratory framework based on the research questions, problem statement, hypothesis and literature reviewed. Four aspects of consumer behaviour are reviewed to facilitate development of the conceptual framework which are shopping enjoyment, consumer innovativeness, psychological aspects of CDMS and smart shopping. To satisfy the fifth objective of this study, implications of hedonic shopping will be explored.

5.2 Shopping Enjoyment

Despite the case of non-store shopping online or through catalogues; shopping remains a pleasurable activity to a group of consumers i.e. those identified as highly recreational or seeking novelty. Modern research identifies sources or reasons for shopping enjoyment as socialising, bargaining, entertainment, gratification, shopping for others, browsing, exercise and sensory stimulation (Kotze et al 2012:416). Reviewing these sources of shopping enjoyment indicates reasons behind hedonic CDMS and enable possible development of new hedonic driven CDMS or readjustment of the existing ones that might have been overlooked.

Shopping enjoyment entails the inward excitement/pleasure derived from shopping activities. Shopping to socialise characterises the enjoyment of shopping when with friends/peers and mingling with other consumers. For social contact, shoppers mingle at larger malls that facilitate such kind of interaction (Cox et al 2005 cited by Davis and Hodges 2012:230; Mohan, Sivakumaran and Sharma 2013:1711).

However, other perspectives of research indicate a negligible amount of female consumers that prioritise shopping as a means for socialising. Older male consumers are understood to easily get bored with shopping and prefer making quick purchases and leave. Contrastingly, women cherish the social and recreational aspect of shopping thereby reinforcing the gender role theory (Hu and Jasper 2004 cited by Jogee and Callaghan 2014:42). In essence, social shoppers visit outlets for needs unrelated with purchasing of required products only but achieve social contact as well.

Described as a universal source of shopping enjoyment, shopping for bargains involves looking for sale prices, discounts or reasonable deals. Consequently, comparison shopping is pursued and attaining such low prices provides a sense of accomplishment ultimately enjoyment (Kotze et al 2012:419).

Shopping for gratification revolves around need to alleviate stress or an unpleasant mood therefore, shopping is to distract one's mind from a problem or simply getting a treat (Kusuma, Idrus and Djazuli 2013:242). The resultant shopping enjoyment is induced by sales personnel (interpersonal) through pampering or creative suggestions to the shopper or by procuring a product of value (non-interpersonal) (Schiffman, Kanuk and Wisenblit 2010:386).

Shopping for entertainment highlights the importance of shopping centres as they offer variety and quality on a single site. Mall entertainment can be either special event entertainment which is a once off like fashion shows or use of Santa Claus during Christmas or specialty entertainment which is enduring and part of a shopping centre like cinema and gaming amenities (Kotze et al 2012:420).

Shopping for others is another source of shopping enjoyment that is product oriented and finding the required or perfect gift results in feelings of pleasure or excitement. On the other hand, browsing is a hedonic motivation that triggers shopping enjoyment. The major causes of enjoyment for this kind of shopping are the browsing process itself which is typical of recreational shoppers and finding the desired product (Rousseau and Venter 2014:4).

Shopping to exercise induces enjoyment also and it is relevant in modern large shopping malls. In such an instance, the primary focus of shopping is to exercise, which correlates with the socialising aspect of shopping. Lastly, shopping can be for sensory stimulation, the sounds, smells, visuals or lighting can induce pleasure in shopping activities. This store atmosphere induces consumers to browse for extended periods and spend a little more (Pentz and Gerber 2013:2).

The aforementioned sources of shopping enjoyment mainly indicate hedonic motives in consumers, therefore, based on Chapter 4's review of hedonic shopping literature; only recreational, novelty/fashion, habitual, brand consciousness and impulsiveness CDMS are influenced by these sources of shopping enjoyment. The socialising aspect of shopping is overlooked in these five CDMS under the CSI. Inclusion of such an element of shopping in this study's exploratory framework facilitates a better comprehension of South African Gen Y consumers who have been identified as active social agents in Chapter 3, despite their intensive use of technological devices in socialising.

The majority of other sources of shopping enjoyment reinforce the significance of including recreational and novelty/fashion shopping orientations in this study's exploratory framework as shopping is not merely based on utilitarian motives. The following section explores the concept of consumer innovativeness and emphasises its significance in developing this study's exploratory framework.

5.3 Consumer innovativeness

Consumer innovativeness is a personality trait that reflects one's willingness to embrace change. However, contemporary research confirmed no consensus on the definition of innovativeness (Mishra 2015:36). It is comprehended as the extent to which each consumer is willing to adopt trending items. Similarly, it is viewed as the likelihood to embrace change and acquire new, innovative products on the market (Batool et al 2015:21). These dimensions of understanding only indicate a consumer's flexibility to embrace change and overlooked differentiating aspects of innovativeness. Moreover, in spite of efforts to differentiate innovativeness into cognitive and sensory; empirical research on these shopping orientations is limited. Exploring these antecedents (i.e. cognitive and sensory innovativeness) and the consequences of the CSI styles is lacking (Park, Yu and Zhou 2010:437). Exploring the relationships between CSI and consumer innovativeness provides significant information that aids understanding of what motivates shoppers to consume and how to segment them.

According to Mishra (2015:38) innovativeness is differentiated into cognitive and sensory dimensions yet empirical efforts on these two degrees is quite limited. Understanding of these two groups facilitates effective marketing strategies towards innovative consumers. The cognitive dimension of consumer innovativeness represents a cluster of consumers motivated to stimulate their minds through searching for new experiences and decision-making. They cherish thinking, puzzling over situations, solving problems and other mental exercises such that they consistently seek new experiences that stimulate these mental activities. From a marketing perspective, this cohort is highly responsive to mass media channels and scrutinise each message delivered through package information, newspaper and magazines. They also are involved in browsing when shopping (Zarandi and Lotfizadeh 2017:65).

Sensory innovativeness on the other hand, seeks to stimulate internal senses over the mind which is achieved through new experiences, fantasies, day dreaming and adventure (Khan and Khan 2014:12). In contrast to cognitive innovators who base their conclusions on trial ability, novelty and degree of economic risk of products; sensory innovativeness focuses on product differences. Furthermore, unlike sensory innovators, cognitive stimulation is responsive to factual messages that comprise of logical, objective and provable information of product features than evaluative advertisements that portray messages of emotion and are subjective expressions of intangible product attributes (Saeed et al 2014:343). Jaiyeoba and Openda (2013:111) suggest that sensory innovators tend to develop memories of rules and heuristics to guide future consumption thereby refraining from using time-consuming and logical processes. As a result, they are likely to repeat purchases if past behaviour was successful.

It can be deduced that different dimensions of innovativeness pose differences in demographics, ethnicity, information search habits and perception. In addition, these two dimensions denote different kinds of CDMS (Park, Yu and Zhou 2010:440; Zarandi and Loftizadeh 2016:91). Perfectionism, price-value, apathetic (dissatisfied) consciousness and confused by over-choice consumers are all cognitive innovators that rely on thinking or their cognitive capacity to make decisions. They are precise, look for top quality products as well as search for best value for money products. They avoid affective decisions and indicate hesitation in shopping when they do not have confidence in their choices. However, such persistent search for information leads to overload of information which in turn results in confusion (Jaiyeoba and Openda 2013:111).

Sensory innovativeness is attributed to an easy-going or light-hearted attitude towards life. It is identified with adventure and need to evoke pleasure. This orientation tends to have a lower need for cognition such that there is no organisation, elaboration or evaluation of various information encountered. As a result, sensory innovators prefer visual and verbal stimuli when processing information and are impulsive (Zuckerman 1979 cited by Jaiyeoba and Openda 2013:111). Recreational, novelty/fashion, brand consciousness, impulsiveness, brand and store loyal (habitual consciousness) consumers are all driven by sensory innovativeness.

Based on the above discussion, it can be comprehended that innovative consumers are important for marketers as they provide immediate revenue for newly launched products. Successful launching and performance of new products in markets depends on a good understanding of CDMS of innovative consumers and how they are motivated to consume. Chapter 3 of this study indicated South African Gen Y consumers as digital savvy and more informed than their predecessors characterising them as innovative which necessitates the need to investigate their level of innovativeness in determining their purchase behaviour (shopping orientation). Consumer innovativeness enlightens the motives of all the eight distinctive CDMS of CSI by Sproles and Kendall. In essence, the two different perspectives of innovativeness determine each consumer's shopping orientation. Therefore the theory of consumer innovativeness for this study's purposes integrates with the CSI to develop this study's conceptual framework.

However, simply observing a consumer willingness to embrace innovation (i.e. consumer innovativeness) as a primary determinant of various consumer shopping orientations (i.e. CSI) and integrating the two proves to be inadequate in explaining what necessarily motivates consumers to buy and how their enduring consumer behaviours are generated.

It is essential to observe the psychological standpoint/variables of every consumer as it/they determine(s) a consumer's motivation to buy and express a particular shopping behaviour. These psychological variables were reviewed in Chapter 4 of this study with significant relationships predicted across all CDMS. According to Durvasula and Lynsonski (2013:82) the psychological variables identified were time pressure, shopping opinion leadership, self-confidence, susceptibility to interpersonal influence and materialism.

A comprehensive integration of the aforementioned five psychological variables of consumer behaviour, two dimensions of consumer innovativeness and the updated CSI provides a solid proposition of what motivates South African Gen Y consumers to buy and what shopping behaviours do they uphold. Moreover, this comprehensive integration represents all the constituents of this study's exploratory framework as illustrated in Figure 4.1. The next section discusses smart shopping traits in consumers and illustrates the significance of the concept towards developing an exploratory framework for this study.

5.4 The smart shopping concept

Nalewajek (2014:108) points out that since the inception of the global economic recession in 2008, the idea of smart shopping became popular among consumers. Consumer education which focused on effective ways of spending in modern, ever-changing markets with multi-channels to purchase from; facilitated a quicker understanding and adoption of the smart shopping concept among consumers.

In its most basic form, smart shopping refers to a consumer's ability to locate and acquire quality product items at bargain prices. However, this definition represents one facet of smart shopping that focuses on a consumer's ability to find ways of getting cheap prices through bargaining, switching behaviour or even waiting for sale prices or discounts (Nalewajek 2014:109).

A contrasting perspective of smart shopping focuses on a consumer's ability to adhere to rational behaviour achieved through comparison shopping, evaluation of product features rather than promotions and brand image and only buying when need arises. In essence, smart shoppers prefer to buy high quality products at cheap prices and reduce any form of functional or financial risk by paying less for a product (Vorapanova 2015:232).

The third viewpoint of smart shopping focuses on consumers internet usage in facilitating easier and effective product information search, comparison shopping and purchasing (Nalewajek 2014:109). Based on the aforementioned assertions; smart shopping comprise of three broad perspectives which are achieving bargain prices, rational shopping and internet usage to ease comparison shopping. Mano and Elliot (1997 cited by Nalewajek 2014:109) indicate that smart shopping is a tendency of utilising reasonable time and effort in searching and making use of promotional information to achieve price savings. Moreover, it encompasses of three aspects which are: market knowledge, persistent behaviours of seeking promotional information and utilising promotional prices.

A more comprehensive view of the concept emphasises that smart shopping are efforts to minimise usage of time, money and energy to generate either hedonic or utilitarian results of the shopping activity. Smart shopping therefore complements the idea of enhancing shopping productivity. From such a perspective, smart shopping serves to reduce shopping inputs (i.e. decreasing usage of time, money or energy), or enhancing shopping outputs for the shopper (i.e. generate hedonic or utilitarian benefits of shopping); or both thus maximising shopping productivity (Atkins and Kim 2012:361).

In comparison to the renowned CSI (i.e. this study's theoretical framework), smart shopping represents a distinct shopping orientation. However, Anic, Rahj and Rahj (2015:65) emphasise that actual behaviour of consumers does not resemble a single and fixed shopping orientation rather a combination of two or more decision-making styles that represent a consumer profile with at least one decision-making style more intense or prominent than the rest. Consequently, from the perspective of developing this study's exploratory framework; smart shopping is not a distinct shopping orientation rather is included in some more prominent aspects of the CSI.

An empirical exploration of smart shopping reports much resemblance of this concept with a perfectionistic shopping orientation whereby product evaluation is considered paramount. Price/value consciousness is also confirmed as a facet of smart shopping. As a result of perfectionism and value consciousness in smart shopping; impulsiveness is confirmed as significantly less descriptive or comparable to smart shoppers. Lastly, confusion by over-choice is confirmed part of smart shopping as this cohort immerses itself in a rigorous evaluation of massive market information that result in confusion (Nalewajek 2014:114).

Based on Atkin and Kim's (2012:361) understanding of smart shopping and discussion thereof; smart shopping aspects to a great extent, prove essential for this study's exploratory framework. The time/effort saving dimension of smart shopping is overlooked by the CSI (i.e. this study's theoretical framework) therefore; the conceptual model should encompass a new decision-making style i.e. the time/effort conserving consciousness. One of this study's objectives is to discover major hazards of hedonic shopping in modern consumers which are discussed in the following segment.

5.5 Implications of Hedonic shopping orientations

Modern markets foster a multitude of product varieties that aid in consumer confusion. Consequently, consumers utilise their limited resources to satisfy their needs amid such confusion (Saleh 2012:106). Therefore, an increased level involvement that improves rational buying is required to minimise/avoid any form of post purchase regret (cognitive dissonance) (Bui, Krishen and Bates 2011:1068).

Despite consumers' efforts to achieve rational purchases, an element of doubt within them often negate such efforts if purchases are perceived as incorrect. Product/brand comparisons by consumers eventually lead to psychological pain called cognitive dissonance (post purchase regret) (Simpson, Sigosaw and Cadogan 2008 cited by Saleh 2012:106). Post purchase regret is a negative force for marketers of brands as it results in low satisfaction, no repurchase intention, brand switching and negative word of mouth (Bui, Krishen and Bates 2011:1068 and Garcia and Perez 2011:1397).

According to Bui, Krishen and Bates (2011:1070) comprehension of the antecedents of consumer regret ensures effective marketing of products which all centre on the manner of shopping discussed below. Marketers can then try to alleviate this psychological turmoil for consumers. One way of achieving this is by strengthening the competitive position of brands as much cognitive dissonance stems from better competitive brands.

Characteristics of purchases not planned are comprehended across three concepts which are unplanned, impulsive and compulsive buying. Chapter 4 of literature review distinguished unplanned purchases from impulsive ones by emphasising that although the latter stems from the former; impulsive purchases are simply an extension of unplanned purchases that requires stimulation occur.

In essence, unplanned purchases occur when the consumer is unaware of the store environment, pressed for time and eventually remembers a need whilst inside the store (Solomon 2013:301). On the other hand, impulsive buying is an enduring and immediate need to buy a consumer fails to resist. Moreover, compulsive buying result from consumers' continuous visits to stores prompted by boredom, distress or anxiety (Saleh 2012:107). According to Solomon (2012:301) the distinction between impulsive and compulsive buying is that the former focuses on a specific product at a time whereas the latter is a recurring habit focused on the buying process not the product.

Despite such distinctions of the three concepts (unplanned, impulsive and compulsive buying); literature remains in contention of these as researchers use these terms interchangeably. Two attributes of such behaviours can be identified which are one, an irresistible drive to consume and the second, the harsh financial and societal repercussions of such behaviours (Eren, Eroglu and Hacıoglu 2012:1371). These characteristics therefore unify the three concepts to be used interchangeably. However, unplanned purchasing should be understood as a paradigm that ranges from impulse to compulsive buying with an umbrella term being unplanned purchases. For this study's purpose, only compulsive buying will be focused on.

The downside of compulsive buying occurs when consumers lose control over purchases. They end up acquiring more than they can afford. Such kind of buying relates with cognitive elements such as no planning and deliberation as well as affective elements of pleasure, excitement, intense desire, lack of control and feelings of regret after purchase (Verplanken and Herabadi 2001 cited by Saleh 2012:108). Huge debt, addictive and eventually feelings of regret characterise compulsive buying yet individuals prone to this behaviour fail to recognise these serious consequences. Need to repair moods, fitting in, materialism, hedonism and lack of self-esteem all contribute to compulsive behaviour (Eren, Eroglu and Hacıoglu 2012:1372).

Research identifies compulsive buying as excessive purchasing beyond one's requirements and financial capacity with awful consequences yet descriptive of modern consumers and generations. Classified as an 'abnormal consumer behaviour' it is the 'new normal consumer behaviour' (Eren, Eroglu and Hacıoglu 2012:1370). One of this study's objective is to explore implications associated with hedonic shopping. A review of consumer innovativeness in this chapter indicated that hedonic shopping embraces a number of shopping orientations that relate to sensory innovativeness (i.e. recreational, novelty/fashion, brand habitual consciousness and impulsiveness). The current review of shopping implications imply that compulsive behaviour is an end result or somewhat related to orientations aligned with sensory innovativeness (i.e. hedonic shopping orientations). Likewise, literature concurs that hedonism in shopping prompt compulsive buying in consumers (Haq and Abassi 2016:108; Eren, Eroglu and Hacıoglu 2012:1374; Kachaou and Amara 2014:367).

H: Hedonic shopping orientations result in compulsive buying.

The following section of literature discusses the guidelines adhered to towards the development of this study's exploratory model. Moreover, it identifies past unique shopping orientations discovered by researchers which all contribute to developing a conceptual model.

5.6 Development of an exploratory framework reflective of South African Gen Y consumers' decision-making styles

Globalisation, intense competition, increased consumer demands, sophisticated CDMS and increasing business expense on promotions illustrate the need to gain more insight on consumer behaviour and adjust retail strategies accordingly. These challenges relate to this study's main objectives of assessing the relevancy of the CSI in a South African market, determine CDMS of Gen Y consumers and develop an updated CSI. Past research identified the following unique CDMS across period time:

Name of researcher	Year	Shopping orientation discovered
McDonald	1993	Emotional shoppers
Mitchell and Bates	1998	Trend setters Shopping avoiders
Walsh, Hennig-Thurau, Mitchell and Wiedmann	2001	Demanding comparison shoppers, Emotionally dominated consumers
Mokhlis	2009	Variety seeking consumers
Baoku, Cuixia and Weimin	2010	Fashion impulsive consumers
Akturan, Tezcan and Vignolles	2011	Indifferent consumers
Firat	2011	Non-conscious shopping consumers
Moosavi, Seyedreza and Saadeghvaziri	2011	Brand loyalty
Anic, Rahj and Bevanda	2012	Impartial, middle ground consumer Traditional, pragmatic consumer
Tanksale, Neelam and Venkatachalam	2013	Shopping avoider-time saver consumers
Seo and Moon	2016	Innovative, brand preferring consumers Realistic consumers Passive consumers
Lamour and Robertie	2016	Moderate shopping prescription consumers

Table 5.1: List of past research on consumer decision-making styles.

All of the above unique observations indicate evolving consumer orientations from a global context. Therefore, there is need to develop an exploratory framework that enables an empirical confirmation of current CDMS of a South African young generation. The following section highlights the guidelines followed towards the development of an exploratory framework and the significance thereof.

5.6.1 Guidelines towards development of an exploratory framework and the significance thereof

This study's development of an exploratory framework adhered to relevant literature reviewed in Chapters 2 up to 5, research problem highlighted in Chapter 1, research questions and hypothesis. Miles and Huberman (1994 cited by Attieh et al 2013:3) describe a conceptual/exploratory framework as a visual or written result that illustrates graphically or narratively pertinent items to be researched (i.e. concepts, variables, major elements) and the proposed relationships among them. An exploratory framework marks the inception of a theoretical or hypothetical idea (Abel and Deitz 2011:2). Likewise, Eggins (2010:54) confirms that at this point the researcher has developed an idea and seeks to gain more insight. Overall, an exploratory framework demands for an exploratory study to gain conclusive insight, identify new ideas and add to existing knowledge (Wennberg, Wiklund and Wright 2011:1137)

According to Jenkins (1979 cited by Lourens 2016:173) there are fundamental guidelines in developing an exploratory framework. Initially, there should be identification and understanding of the purpose of the framework. Secondly, the framework should serve to identify and address the research problem. Thirdly, there should be clarity on the decision-making system which the framework seeks to serve. Lastly, the framework should combine identification, implementation and evaluation criteria. These four guidelines were observed in developing this study's exploratory framework reflecting South African Gen Y CDMS.

5.6.2 Development of an exploratory framework

Literature emphasises that consumers are hardly predisposed to a single, exclusive CDMS rather they portray an array of shopping traits with at least one style dominating the rest. One dimension of consumers (i.e. shopping avoiders, traditional/pragmatic and independent consumers) is the mostly price-conscious and barely identifies the other seven CDMS. On the other hand, the second dimension of consumers value more than price (trend setters, recreational shoppers, brand loyal shoppers, perfectionistic consumers, fashion/novelty conscious, quality conscious-opinion seekers). This perspective highlights the need for cluster validation of all CDMS whereby each cluster represents more than one decision-making style within the CSI. For this reason, Anic, Rahj and Rahj (2015:68) deduced three clusters descriptive of CDMS in a food related market: recreational, novelty-driven and economic consumers. Of the CDMS to be discovered and confirmed in this study as representative of South African Gen Y consumer behaviour, cluster analysis will be employed to determine decision style groups/ consumer profiles and ensure better clarity of consumer behaviour. Figure 4.1 which follows represents this study's conceptual framework.

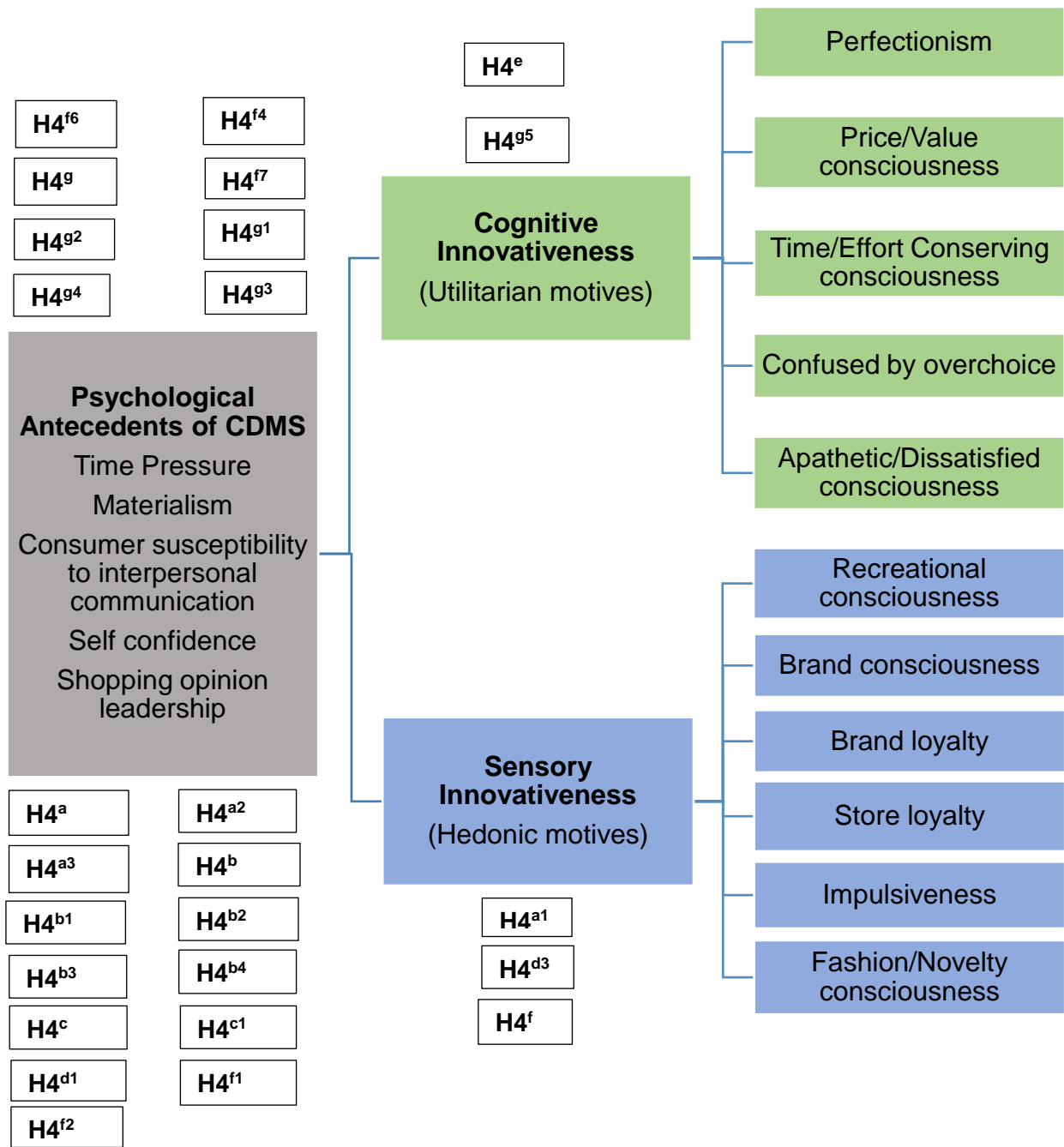


Figure 5.1: Conceptual Framework

A conceptual model of consumer decision making styles for South African Gen Y consumers.

The conceptual framework in Figure 4.1 indicates the antecedents of consumer shopping orientations in a South African context. It provides relevant relationships between these antecedents and consumer behaviour and identifies specific decision-making styles of South African Gen Y consumers. Furthermore, the framework represents a platform for future market segmentation of South African Gen Y consumers. Development of this study's exploratory framework adds to the growing body of marketing knowledge.

The first section of figure 4.1 (on the far left) indicates five psychological variables (time pressure, materialism, susceptibility to interpersonal communication, self-confidence and shopping opinion leadership) that direct consumer behaviour. The premise is that a psychological standpoint of a consumer determines or poses influence on a consumer's nature of innovativeness (i.e. willingness to embrace change) and his/her shopping orientation. Durvasula and Lysonski (2013:75) empirically confirmed the impact of these five psychological variables on shopping behaviour.

However, despite such associations, no single psychological variable is expected to determine a single, distinctive CDMS rather a group of psychological variables determine a particular consumer profile and influences a consumer's nature of innovativeness. In essence, a number of relationships among innovativeness and CDMS are generated by psychological aspects of consumers. Anic, Rajh and Rajh (2015:65) emphasise that consumers are barely predisposed to a particular CDMS but exhibit several consumer decision-making traits.

The second section of Figure 4.1 (the middle section of the model) represents two dimensions of consumer innovativeness (cognitive and sensory) that are utilitarian or hedonic motivated. Each dimension of innovativeness is expected to generate a unique consumer profile with two sets of CDMS identified which are either directed by utilitarian or hedonic motives of shopping. In essence, the nature of consumer innovativeness (cognitive or sensory) determines a particular shopping profile comprising of similar/comparable CDMS (i.e. perfectionism, price/value, time/effort conserving, dissatisfied/apathetic consciousness and confused by over-choice vs recreational, brand, fashion/novelty consciousness, brand loyalty, store loyalty and impulsiveness). Limited research foster an association between consumer innovativeness and shopping orientations (Mishra 2015:52; Park, Yu and Zhou 2010:437).

The last section of Figure 4.1 indicates eleven CDMS founded on innovativeness and a consumer's psychological orientation. These eleven represent a consumer's mental orientation that ultimately determine shopping habits. Four CDMS are added to the original CSI by Sproles and Kendall (1986:267 cited by Azizi 2012:91) which are time/effort conserving, apathetic/dissatisfied consciousness, brand and store loyalty. A review of smart shopping literature led to the development of the time/effort conserving shopping orientation. Moreover, habitual consciousness from the original CSI was split into brand and store loyalty to further clarify what motivates certain shopping orientations to consume. Overall, the conceptual framework (Figure 4.1) integrates three concepts of consumer behaviour which are psychological aspects of consumers, consumer innovativeness and CDMS.

5.7 Conclusion

Chapter 5 resulted in the development of a conceptual model by integrating three concepts of consumer behaviour (i.e. psychological aspects of consumer behaviour, consumer innovativeness and CSI). A review of shopping enjoyment literature indicated a lack of the socialising aspect in the original CSI but reinforced the significance of recreational and fashion/novelty orientations in this study's conceptual model.

Consumer innovativeness literature highlighted division of CDMS into two clusters based on either cognitive (utilitarian) and sensory (hedonic) motives. Exploring the concept of smart shopping illustrated associations with CDMS primarily based on cognitive (utilitarian) motives. Moreover, it highlighted the time/effort shopping dimension overlooked on the original CSI. Lastly, compulsive shopping behaviour has been identified as a major implication of hedonic shopping orientations that leads to financial distress, feelings of regret and no intention to repurchase among consumers.

CHAPTER SIX: RESEARCH METHODOLOGY

6.1 Introduction

The main aim of this study was to assess the applicability of the CSI in a South African context. Previous chapters (1-5) reviewed literature relating to consumer decision-making with special reference given to Gen Y consumers of South Africa in chapter 3. The current chapter describes and evaluates research techniques utilised throughout the process towards achieving the main goal.

This chapter describes the research design adopted by this study, how data was collected and analysed. Techniques utilised in selecting the research sample representative of the population under study were identified. Overall, methods/approaches adhered to in this study were founded on ensuring validity and reliability of research findings as in this chapter.

6.2 Research design

Given the nature of this study's problem and questions; a descriptive design was adopted. This design facilitates detailed description of the current state of affairs of consumers under study. This study seeks to determine the applicability of CSI and the predominant consumer decision-making styles of Gen Y South African consumers.

A descriptive design is not merely founded on fact finding but will also facilitate future development of crucial facets of knowledge and solutions to problems related to this study. Accordingly, a descriptive survey will be adhered to which involves administration of questionnaires to elicit responses from consumers. This aids the collection of information relating to consumer opinions, behaviour and other social issues.

Furthermore, the entire research questions of this study comprise of 'what are' or 'how are' connotations; proving the significance of a descriptive design for the purposes of this study. For instance, what are the consumer decision-making styles amongst South African Generation Y (Gen Y) cohorts and how applicable is the CSI model to a developing economy (i.e. South Africa) in determining consumer decision-making styles questions of this study require a descriptive survey. Likewise, Churchill and Lacobucci (2010:59) confirm that a descriptive survey answers 'what' questions of a research project.

According to Wilson (2014:67) a research design is a masterplan directing data collection and analysis thereof, indicating the flow of research work in a manner that answers research questions. Moreover, it is a platform for coherent and acceptable findings of research work (Zikmund, Babin, Carr and Griffin 2013:110). In essence, a research design links a research problem and questions to findings and determines the validity and reliability thereof. Based on the aforementioned assertions, the researcher adhered to identifying the most suitable design for the study's purposes.

A quantitative research method was adhered to throughout this study. Leedy and Ormrod (2010:94) describe quantitative approaches as focusing on amounts, or quantifying one or more variables of interest with the use of a measuring instrument (i.e. questionnaire, rating scales). In contrast, qualitative approaches do not rely on measurements or statistics rather focuses on phenomena that cannot be expressed or analysed using such parameters (Bajpai 2011:108).

For the purpose of this study, a quantitative approach was deemed necessary to quantify data such that examination of the CSI model's applicability to a South African context is made possible (i.e. main objective of study). Secondly, quantifying data aids in determining the predominant decision-making styles among South African Gen Y's (i.e. objective 2 of study).

Lastly, a cross-sectional survey was encompassed to achieve a concrete comprehension of the population under study when analysing data. According to Hall (2011:173) such a survey involves gathering information about a sample population to make conclusions as it permits examination of a particular variable across distinct groups sharing similar characteristics, opinion and attributes. Cross-sectional survey enabled comparisons to be made on what particular variables/decision-making styles represent an age group, gender, shopping frequency, marital status or education level.

6.3 Population and target population

Armstrong and Kotler (2013:110) confirm that a research population entails a group of subjects, events or topics that are of interest to the research study. Similarly, Zikmund and Babin (2013:312) identify a comprehensive group of individuals relevant to a study as a research population. This study focuses on South African Gen Y consumers within the clothing context.

A population identifies a much larger group comprising of individuals or elements sharing a common variable of interest from which a sample can be chosen (Kombo and Tromp 2011:77). In accordance this study focuses on individuals who fall into the category of Generation Y. Adoption of this group facilitates an effective population sample across three dimensions which are diversity, representativeness and accessibility. Use of generation Y individuals enhances diversity of this study's sample on demographical basis and decision-making behaviour as well. Such a population sample also addresses this study's research problem and questions and ensures easier accessibility for the researcher to elicit responses.

This target population demands a commendable sample size of 300-400 participants (Ijabadeniyi 2014:63). Consequently, this study focused on 400 participants of which 320 successfully completed the questionnaire for analysis. Generational focus of this study assisted in ensuring homogeneity of sample and reduce random error (Chi and Banerjee 2013:72; Moosavi, Seyedjavadin and Saadeghvaziri 2011:237). Moreover, millennials represent the still growing and future market that marketers are eager to satisfy.

6.4 Sampling and Sample size

The researcher understood the importance of a representative sample such that reliable conclusions could be drawn and generalize findings. Accordingly, it was deemed necessary to achieve a larger sample of 300 participants to provide reliable input. Kombo and Tromp (2011:84) advocate the use of large samples for quantitative studies to provide reliable input that can be generalized to populations. Sekran and Bougie (2010:201); Ijabadeniyi (2014:63) highlight reliable sample sizes to be between 30-500 respondents. Furthermore, Struwig and Stead (2010:120) stress that it is vital to standardise sample size with those of similar studies.

Kumar (2011:206) identifies sampling as efforts to select a representative group of respondents from the larger population of interest and using collected information from these subjects to satisfy the research goal. Selection and utilisation of an ideal sampling method was paramount to minimise sampling errors, bias and ensure generalisation of findings. Convenience non-probability sampling determined selection of respondents for this study.

Non-probability techniques by name select respondents without use of probability or statistical processes (Armstrong and Kotler 2013:144). Non-probability sampling can be practised spontaneously to take advantage of participants available. For this reason, convenience sampling was utilised to ease collection of data, observe ethical measures of conducting surveys (i.e. voluntary participation), expedite the process and minimise expenses. Gravetter and Forzano (2011:151) mention the ease with which non-probability measures collect data from samples.

Representativeness was a major concern for the researcher of concepts in their varying forms thereby suggesting the need to use non-statistical measures in sampling. Likewise, Kombo and Tromp (2011:81) promote the use of non-probability sampling as it facilitates theoretical representation of the study population through maximising the range of variation in a study. Overall, utilisation of convenience non-probability sampling complements the intensive use of such a technique in renowned publications focusing on the transferability of the CSI to differing environments and also facilitates comparisons with these past research efforts (Chi and Banerjee 2013:72).

6.5 Measuring Instrument: Design and Format

Structured survey questionnaires were utilised in collecting data from the required participants of interest which satisfied the demands of a purely quantitative study. Use of questionnaires facilitated versatility, quantification of data collected and standardisation of the process easing analysis of data and conclusions to be made. Zikmund and Babin (2013:280) advocate the use of structured questionnaires as they ensure standardisation thereby promoting accuracy and versatility of findings. Moreover, questionnaires proved reliable for this study's large sample as they saved time, expedited the collection process and minimised the propensity of bias as data is presented on paper (Kombo and Tromp 2011:89). Overall, questionnaire items were grounded on hypothetical issues raised in the review of literature.

A cover letter was enclosed together with the questionnaire citing the title and scope of this study for participants to understand the nature of the survey. Moreover, objectives, envisaged contribution of study and instructions were stated for participants' understanding. An informed letter of consent was provided for and signed by each respondent authorizing the researcher to utilise collected data, guaranteeing confidentiality of responses and voluntary participation to prospective respondents. All this reflects on Bradley's (2010:189) comments that all questionnaires should be complemented with cover letters that introduce respondents to the survey.

According to Malhotra (2010:336) questionnaires should be precise and unambiguous for respondents yet based on the research's objectives. Simple and clear questions that aimed at satisfying this study's objectives were made available for participants. Efforts were made to avoid flawed questions as the researcher addressed ambiguity in questions, leading, insulting or double barrelled questions. In some instances, questions were repeated with different wording to test consistency of responses and clarity which contribute to validity of findings.

6.6 Measurement and Scaling

This study's questionnaire comprised of four sections with sub-questions aimed at satisfying the research objectives/questions, resolving the research problem and test hypothesis. Moreover, questions were generated from literature reviewed in chapters 2, 3, 4 and 5 of this study. The majority of the questions made use of a five point Likert Scale ranging from strongly disagree to strongly agree. Mellor and Moore (2014:369) emphasise that Likert scales are a common use of graded responses with a chain of statements evaluating consumer attitudes, opinions, internal states or judgements of their own behaviour which tallies with this study's main objective of determining South African decision-making styles. Likewise, Likert scales are grounded in a research aim whereby the latent variable or phenomena of interest is tested across a number of statements to determine its existence (Joshi 2015:398).

The first section/question of the questionnaire aimed at understanding the demographic characteristics of the sample by focusing on the following items: gender, age, marital status, education level, ethnicity and shopping frequency. All these characteristics were to be cross tabulated with other factors in the questionnaires to determine significant relationships that relate to detailed decision-making styles.

The second section/question of the questionnaire represented items of the renowned Consumer Styles Inventory (CSI) by Sproles and Kendall (1986:267) aimed at determining shopping orientations of consumers within a South African context. A 38 item factor loading comprised this styles inventory from the original 40 item loading. Alterations were made to the original inventory to include a new dimension: time/effort conserving consciousness deduced in Chapter 5 of this study. Moreover, the traditional habitual/brand loyalty shopping orientation was split into store loyalty and brand loyalty for further clarity on shopping orientations of consumers.

The third section of the questionnaire aimed at testing the psychological standpoint of consumers in relation with their respective shopping orientations. 10 questions were deduced in this section which covered 5 psychological dimensions identified by (Durvasula and Lysonski 2013:75) which are time pressure, materialism, susceptibility to interpersonal communication, self-confidence and shopping opinion leadership which all direct behaviour in shopping situations.

The fourth and last section of the questionnaire aimed at testing consumers' level innovativeness in their purchasing behaviours. Accordingly, an 8 item consumer innovativeness scale was adapted from Venkatraman and Price's (1990 cited by Mishra 2015:40) which identified sensory and cognitive innovativeness dimensions. In essence, this study's questionnaire comprised of 3 consumer behaviour scales (i.e. CSI, Psychological antecedents of consumer behaviour and Consumer innovativeness) that all contribute towards the development of distinct consumer profiles/decision-making styles required for this study's purpose.

6.7 Collection of data

Data collection was conducted through use of a survey whereby a number of questionnaires were dispensed to a population sample of 400 participants. Such a survey enabled collection of information or responses from the sample through answering of questions and expedited the process in such a large sample (Check and Schutt 2012:160; Ponto 2015:168). A total of 320 questionnaires were successfully dispensed and completed through various social groups that share similar interests which made it convenient to collect data.

Ethics are an important consideration in research both as a discipline and practice according to Guraya, London and Guraya (2014:121). Similarly, Pillay (2014:196) advocates the observation of ethical conduct in research and point out that such practices should encompass respect for participants, beneficence and justice. This study observed ethical conduct in the following areas:

- Exclusion of minors in the survey.
- Voluntary participation.
- Anonymity and confidentiality.

Minors below the 18 year threshold were excluded from the survey. Participation of all respondents was voluntary. None of the respondents was coerced into participating in this survey. Moreover, prospective respondents were encouraged to return blank questionnaires if they were not willing to participate. To conclude, identities of participants were confidential as they were not required to provide their names on each questionnaire, only an (X) or tick was considered sufficient in answering all questions. Such discretion ensured that all respondents provided adequate and honest expressions of how they handle their decision-making.

6.8 Analysis of data

From the collected data, analysis was executed to gain more insight and answer the study's objectives and research problem. The study made use of the Statistical Package Social Sciences (SPSS) version 22 at this stage. Descriptive and inferential statistics were then employed whereby descriptive means graphically represented collected data in form of bar and pie charts and analysed it such that inferences could be made to the whole population of study. Ali and Bhaskar (2016:665) highlight the significance of descriptive and inferential statistics in marketing research as they serve to describe relationships of variables in a sample/population and also make inferences about the population.

Reliability statistics were used in the study that encompassed the Cronbach's alpha coefficient and factor analysis. To test the level of consistency of the research instrument, the Cronbach's alpha score was considered. Only items in each of the sub-sections of the questionnaire with reliability score equalling or exceeding 0.70 were considered relevant and reliable in achieving the study's objectives. Andrew, Pederson and McEvoy (2011:202) reiterate that a reliability coefficient of 0.70 or better is considered acceptable and implies relevant association of the research instrument with the topic understudy.

For data reduction or to simplify plenty of items/questions into specific classes that prove a number of hypotheses, factor analysis was utilised. In essence, factor analysis ensured determination of specific decision-making styles characteristic of South African millennials. Moonsamy and Singh (2012:5) emphasise that this measure validates that a number of questions can be integrated to measure identifiable elements/variables in research. However, before commencing factor analysis, requirements of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test had to be observed. The principle of the KMO is the p-value be greater than 0.50 and the latter be less than 0.05 (Hauben, Hung and Hsieh 2016:8).

For the purpose of testing hypothetical points raised in the preceding chapters of this study, measures such as the Pearson's Chi square and bivariate correlation testing were utilised. Pearson's chi-square tests assisted in ascertaining cross-relationships among categorical variables whereby p-values less than 0.05 were accepted. Similarly, Hugh (2013:143) indicates that chi-square tests necessitate the evaluation of independent and dependent variables so that detailed information can be deduced about the population when inferences are made.

6.9 Validity

According to Kumar (2011:117) validity of research procedures explain the appropriateness, uniqueness and accuracy of measures implemented and utilised in achieving objectives of research. It is a research term that advocates for research techniques that ensure the research process measures what was envisioned to be evaluated. Bearden, Netemeyer and Haws (2011:6) expand that validity of research guarantees that surveys are accurately regulated and impartial. Content validity was addressed through pretesting the questionnaire with adjustments immediately made. Experts particularly this study's supervisor and statistician were consulted in assessing the validity of the instrument at its development stage. Questions were kept short and precise for easy comprehension for respondents. Respondents were informed of the topic in discussion and what aims were there to be achieved.

Construct validity of the research instrument was also evaluated by computing the Cronbach's alpha coefficient, whereby items lower than the standard were addressed (Mafini, Dhurup and Mandlazi 2014:4). Overall, validity of the study was indicated by a consistent adherence to the objective of the study. Respondents were questioned on aspects that solely test the applicability of the CSI model in South Africa.

6.10 Reliability

Reliability of research is shown when similar repetitive measurements on the same concept are conducted and still produce the same result. Reliability in research reveals the consistency and precision of findings (Leedy and Omrod 2010:93). In essence, the main focus of reliability is the findings, how credible they are. Prior to questionnaire completion, research assistants made use of simple language to ensure the respondents were fully aware of the research goal. A number of items questioning one variable or decision-making style were provided to aid to the study's reliability. To minimise bias, questionnaire items were scrambled- not grouped together according to the traditional eight factors of the CSI.

During data analysis, reliability statistics were run that included the Cronbach alpha statistic and Pearson's chi-square tests. Only items exceeding the required standard of 0.70 for the former and p-value greater than 0.05 for the latter were considered significant for review (Andrew, Pederson and McEvoy 2011:202).

6.11 Conclusion

This chapter clearly mapped out how the entire research procedure was conducted in this study. A descriptive survey was conducted to elicit responses in this study. Generation Y consumers comprised this study's sample of 400 participants in which 320 successfully completed the questionnaires. The rationale behind generational focus was explained in this study with one of them being to ensure homogeneity and reduce random error. Descriptive and inferential statistics were applied in data analysis such that a clear understanding of decision-making styles from a South African perspective could be achieved. As part of addressing validity and reliability issues of research a pretesting of the questionnaire was conducted on 30 participants. The next chapter analysed data collected.

CHAPTER SEVEN

DATA ANALYSIS AND INTERPRETATION OF RESULTS

7.1 Introduction

The purpose of this chapter is to analyse collected data and provide interpretation in relation to the main aim and key objectives of this study. Towards the end of this chapter, hypotheses are tested to facilitate confirmation of this study's conceptual model. The chapter is sub-divided into six sections numbered from A-F with each serving a distinct purpose:

- Section A analyses biographical data of South African millennial shoppers with inferences made towards achieving the study's objectives.
- Section B is aimed at ascertaining consumer decision-making styles of South African millennial consumers based on gathered data.
- Section C focuses on determining the existence of psychological variables among Gen Y South African respondents whereas,
- Section D illustrates the prevalence of the two perspectives of consumer innovativeness among South African millennials.
- Sections E and F concentrates on testing hypothesis which would lead to the development of an updated conceptual model for this study.

7.2 Section A: Analysis of Biographical data

7.2.1 Comparison of male and female respondents

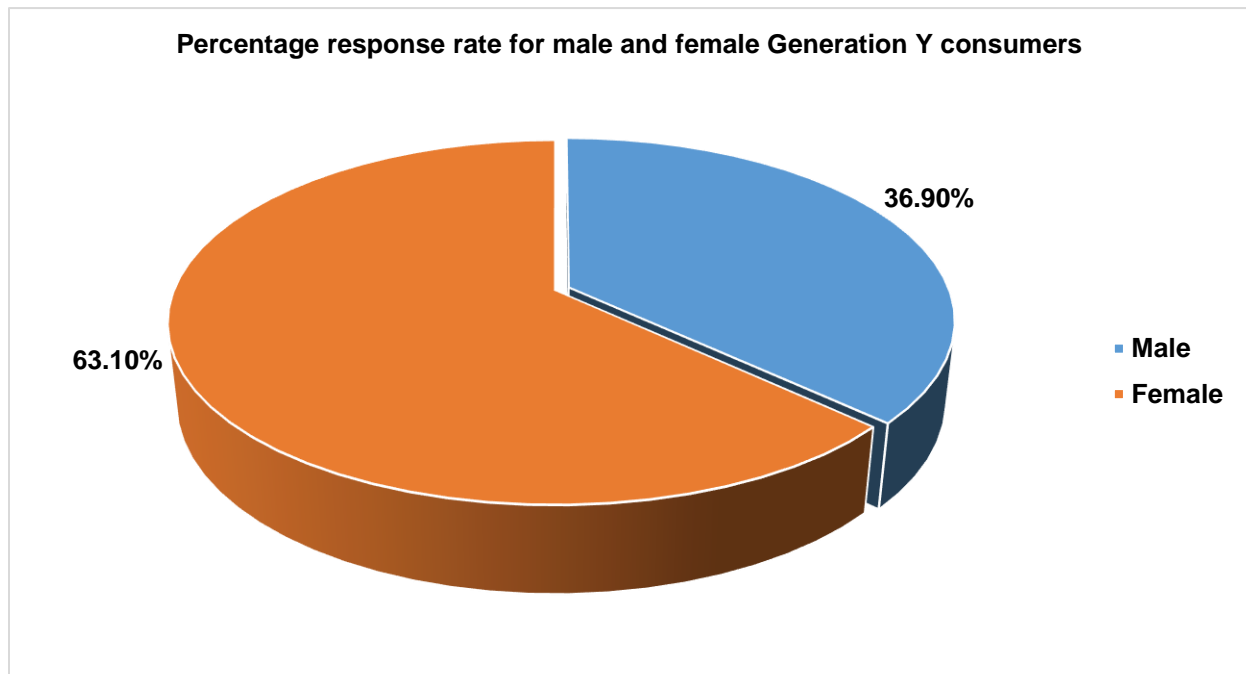


Figure 7.1: Gender-based response rate

Figure 7.1 indicates the gender breakdown of the Gen Y sample. An imbalanced distribution is reported between male (36.90%) and female (63.10%) millennial consumers. This challenges some sources that confirm an increasing participation of male shoppers among millennials (Mitra 2015:3; Packaged Facts 2015:100). However, consideration of current literature related to this study; sizeable differences of gender distribution are reported mostly in favour of feminine consumers (Aliman, Ariffin and Hashim 2018:565; Dabija, Bejan and Tipi 2018:194; Kaur, Wadera and Sethi 2018:9). Overall, such a discrepancy in gender distribution was largely attributed to the availability of respondents.

7.2.2 Comparative analysis between age profile of sample and gender

			Gender		Total
			Male	Female	
Age (in years)	18 - 25	Count	80	135	215
		% within Age (in years)	37.2%	62.8%	100.0%
		% within Gender	67.8%	66.8%	67.2%
		% of Total	25.0%	42.2%	67.2%
	26 - 34	Count	22	29	51
		% within Age (in years)	43.1%	56.9%	100.0%
		% within Gender	18.6%	14.4%	15.9%
		% of Total	6.9%	9.1%	15.9%
	35 - 38	Count	16	38	54
		% within Age (in years)	29.6%	70.4%	100.0%
		% within Gender	13.6%	18.8%	16.9%
		% of Total	5.0%	11.9%	16.9%
Total	Count	118	202	320	
	% within Age (in years)	36.9%	63.1%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	36.9%	63.1%	100.0%	

Table 7.1: Gender distribution by age of Gen Y consumers

Table 7.1 shows the overall distribution of gender by age categories of millennial consumers. An approximate ratio of 1:2 (36.9%:63.1%) between male and female consumers is reported. The majority of participation of both genders is in the much youthful age range of Gen Y consumers (18-25 years: 25.0%; 42.2%) and significantly drops in the latter age groupings (26-34 years: 6.9%; 9.1% and 35-38 years 5.0%; 11.9%). This prompts a growing young market for current marketers to utilise with the potential to become the future backbone of the global market. Likewise, Mann, Kwon and Byun (2018:129) acknowledge the significance of millennials in India as a future global market with greater spending ability and willingness to try foreign products. Moreover, authors such as Kartik, Willis and Jones (2016:435) and Mafini, Dhurup and Mandlazi (2014:11) reinforce the significance of Gen Y consumers as a nascent market for modern marketing.

Within the 26-34 years age range, there is a less significant difference in levels of participation across gender (43.1% and 56.9%). This negates the belief that females are generally more active shoppers than their male counterparts. Such slight differences are down to the selected sample and availability of participants.

Overall representativeness of gender within an age category of millennial consumers reports dropping figures for male consumers towards the latter age ranges (18-25 years: 37.2%; 26-34 years: 43.1% and 35-38 years: 29.6%) whereas rising figures for female participants towards the latter age category (18-25 years: 62.8%; 26-34 years: 56.9% and 35-38 years: 70.4%). This could be confirmation of literature that reiterates the growing tendency of an apathetic shopping approach in male consumers as they age compared to a more recreational approach in feminine consumers with age (Ramprabha 2017:58; Perera and Sutha 2018:216).

7.2.3 Marital status of respondents

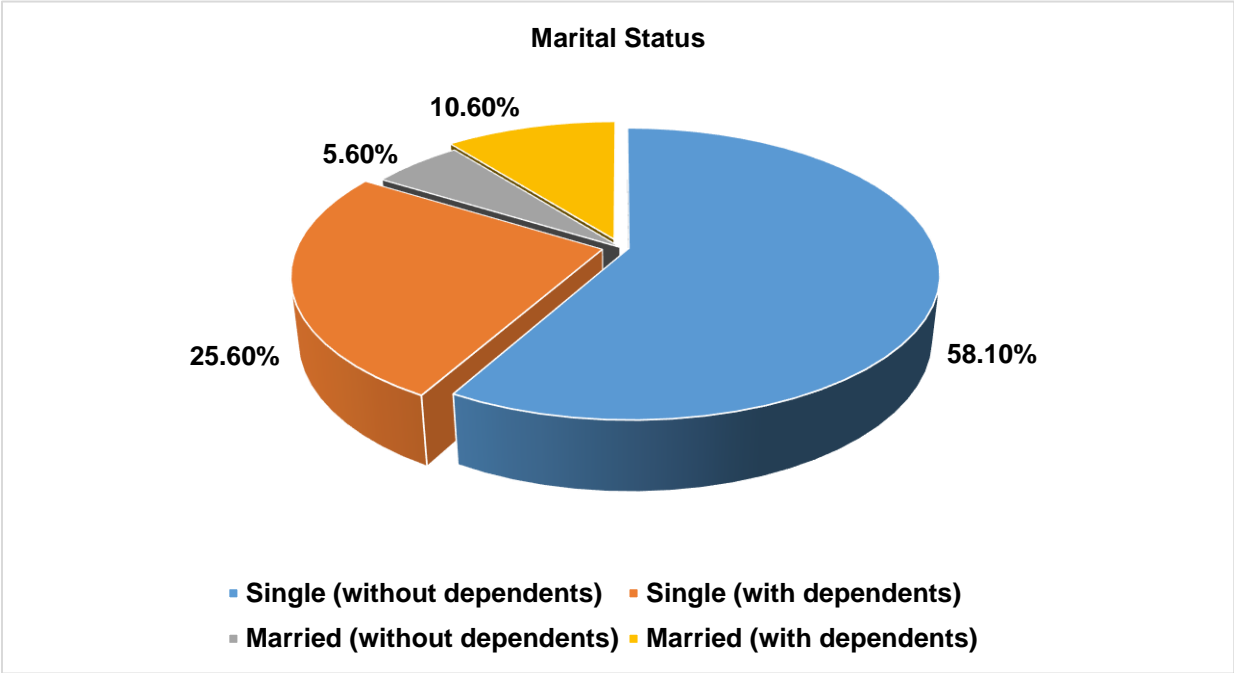


Figure 7.2: Marital status of respondents

Figure 7.2 indicates the marital status of respondents. Majority of sample participants were single without dependents. This conforms to the nature of the selected sample (i.e. Gen Y/ millennial South African consumers). It correlates with the majority of research efforts conducted based on similar research samples (Zarandi and Lotfizadeh 2017:64; Mishra 2015:35; Khan and Khan 2014:11). A significant portion (58.1% + 5.60% = 63.7%) of respondents are without dependents (which represents a decent market with more disposable income for clothing items compared to those with dependents (25.6% + 10.6% = 36.2%).

However, such a significant representation of single and married individuals without dependents does not necessarily indicate a higher level of patronage among this group rather, further introspection could be required to determine whether a relationship exists between marital status of consumers and their frequency of shopping. Srinivasan, Srivastava and Bhanot (2015:82) emphasise a relationship does not exist between these two. Furthermore, Richa (2012:48) clarifies that it is merely caused by research parameters adopted in a study.

7.2.4 Racial composition of the sample

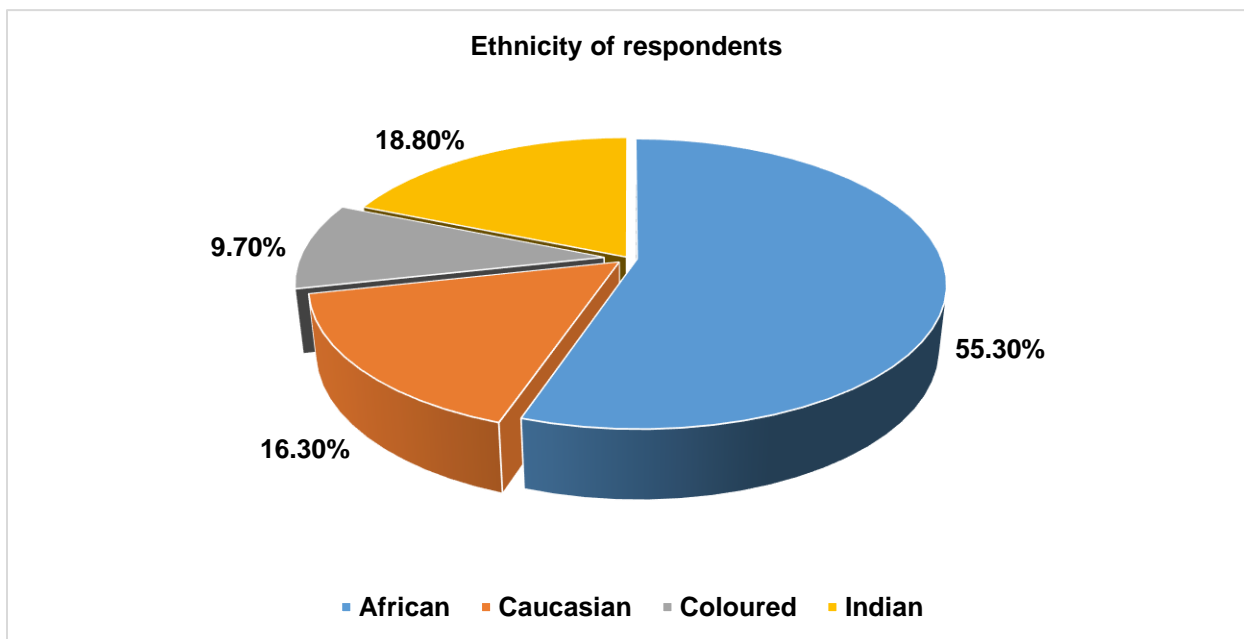


Figure 7.3: Ethnicity of respondents

Based on Figure 7.3, the majority (55.30%) of respondents were of an African descent, with similar figures between Caucasian and Indian respondents averaging 17.5%. Coloured individuals represented the lowest figure of 9.7% of the sample. This statistic reflects the general population of the Kwa-Zulu Natal province as reported by Statistics South Africa (2016:21) which indicates a 91.6% of African representation, 7.9% of Indian, 3.9% of Caucasian and 1.2% of Coloured population.

7.2.5 Education level of respondents

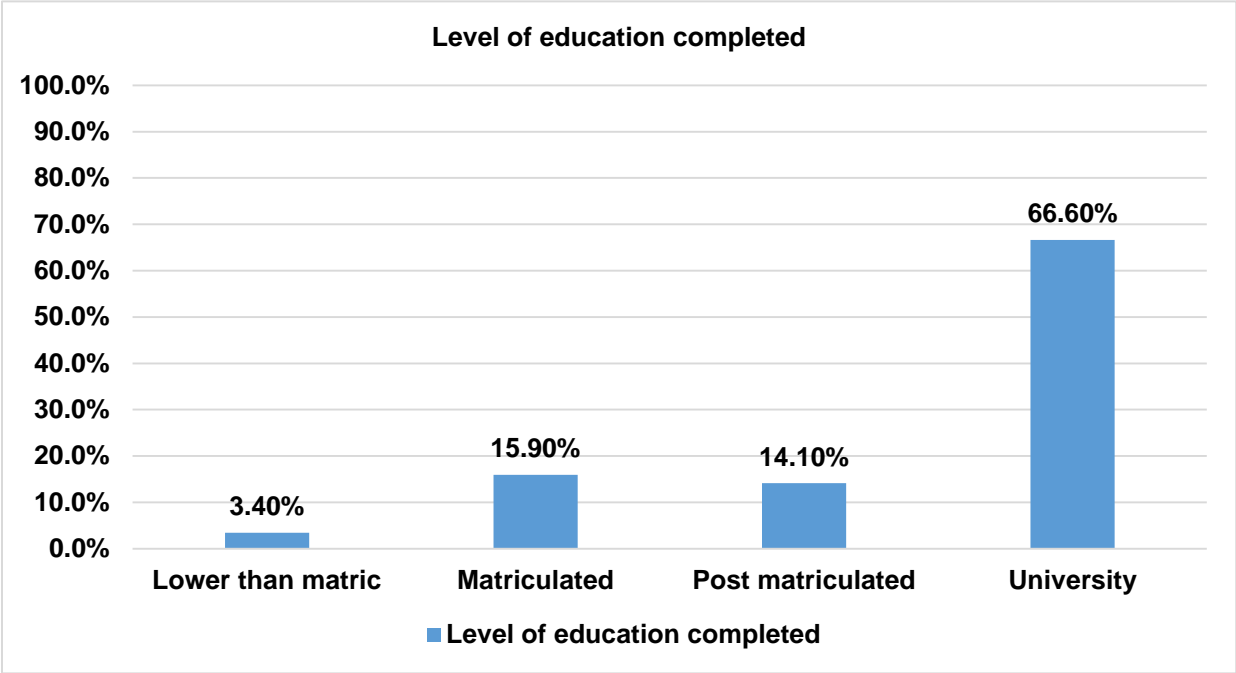


Figure 7.4: Education level of respondents

Two-thirds of the sample were university graduates. A combined 96.6% (66.6+14.1+15.9%) of the sample were educated and have completed matric which help improve reliability of gathered data.

7.2.6 Frequency of shopping

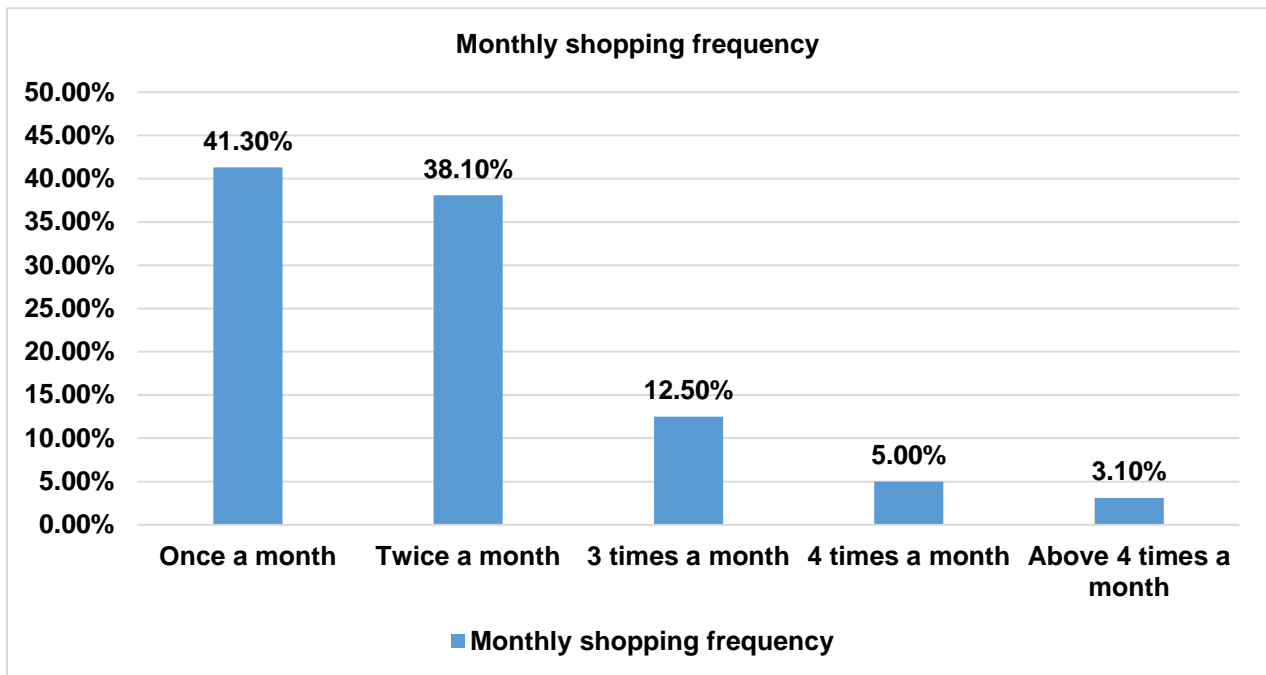


Figure 7.5: Monthly shopping frequency of Gen Y consumers

Figure 7.5 illustrates the majority of Gen Y consumers i.e. 79.4% (41.3+38.1%) shop for clothing items not more than twice in a month. The rest being 20.6% (12.5+5+3.1%) of millennial consumers regularly make shopping visits with at least three shopping trips per month for clothing items. Given the product category focused on in this study, this statistic represents a fair level of consumer patronage towards shopping malls in South Africa. Likewise, Singh and Srivastava (2018:4) confirm the moderating effect of product type on shopping motivation of consumers. Furthermore, this question was developed to determine millennial consumers' different levels of shopping motivations/enjoyment thereof such that a construct could be drawn regarding which consumers had utilitarian motives of shopping and hedonic/recreational shoppers.

7.3 Section B: Determining CDMS of South African millennial consumers.

The original 40-item Consumer Styles Inventory (CSI) as developed by Sproles and Kendall was reduced to 36 items (Figure 7.6) for convenience and clarity in this study. The 36 item (Figure 7.6) styles inventory was utilised to determine its applicability in a South African context of millennial consumers. To determine the factor structure and applicability of the original styles inventory; exploratory factor analysis was applied on researched data. Results of such an analysis produced mixed interpretations with some factors perfectly loading along a single component, others split across at least two components confirming correlational associations with other different factors and the rest inconsistently split across components negating their prevalence/existence among the cohort of study.

It is understood that the objective of exploratory factor analysis is data reduction. The idea is to analyse a variety of constructs that can be traced to a single variable for conclusions to be made (Watson 2017:232). Ideally, exploratory factor analysis was utilised in this study to reduce and deduce set questions/statements in the survey into a smaller group of theoretical factors (Moonsamy and Singh 2012:5). According to Zulkepli, Sipan and Jibril (2017:14) these set questions are integrated to identify and measure specific variables (i.e. CDMS).

However, to satisfy requirements of conducting an exploratory factor analysis by deeming collected data adequate; other reliability statistics (i.e. Kaiser Meyer Olkin Measure of Sampling Adequacy KMO and Bartlett's Test of Sphericity) were performed. Coefficients greater than 0.50 for KMO and less than 0.05 for Bartlett's Test of Sphericity were required and satisfied as depicted in Table 7.2 therefore facilitating use of exploratory factor analysis.

Kaiser Meyer Olkin Measure of Sampling Adequacy KMO		0.743
Bartlett's Test of Sphericity	Approx Chi-Square	4054.802
	df	630
	Sig	0.000

Table 7.2: KMO and Bartlett's Test of Sphericity.

Furthermore, all factor loadings were tested for internal consistency reliability by the Cronbach's alpha coefficient. The average alpha coefficient for Question 2 with 36 items recorded a 0.789 level of internal consistency as depicted in Table 7.3. According to Potgieter, Weise and Strasheim (2013:18), satisfactory reliability coefficient exceeds 0.60, acceptable ones are above 0.70 and good figures are those beyond 0.80. In essence, this deemed the initial 36 item styles inventory acceptable for further analysis.

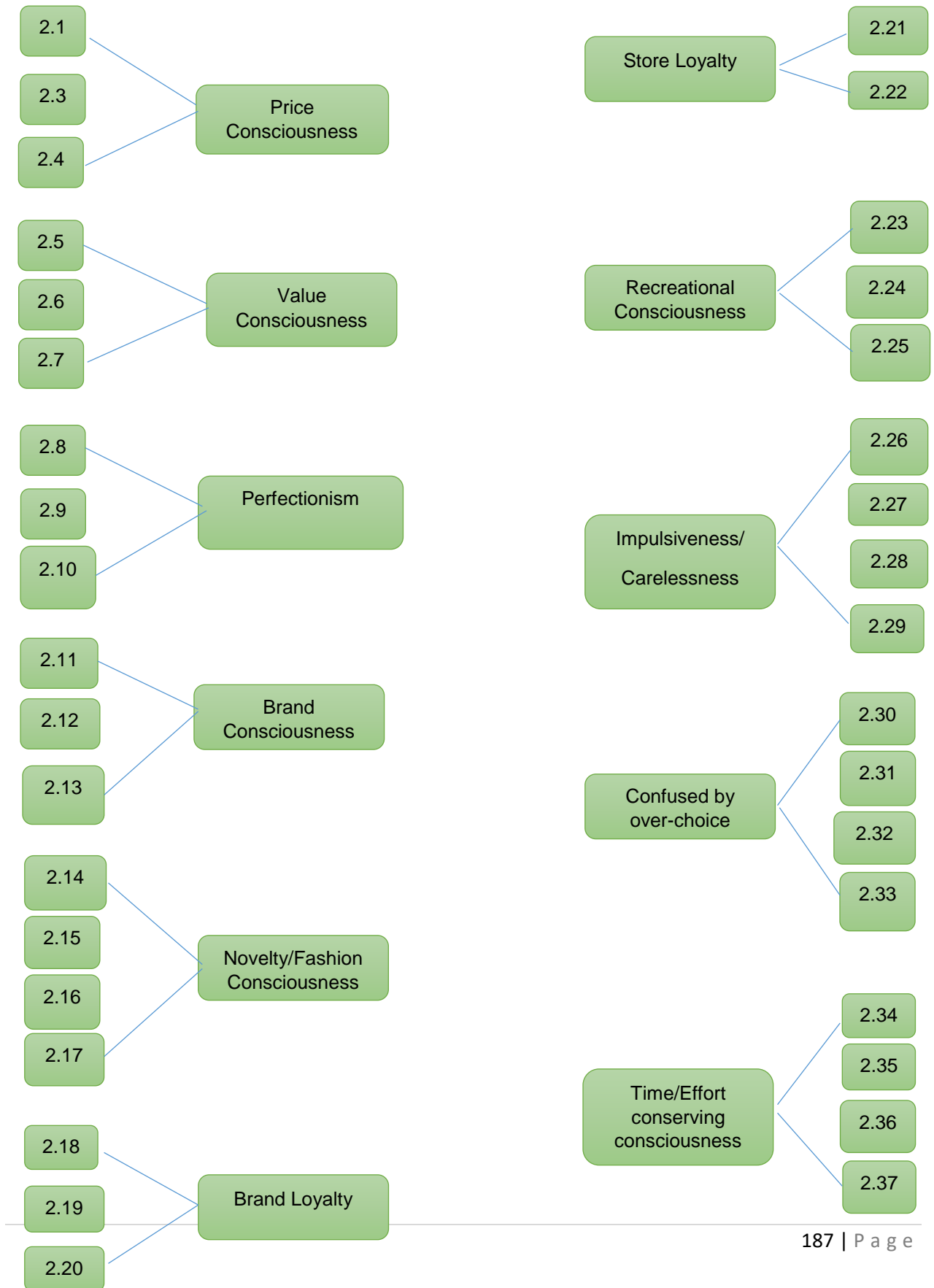
Question	Number of items	Section	Cronbach's alpha
2	36	CDMS	0.789
3	10	Psychological antecedents	0.618
4	8	Consumer innovativeness	0.616

Table 7.3: Cronbach's alpha coefficient.

Table 7.4 represents factor analysis run on 36 items of question 2 that produced differing results with CDMS loading along one component, others across more than one component (i.e. two or three components) and the rest scattered across a variety of components.

The first instance in which factors loaded perfectly along a single component, a distinctive CDMS was identified. Secondly, factors loading across two to three components confirmed correlational associations among CDMS such that two or three CDMS were integrated to represent one distinctive CDMS. Lastly, those factors loading across a variety of components (i.e. more than three components) indicated non-existence of specific CDMS as the studied cohort could not provide precise interpretations of CDMS in such an instance. The rationale of such an evaluation and use of factor analysis lies in contextual differences that rise in applying the CSI such that varied factor structures are expected in different contexts as reported by previous similar studies (Pillai and Srivastava 2015:385).

Figure 7.6: 36-item Consumer Styles Inventory.



Rotated Component Matrix^a

Q2	Component										
	1	2	3	4	5	6	7	8	9	10	11
For clothing items, I shop at different stores	0.1 66	0.1 45	- 0.0 73	0.0 63	0.2 00	0.7 08	- 0.0 80	0.0 20	- 0.1 45	- 0.1 54	0.0 11
I purchase much of my clothing items at sale prices	0.6 72	- 0.2 46	0.0 14	- 0.0 52	0.2 60	0.1 54	- 0.0 02	- 0.0 19	0.0 77	0.1 57	0.1 79
I usually buy least priced clothing items	0.7 37	- 0.1 11	- 0.0 87	- 0.0 22	0.2 65	- 0.1 42	0.0 77	0.0 18	0.0 83	0.0 70	0.0 99
I invest more time in finding the best value for my money	0.0 93	0.0 74	0.0 87	- 0.0 06	0.7 07	0.2 18	- 0.0 96	0.0 48	0.0 17	- 0.0 94	- 0.0 32
I am careful on how much I spend on clothing items	0.2 13	- 0.0 82	- 0.0 87	- 0.0 40	0.7 37	- 0.0 54	0.0 15	- 0.0 51	- 0.0 02	0.0 63	- 0.0 07
I carefully look for best buys in clothing shops	0.2 67	0.1 45	0.0 91	0.0 77	0.7 19	0.1 06	0.0 65	- 0.0 43	0.0 39	0.0 64	- 0.0 29
I invest much thought or care in purchasing my clothes	- 0.1 44	0.2 36	0.0 86	- 0.0 70	0.6 81	0.0 13	0.1 82	0.0 12	- 0.0 60	- 0.0 05	0.0 78
Very good quality clothing is important to me	- 0.1 27	0.7 29	0.0 37	0.0 65	0.1 90	0.1 37	- 0.0 57	0.1 21	0.0 16	0.0 83	0.0 70
My expectations of clothing items are always very high	- 0.2 10	0.6 45	- 0.0 27	- 0.0 08	0.1 07	0.1 47	0.1 88	0.1 64	0.0 04	0.1 67	0.0 43
Well-known national clothing brands are the best choice for me	- 0.1 92	0.4 45	0.0 45	0.1 40	- 0.0 18	0.1 54	0.1 16	0.5 98	0.1 48	- 0.0 22	- 0.1 99
Higher prices indicate better quality clothing items	0.0 31	0.0 32	0.0 63	0.1 93	0.0 34	0.0 47	0.1 79	0.7 43	- 0.3 20	- 0.1 17	0.0 57
I prefer regularly advertised clothing brands	0.0 52	0.2 46	- 0.0 04	0.1 37	- 0.1 01	0.1 61	0.0 92	0.6 32	0.4 46	0.0 05	0.0 96
My clothing should always be up to date	- 0.0 44	0.5 36	0.0 83	0.0 75	- 0.1 34	0.3 48	0.0 03	0.1 22	0.0 84	- 0.2 67	0.3 97
Fashionable, attractive styling is important to me	- 0.1 18	0.4 51	0.0 48	- 0.0 05	- 0.1 31	0.3 24	0.2 72	0.1 16	0.0 85	- 0.1 56	0.2 10
Trying new clothing items is always a pleasant experience	0.0 25	0.2 57	0.0 03	- 0.0 39	0.0 14	0.5 21	0.4 68	0.0 59	0.1 30	0.0 68	- 0.2 57
I visit various shops to buy a variety of clothing brands	- 0.0 79	0.0 55	- 0.0 02	0.0 76	0.0 76	0.6 72	0.2 27	0.2 57	0.0 61	0.1 25	- 0.0 31
I prefer particular clothing brands that I buy over and over	0.0 75	0.2 30	0.7 08	- 0.1 04	0.0 60	- 0.0 48	- 0.0 67	- 0.0 18	0.2 51	0.0 31	- 0.1 46
I always stick to my favourite clothing brands	0.0 84	0.0 14	0.8 07	0.0 64	0.0 45	0.0 25	- 0.0 85	- 0.0 13	0.0 64	0.0 77	0.0 26
Once I identify a clothing brand I like, I buy it regularly	- 0.0 81	0.1 25	0.7 78	- 0.0 80	0.0 30	0.0 76	0.0 65	- 0.1 07	- 0.0 80	0.0 66	- 0.1 68

I prefer going to same clothing stores every time I shop	0.1 41	- 0.0 58	0.6 14	- 0.0 74	- 0.0 32	- 0.2 48	0.0 94	0.1 04	0.0 95	0.0 92	0.1 40
It is important that I shop from particular clothing outlets regularly	0.1 15	- 0.3 39	0.6 58	0.0 44	0.0 93	0.0 98	0.1 44	0.1 78	0.0 27	0.0 10	0.1 64
I enjoy shopping for clothing, just for the fun of it	0.1 30	0.0 52	0.0 45	0.1 46	0.0 47	0.0 51	0.8 05	0.1 25	- 0.0 42	- 0.0 98	0.1 13
Shopping for clothing items is one of the most enjoyable activities for me	0.1 97	0.2 56	0.0 21	0.0 76	0.1 12	0.2 15	0.6 88	0.1 37	- 0.0 58	- 0.0 53	- 0.1 00
Shopping at a variety of stores is an enjoyable experience	0.1 54	- 0.0 26	- 0.0 13	0.1 90	0.1 12	0.5 50	0.3 46	0.1 61	- 0.2 02	- 0.1 70	0.3 12
I hardly plan my clothing purchases	0.5 30	- 0.1 19	0.2 12	0.1 31	0.0 11	0.0 81	0.0 85	- 0.0 32	- 0.1 58	- 0.1 37	- 0.4 73
I often make quick purchases, buying what is good enough	0.6 75	- 0.1 82	0.1 72	0.0 50	0.0 26	0.2 37	0.0 34	- 0.0 54	- 0.1 30	0.0 07	- 0.2 10
I merely buy clothing items to relieve a negative mood	0.5 56	- 0.1 90	0.1 07	0.1 79	- 0.0 70	0.0 34	0.3 01	- 0.1 95	0.1 00	- 0.2 04	- 0.2 31
I should carefully plan my purchases more than I do	0.7 25	- 0.0 36	0.1 21	0.1 26	0.0 70	- 0.0 72	0.0 97	0.1 01	- 0.2 90	- 0.0 18	0.0 31
The more I learn about clothing, the more difficult it is for me to make choices	0.0 44	- 0.1 10	0.1 03	0.7 14	0.0 93	0.1 13	0.1 11	0.1 15	- 0.1 03	0.0 84	- 0.0 96
There is too much information on clothing items that I get confused	0.0 72	- 0.0 46	- 0.0 91	0.6 94	- 0.0 87	0.0 18	0.2 27	0.0 51	0.1 22	0.1 49	- 0.0 34
There is a wide variety of clothing brands which hardens my decision-making	0.0 42	0.0 66	0.0 20	0.8 30	0.0 01	- 0.0 10	0.0 03	0.1 06	0.0 49	- 0.0 17	0.0 12
At times I find it difficult to choose which clothing store to shop	0.0 32	0.1 74	- 0.1 66	0.7 73	- 0.0 56	0.0 68	- 0.0 83	0.0 06	0.0 58	- 0.0 16	0.0 94
Spending the least time possible in shopping is important to me	0.0 39	0.0 08	0.0 65	0.1 82	- 0.0 07	- 0.0 74	- 0.1 52	- 0.0 70	- 0.0 15	0.8 40	0.0 05
I prefer online shopping of clothing items to ease my buying activities	- 0.1 56	0.0 01	0.1 17	0.1 16	0.0 28	- 0.0 92	- 0.0 45	- 0.0 17	0.8 11	- 0.0 43	0.0 15
I seek value in clothing purchases at all times	0.0 24	0.2 48	0.1 79	0.0 10	0.3 10	0.0 28	0.2 21	0.3 20	- 0.1 62	0.3 61	0.3 71
Good quality clothing is very important to me	- 0.1 73	0.7 06	0.0 19	- 0.0 02	0.1 73	- 0.1 22	0.1 43	- 0.0 48	- 0.0 31	- 0.0 64	- 0.1 00

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 23 iterations.

Table 7.4: Exploratory factor analysis on Question 2.

STATEMENT	FACTOR 1	FACTOR 2	FACTOR 3	FACTOR 4	FACTOR 5	FACTOR 6	FACTOR 7	FACTOR 8	COMMUNALITIES
2.3 I purchase much of my clothing items at sale prices	0.67								0.67
2.4 I usually buy least priced clothing items	0.74								0.68
2.26 I hardly plan my clothing purchases	0.53								0.64
2.27 I often make quick purchases, buying what is good enough	0.68								0.64
2.28 I merely buy clothing items to relieve a negative mood	0.56								0.63
2.29 I should carefully plan my purchases more than I do	0.73								0.67
2.9 Very good quality clothing is important to me		0.73							0.64
2.1 My expectations of clothing items are always very high		0.65							0.59
2.14 My clothing should always be up to date		0.54							0.69
2.15 Fashionable, attractive styling is important to me		0.45							0.50
2.5 I invest more time in finding the best value for my money					0.71				0.59
2.6 I am careful on how much I spend on clothing items					0.74				0.61
2.7 I carefully look for best buys in clothing shops					0.72				0.65
2.8 I invest much thought or care in purchasing my clothes					0.68				0.60
2.16 Trying new clothing items is always a pleasant experience						0.52			0.65
2.17 I visit various shops to buy a variety of clothing brands						0.67			0.61
2.25 Shopping at a variety of stores is an enjoyable experience						0.55			0.69
2.1 For clothing items, I shop at different stores						0.71			0.65
2.23 I enjoy shopping for clothing, just for the fun of it							0.81		0.74
2.24 Shopping for clothing items is one of the most enjoyable activities for me							0.69		0.68
2.30 The more I learn about clothing, the more difficult it is for me to make choices				0.71					0.61
2.31 There is too much information on clothing items that I get confused				0.69					0.60
2.32 There is a wide variety of clothing brands which hardens my decision-making				0.83					0.71
2.33 At times I find it difficult to choose which clothing store to shop				0.77					0.68
2.18 I prefer particular clothing brands that I buy over and over			0.71						0.67
2.19 I always stick to my favourite clothing brands			0.81						0.68
2.20 Once I identify a clothing brand I like, I buy it regularly			0.78						0.70
2.21 I prefer going to same clothing stores every time I shop			0.61						0.52
2.22 It is important that I shop from particular clothing outlets regularly			0.66						0.66
2.11 Well-known national clothing brands are the best choice for me								0.60	0.71
2.12 Higher prices indicate better quality clothing items								0.74	0.75
2.13 I prefer regularly advertised clothing brands								0.63	0.73
EIGENVALUE	3.06	2.90	2.83	2.60	2.50	2.20	2.06	1.76	23.59
TOTAL VARIANCE %	8.27	7.84	7.65	7.02	6.76	5.94	5.56	4.76	63.76

Table 7.5: Exploratory Factor Analysis (EFA) of CDMS

7.3.1 Exploratory Factor Analysis (EFA) of CDMS

EFA aims at unveiling latent variables beneath data through finding correlations among questionnaire items. Only factors with high variances among variables can be considered significant constructs. According to Hof (2012:3) EFA is a highly reliable measure to assess questionnaire items and test construct validity.

Principal component EFA was applied to the initial 36 items of question 2 measuring CDMS with results indicated in Table 7.5. This exercise resulted in a reduced 8 factor scale with fairly similar patterns to the one proposed by Sproles and Kendall. The principle adopted in data reduction and determining significant constructs observed the following:

- only factor loadings of ≥ 0.50 were considered;
- only variables with communalities ≥ 0.50 were taken;
- only factors with eigenvalues ≥ 1 were considered; and
- only a factor solution/CDMS scale with a cumulative variance $\geq 50\%$ was deemed reliable and adequately representative of the target population.

In light of the aforementioned principles, statement loadings below 0.50 were discarded. All 36 variables passed the 0.50 communality benchmark. However, 3 factors below the required eigenvalue of 1 were discarded leaving an eight factor scale. Overall, based on Table 7.5 a total variance percentage of 63.76% was achieved. This result was acceptable. Accordingly, a 32 factor item scale was derived from the initial 36 (as depicted by Table 5).

7.3.2 Indifferent price consciousness CDMS

According to Table 7.4, constructs measuring price consciousness (PC) and impulsive/careless CDMS loaded along the same component 1. It means that the cohort understudy identified similarities in these two CDMS when evaluating their shopping behaviour. Constructs of impulsive CDMS identified apathetic shopping and post purchase regret for example 'Q 2.27 I often make quick purchases, buying what is good enough' and 'Q 2.29 I should carefully plan my purchases more than I do'. On the other hand, PC focused on price sensitivity of consumers 'Q 2.3 I purchase much of my clothing items at sale prices' and 'Q 2.4 I usually buy least priced clothing items'. In essence, South African millennial consumers identified **Indifferent price consciousness** as one of their shopping traits of clothing items. Ideally, this cohort is concerned about saving money, spending the least possible yet not interested with the shopping process (Anic, Rahj and Rahj 2015:71).

Analysis of frequencies relating to price consciousness and impulsiveness in shopping of South African millennial consumers is illustrated in the following figure 7.7 and table 7.5. Figure 7.7 shows responses of participants to questions that relate to price consciousness as a CDMS which are as follows:

- Question 2.1 (Q2.1) (For clothing items, I shop at different stores).
- Q2.3 (I purchase much of my clothing items at sale prices).
- Q2.4 (I usually buy least priced clothing items).

Figure 7.7 illustrates a higher level of agreement among South African millennial consumers towards Q2.1 (77.2% i.e. 52.5+24.7%) emphasising that Gen Y consumers make regular visits to more than one particular outlet during their shopping trips. On the other hand, levels of disagreement in Q2.3 and 2.4 are considerable (34.1% and 42.2%). This indicates that the majority of Gen Y consumers do not necessarily purchase clothing items at sale prices or least priced items.

Overall, Gen Y consumers are not outright price conscious rather they engage in comparative shopping probably seeking value in clothing items. Potgeiter, Wiese and Strasheim (2013:25) confirmed a difference in the dimensionality of CDMS in the South African context particularly price consciousness and value-seeking among Tshwane consumers. Despite the tendency of consumers being price conscious, the main motive was discovered to be value seeking in purchases.

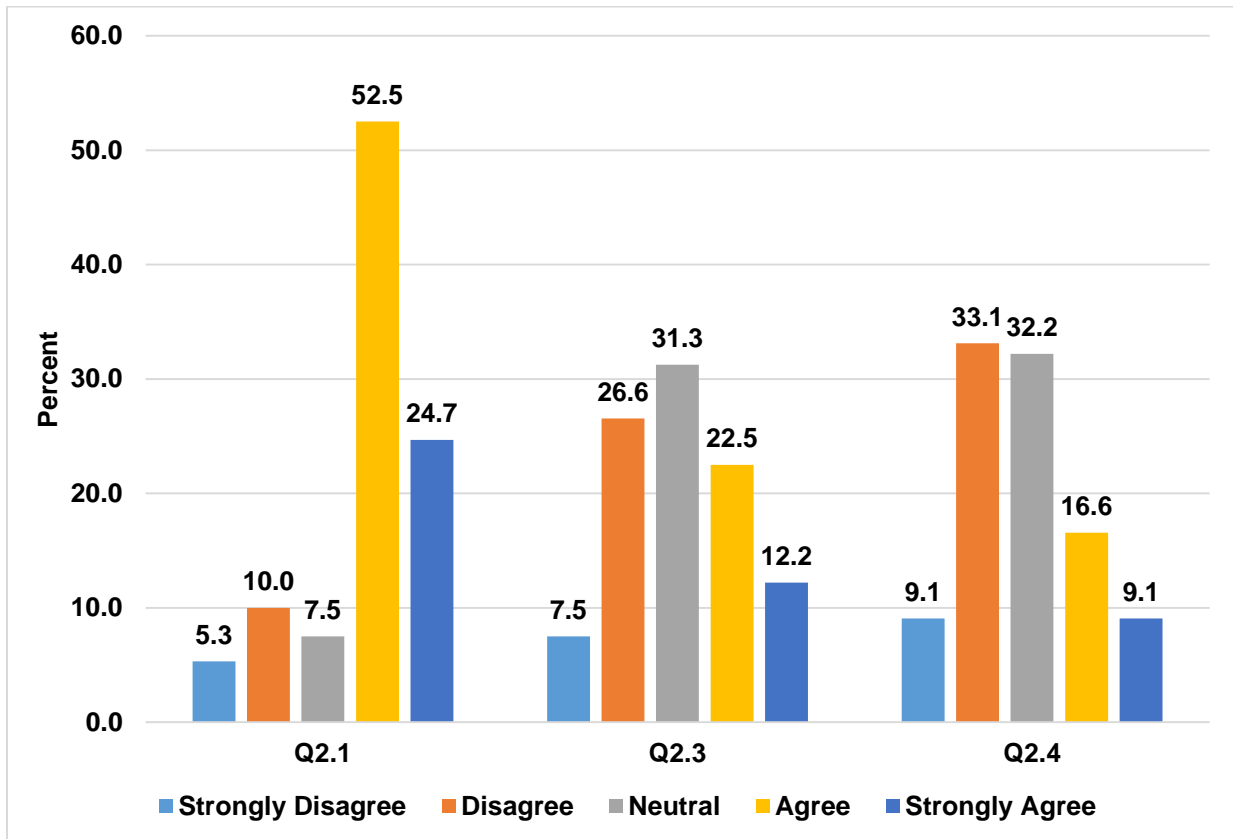


Figure 7.7: Price consciousness among Gen Y consumers.

Table 7.6 illustrates a majority average of 55.4% of respondents clearly expressing the non-existence of impulsive/careless buying behaviour in their shopping activities. However, notable average scores of agreement were recorded in questions Q2.27 (34.4%) and Q2.29 (34.0%) that represent impulsive shopping attributes.

These two emphasised that an average of 34% of respondents quickly make purchases, settling for 'good enough' clothing items which results in post-purchase regret. Such attributes could be reflective of utilitarian motives of shopping to be discussed in the latter part of this chapter. Kurtulus and Ertekin (2015:7) report that it is male millennial consumers that prioritise completing the task at hand as quick as possible.

Statement	Response Option			Chi-Square (p-value)
	Disagree	Neutral	Agree	
	%	%	%	
Q2.26 I hardly plan my clothing purchases.	56.9	15	28.1	0.000
Q2.27 I often make quick purchases, buying what is good enough.	50.0	15.6	34.4	0.000
Q2.28 I merely buy clothing items to relieve a negative mood.	70.4	13.8	16	0.000
Q2.29 I should carefully plan my purchases more than I do.	44.3	21.3	34	0.000
Average Totals	55.4%	16.4%	28.1%	

Table 7.6: Average Impulsive/Careless behaviour of millennial consumers

7.3.3 High-quality fashion consciousness CDMS

Initially, the exploratory framework of this study identified perfectionism CDMS as characteristic of South African millennial consumers' shopping behaviour. However, factor analysis (Table 7.4) confirms that the CDMS loaded across two components (2 and 5) that correlated with novelty fashion consciousness (NFC) and value consciousness (VC). Furthermore, unlike VC; NFC loaded on yet another component (i.e. 6) correlating with recreational consciousness (RC) meaning that NFC was not identified as a distinctive CDMS. Factor items of perfectionism 'Q 2.9 Very good quality clothing is important to me' and 'Q 2.10 My expectations of clothing items are always very high' correlated with those of NFC 'Q 2.14 My clothing should always be up to date' and ' Q 2.15 Fashionable, attractive styling is important to me'. In effect, these two construct groupings identified two related traits which are need for high quality clothing and being trendy/pace setter. Overall, an integration of these two CDMS identified **High-quality fashion consciousness** as descriptive of South African Gen Y consumers' shopping behaviour. This cohort places much emphasis on their high standards, not willing to accept 'good enough' items yet conscious of latest trends in clothing (Weldode, Kulkarni and Udgir 2018:206).

On the other hand, frequencies recorded on decision-making styles reflecting high quality and fashion consciousness are represented in the following figures 7.8 and 7.9. Figure 7.8 illustrates different levels of agreement/disagreement with statements related to fashion consciousness as a decision-making style.

- **Q2.14** (My clothing should always be up to date).
- **Q2.15** (Fashionable, attractive styling is important to me).

Based on Figure 7.8 all statements Q2.14 and 2.15 related to fashion consciousness which scored higher percentages of agreement (63.2%; 60.3%) averaging 61.75%. This statistic represents a very high scoring indicating the extent to which South African millennials are fashion conscious. Similarly, DeVaney (2015:11) and Babijchouk et al (2018:2) concur that millennials are very social, willing to cooperate and collaborate, seek adventure which are all characteristic of fashion consciousness.

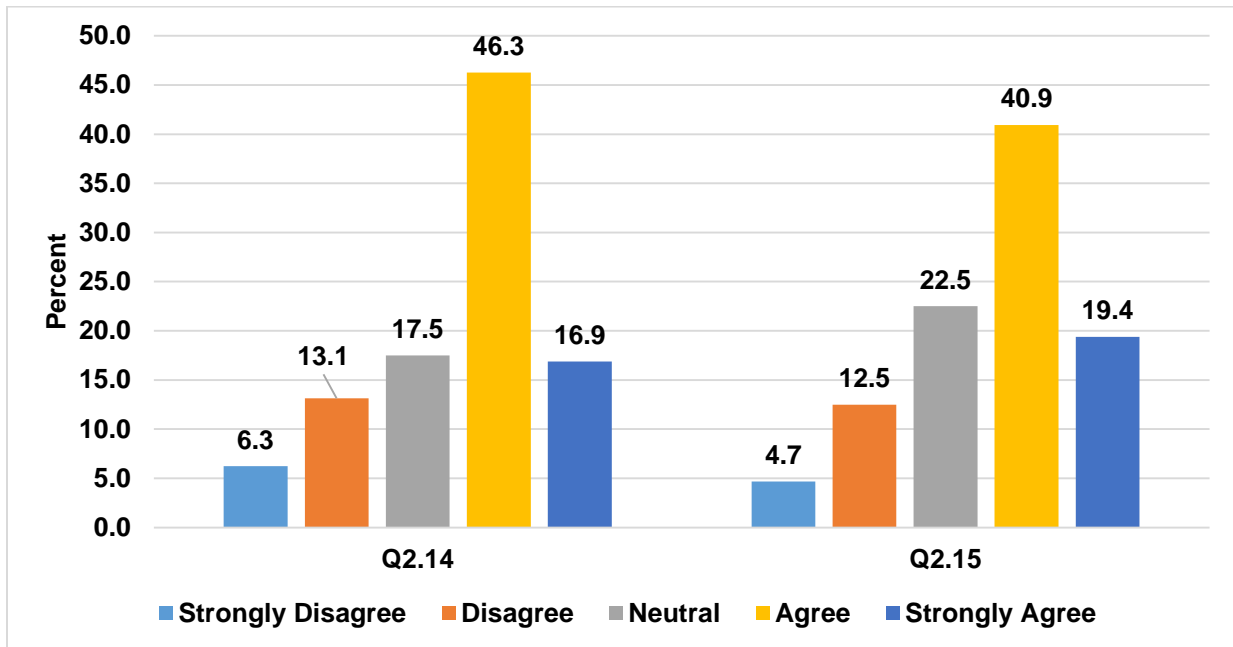


Figure 7.8: Fashion consciousness among Gen Y consumers.

Figure 7.9 indicates varying levels of agreement/disagreement of millennial consumers to questions relating to perfectionism as a consumer decision-making style.

- **Q2.9** (Very good quality clothing is important to me).
- **Q2.10** (My expectations of clothing items are always very high).

Based on figure 7.9, the level of agreement to statements relating to perfectionism were considerably high (i.e. 81%; 72.2% respectively) averaging at 75%. It explains that South African Gen Y consumers prefer high quality clothing items and would not settle for what is considered good enough. However, such inclinations could be symbolic of value seeking not precisely perfectionism therefore further introspection throughout this study will determine the nature of this CDMS.

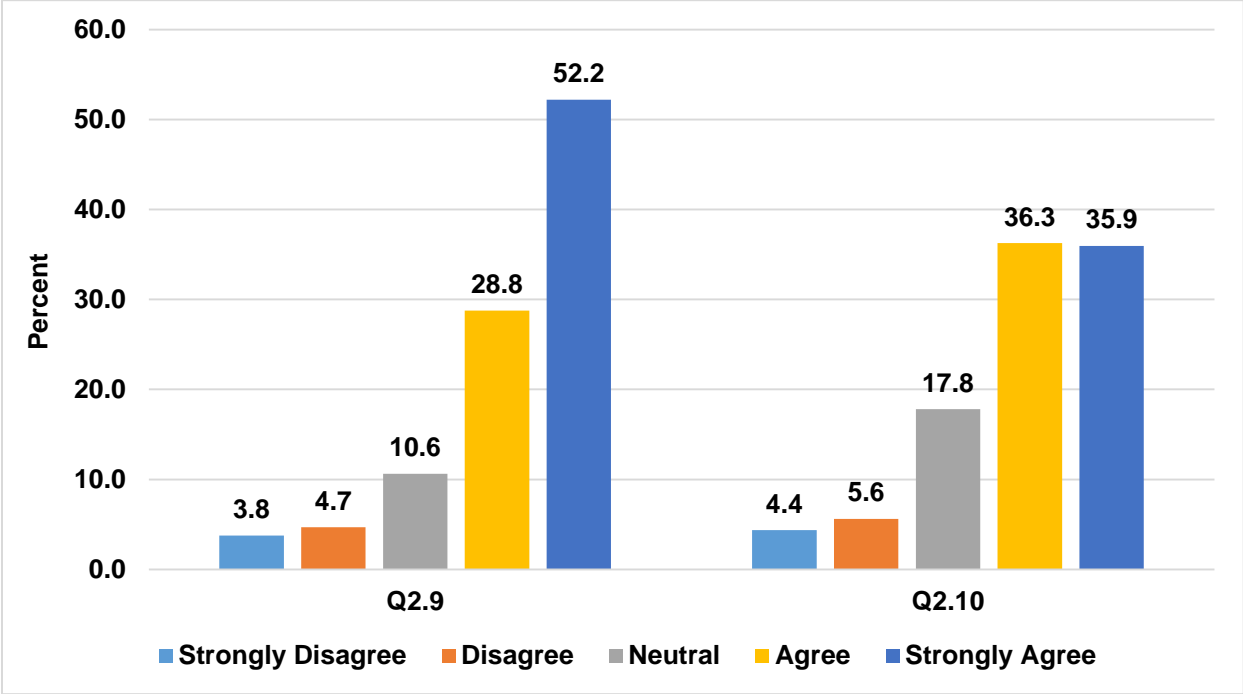


Figure 7.9: Perfectionism in Gen Y consumers.

7.3.3 Value consciousness (VC) CDMS

One cognitive aspect of perfectionism Q 2.8 'I invest much thought or care in purchasing my clothes' correlated with VC with all factor items loading under component 5 as depicted in table 7.4. Much of the factor items of VC focused on gaining value from purchased items and not necessarily a price concern within consumers (i.e. Q 2.5 'I invest more time in finding the best value for my money' and Q 2.7 'I carefully look for best buys in clothing shops'. All factor items of both perfectionism and VC therefore illustrate the cognitive effort of such a cohort in seeking value in clothing items thereby identifying **Value consciousness** as characteristic of South African millennial shoppers. Within the context of perfectionism as a distinct CDMS, descriptive of South African consumers; it can be concluded that the decision-making style could not be confirmed rather it manifested itself as high quality fashion consciousness and VC among South African Gen Y's. Frequencies recorded on perfectionism and VC are illustrated in figures 7.10 and 7.11.

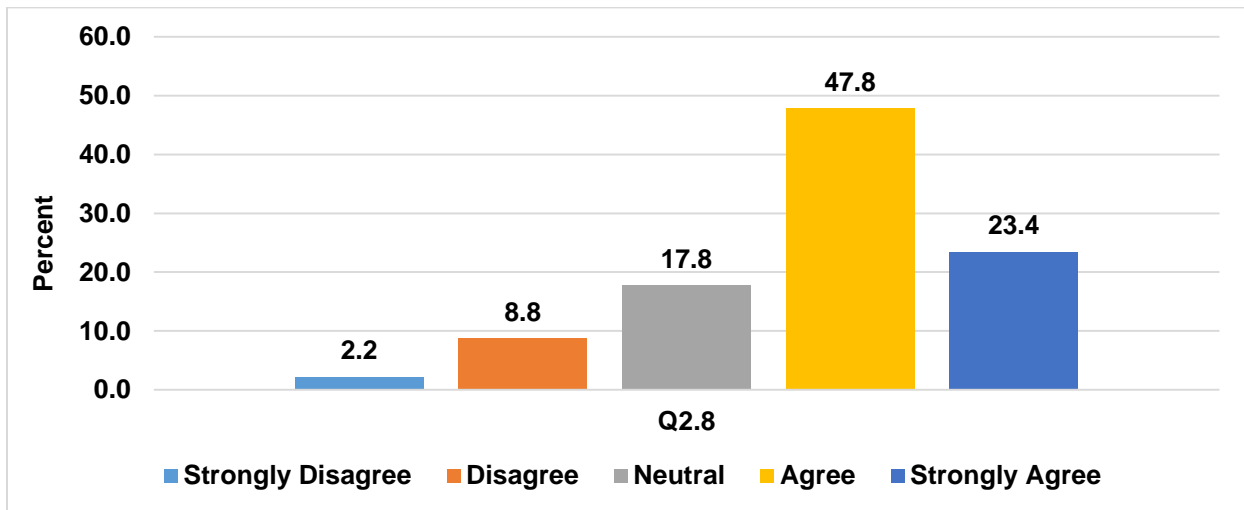


Figure 7.10: Perfectionism in Gen Y consumers.

Figure 7.10 indicates levels of agreement/disagreement of millennial consumers to the cognitive aspect of perfectionism as a consumer decision-making style.

- Q2.8 (I invest much thought or care in purchasing my clothes).

A 71.2% of respondents indicated that they are much concerned about how they purchase their clothing items. Such an inclination involves cognitive processing in achieving both good quality and value in purchases thereby determining the nature of perfectionism in South African Gen Y's (i.e.one that encompasses value consciousness as well).

Figure 7.11 illustrates responses relating to value consciousness of millennial consumers in South Africa:

- Q2.5 (I invest more time in finding the best value for my money).
- Q2.6 (I am careful on how much I spend on clothing items).
- Q2.7 (I carefully look for best buys in clothing shops).

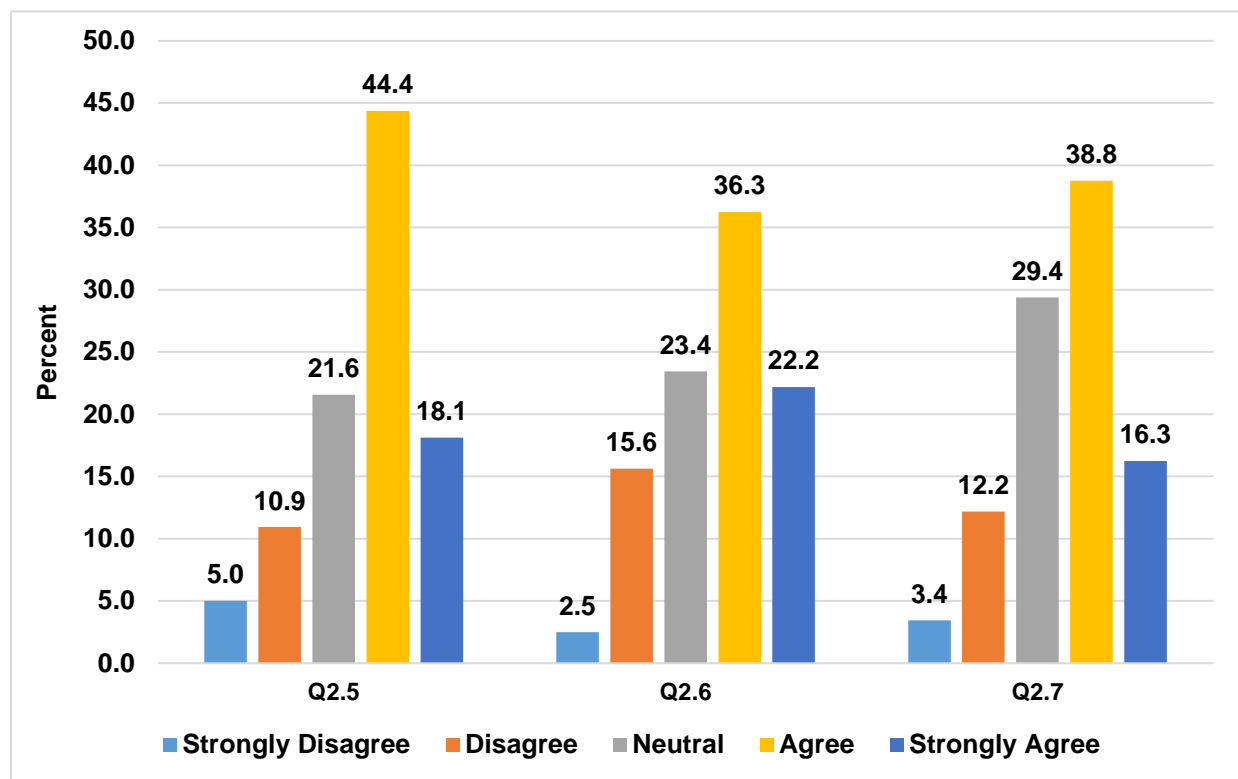


Figure 7.11: Value consciousness in Gen Y consumers.

Results indicated in figure 7.11 depict the level of agreement on three questions Q2.5, Q2.6 and Q2.7 (i.e. 62.5%; 58.5% and 55.1% respectively) are significant. This reiterates that South African millennial consumers are largely value conscious when buying clothing items as they seek value for money spent, control their level of spending and diligently seek for best buys in clothing outlets. According to Nielsen shopper-graphics syndicated report (2018:1), South African shopping baskets have dwindled with rising prices in 2018 due to sugar tax, increases in fuel prices and V.A.T increase to 15%. Furthermore, there is a rise in shopper patronage consumers seeking for deals and willing to expend their time. Consequently, the majority of millennial shoppers might be compelled by economic hardships in South Africa to rationally behave when purchasing.

7.3.5 Creative variety seeking CDMS

As aforementioned, NFC manifested across components 2 and 6 (illustrated in Table 7.4) thereby correlating with perfectionism and RC. The former (component 2 factor loading) was deduced as high-quality fashion consciousness. Conversely, factor items of NFC 'Q 2.16 Trying new clothing items is always a pleasant experience' and 'Q 2.17 I visit various shops to buy a variety of clothing brands' correlated with those of RC 'Q 2.25 Shopping at a variety of stores is an enjoyable experience' as well as one factor item of PC 'Q 2.1 For clothing items, I shop at different stores' under component 6 in table 7.4. All these correlations among factor items point to the existence of novelty or creative shopping and variety seeking behaviour among South African millennial shoppers. In effect, integrating all these shopping behaviours a consumer trait named **Creative variety seeking** could be identified with South African millennial consumers. A wide spectrum of research on generational purchase behaviours confirm innovativeness, early adoption of attractive products among Gen Y's (Parment 2013:192). Likewise, Mandhlazi, Dhurup and Mafini (2013:154) amplify the 'insatiable appetite' of Gen Y's for trending, innovative items.

Figure 7.12 illustrates different levels of agreement/disagreement with statements related to novelty consciousness as a decision-making style.

- **Q2.16** (Trying new clothing items is always a pleasant experience).
- **Q2.17** (I visit various shops to buy a variety of clothing brands).

Based on figure 7.12 statements Q 2.16 and 2.17 recorded high percentages of agreement (56.9% and 66.6% respectively) averaging 61.75%. In effect, a significant number of South African millennials are experimental and comparison shoppers. The tendency of engaging in comparison shopping is reiterated by a high scoring level of agreement (66.6%) in Q2.17. Smilansky (2016:20) emphasises that comparison shopping of millennials could be attributed to their cost-consciousness as a generation that endured economic recession.

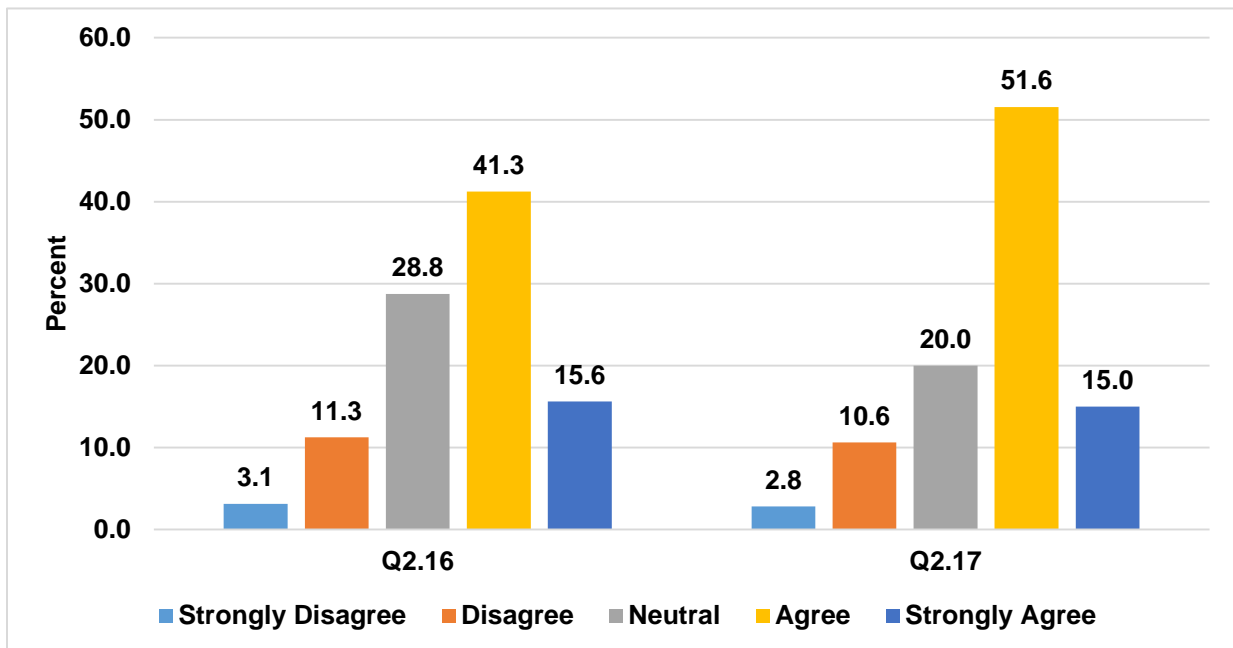


Figure 7.12: Novelty consciousness among Gen Y consumers

7.3.6 Recreational consciousness (RC) CDMS

RC besides one factor item correlating with NFC; the rest of its factor items perfectly loaded against a single component 7 as shown in Table 7.4. Factor items such as ‘Q 2.23 I enjoy shopping for clothing, just for the fun of it’ and ‘Q 2.24 Shopping for clothing items is one of the most enjoyable activities for me’ of RC all loaded along component 7 without correlating with any other CDMS thereby confirming the existence of RC shopping trait among South African Gen Y consumers.

Based on table 7.7, a 38% average level of agreement is recorded on statements Q 2.23 and Q 2.24 that measure RC in millennial consumers. It confirms an existence of a recreational conscience amongst millennial consumers in South Africa meaning that the act of shopping is an enjoyable experience among a group of Gen Y shoppers in South Africa. Lues and DeKlerk (2016:85) view that South African black Gen Y female shoppers are interested in shopping activities and responsive to attractive shopping environments.

Statement	Response Option			Chi-Square (p-value)
	Disagree	Neutral	Agree	
	%	%	%	
Q2.23 I enjoy shopping for clothing, just for the fun of it.	33.8	35.0	31.3	0.000
Q2.24 Shopping for clothing items is one of the most enjoyable activities for me.	30.0	25.3	44.7	0.000
Average Totals	31.9%	30.15%	38.0%	

Table 7.7: Average recreational consciousness levels of Gen Y consumers

7.3.7 Confused by over-choice CDMS

Component 4 of factor analysis in Table 7.4 precisely loaded distinctive factor items of confused by over-choice decision-making style only. These included 'Q 2.30 The more I learn about clothing, the more difficult it is for me to make choices', 'Q 2.31 There is too much information on clothing items that I get confused', 'Q 2.32 There is a wide variety of clothing brands which hardens my decision-making' and 'Q 2.33 At times I find it difficult to choose which clothing store to shop'. In essence, South African Gen Y consumers are **confused by over-choice** when shopping for clothing items. Aliman, Ariffin and Hashim (2018:569) confirmed a confused by over-choice Gen Y cohort among Malaysians. Comparing Gen Y's with older generations, Chui, Nik and Azman (2017:12) reinforced that the former is a much confused cohort than the latter.

Figure 7.13 illustrates how South African millennial shoppers responded to questions measuring confusion by over-choice CDMS. Levels of disagreement and agreement towards the questions averaged 36.5% and 38.6% respectively. A 38.6% average level of agreement could indicate lower prevalence of confusion as a decision making style among millennials. However, higher sum percentages of agreement 45.7 and 50.3 are depicted in figure 7.13 in Q 2.32 and Q 2.33. In essence, a wide majority of Gen Y consumers in South Africa admit wide choice selections of clothing items and store outlets are hardening their decision making. Equally, modern day shopping environments are characterised by proliferation of store formats and product choice necessitating experimental shopping behaviour for consumers to cope (Lissitsa and Kol 2016:311).

- **Q 2.30:** The more I learn about clothing, the more difficult it is for me to make choices
- **Q 2.31:** There is too much information on clothing items that I get confused.
- **Q 2.32:** There is a wide variety of clothing brands which hardens my decision-making.
- **Q 2.33:** At times I find it difficult to choose which clothing store to shop.

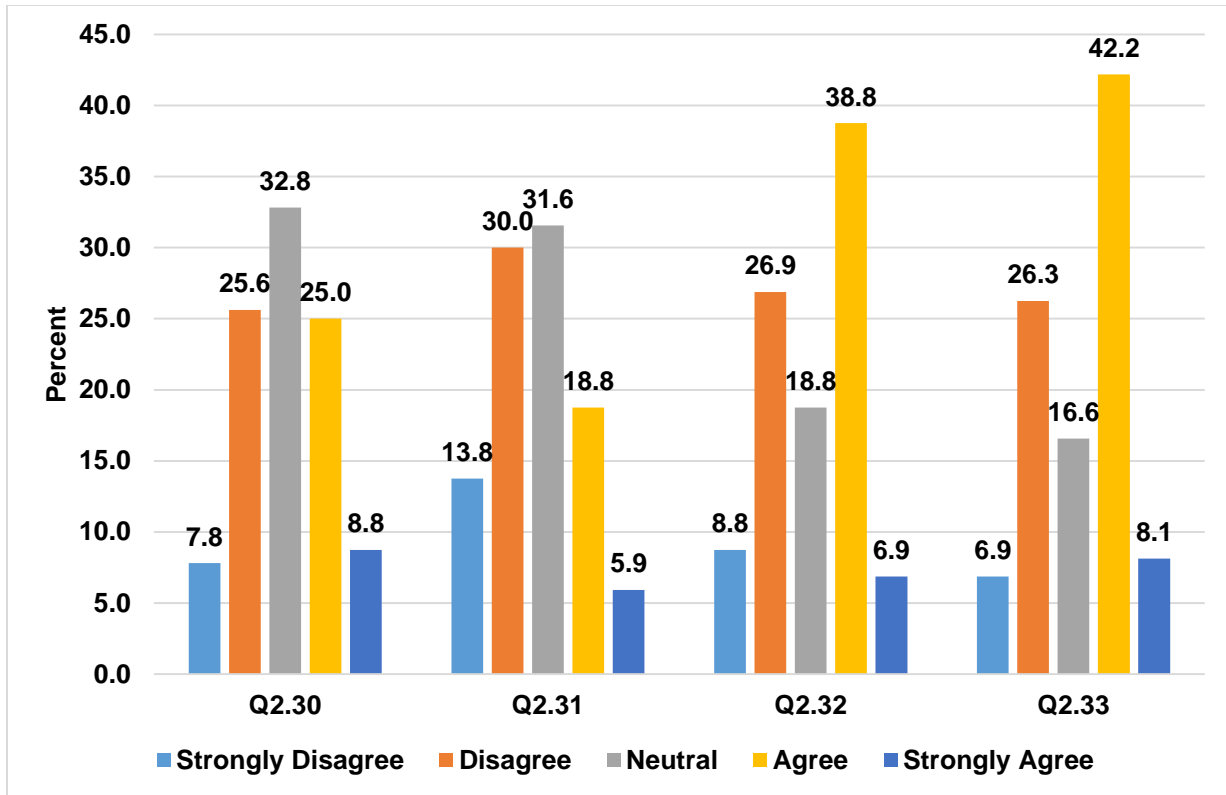


Figure 7.13: Confused by over-choice decision-making style among millennials

7.3.8 Habitual buying CDMS

In Chapter 5, brand and store loyalty were separated as different shopping orientations towards developing an exploratory framework. The idea was to clearly point out what motivates these two orientations of shopping to consume. However, constructs measuring these two CDMS loaded along a single component (i.e. component 3 in table 7.4). This contradicts separating the two as distinct decision-making styles rather maintains the existence of a single shopping orientation that is attached and motivated by specific brand(s) and visits specific clothing outlet(s). In essence, Gen Y South Africans are **Habitual buying** shoppers that visit specific clothing outlet(s) and purchase certain brand(s) repeatedly. In a study of millennial shoppers, Babijchouk et al (2018:5) argue that unlike preceding generations, modern ones engage in conspicuous consumption in which shoppers repeatedly buy certain brands to identify with them and portray a specific social standing particularly with prestigious brands or clothing outlets.

Statement	Response Option			Chi-Square (p-value)
	Disagree	Neutral	Agree	
	%	%	%	
Q2.18 I prefer particular clothing brands that I buy over and over.	35.9	23.1	41.0	0.000
Q2.19 I always stick to my favourite clothing brands.	34.1	25.9	40.0	0.000
Q2.20 Once I identify a clothing brand I like, I buy it regularly.	38.4	22.8	38.7	0.000
Q2.21 I prefer going to same clothing stores every time I shop.	45.7	32.2	22.2	0.000
Q2.22 It is important that I shop from particular clothing outlets regularly.	44.7	35.0	20.3	0.000
Average Totals	39.8	27.8	32.4	

Table 7.8: Average habitual buying levels of South African millennial consumers.

Based on table 7.8, despite an average level of 39.8% in disagreement with habitual shopping outweighs a 32.4% in agreement; habitual buying can be confirmed among Gen Ys in South Africa. Furthermore, questions Q 2.18 up to Q 2.20 focusing on brand based habitual buying behaviour record a better average level of agreement (i.e. $41.0+40.0+38.7/3 = 40\%$) than store based in questions Q 2.21 and Q 2.22 (i.e. $22.2+20.3/2 = 21.2\%$) indicating that habitual buying conscience in a group of Gen Y South Africans is much more brand based.

7.3.9 Brand consciousness (BC) CDMS

Component 8 of exploratory factor analysis in table 7.4 perfectly loaded items from a single factor i.e. **Brand consciousness** (BC) indicating the existence of BC as a distinct CDMS among South African millennial shoppers. Respondents indicated a significant preference for national brands of good quality that are regularly advertised for awareness. Similarly, Mbumbwa and Chigada (2018:559) identify black South African millennials as much brand aware and social individuals that opt for brands upholding their African culture and personalities.

Figure 7.14 illustrates varying responses of South African Gen Y consumers to statements testing their level of brand consciousness when shopping.

- Q 2.11 (Well-known national clothing brands are the best choice for me).
- Q 2.12 (Higher prices indicate better quality clothing items).
- Q 2.13 (I prefer regularly advertised clothing brands).

Statements Q2.11-2.13 indicate reasonably high levels of agreement among millennial consumers (i.e. 47.8%; 50.7%; 26.5% respectively) therefore confirming the existence of brand consciousness as a decision-making style among South African millennials. However, Q 2.13's low level of agreement (26.5%) and high uncertainty (39.7%) illustrate that millennials are not convinced by regular advertisement of clothing brands for them to buy though they are willing to pay premium prices on clothing items in search for better quality. Marks and Prinsloo (2015:15) report that consumer resistance is a growing phenomenon that constantly challenges and rejects brand marketing efforts. They voice out consumer concerns of marketing authenticity and emphasise that authenticity facets should be implemented in marketing efforts as an antidote.

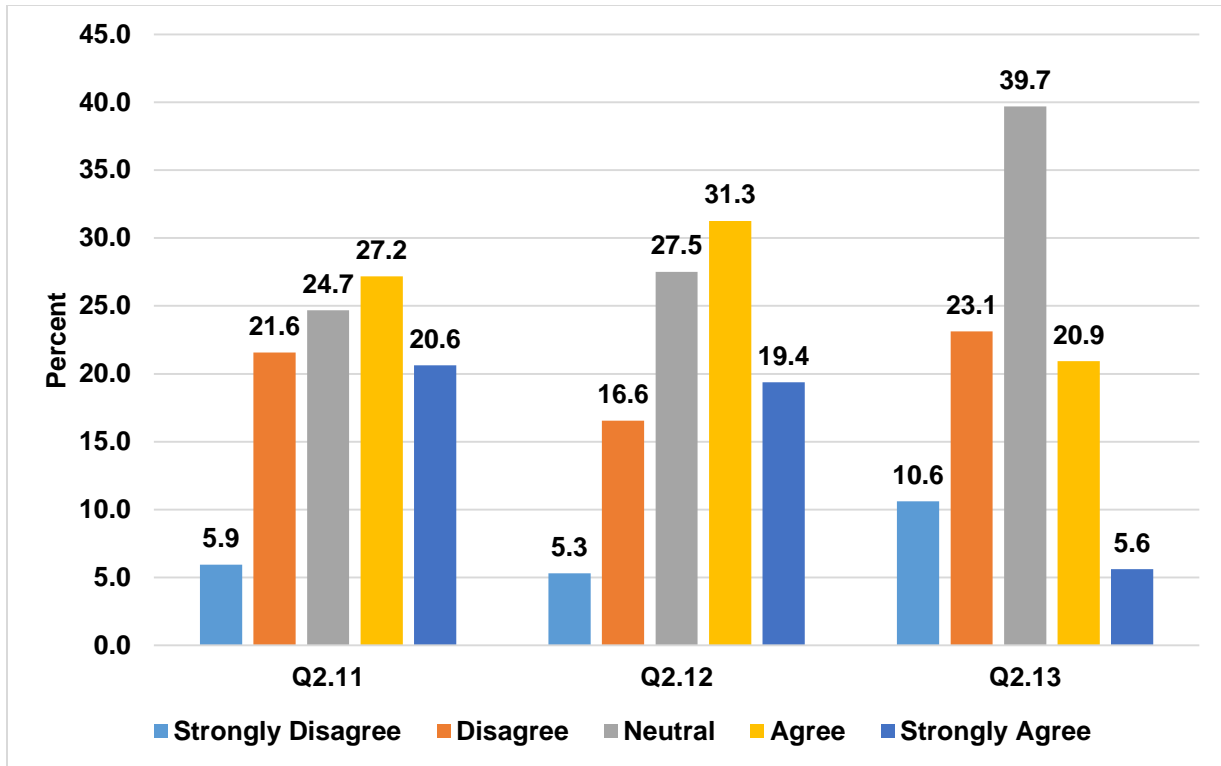


Figure 7.14: Brand consciousness among millennials in South Africa.

7.3.10 Time/effort conserving consciousness CDMS

As part solution of this study’s research problem, the smart shopping concept was explored in chapter 5 which led to the development of a new factor i.e. **Time/effort conserving consciousness** that was added to the exploratory framework. However, factor analysis proved otherwise, yielding contrasting results in confirming the existence of time/effort conserving consciousness CDMS. Factor items were distributed across different components that do not relate to any other CDMS from component 9-11 with the exception of one variable that loaded along component 2. In effect, there was irregular construction of factor items such that respondents identified differing interpretation on items of a single factor that should be eliminated. According to Mafini and Dhurup (2014:682) items heavily cross loading on components should be eliminated from further scale development. For future research purposes, a suitable decision-making style reflective of smart shopping should be developed and added to the traditional CSI as an indication of generational transformation in consumer behaviour.

7.4 Section C: Analysis of Psychological Antecedents of CDMS in South African millennial consumers.

Table 7.3 provided an acceptable Cronbach's alpha coefficient of 0.618 on question Q 3 items thus satisfying the requirements to conduct an exploratory factor analysis. Table 7.9 represents results from factor analysis on items of question 3 that measure psychological antecedents of CDMS. Results indicate close to perfect factor loadings on specific components with the exception of time pressure and self-confidence that loaded on more than one component. Principal component EFA principles mentioned in section 7.3.1 were still applied in this instance. Consequently, only factor loadings exceeding 0.50, communalities on variables over 0.50, eigenvalues of factors ≥ 1 and only psychological antecedents producing a cumulative variance $\geq 50\%$ were deemed significant.

Q3	Component				
	1	2	3	4	5
My shopping seems hurried every time	-0.006	0.159	-0.004	0.728	0.311
Time never seems enough to complete my shopping requirements	0.045	-0.012	0.034	-0.102	0.926
I prefer nice things in life	0.468	0.004	0.724	-0.106	-0.141
Financial freedom to buy whatever I want is very important to me	0.069	0.128	0.878	0.186	0.135
I observe other people's purchasing to make my own shopping decisions	0.084	0.824	-0.023	-0.238	-0.083
Making an impression on others is important in my purchasing	0.054	0.838	0.154	0.153	0.081
I am a better shopper than the majority of the people	0.629	0.153	0.126	0.214	-0.097
I am well capable of making good shopping decisions	0.333	0.084	0.126	0.713	0.142
I often advise my friends from where to shop	0.830	0.091	0.080	-0.001	0.032
My friends often ask where I shop for most of my goods	0.717	-0.064	0.147	0.123	0.129

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 6 iterations.

Table 7.9: Exploratory factor analysis on Question 3.

Table 7.10 represents a summation of figures relating to psychological determinants of CDMS among South African millennial consumers. For this study's purpose, five determinants were selected (i.e. time pressure, materialism, susceptibility to interpersonal influence, self-confidence and shopping opinion leadership).

7.4.1 Summarised responses on psychological antecedents of CDMS

Statement	Psychological Antecedent	Response Option			Chi-Square (p-value)
		Disagree	Neutral	Agree	
		%	%	%	
Q3.1 My shopping seems hurried every time.	Time Pressure	36.9	45.6	17.5	0.000
Q3.2 Time never seems enough to complete my shopping requirements.		40.0	37.8	22.2	0.000
Average Total		38.5	41.7	19.9	
Q3.3 I prefer nice things in life.	Materialism	7.8	22.5	69.7	0.000
Q3.4 Financial freedom to buy whatever I want is very important to me.		9.7	18.4	71.9	0.000
Average Total		8.8	20.5	70.8	
Q3.5 I observe other people's purchasing to make my own shopping decisions.	Susceptibility to interpersonal influence	42.2	24.1	33.8	0.000
Q3.6 Making an impression on others is important in my purchasing.		48.4	23.1	28.5	0.000
Average Total		45.3	23.6	31.2	
Q3.7 I am a better shopper than the majority of the people	Self confidence	34.1	48.8	16.5	0.000
Q3.8 I am well capable of making good shopping decisions		12.5	20.9	66.6	0.000
Average Total		23.3	34.9	41.6	
Q3.9 I often advise my friends from where to shop.	Shopping opinion leadership	25.6	38.8	35.7	0.000
Q3.10 My friends often ask where I shop for most of my goods.		17.8	36.3	45.9	0.000
Average Total		21.7	37.6	40.8	0.000

Table 7.10: Psychological antecedents of CDMS for South African Gen Y consumers.

Questions 3.3 and 3.4 in table 7.10 measure level of materialism in millennial consumers. The average majority of respondents 70.8% confirmed the existence and influence of materialism in their shopping of clothing items. Fatoki (2015:635) confirms materialistic tendencies in South African university students and encouraged the management of it through focusing on instrumental materialism that encourages one to succeed not envy.

Results in table 7.10 indicate a significant average of disagreement (45.3%) by respondents on questions 3.5 and 3.6 relating to susceptibility of consumers to interpersonal influence. A 45.3% average of respondents disagreed that they are influenced by others patterns of shopping or idea thereof to develop theirs. In essence, millennial consumers in South Africa identify themselves as independent decision makers that do not rely on external influence.

Based on table 7.10 (Q 3.7 and 3.8) an average of 41.6% of respondents are confident of their shopping decision making. However, a low turnout on Q 3.7 of 16.5% is recorded with only these respondents confirming they are better shoppers than other individuals. Furthermore, 48.8% of respondents are uncertain of Q 3.7, probably contributing to the low turnout in Q 3.7 a measure of self-confidence in millennial shoppers. Overall, an average level of agreement of 41.6% compared to a 23.3% level of disagreement on attributes of self-confidence (Q 3.7 and 3.8) indicate that the majority of Gen Y consumers in South Africa are confident consumers. Al-Zubi (2015:94) reports a high level of self-confidence among young consumers particularly those with utilitarian motives of shopping.

Questions 3.9 and 3.10 tested shopping opinion leadership in Gen Y consumers. Results indicate an average of 40.8% of respondents confirming behaviour related to opinion leadership such that they often advised their peers on how to handle shopping decisions. Overall, Gen Y consumers in South Africa are under no time pressure to complete their shopping activities and highly materialistic in their shopping choices. They are independent shoppers impervious to interpersonal influence and confident of their shopping decision-making. Lastly, millennial consumers in South Africa lead in others shopping decision-making (i.e. opinion leadership).

7.5 Section D: Analysis of consumer Innovativeness in South African millennial consumers.

A Cronbach's alpha coefficient of 0.616 was recorded in table 7.3 and deemed an acceptable result to conduct factor analysis on items measuring consumer innovativeness thus question Q 4. Table 7.11 represents results of factor analysis on Q 4. Questions constituting specific sections of Q 4 (i.e. sensory and cognitive innovativeness) loaded perfectly along their respective components. It entails that questions constituting sensory and cognitive innovativeness perfectly measured what was set out to measure.

As previously discussed, principles on EFA to deem results reliable were still applied in this instance. Significant factors and factor items were deemed significant if they: exceeded the 0.50 mark, had communalities more than 0.50, eigenvalues of more than 1 and lastly a total variance that exceeded 50%.

Q4 Rotated Component Matrix^a

	Component	
	1	2
I take pleasure in store visuals that induce fantasies	0.568	0.297
I prefer emotional messages in clothing brand advertisements	0.385	0.237
Shopping is a thrilling experience that induces a sense of adventure in me	0.738	-0.095
Aesthetic appeals of clothing items are very important to me	0.679	0.179
I try to find out the meaning of unclear statements in clothing advertisements	0.298	0.734
Ambiguous clothing information induces me to seek clarity	0.381	0.660
I try to figure out the quickest way of completing my shopping activities	-0.472	0.680
I often reflect on my own feelings or reactions during shopping	0.070	0.395

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Table 7.11: Factor analysis on question 4.

Table 7.12 provides a summarised report of the varying levels of innovativeness among Gen Y consumers in South Africa. Questions 4.1-4.4 measured the level of sensory innovativeness in millennial consumers. A 43.4% average of respondents confirmed traits related to sensory innovativeness opposed to 25.6% who disagreed and 32.1% uncertain of their predisposition. Moreover, high sum percentages of agreement are recorded in Q 4.11 (60.7%) and Q 4.4 (52.5%). In those instances, millennial consumers highlight their preference for attractive store atmosphere and aesthetic appeals of clothing. Mishra (2015:39) conclude that sensory innovative consumers seek fantasy and arousal from outside stimuli such that they rely on these visual and verbal cues to make decisions.

Statement	Consumer innovativeness	Response Option			Chi-Square (p-value)
		Disagree	Neutral	Agree	
		%	%	%	
Q4.1 I take pleasure in store visuals that induce fantasises.	Sensory innovativeness	14.1	25.3	60.7	0.000
Q4.2 I prefer emotional messages in clothing brand advertisements.		42.5	37.5	20.1	0.000
Q4.3 Shopping is a thrilling experience that induces a sense of adventure in me.		25.7	34.1	40.3	0.000
Q4.4 Aesthetic appeals of clothing items are very important to me.		16	31.6	52.5	0.000
Average Total		25.6	32.1	43.4	
Q4.5 I try to find out the meaning of unclear statements in clothing advertisements.	Cognitive innovativeness	23.8	17.2	59.1	0.000
Q4.6 Ambiguous clothing information induces me to seek clarity.		23.7	22.2	54.0	0.000
Q4.7 I try to figure out the quickest way of completing my shopping activities.		27.8	30.6	41.6	0.000
Q4.8 I often reflect on my own feelings or reactions during shopping.		24.4	34.1	41.6	0.000
Average Total		24.9	26.0	49.1	

Table 7.12: Summarised analysis of South African Gen Y consumer innovativeness.

Questions 4.5-4.8 measured the level of cognitive innovativeness in millennial consumers. An average of 49.1% of respondents confirmed traits related to cognitive innovativeness compared to 24.9% and 26.0% who disapprove or are uncertain. Furthermore, high scoring levels are depicted in questions 4.5-4.8 ranging from 42% to 59.1% all confirming the existence of cognitive traits during shopping decision-making.

Overall, table 7.12 illustrates a higher average percentage total of respondents being aligned to the cognitive perspective of consumer innovativeness (49.1%) than sensory innovativeness (43.4%). This points out that the greater majority of South African millennials are cognitive innovators (i.e. those who base purchase decision on trial ability of products, analysis of factual messages and economic risk) than sensory innovators (i.e. those who base purchase decisions on experimental behaviour, fantasises, visual and verbal stimuli) (Zarandi & Lotfizadeh 2017:65; Khan & Khan 2014:12; Jaiyeoba & Openda 2013:111).

However, such a conclusion could prove to be mathematically imprudent as data utilised is merely based on average percentage totals of two separate questions related to either sensory or cognitive innovation. Accordingly, further introspection is required within the chapter on what effect these two perspectives of innovativeness pose on different kinds or groups of CDMS to determine which innovative perspective is predominant amongst South African Gen Y consumers.

7.6 SECTION E: Hypothesis Testing

7.6.1 Comparative Analysis between CDMS and demographical data.

Statements of statistical significance are required when analysing data. The traditional approach commends a p-value to be generated through test statistics (i.e. Pearson's Chi-square test). In this instance, a significant result is highlighted by p-values below the 0.05 figure ($p < 0.05$). To determine significant relationships between this study's variables (rows vs columns) and confirm hypothesis; a second chi-square test was performed. Null hypothesis indicate a lack of association between the two whereas the alternate highlights an association.

7.6.2 Gender cross-tabulation with PC CDMS.

Table 7.13 illustrates a significant relationship between price consciousness and gender. Chapter 4 of this study discussed the possibility of price consciousness being dominant in female shoppers than males:

H_{4g6}: Price/value consciousness is largely prevalent in female shoppers than males.

Statement	Gender		
	Chi-square	df	Sig
2.1 For clothing items, I shop at different stores.	38.344	4	.000*

Table 7.13: Gender cross-tabulation with PC CDMS.

A p-value of **0.000** depicted in Table 7.13 illustrates a significant relationship between shoppers visiting different stores (i.e. price consciousness variable) and gender. By visiting a variety of stores, Gen Y South African consumers engage in price-comparisons until they find the best price to settle for.

Table 7.14 further depicts higher percentage values within a gender visiting different stores in feminine shoppers than male consumers (i.e. 60.4%+26.7% for female Gen Y consumers vs 39.0%+21.2% for male millennial shoppers). Such a statistic emphasises that South African female millennial shoppers are predominantly price conscious than their male counterparts. Similarly, divergent consumer behaviour especially price sensitivity across gender is reported in literature (Solka, Jackson and Lee 2011:391; Haron and Chinedu 2018:172). Moreover, a South African perspective indicate an increasing price sensitivity in female Gen Ys than males (Potgieter, Wiese and Strasheim 2013:18).

Statement			Male	Female
2.1 For clothing items, I shop at different stores.	Strongly disagree	% within gender	6.8%	4.5%
	Disagree	% within gender	22.0%	3.0%
	Neutral	% within gender	11.0%	5.4%
	Agree	% within gender	39.0%	60.4%
	Strongly agree	% within gender	21.2%	26.7%
Total			100%	100%

Table 7.14: Gender*Price consciousness Frequencies.

7.6.3 Cross tabulation between age and price consciousness

Chapter 4 of this study predicted an increasing price sensitivity in Gen Y consumers with age as illustrated in the following hypothesis:

H_{4g7}: Age positively correlates with price/value consciousness of consumers.

Based on Table 7.15 statements 2.1 and 2.4 (i.e. that measure level of price consciousness in millennial consumers) deduced a relationship of statistical significance with age of consumers (i.e. 0.000 and 0.002). In contrast, table 7.16 further clarifies an increasing level of disagreement towards variables of price consciousness (i.e. statements 2.1 and 2.4) with age.

In statement 2.1 the 18-25 years age category recorded a 14.9% (6.5+8.4%) refuting price consciousness when shopping, rising to 21.5% (3.9+17.6%) within the 26-34 years category. Likewise, statement 2.4 in Table 7.16 indicates rising levels of disagreement towards price consciousness. The 18-25 age category records a 35.3% (6.5+28.8%) level of negation towards price consciousness, rising to 49% (5.9+43.1%) in the 26-34 years age range and finally 62.9% (22+40.7%) in the latter age category. In essence, these findings negate hypothesis H_{4g7} of this study, rather it indicates an inverse relationship between price consciousness and age whereby younger South African millennials are discovered to be more price conscious than their older generational peers (i.e. those above 25 years). This could be attributed to lower earning potential among younger generation Y members compared to their older counterparts much more advanced in their careers. Valaei and Nikhashemi (2017:523) discovered price as one of the influential factors that determine purchase intention of young Gen Y consumers. Babijchouk et al (2018:2) describe millennials as the most cost conscious generation attributed to the 2008 economic recession.

Statement	Age		
	Chi-square	df	Sig
2.1 For clothing items, I shop at different stores.	38.344	4	0.000*
2.4 I usually buy least priced items.	28.903	8	0.002*

Table 7.15: Cross tabulation between age and price consciousness

Statement			18-25 Years	26-34 Years	35-38 Years
2.1 For clothing items, I shop at different stores.	Strongly disagree	% within age (years)	6.5%	3.9%	1.9%
	Disagree	% within age (years)	8.4%	17.6%	9.3%
	Neutral	% within age (years)	9.3%	3.9%	3.7%
	Agree	% within age (years)	47.0%	56.9%	70.4%
	Strongly agree	% within age (years)	19.4%	2.8%	2.5%
Total			100%	100%	100%
			18-25 Years	26-34 Years	35-38 Years
2.4 I usually buy least priced items.	Strongly disagree	% within age (years)	6.5%	5.9%	22.2%
	Disagree	% within age (years)	28.8%	43.1%	40.7%
	Neutral	% within age (years)	34.4%	27.5%	27.8%
	Agree	% within age (years)	20.0%	13.7%	5.6%
	Strongly agree	% within age (years)	10.2%	9.8%	3.7%
Total			100%	100%	100%

Table 7.16: Age*Price consciousness frequencies.

7.6.4 Cross-tabulation between education and price consciousness.

This study in chapter 4 proposed a degree of less impact in price sensitivity among consumers with more advanced educational qualifications. It is expected that as Gen Y consumers in SA advance in educational levels they become less price conscious of clothing items.

H_{4g8}: Price/value consciousness is of less significance with higher educational levels.

Statement	Education level		
	Chi-square	df	Sig
2.1 For clothing items, I shop at different stores.	28.100	12	0.005*
2.3 I purchase much of my clothing items at sale prices.	34.291	12	0.001*
2.4 I usually buy least priced clothing items	21.215	12	0.047*

Table 7.17: Cross-tabulation between education and price consciousness.

Table 7.17 represents a cross-tabulation between education levels of respondents and price consciousness decision-making styles. All three variables of price consciousness (statements 2.1, 2.3, 2.4) are of statistical relevance when compared to educational level of respondents with all p-values less than 0.05 (i.e. 0.005; 0.001; 0.047). In essence, there is relationship between price consciousness and level of education amongst South African Gen Y consumers.

Table 7.18 illustrates frequencies recorded between education level of respondents and price consciousness. Results based on Table 7.17 indicate increasing levels of agreement to price consciousness variables (i.e. statements 2.3 and 2.4) as education levels advance and decreasing levels of disagreement to price consciousness variables with higher educational qualification. For instance, statement 2.3 in Table 7.18 recorded a 27.3% (18.2% + 9.1%) level of agreement among Gen Y with lower than matric certificate, rising to 33.3% (13.3% + 20.0%) among post-matriculated Gen Ys and eventually to 40.4% (26.8%+13.6%) among university Gen Ys in South Africa. In contrast, statement 2.4 indicates a 72.7% (9.1% + 63.6%) level of disagreement towards price consciousness among non-matriculated Gen Y consumers, dropping to 53.4% (15.6% + 37.8%) among post-matriculated Gen Ys and finally to 38% (7% + 31%) among university Gen Y consumers. In effect, these findings refute hypothesis H_{4g8} of this study and assert that higher educational levels of South African Gen Y consumers directly relate with price consciousness.

Statement			Lower than matric	Matriculated	Post-matriculated	University
2.3 I purchase much of my clothing items at sale prices.	Strongly disagree	% within education	0.0%	15.7%	2.2%	7.0%
	Disagree	% within education	54.5%	23.5%	40.0%	23.0%
	Neutral	% within education	18.2%	47.1%	24.4%	29.6%
	Agree	% within education	18.2%	13.7%	13.3%	26.8%
	Strongly agree	% within education	9.1%	0.0%	20.0%	13.6%
Total			100%	100%	100%	100%
			Lower than matric	Matriculated	Post-matriculated	University
2.4 I usually buy least priced items.	Strongly disagree	% within education	9.1%	11.8%	15.6%	7.0%
	Disagree	% within education	63.6%	31.4%	37.8%	31.0%
	Neutral	% within education	9.1%	47.1%	24.4%	31.5%
	Agree	% within education	9.1%	7.8%	13.3%	19.7%
	Strongly agree	% within education	9.1%	2.0%	8.9%	10.8%
Total			100%	100%	100%	100%

Table 7.18: Education*Price consciousness frequencies.

This finding reflects the moderating effect of price on purchase intention (Cham et al 2017:8). It emphasises the distinction made between cognitive and sensory innovativeness and the characteristics of a consumer. In this instance, higher educational achievement induces consumers to naturally seek shopping activities that stimulate their cognitive function over sensory (i.e. price consciousness).

7.6.5 Cross tabulation between ethnicity and value consciousness

Value consciousness highlights its insignificant relationship with demographics such as gender, age, marital status and education. With p-values on constructs that measure this CDMS all above the required 0.05 standard. This finding highlights the importance of distinguishing price and value consciousness as two separate CDMS.

Previously, price consciousness proved to be of statistical significance across all demographic variables in this study whereas value consciousness could not, with only the exception of ethnicity. It therefore means that although South African millennial shoppers are price conscious, they are not necessarily value oriented in their shopping decision-making. Potgieter, Wiese and Strasheim (2013:17) report two separate manifestations of price and value consciousness factors in South African Gen Y consumers. Furthermore, Fedder, Joshi and Upadhyaya (2018:9) underscore how the concept of value applies differently to Gen Z group of consumers. They indicate that value signifies quality among ‘Discerning Achievers’ who spend more on consumer products whereas ‘Pragmatists’ perceive low price in finding value.

Statement	Ethnicity		
	Chi-square	df	Sig
2.5 I invest more time in finding the best value for my money.	43.691	12	0.000*
2.6 I am careful on how much I spend on clothing items.	31.144	12	0.002*
2.7 I carefully look for best buys in clothing shops.	27.373	12	0.007*

Table 7.19: Cross tabulation between ethnicity and value consciousness.

Table 7.19 represents a relationship of statistical significance between value consciousness and ethnic background of South African Gen Y consumers with all p-values below 0.05 as required. Moreover Table 7.19 highlights frequencies recorded within value consciousness constructs (Questions 2.5, 2.6 and 2.7) across the four race groups in South Africa. As depicted in Table 7.20, value consciousness CDMS is largely influenced by ethnic group. One of this study's motives is to determine additional dimension(s) to the CSI reflecting a multi-cultural society. Results in Table 7.20 indicate high representativeness of value consciousness in Caucasian and African racial groups compared to below average values in Coloured and Indian groups. Values of 75% (71.2+3.8 %); 75% (59.6+15.4%) and 57.8% (53.8+3.8%) were in agreement with all three constructs of value consciousness among Caucasian consumers and 61.0% (33.3+27.7%); 60.5% (31.1+29.4%) and 59.9% (36.7+23.2%) among black African consumers indicate a high prevalence of value consciousness in these two ethnic groups. Likewise, Haron and Chinedu (2018:180) confirm the significant influence of ethnic background of Malaysian Gen Y consumers on their decision-making styles. Potgieter, Weise and Strasheim (2013:24) discovered distinctive CDMS with different ethnic groups however finding African groups as less value conscious than Caucasians but more price sensitive. This raises an interesting aspect of value consciousness in Africans and Caucasians whether the existence and manifestation of the concept is either price or quality motivated in these two racial groups.

Statement			African	Caucasian	Coloured	Indian
2.5 I invest more time in finding the best value for my money.	Strongly disagree	% within ethnicity	6.8%	1.9%	3.2%	3.3%
	Disagree	% within ethnicity	10.7%	9.6%	19.4%	8.3%
	Neutral	% within ethnicity	21.5%	13.5%	29.0%	25.0%
	Agree	% within ethnicity	33.3%	71.2%	38.7%	56.7%
	Strongly agree	% within ethnicity	27.7%	3.8%	9.7%	6.7%
Total			100%	100%	100%	100%
			African	Caucasian	Coloured	Indian
2.6 I am careful on how much I spend on clothing items.	Strongly disagree	% within ethnicity	2.3%	0.0%	3.2%	5.0%
	Disagree	% within ethnicity	15.8%	11.5%	22.6%	15.0%
	Neutral	% within ethnicity	21.5%	13.5%	35.5%	31.7%
	Agree	% within ethnicity	31.1%	59.6%	22.6%	38.3%
	Strongly agree	% within ethnicity	29.4%	15.4%	16.1%	10.0%
Total			100%	100%	100%	100%

Statement		African	Caucasian	Coloured	Indian	
2.7 I carefully look for best buys in clothing shops.	Strongly disagree	% within ethnicity	5.1%	0.0%	3.2%	1.7%
	Disagree	% within ethnicity	11.9%	7.7%	12.9%	16.7%
	Neutral	% within ethnicity	23.2%	34.6%	41.9%	36.7%
	Agree	% within ethnicity	36.7%	53.8%	32.3%	35.0%
	Strongly agree	% within ethnicity	23.2%	3.8%	9.7%	10.0%
Total			100%	100%	100%	100%

Table 7.20: Ethnicity and value consciousness frequencies.

7.6.6 Cross-tabulation between confusion by over-choice CDMS and demographics

In table 7.21 relationships of statistical significance are recorded across demographic variables (age, marital status and ethnicity) with the exception of gender as depicted. Questions 2.30; 2.31 and 2.32 illustrated in Table 7.21 and 7.22 measured consumer confusion as a decision-making style. Results indicate that confusion by over-choice is largely prevalent in younger Gen Y individuals than older Gen Y's. This study in chapter four proposed the following hypothesis:

H_{4b6}: Confused by over-choice CDMS poses no significant difference across age groups.

Statement	Age			Marital			Ethnicity		
	Chi-square	df	Sig	Chi-square	df	Sig	Chi-square	df	Sig
2.30 The more I learn about clothing, the more difficult it is for me to make choices.	24.064	8	0.002*	29.209	12	0.004	32.393	12	0.001
2.31 There is too much information on clothing items that I get confused.	17.357	8	0.027*	28.644	12	0.004	33.254	12	0.001
2.32 There is a wide variety of clothing brands which hardens my decision-making.	42.740	8	0.000*	30.804	12	0.002	48.751	12	0.000
2.33 At times I find it difficult to choose which clothing store to shop.	19.387	8	0.013	22.763	12	0.030	34.917	12	0.000

Table 7.21: Cross-tabulation between confusion by over-choice CDMS and demographics.

7.6.7 Age and confused by over-choice CDMS frequencies.

Table 7.22 shows percentage levels of disagreement towards the three variables of confused by over-choice CDMS (statements 2.30, 2.31 and 2.32) increasing with each age group. Inversely, the level of agreement towards these statements tends to drop with each age group. For example, statement 2.31 recorded a 38.2% (13.5+24.7%) level of disagreement towards the confused by over-choice decision-making within the 18-25 years age group, rising to 47% (13.7+33.3%) in the 26-34 age group and finally to 62.9% (14.8+48.1%) in the 35-38 age category. Contrariwise, a 29.8% (22.8+7.0%) level of agreement is recorded in the younger age group on the same CDMS, dropping to 21.6% (15.7+59%) in the 26-34 age group and further dropping to only 7.3% (5.6+1.9%) in the eldest age group (35-38 years).

Overall, this refutes hypothesis H_{4b6} of this study and confirm that confusion by over-choice CDMS is largely prevalent in younger Gen Y South African consumers than older members of the same generational group. Empirical analysis confirms the significant influence of age in determining the level of consumer confusion towards shopping activities (Haron and Chinedu 2018:172; Ashokkumar 2016:47; Weldode, Kulkarni and Udgir 2018:208).

Statement			18-25 Years	26-34 Years	35-38 Years
2.30 The more I learn about clothing, the more difficult it is for me to make choices.	Strongly disagree	% within age (years)	5.6%	9.8%	14.8%
	Disagree	% within age (years)	20.5%	31.4%	40.7%
	Neutral	% within age (years)	33.5%	33.3%	29.6%
	Agree	% within age (years)	29.3%	17.6%	14.8%
	Strongly agree	% within age (years)	11.2%	7.8%	0.0%
2.31 There is too much information on clothing items that I get confused.	Strongly disagree	% within age (years)	13.5%	13.7%	14.8%
	Disagree	% within age (years)	24.7%	33.3%	48.1%
	Neutral	% within age (years)	32.1%	31.4%	29.6%
	Agree	% within age (years)	22.8%	15.7%	5.6%
	Strongly agree	% within age (years)	7.0%	5.9%	1.9%
2.32 There is a wide variety of clothing brands which hardens my decision-making.	Strongly disagree	% within age (years)	8.4%	9.8%	9.3%
	Disagree	% within age (years)	19.5%	21.6%	61.1%
	Neutral	% within age (years)	19.5%	23.5%	11.1%
	Agree	% within age (years)	44.2%	37.3%	18.5%
	Strongly agree	% within age (years)	8.4%	7.8%	0.0%

Table 7.22 Age and confused by over-choice CDMS frequencies.

7.6.8 Cross-tabulation between marital status and confused by over-choice.

Statement			Single without dependants	Single with dependants	Married without dependants	Married with dependants
2.30 The more I learn about clothing, the more difficult it is for me to make choices.	Agree	% within marital status	28.5%	28.0%	16.7%	2.9%
	Strongly agree	% within marital status	11.3%	8.5%	0.0%	0.0%
Total			39.8%	36.5%	16.7%	2.9%
2.31 There is too much information on clothing items that I get confused.	Agree	% within marital status	23.7%	17.1%	11.1%	0.0%
	Strongly agree	% within marital status	8.6%	3.7%	0.0%	0.0%
Total			32.3%	20.8%	11.1%	0.0%
2.32 There is a wide variety of clothing brands which hardens my decision-making.	Agree	% within marital status	43.5%	37.8%	38.9%	14.7%
	Strongly agree	% within marital status	7.5%	9.8%	0.0%	0.0%
Total			51%	47.6%	38.9%	14.7%

Table 7.23: Marital status*Confused by over-choice CDMS frequencies.

Table 7.21 depicts relationships of statistical significance i.e. those with p-values below 0.05. A relationship between marital status of South African Gen Y consumers and confused by over-choice decision making style is confirmed with all variables of the decision making style (i.e. statements 2.30-2.33) recording p-values below 0.05 (0.004; 0.004; 0.002 and 0.030 respectively).

Table 7.23 illustrates a higher level of consumer confusion among South African Gen Y single individuals than in married ones. Levels of agreement towards confused by over-choice decision making style are significantly higher in three constructs among single Gen Ys than married ones. In general, single Gen Y South African consumers are more confused by over-choice in shopping than married Gen Y consumers. According to Sangodoyin and Makgosa (2014:41) married retail shoppers are less confused by over-choice than single consumers due to more time to plan shopping activities, a positive attitude towards shopping and utilisation of information to rationalise shopping. Moreover, single shoppers are expected to encounter increased amounts of role overload as they perform both husband and wife roles leading to reduced time and effort devoted to shopping.

7.6.9 Cross-tabulation between ethnicity and confused by over-choice CDMS.

Statement			African	Caucasian	Colour	Indian
2.30 The more I learn about clothing, the more difficult it is for me to make choices.	Agree	% within ethnicity	44.0%	13.5%	29.1%	33.4%
	Neutral	% within ethnicity	32.2%	28.8%	32.3%	38.3%
	Disagree	% within ethnicity	27.1%	57.7%	38.7%	28.3%
2.32 There is a wide variety of clothing brands which hardens my decision-making.	Agree	% within ethnicity	49.7%	19.2%	41.9%	58.3%
	Neutral	% within ethnicity	19.8%	15.4%	29.0%	13.3%
	Disagree	% within ethnicity	30.5%	65.4%	29.1%	28.3%
2.33 At times I find it difficult to choose which clothing store to shop.	Agree	% within ethnicity	49.2%	38.5%	61.3%	58.3%
	Neutral	% within ethnicity	17.5%	11.5%	16.1%	18.3%
	Disagree	% within ethnicity	33.3%	50.0%	22.6%	23.4%

Table 7.24: Ethnicity*Confused by over-choice CDMS frequencies.

According to Table 7.21 ethnicity of consumers significantly relates with confused by over-choice decision making style with all p-values below 0.05 (i.e. 0.001; 0.001; 0.000 and 0.000). A further analysis based on Table 7.24 illustrates large discrepancies between levels of disagreement and agreement across all ethnic groups towards the confused by over-choice CDMS. In statements 2.30, 2.32 and 2.33 of the confused by over-choice decision making style, levels of agreement towards the decision making style are much high and outweigh levels of disagreement in African, Coloured and Indian ethnic groups. Percentage levels of agreement are 44%, 49.7%, 49.2% in African consumers; 29.1%, 41.9% and 61.3% in Coloured consumers and 33.4%, 58.3% and 58.3% in Indian Gen Y consumers respectively. This statistic indicates a high prevalence of the confused by over-choice decision making style among South African Gen Y consumers of colour (i.e. Africans, Coloureds and Indians).

On the other hand, levels of disagreement outweigh those of agreement in this decision making style among Caucasian Gen Y consumers (i.e. 57.7%, 69.2%, 65.4% and 50.0% in statements 2.30-2.33). It therefore indicates a very low to non-existence of the confused by over-choice CDMS in South African Gen Y Caucasian consumers. Empirical research confirms the influential role of ethnicity in determining a group's set of shopping styles (Potgeiter, Weise and Strasheim 2013:24). Segev (2014:168) ascribes the two dimensions of acculturation i.e. ethnic identification and host culture identification to different manifestations of decision making styles among different racial groups. Friday et al (2015:169) recommended that due to divergent demographic composition in developed economies, further introspection is required in racio-ethnic differences in the shopping profiles to enable updated market segmentation.

7.6.10 Cross-tabulation between perfectionism CDMS and demographics.

Perfectionism as a CDMS among South African Gen Y consumers deduced relationships of no significance across demographics such as gender, age, marital status and education with p-values exceeding the required 0.05 benchmark. Such a finding therefore disproved this study's following hypotheses:

H_{4e4}: Female consumers are more quality conscious than males in shopping.

H_{4e5}: Age positively correlates with degree of high quality consciousness in consumers.

Statement	Ethnicity			Shopping Frequency		
	Chi-square	df	Sig	Chi-square	df	Sig
2.8 I invest much thought or care in purchasing my clothes	13.124	12	0.360	35.178	16	0.004
2.9 Very good quality clothing is important to me.	41.512	12	0.000	47.109	16	0.000
2.10 My expectations of clothing items are always very high.	50.513	12	0.000*	55.200	16	0.000

Table 7.25: Cross-tabulation between perfectionism CDMS and demographics.

However, noteworthy relationships of Perfectionism/high quality consciousness are found in ethnicity and income levels of consumers with p-values within the required standard of 0.05 as depicted in Table 7.25. For the purpose of satisfying objective 2 of this study, Table 7.25 illustrates frequencies of Perfectionism/high quality consciousness across ethnic groups in South Africa. Table 7.26 indicates high average levels of agreement towards Perfectionism CDMS constructs across all ethnic groups purporting an existence of high-quality nature among all racial divides in South Africa. Moreover, this suggests a high engagement of South African Gen Y consumers in shopping of clothing items as they decide items that best suit their individual needs.

Statement			African	Caucasian	Colour	Indian
2.8 I invest much thought or care in purchasing my clothes.	Agree	% within ethnicity	42.9%	63.5%	45.2%	50.0%
	Strongly agree	% within ethnicity	24.9%	21.2%	19.4%	23.3%
	Total agreement % within ethnicity		67.8%	84.7%	64.6%	73.3%
2.9 Very good quality clothing is important to me.	Agree	% within ethnicity	30.5%	34.6%	22.6%	21.7%
	Strongly agree	% within ethnicity	40.1%	57.7%	74.2%	71.7%
	Total agreement % within ethnicity		70.6%	92.3%	96.8%	93.4%
2.10 My expectations of clothing items are always very high.	Agree	% within ethnicity	31.6%	53.8%	25.8%	40.0%
	Neutral	% within ethnicity	29.4%	23.1%	67.7%	50.0%
	Total agreement % within ethnicity		61.0%	76.9%	93.5%	90.0%

Table 7.26: Ethnicity* Perfectionism CDMS frequencies.

On the other hand, this study proposed a positive correlation between perfectionism and income levels of consumers.

H_{4e7}: Income levels positively correlate with quality consciousness.

For the purpose of this study, frequency of shopping per month was utilised as an indicator of disposable income/income level of consumers. According to Table 7.25, all constructs of perfectionism scored perfectly against income levels of Gen Y consumers (p-values ≤ 0.05) indicating a significant relationship. Table 7.26 further depicts rising high levels of agreement towards perfectionism among low to middle income households then dropping but still high average levels of agreement in high income households. This finding further bolsters hypothesis H_{4e7} of this study.

Statement			Once/month	Twice/month	3 times per month	4 times per month	> 4 times per month
2.8 I invest much thought or care in purchasing my clothes.	Agree	% within shopping frequency	41.7%	54.1%	60.0%	31.3%	30.0%
	Strongly agree	% within shopping frequency	20.5%	22.1%	27.5%	43.8%	30.0%
	Total agreement % within shopping frequency		62.2%	76.2%	87.5%	75.1%	60.0%
2.9 Very good quality clothing is important to me.	Agree	% within shopping frequency	32.6%	29.5%	22.5%	12.5%	20.0%
	Strongly agree	% within shopping frequency	40.9%	56.6%	72.5%	62.5%	50.0%
	Total agreement % within shopping frequency		73.5%	86.1%	95.0%	75.0%	70.0%
2.10 My expectations of clothing items are always very high.	Agree	% within shopping frequency	30.3%	49.2%	30.0%	18.8%	10.0%
	Neutral	% within shopping frequency	27.3%	34.4%	60.0%	56.3%	40.0%
	Total agreement % within shopping frequency		57.6%	83.6%	90.0%	75.1%	50.0%

Table 7.27: Shopping frequency * Perfectionism CDMS frequencies.

7.7 SECTION F: HYPOTHESIS TESTING

7.7.1 Hypothetical analysis of variables linked to the exploratory framework

Section F of this study tests the substance and applicability of this study's exploratory framework by analysing a variety of hypothesis deduced in the review of literature. Bivariate correlation method of analysing ordinal data was conducted with correlation coefficients producing both positive and negative values that meant direct and inversely proportional relationships. These correlation coefficients were utilised to determine CDMS and how they relate with particular sets of variables (i.e. psychological antecedents of consumer behaviour and consumer innovativeness) thereby testing and confirming the exploratory framework. For this study purposes, correlation coefficients of significance were either marked * or ** and highlighted.

7.7.2 Brand consciousness (BC) CDMS correlations.

Table 7.28 highlights the correlations between BC and psychological variables of consuming such as self-confidence, materialism and susceptibility to interpersonal influence. As per table 7.26 self-confidence of a consumer positively correlates with BC decision-making style with significant correlation coefficients of 0.244**, 0.118** and 0.176**. This means that brand conscious Gen Y South African consumers are highly self-confident in their shopping activities which confirms hypothesis H_{4a}.

H_{4a}: Generation Y brand conscious consumers exhibit high levels of self-confidence in their shopping activities.

Similarly, Yang, Kim and Kim (2017:83) emphasise the significant lack of cognitive dissonance among brand conscious consumers as attributable to their high self-confidence that often prompt them to hedonic behaviour when shopping.

Psychological Antecedent	Correlation Coefficients	Brand Consciousness		
		Statement 2.11	Statement 2.12	Statement 2.13
Self Confidence	Statement 3.7 Correlation coefficient	0.244**	0.118**	0.176**
	Statement 3.8 Correlation coefficient	0.053	0.060	-0.026
Materialism	Statement 3.3 Correlation coefficient	0.151**	0.134*	0.091
	Statement 3.4 Correlation coefficient	0.134*	0.185**	0.103
Consumer susceptibility to interpersonal influence	Statement 3.5 Correlation coefficient	0.270**	0.149**	0.249**
	Statement 3.6 Correlation coefficient	0.250**	0.194**	0.289**

Table 7.28: Correlation between brand consciousness (BC) and psychological antecedents of CDMS.

BC and materialism also deduced significant directly proportional relationships as depicted in Table 7.28 with correlation coefficients of 0.151**, 0.134*, 0.134* and 0.185**. In essence, brand conscious Gen Y South African consumers are materialistic individuals when making shopping decisions which confirms hypothesis H4_{a2}.

H_{4a2}: Generation Y brand conscious consumers are materialistic in their shopping.

As per table 7.28 BC loaded consistent significant relationships across all variables of consumer susceptibility to interpersonal influence. Directly proportional relationships were deduced across these two variables with a 0.234* average correlation coefficient. In effect, brand conscious South African millennial consumers are discovered to be vulnerable to interpersonal influence thereby confirming hypothesis H_{4a3}.

H_{4a3}: Generation Y brand conscious consumers are more susceptible to interpersonal influence.

Chang (2015:4830) illustrates the important role of normative and informational behaviour (i.e. interpersonal influence sub-themes) among brand conscious consumers in upholding their self-images. Furthermore, Yang, Kim and Kim (2017:83) identified a positive relationship between normative and informational variables of interpersonal influence with BC.

Consumer innovativeness	Correlation Coefficients	Brand Consciousness		
		Statement 2.11	Statement 2.12	Statement 2.13
Sensory innovativeness	Statement 4.1 Correlation coefficient	0.112*	-0.056	0.039
	Statement 4.2 Correlation coefficient	0.157*	0.116*	0.303*
	Statement 4.3 Correlation coefficient	0.116*	0.150**	0.079
	Statement 4.4 Correlation coefficient	0.149**	0.074	0.047

Table 7.29: Correlation between brand consciousness (BC) and sensory innovativeness.

Chapter 5 divided CDMS into clusters based on the nature of consumer innovativeness (cognitive and sensory). Within the same chapter, the exploratory framework proposed a direct relationship between BC and sensory innovativeness.

H_{4a1}: Generation Y brand conscious consumers demonstrate hedonistic tendencies in their shopping.

Table 7.29 illustrates direct relationships between BC and variables of sensory innovativeness with only significant correlation coefficients highlighted * or ** and averaging 0.184*. Basically, this confirms the brand conscious South African millennial consumers are sensory innovators that pursue hedonic shopping activities to stimulate their senses and pleasure simultaneously (Mishra 2015:38). Overall, BC emanates from high self-confidence, materialism and vulnerability to others' influence which eventually manifest as sensory innovative behaviours among South African millennial shoppers.

7.7.3 Confused by over-choice CDMS correlations.

Table 7.30 indicates a significant direct relationship between confused by over-choice and time pressure during shopping activities. Positive correlation coefficients are recorded in this instance (i.e. 0.152**; 0.210** and 0.186**). In effect, confused by over-choice millennial consumers emphasise that much of their shopping is hurried and they have limited time at their disposal to complete their activities.

H_{4b}: Gen Y South African consumers with confused by over-choice orientation perceive time pressure during shopping activities.

Time pressure induces selective information processing with consumers only focusing on important information and use of quick heuristics in decision-making without much consideration of other alternatives which results in confused behaviours of shopping (Willman 2017:3).

Psychological Antecedent	Correlation Coefficients	Confused by over-choice			
		Statement 2.230	Statement 2.31	Statement 2.32	Statement 2.33
Time pressure	Statement 3.1 Correlation coefficient	0.152**	0.210**	0.103	0.186**
	Statement 3.2 Correlation coefficient	0.054	-0.055	-0.020	-0.035
Shopping opinion leadership	Statement 3.9 Correlation coefficient	0.048	0.045	0.015	-0.090
	Statement 3.10 Correlation coefficient	-0.025	0.021	-0.043	-0.021
Self confidence	Statement 3.7 Correlation coefficient	0.110*	0.128*	0.042	-0.020
	Statement 3.8 Correlation coefficient	-0.187**	-0.213**	-0.140*	-0.181**
Susceptibility to interpersonal influence	Statement 3.5 Correlation coefficient	0.142*	0.307**	0.259**	0.227**
	Statement 3.6 Correlation coefficient	0.167**	0.267**	0.247**	0.152**
Materialism	Statement 3.3 Correlation coefficient	0.054	-0.055	-0.020	-0.035
	Statement 3.4 Correlation coefficient	0.116*	-0.008	0.004	0.038

Table 7.30: Correlation between confused by over-choice and psychological antecedents of CDMS.

Based on table 7.30, no relationship of statistical significance can be deduced between confused by over-choice CDMS and shopping opinion leadership. This confirms this study's chapter 4 proposition:

H_{4b1}: There is no positive correlation between shopping opinion leadership and confused by over-choice decision-making trait among South African Generation Y consumers.

According to Raghupathi and Fogel (2014:20) shopping opinion leadership is driven by rich knowledge of market trends or a stern fashion conscience. In contrast, confused by over-choice cohorts possess vast knowledge but lack cognitive capability and self-confidence to articulate such information to others.

Relationships of statistical significance are recorded between self-confidence and confused by over-choice CDMS as illustrated in table 7.30. However, the majority of correlations are inversely related with negative coefficients of -0.187**; -0.213**, -0.140* and -0.181**. Such inverse correlations emphasise a negative relationship between self-confidence and consumers with a confused by over-choice orientation. Ideally, the more confused the millennial South African consumer is, the lesser the confidence he/she possesses when shopping.

H_{4b2}: South African Gen Y confused by over-choice consumers exhibit low levels of shopping self-confidence.

Al-Zubi (2015:98) identified indecisiveness in confused consumers such that they seek advice of others to validate their own decision-making.

Table 7.30 depicts a completely direct relationship between confused by over-choice consumers and susceptibility to interpersonal influence with all positive coefficients from statements 2.30-2.33. A derived correlation coefficient average of 0.221* (0.142+0.307+0.259+0.227+0.167+0.267+0.247+0.152/8) emphasises that Gen Y South African shoppers with confused by over-choice orientation are prone to others influence in their shopping decision-making.

H_{4b3}: Confused by over-choice South African Gen Y consumers are susceptible to interpersonal influence during purchase decisions.

Similarly, Bekoglu, Ergen and Inci (2016:82) state that willingness to conform to others' expectation and also observing their shopping patterns are characteristic of millennial consumers.

Contrariwise, no significant relationship is reported between materialism and confused by over-choice CDMS according to table 7.30. This aligns with this study's proposition of a negative to no relationship between the two variables:

H_{4b4}: Materialism negatively correlates with confused by over-choice consciousness among South African Gen Y shoppers.

Tamburian (2013:994) attributes such a negative relationship with materialism to similarity proneness associated with confused by over-choice cohorts. Such an orientation inhibits them from distinguishing products rather identifying them as look-alike brands producing the same utility value that compels them to switch around clothing items. As a result, switching consumption behaviour in confused consumers thereby negatively correlates with materialism.

7.7.4 Indifferent price consciousness CDMS correlations.

According to table 7.31, indifferent price consciousness positively correlates with time pressure with positive correlation coefficients of 0.154*; 0.120*; 0.133*; 0.199*; 0.116* and 0.177* all signifying a directly proportional relationship. In general, indifferent price conscious shoppers indicated pressure and lack of time in their shopping activities validating hypothesis H_{4g} of this study:

H_{4g}: Indifferent price conscious Gen Y South African consumers are time restrained in shopping.

Benoit, Schaefers and Heider (2016:32) confirm a significant influence and interrelationship of time pressure and price sensitivity on price consciousness identifying them as utilitarian determinants.

On the other hand, the rest of the psychological determinants of CDMS did not significantly correlate with indifferent price consciousness. In most instances, slight correlations are deduced with one or two constructs of measuring the CDMS as shown in table 7.31 thereby negating their overall influence on indifferent price consciousness CDMS. In essence this finding disapproves this study's following hypothesis:

H_{4g2}: Indifferent price conscious South African Generation Y consumers are highly self-confident.

It aligns itself with and confirms the following hypotheses:

H_{4g1}: Price conscious Gen Y South African consumers lack shopping opinion leadership.

H_{4g3}: Price conscious South African consumers are less susceptible to interpersonal influence in shopping decision-making.

H_{4g4}: Price conscious South African consumers exhibit less behaviours of materialism in their shopping behaviours.

Psychological Antecedent	Correlation Coefficients		Indifferent price consciousness					
			Statement 2.3	Statement 2.4	Statement 2.26	Statement 2.27	Statement 2.28	Statement 2.28
Time pressure	Statement 3.1	Correlation coefficient	0.154*	0.099	0.120*	0.133*	0.081	0.091
	Statement 3.2	Correlation coefficient	0.040	0.029	0.199*	0.116*	0.177**	0.050
Shopping opinion leadership	Statement 3.9	Correlation coefficient	0.041	-0.071	0.046	-0.027	0.132*	0.023
	Statement 3.10	Correlation coefficient	0.021	0.019	0.071	0.081	0.039	0.140*
Self confidence	Statement 3.7	Correlation coefficient	-0.079	-0.113*	0.044	0.060	0.126*	0.005
	Statement 3.8	Correlation coefficient	-0.100	-0.076	-0.002	-0.041	-0.101	0.002
Susceptibility to interpersonal influence	Statement 3.5	Correlation coefficient	-0.020	-0.043	0.023	-0.013	0.071	-0.014
	Statement 3.6	Correlation coefficient	-0.002	-0.062	0.041	0.108	0.040	0.002
Materialism	Statement 3.3	Correlation coefficient	0.041	0.042	0.074	0.175**	0.025	0.151**
	Statement 3.4	Correlation coefficient	0.073	0.068	0.102	0.119*	0.029	0.099

Table 7.31: Correlation between indifferent price consciousness and psychological antecedents of CDMS.

Table 7.32 represents relationships between indifferent price consciousness CDMS and cognitive innovativeness. The overall impression is an inversely proportional relationship between the two variables of interest with the majority of correlation coefficients being negative. Furthermore, items that negatively correlated with indifferent price consciousness focus on ambiguity is shopping offers (i.e. ‘Statement 4.5 I try to find out the meaning of unclear statements in clothing advertisements’ and ‘Statement 4.6 Ambiguous clothing information induces me to seek clarity’). In both instances, indifferent price conscious cohorts indicate their unwillingness to puzzle and solve these issues.

In contrast, Hong, Lin and Hsieh (2017:265) indicated that price consciousness identifies with the need to puzzle over problems and solving them which all depict cognitive innovative behaviour. This CDMS is characteristic of apathetic shopping though consumers diligently seek lower prices in this instance, they try to complete their shopping in an easy and quick fashion. However, significant direct relationships are also reported between indifferent price consciousness and cognitive innovativeness with positive correlation coefficients of 0.117* and 0.220** in table 7.32. Overall, after fruitless efforts were made to correlate indifferent price consciousness CDMS with sensory innovativeness; it can be concluded that the CDMS relates with cognitive innovativeness though in an inverse/indirect manner to aspects that require solving of shopping ambiguity and directly to aspects relating to shopping efficiency:

H_{4g5}: Indifferent price conscious Gen Y South African consumers are cognitive innovators.

Consumer innovativeness	Correlation Coefficients	Indifferent price consciousness					
		Statement 2.3	Statement 2.4	Statement 2.26	Statement 2.27	Statement 2.28	Statement 2.29
Cognitive innovativeness	Statement 4.5 Correlation coefficient	-0.353**	-0.314**	-0.258**	-0.406**	-0.163**	0.312**
	Statement 4.6 Correlation coefficient	-0.393**	-0.359**	-0.260**	-0.426**	-0.255**	0.343**
	Statement 4.7 Correlation coefficient	0.043	0.050	-0.067	0.007	0.018	0.040
	Statement 4.8 Correlation coefficient	0.117*	0.061	0.029	0.092	0.079	0.220**

Table 7.32: Correlations between indifferent price consciousness CDMS and cognitive innovativeness.

7.7.5 Recreational consciousness (RC) CDMS correlations.

Table 7.33, indicates relationship between RC and psychological determinants of CDMS. Based on table 7.31, significant direct relationships are deduced across all psychological variables. Time pressure directly correlated with RC with coefficients of 0.196** and 0.111* meaning that RC cohorts are time restrained in shopping activities. However, this might be merely down to a different interpretation amongst consumers which is maintained in table 7.9 results of exploratory factor analysis in which Statement 3.2 loaded differently against other variables of time pressure. Therefore, the proposition made in Chapter 4 is maintained:

H_{4d1}: Recreational shoppers have and expend more time in their shopping activities.

Overall, recreational South African millennial shoppers are materialistic, vulnerable to others' influence, self-confident and are willing to share their shopping opinions with their peers as indicated in table 7.33 by significant correlation coefficient results.

Psychological Antecedent	Correlation Coefficients	Recreational Consciousness	
		Statement 2.23	Statement 2.24
Time pressure	Statement 3.1 Correlation coefficient	-0.052	-0.095
	Statement 3.2 Correlation coefficient	0.196**	0.111*
Materialism	Statement 3.3 Correlation coefficient	0.258**	0.404**
	Statement 3.4 Correlation coefficient	0.166**	0.293**
Consumer susceptibility to interpersonal influence	Statement 3.5 Correlation coefficient	0.165**	0.163**
	Statement 3.6 Correlation coefficient	0.175**	0.108
Self confidence	Statement 3.7 Correlation coefficient	0.172**	0.332**
	Statement 3.8 Correlation coefficient	0.011	0.163**
Shopping opinion leadership	Statement 3.9 Correlation coefficient	0.242**	0.318**
	Statement 3.10 Correlation coefficient	0.138*	0.358**

Table 7.33: Correlations between recreational consciousness and psychological antecedents of CDMS.

Table 7.34 depicts correlation values between RC and sensory innovativeness. Results indicate an overall directly proportional relationship between the two variables with coefficient values all positive and significant. In effect, recreational millennial shoppers in South Africa are sensory innovative:

H_{4d3}: Recreational shoppers are predisposed to sensory innovativeness.

Consumer innovativeness	Correlation Coefficients	Recreational Consciousness	
		Statement 2.23	Statement 2.14
Sensory innovativeness	Statement 4.1 Correlation coefficient	0.195**	0.047
	Statement 4.2 Correlation coefficient	0.162**	0.156**
	Statement 4.3 Correlation coefficient	0.388**	0.533**
	Statement 4.4 Correlation coefficient	0.167**	0.231**

Table 7.34: Correlations between RC and sensory innovativeness.

7.7.6 High-quality fashion consciousness CDMS correlations.

Table 7.35 illustrates relationships of statistical significance between high-quality fashion consciousness and psychological determinants of CDMS. Results indicate perfectly significant direct relationships between high-quality fashion consciousness and psychological antecedents: materialism, self-confidence and shopping opinion leadership. In all these aspects, cohorts of high-quality fashion consciousness scored high levels of materialistic behaviour, shopping opinion leadership, vulnerability to other people's influence and self-confidence with all significant coefficient values colour coded yellow or marked **. In essence this validates the following hypotheses:

H_{4f2}: Fashion conscious consumers are shopping opinion leaders within societies.

H_{4f4}: Gen Y consumers with a fashion orientation are self-confident in a shopping environment.

H_{4f7}: Fashion conscious Gen Y consumers exhibit materialistic tendencies in their shopping activities.

Psychological Antecedent	Correlation Coefficients		High quality fashion consciousness			
			Statement 2.9	Statement 2.10	Statement 2.14	Statement 2.15
Time pressure	Statement 3.1	Correlation coefficient	-0.064	-0.177**	0.038	0.001
	Statement 3.2	Correlation coefficient	-0.079	-0.089	-0.029	0.035
Materialism	Statement 3.3	Correlation coefficient	0.245**	0.194**	0.188**	0.227**
	Statement 3.4	Correlation coefficient	0.155**	0.203**	0.134*	0.171**
Susceptibility to interpersonal influence	Statement 3.5	Correlation coefficient	0.012	0.058	0.215**	0.266**
	Statement 3.6	Correlation coefficient	-0.049	0.121*	0.141*	0.201**
Self confidence	Statement 3.7	Correlation coefficient	0.170**	0.198**	0.178**	0.174**
	Statement 3.8	Correlation coefficient	0.131*	0.199**	0.180**	0.188**
Shopping opinion leadership	Statement 3.9	Correlation coefficient	0.191**	0.174**	0.201**	0.240**
	Statement 3.10	Correlation coefficient	0.257**	0.284**	0.130*	0.238**

Table 7.35: Correlations between high-quality fashion consciousness and psychological antecedents of CDMS.

Conversely, it invalidates the following hypothesis of this study:

H_{4f6}: Gen Y fashion conscious consumers are less susceptible to interpersonal influence in shopping decision-making.

On the other hand, high-quality fashion consciousness scored insignificant statistical relationships with time pressure with only one significant negative coefficient value of -0.177** signaling an inverse relationship between the two variables. This explained that cohorts of high-quality fashion consciousness are not time restrained when shopping.

H_{4f1}: Fashion consciousness perceives little to no time pressure in shopping activities.

Consumer innovativeness	Correlation Coefficients	High-quality fashion consciousness			
		Statement 2.9	Statement 2.10	Statement 2.14	Statement 2.15
Sensory innovativeness	Statement 4.1 Correlation coefficient	0.167**	0.132*	0.234**	0.260**
	Statement 4.2 Correlation coefficient	0.004	0.019	0.075	0.143*
	Statement 4.3 Correlation coefficient	0.083	0.232**	0.264**	0.258**
	Statement 4.4 Correlation coefficient	0.151**	0.278**	0.198**	0.236**
Cognitive innovativeness	Statement 4.5 Correlation coefficient	0.236**	0.145**	0.222**	0.191**
	Statement 4.6 Correlation coefficient	0.244**	0.239**	0.278**	0.236**
	Statement 4.7 Correlation coefficient	0.010	-0.180	-0.104	-0.178**
	Statement 4.8 Correlation coefficient	0.155**	0.041	0.015	0.026

Table 7.36: Correlations between high-quality fashion consciousness and consumer innovativeness.

Table 7.36 represents relationships between high-quality fashion consciousness and consumer innovativeness. Results indicate mixed relationships with high-quality fashion consciousness correlating with more than one orientation of innovativeness (sensory and cognitive). Significant positive correlation coefficients are recorded along variables of both sensory and cognitive innovativeness as depicted in table 7.36. This signifies directly proportional relationships between high-quality fashion consciousness and perspectives of consumer innovativeness: sensory and cognitive.

Such mixed findings are a consequence of merging perfectionism with novelty/fashion consciousness (NFC) CDMS initiated by results of exploratory factor analysis in table 7.9. Empirical research confirms perfectionism as inclined to cognitive innovativeness whereas NFC to sensory innovativeness (Zarandi and Lottfzadeh 2017:64; Jaiyeoba and Opeda 2013:107). Overall, high quality fashion consciousness South African Gen Y cohorts pursue both cognitive and sensory innovative behaviours of shopping.

7.7.7 Creative variety seeking CDMS correlations.

Table 7.37 represents relationship between creative-variety seeking CDMS and psychological determinants thereof. Results indicate perfectly significant direct relationships between creative-variety seeking CDMS and psychological antecedents: materialism, shopping opinion leadership, susceptibility to interpersonal influence and self-confidence. In this instance, all correlation coefficients are positive and significant signifying directly proportional relationships. In effect, South African Gen Y cohorts with a creative variety-seeking orientation are found to be materialistic, leaders in shopping opinions, yet vulnerable/open to others influence and highly self-confidence. Thereby it confirms the following:

H_{4f7}: Novelty conscious Gen Y consumers exhibit materialistic tendencies in their shopping activities.

H_{4f2}: Novelty conscious consumers are shopping opinion leaders within societies.

H_{4f4}: Gen Y consumers with a novelty orientation are self-confident in a shopping environment.

Conversely, no correlation is deduced whatsoever between creative variety seeking CDMS and time pressure. All correlation coefficients in table 7.37 represent non-significant relationships between these two variables of interest. It signifies that South African millennial consumers with the aforementioned CDMS expend and have much time to complete shopping activities.

H_{4f1}: Novelty consciousness perceives little to no time pressure in shopping activities.

Psychological Antecedent	Correlation Coefficients		Creative variety seeking			
			Statement 2.1	Statement 2.16	Statement 2.17	Statement 2.25
Time pressure	Statement 3.1	Correlation coefficient	-0.006	-0.099	-0.076	-0.027
	Statement 3.2	Correlation coefficient	0.042	0.004	-0.076	0.048
Materialism	Statement 3.3	Correlation coefficient	0.258**	0.364**	0.264**	0.275**
	Statement 3.4	Correlation coefficient	0.144**	0.232**	0.214**	0.197**
Susceptibility to interpersonal influence	Statement 3.5	Correlation coefficient	0.023	0.187**	0.137*	0.275**
	Statement 3.6	Correlation coefficient	-0.091	0.135*	0.131*	0.096
Self confidence	Statement 3.7	Correlation coefficient	0.247**	0.295**	0.209**	0.185**
	Statement 3.8	Correlation coefficient	0.097	0.148**	0.099	0.079
Shopping opinion leadership	Statement 3.9	Correlation coefficient	0.118*	0.275**	0.214**	0.164**
	Statement 3.10	Correlation coefficient	0.260**	0.238**	0.167**	0.130*

Table 7.37: Correlations between creative variety seeking and psychological antecedents of CDMS.

Table 7.38 illustrates the relationship between creative-variety seeking CDMS and consumer innovativeness. A directly proportional relationship is deduced between creative variety-seeking and sensory innovativeness with correlation coefficient values mostly significant (* or **) and positive. It emphasises that South African Gen Y shoppers with a creative variety-seeking orientation are sensory innovative when shopping (i.e. they seek stimulation of senses such that they value aesthetic value of clothing items than utilitarian aspects).

H_{4f}: Novelty conscious consumers are sensory innovators.

Consumer innovativeness	Correlation Coefficients	Creative variety seeking			
		Statement 2.1	Statement 2.16	Statement 2.17	Statement 2.25
Sensory innovativeness	Statement 4.1 Correlation coefficient	-0.020	0.080	0.139*	0.154**
	Statement 4.2 Correlation coefficient	0.070	0.119*	0.106	0.107
	Statement 4.3 Correlation coefficient	0.157**	0.363**	0.189**	0.421**
	Statement 4.4 Correlation coefficient	0.023	0.158**	0.194**	0.110*

Table 7.38: Correlations between creative variety seeking and sensory innovativeness.

7.7.8 Value consciousness (VC) CDMS correlations.

Table 7.39 represents correlations between VC and the five psychological determinants of CDMS. With the exception of the 0.150* coefficient value between one variable of VC and time pressure the rest (majority) of VC variables highlight no relationship whatsoever with the latter. In essence, Gen Y South African shoppers that are value conscious do not feel time restrained when shopping.

On the other hand, direct correlations are recorded between VC and materialism with correlation values of 0.216**; 0.154** and 0.152** as depicted in table 7.39. In chapter 5, VC was identified as characteristic of smart shopping whereby cohorts are willing to acquire high quality clothing items at reasonable to low prices (Vorapanova 2015:232). Such a preference for top quality clothing items in value conscious cohorts partly resembles materialism or signals need for materialistic value in shopping. Similarly, Eastman, Iyer and Thomas (2013:67) associated VC with utilitarian shopping profiles that also focus on superior utility of products typical of materialism.

Susceptibility to interpersonal influence and self-confidence all deduced non-significant relationships with VC. Correlation coefficients were either below the required threshold or inversely related with the CDMS. In contrast, shopping opinion leadership correlated with VC (0.131*; 0.149**; 0.176** and 0.140**) with all correlation coefficients highlighting a direct relationship between the two variables. In essence, Gen Y cohorts of VC are shopping opinion leaders among their peers. Being utilitarian shoppers, value conscious consumers seek and possess rich knowledge about functionality/ utility of products making them a cohort of influence among others (Winter and Neubaum 2016:3).

Psychological Antecedent	Correlation Coefficients	Value consciousness			
		Statement 2.5	Statement 2.6	Statement 2.7	Statement 2.8
Time pressure	Statement 3.1 Correlation coefficient	-0.032	0.020	-0.017	-0.037
	Statement 3.2 Correlation coefficient	0.030	-0.009	0.150*	-0.036
Materialism	Statement 3.3 Correlation coefficient	0.216**	0.040	0.154**	0.088
	Statement 3.4 Correlation coefficient	0.090	-0.014	0.152**	0.090
Susceptibility to interpersonal influence	Statement 3.5 Correlation coefficient	-0.094	-0.113*	-0.048	0.016
	Statement 3.6 Correlation coefficient	-0.075	-0.105	0.024	-0.081
Self confidence	Statement 3.7 Correlation coefficient	0.059	-0.109	0.095	-0.021
	Statement 3.8 Correlation coefficient	0.082	0.067	0.046	0.172**
Shopping opinion leadership	Statement 3.9 Correlation coefficient	0.070	-0.092	0.131*	0.149**
	Statement 3.10 Correlation coefficient	0.086	0.027	0.176**	0.140*

Table 7.39: Correlations between VC and psychological antecedents of CDMS.

Consumer innovativeness	Correlation Coefficients	Value consciousness			
		Statement 2.5	Statement 2.6	Statement 2.7	Statement 2.8
Cognitive innovativeness	Statement 4.5 Correlation coefficient	-0.001	-0.227**	-0.161**	0.028
	Statement 4.6 Correlation coefficient	0.018	-0.188**	-0.127*	-0.061
	Statement 4.7 Correlation coefficient	0.009	0.022	0.030	-0.098
	Statement 4.8 Correlation coefficient	0.176**	0.066	0.260**	0.100

Table 7.40: Correlations between VC and cognitive innovativeness.

Efforts to correlate VC with cognitive innovativeness (Table 7.40) produced results of statistical significance (-0.227**; -0.161**; -0.188**; -0.127*; 0.176** and 0.260**). In this instance, inverse and direct relationships are deduced between VC and cognitive innovativeness. Naturally a utilitarian shopping style, VC should normally indicate direct relationships with cognitive innovativeness.

However, inverse relationships are recorded along cognitive innovativeness aspects that deal with solving ambiguity in shopping against VC (Statements 4.5 and 4.6 ‘I try to find out the meaning of unclear statements in clothing advertisements’ and ‘Ambiguous clothing information induces me to seek clarity’). Overall, VC orientation avoids/limits ambiguity in shopping activities. In addition, like other utilitarian shopper typologies, VC is a discriminating measure of simplifying the complex shopping process (Al-Zubi 2015:98). Conversely, a measure of shopping efficiency in cognitive innovativeness (Statement 4.8 ‘I often reflect on my own feelings/reactions during shopping’) directly correlated with VC with coefficients of 0.176** and 0.260**.

7.7.9 Habitual buying CDMS correlations.

Table 7.41 illustrates relationships of significance between habitual-buying CDMS and the following psychological antecedents: time pressure, susceptibility to interpersonal influence, self-confidence and shopping opinion leadership. Direct relationships are deduced among the CDMS and: time pressure (0.111*; 0.150**), self-confidence (0.169**; 0.171**) and shopping opinion leadership (0.219**; 0.110*). In effect, millennial South African shoppers with a habitual buying orientation are time restrained during shopping, express a high level of self-confidence and are keen to share their shopping opinions with others.

Psychological Antecedent	Correlation Coefficients	Habitual buying CDMS				
		Statement 2.18	Statement 2.19	Statement 2.20	Statement 2.21	Statement 2.22
Time pressure	Statement 3.1 Correlation coefficient	0.039	0.058	-0.093	0.045	0.059
	Statement 3.2 Correlation coefficient	-0.001	0.107	0.111*	0.034	0.150**
Materialism	Statement 3.3 Correlation coefficient	0.080	0.084	0.155**	-0.019	0.049
	Statement 3.4 Correlation coefficient	-0.002	-0.011	0.061	-0.109	0.064
Susceptibility to interpersonal influence	Statement 3.5 Correlation coefficient	-0.101	-0.065	-0.124*	-0.054	-0.041
	Statement 3.6 Correlation coefficient	-0.100	0.022	-0.116*	-0.035	0.009
Self confidence	Statement 3.7 Correlation coefficient	0.019	-0.016	0.169**	0.061	0.041
	Statement 3.8 Correlation coefficient	0.054	0.057	0.171**	0.016	0.095
Shopping opinion leadership	Statement 3.9 Correlation coefficient	0.079	0.059	0.219**	0.105	0.080
	Statement 3.10 Correlation coefficient	0.024	0.060	0.110*	0.096	0.074

Table 7.41: Correlations between habitual buying and psychological antecedents of CDMS.

7.8 SECTION G: An updated conceptual model of CDMS for South African millennial consumers.

Section G of chapter 7 presents an updated conceptual model for this study after analysis of data and confirmation of relevant hypothesis illustrated in Table 7.40. Initially, factor analysis was applied to facilitate scale development which resulted in either elimination of certain factors or integration of one to three (at most) factors. Elimination occurred on factors that loaded on three or more components signifying varied interpretation on items of the same factor.

In contrast, two or three factors could load along the same component signaling similarity on previously distinguished factor items thus combining these factors led to the development of consumer decision-making styles (CDMS/factors) like indifferent price consciousness, high-quality fashion consciousness, habitual buying and creative variety-seeking.

To identify significant relationships between variables and substantiate hypothesis, the bivariate correlation method was utilised. Results indicated non-significant and significant relationships among variables which represented the foundation of this study's conceptual model (Figure 7.15). Direct and inverse relationships were deduced among variables indicated in Table 7.42 (i.e. CDMS, psychological antecedents of CDMS and consumer innovativeness) resulting in the presentation of figure 7.15. In effect, the following hypotheses were validated and represented diagrammatically in Figure 7.15:

Consumer decision-making profile	Validated hypothesis
Brand consciousness	H _{4a1} : Gen Y brand conscious consumers demonstrate hedonistic tendencies in their shopping.
	H _{4a} : Gen Y brand conscious consumers exhibit high levels of self-confidence.
	H _{4a2} : Gen Y brand conscious consumers are materialistic in their shopping.
	H _{4a3} : Gen Y brand consumers are more susceptible to interpersonal influence.
Confused by over-choice	H _{4b} : Gen Y South African consumers with confused by over-choice orientation perceive time pressure during shopping activities.
	H _{4b1} : There is no correlation between shopping opinion leadership and confused by over-choice decision-making trait among South African Gen Y consumers.
	H _{4b2} : South African Gen Y confused by over-choice consumers exhibit low levels of self-confidence.
	H _{4b3} : Confused by over-choice South African Gen Y consumers are susceptible to interpersonal influence during purchase decisions.
	H _{4b4} : Materialism negatively correlates with confused by over-choice CDMS.
Recreational consciousness	H _{4d1} : Recreational shoppers have and expend more time in their shopping activities.
	H _{4d3} : Recreational shoppers are predisposed to sensory innovativeness.
High-quality fashion consciousness	H _{4f1} : Fashion consciousness perceives little to no time pressure during shopping activities.
	H _{4f2} : Fashion conscious consumers are shopping opinion leaders within societies.
	H _{4f4} : Gen Y consumers with a fashion orientation are self-confident in a shopping environment.

	<p>H_{4f7}: Fashion conscious Gen Y consumers exhibit materialistic tendencies in their shopping activities.</p> <p>High-quality fashion consciousness correlates with both cognitive and sensory innovativeness.</p>
Indifferent price consciousness	<p>H_{4g}: Indifferent price conscious Gen Y South African consumers are time restrained in shopping.</p>
	<p>H_{4g1}: Price conscious Gen Y South African consumers lack shopping opinion leadership.</p>
	<p>H_{4g3}: Price conscious South African consumers are less susceptible to interpersonal influence in shopping decision-making.</p>
	<p>H_{4g4}: Price conscious South African consumers exhibit less behaviour of materialism in their shopping.</p>
	<p>H_{4g5}: Indifferent price conscious Gen Y South African consumers are cognitive innovators.</p>
Creative variety-seeking	<p>H_{4f}: Novelty conscious consumers are sensory innovators.</p>
	<p>H_{4f1}: Novelty consciousness perceives little to no time pressure in their shopping activities.</p>
	<p>H_{4f2}: Novelty conscious consumers are shopping opinion leaders within societies.</p>
	<p>H_{4f4}: Gen Y consumers with a novelty orientation are self-confident in a shopping environment.</p>
	<p>H_{4f7}: Novelty conscious Gen Y consumers exhibit materialistic tendencies in their shopping activities.</p>

Table 7.42: List of validated hypotheses linked to the conceptual framework.

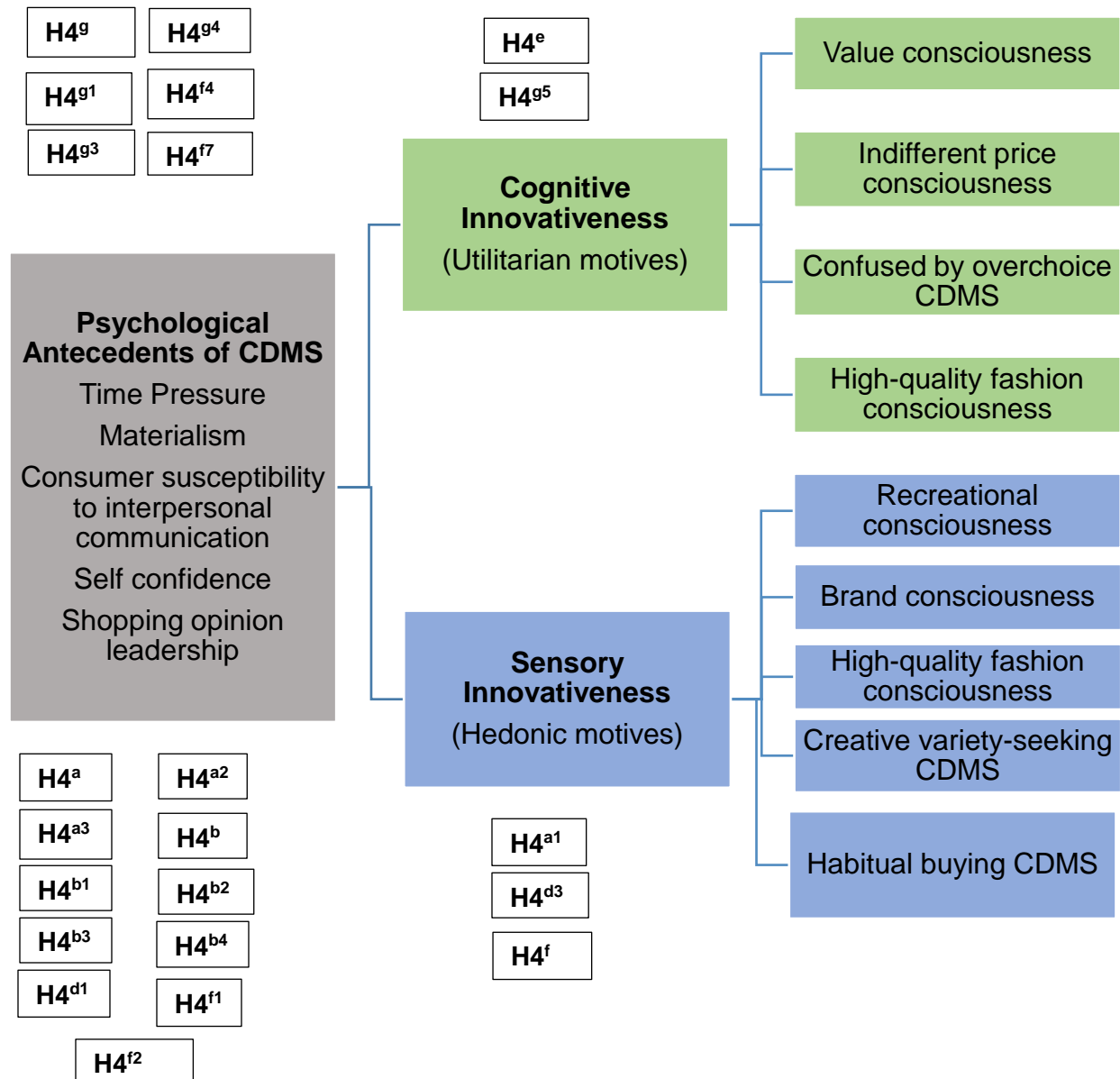


Figure 7.15: An updated conceptual model of CDMS for South African millennial consumers.

Figure 7.15 (conceptual model) illustrates the diagrammatical relationship among psychological determinants of CDMS, consumer innovativeness and CDMS. The premise is that the psychological orientation of a consumer determines his/her nature of innovativeness that manifests in identifiable consumer decision-making profiles. Initially, a comprehensive explanation of flow of the conceptual model (Fig 7.15) was provided in chapter 5.

However, changes were made after confirmation of hypothesis and analysis of data. New relationships were identified and presented in Figure 7.15 with other previous propositions refuted and eliminated in the conceptual model. Secondly, the initial model presented in figure 4.1 of chapter 5 was reduced from a 11 factor styles inventory to 9 in figure 7.15. In this instance, distinctive CDMS such time/effort conserving and apathetic/dissatisfied consciousness could not be validated by research methods of analysis employed and therefore eliminated. Lastly, correlational significance between/among two or three CDMS led to the merging of consumer profiles into new distinctive shopper profiles that include the following: indifferent price consciousness (a result of integrating PC and impulsiveness); high-quality fashion consciousness (integration of perfectionism and NFC), creative variety-seeking CDMS (merging of NFC, variety seeking and RC) and habitual buying CDMS (merging of brand and store loyalty CDMS).

7.9 Conclusion

Demographical data analysis indicated an imbalance of gender distribution towards shopping patronage with feminine millennial shoppers outweighing males. There was a higher representation of the youngest age group (18-25 years) of Gen Y South African shoppers compared to other older cohorts typical of the future global market. A fair representation of ethnical backgrounds typical of South African population statistics was reported in this study.

Factor analyses was utilised in this study which led to the reduction of distinctive CDMS typical of South African Gen Y shoppers with some being eliminated for failing to meet pre-requisites (i.e. time/effort conserving consciousness and apathetic/dissatisfied consciousness) and others merged as they signaled similarities (perfectionism and novelty/fashion consciousness; store loyalty and brand loyalty; price/value consciousness and impulsiveness).

Analysis of results deduced significant psychological antecedents of shopping behaviour that resonated among South African millennial shoppers which were: materialism, high self-confidence, high shopping opinion leadership and no time pressure during shopping activities. A slightly high prevalence level of cognitive innovativeness (49.1%) was confirmed among South African millennial consumers compared to a 43.4% of sensory innovativeness. However, these two orientations of innovativeness manifested distinctively across different sets of CDMS typical of South African shoppers dividing these into either utilitarian or hedonic motivated decision styles.

Section E either confirmed or refuted hypothesis of this study. Confusion by over-choice was discovered in a much younger Gen Y cohort not older Gen Ys. Price sensitivity was rife in younger Gen Ys compared to older cohorts and this was ascribed to differing earning potential and career advancement in older individuals. Income potential was linked with high-quality consciousness.

Ethnic background proved essential in determining distinctive CDMS. Gen Y millennials of colour recorded higher prevalence levels of the confused by over-choice CDMS than Caucasians. Value consciousness was more aligned with African and Caucasian descendants than any other ethnic group. However, the moderating CDMS across all ethnic groups was high-quality consciousness.

Overall, factor analysis and bivariate correlation methods were utilised to confirm this study's conceptual model. Decision-making styles and possible correlations among psychological variables and innovativeness were ascertained to provide a comprehensive picture of South African Gen Ys' shopping behaviour. From the original 8 factor styles inventory by Sproles and Kendall, a 9 factor styles inventory was confirmed in this study with the following CDMS discovered as symbolic of a South African millennial cohort: value consciousness (VC), indifferent price consciousness, confused by over-choice, high-quality fashion consciousness, recreational consciousness (RC), brand consciousness, high-quality fashion consciousness, creative variety-seeking CDMS and habitual buying CDMS.

CHAPTER EIGHT: CONCLUSIONS AND RECOMMENDATIONS

8.1 Introduction

The current chapter (chapter 8) represents a conclusion of the entire study. It provides brief conclusions of the study and recommendations to aid marketers in formulation of their marketing strategies, consumers in rationalising their purchasing behaviour and researchers in their future research interests related to this study. Chapter 8 seeks to clearly identify accomplished objectives of this study, how the study contributes to the body of knowledge and suggest areas for future introspection.

8.2 Achievement of objectives

The primary focus of this study was to examine the applicability of the CSI as proposed by Sproles and Kendall in determining CDMS in a developing economy (South Africa).

Objective 1:

To examine the applicability of the CSI in determining CDMS within a developing economy (South Africa).

(How applicable is the CSI model to a developing economy in determining CDMS?).

The second section, question 2 of the questionnaire comprised of factor items of the original CSI with 36 factor items chosen from the original 40. Developments of chapter 5 compelled alterations to be made in this area which led to the addition of a new shopping orientation (time/effort conserving consciousness). Furthermore, for clarity decision-making styles such as price/value consciousness and habitual/brand loyalty were subdivided into price consciousness, value consciousness and store loyalty, brand loyalty. However, the traditional structure of the CSI remained unchanged in question 2 for empirical testing in a South African context.

Analysis of chapter 7 confirmed an 8 factor styles inventory similar to the original styles inventory proposed by Sproles and Kendall. CDMS confirmed to be characteristic of South African millennials were value consciousness, indifferent price consciousness, confused by over-choice, high-quality fashion consciousness, recreational consciousness, brand consciousness, creative variety seeking and habitual buying CDMS. Use of factor analysis and bivariate correlation methods necessitated the need for changes to be applied to the original CSI. Some original factors loaded along the same component resulting in them being merged as they signalled congruent interpretation within the sample of study. Other factors failed to meet empirical pre-requisites to prove their significance such that they were eliminated from the updated styles inventory.

Overall, five factors of the original 8 factor styles inventory (CSI) were replicated in this South African study (value consciousness, confused by over choice, recreational consciousness, brand consciousness and habitual buying) proving the CSI essential in representing South African millennials. However, tailor-made changes were required to three other CDMS (indifferent price consciousness, high-quality fashion consciousness and creative variety-seeking CDMS) to make the styles inventory fully representative of a South African context thus confirming 8 factors. Similar studies in developing economies confirmed at least 5 factors of CSI (South Africa: Potgieter, Wiese and Strasheim 2013:25; Mandhlazi, Dhurup and Mafini 2014:1; Botswana: Sangodoyin and Makgosa 2014:32; Namibia: Semente and Whyte 2018:1).

Objective 2:

To determine consumer decision-making styles amongst cohorts of the Generation Y within a South African economy.

(What are the consumer decision-making styles amongst South African Generation Y cohorts?).

The second objective of this study aimed at ascertaining the styles inventory characteristic of South African millennial consumers. To satisfy this requirement, research techniques applied included the Kaiser Meyer Olkin Measure of Sampling Adequacy (KMO), Bartlett Test of Sphericity, Cronbach's alpha coefficient and finally factor analysis all in chapter 7 (data analysis and interpretation of results Tables 7.2, 7.3 and 7.4).

Reliability statistics from the KMO, Bartlett's Test of Sphericity and Cronbach alpha coefficient all passed the required thresholds of 0.50, 0.05 and 0.70 respectively deeming the collected data reliable and consistent for further analysis. Subsequently, factor analysis was run all question 2 items comprising of 36 factor items to determine significant consumer decision-making styles that represent South African millennial shoppers. Results indicated mixed findings with factors loading perfectly along a single component, others loading across two to three components and the remainder scattered across various components.

In the first instance, (factors loading perfectly across a single component); distinctive consumer decision-making styles were ascertained that included value consciousness, confused by over-choice, recreational consciousness and brand consciousness. Secondly, (factors loading across two to three components) signalled correlations between/among two or three consumer decision-making styles that were then merged together to produce a single decision-making style typical of South African millennials. These included high-quality fashion consciousness (merging of perfectionism with novelty/fashion consciousness); habitual buying (merging of store and brand loyalty); indifferent price consciousness (merging of price consciousness with impulsive/carelessness buying) and creative variety-seeking (merging of novelty fashion

consciousness with recreational consciousness). Lastly, (for those factors scattered across a variety of components) they were deemed insignificant and eliminated from the updated styles inventory. These included time/effort conserving consciousness and apathetic dissatisfied consciousness. Potgieter, Wiese and Strasheim (2013:17) acknowledge challenges of the traditional Consumer Styles Inventory by Sproles and Kendall being perfectly representative of a South African context and argue that difference in population studied contribute to the model factor structure not replicating well in varying contexts.

Overall, a styles inventory characteristic of South African millennial consumers and meeting requirements of objective 2 of this study was determined as the following: value consciousness, indifferent price consciousness, confused by over-choice, high-quality fashion consciousness, recreational consciousness, brand consciousness, creative variety-seeking CDMS and habitual buying CDMS.

Objective 3:

To determine additional dimension(s) to the Consumer Styles Inventory model reflecting a multi-cultural society.

(What are the additional dimension(s) to the Consumer Styles Inventory model reflecting a multi-cultural society?).

The third objective of this study sought to develop and empirically confirm the existence of additional shopping orientations characteristic of a South African mixed cultural society. Initially, in chapter 5 after reviewing literature linked to shopping enjoyment and smart shopping; two decision-making styles were developed: time/effort conserving CDMS and apathetic/dissatisfied consciousness. These two were deemed reflective of a South African multi-racial society however, empirical evidence (i.e. use of factor analysis) proved otherwise as the two decision-making styles were statistically lacking and therefore eliminated.

In contrast, traditional decision-making styles: value consciousness, confused by over-choice and the altered high-quality fashion consciousness recorded significant correlational statistics with ethnicity which satisfied objective 3. In chapter 7, tables 7.18 and 7.19 confirmed value consciousness as representative of Caucasian and African racial divides and not Indian and Coloured ethnic groups. Confused by over-choice CDMS was discovered to be more characteristic of consumers of colour (i.e. Africans, Coloureds and Indians) than Caucasians as portrayed by tables 7.20 and 7.23 in chapter 7 of this study. High-quality fashion consciousness represented an overarching CDMS for all ethnicities (Africans, Caucasians, Coloureds and Indians) as highlighted by table 7.24. This corroborates with the theoretical underpinnings of chapter 3 of this study that proposed a highly materialistic and brand focused Gen Y cohort. Overall, the demands of objective 3 were satisfied by replicating three consumer decision-making styles that are of ethnic significance in a South African context: value consciousness, confused by over-choice and high-quality fashion consciousness.

Objective 4:

To ascertain an updated consumer decision-making styles model (scale) applicable to a developing economy.

(What is the updated consumer decision-making styles model/scale applicable to a developing economy?)

The fourth objective of this study aimed at providing an updated styles inventory characteristic of the South African context. In chapter 7, empirical evidence validated a number of hypothesis all listed in table 7.40 and then finally utilised to confirm an updated conceptual framework illustrated by figure 7.15.

Factor analysis and bivariate correlation methods were applied to determine distinct consumer decision-making styles and prove correlational evidence of significance amongst variables that all aided towards the development and finalisation of an updated styles inventory in figure 7.15.

Overall, the styles inventory provided for in this study confirmed an eight factor styles inventory that mirrors the South African context. This concurs with South African research efforts of Mandhlazi, Dhurup and Mafini (2014:1) that confirmed seven shopper typologies and Potgieter, Wiese and Strasheim (2013:24) that identified eight consumer decision-making styles. In effect, demands of objective 4 were accomplished in this study.

Objective 5:

To explore the implications associated with cohorts identified as recreational shoppers under the C.S.I model.

(What are the implications associated with recreational shoppers?).

The fifth and last objective of this study aimed at identifying implications associated with recreational shoppers. Chapter 5 of the study identified compulsive buying behaviour as the downside of recreational shopping styles. It further ascribes unplanned and impulsive purchasing with the decision-making style. In essence, huge debt, addiction and feelings of regret are characterised with compulsive behaviour of shopping hence recreational shopping style. Similarly, empirical efforts confirm the relationship between hedonism and compulsive buying in consumers (Haq and Abassi 2016:108; Kachaou and Amara 2014:367; Eren, Eroglu and Hacioglu 2012:374).

8.3 Recommendations of study

Recommendations of this study are based on empirical findings of this study. These are presented based on the four sections of the questionnaire and the conceptual framework. These sections include the demographic profile of the sample (Section A), the consumer decision-making styles of South African millennials (Section B), psychological determinants of consumer decision-making styles (Section C) and consumer innovativeness of Gen Y consumers (Section D) all discussed in the subsequent sections.

8.3.1 Recommendations based on demographic profile of sample

- Gender distribution across age groups

Chapter 7, table 7.1 reported lower levels of representation among male South African millennial consumers with age whereas higher and rising levels of representation with age among female millennial consumers. This signals an apathetic approach to shopping among South African male millennial consumers as they age and an increased recreational/hedonic approach to shopping among female Gen Y consumer in South Africa.

To attract and retain male millennials in South Africa; it is recommended that marketers continue to promote easier and quick access to store through online facilities. Issues of fitting (i.e. context of clothing) should be addressed by innovative measures. For instance, virtual fitting rooms can be implemented on these online platforms coupled with 'avatars' that enable consumers to virtually adjust their body sizes online. Flexible delivery schedules and return policies are also recommended that enable consumers to pick dates of receiving their merchandise and freely return unsatisfactory items.

On the hand, to retain recreational feminine millennial shoppers, it is suggested that marketers enhance their shopping environments such that they remain attractive centres of shopping. Short term strategies like product bundling that convey messages of bargains should be adhered to, to entice bargain hunters. Once-off entertainment events and specialty entertainment events may be implemented by mall management such that malls continue being shopping enjoyment hubs.

- Consumer patronage of millennials in South Africa

Results in chapter 7 (figure 7.5) indicate a low shopping frequency of South African millennial consumers with the majority shopping for clothing items not more than twice a month. Promotional strategies that are relationship based are suggested for marketers in South Africa. Retailers and staff are encouraged to build relationships with customers either through face to face encounters or online. Frequency of advertising on online social media options should be maximised to improve consumer engagement in shopping. Marketers are also encouraged to participate in event sponsorships as a way of building lasting relations with customers.

8.3.2 Recommendations based on consumer decision-making styles of South African millennial consumers linked to the conceptual framework

- Indifferent price consciousness

Chapter 7 identified indifferent price conscious consumers as a cohort of South African millennials seeking lower pricing of clothing items yet not interested in the process of shopping itself. Approaching this cohort of consumers, it is recommended that marketing content and means are revised such that they attract rather than interrupt these customers as they are easily turned off by shopping itself. Marketing content should be communicated right (i.e. conveys clear messages of exact price savings) and at right times.

Indifferent price conscious shoppers could be effectively attracted through use of digital marketing means (email marketing, blogging, facebook advertisements and search engine based advertisements) that ensure only interested parties respond. Apart from price based promotions, it is recommended that marketers inform indifferent consumers of their product assortment to limit confusion that might discourage these consumers.

- High-quality fashion consciousness

Chapter 7 identified high-quality fashion consciousness as a cohort specifically seeking high-end clothing items that are in fashion and they would not settle for anything reasonably good. In this instance, it is suggested that retailers keep high-end products to satisfy this group of consumers. Renowned international apparel could be effective in luring this cohort of millennial shoppers accompanied with exclusive loyalty programmes that signify uniqueness. Furthermore, marketing content aimed at this cohort should amplify messages of high functionality of the selected items.

- Value consciousness

Figure 7.11 in chapter 7 illustrated South African Gen Ys as value conscious shoppers that expend time in acquiring best buy products with lesser amounts of money. It is important that marketers provide merchandise that enhance consumer leverage on both quality and price to appeal to value conscious South African millennials. Product trials could be effective in emphasising to value concerned customers that the marketer is fully behind the merchandise on offer.

Product bundling deals that conveys messages of gaining value through purchases can be used. These could be in form of deals that encourage sales to gain value (i.e. 10 for the value of R100; 3 for the price of 2 or buy 3 and the cheapest one free). In addition, credibility easily invokes perceptions of value among consumers for example, marketers should be willing to offer deals on credible brands renowned for their quality.

- Creative variety-seeking decision-making style

Chapter 7 (figure 7.12) illustrated creative variety-seeking as a shopping trait characteristic of South African Gen Ys. This market segment presents marketers with an attractive opportunity of open-minded, young and innovative customers. It is recommended that marketers approach this segment with newly released clothing items as they represent a group of early adopters of products.

Wider product assortments and competitive pricing are also suggested to appeal to creative variety-seeking millennial consumers. These two address deeper needs for variety and purchase cost reduction amongst this innovative cohort of millennial shoppers.

Despite all Gen Ys being technologically savvy; creative variety-seeking millennial cohorts probably occupy the upper echelons of such innovative behaviour. It is therefore recommended that marketers enhance or maintain an intensive social media presence through popular online networks for building brand images, trust and drive consumer engagement. New product items can be hyped up through such online facilities to capture these adventurous millennials and offer online review platforms to facilitate effective spreading of word of mouth marketing.

- Recreational consciousness

Table 7.4 in chapter 7 identified a group of recreational consumers that enjoy the activities of shopping however, not as creative as the previously discussed cohort. Recreational shoppers are concerned about satisfying their hedonic needs of shopping such that retailers should aim at improving shopping environments.

It is recommended that mall management and retailers improve on aesthetic facilities of shopping centres such as lighting to capture mood of shoppers and effect sales, hygiene to induce a sense of comfort among shoppers and visual appeal as well as clear signage that encourages easy flow of shopper traffic within malls. Complementary entertainment events or specialty entertainment hubs should be implemented by mall management to induce excitement in shopping.

- Confused by over-choice decision-making style

A segment of confused by over-choice millennials was discovered by this study. These consumers are marked by their confused behaviour traits in shopping. It is suggested that marketers understand the spectrum and nature of consumer confusion (overload, similarity and ambiguity kinds of confusion). By ascertaining the nature of consumer confusion, marketers can then conduct stimulus confusion audits that relate to their marketing mix elements to systematically identify and rectify triggers of confusion within their marketing efforts.

Premises of modern consumerism advocate for consumer sovereignty through making vast amounts of product information available to consumers. However, this often results in consumer confusion, it is suggested that marketers limit marketing information within the confines of law and provide officially recognised definitions on product specifications (like 'hypoallergenic' clothing) that limit confusion to facilitate immediate understanding.

It is also recommended that policy makers, consumers and marketers collaborate in clearly defining the laws of trademark infringement such that issues of similarity confusion arising from brand imitations are effectively addressed as copycat brands are eliminated from markets.

- Habitual buying decision-making style

South African Gen Y consumers were also identified as predisposed to a habitual buying shopping orientation. Furthermore, this routine behaviour was more ascribed to brand based loyalty than the store. It is recommended that retailers complement national branded merchandise with their own private brands meant to enhance their store images and build sustainable competitive advantage.

Secondly, retailers can implement points based loyalty rewards to their customers. This facility should allow customers to accumulate points per each purchase which they can redeem in form of discounts. Moreover, this option provides retailers the opportunity to track their customers' most preferred brands/merchandise for future marketing information. Lastly, scheduled rewarding of patrons or gifting can be implemented annually on popular public holidays as a gesture of appreciation of customers' continued support.

- Brand consciousness

Chapter 7 discovered brand conscious South African millennial shoppers that prefer popular national brands and are willing to meet their higher pricing as they signal good quality merchandise. It is recommended that marketers continue to link their brand image with personal identity of millennials in their advertisements (i.e. self-congruity). One way of achieving such self-congruity is through a heavy social presence or engagement with customers over social media.

Marketers should also spell out clear values that mark identity blocks for their brands in advertisements for example athleticism or athleisure in sport clothing such that consumers can easily associate themselves with brands that complement their ideal identities. However, reliability of brands should consistently be addressed in marketing efforts with marketers constantly reassuring consumers on aspects of brand authenticity.

8.3.3 Recommendations based on psychological variables of South African generation Y consumers and linked to the conceptual framework

Chapter 7 analysed the existence of the five psychological variables that determine shopping orientation (time pressure, materialism, susceptibility to interpersonal influence, self-confidence and shopping opinion leadership). Results indicate an existence of all the five variables however, manifesting differently depending on which shopping orientation was in consideration.

For millennial consumers that identified with time pressured moments, it is recommended marketers continue to encourage their patrons to utilise online channels of shopping to find immediate access to shopping and expedite the process. Flexible delivery schedules are also encouraged to complement these online options to ease pressure on consumers, ensure customer satisfaction and build competitive advantage. For brick and mortar shopping outlets, retailers are recommended to adhere to longer and flexible hours of trading that aim at accommodating customers.

Exclusivity in shopping options is recommended to allure materialistic millennial consumers. Exclusive points based loyalty programmes could be utilised by marketers whereby consumers are afforded mobile applications to regulate their loyalty programmes. These offer marketers vast and centralised customer information which they can use for personalised social contact with customers through emails. Moreover, prime membership can be given to certain customers that comes with gratuities like free deliveries or special discounts.

South African Gen Ys confirmed their vulnerability to others influence when shopping; marketers are encouraged to maintain or implement online product review panels and feedback that allow the spread of word of mouth and effect sales. Moreover, relationship building between sales people and customers is encouraged.

To enhance self-confidence of millennial shoppers in South Africa and encourage prevalence of shopping opinion leaders; it is suggested marketers and retailers acknowledge and manage elements of post-purchase regret and negative emotions. Post purchase communication with customers is encouraged to reassure consumers of their purchases and assuring them of the availability of flexible return options.

8.3.4 Recommendations based on South African millennials' innovativeness and linked to the conceptual framework

In chapter 7, the majority of South African Gen Y consumers were understood to be inclined to cognitive innovativeness as opposed to sensory. However, further analysis illustrated that these two kinds of innovativeness influence different sets of shopping orientations as depicted by the conceptual framework (figure 7.15).

Cognitive innovativeness being largely directed by utilitarian motives of shopping encompasses value consciousness, indifferent price consciousness, confused by over-choice and high-quality fashion shopping orientations among South African millennials. To attract and retain these shopping orientations; it is recommended that marketing content is revised to address issues of ambiguity and similarity and ease understanding of marketing communication.

Factual advertisements that highlight functionality of product items are encouraged to allure millennial cognitive innovators. Retailers are encouraged to improve shopping accessibility and availability to minimise customer dissatisfaction among this cohort. Moreover, marketers are recommended to constantly address issues of post purchase regret and negative emotions.

On the other hand, sensory innovativeness is mainly determined by hedonic motives of shopping and encompasses recreational consciousness, brand consciousness, creative variety-seeking and habitual buying shopping orientations amongst South African millennials. It is recommended, marketers, mall management and retailers enhance aesthetic appeals of shopping centres, relay advertisements that invoke emotional attachment and imagination of consumers. Lastly, mall management are encouraged to add excitement in shopping amenities to attract and retain millennial sensory innovators.

8.4 Contribution of the study

This study explored the existence and structure of decision-making styles among South African millennial consumers. Comparisons with previous studies indicate similarities and slight differences in the structure of decision-making styles. Furthermore, decision-making styles were apportioned into two groups of consumer innovativeness (cognitive and sensory) that direct behaviour towards new products. Findings of this study aid marketers in effective marketing, segmentation and product positioning. It also aids mall management and retailers in creating sustainable sources of competitive advantage.

The four decision-making styles replicated from the original Consumer Styles Inventory by Sproles and Kendall were as follows: confused by over-choice, recreational consciousness, brand consciousness and habitual buying. The other four either manifested separately or were integrated due to similarity in comprehension and were as follows: indifferent price consciousness, value consciousness, high-quality fashion consciousness and creative variety-seeking consciousness. However, this study encountered its own limitations stated subsequently.

8.5 Limitations of study and directions for future research

Since non-probability sampling was utilised and data gathered on a convenience basis of a restricted sample, the researcher expresses caution over generalisation of study's results to the South African population as a whole. These methods of sampling were adopted as a result of limited time and financial resources. In essence, it is recommended that a much larger sample is encompassed to facilitate generalisation of findings.

For future introspection, rigorous empirical evidence is commended on the implications linked to hedonic shopping orientations such that repercussions of compulsive buying can be effectively managed for future consumers. Tangible evidence on future research is also required on the actual effects of modern smart shopping on generational transformation from Gen X, Y to Z. Lastly, major sources of shopping enjoyment should be explored across gender and how they affect consumer innovativeness.

8.6 Concluding remarks

Chapter 8 identified the five objectives of this study and how they were achieved (i.e. either through the review of literature or analysis of collected data). Subsequently, recommendations based on findings of research were provided for in this chapter. These encompassed recommendations on demographical findings, consumer decision-making styles, psychological findings and consumer innovativeness of millennial consumers.

The chapter also illustrated how the study contributed to the body of knowledge with four consumer decision-making styles replicated from the original Consumer Styles Inventory and the other four defined differently due to varying contexts of research. Limitations of this study were cited which were either related to the methodology adopted or scope of reviewed literature.

The main aim of this study was to assess the applicability of the CSI model developed by Sproles and Kendall in determining CDMS within a South African context. A quantitative survey was conducted where 320 questionnaires successfully administered and completed for analysis.

The study adhered to the traditional approach to organising research work (i.e. literature review, research methodology, data analysis and interpretation, conclusions and recommendations). Literature review was further sub-divided into four chapters (i.e. chapters 2, 3, 4, and 5). Each chapter served specific goals towards the achievement of this study's objectives. Chapter 2 provided a detailed discussion of literature related to consumer decision-making and how it is affected. The complexity of modern consumer decision-making was highlighted with issues such as ethics, social responsibility and altruism raised and later included in the development of this study's measuring tool.

Chapter 3 highlighted two theoretical models that guided the progression of this study which were the GCT and CSI. A reflection on these two models indicated the limitations associated with them until a resolve was reached emphasising their significance in this study. An evaluation of the GCT and CSI identified a materialistic Gen Y cohort, technologically driven to search and utilise market information and much attached to brands which were all corroborated by the findings of chapter 7.

Chapter 4, part of literature review, discussed the consumer decision-making styles peculiar to millennials and their determinants. This led to the development of hypotheses that guided the formulation of the questionnaire and subsequently the exploratory framework. Of the various hypotheses raised in this chapter; the majority were empirically proven and stated in chapter 7.

Chapter 5 explored four aspects of consumer behaviour (i.e. shopping enjoyment, consumer innovativeness, psychological variables of CDMS and smart shopping) that ensured development of an exploratory framework illustrative of millennial South African shoppers. Moreover, to satisfy objective 4 of this study, chapter 5 concluded that implications associated with recreational shopping is the possibility of recurring compulsive buying in consumers with such a recreational orientation.

Chapter 6 of this study, presented the research methodology adopted and adhered to throughout this project. Research techniques utilised were described and evaluated within the chapter with 320 respondents having successfully completed the requirements of this quantitative survey for analysis.

Chapter 7 analysed and interpreted research findings. The entire chapter was divided into six sections (A-F) each serving a particular purpose. These sections ensured the following:

- inferential statistics to be made towards achievement of objectives;
- ascertaining of CDMS of South African millennial shoppers;
- determining the significance of psychological antecedents of consumer behaviour;
- determining the prevalence of consumer innovativeness among South African millennial shoppers and its nature; and
- to confirm or refute hypotheses linked to the finalisation of this study's conceptual framework.

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ANNEXURES

Annexure A: Cover letter to respondents



42 Botanic Avenue
Berea,
Durban 4051

Cell: 078 876 8922

Dear Respondent

I am a registered student at the Durban University of Technology in the Department of Marketing and Retail Business Management. I am pursuing a Doctorate degree in Marketing. I humbly request your assistance in completing the attached questionnaire. My research topic is entitled:

Consumer decision-making styles of Generation Y cohorts (i.e. born between 1980 and 2000): Validation of the Consumer Styles Inventory (C.S.I) in South Africa.

To successfully complete my studies, the latter part of the empirical framework involves the administration of a structured closed ended questionnaire. You have been randomly selected as one of the respondents comprising the sampling frame of this organisation.

I will be grateful if you kindly complete the attached questionnaire. The questionnaire should take 10 minutes at most to complete and only requires you to mark with an **X** next to the relevant pre-coded response. Please kindly complete all questions. You are assured that your responses will be treated with utmost confidentiality and will not be divulged to any other party. Your name should not be mentioned on the questionnaire and will remain anonymous. Your participation is merely voluntary and there is no coercion or undue influence in completing this questionnaire. In addition, the responses to the questionnaire, once collated, will be used for statistical purposes only. I will make the research report available on the DUT Institutional Repository online.

Your co-operation in assisting me with this important component of my study is highly appreciated. If there are any queries, please do not hesitate to contact me at the above cell number. Once again I thank you in advance for enabling me to complete this research project.

Thanking you

Tinashe Musasa

Annexure B: Questionnaire

Please show your responses in the following statements by means of an (X).

QUESTION 1

1.1 Gender	
Male	1
Female	2

1.2 Age (in years)	
18-25	1
26-34	2
35-38	3

1.3 Marital Status	
Single (i.e. without dependants)	1
Single (i.e. with dependants)	2
Married (i.e. without dependants)	3
Married (i.e. with dependants)	4

1.4 Ethnicity	
African	1
Caucasian	2
Coloured	3
Indian	4

1.5 Education	
Lower than matric	1
Matriculated	2
Post matriculated	3
University	4

1.6 How many times in a month do you go shopping for clothing items?

Once a month	Twice a month	3 times a month	4 times a month	More than 4 times a month
1	2	3	4	5

QUESTION 2

Please indicate by means of an (X) your level of agreement/ disagreement to the following statements.

		STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
PRICE CONSCIOUSNESS	2.1 For clothing items, I shop at different stores.	1	2	3	4	5
	2.3 I purchase much of my clothing items at sale prices.	1	2	3	4	5
	2.4 I usually buy least priced clothing items.	1	2	3	4	5
VALUE CONSCIOUSNESS	2.5 I invest more time in finding the best value for my money.	1	2	3	4	5
	2.6 I am careful on how much I spend on clothing items.	1	2	3	4	5
	2.7 I carefully look for best buys in clothing shops.	1	2	3	4	5
PERFECTIONIST	2.8 I invest much thought or care in purchasing my clothes	1	2	3	4	5
	2.9 Very good quality clothing is important to me.	1	2	3	4	5
	2.10 My expectations of clothing items are always very high.	1	2	3	4	5
BRAND CONSCIOUSNESS	2.11 Well-known national clothing brands are the best choice for me.	1	2	3	4	5
	2.12 Higher prices indicate better quality clothing items.	1	2	3	4	5

	2.13 I prefer regularly advertised clothing brands.	1	2	3	4	5
NOVELTY/ FASHION CONSCIOUSNESS	2.14 My clothing should always be up to date.	1	2	3	4	5
	2.15 Fashionable, attractive styling is important to me.	1	2	3	4	5
	2.16 Trying new clothing items is always a pleasant experience.	1	2	3	4	5
	2.17 I visit various shops to buy a variety of clothing brands.	1	2	3	4	5
BRAND LOYALTY	2.18 I prefer particular clothing brands that I buy over and over.	1	2	3	4	5
	2.19 I always stick to my favourite clothing brands.	1	2	3	4	5
	2.20 Once I identify a clothing brand I like, I buy it regularly.	1	2	3	4	5
STORE LOYALTY	2.21 I prefer going to same clothing stores every time I shop.	1	2	3	4	5
	2.22 It is important that I shop from particular clothing outlets regularly.	1	2	3	4	5
RECREATIONAL CONSCIOUSNESS	2.23 I enjoy shopping for clothing, just for the fun of it.	1	2	3	4	5
	2.24 Shopping for clothing items is one of the most enjoyable activities for me.	1	2	3	4	5
	2.25 Shopping at a variety of stores is an enjoyable experience.	1	2	3	4	5
IMPULSIVE/ CARELESS	2.26 I hardly plan my clothing purchases.	1	2	3	4	5
	2.27 I often make quick purchases, buying what is good enough.	1	2	3	4	5

	2.28 I merely buy clothing items to relieve a negative mood.	1	2	3	4	5
	2.29 I should carefully plan my purchases more than I do.	1	2	3	4	5
CONFUSED BY OVERCHOICE	2.30 The more I learn about clothing, the more difficult it is for me to make choices.	1	2	3	4	5
	2.31 There is too much information on clothing items that I get confused.	1	2	3	4	5
	2.32 There is a wide variety of clothing brands which hardens my decision- making.	1	2	3	4	5
	2.33 At times I find it difficult to choose which clothing store to shop.	1	2	3	4	5
TIME/EFFORT CONSERVING CONSCIOUSNESS	2.34 Spending the least time possible in shopping is important to me.	1	2	3	4	5
	2.35 I prefer online shopping of clothing items to ease my buying activities	1	2	3	4	5
	2.36 I seek value in clothing purchases at all times.	1	2	3	4	5
	2.37 Good quality clothing is very important to me.	1	2	3	4	5

QUESTION 3

Please indicate by means of an X your level of agreement/ disagreement to the following statements.

		STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
TIME PRESSURE	3.1 My shopping seems hurried every time.	1	2	3	4	5
	3.2 Time never seems enough to complete my shopping requirements.	1	2	3	4	5
MATERIALISM	3.3 I prefer nice things in life.	1	2	3	4	5
	3.4 Financial freedom to buy whatever I want is very important to me.	1	2	3	4	5
CONSUMER SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE	3.5 I observe other people's purchasing to make my own shopping decisions.	1	2	3	4	5
	3.6 Making an impression on others is important in my purchasing.	1	2	3	4	5
SELF- CONFIDENCE	3.7 I am a better shopper than the majority of the people.	1	2	3	4	5
	3.8 I am well capable of making good shopping decisions.	1	2	3	4	5
SHOPPING OPINION LEADERSHIP	3.9 I often advise my friends from where to shop.	1	2	3	4	5
	3.10 My friends often ask where I shop for most of my goods.	1	2	3	4	5

QUESTION 4

Please indicate by means of an X your level of agreement/ disagreement to the following statements.

		STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
SENSORY INNOVATIVENESS	4.1 I take pleasure in store visuals that induce fantasises.	1	2	3	4	5
	4.2 I prefer emotional messages in clothing brand advertisements.	1	2	3	4	5
	4.3 Shopping is a thrilling experience that induces a sense of adventure in me.	1	2	3	4	5
	4.4 Aesthetic appeals of clothing items are very important to me.	1	2	3	4	5
COGNITIVE INNOVATIVENESS	4.5 I try to find out the meaning of unclear statements in clothing advertisements.	1	2	3	4	5
	4.6 Ambiguous clothing information induces me to seek clarity.	1	2	3	4	5
	4.7 I try to figure out the quickest way of completing my shopping activities.	1	2	3	4	5
	4.8 I often reflect on my own feelings or reactions during shopping.	1	2	3	4	5

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CONSUMER DECISION-MAKING STYLES OF GENERATION Y COHORTS: VALIDATION OF THE CONSUMER STYLES INVENTORY (C.S.I) IN SOUTH AFRICA. By TIMASHE MUSASA Submitted in fulfillment of the requirement for DOCTOR OF PHILOSOPHY IN MANAGEMENT SCIENCES: MARKETING in the Department of Marketing and Retail Management Faculty of Management Sciences At DURBAN UNIVERSITY OF TECHNOLOGY SUPERVISOR DATE DR. P. MOODLEY ABSTRACT The aim of this study was to assess the applicability of the Consumer Styles Inventory (CSI) proposed by Sproles and Kendall (1986 cited by Azizi 2012:91) in determining consumer decision-making styles within South Africa. Likewise, the major problem of this study revolved around generalisability of US and European based data of consumer decision-making styles in an African context. Moreover, generational evolution necessitated the need for current introspection within an African context. Accordingly, objectives of this study included determining consumer decision-making styles of millennial South Africans, determining additional dimension(s) of the CSI model characteristic of a multi-cultural society, ascertaining an updated consumer decision-making style model and explore the implications associated with cohorts identified as recreational shoppers. The study adopted a quantitative survey in gathering data from millennial consumers. Structured questionnaires with Likert scales were utilised in data collection. These encompassed four aspects of research: demographic profile of sample, decision-making styles of sample, psychological orientation of sample under study and innovativeness thereof. The targeted population comprised of 400 generation Y South African consumers in which 320 were successfully selected and tested through convenience sampling. The Statistical Package for Social Sciences (SPSS) version 22 was utilised in data analysis. Factor analysis and bivariate correlation analysis were used in determining hypothesis, testing the tenability of the exploratory framework and ascertaining consumer decision-making styles characteristic of South African millennials. Empirical findings of this study were linked to literature in the latter chapters of this study. Suggestions for future research work concluded this study. ACKNOWLEDGEMENTS ¶ For I know the thoughts that I think toward you, saith the Lord, thoughts of peace, and not evil, to give you an expected end¶ (Jeremiah 29:11). My profound gratitude goes to God, The Creator. Thank you Lord for the strength and determination to complete this journey. Thank you for your faithfulness, love and grace in my life. I can only find value in You Lord. Special thanks to my supervisor Dr. P. Moodley. Thank you for believing in me in the first place. Many thanks for your commitment, guidance and prompt feedback throughout this epic journey. You are such a strong personality I ever encountered. Your unwavering support is much appreciated. To my two dearest people, my mother (Tendero Musasa) and brother (Liberty Musasa), thank you for encouraging me to start and complete this study. Thank you for bearing with my frustrations and reminding me of my strengths. This one is for you two. DECLARATION I TIMASHE MUSASA do hereby declare that this thesis submitted for a Doctor of Philosophy degree in Management Sciences: Marketing Management in the Department of Marketing and Retail Management is my own work apart where indicated. The entire study has been compiled under the supervision of the aforementioned Durban University of Technology supervisor. Information from secondary sources has been referenced accordingly. 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