



**Analysing consumer product preferences for selected
hedonic and utilitarian shopping goods in Durban**

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ANDREW RONALD KAMWENDO

STUDENT NUMBER

21241822

APPROVED FOR FINAL SUBMISSION

Supervisor..... Date.....

Dr. M Maharaj

(B Com UDW, B Com (Hons) (UNISA), Hed (UNISA), M Com
(PUCHO, D Com (UKZN))

ABSTARCT

The retailing environment has shown that consumer purchases are dependent upon the consideration and subsequent evaluation of product attributes. As such, retailers have sought to investigate the sales affinities that exist between products. Given that consumer purchases are goal driven, researchers have investigated consumer purchases for goal derived product categories (utilitarian and hedonic products). The aim of this study was to investigate product attribute preferences for the establishment of a consideration set of selected hedonic and utilitarian cross-category shopping products in Durban.

The quantitative study design based on a cross-sectional descriptive survey was conducted in two sequential phases. The study population consisted of consumers within the city of Durban. The study sample of 444 students selected from the Durban University of Technology, Mangosuthu University of Technology and the University of KwaZulu-Natal. Phase one of the study sample consisted of 231 respondents while Phase two sample was 213 respondents. Research respondents were chosen using convenience sampling. Quota sampling was also used to select respondent belonging to four generational groups. Respondents were purposely selected based on their capacity to give meaningful information relevant to the study. Two separate, self- developed instruments were used in each phase. The Cronbach alpha test was conducted to test for reliability of the first instrument. The results indicated acceptable, consistent scoring patterns for the sections of the research instrument.

Respondents rated the importance of skincare and clothing detergent product attributes during the first phase. The findings of phase one of the study revealed that respondents classified skincare and clothing detergent products as slightly and moderately utilitarian, respectively. The study also revealed that the consideration of clothing detergents and skincare products is predominantly utilitarian in nature. No significant differences were found in the respondents rating of skincare and clothing detergent attributes. Product attributes valued by the consumer were found to be important to the consideration of clothing detergent and skincare product categories.

The findings from the first phase of the study were used to develop questions used in the second phase of the study. Through the use of conjoint analysis techniques, skincare and clothing detergent product profiles were identified and ranked by respondents in their order of preferences. Pearson's and Kendall's tau correlation coefficient was used to validate the findings of phase two.

Phase two of the study revealed that for clothing detergent products, product form is the most important attribute followed by product effectiveness. It is important to note that significant differences were found in the respondent's preferences for product attributes in terms of the respondent's demographics. For clothing detergents, significant differences were found in terms of respondents preferences for the price, scent, size and product form of clothing detergents. For skincare products, durability was the most important attributes followed by the brand of skincare products. In terms of demographics, significant differences were also found in the respondents preferences for skincare product attributes.

The findings of the study are limited due to the low response rate among older respondents. Sampled respondents do not represent the population distribution in the city of Durban. The majority of respondents were unemployed students, therefore the findings of the study cannot be generalised. The findings of the study may also be limited due to the broad nature of the purchasing goals as well as the product categories. Consequently, generalised product attribute preferences were obtained. Therefore, future studies may benefit from narrowing the development of narrow purchasing goals and investigating sub-categories.

This study is the first to use conjoint analysis techniques to measure product category attribute preferences in South Africa. The study enhances to the existing body of knowledge in the South African retailing and marketing environment. The study has produced theoretical and practical contributions to the management of product categories offered by retailers. Moreover, the model proposed by the study simplifies the category management process enabling a retailer to simplify the investigation of consumer category preferences. Future studies should also test the model using other product categories and a larger population sample.

DECLARATION

I do hereby declare that the work presented in this dissertation is solely the product of the author (Andrew R. Kamwendo) and has been compiled under the supervision of the respective DUT supervisors. The study has not been submitted to any other university and all relevant authors whose work has contributed to this study have been referenced accordingly.

I also give consent for my work to be digitalised for the Institutional Repository and photocopied for inter-library loan, and for the title and summary to be made available to outside organisations and other students.

Signed:

Andrew Ronald Kamwendo

Date

DEDICATION

This Doctorate is dedicated to my family who have supported me throughout this journey. Without their encouragement and confidence in my ability, it would never have been possible for me to complete this study. To my mother Mrs Jane Kamwendo and my brothers Kudzai, Tatenda and Bothwell who have been my support. I would also like to dedicate this Doctorate to the memory of my father who is not here to see the completion of this degree.

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TABLE OF CONTENTS

1 CHAPTER ONE	1
1.1 INTRODUCTION	1
1.2 BACKGROUND	1
1.3 FOCUS OF THE STUDY	4
1.3.1 Product category	5
1.4 RESEARCH PROBLEM	7
1.5 AIM OF THE STUDY	9
1.5.1 Research questions	9
1.5.2 Objectives	10
1.5.3 Conceptual framework	10
1.6 CONTRIBUTION OF THE STUDY	11
1.7 LIMITATIONS	12
1.7.1 Limitations of the empirical research	12
1.8 CHAPTER CLASSIFICATION	13
1.9 SUMMARY	15
2 CHAPTER TWO	16
2.1 INTRODUCTION	16
2.2 CONSUMER BEHAVIOUR	16
2.2.1 Consumer decision making	17
2.3 RETAIL SHOPPING	22
2.3.1 Consumer and shopper behaviour	23
2.3.2 Group purchase decision making	25
2.3.3 Shopper behaviour	25
2.4 GOAL DRIVEN BEHAVIOUR	26

2.4.1 Goals and motivation	28
2.4.2 Goal types.....	29
2.4.3 Types of shopping trips.....	30
2.5 CONSUMER BASKET	31
2.5.1 Market basket analysis	32
2.5.2 Cross category Effect.....	33
2.5.3 Product Categories	34
2.6 SUMMARY	37
3 CHAPTER THREE.....	39
3.1 INTRODUCTION.....	39
3.2 CONSIDERATION SET.....	39
3.2.1 Consideration set size and formation.....	40
3.2.2 Consideration and choice	41
3.2.3 Consideration set formation approaches	42
3.2.4 The use of consideration in choice set modelling	44
3.3 HEURISTICS.....	45
3.3.1 The use of heuristics.....	46
3.3.2 Types of heuristics	47
3.4 OVERVIEW OF THE PRODUCT ATTRIBUTES MODEL	48
3.4.1 Stated preference techniques	50
3.4.2 Conjoint analysis.....	51
3.4.3 Conjoint analysis development	52
3.4.4 Types of conjoint analysis.....	53
3.4.5 Compensatory decision rules.....	56
3.4.6 Compensatory versus non-compensatory processes.....	57
3.5 SUMMARY	58
4 CHAPTER FOUR.....	59

4.1	INTRODUCTION.....	59
4.2	CONSUMER PRODUCTS	59
4.3	PRODUCT ATTRIBUTES	60
4.4	ATTRIBUTE EXPLICATION.....	61
4.4.1	Attribute heuristics	62
4.5	PRODUCT TYPE	64
4.5.1	Hedonic and utilitarian products.....	65
4.6	PRODUCT ATTRIBUTES	65
4.6.1	Brand	66
4.6.2	Private label brands	67
4.6.3	Price.....	68
4.6.4	Packaging	70
4.6.5	Quality.....	76
4.6.6	Design.....	77
4.7	SUMMARY	81
5	CHAPTER FIVE.....	82
5.1	INTRODUCTION.....	82
5.2	CONSUMER DEMOGRAPHICS	82
5.3	AGE.....	83
5.3.1	Age groups.....	84
5.3.2	Generational theory	84
5.3.3	Major generational groups and their cohorts	88
5.4	GENDER	94
5.4.1	Sources of differences	94
5.4.2	Gender research	96
5.4.3	Gender and product type	97
5.5	INCOME	99

5.6	The Living Standards Measure (LSM).....	100
5.7	SUMMARY	103
6	CHAPTER SIX.....	104
6.1	INTRODUCTION.....	104
6.2	AIM AND OBJECTIVES OF THE STUDY.....	105
6.3	DEVELOPING A RESEARCH DESIGN.....	107
6.4	RESEARCH APPROACH	108
6.4.1	Research philosophy	109
6.4.2	Philosophical approaches	110
6.5	TARGET POPULATION.....	111
6.5.1	Accessible population	112
6.6	SAMPLING.....	113
6.6.1	Sampling methods	113
6.6.2	Sample size	115
6.6.3	Sampling Frame.....	115
6.7	DATA COLLECTION.....	116
6.7.1	The survey research method	116
6.7.2	The measuring instrument	118
6.7.3	The construction of the measuring instrument.....	118
6.8	RELIABILITY AND VALIDITY.....	124
6.9	ADMINISTRATION OF THE RESEARCH INSTRUMENTS.....	125
6.10	DATA ANALYSIS	126
6.11	ETHICAL ISSUES RELATED TO THE RESEARCH	127
6.12	SUMMARY	128
7	CHAPTER SEVEN.....	129
7.1	INTRODUCTION.....	129
7.2	The pilot study	130

7.2.1 Results	131
7.3 STUDY POPULATION RESPONSE	135
7.3.1 Reliability of the research instrument.....	136
7.3.2 Factor analysis for validity.....	137
7.4 BIOGRAPHIC PROFILE OF PHASE ONE STUDY POPOULATION	139
7.4.1 Gender and generation of birth	139
7.4.2 Employment status	140
7.4.3 Type of residence	141
7.4.4 Household monthly income.....	142
7.4.5 Living standard measure (LSM) distribution	142
7.5 INFERENTIAL STATISTICS	143
7.5.1 Assessment of hedonic and utilitarian product classifications	143
7.5.2 Ranking of products attributes	144
7.5.3 Assessing products attributes preferences for clothing detergents and skincare products	146
7.6 SUMMARY	173
8 CHAPTER EIGHT	174
8.1 INTRODUCTION.....	174
8.2 STUDY POPULATION RESPONSE	175
8.2.1 RELIABILTY AND VALIDITY	175
8.3 BIOGRAPHIC/ DEMOGRAPHIC PROFILE OF STUDY POPOULATION	176
8.3.1 Respondents gender and generation of birth.....	176
8.3.2 Income and living standards measure	179
8.4 CLOTHING DETERGENT PRODUCT CATEGORY.....	181
8.5 DESCRIPTION STATISTICS	182
8.5.1 Conjoint analysis responses	183
8.6 INFERENTIAL STATISTICS	184

8.6.1 Profile preferences.....	185
8.6.2 Attribute preferences.....	189
8.6.3 Correspondence analysis	197
8.6.4 Clothing detergent product category.....	198
8.7 SUMMARY	200
9 CHAPTER NINE	201
9.1 INTRODUCTION.....	201
9.2 RELIABILITY AND VALIDITY.....	201
9.3 SKINCARE PRODUCT CATEGORY	202
9.4 INFERENCE STATISTICS	205
9.4.1 Profile preferences.....	205
9.4.2 Attribute preferences.....	209
9.4.3 Correspondence analysis	216
9.5 SUMMARY	218
10 CHAPTER TEN.....	219
10.1 INTRODUCTION.....	219
10.2 BIOGRAPHIC /DEMOGRAPHIC VARIABLES.....	219
10.2.1 Generation.....	219
10.2.2 Gender	222
10.2.3 Residence type.....	223
10.2.4 Employment status and generation.....	224
10.2.5 Income.....	226
10.2.6 Living standards measurement	227
10.3 Hedonic and utilitarian products	228
10.3.1 Attribute rankings	229
10.3.2 Attribute importance	231

10.3.3	Differences in attribute preferences between skincare versus clothing detergents	234
10.3.4	ATTRIBUTE LEVEL PREFERENCES	236
10.4	PROPOSED MODEL/Framework	239
10.4.1	Proposed model arising from the study	242
10.5	SUMMARY	244
11	CHAPTER ELEVEN	245
11.1	INTRODUCTION	245
11.2	CONCLUSION ON PURPOSE/AIM OF STUDY	245
11.2.1	Research method	246
11.3	SUMMARY OF MAIN FINDINGS	248
11.4	CONCLUSIONS	249
11.4.1	Conclusion from objective one	249
11.4.2	Conclusion from objective two	253
11.4.3	Conclusion from objective three	255
11.5	GENERAL RECOMMENDATIONS	256
11.5.1	Goal derived product categories	256
11.5.2	Heuristics	257
11.6	CONTRIBUTION OF THE STUDY	258
11.7	PROPOSED MODEL TO sTAKEHOLDERS	259
11.7.1	Future research	259
12	LIST OF REFERENCES	260
13	LIST OF APPENDICES	288

LIST OF FIGURES

Figure 1.1: Conceptual framework.....	10
Figure 3.1: The family of stated preference methods	50
Figure 6.1: The marketing research process	105
Figure 7.1: Respondents type of residence	141
Figure 8.1: Generational cohort distribution.....	176
Figure 8.2: Gender distribution	177
Figure 8.3: Employment type distribution	177
Figure 8.4: Residential type distribution.....	178
Figure 8.5: Monthly income distribution	179
Figure 8.6: Living standards measure distribution	180
Figure 8.7: Multiple correspondence analysis - clothing detergents.....	198
Figure 9.1 Multiple correspondence analysis - skincare products	216
Figure 10.1: Multiple correspondence analysis - product attributes	239
Figure 10.2: Multiple correspondence analysis - gender and employment	240
Figure 10.3: Multiple correspondence analysis - monthly household income and living standard	241
Figure 10.4 Proposed product attribute development model.....	244

LIST OF TABLES

Table 1.1: Annual growth rates in final consumption expenditure (%) 2012 – 2014.....	5
Table 1.2: Retail trade sales at current prices for the latest three months by type of retailer	6
Table 1.3: The focus areas of existing research	7
Table 4.1: Summary of hypothesis testing results	72
Table 5.1: South Africa - First 20 years of democracy (1994-2014)	88
Table 5.2: Generational perspectives	89
Table 6.1: Targeted research sample population	115
Table 7.1: Clothing detergent product category paired sample t-test	132
Table 7.2: ANOVA test for clothing detergents and skincare products.....	133
Table 7.3: Skincare product category paired sample t-test	134
Table 7.4: Independent t-test.....	134
Table 7.5: Study population response rate	135
Table 7.6: Cronbach's alpha - Phase one instrument.....	136
Table 7.7: Factor analysis - hedonic and utilitarian classification	137
Table 7.8: Factor Analysis - attribute preference rating	138
Table 7.9: Gender distribution by generation of birth.....	139
Table 7.10: Respondents employment type	140
Table 7.11: Monthly household income of the respondents	142
Table 7.12: Respondents living standards (LSM).....	142
Table 7.13: Hedonic and utilitarian product classification.....	143
Table 7.14: Respondents ranking of products attributes	144
Table 7.15: Binomial test	145
Table 7.16: Attribute rankings by gender.....	145
Table 7.17: Attribute importance for clothing detergent products	146

Table 7.18: Attribute importance for skincare products	148
Table 7.19: Clothing detergent and skincare preferences	150
Table 7.20: Clothing detergents.....	150
Table 7.21: Skincare products	151
Table 7.22: Clothing detergents - order of attribute importance	152
Table 7.23: Clothing detergents - order of attribute importance	153
Table 7.24: Skincare products - order of attribute importance.....	154
Table 7.25: Skincare products - order of attribute importance.....	155
Table 7.26: Product attribute importance for clothing detergents	158
Table 7.27: Price by employment type	159
Table 7.28: Country-of-origin (COO) by employment type	160
Table 7.29: Packaging information by living standard (LSM)	161
Table 7.30: Product form by Living Standards Measure (LSM).....	162
Table 7.31: Scent by monthly household income	163
Table 7.32: Packaging information by monthly household income.....	164
Table 7.33: Scent importance rating by gender	165
Table 7.34: Product effectiveness importance ratings by type of residence.....	166
Table 7.35: Product attributes importance for skincare products	167
Table 7.36: Package by monthly household income	168
Table 7.37: Price by monthly household income	169
Table 7.38: Price by respondent employment type	170
Table 7.39: Product effectiveness by generational cohorts	171
Table 7.40: Quality by Living Standards Measure	172
Table 7.41: Clothing detergent and skincare attribute ratings	173
Table 8.1: Respondents generational cohorts	175
Table 8.2: Clothing detergent conjoint analysis validity	175
Table 8.3: Clothing detergent product profiles - card list	181

Table 8.4: Ordered clothing detergent profile preferences	182
Table 8.5: Clothing detergent conjoint analysis results	183
Table 8.6: Friedman's test	184
Table 8.7: Gender	185
Table 8.8: Generational cohorts	186
Table 8.9: Monthly income.....	187
Table 8.10: Living standard measurement (LSM).....	188
Table 8.11: Attribute importance across generational cohorts	189
Table 8.12: Attribute importance within generational cohorts (X and Y).....	190
Table 8.13: Attribute importance across gender groups.....	191
Table 8.14: Attribute importance within gender groups	192
Table 8.15: Attribute importance - employed full-time	192
Table 8.16: Attribute importance across residence types.....	193
Table 8.17: Welch Statistic: attribute importance - residence type.....	194
Table 8.18: Attribute importance - residence types	195
Table 8.19: Attribute importance across living standards	196
Table 8.20: Welch Statistic: attribute Importance - living standards	196
Table 8.21: Attribute importance within living standards	197
Table 8.22: Summary of demographics and product attribute preferences.....	200
Table 9.1: Skincare product category conjoint analysis validity.....	201
Table 9.2: Skincare product profiles - card list.....	202
Table 9.3: Ordered skincare product profile preferences	203
Table 9.4: Skincare category conjoint analysis results	204
Table 9.5: Friedman's test	205
Table 9.6: Gender	205
Table 9.7: Employment type.....	206
Table 9.8: Welch Statistics - residence types	206

Table 9.9: Monthly household income	207
Table 9.10: Living standards.....	208
Table 9.11: Welch Statistic - living standards	209
Table 9.12: Attribute importance across generational cohorts	210
Table 9.13: Attribute Importance between genders.....	211
Table 9.14: Attribute importance rankings of the unemployed	212
Table 9.15: Product strength importance across residence types.....	212
Table 9.16: Welch Statistic - product strength	213
Table 9.17: Attribute importance across monthly household income - size.....	214
Table 9.18: Welch Statistic - size.....	214
Table 9.19: Attribute importance across monthly household income	215
Table 9.20 Summary of demographics and product attribute preferences.....	218
Table 11.1 Summary of Research Findings	248

LIST OF APPENDICES

Appendix A:	INFORMATION LETTER	288
Appendix A.1:	CONSENT FORM	289
Appendix A.1.1:	QUESTIONNAIRE 1 - PILOT STUDY	291
Appendix A.1.2:	QUESTIONNAIRE 2 - PILOT TUDY.....	298
Appendix A.2:	PHASE 1 - LETTER OF INFORMATION	301
Appendix A.2.1:	PHASE 1 - CONSENT FORM	303
Appendix A.2.2:	PHASE 1 - QUESTIONNAIRE.....	305
Appendix A.3:	PHASE 2 - LETTER OF INFORMATION	313
Appendix A.3.1:	PHASE 2 - CONSENT FORM	315
Appendix A.3.2:	PHASE 2 – QUESTIONNAIRE	318
Appendix A.4:	DUT GATE KEEPERS PERMISSION.....	322
Appendix A.4.1:	MUT GATE KEEPERS PERMISSION.....	323
Appendix A.4.2:	UKZN GATE KEEPERS PERMISSION.....	324
Appendix A.4.3:	ETHICAL CLEARANCE.....	325
Appendix B:	CLOTHING DETERGENT PRODUCT PROFILE POSTER.....	326
Appendix B.1:	SKINCARE PRODUCT CATEGORY PROFILE POSTER.....	327
Appendix C:	CLOTHING DETERGENTS MEAN ATTRIBUTE RATINGS.....	328
Appendix C.1:	CLOTHING DETERGENTS MEAN ATTRIBUTE RATINGS.....	329
Appendix C.2:	SKINCARE PRODUCT MEAN ATTRIBUTE RATING.....	330
Appendix C.2.1:	SKINCARE PRODUCT MEAN ATTRIBUTE RATING.....	331
Appendix D:	PILOT STUDY PROFILES (CARD LIST).....	332
Appendix E:	ANOVA - GENERATION.....	337
Appendix E1:	ANOVA - GENDER.....	338
Appendix E2:	ANOVA - EMPLOYEMENT TYPE	339
Appendix F:	EDITING CERTIFICATE	340

CHAPTER ONE

INTRODUCTION TO THE STUDY

1.1 INTRODUCTION

The purpose of the study is to investigate the relationship between product selection preferences, consumer demographics and consumer goals. Chapter one focuses on the development of an understanding of the fundamental concepts under investigation. The chapter also outlines the nature of the research problem, the aim of the study, the research questions and subsequently the objectives of the study. The contributions of the study towards the marketing and retailing field are also highlighted within this chapter as well as the limitations that were anticipated by the researcher. The chapter concludes with an outline of the chapters that constitutes this research report.

1.2 BACKGROUND

The forecasting of consumer product acceptance is dependent upon the development of an accurate understanding of consumer perceptions and preferences. Such an understanding needs to configure the development of marketing strategies that target consumers (Kachersky and Lerman, 2013:555). Predicting the buyer's choice of product has been a subject of interest in consumer behaviour studies for generations (Wu and Rangaswamy 2003:411). Furthermore, positioning products appropriately in the consumer mind ensures the success in targeted markets. Over the years research has introduced the idea of a two stage decision making process whereby consumers consider–then–choose. The concept originated from the principle of economic psychology, emanating from the Theory of Reasoned Behaviour and the Law of Comparative Judgement (Thurstone 1927; Hansen, Jensen and Solgaard 2004). Interestingly, a recent study, Carter, Maher and Neumann (2015:33) highlighted the Fishbein attitude model, asserting that behavioural intentions influence a consumer's actual purchase behaviour. Furthermore, Voss Spangenberg, and Grohman (2003:310) identified two basic reasons behind consumer purchase behaviour, namely; hedonic and utilitarian intentions (motivations). Interestingly, intention as a behavioural tendency influences all the different

stages of a consumers' purchasing behaviour (Carter, Maher and Neumann 2015:33). Thus, a relationship between consumer choice and purchasing intention can be construed.

According to Dhar and Wertenbroch (2000:61) the acquisition and consumption of products involve two dimensions or categories namely: utilitarian and hedonic. Therefore, two distinctive categories have been established over the years based on consumer purchasing intentions, utilitarian and hedonic categories. The two categories are believed to be bi-dimensional, containing both hedonic and utilitarian aspects. In other words, consumers have been known to establish trade-offs in their selection of such products. Such product trade-offs based on hedonic and utilitarian attributes denote a preference for certain attributes over others. Consumers have long been known to develop attitudes to products based on the two dimensions (Shavitt 1992:47). In the study by Voss, et al. (2003:310) two positioning strategies pinpointing hedonic and utilitarian attributes were investigated. The result revealed that products that emphasised hedonic positioning were able to charge higher prices. With product evaluations being associated with product attributes, an understanding of what consumers ultimately seek for is a key element for today's retailers. As a result, it is of interest to determine which attributes take precedence on hedonic and utilitarian consumer choice (Dhar and Wertenbroch 2000; Voss et al 2003).

Research in the retailing environment has shown that a single purchasing occasion involves the purchase of many categories of products (Park, Park and Schweidel 2014:266). The principles of retail aisle management have resulted in the division of stores into cluster zones (Larson 2006:107). Aisle management coincides with the concept of cross-category management where retailers aim to maximise sales across product categories. These two concepts are built upon the observed sales-affinity between differing product categories. Sales affinity depends on the innate tendency among consumers of purchasing and/or consuming differing categories in the same usage situation or occasion (Bezawada, Balachander, Kannan and Shankar 2009:99). Retailers have thus created generic categories of products that complement each other or are consumed together.

Subsequently, retailers strive to gain a more comprehensive understanding of their customers by analysing customer purchasing patterns within individual categories (Park, Park and Schweidel 2014:266). The retailing field has also been extended to include macro-categories (Vale and Duarte 2013:30). As a result, it is of interest to analyse the behaviour of consumers towards specific macro-categories. Particularly, in South Africa where there are a number of companies that have shown significant growth within the retailing field (W&RSETA 2014:2). Such growth calls for further investigations into the purchasing behaviour and selection processes of consumers towards the various product categories on offer. Furthermore, according to the study by the W&RSETA ILDP Program (2014), South Africa is the third largest grocery product consumer after India and China.

Interestingly, the report developed by the Trade and Investment KwaZulu-Natal (2013:10) the province of KwaZulu-Natal has the second largest gross domestic product per province in the country (GDPR R313.0 billion). The Trade and Investment KwaZulu-Natal (2013:12) report stated that economic activities in the province of KwaZulu-Natal have traditionally been centred on the Durban Metropolitan area, thereby, placing Durban as a key area of interest within the retailing industry in South Africa. Wholesale and retail trade has also been identified as the second largest wholesale and retail economic sector in the country (Statistics South Africa 2013:4). Dennis and Piatti (2015:7) highlighted that grocery store retailing has been one of the key drivers of economic expansion within Africa. However, since retailers have largely become interchangeable to customers due to grocery store merchandise similarities, standing out has become an increasing challenge for most retailers (Pepe and Pepe 2012). Retailers need to seek ways to better serve their customers with the right product assortments. Retailers can use the findings from affinity analyses to plan, more effectively, their product offerings in order to better meet the needs and preferences of their customers (Bezawada et al. 2009:99).

Within a consumer's mind, the sum total of all values of a product or brand's attributes constitute the value that the consumer attaches to the product (Kabaday, Alan and Özkan 2013:2782). The decision to purchase products, therefore, involves the evaluation of alternatives based on the merits of each product's attributes (Forbes 2008:23). Generally, consumers do not attach value to the entire product's attributes. Consumers seem to place greater value on attributes that they deem more important. It is, therefore, of interest to the

researcher to determine the attributes South African consumers prioritise in their consideration of selected shopping products.

1.3 FOCUS OF THE STUDY

In order to understand the importance placed by consumers on attributes Sharma (2011:303) proposed the use of multiple cues in product selection studies. The study indicated that using multiple cues would lessen the possibility of inflating the importance of other product attributes such as the country-of-origin. Shopping goods are evaluated using multiple attributes such as suitability, quality, price, and style. It would be of interest to investigate the importance of these attributes. To provide a holistic approach to the consideration of product alternatives, this study sought to investigate consumers' product attribute preferences when making utilitarian and hedonic shopping product choices.

A study by Jin, Park and Ryu (2010:184) observed that the significance of product attributes varies due to the number of demographic factors to be considered. Purchasing motives are moderated by demographics such as age (Parment 2013:189). Therefore, an investigation of generational cohorts may reveal information that will enable greater understanding of consumer behavioural patterns. Davis, Lang and San Diego (2014:27) also argued that gender plays a significant role in determining purchasing intention. Therefore, it was of interest to the researcher to investigate the influence of age and gender in determining product choice. According to Preez, Visser and Zietsman (2007:279) South African retailers make use of the South African Advertising Research Foundations' (SAARF) Living Standards Measure (LSM) to select their target markets. Therefore, it was of interest to investigate the influence of South African consumers' standards of living on the consideration of the two product dimensions, namely: hedonic and utilitarian.

The need to understand product selection resulted in the development of multi-attribute decision making models within the marketing field in order to understand and predict consumer choices. Such models have been used for evaluating, ranking and selecting the most appropriate alternatives. Conjoint analysis (CA) has been identified as the most preferred statistical method of determining consumer attribute preferences within attribute evaluation studies (Wu, Liao and Chatwuthikrai 2013:2782). Researchers consider that

purchase behaviour involves the consideration of meta-attributes. The choice of utility bundles (attribute bundles) is thus affected by the needs, motivations and goals of the consumer. Consumers possess meta-level preferences for products which were pinpointed as being more enduring than situational preferences (Agarwal, DeSarbo, Malhotra and Rao 2015). This assertion has raised the need to understand such preferences for products. Interestingly, Hubner and Kuhn (2012) maintained that retailing research and practice are not sufficiently integrated. To solve this problem, particularly in category management Mantrala, Levy, Kahn, Fox, Gaidarev, Dankworth and Shah (2009:81) called for retailing research to incorporate more marketing models. Therefore, an analysis was undertaken to investigate the establishment of a consideration set of selected hedonic and utilitarian cross-category products.

1.3.1 Product category

Table 1.1: Annual growth rates in final consumption expenditure (%) 2012 – 2014

Category	2012*	2013*	2014*
Subtotal durable goods	7.9	7.2	8.1
Subtotal semi-durable goods	8.9	9.5	9.2
Subtotal nondurable goods	10.5	9.5	8.7
Subtotal services	8.6	6.8	8.2

*2013 figures are based on data up to September and a forecast for September to December combined. 2014 figures are entirely forecasted. BMR macro-econometric model.

Table 1.1 shows a summary of the annual growth rates in final consumption expenditure between 2012 and 2014. Consumer expenditure for non-durables goods has consistently been higher than consumer expenditure towards other retailing goods within South Africa. According to Statistic South Africa (2016) retail trade statistics showed that pharmaceuticals and medical goods, cosmetics and toiletries were among the most traded goods within the retail industry. The category experienced the largest percentage change between November 2014 and November 2015, with 10.4% as illustrated in Table 1.2.

Table 1.2: Retail trade sales at current prices for the latest three months by type of retailer

	– Jan-15 (R Million)		Nov 2015 – Jan-16 (R million)	% change between Nov 2014 – Jan-15 and Nov 2015 – Jan-16	Contribution (% points) to the total % change
General dealers	92 134	39,7	99 842	8,4	3,3
Food, beverages and tobacco in specialised stores	20 537	8,8	21 407	4,2	0,4
Pharmaceuticals and medical goods, cosmetics and toiletries	14 057	6,1	15 524	10,4	0,6
Textiles, clothing, footwear and leather goods	50 824	21,9	55 829	9,8	2,1
Household furniture, appliances and equipment	11 677	5	11 987	2,7	0,1
Hardware, paint and glass	16 047	6,9	16 656	3,8	0,3
All other retailers	26 846	11,6	29 122	8,5	1
Total	232 120	100	250 366	7,9	7,9

In order to investigate consumer attribute preferences for hedonic and utilitarian products two categories of frequently traded retail products were selected. Based on the retail trade statistics indicated in Table 1.1 and Table 1.2, clothing detergent and skincare product categories were selected for this study.

1.4 RESEARCH PROBLEM

Table 1.3: The focus areas of existing research

	Author(s)	Area of focus
Cross-category research	Seetharama, Chib, Ainsle, Boatwrigth, Chan, Gupta, Mehta, Rao and Strunev (2005); Niraj, Padmanabhan and Seetharaman (2008); Sinitsyn (2012); Panca, Gauri and Talukdar (2013).	Research has been focused on the development of cross-category models with emphasis being placed on the promotions
	Vale and Duarte (2013)	Research emphasised on the classification of cross category products as hedonic and utilitarian.
	Jin, Zilberman, Heiman and Li (2011)	Consumer willingness to pay for brands across different categories.
Cross-category researchers seem to have neglected the possibility of the existence of commonalities within cross category preferences		
Hedonic and Utilitarian	Kim 2006; Overby and Lee 2006; Jones, Reynolds and Arnold 2006; Sullivan and Heitmeyer 2008; Kim and Han 2011; Chun, Lee and Kim 2012; Davis, Lang and San Diego 2014; Zeeman 2013)	Shopping motivations among consumers of diverse demographic characteristics. Emphasis has also been placed on the shopping experience. Research has been built upon the understanding that consumers derive utilitarian and hedonic values
Hedonic and utilitarian researchers seem to have overlooked feature/attribute preferences based on hedonic and utilitarian motivations		
Conjoint Analysis (CA)	(Johnson, 1987; Green, Krieger and Wind 2001; Fraenkel, Bodardus and Wittink 2001; Cunningham, Deal and Chen 2010; Netzer, Toubia, Bradlow, Dahan, Evgeniou, Feinberg, Feit, Hui, Johnson, Liechty, Orlin and Rao 2008).	Multiple versions of conjoint analysis have been used, namely: full-profile CA, self-explicated CA, consumer based CA and adaptive conjoint analysis.
Conjoint analysis, researchers have emphasised using the model to investigate attribute preferences for products within a single category.		

The problem formulation is the first part of any research process (Iacobucci and Churchill 2010:29). This assertion coincides with Burns and Bush (2003:86) who indicated that the delineation of a problem is crucial to the research process because it sets the precedent for all the preceding steps of the marketing research process. If the problem is not well-defined, the enactment of the other steps of the marketing research process will be compromised (Burns and Bush 2003:87). For the purpose of this study, the researcher sought to address the problem of the knowledge gap surrounding product attribute preferences for two product categories, namely; hedonic and utilitarian product categories. The study focuses on consumer attribute preferences when establishing a consideration set of selected hedonic and utilitarian products within two generic shopping goods cross-categories (skin/personal care and clothing detergents) in Durban.

The increased need to develop an understanding of consumer choice and behaviour across numerous product categories has been realised within the retailing industry. Retailers essentially do not offer one class of products to customers but offer an assortment of goods from different product classes. Therefore, category management has been identified as a key success factor of retail aisle management (Grooner, Morgan and Perreault 2011:18). Aisle management has been stated as encompassing the effective placement of product categories for store aisles in order to affect the customers' shopping experience, behaviour and the turnover of interconnected product categories (Bezawada et al. 2009:100).

Generally, products have been grouped into four basic categories, that is, convenience, shopping, speciality and unsought products (Wiznar 1992; Allred and Chakraborty 2004). The purpose of any product classification scheme is to guide managerial decision making (Murphy and Enis 1986:35). Furthermore, consumer goods have also been classified as either hedonic or utilitarian; although most products may possess both characteristics. Retailers (supermarkets) seem to lack a coherent system of products on these two dimensions, added to the fact that retailers have also commenced treating a growing number of categories differently (Vale and Duarte 2013:30-31).

Researchers seem to have overlooked the influence of purchasing motives in the consideration of consumer attribute preferences. Studies have shown a link between purchasing motives and product attribute (Fotopoulos Krystallis and Ness 2002; Blijlevens, Creusen and Schoormans 2009; Elbrønd and Bjerg 2012). A knowledge gap exists with regard to attribute preferences for store cross-categories. Research has been focused on developing cross-category models, classifications and investigating consumers' willingness to pay (see Table 1.3).

Based on traditional product groupings (TNS Worldpanel, 2010), more than 20 classifications of products are found in today's supermarkets. Although it may be a difficult task, analysing cross-category sales is an essential part of retailing (Bezawada et al. 2009:100). Through this study, the researcher sought to unravel hedonic as well as utilitarian product considerations which have seemingly been overlooked.

Research seems to be limited to hedonic and utilitarian motivations. The study was an investigation of the differences in product attribute preferences for cross-category (skin/personal care and clothing detergents) shopping goods sold by supermarket retailers (Woolworths, Pick n Pay, Spar and Shoprite). These product categories are a South African adaptation of the categories established by the TNS barometer (TNS Worldpanel 2010). The study also sought to investigate the existence of a demographic (age and gender) difference in product attribute preferences in the consideration of utilitarian and hedonic shopping goods cross-categories in Durban. Table 1.3 also shows that existing research seems to have neglected the possibility of commonalities within attribute preferences for cross category products. Moreover, existing research seems to have limited the use of conjoint analysis confining it to the investigation of single product categories. Therefore, this study has sought to investigate these aspects in order to further understand these concepts.

1.5 AIM OF THE STUDY

Based on the research problem identified in the preceding section the purpose of this study is to investigate product attribute preferences for the establishment of a consideration set of selected hedonic and utilitarian cross-category shopping products in Durban.

1.5.1 Research questions

- What are the preferred product attributes for hedonic (skin/personal care) and utilitarian (detergent) shopping products cross-categories offered by supermarkets (Woolworths, Pick n Pay, Spar, Game and Shoprite) in Durban?
- How do consumer demographics and consumers' Living Standards Measure (LSM) affect preferences for products within the two shopping products cross-categories, utilitarian (detergents) and hedonic (skin/personal care) in Durban?
- Do consumers display the same or different attribute preferences for products within the two categories (cross-category classifications)?
- Can a framework be developed illustrating the effect of consumer demographics, living standards measure (LSM) and attribute preferences on the consideration sets of hedonic and utilitarian products?

1.5.2 Objectives

Research objectives were established based on the study of the following concepts: consideration set; cross category purchase; as well as hedonic and utilitarian consumer behaviour.

- To identify product attribute preferences for hedonic (skin/personal care) and utilitarian (detergents) shopping products cross-categories offered by the leading retail supermarkets (Woolworths, Pick n Pay, Spar, Game and Shoprite) in Durban, South Africa.
- Investigate the effect of consumer demographics and living standard measures (LSM) on product attribute preferences for hedonic and utilitarian shopping products cross (skin care and clothing detergents).
- To determine the existence of variances in product attribute preferences for products within the two shopping product cross-categories (skincare and clothing detergents).
- To propose a framework illustrating the effect of consumer demographics, the living standards measurement (LSM) and attribute preferences on the establishment of a consideration set of hedonic and utilitarian products.

1.5.3 Conceptual framework

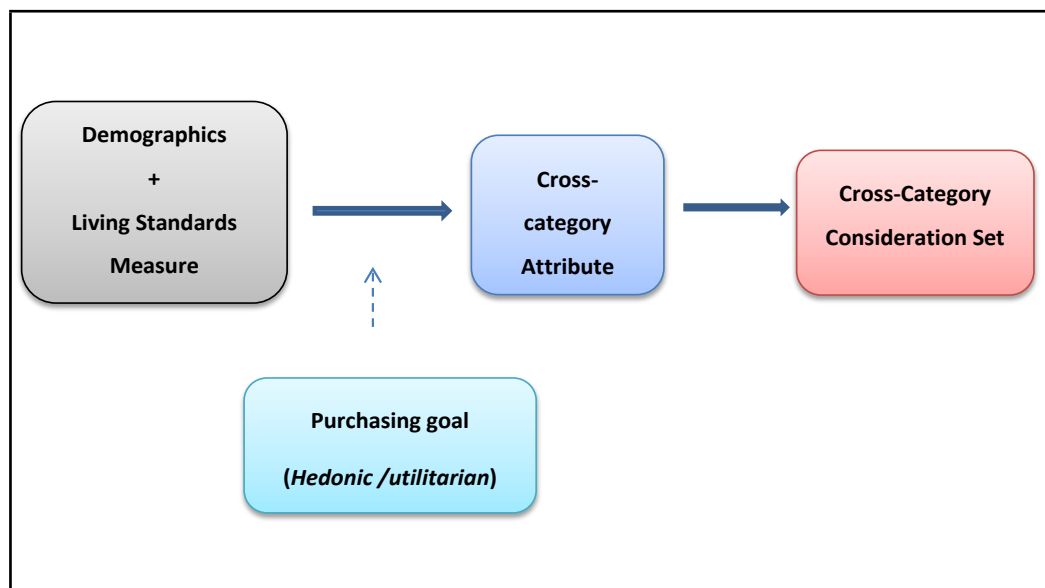


Figure 1.1: Conceptual framework

1.6 CONTRIBUTION OF THE STUDY

The need to forecast consumer product perceptions continues to be of primary concern for most businesses. Questions can, therefore, be raised about the attributes that consumers prefer when faced with the choice of products within different categories. The tastes and preferences of consumers are not constant but are dynamic (Hasegawa, Terui, and Allenby 2012:842). Therefore, the study will help understand consumer value systems in the consideration of different product attributes. Emphasis has been placed on hedonic and utilitarian product considerations which have been the focus of study for a number of years (Botti and McGill 2010:1066; Khan and Dhar 2010:1090). Researchers have highlighted the need of consumers to focus behaviour through the development of different purchasing goals (Bagozzi and Dholakia 1999:19). The development of goal derived attribute preference detection mechanisms are believed to enable marketers to better target their customers. Using attribute preference detection methods, retailer may be able to determine product assortments that are tailored to their specific target markets thereby enabling them to emphasize their brand differences. Furthermore, the study will focus on analysing product preferences. There is a need for a simplified methodology to determine consumer preferences that provide retailers access to consumer information in Africa. Thus, the study combines the strengths of stated preference models using conjoint analysis while incorporating aspects of revealed preference models in the analysis of consumer preferences. This adaptation of conjoint analysis will target the most preferred attributes while providing full product profiles, thus allowing for the collection of smarter data (Qualtrics.com 2012: 2).

Existing research that has incorporated conjoint analysis as the primary method has focused on the singular products or brands. Researchers have limited the use of conjoint analysis to investigating attribute preferences of singular products (Sandeep 2008:11; Jainarain 2012:45; Guillot-Soulez and Soulez 2013:319; Wu, Liao and Chatwuthikrai 2014:2782). This study has sought to extend knowledge into conjoint analysis research modelling by using the method to establish the preferences of multiple products within a single category. The study helps to further understanding into goal oriented behaviour with particular emphasis on two broad goal categories, that is, hedonic and utilitarian goals. Two broad shopping goals have been accepted (hedonic and utilitarian) (Shankar 2011; Chung 2015). The study builds on the knowledge of these established goals by investigating them in the South African context.

The study also explores the influences of the living standards measure (LSM) on shopping goods attribute preferences. The study also goes beyond the use of income, employment type and place of residence, enabling a comparison of the demographic variables. Emphasis has been placed on cross-category products. No existing studies within South African have been found that have investigated the attribute preferences of consumers for multiple product categories.

Continued growth of the retailing industry ensures the need for continued research into the behaviour of consumers. The retail industry has been identified as a key factor to the success of South Africa National Development Plan (NDP) (Sewell, Mason and Venter 2014). As a result the dynamic retailing environment which has had a significant impact on the South African economy has created a vast potential for further investigations into the factors influencing consumer behaviour.

1.7 LIMITATIONS

The study has been limited by the sample size. The study failed to achieve the targeted sample size due to a number of disruptions during data collection. Student protests as well as industrial action in the form of staff strikes hindered respondent participation. One of the limitations of the study is the time constraint within which research is conducted as it is in the form of a cross-sectional study. Another limitation was the delays experienced within the data collection process. Difficulties are likely to be experienced in obtaining permission to collect data from the institutions. Within the same context, since participation is voluntary, some respondents are likely to withdraw from the study making it difficult to obtain respondents.

1.7.1 Limitations of the empirical research

The results of the study are not representative of the entire population and only reflect those of the respondents who participated in the research process. This may be attributed to industrial action during the data collection process. The study shows that there was a low response rate among older respondents (Generation X and Baby Boomer Generation) compared to the younger respondents (Generation Y and Z).

The self-completed questionnaire could have been misunderstood by some respondents as some of the questions were not completed. Respondents may have also found the questionnaire to be too long. All questions were phrased in English which is not the first language of most South African consumers. As a result, respondents may have found it challenging to complete all the questions asked.

The limited number of high quality research articles that have investigated consumer behaviour towards the two product categories (clothing detergent and skincare products) was also another limitation. In an effort to ensure that the questionnaire did not take more than 20 minutes to complete, the number of attribute levels was restricted. This may have limited the number of options consumer would encounter within real world shopping experiences. As a consequence, this may have resulted in a skewed number of potential attribute combinations that were used to develop product profiles.

1.8 CHAPTER CLASSIFICATION

The study has been divided into the following chapter:

- Chapter one

This chapter includes the problem statement; background of the study; research objectives; the contribution of the study; the limitations of the study, and a summary of the chapters that make up the study.

- Chapter two

This chapter includes a review of the existing literature that will provide the foundations for the study. The chapter discusses the following aspects, namely: consumer behaviour, shopper behaviour, goal-derived consumer behaviour and the consumer basket. The chapter highlights the assumptions established from the existing literature.

- Chapter three

This chapter includes a review of the existing literature on the concept of the consideration set. The chapter contains a discussion of the underlining principles that the concept is based on. A review of the literature surrounding the formation and size of the consideration set as well as the relationship of the consideration set and the use of heuristics will be conducted within this chapter. The chapter highlights the assumptions established from the

existing literature. The chapter also discusses stated preference models, conjoint analysis and the use of compensatory methods of decision making.

- Chapter four

This chapter includes a review of the existing literature on consumer products and the attributes that are used to evaluate products. Existing literature on product attributes such as the brand, price, packaging, and design of a product are reviewed. The chapter highlights the assumptions established from the existing literature.

- Chapter five

This chapter includes a review of the existing literature on consumer demographics, namely age, gender, income and the consumers' standard of living. The chapter contains a discussion of the effect that consumer demographics have on product attribute preferences. The chapter highlights the assumptions established from the existing literature.

- Chapter six

The chapter identified and elaborated on the research methodology used in the study. The research philosophy guiding the research methodology is presented in the chapter. Data collection techniques and procedures are also explained within the chapter. Furthermore, the chapter contains a discussion of the sampling techniques as well as the population of the study. The data collection process, which was divided into two separate phases, is also detailed within this chapter. The chapter also highlights the procedures taken to pilot the study and presents the results of the pilot study.

- Chapter seven

This chapter is comprised of the presentation of the finding from the first phase of the data collected process. The data is presented to provide meaningful results that the reader can understand.

- Chapter eight

This chapter displays the outcomes of phase two of the data collection process and reports on the findings on questions pertaining to the clothing detergent product category. The chapter provides a description of phase two population distribution. Descriptive and inferential statistics are used in this chapter to present the results of questions pertaining to the skincare product category. The chapter also provides a summary of the result.

- Chapter nine

This chapter displays the outcomes of phase two of the data collection process and reports on the findings on questions pertaining to the skincare product category. Descriptive and inferential statistics are used in this chapter to present the results of questions pertaining to the skincare product category. The chapter also provides a summary of the result.

- Chapter ten

The findings of both phases of the study are discussed and an interpretation of results relative to literature is provided within this chapter.

- Chapter eleven

This chapter presents a final summary of the research and its findings. The conclusions relative to the research objectives and implications for marketing theory and retail practitioners will be presented. The chapter also provides the relevant recommendations for future research as well as the conclusion of the study.

1.9 SUMMARY

The first chapter introduced the study and provided the background to the subject of the consideration set and its development. Emphasis has been placed on the influence of consumer intentions on product selection. Of specific interest is the development of consumer preferences, especially for hedonic or utilitarian product categories. In the next chapter, an in-depth review of existing literature will be conducted to provide a better understanding of the following concepts: consumer behaviour, retail shopping, goal derived purchasing and the consumer basket will be discussed. The chapter establishes the context for the researchers' understanding of consumer behaviour and shopper behaviour.

CHAPTER TWO

CONSUMER BEHAVIOUR

2.1 INTRODUCTION

Companies invest millions into the monitoring and prediction of consumer behavioural patterns. This is all aimed at successfully influencing such behaviour in a manner that will favour the investing companies. Retailers, in particular, deal directly with the final consumer which places them at the forefront of consumer interactions. This chapter contains a discussion of the concept of consumer behaviour with emphasis on retail purchasing behaviour. This chapter builds on the understanding of consumer behaviour as a sequential process using the concepts established in existing literature. The chapter also discusses the concepts of goal oriented behaviour. Furthermore, the chapter also introduces the notion of the consumer basket as it pertains to retail shopping. The chapter lays the foundation for the proceeding chapters and discusses concept that underpin the conceptual framework.

2.2 CONSUMER BEHAVIOUR

Consumer behavioural researchers have examined “the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences in order to satisfy the needs and desires” (Solomon 2004:7). The focus on consumer behaviour is the manner with which individual consumers decide to spend their resources which include time, money and effort on consumption-related goods (Schiffman and Kanuk, 2014:4). Such decisions include what consumer’s purchase, when they purchase, why they purchase, where they purchase, how often they purchase and how often. Consumer behaviour focuses also on how they evaluate it after the purchase (acquisition, usage and disposition) (Hoyner, MacInnis and Pieters 2013:4). The how consumers dispose of products also forms part of consumer behaviour (Kardes, Cline and Cronley 2011:10).

The term consumer behaviour is generally used to refer to two types of consumption. The first refers to personal consumption, where the purchases are made for personal use (for example, shampoo or shaving cream). The second highlights purchases of products for an entire household (examples may include a DVD player) or as a gift (such as an expensive bag). In both types of consumption, goods are bought for use by the end-user (Schiffman and Kanuk 2014:4). Therefore, the analysis of such behaviour refers to the use of behavioural principles, obtained through experimentation, in order to understand economic consumption (Foxall 2001:165). Consumer behaviour, therefore, stands at the intersection of economic psychology, on one hand, and marketing science on the other (Foxall 2001; Foxall 2003).

Kardes et al (2011:18) contended that effective business marketing and consumer research may enable companies to acquire relevant information about changes within the marketplace, thereby, reducing uncertainty related to consumer behaviour. The success of marketers and retailers is dependent upon the development of an understanding of the influences of consumer behaviour (individual as well as group influences). Marketers need to be aware of the location of their target audiences and how to access them. Consumer behavioural research enables marketers to better predict and anticipate consumer responses to the marketing effort. With more knowledge about consumer decision making processes marketer may develop better strategies for their target segments (Schiffman and Kanuk 2014:22). Such studies may enable marketers to identify key factors such as consumer psychology (thought patterns, feelings, and the reasoning behind decisions); understand the influence of environmental elements (culture, family and the media) and the consumer decision-making process in the purchase of differing products and services. The study of consumer behavioural trends of has a direct impact on business performance as well as the development of public policy governing business operations (Kardes et al. 2011:11)

2.2.1 Consumer decision making

Existing knowledge about consumer behaviour has been founded on concepts developed in related disciplines such as psychology, sociology, social psychology, anthropology and economics (Schiffman and Kanuk 2014:15). Many of the early theories about consumer behaviour have been based on the economic man theory (Sen 1977:317). Macdonald and

Sharp (2000:5) stated that consumer behaviour theories in both the marketing and economic literature have seen product choices as highly involved problem-solving processes. Researchers of consumer behaviour developed a stage model and referred to it as the decision-making approach in consumer research. This perspective of decision-making, purchase behaviour has been considered as one point in a particular course of action undertaken by a consumer.

Decision making involves the selection of product options from a list of alternatives based on the values preferences that satisfy the deciding individual. Deciding implies the consideration of alternative choices. Consumers want to identify as many of these alternatives as possible and to choose the ones that best fit their goals, objectives, desires, values, and so on (Fülöp 2005:1). Decision making generally begins with the identification of the decision maker(s) and stakeholder(s) involved in the decision process. This also includes a consideration of the requirements, as well as the goals and criteria for decision making (Baker et al. 2001). The decision making process may, thus, been divided into the following stages:

- Defining the problem;
- Establishing goals;
- Identifying alternatives;
- Defining criteria;
- Selecting a decision making tool;
- Evaluating alternatives against criteria, and
- Validating solutions against the problem statement (Fülöp 2005:1).

Similar to the stages highlighted, an earlier developed model, the EKB model, assumed that the entire process of making decisions follows a sequence of ongoing steps that end with the establishment of a problem solving solution (Lin, and Chen, 2006). At the centre of the EKB model is the concept that the decision making process for purchase-problems includes five stages: demand confirmation, the search for information, and the evaluation of alternatives, purchasing, and the purchasing result. Schiffman and Kanuk (2004:555) simplified the process further identifying consumer need recognition, the pre-purchase process, the evaluation of alternatives, purchase trial and lastly, post-purchase behaviour.

Regardless of the number of steps highlighted in the process, they all seemed to indicate that consumers follow a rational sequential approach to purchasing tasks.

2.2.1.1 Consumer decision making model

Consumer decision making has been developed into a model illustrating the stages that the consumer goes through when making consumption decisions. The model has been developed from a scientific approach to consumer decision making. Consequently, the model identifies the internal and external forces of the decision making process and how they subsequently affect consumer actions (Pentz 2011:26). Schiffman and Kanuk (2010:36) illustrated the model as a series of five simple steps. The first of these stages is the need recognition stage. This occurs when the individual consumer experiences a sense of lack between their existing condition and a desired condition (Pentz 2011:26). The presence of a significant difference between the two states (existing and desired) ultimately leads to needs recognition (Kardes et al. 2011:71).

The second stage of the decision making process is the information search stage (pre-purchase search). This stage is considered part of the consumer internal processing (Schiffman and Kanuk 2014:16). As soon as the consumer identifies a need the consumer searches for information on how to best satisfy that need. The pre-purchase search may be done both internally (from memory) or externally (from friends and family) (Kardes et al. 2011:77). The third stage is pre-purchase evaluation of alternatives. The consumer compares between the available alternatives based on the information they have been able to obtain about the products or brands available. Consumers may conduct extensive evaluations in some cases while in other cases they may buy products impulsively. Styling, price and product warranties may be used as evaluative tools. Consumer use these attribute to narrow down their choices (Kotler and Armstrong 2013:153).

The purchase decision forms the fourth stage of the purchase process. At this stage the consumer is concerned about acquiring the most preferred brand. The purchase decision is affected by the attitudes of others and by other situational factors that may influence the consumer choice. As a result, the consumers' intention to purchase a particular product may be altered. The final stage is the post-purchase stage. Depending on the performance of the product the consumer may experience satisfaction or dissatisfaction. The gap

between expectations and performance determine the post-purchase behaviour of the consumer. Consumer satisfaction may result in repeat purchase while dissatisfaction may not (Kotler and Keller 2012:171).

2.2.1.2 Rational decision making

Aghdaie, Sanaei and Sharabiany (2014:217) stated that recognising consumer behaviour especially in purchasing decisions has played an effective role in promoting decision making strategies. Decision strategies have traditionally supported the idea of a sequential purchase process (the rational approach). This rational approach to consumer decision making that proposes a sequential process to decision making has been questioned over the years. Studies have shown that, in some cases, consumers by-pass some of the proposed steps of the rationalised decision making process (d'Astous, Bensouda, and Guindon 1989:433).

Research has found consumers may, in some cases, undertake little or no external information search during the pre-purchase stage (Adamowicz et al. 2008:216). It has also been argued that, limited planning takes place in anticipation of a purchase decision. Consumers have been known to construct decision rules at the time of choice (d'Astous et al. 1989:433). In addition, some authors have held the belief that those consumption decisions do not characteristically involve the use of analytical decision rules in order to optimise choices; instead they involve the use of an adaptive toolbox of heuristics. Such an approach to decision making leads to satisficing solutions, backed by two decades of research (Hilbig 2010:923). It has been noted that the rational approach seems to completely disregard the repetitive nature of consumer decisions which are sometimes somewhat insignificant. In such instances, the need for elaborate purchase processes become an unlikely occurrence as consumer choices may be based on habitual behaviour or brand loyalty (d'Astous et al. 1989:433). Such arguments have continued to enhance the need for further study of purchasing decisions. Therefore, it would be prudent for marketers and retailers to endeavour to understand these decision making strategies that underpin purchasing decisions.

2.2.1.3 Consumer Behavioural Theories

Early research considered human behaviour as completely rational and driven by self-interest. Consumers were thought to make decisions entirely based upon their ability to maximise utility at the lowest cost. Moreover, the term economic-man was developed to describe consumption behaviour. However, In order to behave rationally in the economic sense, as this approach suggests, a consumer would have to be aware of all the available consumption options, be capable of correctly rating each alternative and be available to select the optimum course of action. Failure to fulfil these requirements led to the disregard of this approach to consumer behaviour as it was not sound. The approach ignored the realities that most consumers are faced with such as the lack of adequate information, motivation or time to make such a 'perfect' decision. Also, consumers frequently react to less rational influences such as social relationships and values which result in irrational behaviour (Bray 2008:4-11).

Other approaches were established such as the behaviourist theory, psychodynamic approach and the cognitive theory. It has been argued that cognitivism took over from behaviourism as the dominant approach to decision research. The cognitive theory the cognitive approach ascribes observed action (behaviour) to intrapersonal cognition and it asserts that the individual is viewed as an 'information processor. The cognitive theory awards researchers the ability to explain complex decisions where the other theories fail. Moreover, the cognitive theory has given birth to two models, namely: the analytical and the prescriptive model. Under the analytical model, two models have dominated consumer research, namely: the Theory of Buyer Behaviour and the Consumer Decision Making Model (Bray 2008:11).

The Theory of Buyer behaviour offers "a sophisticated integration of the various social, psychological and marketing influences on consumer choice into a coherent sequence of information processing" (Foxall 1990:10). From the theory one of the key elements of decision making which was established an outcome of behaviour in the underlying intention of the behaviour. According to Bray (2008:33) the intention of behaviour forecasts which product an individual will buy. Furthermore, the prescriptive models of the cognitive theory all seem to emphasis behavioural intention as a key element of consumer behaviour. TRA and TPB both assume the best predictor of behaviour is behavioural intention. The Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour

(TPB) focus on theoretical constructs concerned with individual motivational factors as determinants of the likelihood of performing a specific behaviour (Montano 2015:68). In accordance with Belleau (2007:246) the prescriptive models of the cognitive theory such as the TRA are based on the premise that individuals are rational and they make systematic use of information available to them. Furthermore, the cognitive theory is the most appropriate approach to ethical consumption. Therefore, it may be used to explain most forms of consumer behaviour.

2.3 RETAIL SHOPPING

Consumer behavioural research in retailing has covered a broad range of aspects over the years. The importance of obtaining better consumer understanding has never been more pertinent to retailers (Puccinelli, et al. 2009:15). Formerly, consumer research was considered the responsibility of manufacturers packaged goods. However, this responsibility has since been embraced by more and more retailers who have begun spending on consumer research in an effort to better understand, and influence the behaviour of their targeted customers (Puccinelli et al. 2009:15). Consequently, consumer behavioural research in retailing focused on a broad range of aspects.

Effectively targeting consumer segments requires retailers to broaden their consumer knowledge. Moreover, the saturation of consumer markets has led to a dispersion of similar strategies and approaches aimed at attracting consumers. Retail outlets have started resembling each other offering relatively comparable products and services at comparable prices. The effects of such a situation have been the loss of retailer individuality (Boedeker 1995:17). However, consumer markets have become more fragmented. Retailing has become progressively more competitive. This has led retailers to continuously pursue ways of differentiating their retail offering. Retailers have sought to provide more customised shopping experiences that understand their target customers' needs and wants. Changes have been made to retail merchandise, offering more convenience while competitively pricing product assortments and ultimately offering an enhanced customer shopping experience (Mattila and Wirtz 2001). As a result, the refinement of theoretical work in consumer behaviour requires that retailers continuously remain vigilant in their pursuit of shopping behavioural knowledge (Puccinelli et al. 2009:15).

The pursuit of competitive advantage requires the development of a better understanding of the customers' behaviour as well as the factors that impact that behaviour (Meneely, Burns and Strugnell 2009:1041). Factors such as the shopping environment have been identified as fundamental to purchasing behaviour. Consumers have been influenced by complex internal psychological processes shaped by various elements of the retailing environment. These include factors such as a stores layout, the background music and website design. Studies on in-store behaviour have highlighted the importance of store environments to enhance the shopping experience. Retailing studies have investigated the different retailing situations that consumers find themselves faced with (Dholakia, Kahn, Reeves, Rindfleisch, Stewart and Taylor 2010:86).

Studies conducted on situational influences have generally been regarded as investigating the relationships between shopper characteristics and the elements of the point-of-purchase. These characteristics have included, namely; shopper involvement, shopper attitudes and the ethnicity of the shopper. The retailing side elements include, namely; the size of the outlet, the nature of the retail format and retail stores' overall personality (atmosphere) (Stoltman, Morgan and Anglin 1999:145). Studies have also looked at the growth of store brands and private labels in order to understand consumer behaviour towards the growth of such products in stores (Diallo, Chandon, Cliquet and Philippe 2013:422). Multi-channelling in consumer shopping behaviour seems to have developed through the increased dominance of online retailing (Verhoef, Kannan, and Inman 2015:1). Such studies have brought about a shift in focus when retailers started investigating shopping behaviour and not just consumer behaviour.

2.3.1 Consumer and shopper behaviour

Consumer behavioural patterns have been the dominant point of discussion in retailing and marketing for over 50 years. However, recently, researchers have focused on understanding the habits of shoppers. One of the key areas under investigation is to determine how consumers shop. Retail literature has also advanced from the focus on consumer behaviour to shopper behaviour. This school of thought is supported by the growing emphasis on shopper marketing within the last decade (Neff 2007; Wyner 2011; Shankar, Inman, Mantrala, Kelley, and Rizley, 2011). Efforts have been made to influence the behaviour of consumers while they are in the store (Shankar, Inman, Mantrala, Kelley

and Rizely 2011:29). Consumers have long been prized as a target of marketers based on the precept that they are reliable and stable in their orientations toward products and brands. The difference between the consumer and shopper lies in the consumers' lack of active involvement in the purchase of a product. As a result, five characteristics that separate shoppers from consumers have been established:

- Active engagement in purchasing,
- Retail options are considered by shoppers, locations, stores, customer service, and alternative shopping channels,
- Product options include brand, size, availability, complementary, and substitute products,
- The shopper operates in a dynamic environment where any of a variety of inputs can alter a shopping purchase solution, and
- The shopper is motivated to shop through specific occasions, which drive her motivation to solve a purchase need (Care n.d:1).

Other shopping habits have emerged because of technological advances which researchers continue to try and understand. The practices of webrooming and showrooming have attracted much research interest. Showrooming which has been described as the practice of viewing a physical product in-store but deciding to purchase it online while webrooming has been described as webrooming is when shoppers search for products online but choose to purchase them instore (Nesar and Sabir 2016:50). Furthermore, multichannel shopping has also emerged with shopper benefiting from multiple channels to access products and services (Kwon and Jian 2009:150). Despite these observations, most research has been characterised historically by a preoccupation with consumers as individual decision makers. The view of consumers as individual decision makers is still maintained despite common sense observations that the family is the relevant decision-making unit. Studies from as early as the 1970s were conducted that showed that the purchase of certain products within a household are influenced by other members of the household and were not the result of the individual only (Davis 1976:241).

2.3.2 Group purchase decision making

Group decision making research has mostly focused on the decision made by a family unit. Such research has also focused on the decision making dynamics between spouses. However, third party influences such as the influence of children is essential to the development of decision making strategies incorporated by the family unit. Nonetheless, women have been the main purchasing agents of most households. However, the general increase in the number of women working in formal and informal employment has caused transference of roles. Children have increasingly assumed the role of the buyer. Children have also assumed the role of the buyer even in families where their mothers do not work. The role of the buyer seems to be shared by the children and their mothers. Some discretion is given to children as they influence routine consumption decisions as well as other purchasing decisions made by their parent in order to satisfy their children's desires (Kaur and Singh 2007).

Research has also shown that not only are purchasing decisions affected by others but in some cases purchases are also made on behalf of others in the case of gift giving. In the case of gift giving, the individuals responsible for purchase take the role of a shopper. Gift givers are generally more resolute when making purchasing decisions for others. Risk avoidance is common in gift giving. Gift givers try to avoid additional costs (risks) caused by inaccurate delivery, inadequate product quality, and unacceptable level of customer services (for example, poor quality of gift wrapping, restricted return policy) are (Lee and Kim 2009:421).

2.3.3 Shopper behaviour

Researchers generally hold the belief that shoppers actively engaged in resolving a purchase need. Therefore, the selection of a retailer becomes essential. The shopper must have a place to make his or her purchase in order to complete the shopping experience. The shopper considers many elements about retailers in order to make the purchase location decision. Some of the most important elements shoppers consider are value perception, specialisation level, merchandise quality, merchandise availability, sales service, and store location (Care n.d:4).

Research that has been conducted on the situational factors that influence shopping behaviour has investigated the correlations that exist between shopper characteristics and the point-of-purchase characteristics. The shoppers' demographic characteristics as well as the level of involvement that the shopper displays during purchase have been investigated. Examples of situational factors include the retail format, and the store atmospherics have been investigated to determine how they influence shopping behaviour (Stoltman, Morgan and Anglin 1999:145). Thus, it has been examined from a motivational perspective (Care. n.d:7). Regardless of the perspective, the implications for shopper mode are clear; the shopping mode begins well before the confines of a retail space. For example, consumers pursue different shopping goals, such as functional goals (thirst and protection of their skin) as well as complex motivations such as improving their self-esteem and socialising with others. Moreover, consumer behaviour is not just motivated by conscious motives but by other nonconscious processes such as emotions, values and experiences. Such arguments have made it is clear that both the shopper and the consumer may possess similar drivers such as their goals and intentions (Dholakia et al 2010:86).

2.4 GOAL DRIVEN BEHAVIOUR

Researchers have held the belief that consumer behaviour is fundamentally goal oriented (Bagozzi and Dholakia 1999:19). This notion seems to correspond with the concept of the rational consumer. Little human behaviour is as purposeful as shopping (Puccinelli et al. 2009:16). To understand retailing and consumer experiences, some researchers have argued that product purchases are a result of a conscious attempt to attain certain goals (Huffman, Ratneshwar and Mick 2000). Purchases may be made for the purpose of attaining intellectual stimulation among other desired goals that consumers aim to achieve (Arnold and Reynolds 2003). Regardless of the specifics, the goals determine the steps taken, how the consumer interacts with the shopping environment and the overall satisfaction with the entire process (Puccinelli et al. 2009:16). The retail environment may determine the levels of satisfaction and dissatisfaction achieved depending on the nature of the goals that have been set. For instance, shoppers embarking on a recreational shopping experience may enjoy a crowded retail outlet while a shopper seeking convenience may detest a crowded store. Therefore, many motivations may be used as shopping goals by consumers (Childers, Carr, Peck and Carson 2001:513).

Variations in the shopping occasion may also alter the shopping goals set by an individual customer. For example, stock-up shopping trips and fill-in shopping trips may result in different sets of goals. Therefore, shopping goals may be regarded as a product of and individuals cognitive (mental illustrations of the goal and the step to be taken); affective (the feelings associated with the courses of action for goal fulfilment), and behavioural processes that organise and regulate behaviour. Such aspects regulate shopping behaviour and how the shopper will behave in each situation (Puccinelli et al. 2009:16).

Once desires have been sufficiently aroused, the consumer will embark on the pursuit of specific goals. The pursuit of each goal occurs under three basic conditions. Firstly, goal pursuit for regularly purchased products may be activated automatically. In such instances purchasing behaviour is believed to have been learned over time by responses to learned cues. Not much conscious processing is involved (for example, using a credit card at the supermarket point of purchase). This may be referred to as habitual goal-directed consumer behaviour. In general, the origins of habitual behaviour emanate from learning shaped by some combination of deliberative processing and conditioning which is initiated and performed with little conscious self-regulation. Secondly, the pursuit of a goal also occurs through impulse. The pursuit of such goals may occur without pre-planning or any prior consideration of the goal but some unexpected stimuli may arouse minimal goal pursuit action to satisfy the individuals need. Finally, goal pursuit may occur by choice based on the individual own volition to pursue the completion of an expressed goal (Bagozzi and Dholakia 1999:20). Volitional pursuit may be more predictable than the other forms of goal pursuit.

Goals exist in two forms, firstly, assigned goals, which may be established consciously in one of three ways (Oettingen and Gollwitzer 2001:331). Goal setting may not be voluntary, particularly in situations where an individual has been coerced, promised a reward or the individual may be manipulated in some way to pursue a predetermined end result (Bagozzi and Dholakia 1999:21). Secondly, self-set goals which are established by individuals as a nonconscious response to stimuli or one that is established through reasoned action, in response to some given stimuli (Oettingen and Gollwitzer 2001:331).

Therefore, shopping behaviour has been characterised as goal-directed or impulse shopping behaviour. Shoppers set specific goals about when, where and how they will go about achieving their desired shopping goal. Goals are set consciously, by impulse or habitually. On the other hand, impulse shopping behaviour is triggered by some stimuli whereby the individual requires instant gratification and such behaviour is often unplanned (Shankar 2011).

2.4.1 Goals and motivation

It is now widely accepted from research spanning three decades that consumer behaviour is largely goal-directed. Carter, Maher and Neumann (2015:33) supported this notion by stating that behavioural intentions influence the actual behaviour. A number of research articles have provided support for the notion that consumer behaviour is largely purposive and that goals are integral to every choice situation (Childers et al. 2001:512; Sinha 1994). All these goals share a focus on a specific outcome (or outcomes) that consumption can produce.

A specific out-come (for example, ease of use) enters the mind of the decision maker and can be defined as a specific type of goal, namely, "a mental image or other end point representation associated with affect toward which action may be directed" (Austin and Vancouver 1996:338). Consumers make purchases to produce or yield one or more end-state goals. Goals are credited with being a key motivational construct guiding consumer decision making (Chartrand, Huber, Shiv and Tanner 2008:189). Consumer goal development seems to be based on the values and belief systems that consumers hold. Values are motivational constructs and living up to a value fulfils a particular, highly abstract goal. A model was developed containing ten different value types with each value type containing a number of single values that serve a distinct goal, such as hedonism (Verplanken and Holland 2002:434).

The cognitive portrayals of choice highlights that goal-oriented behaviour of the decision-taker is influenced by motives, perceptions, beliefs, attitudes, and intentions which are the means and outputs of information reception and processing. Recently, Kopetz, Kruglanski, Arens, Etkin and Johnson (2012:209) argued for the abandonment of the separateness assumption, that motivation and cognition were disassociated constructs. He maintained

that previously neglected commonalities between motivational and cognitive variables should be highlighted, thus, treating motivation as a type of cognition with specific motivational contents.

Motivational constructs such as goals are represented cognitively, are subject to the general principles that govern all cognition. Kopetz et al. (2012:211) asserted that goals may in turn influence an individual's judgments, emotions, attitudes and behaviours towards objects. Therefore, all motivational drivers in their various forms refer to the factors that energise, direct and sustain behaviour in the individual (Wong, Gardiner, Lang and Coulon 2008:881). The option that is selected by an individual during purchase will depend on the extent to which it satisfies the individuals' goal. Consequently, research on both shopper and consumer behaviour emphasises the idea that behaviour is goal oriented.

2.4.2 Goal types

The concept of habitual consumer behaviour is not new, and limited problem solving has been acknowledged in several cognitive decision-making models of consumer choice. Despite the findings of past researchers one major factor in the pursuit of a better understanding of consumer and shopper behaviour is the nature of the shopping goal. Questions have been raised as to whether consumers shop to take advantage of a promotion or to buy a particular item (both concrete goals) or do they shop to take care of weekly needs, which may be in the form of abstract goal (Bell, Corsten and Knox 2011:34)? Such questions highlight the need to investigate the underlying intentions of consumer and shopper behaviour.

Consumers are referred to as problem-solvers or in terms of consumers seeking fun, fantasy, arousal, sensory stimulation, and enjoyment. This separation of goals has been represented in the retailing context by the themes of shopping such as shopping as work versus, the festive more enjoyable perspective, shopping for the fun of it. Although many motivations exist as shopping goals the most widely considered goals are utilitarian and hedonic motivations as fundamental to understanding consumer shopping behaviour because they maintain a basic underlying presence across consumption phenomena. It

therefore, stands to reason that the purchase of products is guided by utilitarian and hedonic goals (Childer et al. 2001:513).

The shopping goals as reflected in consumer shopping orientation influence consumer reactions toward promotions. Furthermore, task-focused shoppers evaluated monetary promotions as more attractive than nonmonetary promotions. On the other hand, experiential shoppers evaluated monetary and nonmonetary promotions as comparably attractive. It was discovered that experiential shoppers were more likely than task-focused shoppers to choose a retailer with a nonmonetary promotion over a retailer with a monetary promotion. The study also showed that the effect held regardless of whether the shopping orientation was established and measured as the consumer's, "chronic predisposition or whether the shopping orientation was experimentally manipulated via the shopping task" (Büttner, Florack and Göritz 2014:21). Moreover, the study also showed that the effect emerged across different product categories and was not limited to one single product category.

2.4.3 Types of shopping trips

Three dominant shopping trips have been established within retailing. The first, a major shopping trip has been described as the kind of shopping trip where the customer uses a significant amount of time and effort during purchase. The customer purchases large quantities of products for both long-term and short-term usage. Typically, during a major shopping trip the customer spends a significant portion of their shopping budget. Such a shopping trip occurs relatively infrequently (Walters and Jamil 2003:17). However, fill-in shopping trips are intended for the replenishment of regularly consumed products such as milk. Fill-in shopping trips help the customer to meet their immediate short-term grocery needs. Such shopping trips may form an insignificant portion of the overall shopping budget (Hunneman, Verhoef and Sloot 2017:133).

Shoppers may also bundle multiple shopping needs into a single shopping experience. Consider how many purchase needs may be satisfied by a single shopper during a stock-up shopping trip. While completing a multi-occasion bundled shopping trip, the shopper may continually bounce from one shopper mode to another. For example, the shopper on the stock-up trip may be shopping for items needed for herself, as well as her family, and

perhaps for guests that will be entertained. The shopper must juggle all of the competing demands associated with each of the various purchase needs (Care n.d:7).

Consequently, within retailing there has been a shift in focus from branded products to the shopper and the overall shopping mode. Brand building may be achieved more adequately, through the establishment of concrete cues within the customers shopping cycle. Contrary to the traditional approach of focusing marketing effort on the sale of singular products, a new approach has been propounded. Therefore, focus has shifted to product categories and instore behaviour. This approach has been extended to encompass multiple products across different products categories and different service channels (Wyner 2011; Bell, Corsten and Knox 2011).

2.5 CONSUMER BASKET

Consumers have often been observed purchasing or selecting multiple products during a single occasion while displaying no demand for most of the available options (Kim, Allenby and Rossi 2007:29). Multiple category decisions seem to be an ever present feature of the human experience. For example, grocery shopping requires multi-category decision making. The development of a customer shopping basket (market basket) is regarded as a product of such behaviour. As they shop, customers develop market baskets made up of different sets of different products belonging to different categories. Brick and mortar retailers are both interested in the development and ultimate composition of such baskets. The development of market targeting strategies such as micro-marketing programs depends on the insight obtained from the use of market basket analysis. Technological developments particularly within instore product sensing as well as the use of online metrics used to measure shopper purchases have made product customisations possible (Mild and Reutterer 2003:123).

Differences in quantities purchased as well as differences in the specific products purchased necessitate use of market basket analysis. Market basket analysis aids in the establishment of combinations that may exist between different purchased products. The method helps retailers to determine the presence of associations that exist between products purchased together. This method has been widely adopted because of its ability to assist retailers in measuring the linkages that exist between products The method has

also been used as the basis for the development of cross-category promotional strategies (Kim, Kim and Chen 2012:7403).

2.5.1 Market basket analysis

During a given shopping trip a customer may be faced with the decision to select an option among the list of all available product category subset within a retail assortment. The customer develops what has been referred to as a market basket which contains all the sets of product categories purchased by the customer during a single shopping occasion (Boztug and Reutterer 2008:294). Within each available category the customer has to decide to purchase or not to purchase. This leads to numerous purchases and non-purchase decisions made over the instore product assortment (Dippold and Hruschka 2010:520).

The study of the composition and structure of the market basket (or bundles) of products has been referred to as market basket analysis (Mild and Reutterer 2003:124). This approach allows the investigation of patterns and relationships that exist between all the products within a given retail assortment. These patterns and relationships have been grouped into three categories, namely; complementary, substitution and independence. Ideally, products are considered compliments of each other if their cross-price elasticities are negative (positive) (Russell and Petersen 2000). Furthermore, if the cross-effect of the categories is positive they are considered compliments. Such a situation arises if they are purchased together more frequently under situations of stochastic independence (Dippold and Hruschka 2010:520).

Substitution, on the other hand, argues that there are products that may be substituted for others during the consumption process. The concept is centred on the idea that consumers will find alternative versions of a product similar in function. However, the similarities in the functionality of the different versions seem to be very subjective. Substitutability seems to be associated with the manner with which consumers group and categorise products. Substitution may be defined as “the tendency of animals and humans to distribute their responses between two choices in proportion to the patterns of reward obtained from each” (Foxall, Wells, Chang and Oliveira-Castro 2010:146). Due to the subjective nature of product categorisation researchers have established two forms of

substitution, namely; form-driven and consumer-driven substitution (Huong, Zhou and Zhao 2011:302). However, independence refer to the uniqueness of a product and it lack of matching with other products. Therefore, independence implies a complete lack of substitutability of one product with another and the lack of complementarity with other products.

2.5.2 Cross category Effect

Cross-category effect arises in a number of situations. Ideally, a number of categories may be purchased at the same time for the purpose of convenience. Consumers may desire to minimise the cost associated with purchasing, thereby, purchasing multiple categories at the same time. Such behaviour is regarded as one-stop shopping and it may lead to complementarity between different product categories. However, it should be noted that budgeting constraints may limit the purchase of different products. Therefore one product category may be substituted by another category Moreover, different complementarity effects may be distinguished, that is, consumption and purchasing, respectively (Dippold and Hruschka 2010; Niraj et al. 2008).

Complementarity does not just occur during purchasing but it may also occur during consumption. Consumption complementarity has been described as the utility derived from the consumption of two products. In particular, jointly consuming two products together results in greater utility than the sum of the individual utilities of the two products (Shocker et al. 2004; Niraj et al. 2008). A simple example that may describe this situation may be that of cake mix and cake frosting. Purchase complementarity may be assumed if the marketing efforts to sell one category of products results in the additional sale of another (Shocker et al. 2004). Complementarity and substitution have been found relevant in situations where the customer is faced with limited options. The two concepts have been proven difficult to determine within larger product assortment (Dippold and Hruschka 2010:520).

Overall, the interest shown by the retail industry has been aimed at obtaining a better understanding of the interdependencies that exist among categories purchased jointly by different customers. The desire to optimise product category management and improve

the profitability of category sale has led to the continued interest into the cross-effects and category linkages between product (Boztug and Reutterer (2008:294).

2.5.3 Product Categories

The classification of products into different categories is a common practice among consumers and marketers. Both groups find it useful to categorise products as it aids the processing of information about different products. It simplifies decision making. Research conducted into the categorisation of products has brought some insight into the cognitive process that consumers use to make decisions. Studies have gone as far as investigating memory retrieval processes and how they are used in the formation of consideration sets as well as how product evaluate affect choices (Ratneshwa, Pechmann and Shocker 1996:240; Lee 2002:440).

Literature has shown the presence of connections between category structures and consumer decisions through a hierarchical process. This process leads to the formation of consideration sets. For example, when faced with the need to quench his/her thirst, a, an individual may begin with a superordinate category (for example, beverages), thereby narrowing it down to a basic category (for example, fruit juices) (Badin and Badin 2001:90). It has been assumed that individuals also form a consideration set of brands from nested subordinate categories such orange juices. A consideration set is formed containing a specific set of brands from which final selection is made (Lynch and Zauberan 2007:108). Based on this view, consumers may not select from alternatives that are very different (for example, whiskey and an alcoholic cider). However, much more research is needed in order to understand all the factors that relate to cross-category considerations (Ratneshwa, Barsalou, Pechmann and Moore 2001:148).

2.5.3.1 Goal-derived categories

The classification of products into different categories has been extended to include goal-derived product categories. Such categories enable investigations into the different situations and factors that may result in the formation of consideration sets that are constituted by unique products. Products belonging to different nominal classifications

may be found within the same considerations set. Moreover, such products may be substituted by other products as a consumer pursues a particular salient goal. The assumption is that goal derived categories may enable researchers to understand cross-category connection and their subsequent purchasing behaviour (Ratneshwa et al. 1996:241).

This conceptual approach was built on the understanding that consideration sets are the results of a consumer's habitual attempt to solve different consumption problems. Consumer decision making may be viewed as part of the consumer problem solving process through which the consumer plans to a desired course of action and set goals. The goals set by the consumer may vary in their form but they are regarded as unspecified goals (abstract). An example of abstract goals may be the desire to improve ones' self-esteem through product purchase or a more general need such as the need for personal transportation) (Verplanken and Holland 2002:435).

Consumer goals may also be very specific. An example may be the desire to obtain a particular benefit from the purchase of a product such as the desire for fuel efficient personal transportation. Moreover, goals may be specified even further, for example, a manually driven car instead of an automatic driven car) (Ratneshwa et al 2001:148). Another assumption is that products may also restrict potential solution. For example, an individual identifies objects that are best suited the attainment of a desired goal (Verheyen, Voorspoels and Storms 2015:98).

As consumers set salient goals, they activate goal-derived categories stored in their working memory that act as precursors to the development of goal-derived consideration sets. When only one focal goal is prominent within a purchasing situation across-category consideration was fairly low. This supported the argument that purchasing goals activate product categories associated with that specific goal within the customer's memory. Their study also showed that when consumers hold conflicting goals or are in a situation where ambiguous goals were held, across-category product consideration becomes higher. That is, customers seemed more willing to purchase products from differing categories (Ratneshwa et al. 1996:248).

When salient goals conflict, consumers conceivably may eliminate entire categories from consideration by prioritising goals. However, a lack of consumer familiarity has been stated as the basis of goal ambiguity which also determines the increase in consumer willingness to broaden their product choices (across-category consideration). Consequently, consumers may be prompted by extrinsic cues or criteria (for example, leading brands) to consider alternatives from different categories (Fletcher, Malaviya and McGill 2001:19). There is need for further investigation within marketing in order to determine the effect of extrinsic cues on goal derived behaviour as well as goal ambiguity.

2.5.3.2 Types of goal-derived categories

Preceding research has examined the role of the product category in influencing different facets of customer behaviour. Based on the existing literature two goal derived cross categories may be established. Firstly, a utilitarian category has been described as a category dominant on attributes such as functionality, practicality, cognition, and instrumental orientation. For example, functional products can be in the form of computer accessories, consumer electronics, office supplies, home appliances, and garden equipment. Secondly, a hedonic category which has otherwise been referred to as a category dominant on attributes such as experiential benefits, affective attributes, enjoyment, enduring involvement, intrinsic motivation, and aesthetics (Kushwaha and Shankar 2013:70). Examples of hedonic categories include toys, romance novels, and movies. Unlike hedonic products, utilitarian products can be easily compared and evaluated along different attributes. “Consumers purchase goods and services and perform consumption behaviours for two reasons: (1) consummatory affective (hedonic) gratification (from sensory attributes) and (2) instrumental (utilitarian) reasons” (Batra and Ahotla 1990:159).

Hedonism and utilitarianism are not necessarily two opposite ends on a continuum. Different products possess both hedonic and utilitarian features (attributes). Therefore, different products may vary in their hedonic and utilitarian features. A product may be dominated by hedonic features while another may not. Hedonic products emphasise experiential benefits while utilitarian products emphasis functionality (Okada 2005:43).

When embarking on a utilitarian shopping activity a consumer will pre-plan the purchase. The consumers' choices will also be goal-directed. Moreover, purchasing will be highly cognitive in nature (Kushwaha and Shankar 2013:72). Such goal oriented behaviour has been linked to the formation of purchasing routines where behaviour also tend to be become automated and habitual (Aarts and Dijksterhuis 2000:54). Utilitarian shopping emphasises the need for broad information searches that intended upon establishing a clear understanding of product features and attributes. Shopping behaviour typically emphasises achieving shopping efficiency during purchase such that time wasting becomes a key factor. Purchasing is also carried out using established channels (Kushwaha and Shankar 2013:72).

Consumer's purchases are not limited to one category of products. Consumers frequently purchase both hedonic and utilitarian products. Typically, hedonic consumption is characterised by the pursuit of pleasure and excitement. Purchasing behaviour is very, experimental in nature. Products such as cosmetic products and skincare which are marketed as sensual products may be assumed to be rich in hedonic features while products such as detergents may be rich in utilitarian features. Researchers have continued to investigate the two categories in order to obtain further insight. Investigations into the presentation of both hedonic and utilitarian products have revealed that, when the two categories are presented together, consumer tend to choose more utilitarian product (Isabella, Mazzon and Dimoka 2017:1). However, consumer classification of products belonging to the two categories requires further study given the subjective nature of consumer product categorisation (Foxall et al. 2010:146). Furthermore, investigations may also reveal how consumers approach products belonging to these two categories.

2.6 SUMMARY

Literature has shown that consumer behaviour involved rational decision making. Consumer makes decisions in pursuit of a specific set of goal and they purchase objects that help them to meet their desired shopping goals. Consumers also establish product categories that suit their desired goals. These goals are not always specific, particularly in situations of where the consumer is unfamiliar with particular products or where the consumer holds ambiguous purchase goals. Nonetheless, despite the goals established consumers often purchase products from multiple categories within a single purchasing

occasion resulting in the establishment of broad product categories that incorporate the products consumers desire to purchase. Thus, it may be assumed that purchasing complementarity of more closely related categories such as skin care products and clothing detergents would result in the classification of product under the same goal-derived product category. It may also be assumed that with ambiguous goal such as the purchasing of skin care products and clothing detergents, individuals will place greater importance on extrinsic cues such as brand name. Further studies may provide greater insights into the similarities and interdependencies between products within specific categories.

CHAPTER THREE

PRODUCT CONSIDERATION

3.1 INTRODUCTION

The seminal work of Howard and Sheth (1969) which introduced the subject of the consideration set has been the foundation for a number of studies on consumer behaviour. The principle of restricting purchasing options implies the use of selection techniques that consumer use to make product choices. Researchers have developed a number of preference measurement techniques that have been used to measure consumer preferences in different industries. This chapter focuses on the subject of the consideration set as well as the size and formation of the set. The chapter introduces the subject of choice set modelling with emphasis on two unique approaches. The chapter also contains a discussion of compensatory and non-compensatory decision making techniques.

3.2 CONSIDERATION SET

One concept within marketing literature which has received attention is the consideration set. Consumers have engaged with this concept as part of a two-stage decision-making process when they are faced with the choice of a number of alternative products. Consumers form an acceptable set of alternatives from the list of alternatives they are aware of within a given purchasing situation (Leung, Bougoure and Miller 2014:472).

The concept has been a crucial element in consumer decision processes (Kim, Benedetto and Hunt 2012:4). Its development emanated from earlier work produced by Howard and Sheth (1969:468). They established the 'evoked set' describing all the brands in the consumer's memory that come to mind when making a purchase decision, based on prior knowledge and purchase experience. The notion of the consideration set is fairly fluid as the set need not coincide with the set of all possible alternatives. Some available alternatives may not be considered (Horowitz and Louviere 1995:39). Ranjbarian and Kia (2010:263) pointed out that the concept has been used to explain the way consumers limit the number of options they seriously considered for purchase.

For over four decades the phenomenon of the consider-then-choose approach to decision making has been well-documented (Hauser, Ding and Gaskin 2009:209). The idea of consideration is linked to the concept of economic rationality among consumers. Consideration sets are based on the notion that consumers form sets that maximise their utility and minimise the costs associated with achieving that desired level of utility (Hauser, Ding and Gaskin 2009:209). All brands that can be considered by the consumer to provide the highest possible level of satisfaction from among all recognised brands will be selected for consideration (Kim, Benedetto and Hunt 2012:4).

The consideration set is believed to be circumstantial and dependent upon each particular individual's purchasing incident. Although widely accepted within marketing literature, some authors have questioned the notion of a two-stage process opting for a sequential multi-stage approach to product selection (Kardes, Kalyanaram, Chandrashekar and Dornoff 1993:63; Iyer 2014:151). Despite this, the proposition that consumers do not consider all alternatives when making choices has not lacked support (Horowitz and Louviere 1995:40). Due to the importance of the consideration set in the consumer decision process as well as the numerous supporting articles that have been published, there have been calls for further research into the dynamics of product consideration and the shape of the consideration set, among other factors (Kim, Benedetto and Hunt 2012:4).

3.2.1 Consideration set size and formation

Theoretically, when a consumer selects product brands from all obtainable brands in the market forming a subset, a consideration (or choice) set (Kim and Ratchford 2012:2). The alternative must meet certain buying criteria that the consumer would have decided on, thereby making it dependent upon the individual consumer. Thus, the formation of the consideration set has widely been attributed to the increase in the number of options that consumers are faced with when making purchasing decisions. A rise in the volume of product brands within any given class of products may result in the creation of consumer confusion during product selection. Moreover, in such situations, consumers inundated by multiple advertisements and marketing campaigns may endeavour to simplify their choice processes in light of the limitations of their cognitive capacity. Therefore, before making the final buying decision, consumers evaluate only on a limited set of brands. The brands

outside of the set have no chance of being bought. Therefore, identifying how this collection is formed as well as the factors that affect its size can help managers plan their marketing strategies (Ranjbarian and Kia 2010:262).

3.2.2 Consideration and choice

Studies in consumer behaviour have suggested that the consideration decision might be fundamentally different from that of choice decisions (Hauser, Ding and Gaskin 2009:208). The argument has been raised that consumers make use of memory based evaluations before looking at the attributes of all available options. Consumers use information that is already in their possession to decide whether to consider products from a specific brand, however, choice modelling assumes that consumer consider the attributes of all options (Adamowicz et al. 2008:223). Some early authors established distinctions between choice sets. They described the existence of a set composed of all the brands from which the consumer chooses a product to purchase. The comparison set was described as consisting of brands used as benchmarks, by the consumer, when assessing alternatives. Brands within the comparison set would not have a chance of consideration and are only used as measuring tools (Lapersonne, Laurent, Le Goff 1995:56).

Early researchers such as Payne (1976) have indicated that the consumer makes use of the consider-then-choose approach to purchasing decisions. This approach is based on experimental research and is also backed by existing prescriptive marketing literature (Hauser 2014:1689). In line with the consider-then-choose approach, the first stage may be shaped by memory based retrieval cues (stimulated internally or externally). Stage two, retrieval cues act as 'screening criteria' which also determine the brands selected by the consumer. The consideration set may be regarded as an extension of the consumer choice set. The size of the set is determined by the volume of product brands recalled from the individuals' memory (Stocchi, Banelis and Wright 2016:80).

Interestingly, some studies have examined the factors that affect the nature of the consideration set (Kim, Benedetto and Hunt 2012:4). Such studies included an investigation of the level of knowledge, in-store displays, advertising, and consumer preferences. Nonetheless, previous studies had not fully explored a retail store's influence on the formation of consideration/evoked sets. Retailers perform an important function in

the business and marketing process and their function is not limited to selling manufacturers' products. As a stand-alone entity, the retail organisation possesses its own image which has the potential to influence consumer patronage and product choice (LeBlanc and Turley 1994:11).

The structure of each set seems also to be affected by the beliefs held by the consumer, the nature of the product and the search process, among other factors (Robert and Lattin 1997:408). In business markets, consideration and choice decisions pertain to information acquisition and instrumental utilisation, respectively (Heide and Weiss 1995:30). Among other situational factors, the size of the consideration is of such importance that it may affect an individual's entire decision process (Adamowicz et al. 2008:216).

However, while there happens to be a number of possible descriptions for the consideration-set, the explanation is based on arguments that it is rational for consumers to form consideration sets (Hauser 2014:1689). As consumers pursue the tasks and interests of their lives, they consider the attributes and benefits of marketplace offerings, judging if they are worth purchasing. The individual may, therefore, form a subset of offerings with one or more of these attributes that are critical to them, which are then evaluated in more detail. Consideration sets have been proposed as a mechanism for simplifying the choice process. Like many decision heuristics, consideration sets are consistent with a benefit-vs.-cost trade-off (Gilbride and Allenby 2004:392).

3.2.3 Consideration set formation approaches

A theoretical model for explaining the composition of the consideration set which has also identified the role it plays in a consumer's decision making process for been developed (Kim and Ratchford 2012: 2). The size and composition of a consideration set has been previously investigated (Horowitz and Louviere 1995:40). Formal behavioural models of the formation of consideration sets have been proposed by some researchers proposing that the processes of choice and choice set formation as being simultaneous (Horowitz and Louviere 1995:40). Three perspectives on consideration set formation have been developed: (a) cost-benefit approach, (b) learning approach, and (c) information processing approach (Roberts and Nedungadi 1995:3).

There are three very different views of the consumer choices that have been used in choice set modelling. The first which has been referred to as the economic view focuses on utility maximisation. Alternatives are selected using combinations of attribute bundles that offer the best trade-off. Alternately, preferences in a utility-maximising context may be defined more broadly to include other dimensions of the choice context, such as time–search costs and the opportunities for postponement (Adamowicz et al. 2008:217).

The second view is more behavioural and psychological and it argues that real choice processes may bear little resemblance to the rational processes that economists assume. In this view, if preferences even exist, they are lumpy and inaccurate; and choices result from unique heuristic rules associated with the external appearance of options in choice sets. Alternately, preferences are merely constructed at the time of choice, based on contextual factors, and an apparent preference for specific attributes merely reflects a derived demand resulting from preferences over much more proximal sources of satisfaction (Louviere and Meyer 2008:3).

The third view focuses primarily on statistical ways to model discrete outcomes (in this case, choices) (Adamowicz et al. 2008:217). They tend to view choices simply as data. This view is consistent with a concern that preferences may be clear and well crystallised for the individual, but there may be a very noisy mapping from preferences to the observable attributes associated with the alternatives offered in any given choice set (Louviere and Meyer 2008:3).

Consumers use various decision rules or heuristics to simplify complicated decision tasks. This approach seems to favour the second view of rationality. Theoretical and empirical support for the use of consideration sets by consumers exists and has been displayed through decision protocols displayed in supermarkets. A phased decision process reduces the cognitive demands of the decision maker, and that the formation of the consideration set is linked to specific attributes and that the final selection is more holistic (Gilbride and Allenby 2004:392).

3.2.4 The use of consideration in choice set modelling

Researchers have stated that there is some evidence that restricting choice models to alternatives that are considered improves predictions of choice. The use of consumer consideration sets in choice modelling has largely been justified on the grounds that including a consideration stage one provides a more realistic representation of the choice process, and stage two leads to improved forecasts and a better explanation of consumer behaviour (Horowitz and Louviere 1995:40). Hauser and Wernerfeit (1990:394) and Roberts and Lattin (1991:431) proposed utility-maximising models of the consideration set formation for nominal product classes. Along with other models of choice, it has been generally accepted that including the consideration set in choice model studies has been shown to improve model estimation (Horowitz and Louviere 1995:40).

Consideration set models have been applied in a variety of domains, including the analysis of survey data, scanner panel data and data collected in laboratory settings (Gilbride and Allenby 2002:4). While one consumer may make choices by carefully trading off the advantages and disadvantages of options on different attributes (a compensatory rule), another may make that same decision by choosing that which is best on the most important attribute (a non-compensatory rule) (Adamowicz et al. 2008:216).

One of the most common consumers' choice strategies highlights the assumption that consumers make trade-offs between all the relevant attributes of a product and form overall evaluations of each alternative (Johnson, Meyer and Ghose 1989:255). Such decision rules are termed compensatory because good features of an alternative can compensate for the bad. Another decision strategy used by consumers is the non-compensatory (heuristic) strategy that does not involve trade-offs. Decision makers tend to follow decision strategies, such as compensatory ones, that are accurate but require relatively high cognitive effort particularly when faced with relatively simple decisions. However, whenever the choice problem gets complex, they sacrifice accuracy by relying on decision strategies, such as non-compensatory ones, that require relatively little cognitive effort (Papi 2014:54).

3.3 HEURISTICS

Consumers often face a myriad of alternative products. Evidence suggests that consumers, who are faced with many products from which to choose, simplify their decisions with a consider-then-choose decision process in which they first identify a set of products, the consideration set, for further evaluation and then choose from the consideration set. There is also compelling evidence that consumers use heuristic decision rules to select the products for their consideration sets. Both the consider-then-choose decision process and the heuristic decision rules enable consumers to screen many products more rapidly with reduced cognitive and search costs and are thus both fast and frugal heuristics (Hauser 2014:1688).

There are numerous cases where consumers use heuristic rules to screen products for future consideration. These rules are often simpler than those implied by the traditional additive-partworth rules used in the conjoint analysis. The study of ecological rationality characterises both heuristics and the environmental structures in which a given heuristic can be successful for a given task (Hauser, Ding and Gaskin 2009:208). Particularly in cognitive sciences, this coincides with normativity (Mousavi and Gigerenzer 2014:1671).

Cognitive heuristics are general rules of thumb that tell decision-makers what aspects to pay attention to, what to ignore and what strategy to take. This is important because decisions normally entail several alternatives and attributes. Alternatives are the options from which to choose. Examples might be different brands of coffee or different banks. Attributes are considered as components of the alternatives. Examples may include the taste or smell of a coffee or the location or opening hours of a bank (Crowder 2015:128). Heuristics refer to tools that are developed through direct learning or over the course of an individual's evolution. When comparing uncertainty of real-world situations with the architecture of calculated risk, it becomes clear that most daily business decision-making situations are of the former type. Moreover, a complex uncertain problem often calls for a simple robust solution. Heuristic strategies are simple rules of thumb that solve complex uncertain situations precisely because of their simplicity, not despite it. More calculation, time, and information are not always better (Mousavi and Gigerenzer (2014:1672).

3.3.1 The use of heuristics

A heuristic is a strategy for making decisions, consciously or unconsciously. The unconscious use of a heuristic is called an intuition (Gigerenzer 2007), that is, when one senses what to do without being able to explain why (intuitive strategies) (Neth and Gigerenzer 2015:14). The ecological rationality of a heuristic reflects its degree of adaptation to the structure of an environment. This environment could be a personal choice situation, a business problem, a managerial judgment, or a market condition. A heuristic is not simply a shortcut that avoids extra effort at the expense of reduced accuracy. It is also a strategy that effectively matches the structure of information in the environment, and in doing so can be ecologically rational. The effectiveness of this ecological match has nothing to do with a mimicking of the structure of an environment in terms of its complexity (Mousavi and Gigerenzer 2014:1673).

Heuristic strategies, in fact, ignore some of the complexity of the environment (such as available information for estimating correlations from a sample) in order to reduce both the estimation error and effort. Contrary to a common misunderstanding (for example, Kahneman and Frederick 2002; Shah and Oppenheimer 2008), the accuracy-effort trade-off is neither the essence of a heuristic nor does it apply to decisions under uncertainty. The study of fast-and-frugal heuristics has shown that less effort can lead to more accurate judgments. Heuristic strategies use learned and evolved core capacities such as memory and recall. This is why they are fast. An example is the recognition heuristic, which exploits partial knowledge (Mousavi and Gigerenzer (2014:1673).

A good heuristic can be better than a complex strategy when used in the proper environment. Less can be more. The recognition heuristic is ecologically rational when a correlation exists between recognising an option and the criteria for judgment. Experimental evidence indicates that people intuitively tend to rely on a heuristic when it is ecologically rational, and less so when it is not (Gigerenzer and Goldstein 2011:102). Consumers might rank features and choose accordingly (lexicographic), focus on a few features to accept or eliminate alternatives (conjunctive, disjunctive, disjunctions of conjunctions), or use mixed rules (conjunctive to eliminate most alternatives, then compensatory for the remaining). Such rules can be rational because they balance cognitive or search efforts with the utility of choosing from the consideration set. They

might also be ecologically rational because consumers can rely on market regularities and ignore certain features (Hauser, Ding and Gaskin 2009:208).

3.3.2 Types of heuristics

Types of heuristics include for example a conjunctive rule which has been described as one in which the consumer considers alternatives with specific aspects. Another heuristic decision rule might be a lexicographic rule in which the consumer ranks attributes and considers the products that rank highest on the first attribute, then the second attribute, and so on until a specific number of products are considered. Special cases of lexicographic decision rules include take-the-best, in which aspects are ranked on their ability to discriminate consider from not consider, and recognition, in which the consumer considers only those alternatives that he or she recognises (Hauser 2014:1690). In the realm of decisions about factual alternatives such as, which city is larger, heuristic decision rules are often robust and provide predictions that are more accurate than more-exhaustive evaluations (Brighton 2006; Gigerenzer and Brighton 2007 and 2009; Marewski, Gaissmaier, and Gigerenzer 2010). In other cases, heuristics do almost as well (for example, Bröder and Gaissmaier 2007:896).

There are many potential explanations for the predictive success of simple heuristics including the idea that heuristics make efficient use of data in environments to which the heuristic is adapted. For consideration decisions, we do not know which answer is best. Indeed the decision maker, the consumer, is the final arbiter of correct. Nonetheless, the expectation has been that simple heuristics will do almost as well as complete evaluations or, in some cases better. Recent research in marketing compares the predictive ability of decision heuristics to more-complex additive decision models. For most consumers, simple decision heuristics predict consideration sets as well or better than additive conjoint-analysis models and often better than models that are constrained to be truly compensatory (Hauser 2014:1690).

3.4 OVERVIEW OF THE PRODUCT ATTRIBUTES MODEL

Modelling and measuring how consumers form preferences for products or services have long been identified as a critical element to the development of an understanding of consumer behaviour. Considerable research has been applied to the task of determining how consumers combine perceptions of product attributes into preferences. In many of these applications, a linear additive function of directly stated importance-weights of product attributes and ratings of product attributes are used to predict a preference measure. Preferences for attributes are central to several value-maximization models of consumer choice, such as various multi-attribute utility models (Hauser and Urban 1979:251). Once product characteristics are considered as drivers of utility, it is natural to consider a characteristic approach to demand such as that offered by Kim, Allenby and Rossi (2007:29) among others.

The model in Lancaster (1966; 1979), which is referred to as the product attributes model, assumes that consumer choice is based on the characteristics (or attributes) of a brand. The consumer derives utility based on the level of the attributes of the brand that she/he chooses within a particular budget constraint. Early studies by Lancaster (1966, 1971, 1979) showed that consumers possess preferences for characteristics (or attributes) of products. Each product is a bundle of attributes. For example, automobiles and motorcycles that differ in mileage, horse-power, styling and safety. Rather than comparing the products themselves (as in indifference curve and budget constraint analysis), the theory assumes individuals choose among the more basic attributes of the products. Understanding why a consumer chooses a product based on its attributes may help us to understand why some consumers have preferences for specific brands (Gwin and Gwin 2003:32).

Multi-criterion decision methods (MCDM) seem to be the category of decision tools used in situations that involve the use of more than one decision criterion. MCDM have been classified into eleven methods, namely:

- 1) Multi-Attribute Utility Theory,
- 2) Analytic Hierarchy Process,
- 3) Fuzzy Set Theory,

- 4) Case-based Reasoning,
- 5) Data Envelopment Analysis,
- 6) Simple Multi-Attribute Rating Technique,
- 7) Goal Programming,
- 8) ELECTRE,
- 9) PROMETHEE,
- 10) Simple Additive Weighting, and
- 11) Techniques for Order of Preference by Similarity to Ideal Solution (Velasquez and Hester 2013:56).

According to Butler, Dyer, Jia and Tomak (2008:748) multi-attribute preference models (MAPM) are methodologies for modelling complex preferences that depend on more than one attribute or criterion, and include multi-attribute utility theory (Keeney and Raiffa 1976; Dyer and Sarin, 1979), conjoint analysis (Green, Krieger and Wind 2001:56), and the Analytic Hierarchy Process (Saaty, 1980; Forman and Gass, 2001). The potential advantage of multi-attribute models over simpler approaches, such as the overall-affect approach, is in gaining an understanding of attitudinal structures. Diagnosis of brand strengths and weaknesses on relevant product attributes can then be used to suggest specific changes in a brand and its marketing support. The extent to which this potential advantage is realized, however, depends on the strength of the model and the measurement used by the marketing researcher. Multi-attribute methods or rather multi-attribute valuation techniques (MAV) emanate from a much wider body of methods. Stated preference methods as underpinning what we now call multi-attribute methods (Merino-Castelló 2003:5).

3.4.1 Stated preference techniques

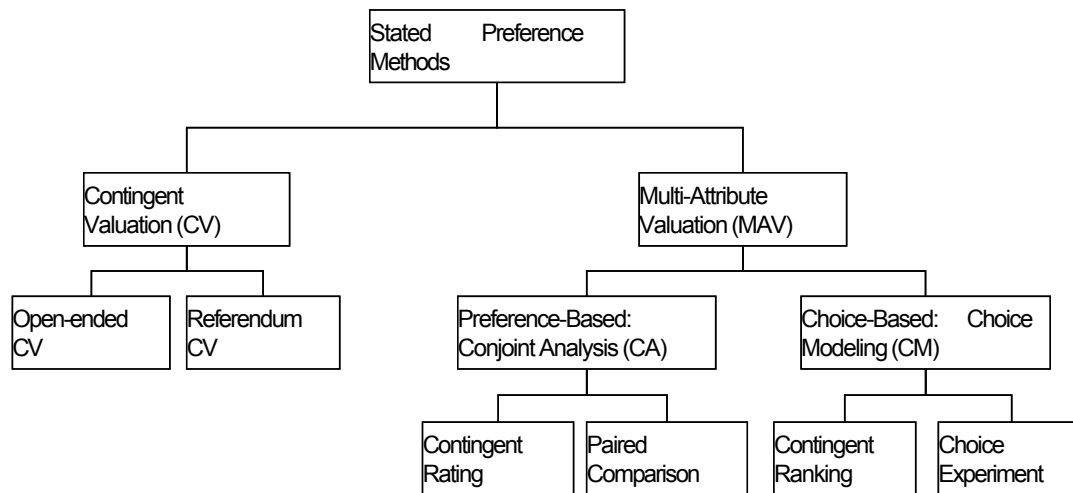


Figure 3.1: The family of stated preference methods (Merino-Castello 2003:5)

Stated preference (SP) techniques speak to the art and methodological approach to understanding the potential effects of new products or policies. Stated Preference experiments, require participants to select the most favoured option (or ranked the electives), characterised as a set of attribute levels that differ in terms of their statistical design, which are expected to optimise the exactness of the parameter estimates. As such, SP methods are structured to imitate real choices with a high degree of authenticity. Another option to the SP approach was identified as the stated-opinion approach. Nevertheless, the SP method which offers several substitutes, as well as attributes, is deemed much more effective when investigating underlying penchants (taste parameters associated with attributes) of consumers. Furthermore, SP methods are capable of delivering empirical estimates of willingness to pay for specific attributes and associated levels (Li and Hensher 2012:48).

The SP techniques have been used to approximate utilities thereby substituting the more conventional method of revealed preferences. The primary variances between the two schemes are found within the data origin and collection methods of both systems. The revealed preference system uses data derived from past behaviour whereas, stated preference systems utilise data obtained through the survey method. Even though revealed preference methods relied on historical data to approximate consumers'

valuation for attributes, SP methods were revealed to be better suited to the task as they were not built on historical data (Merino-Castelló 2003:3).

Figure 3.1 shows the numerous SP approaches that have been developed. According to Johnston et al. (2016:319) SP method can be categorised into contingent valuation as discrete choice experiment (or choice experiments). This categorisation of SP methods is similar to Merino-Castelló (2003:3) classification. Every one of these techniques involves the consideration of proposed options and expression of the identified preferences through surveys. The methods measure the economic value of goods through the use of survey methods. Despite this similarity, there exist noteworthy methodical variances between the SP techniques (contingent valuation, conjoint analysis and choice modelling). This may sometimes be difficult to identify, however, contingent value (CV) methods are non-attribute approaches while choice experiments (CE) are attribute approaches. CE approaches measure economic value by estimating the marginal value of attributes while CV methods measure fixed set of changes (Johnston et al. 2016:332). Among the techniques, CE or multi-attribute valuation techniques (MAV); that is, conjoint analysis and choice modelling approaches remain, generally, the most recognised. The application of conjoint analysis has been recommended for use in situations where a limited number of attributes and attribute levels are used to form the available options. These attributes are joined together arbitrarily (Scholl, Manthey, Helm and Steiner 2005:776).

3.4.2 Conjoint analysis

Two vital patterns have fundamentally impacted the use of multi-attribute preference measurement techniques (with emphasis on conjoint analysis). Foremost, as products have become more composite, consumers have also obtained greater information about the features of products. Marketers have endeavoured to quantify consumers' product preferences given the increase in the number of features contained by each product (Hauser and Rao 2004; Bradlow 2005; Netzer et al. 2008). In contrast to other multi-attribute models, conjoint analysis has been regarded as a user-friendly, dependable, and effective technique which has been used by researchers and managers to establish consumer preferences (Fraenkel, Bodardus and Wittink 2001:1204).

As a result, conjoint analysis has become one of the preferred research techniques in marketing research. The approach empowers researchers with the understanding of consumer preferences and it has been used to resolve an extensive range of marketing problems such as the following; estimating product demand, designing a new product line and calibrating price sensitivity/elasticity. The technique encompasses presenting participants with a carefully designed set of hypothetical product profiles (demarcated by the specified levels of the relevant attributes) and collecting their preferences in the form of ratings, rankings, or choices for those profiles (Agarwal, DeSarbo, Malhotra and Rao 2015:19).

Indeed, since its introduction, conjoint analysis (and its variants) has been the most preferred technique for quantitative preference measurement. The technique has also been regarded as one of the key developments from marketing science to marketing practice (Netzer et al. 2008:1). Introduced in the early 1970s, conjoint analysis has to quantify consumer preferences, forecast demand, and develop products. Conjoint analysis has been highly successful and has become a regular tool in business that has been adopted by many companies (Hainmueller, Hopkins and Yamamoto 2013:2).

3.4.3 Conjoint analysis development

Conjoint analysis is a technique that is based on the use of statistical techniques to estimate the additive conjoint preference structures of a given product. A common feature of numerous applications of conjoint analysis has been to assess the rank-order or overall values for alternatives with different profiles of attribute levels, and then to use the holistic judgment information to estimate discrete levels of single-attribute value functions by regressions, hierarchical Bayes models, or linear programming. When used in this manner, conjoint analysis is a decomposition method, and it does not need to evoke weights through direct assessment. This comprehensive evaluation method is characteristically used with hundreds or even thousands of consumers in consumer preference research regarding product design and service offerings (Butler, Dyer, Jia and Tomak 2008:752).

Conjoint analysis mimics, in a realistic manner, the manner in which individuals essentially choose products when confronted with multiple choices. The method derives preferences by requiring research participants to select between competing products. The results of the conjoint analysis test may be used to approximate, fairly accurately, the relative preferences that participants would have assigned to particular product attributes. This allows the researcher, to detect the effect of specific product features on consumer selection. As indicated, this approach produces an overall score for each separate product, which can be used to rank the options under consideration (Fraenkel, Bodardus and Wittink 2001:1204).

Conjoint analysis was founded on three key assumptions. The first assumption stated that individual products can be separated into distinct attributes, with each attribute further subdivided into multiple levels. The second assumption assumed that participants have unique values or utilities for each attribute and each level. Finally, it was assumed that the utilities could be combined across attributes. The advantage of conjoint analysis is that it provides information about bundles of attributes (Schaupp and Bélanger 2005:100).

3.4.4 Types of conjoint analysis

According to Hauser et al. (2006:170) although conjoint analysis has been widely used, several versions of the method exist and identifying a suitable version for any given study can be challenging (Bauer, Menrad and Decker 2015:1). The most basic form of conjoint analysis involved the arrangement of a series of attribute-by-attribute (dualistic presentation of attributes at each phase) trade-off charts where respondents were required to rank preferences for the different combinations of the attribute levels. Nevertheless, such an undertaking is impractical due to the sheer number of alternatives that consumers are confronted with on a given shopping trip. Options available at the supermarket do not emphasise two attributes at a time. Four main types of conjoint analysis exist namely: full-profile conjoint analysis, choice-based/discrete-choice conjoint analysis, adaptive conjoint analysis and self-explicated conjoint analysis (Qualtrics.com 2012).

3.4.4.1 Full-profile conjoint analysis

The first type of conjoint analysis is the full-profile type. This form of conjoint analysis involves the practice of exhibiting an expansive amount of full product descriptions as options available to the participant. Such a practice allows the researcher to obtain detailed information from each respondent's evaluation. The approach has gained some reputation as suitable for determining attribute utilities. The approach involves the use of several product descriptions (or the use of tangible products) established and offered to the research participants for preference evaluation (Green et al. 2001:57). Since the development of conjoint analysis a number of models and parameter estimation procedures have been incorporated namely, the move from nonmetric to metric orientations and orthogonal experimental designs (Agarwal et al. 2015:19).

Full-profile conjoint analysis, which is also referred to as the full-concept approach, requires research participants to rank, order, or score a set of profiles, or cards according to preference (IBM 2016:1). The researcher can correlate attributes with profile preferences and approximate the respondent's utility for each level of each attribute tested by moderating the attribute combinations. Respondents may be provided with a series of cards describing product profiles. Respondent will thereafter, sort the profiles in their order of preference (Marshall, Bridges, Hauber, Cameron, Donnalley, Fyie and Johnson 2010:254). In the rating task, the respondent gives their preference or likelihood of purchase. Although countless numbers of attributes and attribute levels might be incorporated into each study, Full profile conjoint analysis operates more effectively in situations where a restrained number of profiles are offered. This decreases the chances of respondent exhaustion. The outcomes from this type of CA are similar to the outcomes from other conjoint models.

3.4.4.2 Adaptive conjoint analysis (ACA)

Second, the adaptive conjoint analysis (ACA) contrasts the choice sets presented to participants which have been developed from the respondents own preference. ACA has been used in a broad range of cases, for example in health sciences where it has been computer-administered presenting paired combinations of treatment aspects. ACA offers an increasingly tailored attributes that participants consider relevant trade-offs, thereby fostering greater involvement in the conjoint analysis task (Pieterse, Berkers, Baas-

Thijssen, Marijnen and Stiggelbout 2009:224). The adaptive approach is aimed at targeting the favoured features and feature levels (Fraenkel et al. 2001:1204). The purpose of this approach is the elimination of time-wasting questions by minimising the attributes and attribute levels (Netzer and Srinivasan 2007:1).

Adaptive conjoint analysis, for example, was designed to customise the interview by allowing informants to eliminate attributes that were of little interest. Informants begin ACA surveys by rating their preference for the levels of each attribute. An optional series of ratings determines the importance of each attribute. This information is used to compute utilities and compose conjoint rating questions featuring attributes and attribute levels that are relevant to each respondent. ACA software re-computes utilities following each conjoint rating question. The composition of subsequent questions is based on updated estimates of the respondent's utilities and the combination of attributes that would be most informative given the respondent's previous ratings (Cunningham, Deal and Chen 2010:260).

3.4.4.3 Choice-based/ discrete-choice based conjoint analysis (CBC)

Third, another form of CA is the choice-based conjoint analysis (CBC) (also known as discrete-choice conjoint analysis). This form is the most popular version of CA. The choice-based conjoint analysis involves the selection of the most preferred full-profile concept or to allocate 100 points across the set of profiles, reflecting the relative strength of preferences (Green et al. 2001:64). CBC requires the respondents to choose repeatedly a full profile from a set of three to five full profiles (Qualtrics.com 2012). This approach is thought to emulate an authentic purchasing situation, in so doing, imitating real life shopping behaviour. Using the CBC, the importance of each feature as well the preferences for the feature (attribute) and levels can be statistically deduced from the trade-offs made during the selection process (one or none of the available choices). CBC designs are hinged on the number of attributes and attribute levels decided upon. Ideally, this approach allows for the determination of the importance of the features, especially in regards to pricing (Bauer, Menrad and Decker (2015:1).

The design of the CBC has made it the preferred type among researchers because of the similarity of such choice decisions to actual purchase decisions (Bauer, Menrad and Decker 2015:1). Researchers have purported that the CBC outperforms other preference measurement techniques (Toubia, Hauser and Simester 2004; Eggers and Sattler 2009). Some have tried to improve the CBC by combining it with ACA and producing the adaptive-consumer based conjoint analysis approach (ACBC) (Johnson and Orme (2007). Bauer et al. (2015:2) conducted a comparison of the ACBC and another hybrid method. Their results showed that the two techniques adequately predicted consumer choices particularly in the case of hit rates and the qualitative criteria, but ACBC performed better. As a result, based on the validity of hit rates and market share predictions the ACBC may be preferred above other types (Bauer et al. 2015:8).

3.4.4.4 Self-explicated conjoint analysis

Self-explicated approaches which are compositional in nature are regarded as another common category of multi-variate approaches (Schlereth, Eckert, Schaaf and Skiera 2014:185). The self-explicated form of conjoint is considered as a bottom-up approach to conjoint analysis (Rao 2010:1). The method consists of two stages, namely: the first stage which measures the desirability of attribute levels within each attribute and the second stage which measures the relative importance each of the attributes. In the first stage, respondents use a rating scale to evaluate how desirable each one of the levels of each product attribute is to them. In the second stage, respondents are asked to evaluate how important each attribute is to them (Netzer and Srinivasan 2007:4). The self-explication method has been regarded as a limited approach in some studies (Tano, Kamuanga, Faminow and Swallow 2003:395). However, it has been regarded as a robust hybrid approach to conjoint analysis (Jainarain 2012:46).

3.4.5 Compensatory decision rules

Compensatory rules are usually classified as comprehensive evaluation rules rather than heuristics. In a compensatory rule, some aspects of a product can compensate for the lack of other aspects. A compensatory rule is an additive rule in which the consumer assigns partworths to every aspect and the consumer sums up the partworth scores to obtain the overall utility for a product. To be considered truly compensatory, the (additive) partworth

ratios must be such that good aspects can actually compensate for bad aspects. Within a compensatory rule, a consumer considers every product above a threshold in utility. If the utility of a feature is already scaled appropriately, an equal-weights rule is equivalent to a compensatory rule (for example, the utility of lower price plus utility of ride-and-handling plus utility of body style for a given motor vehicle) (Hauser 2014:1691).

Although compensatory models have been widely accepted strong evidence has been found that supports the notion that consumers first confine their product evaluations forming consideration sets using heuristic decision rules. Such decision rules highlight efficiency and rationality. Consumers make a trade-off between the benefit of considering a certain number of products and the incumbent costs of evaluating such products including the cost of searching for the products (Hauser 2014:1697). Moreover, a consumer who undertakes an extensive search for information when purchasing a product may undertake little or no search when purchasing a similar product in the future, preferring just to choose the brand that was purchased before. Finally, tastes and decision processes may be conditioned by such situational factors including the choice set size (whether determined whether exogenously or endogenously) and attribute variation (Adamowicz et al. 2008:217). Such circumstances further support the use of heuristics.

3.4.6 Compensatory versus non-compensatory processes

Conjoint analysis research accepts that the choice utility function is summative and linear in its structure. These inferred decision rules appear compensatory. Incidentally, linear compensatory choice models seem incapable of addressing simplifying choice heuristics such as truncation and level focus that can result in an abrupt change in choice probability. Non-compensatory simple heuristics offer similarly precise results when it comes to providing new data compared to linear models and is, more often, not criticized for over-fitting the data (Agarwal et al. 2015:22).

Non-compensatory processes may seem particularly relevant in the context of consideration sets. There has been some support for the idea of a non-compensatory rule during the consideration stage of purchase. The idea of a compensatory model at the choice stage (consider-then-choose rule). Some authors have argued for the use of the evoked set in an effort to enhance choice data (York and Hall 2000:101). This departure

from compensatory trade-off is consistent with economic theories of the consideration set wherein consumers balance search costs with option value of utility maximisation to achieve cognitive simplicity. This departure seemed to be supported by Bauer et al (2015:2) in their comparison of hybrid approaches to conjoint analysis.

3.5 SUMMARY

Consumers consider different products as part of their decision making process. Identifying how this set has been formed as well as the factors that affect its size has been explained within the chapter. The use of heuristics as a way of simplifying the decision making seems to fit in with the idea of the consideration set. Stated preference models like conjoint analysis have been used successfully by researchers to identify product attributes. Therefore, this section has provided insight into the use of conjoint analysis in an effort to establish product attributes that consumer may use as heuristics in the formation of consideration sets.

CHAPTER FOUR

CONSUMER PRODUCTS AND PRODUCT ATTRIBUTES

4.1 INTRODUCTION

Consumers have shown diverse reactions towards the different features and benefits of products. Tastes are plausibly heterogeneous over the product attributes and, thus, over the marketing offering of each business. Sensory consumer research has investigated the relationships that consumers have with intrinsic and extrinsic features of products and studies have shown varied findings (Enneking, Neumann and Henneberg 2007; Mueller and Szolnoki 2010). This has prompted continued research into the effects that product features have on consumer preferences for different product categories. The growing emphasis on market basket analysis has also created interest in the features and benefits sort after within product categories, particularly by retailers who have been at the forefront of category management research (Boztug and Reutterer 2008). This chapter discusses the following concepts, namely: consumer products, and product attributes.

4.2 CONSUMER PRODUCTS

One of the key concepts in marketing is that of the product. Products are key elements in the overall market offering on any organisation. A product can be regarded as any need satisfying entity that can be acquired for consumption or experienced by a consumer. A product is a combination of bundled benefits (tangible and or intangible attributes) that are offered to consumers. The product possesses attributes that are valued (monetary value or psychological value) by the consumer. As a result, the product forms a foundational element of an organisation strategy development. Therefore, a product becomes a key factor to a producer's ability to compete within an industry (Kotler and Armstrong 2013:224).

Products possess two components, namely; the core product as well as the augmented product. The core product refers to the need satisfying components of the product derived from the products attributes (tangible and/or intangible). The expected product highlights the perceived components that the consumer deems critical to achieving satisfaction of the

consumers' needs or wants (Medina and Duffy 1998:225). Moreover, another level of product components exists, that is, the augmented components of a product. These constitute the attributes of the product that are subject to the greatest customer scrutiny. The augmented components of a product determine the consumers purchasing decision as they become the consumer key evaluation elements. Products are made up of five levels (core product, tangible product, augmented product, potential product and the production image) (Cant and van Heerden 2013:164).

In an existing mature product market to which most brands in the market today belong, a brand's core component attributes are highly similar to those of its competitors, leaving the marketer with the augmented attributes of the product to achieve differentiation. It is the responsibility of marketers to determine the brand attributes that will generate the core-benefits, which in turn will ensure its acceptance; and to also determine those brand attributes that will convey uniqueness. This can be achieved by determining what customers expect from a particular product within a market. The expected product is made up of a set of attributes and conditions buyers normally expect when they purchase this product. At the centre of customer expectations seems to be the attributes of products that marketers need to focus on (Kotler and Keller 2012:326).

4.3 PRODUCT ATTRIBUTES

An important issue in marketing is how consumers form preferences for products and brands. While this issue has been well researched from several angles, there is very little research on the equally important issue of how people develop their preferences for the attributes or aspects of products and brands. From as early as the 70s, products have been viewed as bundles of attributes and benefits (Muthukrishnan and Kardes 2001:89). Product attributes which are the elements or features that an object may or may not possess influence the mind frames that each individual may adopt. Such frames of mind are related to a unique set of attributes and their weights (Van Kenhove, De Wulf and Van Waterschoot 1999:127). Resultantly, a product represents a complex set of attributes or features which include packaging, colour, and price, functional, social, and psychological benefits. Attributes provide the benefits consumers seek for in the purchase of a product. Thus, product attributes play a significant role in marketing.

Product attributes have long been recognised as the aspects of a product that offer an opportunity for marketer's to differentiate their brands from competing brands. Attributes play a vital role when consumers make purchasing decisions using different decision rules. The outcomes of such decisions are determined by the product's attributes. Consumers evaluate products on the basis of attributes they perceive to be important to them (Akpoymare, Adeosun and Ganiyu 2012). Decision rule are strategies adopted by consumers to make a selection from consideration set or choice alternatives and it ranges from very simple procedures to very complex ones that involve more effort and time (Blackwell, Miniard and Engel 2006).

Due to the significance of attributes to consumers, product attributes, and their importance ratings are of significant interest to researchers, as these are the very criteria by which consumers evaluate products prior to making purchase decisions. Indeed, the purchase decision process is often viewed as one in which consumers evaluate alternative products on the strength of various attributes. Evaluative criteria come in many forms; for instance, attributes such as safety, reliability, fuel consumption and price, as well as associated hedonic feelings, may be evaluated by a consumer when purchasing a car (Forbes 2008:23). By understanding precisely how the consumer makes purchase decisions and what they value in products and services, companies can work out an optimum level of attributes that balance customer value expectation as a benchmark for resources allocation, costing and pricing decision (Oyatoye 2011).

4.4 ATTRIBUTE EXPLICATION

Early researchers' only defined product attributes as the physical properties of a product that was quantitative and objectively measurable (Wu, Day, and MacKay 1988). In more recent years, the accepted definition has expanded to include all evaluative criteria, including objective or physical properties (price, brand name or country of origin) and subjective properties (quality, style or comfort) that a consumer may perceive as beneficial or valuable. Other researchers have categorized them as concrete or abstract. Concrete attributes referring to the physical characteristics and abstract attributes referring to the pseudo-physical characteristics (intangible and subjective) (Akpoymare, Adeosun and Ganiyu 2012:196). Product attributes have been divided into two groups: intrinsic and extrinsic in nature. Intrinsic attributes are specific to a product, unalterable, and include

physical attributes such as shape, ingredients, flavour, colour, and aroma. Extrinsic attributes are not an integral part of the physical product itself and thus include cues such as price, brand name, and country of origin (Forbes 2008:23). Researchers have sought to understand the importance of both intrinsic and extrinsic product attributes during the consumer decision-making process.

Another classification has been put forward over the years. A classification of attributes identifying two distinctive categories, core (primary) attributes and non-core attributes have been developed (Brechan 2006:442). Although researchers have generally held the premise that the core product (tangible features) is fundamental for market participation, much research has been focused on the impact of non-core (the intangible) features and services. Primary product attributes are essential in providing a solution to a specific problem the customer seeks to resolve and does often identify an object or an event as a specific product or service. All attributes that are not essential to solving the customer's problem are secondary product attributes. Despite this distinction, the classification of attributes into intrinsic and extrinsic attributes has been more widely accepted (Lockshin 2006).

4.4.1 Attribute heuristics

Universally, in the field of marketing, the concept of a product formed by consumers is formed on the basis of the initial information a consumer receives about the product which can induce expectations about it. Consequently, these concepts may influence product evaluations and purchasing decisions (Hong and Wyer 1990:277). Consumers have used heuristic cues (informational cues) when evaluating products in order to reduce risk (Hansen 2005; Forbes 2008). Heuristics are informational cues or indicators which can be used by consumers to infer the values of other attributes. For instance, the price is commonly used to infer attributes such as product quality and reliability. Consumers may use such a cue heuristically in order to assign meaning to other product attributes or to an entire product class. Price is most frequently used as a heuristic cue when quality is difficult to judge and when it is perceived to vary greatly among brands (Pinson and Jolibert 1998:7). A study by Akpoyomare, Adeosun, and Ganiyu (2012:200) showed that the country of origin and the price of a product were the most frequently used attributes in consumer decision making. Additional product attributes which are frequently used as

heuristic cues are a brand name, store reputation together with the country of origin (Hansen, 2005). Attributes or even values which are inferred through the use of such cues have been noted as having a substantial influence on consumer product evaluations and purchase intentions (Pinson and Jolibert 1998).

4.4.1.1 Intrinsic vs extrinsic cues

Past studies have shown that extrinsic cues such as the country-of-origin are distinct from other physical product characteristics or intrinsic attributes (Peterson and Jolibert 1995:884). Although extrinsic cues such as the country or region of origin, price, brand name, labelling, and warranty have no direct bearing on product performance or quality, they are used by consumers as indicators which, therefore, influence their product evaluations, perceptions of risk and purchase intentions (Rahman and Reynolds 2015:3).

An early study by Szybillo and Jacoby (1974) revealed that among a sample of female students, intrinsic cues had a greater impact on product evaluations. Other authors have also identified intrinsic attributes as more important than extrinsic attributes (Forbes 2008:24). In support of this stance, research has argued that extrinsic cues, such as the country of origin, will be especially important when consumers are evaluating products for which intrinsic information such as product quality are not known (Rahman and Reynolds 2015:7).

On the contrary, a growing body of sensory consumer research confirmed that extrinsic product cues, such as packaging and branding, influence how consumers evaluate products such as food. One of the studies found that extrinsic cues had a strong effect on consumer's informed-liking (liking developed from prior experiences with products) of wine products (Mueller and Szolnoki 2010:775). They discovered that overall; packaging and brand evaluation were the strongest drivers of informed-liking for wine products. The consumers' intention to purchase within the category was influenced, largely, by price. Ultimately, extrinsic attributes were found to impact purchase intent in a mediated process through informed-liking but had no strong direct effect on the purchasing decisions of consumers. The existing literature therefore shows the presence of variances in consumer responsiveness to both extrinsic and intrinsic product cues.

4.4.1.2 Consumer age and the influences of product cues

The study by Mueller and Szolnoki (2010:781) also showed that different segments varied in consumer responsiveness to intrinsic and extrinsic cues. Younger, consumers with lower consumption intensity were impacted more strongly in their informed-liking of wine products by how much they liked a product particularly when they were unfamiliar with the wine. Although this was the case, it was seen as an indication that they had not yet built strong preferences for extrinsic attributes and lacks the experience to use extrinsic cues as useful predictors for how much they will like a wine. The effect of brands also was observed to be diminished through product familiarity. Contrary, origin was of highest importance for the unexperienced segment and did not impact both more experienced consumer groups. This effect agrees with previous findings that novices rely more on stereotype information (Mueller and Szolnoki 2010:781) while experts used country-of-origin to select wine only when the remaining cues were ambiguous (Lockshin 2006). Although the extant literature showed attribute consideration within food product selection, the observed behavioural characteristics may be used to explain other behavioural patterns in other product purchases. Therefore, it can be assumed that younger consumer and consumers lacking product purchase experience will be impacted more by extrinsic cues such as packaging, branding and place of origin when considering different shopping goods product categories.

4.5 PRODUCT TYPE

For more than a decade researchers have held the opinion that both online and offline shopping behaviour varies across product categories (Girard, Korgaonkar and Silverblatt 2003:101). Product category classifications such as high-touch products (clothing) and low-touch products (airline tickets) have been identified. High-touch products have been stated as requiring a lot of handling before purchase while low-touch product requiring little handling because of their standardised nature. Similarly, these distinctions related to other category classifications previously developed by Ford, Smith, and Swasy (1988). These included search, experience and credence product categories.

According to Levin, Levin and Heath (2003:87) consumer behaviour varies across product categories. Consumers seemed to favour offline purchases when seeking for experience products. Categories used in the study included clothing, health and grooming products and sporting goods. The results of the study may lead to the assumption that consumers use different selection criteria when purchasing such products for which experience with attributes of such products would be critical. The ability to see-touch-handle the product is especially important for clothing, electronic products, sporting goods, books, and health and grooming products. These products (classified healthcare and grooming products) were as high touch products. Two product categories have been identified as products for which experience is critical. One may be considered as offering a more hedonic experience (grooming) and the other offering a more utilitarian experience (healthcare) (Levin, Levin and Heath 2003:87).

4.5.1 Hedonic and utilitarian products

A consideration set may change based on the product characteristics: hedonic vs. utilitarian. The attributes of a product, either hedonic or utilitarian may have distinct and dissimilar effects on a products choice (Suh 2009:535). Hedonic objects such as toys which rely more on 'affect' (emotion) rather than 'cognition' (thought) may be characterised by more emotive aspects while utilitarian shopping of a washing machine reflects more task oriented and rational behaviour (Arnold and Reynold 2003:78). It should be noted that utilitarian products, on the other hand, possess hedonic value but they are classified as products whose tangible qualities' utilitarian performance serves as the primary determinant of the value consumers seek. Hedonic value is perceived through fun and pleasure as opposed to utilitarian value (Babin, Darden and Griffin 1994:646). It is of interest to determine the attributes that consumers seek in the consideration of products from product category.

4.6 PRODUCT ATTRIBUTES

Market researchers have focused much research effort on understanding why people buy certain products and brands. In marketing research the assumption has been made that products and services can be characterised by a set of concrete attributes. Consumers ascribe an overall value to a specific product based on how the product is perceived to

perform on the various attributes and based on how important these attributes are. In many product categories this paradigm works well and the use of stated preference models such as conjoint analysis or discrete choice models have been useful in predicting the appeal or sales potential of products. Through the use of stated preference models researchers are able to ascertain the relative importance of product attributes as well how importance changes to such attribute may be (Hossain, Onyango, Schilling, Hallman and Adelaja 2003). The following section discusses the attributes that constitute products.

4.6.1 Brand

Branding issues have turned out to be of great importance to countless organisations. The success of a brand affords the company with many prospects to take advantage of their core competencies and differentiated organisational structure, thereby enabling them to strategically position themselves in the consumers' minds (Hanaysha and Hilman 2015:141). A brand may be used by consumers to give meaning to a product or service. The brand delivers functional and emotional elements that have the potential to stimulate purchase decisions and ultimately customer satisfaction (Hankinson and Cowking 1996). Furthermore, one of the main proponents of strong sustainable business growth has been a strong brand image (Mutsikiwa, Dhliwayo and Basera 2013:199).

Thus, branding has been highlighted as one of the most important components of business development, particularly, in the retail industry (Azad, Zarifi and Hozouri 2013:827). In fact, many retail companies spend significantly on marketing their brands (Kachersky 2011:480). Significant amounts are spent on various forms of advertisements. One study investigated the effect that a manufacturers' brand, as well as that of a retailer, on the activities of shoppers examined the comparative impact of manufacturer brands and retail brands on customers' purchase behaviours (Broyles, Ross, Davis and Leingpibul 2011:206). The findings were consistent with another study which discovered that a customers' loyalty to the retail brand(s) had a greater impact on the customers' purchase behaviour when comparing with manufacturer brand(s). They also found that attitudes toward store brands directly impacted on an individual's proclivity to switch to retail brands. Attitudes toward retailers have also mediated the relationships between the consumer loyalty to manufacturer/retail brands and the consumers' proclivity to shift from one retail brand to another (Azad et al. 2013:827).

4.6.2 Private label brands

Private label brands have been made a perpetual component in the competitive retailing scene throughout the world. In recent years, more and more consumers have made private label brands a significant part of their retail shopping lists (for some categories). Research has shown that shoppers purchase alike. The purchase process of private label brands, consumers develop brand associations about these products. A number of these consumer-developed associations are based on the performances of the brand. That is, how well the brand performs in terms of meeting a category need in much the same way as they buy manufacturers' brands. Consequently, each brand competes in consumer's memory with manufacturer brands (national brands). Historically, private label brands have been positioned as low price/good value for money offerings. However, retail chains have been introducing premium, organic and healthy product brands. Research findings, thus far, have demonstrated that consumers largely identify private label and national level brands as different using dimensions such as price, quality, value and risk (trust) perception at subcategory level (Nenycz-Thiel and Romaniuk 2009:251).

A manufacturers brand will often outperform a retail-store brand in product categories where the risk of public exposure of the product is an important issue. The objective quality differential between supplier and retailer brands has been decreasing over the years with the quality of some store brands becoming superior (Parment 2013:8). Another study seems to concur with this assertion stating that the quality of private labels is often comparable to manufacturer or national brands (Zielke 2014:327). This occurrence has extended to groceries and clothing. Parment (2013:8) cited a study by Davies and Brito (2004:31) where blind testing was performed using four categories of food products. Very few consumers chose the name brand in the blind test. Store brands have shifted their positioning, from a focus on price toward greater consideration of quality. The differential in product pricing between private label brands and the manufacturer (national) brand was thus attributed to the differences in the brand image (González-Benito, Martos-Partal and Fustinoni-Venturini 2014:118).

Some consumers purchase store brands because of their inability to afford higher priced manufacturer (national) brands or because of their desire for other options (Sethuraman 2006:766). Existing literature has verified the existence of a robust relationship between store-brand purchases and consumer price sensitivity (Cunningham, Hardy, and Imperia

1982; Dick, Jain, and Richardson 1995; Sinha and Batra 1999; Hansen, Singh, and Chintagunta 2006; Baltas and Argouslidis 2007).

4.6.3 Price

Price plays a central role in determining the competitiveness of a retail brand and is an important determinant of in-store product selection. This has been especially true in the case of grocery retailers where assortments are often interchangeable, and where discount retailing and loss leader pricing have reduced customers' reference points and their willingness to pay respectively. In addition, the prices of products influence shopper decision-making process and should not be taken for granted together with the overall price image that the retailer has in the market (Zielke 2011:330).

For some consumers, the price has been characterised as a decisive factor (Gonza' lez-Benito et al. 2014:115). These consumers focus almost exclusively on paying low prices and ignore other product attributes (Mart'inez and Montaner 2008:478). Low prices have been used by consumers to help them differentiate between the store and manufacturer or national brands (Nanycz-Thiel and Romaniuk 2009:252). Others have used them as a determinant of store-brand choices (M'endez, Oubi'na, and Rubio 2008; Manzur, Olavarrieta, Hidalgo, Far'ias and Uribe 2011).

Previous research demonstrates a relationship between perceived price and value in product and service contexts. However, perceived value also appears frequently as an overall level of value. Product price perceptions that consumers hold about products form the foundations for the images that consumers hold about product prices and they may be extended to a retailer's store image. Consumers use different mechanisms to integrate price perceptions into their overall evaluations, whether consciously, based on perceptual processes or unconsciously, through implicit memory (Diallo, Coutelle-Brillet, Riviere and Zielke 2015:1136).

4.6.3.1 Retail price image

Retail price images are often viewed as subjective perceptions of a retailer's price level. This has been built on the idea of the multidimensional approach to pricing which highlighted that price images are more than the mere perception of a store's price level. Price-level and value perception have been described as distinct dimensions of a retailer's price image. While the first aspect refers to price-level perceptions, the second aspect refers to value perception. Price-level perception highlights whether consumers consider prices as cheap while the value for money indicates if the price-performance ratio is reasonable (Zielke 2011:332). Price image research has over the years, suggested that price images should be conceptualised as multidimensional constructs. Studies have been conducted analysing the impact of price image dimensions on intentions to shop in different store formats price level and value perception are central dimensions of a retailer's price image (Zielke 2010:750).

Price level perception refers to the amount of money customers have to spend for a certain basket of goods. He went on to state that the value perceptions can be described as a trade-off between sacrifices and utilities derived from product and store attributes. In the case of discount stores, price image research has illustrated that the value perceptions held by consumers have a strong direct impact on shopping intention, while price level perceptions only exert an indirect effect. Therefore, researchers have shifted from their focus to the idea of the value perception, assuming a positive effect on shopping intention (Zielke (2011:333).

Nonetheless, price levels of products and services seem to be linked to a consumers understanding of value. It can be assumed that consumers as a rational individual will make a trade-off for value considering how much they are willing to part with to acquire a product or service. Marketing is about enabling valuable exchanges between organisations and consumers, that is, value for value (Medina and Duffy 1998:224). As a result, it can be assumed that consumers will consciously seek the value that they can afford to pay. Thus, it can be assumed that price level preferences sought by consumers will be in line with the consumers' living standard and value preferences.

4.6.3.2 Price sensitivity

Research has shown that product categories that induce higher price sensitivity, among consumers, exhibit greater store-brand penetration (González-Benito et al. 2014:115). Consumers who do not want to, or cannot, pay higher prices for manufacturer or national brands buy store brands (Sethuraman 2006). Previous academic literature confirms a strong relationship between store-brand purchases and consumer price sensitivity (Baltas and Argouslidis 2007; Singh, and Chintagunta 2006).

4.6.4 Packaging

Most customers spend, only but a few seconds, on the selection of a product. This selection is aided by the packaging that each product has. This material affects the thinking of the consumer with each form causing different responses from a consumer. Any product that has been packaged well, containing sufficient labelling information and an appropriate label will attract customers (Azad and Hamdavi pour 2012:397). Other studies have investigated the effect of packaging design on taste perceptions and discovered that the shape, curvature and colour saturation of the packaging could affect the overall product evaluations and price expectations that consumer held (Becker, van Rompay, Schifferstein and Galetzka 2011:18). Resultantly, marketers have endeavoured to enhance product packaging to ensure that it communicates to the consumer the many benefits of purchasing their products (Scott and Vigar-Ellis 2014: 642).

Silayoi and Speece (2004:608) conducted investigations and determined that the visual and informational features of the packaging material altered consumer purchase decisions. Furthermore, some studies have focused on packaging specifications and their effects on consumer behaviour (Silayoi and Speece 2007:1596). Other studies have considered what they termed the ten most important factors in packaging. These were then divided into two categories of informative and visual categories (Azad and Hamdavi pour 2012:401). Their findings indicated that the visual package elements of a product performed a significant role of communicating the message of the product especially in situations where the buyer was time constrained (Wells, Farley and Armstrong 2007). At the same time, the graphics and the size of the product had, effectively, an insignificant effect on the decisions of buyers. The findings also showed that the impressions derived by a consumer (derived from the packaging technology) performed one of the most significant roles during the

choice process. The findings also showed that the informative factors, for example, product information and trade name perform a significant role in the choice of a product (Azad and Hamdavi pour 2012:401). Although packaging has become one of the most important marketing tools for many consumer products in a competitive market, relatively limited studies and little interest has been paid in marketing literature (Daud, Abdullah and Ghani 2017:91).

4.6.4.1 Packaging elements

Many varying systems have been developed over the years for the classification of packaging attributes. The graphics, the colour schemes, the form of the packaging, the size and material have all been studied and determined as the foremost visual elements of packaging (Kuvykaite et al. 2009:444). The remaining elements that make up a product's packaging, namely; product information, the manufacturer (producer), the product's country-of-origin as well as the brand, have been regarded as the foremost verbal elements of packaging. Similarly, Smith and Taylor (2004) developed the idea of six attributes that needed to be catered for by marketers when constructing effective packaging for their products. These factors consisted of the graphics, colour schemes, size, form, material and flavour. Hassan, Leng and Peng (2012:16) echoed the sentiments of Kotler (2003) by stating that packaging considerations should take into account the size, form, material, colour, text and brand. Nonetheless, Kuvykaite, Dovaliene and Navickiene (2009:442) supported the notion of the two classifications of packaging elements (visual elements and verbal elements). Over the years, two classifications have emerged, that is, visual and informational. Hassan, Leng and Peng (2012:16) declared that the visual attributes of packaging can be expressed through the graphical elements, the size or shape of a package, and these elements are linked, more so, to the affective side of purchase decisions. On the other hand, the informational elements are linked, more so, to the information provided and technologies used in the package, which would, typically, be linked to the cognitive side of decision-making.

Basically, there are five visual packaging attributes that were studied by Hassan, Leng and Peng (2012:17). These included graphics, colour, shape, size and packaging material. Underwood, Klein and Burke (2001) highlighted that most consumers employ their imagination when making purchasing decisions. Consumers visualise themselves tasting

and handling the products (using their senses) while looking at the graphics on the packaging. The results of the study as indicated in Table 3 showed that when purchasing food, consumers were influenced by the packaging shape and the packaging information.

Table 4.1: Summary of hypothesis testing results

Hypothesis	Supported/Not Supported Hypothesis
The packaging graphics have a positive influence on the purchase decision of packaged food.	Not Supported
The packaging colour has a positive influence on the purchase decision of packaged food.	Not Supported
The packaging shape has a positive influence on the purchase decision of packaged food.	Supported
The packaging size has a positive influence on the purchase decision of packaged food.	Not Supported
The packaging material has a positive influence on the purchase decision of packaged food.	Not Supported
The information on the package has a positive influence on the purchase decision of packaged food.	Supported

Contrary to some of the results in Table 3.1, a study by Kuvykaite, Dovaliene and Navickiene (2009:445) illustrated that a separate analysis of the visual and verbal elements of packaging discovered that the package size and its material were the most important visual elements for purchasing both milk (size and material) and washing-powder. In their case, packaging form, colour and graphic were treated as unimportant elements of packaging (Kuvykaite, Dovaliene and Navickiene 2009:445). When analysing the importance of verbal elements, it could be stated that product information was more important for milk and less important for washing-powder). While the country-of-origin more important for milk and less important for washing powder. A comparison of the effect that the visual and verbal elements have on purchasing decisions shows that the verbal elements seemed more significant particularly, in situations where consumers purchased both milk and washing-powder (Kuvykaite, Dovaliene and Navickiene 2009:445).

The results of the mentioned studies seem to indicate that consumers place emphasis on verbal elements of packaging more than the visual elements. As a result future studies may indicate similar results, where verbal elements are rated as more important than visual packaging elements.

4.6.4.2 Packaging attributes and consumer demographics

Consumer demographic research has investigated the relationship between demographics and packaging attributes. Verbal elements of a package have been identified as the most important elements for both women and men, and especially product information. The study by Kuvykaite, Dovaliene and Navickiene (2009:446) showed that the results were consistent across three different product categories (4.27 – 4.14 for milk and 4.08 – 3.95 for washing-powder) and country-of-origin (resp.: 4.22 – 4.19 and 3.87 – 3.91). An examination of the influence of the visual elements discovered that, for both genders, the most influential visual elements were the size (milk and washing-powder) and material). In the case of women, the visual elements were most influential compared to the results of their male counterparts (Kuvykaite, Dovaliene and Navickiene 2009:446).

The same study discovered that the effect of age, on the importance of packaging elements, established that the packaging size was most important, particularly for participants who were under the age of 25. For respondents between the ages of 26-35, the following were considered most important when purchasing milk; colour, material and product information. When purchasing washing-powder, the form in which the product was sold and the name of the producer were most influential. The study went on to reveal that, for 36-45 years of age respondents, the most influential elements were form, graphics, producer when buying milk and product information, brand, when buying washing-powder, and country-of-origin for both products (Kuvykaite, Dovaliene and Navickiene 2009:446). Those between the ages of 46-60 years of age paid more attention to the name of the brand when buying milk, and colour, material and graphics when buying washing-powder.

Other studies have investigated the perceptions of parents on the effects of packaging on their children (Ogba and Johnson 2010). The study that assessed the effect that packaging had on children's product discovered that 62 percent of participants with the notion that, their children favoured products whose packaging they found appealing (Ogba and Johnson 2010:83). The findings supported the idea that children are affected by all the elements that make up a product's package. In another study, it was also observed that the colour of the packaging played a role in brand preferences. Consumers, especially female consumers, naturally love colours and are often attracted to cosmetics brands that are colourful and attractive (Ahaiwe and Ndubuisi 2015:88). These findings were in

agreement with the findings of Daliya and Parmar (2012:58) which showed a moderate positive relationship between packaging colour and consumers' buying behaviour.

4.6.4.3 Packaging and product category

As indicated in the studies conducted on food products and washing detergents it has been discovered that the packing elements influence the behaviour of consumers. The nature of most consumer products makes it imperative for such products to be properly packaged. As stated previously, packaging plays an important role which includes protecting a product from any sort of damages, offering information about the brand, its quality and how to use that product. Consumers are generally moved by attraction and the way a product is packaged affects its appeal to them. Cosmetics are necessities and many cosmetic brands come in varying designs and packages. A large number of consumers purchase cosmetics because of the brand name while some do so because of the price. Some also purchase cosmetics because of recommendations by others and at the same time some purchase cosmetics because of the packaging design (Ahaiwe and Ndubuisi 2015:79).

Rundh (2005) noted that packaging attracts consumer attention to particular brands, enhances a brands image, and influences consumer perceptions about a product. The packaging component of a product refers to any container in which it is offered for sale and on which information is communicated. The packaging of consumer products is extremely important at the point of sale. It plays a major role when products are purchased. Today, one can easily find packaging information and tags on cosmetic brands which provide consumers with additional information about such products (Ahaiwe and Ndubuisi 2015: 82).

A study on the impact of packaging characteristics on consumer brand preference conducted by Hassan and Khan (2009), the following independent variables were considered as packaging characteristics; size of package, shape of package, safety of product, shelf life of product, convenience storage, convenience of use, extra use of package and package attractiveness (Ahaiwe and Ndubuisi 2015:82). The findings of the study concluded that packaging characteristics have a positive relationship with consumers brand preference in edible oils.

Packaging attributes have been found to play significant roles in the preference and adoption of branded products like cosmetics. Particular packaging characteristics analysed in this study were packaging size, packaging colour and packaging shape. Findings showed that there is a strong association in the eyes of the consumers for larger pack sizes and economy, but there are very clear restrictions as per how large a pack should be, such as weight, ease, and convenience of carrying home, usage, shelf life, ease of pouring out, scooping from a large container. Different packaging sizes potentially appeal to consumers with somewhat different involvement. For example, for some low involvement food products, such as generics, low price is made possible through cost savings created by reduced packaging and promotional expenses. Since generics are usually packaged in large sizes, this directly caters to the needs of consumers from larger households, who are more likely to be specifically looking for good deals. Consumers, especially the female ones naturally love colours and are often attracted to cosmetics brands that are colourful and attractive (Ahaiwe and Ndubuisi 2015:88). It was also observed that the colour of the package plays a role in brand preference. This finding is in agreement with the findings of Daliya and Parmar (2012:59) which showed a moderate positive relationship between packaging colour and consumer behaviour.

The study revealed that changes in packaging shape are moderately correlated with changes in brand preference. As companies make their packaging shapes to become more attractive, consumers' preferences for such brands tend to increase. Strategically, having a special kind of shape for any cosmetic package can have a significant impact on preferences for such products. Packaging shape becomes the final physical structure and outlook of the product and a source of appeal for consumers. Often times, we observe that most quality products in the market fail mostly because of poor packaging – packaging size, colour and shape/design (Ahaiwe and Ndubuisi 2015:88).

As recommended, adequate packaging strategies need to be formulated and implemented when designing packages for products. Such packaging strategies must incorporate all the elements of packaging which include packaging colour, size and shape as supported by Silayoi and Speece (2007). Marketing research that focuses on the packaging sizes, colours, and shapes that can be desired by consumers can be conducted to enable firms to know the right packaging variables to utilise during the design of packets (Ahaiwe and Ndubuisi 2015:88).

4.6.5 Quality

In line with existing trends, most researchers have treated quality as a uni-dimensional concept. This has been the case even after arguments that quality (as determined by the consumer) is not an objective, uni-dimensional assessment, but a subjective concept established using abstract measurements (Brucks et al. 2000). The idea of quality as a multi-dimensional construct is a crucial notion to the success of any organisation.

Contrary to the idea of objective quality, subjective quality is dependent upon the tangible practical superiority or dominance of a product, thus making it a rather interesting concept to unpack. Perceived quality may be explained as the consumer's judgment of the technical performance and dominance of a products or service (Clemenz, Brettel and Moeller 2012:54). This form of quality is derived from a higher level abstraction and is not regarded as a specific attribute of a product. Netemeyer et al. (2004) made the assertion that perceived quality can be regarded as a fundamental aspect the development of an individual's customer-based brand equity. Furthermore, it is regarded as one of the building blocks to the development of a customers' willingness to pay for a product and even the payment a premium price. This concept has also been associated with the following concepts; functional product performance, utilitarian product attributes and structural models of objective and subjective quality formation processes (Clemenz et al. 2012:54).

One reason for uni-dimensional approach to perceived quality could be linked to the general lack of a formal measurement instrument. Until the study by Brucks et al. (2000) no formal instrument had been developed Brucks et al. (2000) developed six dimensions of quality for consumer durable goods (Versatility, Ease-of-Use, Durability, Serviceability, Performance, Prestige). These constructs paralleled the generic dimensions pronounced by Garvin (1987) (Durability, Serviceability, Performance and Reliability, Perceived quality (image) and aesthetics, Features, and Conformance). A comparative framework was established as a measure of consumer perceptions of service quality (SERVQUAL, Parasuraman et al, 1988). This framework consisted of the following; Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

A large stream of research studies has endeavoured to determine the effect of intrinsic (product specific) and extrinsic cues on perceived quality, with the emphasis of the use of these cues as predictors of a product's quality (Rezvani, Shenyari, Dehkordi, Salehi, Nahid and Soleimani 2012:68; Banović, Fontes, Barreira and Grunert 2012:158; Ackaradejruangsri 2013:14). The influence of price, branding, store image, warranties (Dodds et al 1991; Grewal et al. 1998; Erevelles et al. 2001), and also country of origin (Ahmed et al. 2004) have been the most commonly studied extrinsic cues. However, debatable results have been found concerning the prevalence of extrinsic versus intrinsic cues on the perception of perceived quality (Clemenz et al. 2012:55). Future studies may consider the elements highlighted in the two approaches to quality, thus considering measuring a products performance and reliability and its durability. Durability, on the other hand, has referred to the length of products working life together with the length of time before the product requires repair.

4.6.6 Design

The role played by the design of a product in the selection process of a consumer is essential for any organisation (Creusen and Schoorman 2005:64). Early studies by Bloch (1995) indicated the existence of numerous ways that designs could affect consumer preferences. A consumers' initial impression is built upon the design of the product. The design possesses the potential to communicate the level of quality offered by each product. In addition, consumers develop inferences about the various product attributes (Berkowitz 1987; Bloch 1995; Pilditch 1976). It has also been determined that each design has the potential of providing some aesthetic value to each customer. Some customers may even purchase a product solely because of its aesthetics. Due to the complexity of the product design, it is difficult for manufacturers to determine the right level of design complexity during the developmental stages of the product.

According to Holbrook (1980) aesthetic may be defined as the pleasure derived from observing a product, without consideration of its utility. The value could, therefore, be derived from observing the product. It has also been assumed that, when faced with similarly priced product decision, a consumer will consider the product that is most appealing (aesthetically) to them just as long as there are minor differences in their functionality. Aesthetic judgements have been understood as a combination of the shape,

colour and design. Consequently, in some instances 'product-appearance' has been used in place of product design. The underlying premise behind this change in terminology has been the idea that the design of a product also refers to the product parts that a consumer cannot see (the interior of the product).

Olson and Jacoby (1972) initially suggested the two-stage quality perception process under the cue utilisation theory. Particularly in the absence of clear decision criteria, consumers make use of cue stimuli as decision making aids. This involves the use of surrogate indicators or cues used to infer product quality. These are then combined with a selection of product-related attributes used to develop overall decision about the product (Clement 2007:920). The cues that have been used to infer quality have been regarded as intrinsic or extrinsic. Intrinsic cues have been described as elements of the tangible product such as its appearance, colour, shape, and size. The extrinsic cues have been regarded as the intangible parts of the product such as the price, brand name. Therefore, product design as a whole communicates intrinsic cues about product quality and has an influence on consumers' quality perceptions (Ophuis and Van Trijp, 1995:178).

4.6.6.1 Product appearance and symbolic product value

Historically, different products have been believed to communicate symbolic meaning to different consumers (McCracken 1986:72). The meaning derived from each product can be used as an antecedent to the selection of products. Symbolic value can be used to explain the selection of products that may be inferior to other products available on the market. The selection of a specific product or brand may convey the kind of person someone is or wants to be. Consumers may use the goods they purchase as an expression of their (idyllic) self-image to themselves and to others. Symbolic meaning can be derived from the following aspects advertising country of origin, or the type of individuals known to purchase the product (Creusen and Schoorman 2005:66). But the product itself also can communicate symbolic value in a more direct way, namely by its appearance. A product's appearance communicates messages (Van Rompay, Pruyn and Tieke 2009:19), as it may look cheerful, boring, friendly, expensive, rude, or childish (Creusen and Schoorman 2005:66).

As an example of symbolic meaning, specific styles of dress may be linked to a different time period in history, such as the 1950s. Likewise, the way a product looks can reinforce the image of a brand, as the identity of a brand is expressed visually in the appearance of products (Schmitt and Simonson 1997). The meaning may be derived from the appearance of each brand element. Resultantly, the image of a brand may be extended to several other product types. Therefore, it has become common practice for many companies to regularly make use of specific design elements, such as colour schemes, distinctive form elements, or even style (Creusen and Schoorman 2005:66). For example, car manufacturers often try to keep different car models recognisable as belonging to the same brand.

4.6.6.2 Functional value

The functional value of a product relates to the utilitarian tasks a product can accomplish (its uses) (Van Rompay, Pruyn and Tieke 2009:12). Consumers may derive the utilitarian functions of a product from the information written on it or through the process of questioning other users about its performance. The design and overall appearance may allow different customers to derive such functional information (Van Rompay, Pruyn and Tieke 2009:12). Therefore, product design can also confer different functions, and specifications. In most cases, buyers derive the utilitarian functions of a product from the appearance of the product. For example, a handle can indicate portability, or a bigger hair-dryer can be perceived as more powerful than smaller ones (Creusen and Schoormans 2005).

Product design elements and the value perception established by consumers have been regarded as a cognitive reaction, to the various forms of a product. According to Van Rompay, Pruyn and Tieke (2009:13) each product appearance influences consumer's attitude formations concerning the product and or brand. Such characteristics as durability, dollar value, technical sophistication, ease of use, sex role appropriateness, and prestige may be established from the design. Designers may attempt to emphasise specific design features in an effort to generate desirable belief in consumers' perception (Van Rompay, Pruyn and Tieke 2009:13).

4.6.6.3 Product appearance and purchase goals

A company that is able to convey a distinctive idea (for example, sophistication) through the aesthetics of its product designs can generate a unique advantage over competing businesses in the market (Blijlevens, Creusen and Schoormans 2009:27). The idea (meaning) conveyed through such designs enables consumers to evaluate the products depending on the underlying motive which may be driving purchase. That is functional, aesthetic, symbolic or ergonomic motives. Such motives are crucial to the overall assessment (appraisal) of the product (Blijlevens, Creusen and Schoormans 2009:27). For instance, in purchasing situations where the shopper is motivated by the aesthetics of a product, individuals may be drawn to a product that appears modern (Creusen and Schoormans 2005). The appearance helps the consumer to develop an overall impression of the product. Furthermore, the visual attributes of the product stimulate consumers into action more than the other attributes. They may even communicate better than the informative attributes. The visual attributes should, therefore, be highlighted by designers in order for them to know what is expected from them (Blijlevens, Creusen and Schoormans 2009:27).

Generally, consumers favour products that possess a more unified and balanced aesthetic (Ellis, 1993). Blijlevens, Creusen and Schoormans (2009:33) argued that such aspects should be prioritised by product designers. However, the underlying motives for purchase may be assumed to affect the consumers' preference for aesthetic elements of a product.

4.6.6.4 Typicality

Blijlevens, Carbon, Mugge and Schoormans (2012:44) referred to the concept typicality as the extent to which an item is descriptive of the category it belongs to. Therefore, Blijlevens et al. (2012:44) considered typicality as a measure of goodness-of-example (Hekkert, Snelders, and Van Wieringen, 2003; Veryzer and Hutchinson 1998). Contrary results have been discovered surrounding the effects of typicality on aesthetic product assessments. Research has suggested that in some situations consumers favour commonality instead of product uniqueness. This trend has been associated with the desire to consume products they are familiar with that match existing knowledge (Veryzer and Hutchinson 1998). Typicality has been positively associated with an aesthetic appraisal. According to Armstrong and Detweiler-Bedell (2008), typicality surges as a

result of successful preservation of existing knowledge about a product. Consumers that are faced with a typical stimulus, they will decide using the cognitive tools available that are easily recognised in their minds and they use them to categorise products depending on the nature of the stimuli. Mental arousal is dependent upon the stimulus, leading to either positive or negative aesthetic appraisal. With respect to product designs, Blijlevens et al (2012:54) found that consumers considered a typical product design more aesthetically pleasing than the less typical ones, but too deviating designs are less positively appraised. As a result, it may be assumed that consumers favour more typical product designs.

4.7 SUMMARY

The importance of product attributes in the decision making process cannot be overstated. Product attributes are the tools that consumer use to evaluate product and base their purchasing decisions on. Consumers seem to emphasis different attributes when considering different product categories. As a result research within consumer behaviour may enable the marketing of better products and services that understand consumer preferences.

CHAPTER FIVE

CONSUMER DEMOGRAPHICS

5.1 INTRODUCTION

Demographic information is commonly used to segment markets. Such information is largely accessible to marketers (Kotler and Keller 2012). Such information has been linked to the variations in consumer behaviour allowing marketer to differentiate their marketing effort to different segments. The following chapter identifies and discusses different demographics variable that have influenced purchasing decisions.

5.2 CONSUMER DEMOGRAPHICS

Consumer behaviour seems dynamic and situational depending on the nature of the stimuli influencing the decision processes (Kumar (2014:35). The following have been identified as the factors which affect consumer behaviour: gender, age, marital status, ethnic factors, income, education, employment type and family size (Duh and Struwig 2015:95). Research has shown that shopper characteristics such as psychographics, behavioural history and shopper demographics moderate the effects of different drivers of shopper behaviour (Shankar, Inman, Mantrala, Kelley and Rizley 2011:31). Not only have researchers highlighted the effects of demographic factors, other studies have also looked at socio-demographic factors. Studies have investigated the effects of socio-demographics on consumer willingness to purchase products (Baltas and Argouslidis 2007; Martinez and Montaner 2008). Socio-demographic factors include household income, the number of children in the household, gender and age, among others. Such studies discovered that income and family size were strong determinants of store brand purchase behaviour (Diallo, Chandon, Cliquet and Philippe 2013:423).

Generally, there has been a long-standing acknowledgement that demographic characteristics play an important role in marketing. Consumer demographics have been found to have a moderating effect on the behaviour of consumers. Studies have shown that consumers exhibit different levels of satisfaction and switch products in different ways because of their differences in demographic characteristics. Demographic characteristics

have also been used as a means of explaining customer reactions to innovation and risk avoidance. Others have found significant gender differences in relation to both online buying (Ranaweera, Chatura, McDougall, and Bansal 2005:68).

However, studies have shown that although socio-demographics are probably the most studied variables in relation to store brand purchase behaviour; the results of their study showed that none of these socio-demographic variables had an effect on store brand choice. Their findings seem to counter the other previous studies which found significant effects of socio-demographics on store brand purchase behaviour. However, previous results dealing with the effects of socio-demographics on store purchase behaviour have been rather inconsistent. Consequently, further study of these demographic variables would be required in order to ascertain their effect on consumer behaviour Diallo et al. (2013:423).

5.3 AGE

A range of factors have been acknowledged as influential to the decision processes of each purchase. Several models have been established to explain such behaviour. The age of a consumer has been identified as a contributing factor in past studies. Age is among the most frequently used to detail and classify behaviour (Market 2004:11). As a consumer advances in age, such advances bring about changes in the consumers' needs and abilities which may impact the purchase and consumption of different products. Older consumers hold a different set of expectations and desires for each purchasing situation which are not held by younger consumers. Such expectations have been attributed to the differences in the needs and want of the two groups which are a by-product of the ageing process. However, existing research has inadequately explained the influence of age on the behaviour of different consumers. Inconsistencies have been produced by different studies. Some studies have proposed that age has an insignificant effect on consumer behaviour with other studies failing to establish a relationship, altogether (Meneely, Burns and Strugnell 2009:1041).

Hence, it may be of importance to investigate behavioural connections that may be established between shopping behaviour and age. Due to the recent population forecasts (projected trends) of an older consumer base, retailers are anticipated to see a growing

number of older consumers entering their stores (Statistics South Africa 2017a). Therefore, retailers need to consider how best to satisfy such a consumer base by developing a better understanding of the factors that determine behaviour.

5.3.1 Age groups

It seems pertinent and reasonable to study specific age groups individually in order to determine consumer behaviour within and between age cohorts (Meneely et al. 2009:1042). This argument has been based on the notion that characteristics of a particular age group or generation affect the way they regard products. The challenge with age as a marketing tool has been the ability to unmistakably demarcate age groups. Defining the size and lifestyles of a group is muddled by the range of dates used to outline a generation. The years characterising each group can vary between seven and ten years with the other groups extending to about twenty years (Market 2004:11).

Furthermore, an understanding of these groups has been complicated by the introduction of the term 'cohort'. This term has been used interchangeably with the term generation, although the term has been used to classify much more narrowly defined birth group. Therefore, investigating age groups requires establishing a clear definition of these age groups. Not every generation is alike, nor should they be treated by marketers in the same way (Williams and Page 2011:1). Generational differences of individuals may influence their values and preferences. An understanding of the generational theory that forms the foundation of the use of generations in research is thus required (Nicholas 2009:47).

5.3.2 Generational theory

The philosophy emphasises the existence of commonalities and mutual experiences among individuals belonging to the same age groups and the existence of differences with individuals from other groups (Mosupyoe 2014:40). Ideally, consumers born within similar periods may possess similar behavioural patterns, either overtly or covertly. The generational theory states that the era in which an individual is born affects the way they view the world. This is a mix of internal and external factors that shape the way in which individuals interact with their environment. Generations last about 20 years from the date of birth of an individual to the period in which they may have their own offspring at which

point a new generation emerges (Jainarain 2012:14). The principle behind the theory is that behaviour is shaped not only by age but by the overall environment and society at large (Berkowitz and Schewe 2011:191). Changes to macro-environmental factors will influence the profile of consumers born in a specific time period and will result in the development of common purchasing patterns among these consumers (Gurvau 2012:103).

Nonetheless, the theory has been criticised for overestimating age group similarities worldwide (Yelkur 2002:13). Such criticism came about as a result of the disregard for country-specific events and experiences that are not universal. While countries may be affected by similar global events (cultural, socio-economic, geographical, religious and political) country-specific differences may ultimately alter their effect. People experience different social contexts (Mosupyoe 2014:40) although there have been global events that have had the same impact on different countries. Despite such criticism, a similar view will be held by individuals who have been exposed to similar life circumstances such as political events, economic situations and technological changes (Nicolas (2009:47).

5.3.2.1 Defining generations and cohorts

Even though a cohort and generation refer to groups of people that are age-related, they are not exactly the same (Duh and Struwig 2015:90). Generations are formed when one has children (Schewe and Noble 2000). A generation is “an identifiable group that shares the birth year, age, location and significant life events at critical development stages, divided by five-seven years into the first wave, core group, and last wave” (Kapperschmidt 2000:64). Others have stated that a generation extends for twenty to twenty-five years of duration or approximately the time necessary for a person to grow up and procreate (Sandeem 2008:12). Based on this understanding, there are three generations within a family at any point in time, namely, the children, parents and grandparents. The ages of individuals cannot be relied upon as they may result in other influences being overlooked which have the ability to shape differences between generations (Motta and Schewe 2008:1097).

On the contrary, cohorts have been described as being different from generations. A generation is defined by the year of birth while a cohort is defined according to life experiences during the transition from childhood to adulthood (Mosupyoe 2014:44). Berkowitz and Schewe 2011:191) highlighted that a generation is twenty to twenty-five years in length while cohorts can either be long or short depending on the external events defining them. A cohort is defined as “groups of individuals who are born during the same time period, travel life together and experience similar external events during their late adolescent/early adulthood years” (Schewe and Meredith, 2004:51). According to Williams et al. (2010), a cohort shares a common social, technological, political, historical and economic environment (Duh and Struwig 2015:90). Instead of using time of birth, generational cohorts are set apart by specific events that produce a change in the values, attitudes and predispositions within a society (Berkowitz and Schewe 2011:191). Generational cohorts exhibit different characteristics as a result of the experiences they endure. They formulate beliefs and attitudes as a result. Individuals belonging to the same generational cohort were studied and found to behave in similar ways (Yelkur 2002).

The generational cohort seems to explore the journey of consumers through their transitions in life. Cohorts are established as a result of the external events that occur during the groups' formative years (coming-of-age years). The formative years have been regarded as being approximately around the age of 17-23 years. Generational marketers should regularly conduct cohort analyses to track and forecast the degree to which emerging external events affect consumers' values, attitudes and resultant consumption behaviours. But considering that different countries have experienced varied external events, there is a question as to which events or defining moments qualify for cohort formation (Duh and Struwig 2015:91). The events that help shape and mould cohorts have been referred to as defining moments. Their influence seems to cut across an individual's values, attitudes, beliefs, preferences and buying behaviour in ways that remain with them for their entire lifetime. Moreover, an assumption could be made that such behavioural traits during the developmental stages of an individual's life (life cycle stages) and, as proposed by generational cohorts research, different groups go through different circumstances thereby acquiring different values, attitudes and preferences (Parment 2013:2).

5.3.2.2 External events that qualify for cohort formation

The generational theory has been criticised for overestimating generational similarities worldwide. Such criticism came about as a result of the disregard for country-specific events and experiences that are not universal. People experience different social contexts although there have been global events that have had the same impact on different countries. In response to such criticisms Duh and Struwig (2015:90) contended that countries can form generational cohorts only when the events that the groups of individuals have experienced are; coming-of-age events; the events are communicated to the masses; the events affect the groups literacy, and the event results in the groups experiencing social consequences (Debevec, Schewe, Madden and Diamond 2013:21).

In South Africa, most publications have generational cohorts classified merely by birth-year groupings without considering the defining moments or events influencing the distinctive values, attitudes and preferences of such groupings (Duh and Struwig 2015:91). Generation X has been distinguished as the “generation that fought in the anti-apartheid struggle and subsequently had difficulty finding a place in South African society”, and Generation Y as those who had the opportunity to attend the racially mixed schools after apartheid (Nuttall 2004:433). There is no doubt that these events have affected the mind-sets, attitudes, values and socio-economic standings of massive groups of South Africans. It is widely accepted that the majority of South Africans have lived in poverty, crime and fear as a result of some of the events in Table 5.1. Many families, for example, lost their parents and loved ones during the apartheid struggle. Some children grew up in fatherless homes because the men left home to work in cities in the mines. The migrant labour and the concomitant dislocation of families in South Africa, Philippe (2006) regrets, have contributed to countless single mothers, fatherless children and unstable households.

Table 5.1: South Africa - First 20 years of democracy (1994-2014)

2000 South African International AIDS Conference
2009-2014 Provincial Government – premiers
All Members of South Africa’s 5th Democratic Parliament 2014
ANC National Conference 1991-2013
Constitution of the Republic of South Africa, 1996
Drawing up new boundaries in South Africa 1994
Electoral Court of South Africa
Health HIV/AIDS responses in a new democratic era since 1994
History of elections in South Africa
Independent Electoral Commission (IEC) 1996
Land Restitution in South Africa since 1994
New Political Party since 1994
New Public Holidays since 1994
Parliament of the Republic of South Africa
Public Protest in Democratic South Africa
South Africa held and won the Rugby World Cup in 1995
South African Government of National Unity (GNU) – 1994 – 1999
South Africa’s foreign policy since 1994
South Africa’s Key economic policies changes (1994 - 2013)
Structure of Government in South Africa since 1994
Thabo Mbeki resigns as South Africa’s second democratic president
The Bill of Rights
The Equality Courts
The establishment of the Constitutional Court of South Africa 1994
The Interim South African Constitution 1993
The Labour Court in South Africa
The Land Claims Court of South Africa
The Nelson Mandela Presidency - 1994 to 1999
The New Parliament: Member seats 1994-2009
The office of the Public Protector 1995
The South African Strategic Defence Procurement Package known as The Arms Deal
The Truth and Reconciliation Commission (TRC) 1995
World Conference against Racism, Racial Discrimination, Xenophobia and Related Intolerance 2001

5.3.3 Major generational groups and their cohorts

At present, four generational groups have been established. Differences in the lifestyles and general circumstances under which each group has been brought up in, generational marketing has been developed to cater to these differences. Subsequently, multi-generational marketing was developed to appeal to the individual characteristics of each of these groups (Williams and Page 2011:1). These generations have been identified in Table 5.2.

Table 5.2: Generational perspectives

	Traditionalists	Baby Boomers	Generation X	Generation Y
Outlook	Practical	Optimistic	Sceptical	Hopeful
Leadership By...	Hierarchy	Consensus	Competence	Achievement, pulling together
Relationships	Self-sacrifice	Personal gratification	Reluctance to commit	Loyal, inclusive
Perspective	Civic-minded	Team-oriented	Self-reliant	Civic-minded
Turn-Offs	Vulgarity	Political incorrectness	Clichés, hype	Cynicism, condescension

5.3.3.1 Traditionalists

The oldest generation of consumers has been the Traditionalists born before 1946. Some authors stated that the earliest group within this generation were born in 1912. The traditionalist generation in the United States of America was divided into three cohorts. These included the depression cohort (1912-1921), the Second World War cohort (1922-1927), and the Post-war cohort (1928-1945). Cohort distinctions within two countries Russia and Brazil indicated that the traditionalist generation may be divided into three generational groups (Schewe and Geoffery (2004:54). The traditionalists have been characterised as dutiful and loyal (Lancaster and Stillman 2002; Smith and Clurman 1997). This group has also been referred to as the silent generation or the-matures (Brown 2006:21). Such individual grew up during periods of world wars, strict regulations and radios. A significant number of them were nursed in homes where the father was the only breadwinner and the mother, a stayed at home mother (Hill 2004). The group has been described as hard-working and strict. They were also regarded as sluggish in their desire to embrace new things and suspicious of any changes (Williams 2002:3).

As consumers, Traditionalist consumers were said to be resistant to trying new products (Nicholas 2009). This generation has been largely considered to be inactive hence the term silent generation. These are individuals who are well into their retirement and also make up a small portion of the population. This generation responds well to coupons and discount offers. The majority of them rely on their children, who are the Baby Boomers or Generation X. This group witnessed tough times and developed an appreciation for

discipline, productivity and self-denial. The group has also been described as typically socially and financially conservative (Sandeen 2008:16).

5.3.3.2 Boom generation

Baby Boomers, born between (1946 and 1964), are described as a cohort possessing a strong set of ideas and traditions (Eastman and Liu 2012:93). The cohort is very family-oriented, cautious of the future, politically conservative and fairly socially liberal (Brown 2006:22). They are described as wealthy with many in the prime of their economically active years. They manage their own finances and investment portfolios (Knight 2000:3). This is the professional generation who guarantees fast human technical support. Baby Boomers have benefited from gainful times and react well to feel-good situations. They feel that they deserve the good-life and desire individualised treatment. Baby Boomers expect to live well and they seek those products and experiences that make them feel better. Women in the Boomer generation have been established as a profitable market for luxury vehicles, designer watches and other conspicuous consumption products. Baby Boomers believe in hard work to gain the success they enjoy. The Boomers value economic security and career success (Eastman and Liu 2012:93).

The baby boomer generation has been divided into two cohorts, that is, the Leading-edge Baby Boomers (1946-1954). This group went through the turmoil of the 1960s. The second cohort of the Baby Boomer generation was referred to as the Trailing-edge Baby Boomers (1955-1965). The Trailing-edge boomers came of age during the first sustained economic downturn since the Great Depression of the 1930s (Schewe and Geoffery 2004:54). Baby Boomer consumers are heavily time constrained and have no time to read marketing information (Williams and Page 2011). Creating products, services and marketing methods aimed at this cohort, representing a large segment of the population, is a noticeable trend in many other countries (Coleman, Hladikova, and Savelyeva 2006). Marketers target rich nostalgia accompanied by music and positive images of today without distancing other segments (Marconi 2001). According to interviews and focus group discussion held with Baby Boomer consumer, product choices were predominantly made based on the rationality of the purchase. Baby boomers also highlighted that brand names signalled a product's quality and that they were influenced by the opinions of product experts (Parment 2013:4).

Baby Boomers are more reluctant to take in new products, and they show a higher degree of scepticism for unknown products, such as value-priced import products. A study by Sudbury-Riley (2016) also discovered that materialism was not significant among baby Boomer consumers within the United Kingdom. However, further studies would be necessary to understand the behavioural characteristics of Baby Boomers in other parts of the world.

5.3.3.3 Generation X

Earlier studies have described Generation X (born between 1965 and 1980) as the first generation of the computer literate (Losyk 1997). Generation X was brought up with Music Television (MTV) and video games and they are very media savvy (Eastman and Liu 2012:94). Described as latchkey children of hard-working Boomer parents, Generation X individuals become independent early in their lives (Tapscott 1999). Such feelings may have filtered into the workspace and have affected their desire for autonomous working environments with flexible work schedules (Lancaster and Stillman 2002 and Cordeniz, 2002). This generation has been stated as demanding honest, straight-forward communication from an organisation and strict adherence to a brand's marketing promise (Generational-Targeted Marketing 2007). Based on their personality and behavioural characteristics, marketers eventually profiled them as affluent outsiders, disdaining authority (similar to Boomers) and technologically well prepared. This generation has been identified as a segment that is inclined to favour grouped activities, like attending sporting events and eating at restaurants (Howell 2012).

5.3.3.4 Generation Y

Generation Y has been described as the generation of individuals born between 1981 and 2000. These individuals have grown up during times of prosperity and wealth throughout the world. Generation Y consumers have a strong sense of entitlement in life and they desire the benefits of life without working for them (Marston 2005:93). Despite the levels of wealth, the socialisation of Generation Y individuals has been rather strict and very guarded. Many of them have experienced high levels of supervision at school and after school. They were found to have helicopter parents who have hovered over them (over-involved Boomer parents) (Sacks (2006). Also regarded as the N-generation or the

Millennials, Generation Y consumers have been influenced by brand-conscious Baby Boomer parents from childhood and choosing to remain loyal to those same brands. Generation Y customers derive a lot of peer recognition from the established brands (Generational-Targeted Marketing 2007). This generation seems to be less cynical when compared with Generation X. Their preferences include logo-imprinted clothing and accessories from their own music, films and brands (Marconi 2001; Howe and Strauss 2000).

Generation Y individuals place a lot more emphasis on high-involvement purchasing decisions and less effort on low-involvement decisions. For example, their choice of electricity or home insurance supplier may not warrant much consideration. The results a focus group discussions held by Parment (2013:4) with Generation Y consumers showed that their choices of products were made based on their emotional state. The choice on retailer was, on the other hand, made more rationally than emotionally. To Generation Y consumers, a brand signified quality which was associated with the image of the brand and its profile in society. To that end, their influences were highlighted as popular individuals. This may lead to the assumption that brands favour by influential or popular figures in society would be highly sought after.

Generation Y consumer display a high level of brand consciousness. Such behaviour may be the reason for the general preference for manufacturer brands over retail brands among Generation Y consumer. Conversely, they also show a strong tendency to avoid paying more than necessary for products by making price comparisons between products. Hence, retailer brands (private store brands) that offer more value for money may be preferred by this generation of consumers. Generation Y have been known to favour strong clothing brands which may be one of the reasons for the success of retail chains stores such as Hennes and Mauritz as well as Zara who cater to younger consumers (Mangold and Smith 2012).

In South Africa, a large portion of the emerging middle class referred to as the Black Diamonds belonged to Generation Y (64%). The following groups could be established within the emerging South African black middle class, namely: the Mzansi-youth (18-24 years old); the Start-me-ups (25-29 years old), and the Young-family group (30-34 years old). Differences were found between the three groups with the Mzansi-youth showing

more expressive purchasing behaviour, while the Young-family group showing expressive purchasing behaviour through the purchase of their children's products. However, all three groups used their purchase of established brands as a sign of success (Kotler and Armstrong 2009:150).

5.3.3.5 Generation Z

The Post-Millennials which have been referred to as the iGeneration or the Homeland Generation (Generation Z) is the demographic cohort of the Millennials cohort. No exact dates have been established defining the beginning of this cohort or its end. Demographers have characteristically used the birth years ranging from the mid-1990s and ending around 2010. From a young age, individuals within this cohort have been characterised by their prevalent use of the Internet. Individuals belonging to this cohort are stereotypically believed to be comfortable with technology. They are believed to exhibit a strong inclination for the use of social media websites (Strauss and Howe 1991).

Many Generation Z individuals may have been born to Generation X parents but others have parents who are Millennials (Magid 2012). Generation Z individuals have been stated as being somewhat insecure having been born during the Great Recession as stated by the Public Relations Society of America. They have been brought up as independent individuals also exhibiting entrepreneurial desires as a result of their distrust in the systems they have grown up in (Alex 2015). Generation Z has been described as more conventional, profit-oriented and pragmatic about financial issues compared to their predecessors (Elizabeth 2014). A 2014 study, 'Generation Z goes to College' established that students born to this generation identify themselves in the following ways; loyal, compassionate, thoughtful, open-minded, responsible, and determined. In contrast, their view of others within the same generation is somewhat different. They were stated as holding the following views about their peers; driven (competitive), spontaneous, adventurous, and inquisitive (Seemiller 2016).

5.4 GENDER

Research has established that one's gender and that of others plays a large part in how consumers behave towards products (Yang, Chartrand and Fitzsimons 2015:398). A differential effect of gender has been among the most robust findings in the literature. Cleveland, Badin, Laroche, Ward and Bergeron (2003:24) identified that a number of studies in consumer behaviour have consistently reported differences between males and females. Research has shown that males and females exhibit different shopping attitudes and behaviours. The two genders seem to differ in many aspects of consumption, product choice and response to advertising, and product positioning (Jackson, Stoel and Brantley 2011:2).

Gender has represented an important differentiating characteristic that marketers have regularly used when segmenting markets and when designing promotional and/or communication strategies (Cleveland, Babin, Laroche, Ward and Bergeron 2003:21). As a result, a lot of focus has been placed on gender differences and advertising (Fisher and Dubé, 2005; Putrevu, 2008; Kemp, Kennett-Hensel and Kees 2013). In line with the studies that have focused on gender differences and advertising, differences have been observed between consumer responses toward attribute-and goal-framed messages. Females within the study displayed less favourable responses toward negative attribute as well as goal-framed messages when compared to their male counterparts. The study also revealed that women expressed more negative thoughts when exposed to negatively framed messages than men (Putrevu 2010). Such studies continue to shed light on the differences that exist between male and female consumers and fuel the need for further investigation. Emphasis may be placed on other aspects of consumer behaviour in order to fully understand the implications of gender-based differences in consumer behaviour.

5.4.1 Sources of differences

Explanations for these differences between men and women have generally invoked two streams of thought: biological differences and sociological-trait-based differences. Biological differences in behaviour have been ascribed to cranial hemispheric activity: men are more dependent on the right-hemisphere. As a result, they excel at activities linked with right-hemisphere processing (such as spatial processing) (Trofimova 2013:756). Women, on the other hand, are more dependent on the left-hemisphere of the brain,

thereby outdoing men when undertaking activities such as verbal processing (Cleveland et al. 2003:24). Based on these differences in cortical organisation, it is assumed that males tend to rely on 'global rules or categorical concepts', while females are expected to analyse 'the specificities and intricacies represented or implied' when processing information (Trofimova 2013:749).

Applying this reasoning, men and women would be expected to be heuristic and comprehensive information gatherers, respectively. As a result, men would thereby focus on one or more prominent attributes easily accessible within the purchasing environment. These attributes would be used independently as heuristics (cues) in order for the customer process the information efficiently. On the other hand, female customers have been identified as being more inclined to use relational processing. Female customers would thereby consider the impending associations among articles of information received in their present environment, together with the information held in memory (preceding information) (Kempf, Laczniak and Smith 2006:7). The argument is that women carry out greater elaborative processes when analysing purchasing information.

Seminal studies by Moschis (1985) attributed gender differences to how parents train male and female children. Traditionally, women have not been encouraged to be independent thinkers or to be assertive (Worchel and Cooper 1976; Darley and Smith 1995). Meyers-Levy's (1989) selectivity model suggested that men are fundamentally discriminatory when they process information and when men obtain information heuristically; they have a tendency to overlook subtle cues. The principle proposes that women process information more comprehensively which requires them to consider the broad scope of information. Meyers-Levy (1989) also proposed that a consumer's goal orientation is affected by the consumers' gender, predominantly, the analysis of information. An inclination, among males, "to a single-focused, agentic orientation may represent their more general propensity to base responses on a rather selective consideration of available cues; whereas females' adherence to a communal orientation may be indicative of a broader tendency to consider a variety of cues as a basis of response" (Cleveland et. al 2003:25). It is widely accepted that women are largely responsible for most of the shopping for their families (that is, shopping trip for groceries and clothing) (Marshall and Anderson 2000).

5.4.2 Gender research

Marketing companies commonly use gender as a segmentation tool to divide consumer markets. According to Kumar (2014:35) the gender of a consumer influences his or her purchasing of different products. Gender-based differences in the ways females and male's process marketing messages have been the focus of marketing research. These differences have been tested and have generally been confirmed. Both on an overall product level and on the individual attribute level these differences have been found to be in existence (Kempf, Laczniak and Smith 2006:7). Women were found to be more engaged in the buying process, actively pursuing information for any purchase, and spending significantly greater amounts of time in stores (Jackson, Stoel and Brantley 2011:2). However, men seemed more inclined to engage in variety-seeking purchasing. Men are also more likely to display less brand involvement, be less environmentally conscious, thereby, less likely to purchase environmentally-friendly products (Mitchell and Walsh 2004:333).

The patterns of behaviour seem to follow the biological and sociological sources of gender differences. Females adopt more systematic approaches to information processing than their male counterparts, particularly in situations of low involvement. However, as the level of involvement increases, such gender based variances fade. These findings support the idea that men rely more on heuristics than women, particularly in low involvement purchasing situations. Therefore, the following aspects alter the evaluations of product, namely; the level of involvement, the level of perceived risk, the presence of a detailed message and the consumers processing style. Based on the arguments propounded by other authors, it seems that gender differences exist in information processing where it has been proposed that men have a greater probability of performing item-specific processing compared to women (Aggarwal and Vaidyanathan 2012:1382). Men seem more inclined to emphasise singular attributes or message cues of a product. Conversely, women are more inclined to undertake relational processing, whereby, they search for interrelationships, connections, and differences between multiple attributes and/or message cues as they process information (Kempf, Laczniak and Smith 2006:6).

Based on these findings it can be argued that men and women seek different aspect when they purchase products. Differences in information processing emanating from biological as well as socially engrained differences may result in different attribute preferences that

express their gender differences. On the other hand, an early study found that, after controlling the number of purchases, gender seemed to have a negligible effect on a consumer's in-store decision-making process (Kollat and Willett 1967). Additionally, gender refers to behavioural, psychological, social and cultural meanings associated with concepts of maleness and femaleness. More recently, researchers have been cautioned against the traditional use of the term gender due to its psychometric properties (Davis, Smith and Lang 2017:118). Such an argument promotes the existence of psychological androgyny and therefore raises further questions about gender differences.

Some studies investigated the effect of gender on the relationship between consumers purchase motivation (hedonic) and the consumers' online purchasing intent. They argued that offline gender behaviour considerably influenced online hedonic shopping motivation as well as the subsequent purchasing intentions, particularly, in the case of female consumers across all product categories. Nonetheless, the findings of the study were consistent with the hypothesis that rejected the definition of gender-based purchasing behaviour in terms of social constructs and biological confines. The study showed that both male and female consumers can display different types of gendered behaviour, that is, both groups may display masculine and feminine tendencies. However, it is likely that some distinction depicting traditional definitions of masculine and feminine behaviour may result in clear differences in behaviour between the two groups (Davis, Lang and San Diego 2014:25).

5.4.3 Gender and product type

Research has consistently discovered that consumer products and services may be assigned a gender. Not only have products been assigned a gender they have been sex-typed, possessing masculine as well as feminine characteristics. Consumers seem to classify products using sex-typed traits of masculinity and femininity. Several decades of research in both marketing and psychology have supported this view of sex-typed consumer product classifications. This has been aided by the use of gender based images that dominate marketing communication, particularly through the use of mass media. In order to maintain gender image integrity, consumers generally purchase products that are associated with the gender identities that correspond with their own gender identities (Fugate and Phillips 2010:252).

Gender categorisations have not been limited to products but have also been assigned to tasks and roles in society. For example, domestic labour has been traditionally considered a woman's responsibility. Ordinarily, women are the prime homemakers of most households. Not only do they purchase household products more than men, they also use cleaning products more often. Research conducted in Lebanon's underprivileged urban communities showed that young females began household-cleaning tasks from as early as 5 years of age. As a result, these girls are exposed to detergents early in their lives. These detergents include dishwashing detergents, bleach, all-purpose cleaners, tub and tile cleaners, toilet-bowl cleaners, disinfectants, glass cleaners, laundry detergents, and laundry softeners (Habib, El-Masri and Heath 2006:185).

The search for information occurs internally or externally. The internal search occurs in the form of a memory based retrieval of knowledge, while external memory searches involve the gathering of information from outside source or marketplace sources. The consumers own personal experiences with a product or something similar as well as knowledge acquired through the consumers own ongoing information search, formulate their internal sources of information. Failure to make a purchasing decision based on internally obtained information sources leads the consumer to conduct an external search (Gursoy and McCleary 2004:355). Depending on the costs associated with product search process consumers' preceding knowledge about a product (or their awareness of it) impacts the degree to which the consumer will conduct a search for the product. The individuals' recall of the product or the brand and their use of information in deriving conclusions about the products quality are all impacted by their prior knowledge about it. Among low-involvement products such as groceries consumer make inferences about product attribute values (Degeratu, Rangaswamy and Wu 2000:57).

Possessing prior knowledge of a product allows consumers to rate attractiveness of the available options using the attribute specific information already stored in the consumers' memory (Ratchford 2001). Possessing prior knowledge of the working of a product helps the consumers' decision-making process. However, findings supporting this notion have not been consistent.

A study by Lee and Lou (1995:25) investigated the use of different product cue on the consumer behaviour of 229 students. The study analysed the behaviour of the student towards two product categories. Within the study, it was hypothesised that, during purchasing evaluations consumers will use intrinsic attributes extrinsic attributes. The results of the study seemed to confirm the hypothesis ($r = .17, p < .05$). As a result it can be assumed that similar results may be obtained in a situation where consumers have greater involvement with a product or product category. Therefore, the female gender, by virtue of experience and frequency of use, would be more involved and more knowledgeable about the use of detergents as well as personal care products. As a result, the experience of female consumers may result in the use of extrinsic cues such as price less than their male counterparts (Lee and Lou 1995:26).

5.5 INCOME

As previously indicated, socio-demographics (socio-economics) have been used in a number of studies aimed at understanding consumer behaviour towards products (Krystallis and Chrysosoidis 2005; Gjonbalaj Miftari, Bytyqi and Shkodra 2010). Another major socio-economic variable that seems to have been widely researched is income. Changing income levels among society would give rise to new product developments, marketing opportunities, and would also induce technological changes. The result of their study showed varied attribute preference levels resulting from differences in income level thereby demonstrating the effects of incomes (Ubilava, Foster, Lusk and Nilsson 2010:587).

Studies have shown a correlation between disposable income and food purchase behaviour (Ali, Kapoor and Moorthy 2010:109). Higher-income consumers possess the ability to acquire expensive, status-enhancing products unlike lower-income consumers (for example, luxury products) (de Mooij 2004). Income has also been discovered to influence other aspects of shopping behaviour other than product choice. Particularly in the case of in-store behaviour, a shopper will have a high negligible inclination to acquire products using money in his or her in-store slack. Research has shown that higher-income households tend to be less price sensitive and thus more open to spontaneous purchase decisions (Stilley, Inman and Wakefield 2010:265).

According to Hernández, Jiménez and Martín (2011:119) usually, income is reflected in the professional status or social class of an individual. Differences in professional categories have been observed to accompany differences in income. Subsequently, investigating the variations that exist between social classes has been the prevailing focus in some marketing circles. Income has also been favoured as a segmentation tool due to its long historical links with social class positions and consumption patterns (Allard, Babin and Chebat 2009:42). In South Africa, social classes have been defined through the aid of the Living Standard Measure (LSM). A number of studies have employed the LSM when establishing a division between the middle class and the bottom of the pyramid classes (Chipp, Corder and Kapelianis 2012; McEwan, Hughes and Bek 2015).

5.6 THE LIVING STANDARDS MEASURE (LSM)

Lifestyle research is built on the premise that, the more one understands a consumer, the more effectively one can communicate and market to that consumer (Kuruvilla and Joshi 2010:261). Such research was largely costly and difficult for organisations to undertake. Fortunately, for South African organisations such data has been made accessible. The South African Advertising Research Foundation (SAARF) collects data through the All Media and Products Survey (AMPS). These surveys gather data from a nationally-representative sample on the consumption of media and products throughout South Africa. The Living Standards Measurement (LSM) is used as the input for an empirically derived segmentation of all South African social strata, based on a subset of variables contained in AMPS (Chipp et al. 2012:20). Many South African retailers have been known to have applied the Saarf Living Standards Measure (LSM) groupings to define their target markets (Haupt 2006; Preez, Visser and Zietsman 2007).

The concept of a Living Standards Measure (LSM) developed from the need to find a method of classifying all South African adults, regardless of their race or ethnicity. The appeal of the LSM arose from the summarised nature of the results as opposed to a reliance on a single demographic variable (Chipp, Corder and Kapelianis 2012:21). While the exact list of household variables that determine the LSM has changed over time, the process of generating the household variables remains essentially unchanged (Haupt, 2006). Over the years 29 variables have been used. The population is subdivided into 10

groups, from 10 (highest) to 1 (lowest). The LSM has been used significantly as a method of grouping segments while cutting across demographic differences. The LSM is regarded as a measure of wealth based on an individual's standard of living rather than his or her income. Using the LSMs, consumers are grouped using 29 indicators of living standards. These indicators include the degree of growth (urbanisation) ownership of a motor vehicle(s) ownership of major appliances, consumer and leisure goods, as well as their ability to pay for certain services (McEwan et al. 2015:237).

One important point of note is that the LSM classification is applied to all adults in a household, and as such is liable to change should someone move from one household to another (Chipp et al. 2012:21). The LSM describes the living standards of a household instead of that of an individual. According to a study by Chipp et al. (2012:21) the LSM grouping demonstrates the economic progression across the groups. For example, LSM one would be characterised by households without a domestic worker having no or only one radio, and living in a rural area. Whereas, by contrast, LSM ten would possess a television set(s), water on the property, fridge/freezer, flush toilet, and running hot water. Consumer Scope (2005) established four Lifestyle Levels which clustered LSM levels into the following groups: namely the Bottom, Mass, Emerging and Established Markets (Preez, Visser and Zietsman 2007:279).

5.6.1.1 Observable patterns of behaviour

The LSMs have been identified as neither psychographic nor attitudinal measures. According to McEwan, Hughes and Bek (2015:237) they split consumer markets in terms of the commodities possessed by a consumer. They are unable to predict whether or not particular groups are inclined to spend on specific commodities but they have helped marketers identify trends within these groups. For example, LSM seven to ten have the highest standards of living and they earn high salaries. These consumers are heavy users of most media products which makes them a target of many marketing plans (Chronis 2012).

A study by Beneke (2010:205) conducted in South Africa, ascertained that the country has a large population of lower-income households. The study determined that higher LSM categories (between LSM six and ten) seemed to favour the purchase of branded

products. The research suggests that the increase in consumer affluence has positively correlated with the willingness to try different established product brands (Mawers 2006). On the other hand, it was determined that consumers with limited financial resources favoured only trusted manufacturer brands with a proven track record of quality performance in order to lower the risk of any financial losses (Rusch 2002). However, another reason for such behaviour has been the issue of accessibility. In South Africa, lower income households do not only consider the risks associated with purchasing other alternative brands but they are also affected by a lack of direct access to retailers that sell private label brands (Beneke 2010:205). The influence of income on hedonic and utilitarian shopping activities has been previously discussed. Allard, Babin and Chebat (2009:42) discovered that low-income consumers are susceptible to hedonic shopping orientations while high-income consumers are more fascinated by the utilitarian orientations.

5.6.1.2 Product type and living standard

Traditionally private label brands have been offered as a cheaper version for the more expensive manufacturer or national brands. These products were developed for the increasingly value-conscious consumers. The economic turmoil of 2012 forced retailers to rethink their strategies. One would assume that consumer struggling financially found themselves cheaper options on the shelves of retail outlets. As a result, struggling consumer would, therefore, constitute the bulk of private store brand sales. Consequently, consumers within lower LSM groupings would thereby favour private label products more than manufacturer or national brands because of the association with lower prices.

However, consumers appeared to have declined in their tendency of purchasing less expensive soaps and detergents, which contained a lower concentration of active ingredients, as the economy improved. Consumers seemed to favour value products and not rock-bottom prices. Manufacturers thereby declared that such behaviour could be explained as a desire for products with a better cost-to-performance ratio. Henkel reformulated its portfolio of liquid laundry detergents so that they could be used in both standard-top-loading washing machines and high-efficiency machines (Focus on Surfactants 2011:5).

5.7 SUMMARY

From the evidence provided within the literature it is evident that demographics affect consumer behaviour. Focus was placed on the age of consumers with particular emphasis on the generation of birth. Generational cohorts seem to enable the grouping of consumer into categories characterised by similar patterns of behaviour that are common among consumer belonging to such groups. The literature has shown that similar behavioural patterns have also been found among consumers of similar gender, income as well as consumers of similar living standards. Preceding chapters have highlighted the presence of preference instability as a result the influence of consumer demographics continue to be an area of key interest that requires further exploration.

CHAPTER SIX

RESEARCH METHODOLOGY

6.1 INTRODUCTION

The main purpose of this study was to investigate consumers' product attribute preferences with two product categories (clothing detergents and skincare products) in Durban. A discussion of the existing literature was conducted in the previous chapters focusing on marketing concepts, consumer behaviour, product consideration as well as multi-attribute preference models. This chapter outlines the research method used for the empirical study. Research methodology which refers to the science of studying how the research was carried out and will be identified in this chapter (Rajasekar, Philominathan and Chinnathambi 2006:5).

A description of the research process will also be provided as well as the rationale for the specific methods undertaken (Kallet 2004:1229). The research method forms a critical part of any research because an unreliable method produces an unreliable set of results. Consequently, it undermines the value of interpretations and findings (Labaree 2013). The chapter will also include the two-phase data collection process. The first phase of the data collection process was informed by the existing literature on the use of conjoint analysis. The second phase of the data collection was informed by existing literature on conjoint analysis as well as the results of phase one. The chapter also discusses the study population, research instrument, data analysis as well as the reliability and validity measures of the study.

6.2 AIM AND OBJECTIVES OF THE STUDY

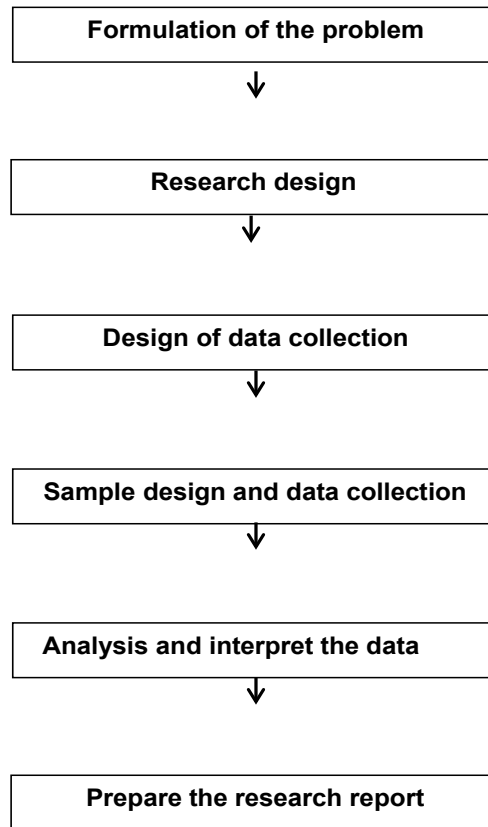


Figure 6.1: The marketing research process (Iacobucci and Churchill 2010:31)

According to Smith and Albaum (2010:5) the research process consists of nine steps, namely; (1) Product formulation, (2) Cost value analysis, (3) Method of inquiry, (4) Research design, (5) Data collection design, (6) Planning and survey design, (7) Data Collection, (8) Analysing and interpreting data, and (9) Research report. The steps mentioned are consistent with the steps developed by Gravetter and Forzano (2012). The research process, particularly marketing research, consists of six sequential steps. Regardless of the number of steps identified in the research process, the authors seem to agree with the premise that the process begins with an identification of a research problem (problem formulation). The depiction in Figure 6.1 offers a simplified version of the research process highlighted (Malhotra 2002:10).

Malhotra (2004:33) pinpointed that developing the research problem entails, firstly, establishing a general problem and then recognising precise aspects of the marketing research problem to be addressed. Consequently, when the problem has been carefully defined the research can be structured in order for it to obtain pertinent data and this requires the establishment of specific objectives for the study (Iacobucci and Churchill 2010:29). Based on the research problem identified in chapter one the purpose of this study is to investigate product attribute preferences for the establishment of a consideration set of selected hedonic and utilitarian cross-category shopping products in Durban. The purpose of the study was subsequently developed into the following objectives:

- To identify product attribute preferences for hedonic (skin/personal care) and utilitarian (detergents) shopping products cross-categories sold by the leading retail supermarkets (Woolworths, Pick n Pay, Spar, Game and Shoprite) in Durban, South Africa.
- Investigate the effect of consumer demographics and LSM on product attribute preference for hedonic and utilitarian shopping products cross (skin care and clothing detergents).
- To determine the existence of variances in product attribute preferences for products within the two shopping products cross-categories (skin care and clothing detergents).
- To propose a framework illustrating the effect of consumer demographics, the LSM and attribute preferences on the establishment of a consideration set of hedonic and utilitarian products

According to Babbie, Mouton, Vorster and Prozesky (2010: 72) one of the main considerations for the development of a research design for any study is the setting of research objectives. Therefore, the objectives set for this study influenced the decision for the research design chosen for this study.

6.3 DEVELOPING A RESEARCH DESIGN

The research design serves as the framework or design for a study that guides the collection and analysis of data (Churchill, Brown and Suter 2010:78). In it, the researcher outlines what to do with the respondents with the perspective of reaching conclusions about the research problem (Welman, Kruger and Mitchell 2005:52). Research design serves as the framework or plan for a study that guides the collection and analysis of data (Churchill, Brown and Suter 2010:78). The research design is regarded as the basis for executing a specific marketing research project. It provides details about the procedures to be followed to obtain the data required to address the research aim. The aim of this is to put forward a study that will test the stated hypotheses, provide probable answers to the research questions asked and enable better decision making (Malhotra 2004:10). The desired outcome of the total operation of marketing research is meant to link the consumer to the marketer by providing data that can be applied in marketing decision-making (Burns and Bush 2003:7). This study was, however, quantitative in nature.

Three research designs are used by researchers to investigate marketing research problems. According to Iacobucci and Churchill (2010:28-59) research designs are, namely; exploratory, descriptive and causal research designs. Exploratory research has been described as research that is contracted to gather background information about the universal nature of the research problem or when very little is known about the problem. Malhotra (2010:102) stated that this type of research is carried out in order to provide knowledge and understanding of the problem by exploration. Secondary data analysis and expert surveys are among some of the methods used in such studies. Case studies, as well as pilot studies, may also be conducted (Cant et al. 2008:31).

The causal research design is described as research that is interested in the idea of causality which is different from everyday notions (Iacobucci and Churchill 2010:99). The scientific concept of causality implies probabilistic relationships between variables under investigation.

Descriptive research, on the other hand, has been applied to provide a description instead of providing an explanation of a market position, specific consumer attitudes, beliefs held or thoughts (Bradley 2010:510). Malhotra (2010:104) stipulated that such research is conducted using surveys, panels and observations. Descriptive research can be used to

describe characteristics of certain groups, that is, an attempt by researchers to profile users of brands or products with respect to income levels, age, gender and education, for example (Churchill 2010:84). A descriptive research design was found appropriate for the situation under investigation within this study. Such a research design would enable the profiling of consumers' considerations for both clothing detergents and skincare product categories using consumer living standards, age (generational cohorts) and gender.

A descriptive research design would be suitable in situations where the researcher would need to estimate the proportion of people behaving in certain ways. For example, a descriptive research design would be suitable in a situation where the researcher would need to estimate the proportions of people within a specific area or radius who shop at a certain shopping complex. As a result, a descriptive research design enabled this study to estimate the proportions of consumers within Durban who prefer certain product attributes when considering clothing detergents and skincare product category purchases. Descriptive studies can be conducted in either longitudinal or cross-sectional studies. A cross-sectional study has been identified as the most widely used form of descriptive research and has been classified as the most important. This approach to descriptive studies provides a snapshot of the variables of interest for a certain period of time. A cross-sectional descriptive study also involves the identification of a sample that is representative of the population under investigation. A great deal of emphasis is placed on the establishment of the research sample (Iacobucci and Churchill 2010:93). For the purpose of this survey, a single cross-sectional design was employed to gather the information from a selected sample. Malhotra (2010:108) distinguishes a single cross-sectional design as a study within which information is obtained from a sample only once, comprised of a single sample drawn from the target population.

6.4 RESEARCH APPROACH

Two research approaches, namely qualitative and quantitative research are used in marketing research. McDaniel and Gates (2007:128) stated that the two approaches can be differentiated by their sample sizes and their structures. Qualitative research uses small sample sizes while quantitative research makes use of large sample sizes. Qualitative research has been characterised as an unstructured approach to research that is useful when attempting to advance knowledge and understanding of a problem. Furthermore,

qualitative research can be used in a situation where the researcher intends to investigate the original motivations or causes of a particular activity (Malhotra 2010:171). Quantitative research, on the other hand, has been described as a structured approach that uses a larger sample size in order to generalise findings to a much larger population (Struwig and Stead 2010:5). Therefore, a quantitative research approach was chosen. In accordance with Saunders, Lewis and Thornhill (2009:153) quantitative research that conforms to a deductive research process and necessitates the assemblage and analysis of numerical information to identify statistical relations of variables was used for this study. Marketing researchers essentially seek for two forms of data, primary data and secondary data.

Primary data refers to data collected to address the questions surrounding a specific problem. Secondary (historical data) refers to data formerly collected for a separate project which is different from the one at hand (Zikmund 2003:63). Due to the lack of information needed to solve a research problem, both internally and within existing published data, researchers frequently have to rely on data collected for that specific study (primary data) in order to solve the stated problem (Churchill 1983:21). For the purpose of this study, both secondary data and primary data were collected. Secondary data was employed to aid in the development of a conceptual model, while primary data was used to investigate the specific problem.

6.4.1 Research philosophy

For a number of reasons, it is important to approach questions from a philosophical point of view. Philosophical thinking encourages in-depth analysis which may produce other questions surrounding the concept under investigation. This approach may be helpful in understanding methodological levels of inquiry (Crossan 2003). An in-depth, indirect level of questioning associated with philosophy helps to refine research methodology. On a basic level research may be classified philosophically. Two main philosophical dimensions exist in research, namely; ontological and epistemological dimensions (Wahyuni 2012:69).

The development of philosophical dimensions requires the researcher to make a number of assumptions about reality (ontology); knowledge (epistemology) and human nature (whether or not it is pre-determined). These assumptions have been described as being consequential to each other. That is, a researcher's outlook on reality will influence the

way the researcher searches for knowledge as well as their understanding of human nature. Such a relationship also affects the methodology used by the researcher to investigate phenomena (Holden and Lynch 2004:2).

Ontology is concerned with the subject of being or existence and the general nature of reality. In the context of social research, reality is viewed from two perspectives, namely; nominalist or a realist point of view (Neuman 2014:94). The nominalist point of view regards reality as being dependent upon the social actors while the realist point of view considers reality as being independent of its social actors. The realist view considers reality as independent of external influences. The realist point of view has also been regarded as objective while the nominalist subjective (Wahyuni 2012:69). For the purpose of this study the researcher took a realistic or objective point of view.

Epistemology is the theory of knowledge, the philosophical study of the nature, origin, and scope of knowledge (Moser 2010:1). Epistemology focuses on the creation of knowledge and how human beings establish knowledge identifying valid means of obtaining truth. A majority of the research conducted in organisational science has assumed the presence objectivity in reality (Holden and Lynch 2004:5). By adopting realists point of view, when conducting research one can produce knowledge by collecting empirical evidence about the nature of reality. From this perspective, researchers can observe events in the real world that may verify or disprove existing ideas about reality (Neuman 2014:95).

6.4.2 Philosophical approaches

Four approaches in social sciences which are linked to a number of research techniques, namely; positivist, post positivist, interpretivist and pragmatism (Wahyuni 2012: 69). These approaches are similar to a scientific paradigm which is an entire system of conceiving ideas. Positivist social science approach is considered the dominant approach and it is also referred to as logical empiricism, post-positivism, naturalism, and behaviourism. For the purpose of this study, a positivist approach was taken. The approach is regarded as an organised method that combines deductive logic with precise empirical observations. The approach also assumes behaviour is driven by self-interests, the pursuit of pleasure, pain-avoidance and rationality rational (Neuman 2014). Positivism adopts a quantitative approach to research. The positivist approach highlights the use of a methodological

approach to research as well as value-freedom which insist on the freedom of choice in what researchers choose to study. Moreover, it also highlights the need to operationalise concepts that the researcher intends to measure (Frank 2013:46). Therefore, the use of deductive logic and a quantitative methodological approach inherent in the positivism informed the development of this study's research design.

6.5 TARGET POPULATION

Cooper and Schindler (2008:90) defined the target population as the group of people that possess the desired data and who are capable of providing responses to the measurement questions asked. Banerjee and Chaudhury (2010:60) indicated that it is made up of an entire group from which some information is required to be ascertained. Aaker et al. (2011:336) stated that to distinguish the target population accurately is important. The author highlighted that an inaccurately delineated target population affects the accuracy of the findings. For the intents of this study, the target population was built up of all legal age retail shopping consumers within the greater Durban area. Retail shoppers in the city of Durban were identified as ideal candidates for the study on the basis of the level of retail industry activity within the province of Kwa-Zulu Natal.

Economic activity within South African industries has been varied. Some industries have looked more dynamic than others as illustrated by reports put forward by Statistics South Africa (2015). Statistics South Africa releases annual estimates that highlight the extent of economic activity in each of the county's nine provinces. "Estimates indicated that the highest real annual economic growth rates per region - as measured by the gross domestic product per region (GDPR) at market prices - for 2011 compared with 2010 were recorded in Gauteng at 4.0 percent, followed by Western Cape and KwaZulu-Natal at 3.6 percent each respectively" (Statistics South Africa 2015:1). The economic performance observed within these provinces was driven by growth within the wholesale, retail and motor trade; catering and accommodation industry as some of the major drivers. Gauteng historically led all the provinces while Kwa-Zulu Natal came in the second position. According to Statistics South Africa (2015) the province of Kwa-Zulu Natal has the second most dynamic retail and wholesale industry in South Africa, therefore, placing prominence on the province as well as the retailing industry second only to the Gauteng province.

South Africa, according to a report by Norton Incorporated (2016:9) “consumer behaviour in South Africa demonstrates that competition between retail grocers in South Africa is intense and is often responsive to changes in consumer behaviour, which demands greater access to products on a more convenient basis and at very competitive prices”. Some of the five largest players in retailing collectively account for a large percentage of the food retail market in South Africa. The top four (as referred to in the third party reports, namely: Shoprite Checkers, Pick n Pay, Spar and Woolworths Foods) totalled R220 billion (gross revenue) for the year 2014. On the other hand, a report established by Pick n Pay questioned these figures. Granting to the report the so-called top four’s sales would collectively represent a 56% market share of the R394 billion formal markets. As a consequence, it was accepted that a big percentage of the retail client base in South Africa has, at some period in time, carried out their retail shopping within the four leading retail chain shops in South Africa. Especially, in Kwa-Zulu Natal and Gauteng, where retailing activities have been higher than any other province in South Africa consumer purchases from these chain stores may be considered substantial. Based on the geographical location Durban retail consumers have been selected for the purposes of this study.

6.5.1 Accessible population

A distinction was made highlighting that beyond the target population there exists what they referred to as the accessible population (Polit and Hungler 1999). According to Goddard and Melville (2004:34) the research population is any group that is the subject of the research. The accessible population, on the other hand, was established as a subset of the target population that would be accessible to the researcher to study. Therefore, the accessible population for this study was comprised of students of the three major universities in Durban (Mangosuthu University of Technology, Durban University of Technology and the University of KwaZulu-Natal). According to the Republic of South Africa’s Department of Higher Education and Training (2014:9) the population of enrolled students from the three universities in 2012 was 37 242 (UKZN), 24 875 (DUT) and 10 802 (MUT) respectively. It was assumed that these figures would not have undergone drastic changes, thereby ensuring that the total research population of the three institutions remained above 65 000.

According to Govinder, Zondo and Makgoba (2013:3) a casual visit to the campuses of a number of universities attests to the notion that most universities are a microcosm of the nation rather than the region. Researchers, like McDaniel and Gates (2007:376) have stated that the target population is identified on the basis of the geographical location, population demographics, product or service use, or awareness measures. For this very reason, three public universities within the city of Durban were selected for the study. Govinder, Zondo and Makgoba (2013:3) highlighted that the national demographic percentages of students distributed throughout the country's universities all fall within the economically active ages within South Africa. As a result, the three university campuses were identified as ideal and accessible sites for the study.

6.6 SAMPLING

The sampling method is described as the process of selecting units of people or organisations from a population of interest, whereby the results of studying from the sample can be generalised to the whole population (Chaturvedi 2009:4). The sample for this study comprised of students registered at the selected universities. The respondents included in the sample were of both genders, older than 18 years because South African law recognises individuals under the age of 18 as minors possessing limited legal capacity (Strode, Slack and Essack 2011:604).

For this study, non-probability sampling was used which implied that the elements from the population were selected in a non-statistical manner (Schmidt and Hollensen 2006:166), but rather, subjective methods were used to decide which elements were included in the sample. According to Henry (1990:17), non-probability samples are "a collection of sampling approaches that have the distinguishing characteristics that subjective judgments play a role in the selection of the sample". This was done because non-probability sampling is regarded as less expensive compared to probability sampling and can often be implemented more quickly (Battaglia 2008: 523).

6.6.1 Sampling methods

For quantitative research a number of sampling methods may be used which have also been referred to as sampling strategies (Kumar 2011). In this study convenience sampling

was used within the study. Convenience sampling is a method commonly used in behavioural sciences research. The emphasis here is the ease with which the researcher can obtain respondents (Gravetter and Forzano 2011:151). As a result, research respondents were chosen for the researchers' convenience. Student classes were intercepted at the researcher's convenience upon obtaining permission from the governing university's authorities.

Quota sampling was also used. Quota sampling is a type of non-probability sampling technique where the "units are selected in a sample on the basis of pre-specified characteristics so that the sample will have the same distribution characteristics assumed to exist in the population" (Babbie 2012:192). The quota sampling criterion was based on the existing literature on consumer demographics. Random sample allocation used in medical research tests was used in the study. The sample was split into two groups possessing similar population characteristics. In order to eliminate

Purposive sampling was also employed within the study, particularly for the purpose of filling the quota. The research sample may be deliberately selected according to the needs of the study which is referred to as purposive sampling. According to Strydom, Fouche and Delport (2005:329), purposive sampling is used in situations where it helps identify a specific element within a study. As a result, the researcher sought to purposely identify research respondents who most identified with the research phenomenon. The respondents were selected on the basis of their capacity to give meaningful information relevant to the study as respondents of a particular age, gender, and living standard measure was sought after. The use of purposive sampling leaves the selection of a respondent from the target population to the judgment of the researcher. The quality of samples selected by using this approach depends on the accuracy and subjective interpretation of the researcher. The desired sample is illustrated in Table 6.3.

6.6.2 Sample size

Table 6.1: Targeted research sample population

GENERATIONAL COHORTS							
Baby Boomers (1946-1964)		Generation X (1965-1976)		Generation Y (1977-1994)		Generation Z (1995-1999)	
Male	Female	Male	Female	Male	Female	Male	Female
30	30	30	30	30	30	30	30
30	30	30	30	30	30	30	30

Goddard and Melville (2004:34) stated that the sample refers to a subset of the research population. Malhotra (2010:374) stated that sample size refers to the number of respondents that are involved in a study. Cant et al. (2005:177) detailed the challenges involved in determining the size of the sample of respondents for a specific study. In response to some of these challenges, it has been determined that sample sizes of similar studies allow for researchers to compare the studies (Struwig and Stead 2010:120). However, it is largely stated that greater samples sizes produce more reliable research findings. Consequently, Roscoe (1975, cited by Sekaran and Bougie 2010:296) stressed that a suitable sample size should be between 30 and 500 research respondents. Furthermore, a population size of 75 000 and 1 000 000 would require a sample size of 382 to 384 research respondents. As a result, a targeted sample size of 480, indicated in Table 6.3 was deemed suitable to ensure a minimum sample size of 60 respondents across the different generational groupings.

6.6.3 Sampling Frame

According to Neuman (2014: 252) accurate sampling with research is dependent on the development of a good sampling frame. A sampling frame is regarded as a way in which the researcher identifies, evaluates and ultimately chooses participant from the study population which is usually in the form of a physical listing. However, a physical listing may not always be available leading to the use of a procedural frame designed to produce the same a results as a physical list (Smith and Albaum 2010:126). Another description of a sampling frame is the set of source materials from which the sample is selected. The

definition also encompasses the purpose of sampling frames, which is to provide a means for choosing the particular members of the target population that are to be interviewed in the survey (Turner 2003:3). Therefore, for the purpose of this study a physical sampling frame in the form of a class list of registered students used to collect data from the classes were permission was granted to the researcher to collect data at DUT, MUT and UKZN.

6.7 DATA COLLECTION

In most studies, according to Churchill (1983:21) a researcher frequently has to rely on primary data that is collected in order for the researcher to be able to provide an answer to the identified problem. Burns and Bush (2003:237) asserted that generally, researchers make use of three primary data collection methods namely surveys, experiments and observation. The choice of method depends on the research objectives as well as the accessibility of the data sources. Other factors that influence the choice of research method include the time available for data collection and the cost-effectiveness of the of data acquisition (Zikmund 2003:65). Data collection, therefore, encompasses all the activities embarked on in order to solicit the right answers from the chosen sample (Berndt and Petzer 2011:202). For the purpose of this study, the survey research method was selected.

6.7.1 The survey research method

The design of this study has led to the use of a survey research method. An existing and accessible consumer data source was identified, thereby allowing for the use the survey method. The survey method was also thought to be reasonably inexpensive when compared with other methods. Survey questions can be asked verbally, in writing, or electronically using computer technology. Responses could also be obtained using the same methods (Malhotra 2004:168). The survey method calls for the use of a structured questionnaire where research questions are taken in a pre-set order designed to gather specific data from a number of selected respondents. McDaniel and Gates (2007:73) stated that the survey method is generally used in situations where the researcher wishes to obtain respondents opinions, attitudes and overall behaviour. Others have pointed out that, when incorporating the survey method, a researcher questions specific aspects concerning the research respondents' attitudes, goal (intents), behaviour, motivations,

awareness, demographic and lifestyle features (Malhotra 2010:211). Other researchers such as Aaker et al. (2011:198) supported this assertion, stating that respondents thoughts about a research topic may be investigated using the survey method. In such situations, structured questions are stereotypically used in surveys to ensure methodical data collection (Walliman 2011:97).

For the purpose of the study, a two-part survey was conducted, divided into two sequential stages. The first phase of the survey involved establishing attribute rankings, attribute importance ratings and attribute level preferences for clothing detergents and skincare products. This was in line with the conjoint analysis method incorporated within the study, where the respondents stated the attributes and attribute levels that they preferred in the selection of hedonic and utilitarian product categories (Bauer et al. 2015:2). Conjoint analysis traditionally requires respondents to rate combinations called profiles. After profiles have been rated, conjoint analysis is used to compute numeric values or utilities for each sub-action. The utilities quantify the relative importance of each sub-actions based on the opinions and preferences of the chosen sample (Makkar, Williamson, Turner, Redman and Louviere 2015:27).

An integration of attribute (as well as attribute level) desirability and importance ratings were instituted, which were used in the second phase of the study (Green et al. 2001:65). For this study category profiles were established quantitatively, thus, allowing for the use of a survey method. Profiles were established by the researcher in consultation with a statistician in order to ensure validity. Through the use of orthogonal analysis, used in traditional conjoint analysis studies, established attribute importance rating and attribute level preferences were used to develop a list of 10 full-profiles (product category profiles) (Hauser, Toubia, Evgeniou, Befurt And Dzyabura 2010; Mueller, Lockshin, Saltman, and Blanford 2010; Agarwal et al. 2015). The second phase of the work involved the evaluation of profiles comprising of a number of attributes on several levels drawn from a larger lot of attribute preferences identified during the first phase of the data collection. In order to avoid the use of irrelevant product attributes, data collection occurred in two sequential phases. Phase two questionnaire required respondents to rank the clothing detergent and skincare product profiles in their order of preference from 1 (most preferred) to 10 (least preferred).

6.7.2 The measuring instrument

For the purpose of the study, two structured questionnaires were developed and used to measure consumer attribute preferences. The following sections highlight the steps taken to develop the measuring instrument used for gathering primary data for this survey. For the purpose of this study a researcher-administered self-completion questionnaires comprising of structured questions, assessed in an undisguised manner formed the measuring instrument. Respondent's demographics, including the questions pertaining to attribute level preferences as well as a question relating to the respondents LSM, were acquired by means of multiple-choice questions. Demographic questions and LSM questions were used in both phase one and phase two.

A questionnaire can be defined as a group of specific questions established to obtain the necessary data from the research respondents, about a problem, in order to meet the objectives of the study (McDaniel and Gates 2007:330). The kind of data to be collected as well as the nature of the data analysis process influences the development of a questionnaire. The predetermined sample of respondents also affects the nature of the questionnaire (West 1999:79). The development of the right questionnaire requires the determination of the nature of the information to be obtained (Cant et al. 2008:148).

6.7.3 The construction of the measuring instrument

Malhotra (2010:335) stated that the manner in which a questionnaire is designed must ensure the utmost response rate from the research respondents. Enhancing the success rate of the questionnaire may be achieved by offering some encouragement to the research (Denscombe 2010:163). Clear instructions and questions must be provided in a self-administered questionnaire, especially in the absence of the researcher (Fowler 2009:121). Thus, a self-administered questionnaire should include an informative letter acquainting the respondent with the subject. The letter should also provide an explanation of the aim of the survey (Bradley 2010:189). Furthermore, Berndt and Petzer (2011:197) highlighted that the questionnaire should be attractive in order for it to capture the attention and cooperation of the respondents. The researcher's contact details should also be provided.

The phrasing of the questions has an important effect on the character of the instrument (questionnaire). McDaniel and Gates (2007:345) declared that the diction must be detailed in such a fashion that the respondents interpret each question the same. Recommendations have been made that questionnaires must exercise simplistic phrasing that matches the respondent's point of cognition (West 1999:81). Vague terminology should be evaded, and the use of technical terminology should be downplayed (Denscombe 2010:163).

The duration of the questionnaires may be reported as the median time taken for a respondent to finish the questionnaire. In order to obtain quality responses, the duration of the questionnaires must be brought to a considerable minimum (Malhotra 2010:359). McDaniel and Gates (2007:352) indicated that the researchers should not surpass 20 minutes when administering questionnaires. Although determining the duration of the questionnaire is difficult, this may be achieved by avoiding questions that are of a repetitive nature (Struwig and Stead 2010:96).

The questionnaires used within the study briefly expressed, in simple terms, the objectives of the study. The phrasing of the questions used in the questionnaire was guided by the aforementioned recommendations. In order for the respondents to understand the questions correctly, questions were articulated in a clear manner, using unambiguous and simple words. The questionnaires used in the study could each be completed within 10 minutes, which guaranteed that the duration of the instrument was acceptable. An information letter was also attached to each questionnaire, which contained the purpose of the study including all relevant contact details. The questionnaires may be found in Appendix A.2.2 and A.3.2.

6.7.3.1 Question format

The question format refers to the level of independence that respondents are allowed by each question asked (Aaker et al. 2011:277). As detailed by Malhotra (2010:434), typically, respondents are given the choice between two types of formats, that is, structured and unstructured questions. Structured question is generally predetermined questions accompanied by a series of indicated response formats whereas; unstructured questions refer to open-ended questions. Bradley (2010:194) stated that questionnaires containing

open-ended questions require respondents to provide answers in their own words. Observations of research respondent behaviour have shown that respondents have a higher probability of completing a self-administered questionnaire when the questions are structured (Cant et al. 2008:151).

Furthermore, questionnaires can be dichotomised into two forms (disguised questionnaire and undisguised). Disguised questionnaires have been arguably better suited to situations where the purpose of the survey is broad and not easily interpreted by the respondents. An undisguised questionnaire, on the other hand, has been stated as better suited to situations where the research purpose is apparent (Iacobucci and Churchill 2010:188).

According to Cant et al. (2008:132) measurement may be regarded as the procedure of assigning quantifiable (numeric value) meaning to the features of the entity being measured. Furthermore, Malhotra (2010:282) elaborated that the focus is placed on the characteristic (feature) rather than the article. The features that are measured may comprise of attitudes, opinions, preferences and behaviour towards the article. McDaniel and Gates (2007:269) also indicated that a scale is incorporated as a gauge to measure the characteristics. Moreover, Wiid and Diggins (2013:149) highlighted that the scaling process places the entities according to the quantity of the unit being measured. Therefore, the choice of a scale is a critical aspect of the measurement of the unit or characteristic (Aaker et al. 2011:249).

An itemised rating scale is regarded as a scale with numerical values associated with specific classifications. Respondents are required to choose suitable classifications, rating the article in line with their perceptions or attitude (Malhotra 2010; Wiid and Diggins 2013). Commonly, researchers incorporate the semantic differential scale as one of the most preferred scales, together with the Staple scale and the Likert scale (Malhotra 2010; Iacobucci and Churchill 2010; Cant et al. 2008; Wiid and Diggins 2013). The formulation of the questionnaire incorporated some of the techniques mentioned which will be discussed in the following sections.

- Semantic Scale

The semantic scale uses conflicting adjectives as the two ends of a semantic continuum associated with the article under investigation (Berndt and Petzer, 2011:192). Respondents are hereby required to indicate a point between these two adjectives that accurately expresses their opinions, perceptions or feelings about the article (object) in question (Shiu, Hair, Bush and Ortinau. 2009:424). The scale encompasses three major focus areas, identified as assessment, strength and activity (Iacobucci and Churchill 2010:241). The first focus area, assessment (evaluation) highlights the use of opposing words such as good and bad, whereas strength (potency) focus area is characterised by the use of words such as strong and weak. The third focus area is highlighted by the use of words such as fast and slow.

This scale consists of seven categories of which the endpoints are opposite adjectives (Aaker et al. 2011:261). The scale uses numerical values within a given range (1-7) which are also ascribed to the seven categories. A summative score can be obtained for each respondent. The negatively worded adjective is usually allocated to the left-hand side of the scale. McDaniel and Gates (2007:304) mentioned that the scale is best suited to situations where the researcher is assessing strengths and weaknesses of a product or brand image. It is an efficient and effective option. A Semantic scale was also used in Section C where respondents were required to rate products using contrasting adjectives at opposite ends of the scale. Respondents were required to rate products as either hedonic or utilitarian on a seven-point semantic scale (see Appendix A.2.2).

- Likert scale

Another scale, also referred to as the summated scale is the Likert scale (Aaker et al. 2011:259). The scale consists of a series of statements that describe a favourable or unfavourable attitude that consumers have towards an article (McDaniel and Gates 2007:307). The scale requires respondents to indicate the levels to which they agree or disagree on a symmetric agree - disagree scale (Burns and Bush 2010:312). Numerical values are frequently allotted to each state for analysis purposes. Respondents are required to rate the article based indicating their relative agreement or disagreement in accordance with the statement. Furthermore, Cant et al. 2008:142) indicated that the positive statement would be awarded the highest rating while the negative statement

would be awarded the lowest score. Adjustments can be made to the Likert scale to suit the study in question. In some instances, the scale can be altered by the researchers in such a manner that it consists of five, six or seven periods.

According to Shiu et al. (2009:422) a six-point Likert scale offers the benefit of compelling a respondent to make choices between a negative and positive option. The midpoint of the scale caters to any uncertainty that respondents may have. Others have argued that when using the scale, analysis can be conducted by means of an item-by-item approach. Such an approach can be described as profile analysis. An overall score for each respondent can be determined in order to establish whether the respondent possesses a largely positive or negative position towards subject under investigation (Malhotra 2010:309). Iacobucci and Churchill (2010:241) stated that the scale is user-friendly. Nevertheless, the time taken to complete the scale may be longer when compared with itemised other scales (Malhotra 2010:309). For the purpose of this study, a five-point Likert scale was used within Section D of the questionnaire used in phase one of the study. The Likert scale was used to measure the importance rating of the respondents' desired attribute preferences (see Appendix A.2.2).

6.7.3.2 Questionnaire layout

The layout of a questionnaire is described as the sequence of statements and questions that are found in a questionnaire (Burns and Bush 2010:341). The flow or arrangement of questions is crucial to the respondents' willingness to go through entire the questionnaire (Aaker et al. 2011:289). Therefore, questions should be arranged in a logical sequence which is also stimulating (Cant et al. 2001:156). Simple questions may be placed first in order to ease the respondents into the questioning. Filtering questions may be placed at the beginning of the research instrument (Churchill and Iacobucci 2010:220). The instrument should be split into segments, made up of associated questions (grouped together). The grouping of questions seems widely supported by other authors which should be arranged logically (Struwig and Stead 2010:89).

The research instrument (questionnaire) should be split into different sections in order to cater to the different forms of information under investigation (Mahotra 2010:352). For the design of this survey, Phase one questionnaire was split into a number of parts, namely

Section A, B, C, D and E (refer to Appendix A.2.2). The questionnaire for Phase two was divided into Sections A, B and C (see Appendix A.3.2). The respondents' demographic information for both questionnaires were obtained in Section A of both questionnaires (phase one and phase two). The LSM for both questionnaires was obtained in Section B. Demographic information can be determined as those properties of a respondent that are fixed characteristics that usually cannot be modified by any selling efforts (Berndt and Petzer 2011:184). Screening question pertaining to demographic aspects were included in Section A, ensuring that all the respondents met all the requirements of the research population (Malhotra 2010:340). This included the respondents' age to ensure that the respondents are part of the defined target.

Section C of the phase one questionnaire was made up of the Semantic scale while Section C of the phase two questionnaire was designed based on consumer conjoint analysis scales (Silayoi and Speece 2007; Jainarain 2012; Wu et al 2014; Bauer et al 2015). The product profiles were graphically presented to respondents in the form of a chart. Two separate charts depicting the product attributes of clothing detergent and skincare product attributes were presented to respondents as visual aids (see Appendix B and B.1) Questions in Section D of the phase one questionnaire were developed based on an adaptation of rating and ranking conjoint analysis questions (Dahan 2007; Jainarain 2012; Eggers, Eggers and Kraus 2014; Kim 2014). Attribute level preferences were obtained through the questions developed from product aspects as well as product quality dimensions (Li and Dant 1997; Sebastianelli and Tamimi 2002; Kotler and Armstrong 2009).

The first questionnaire (phase one) consisted of six items, with both comparative and non-comparative scales (see Appendix A.2.2). The questionnaire was divided into five sections which measured various themes as illustrated below:

- Biographical data (Nominal)
- Living Standards Measure (SAARF Scale)
- Hedonic and Utilitarian product classification (Semantic Scale)
- Attribute Ranking (Rank Order Scale)
- Attribute Rating (Interval Scale)
- Selection of Attribute Level Preferences (Ordinal)

However, the second questionnaire (phase two) consisted of three items, namely;

- Biographical data (Nominal);
- Living Standards Measure (SAARF Scale), and
- Product profile preferences (clothing and skincare product profiles) (Rank Order Scale).

6.8 RELIABILITY AND VALIDITY

Reliability pertains to the consistency of scores (Ritter 2010:5) dependability and replicability of the results obtained from a piece of research (Zohrabi 2013:259) and the extent to which results are consistent over time (Bashir, Afzal and Azeem 2008:36). Sekaran and Bougie (2013:276) further postulate that reliability highlights the degree to which a given measure is without bias (error-free). It ensures consistency in measurement over time and across the various items in the instrument. In other words, the reliability of a measure refers to the consistency of the results obtained which help to gauge the goodness of the measure.

To provide a measure of the consistency and validity, Cronbach's alpha was used as a measure of reliability (Tavakol and Dennick 2011:53), as it is a test reliability technique that requires only a single test administration to provide a unique estimate of the reliability for a given test (Gliem and Gliem 2003:84). Cronbach's alpha measured how well a set of items (or variables) measured a single one-dimensional latent construct (Hussain 2012:89), and the interrelatedness of a set of items (Grau 2007:3106). Cronbach's alpha was used to test the reliability of Sections C, D and E of the phase one questionnaire. Pearson's correlation and Kendall's Tau correlation coefficient was used to determine the reliability of the results of the category profile rankings of the phase two questionnaire. Kendall's coefficient of concordance is an important non-parametric measure of relationship (Bolboaca and Jäntschi 2006).

Validity has been described as the extent to which the instrument measures what it is supposed to measure (Leedy and Ormrod (2005:210). It is the extent to which the interpretations of the results of a test are warranted (Kimberlin and Winterstein 2008:2278), and how truthful the research results are (Golafshani 2003:599). Riege (2003) asserted that

validity, at its core, highlights the degree to which the conclusions drawn from an investigation are regarded as accurate.

There are a number of statistical methods for assessing the validity of quantitative instruments. Therefore, to measure validity, content validity was undertaken. Content validity is regarded as the extent to which the instrument is able to investigate the content that it has been designed to cover. It is used to measure the variables of interest. It can be used to measure the appropriate sampling of the content domain of items in a questionnaire (Yaghmale 2003:25). Content validity relates to how well the questions were chosen to operationalise a construct to provide an adequate and representative sample of all the items that might measure the construct of interest (Kimberlin and Winterstein 2008:2279).

Adequate assessment of content validity provides evidence that the content of items and overall measurement approach are consistent with the perspective, experience and words of the target population. Content validity further provides evidence that formatting, instructions and response options are relevant, and the measure is understandable and acceptable to respondents (Brod, Tesler and Christensen 2009:1263), and it is established by showing that the test items are a sample of a universe in which the investigator is interested (Cronbach and Meehl 1955:282). As such, the sample chosen for the study was a true reflection of the population. The questionnaire was pre-tested before gathering information in order to determine if the content and sequencing of questions were correct and the instrument administration was kept standardised to ensure the content validity of the information gathered from the questionnaire.

6.9 ADMINISTRATION OF THE RESEARCH INSTRUMENTS

For this study data was collected in the form of a two stage survey divided into two separate phases. Data was collected at three major universities in Durban, namely; Durban University of Technology, Mangosuthu University of Technology and University of Kwa-Zulu Natal. The questionnaires for both phase one and two were administered to the students of the respective institutions for completion via classroom intercept. Classrooms, to which questionnaires were administered, were also chosen at the researcher's convenience. Questionnaires were administered to DUT students on three campuses,

namely; Ritson, Steve Biko and ML Sultan campuses. The phase one questionnaire was administered for completion by DUT students at the Ritson and ML Sultan while phase two questionnaires were administered at the Steve Biko campus. Phase two questionnaire were also administered to MUT and UKZN students. Particularly, for UKZN student's data was collected at the Howard and Westville campuses.

During each phase of data collection respondents were required to sign a letter of informed consent before participating (see Appendix A.2.1 and A.3.1). The questionnaires were distributed by the researcher to different classrooms of students in the presence of an appointed university representative. Respondents were required to drop completed questionnaires into a sealed box to ensure confidentiality and anonymity.

Before the study could commence, permission to conduct the study was obtained from the Durban University of Technology ethics committee. Permission was also obtained from DUTs research office to conduct the study. A gate keeper's letter was obtained which allowed the researcher to collect data from DUT students (see Appendix A.4). Permission to conduct the study at UKZN was obtained through the office of the registrar as well as the respective faculties, heads of departments and lecturers at the university. A gate keeper's letter was obtained as proof that the researcher had been awarded permission to collect data at UKZN Durban campuses (see Appendix A.4.2). The assistance of individual class lecturers was also requested during each classroom intercept. Similarly, a gate keeper's letter was obtained from MUTs ethic department awarding permission to the researcher to collect data (see Appendix A.4.1). Subsequently, permission was also obtained from faculty heads and departmental heads allowing for data collection to take place. Permission was obtained from the lectures that also assisted in the distribution of questionnaires.

6.10 DATA ANALYSIS

Quantitative methods of data analysis allow the researcher to obtain large volumes of data and they enable the establishment of expressive results from significant volumes of data. The methods enable the summation of research findings in numerical terms with a designated level of confidence (Abeyasekera 2005:1). A computer software program SPSS version 12.0 was used to determine to analyse the data quantitatively. As such,

once the data form phase one had been captured, The Generate Orthogonal Design procedure was used to develop an orthogonal array. This procedure uses a fractional factorial design which also generate an orthogonal array, a method of factoring which results in a linear combination of observed variables possessing such properties that are deemed orthogonal to each other (that is independent of each other) (Smith and Albaum 2010; IBM 2016). This is typically the starting point of conjoint analysis.

Moreover, a number of analyses were run on the overall data, mainly through descriptive and inferential statistics. Descriptive statistics in the form of frequency and percentage were calculated from the variables. Descriptive statistics included the construction of graphs and tables, and the calculation of various descriptive measures such as averages, measures of variation, and percentiles (Isotalo 2009: 5). The outcomes were then graphically presented using tables. Descriptive statistics helped to simplify large amounts of data into a simpler summary using two basic methods numerical and graphical approach (Jaggi 2003:1). The descriptive statistics were in the form of graphs, tables and other figures for the quantitative data that was collected.

Inferential statistics is the mathematics and logic of how this generalisation from sample to the population can be made. Inferential statistics focuses on making statements about the population (Gabrenya 2003:1). Inferential statistics were used to draw conclusions about the population. This was generally done through random sampling, followed by inferences made about central tendency (mean, median and mode), or any of a number of other aspects of a distribution (Bettany-Saltikov and Whittaker 2014). Inferential techniques included the use of correlations and Chi-squared test values; which are interpreted using the p -values. Inferential statistics allowed the researchers to make predictions about the population on the basis of information obtained from a sample that is representative of that population (Giuliano and Polanowicz 2008:212).

6.11 ETHICAL ISSUES RELATED TO THE RESEARCH

The scientific community is required to adhere to certain code of ethics that insists on ethical behaviour in data collection, analysis, and interpretation procedures of research (Bhattacharjee 2012). For the purpose of this study, ethical clearance was granted by Durban University of Technology's (DUT) ethics committee (see Appendix A.4.3). Various

ethical practices were particular for each phase. These will be outlined accordingly. Gatekeepers permission was also obtained from each of the three universities (UKZN, DUT and MUT) (see Appendix A.4, A.4.1 and A.4.2).

Research respondents at each phase of the study (phase one and two) were informed of the anonymity of their responses. Furthermore, respondents were also informed of the purpose of the research. The researcher's contact information (phone number and email address) were made available to all research respondents through the attached information letter that accompanied each questionnaire. This was done to ensure that each respondent would be able to contact the researcher, the supervisor or DUTs research office for any further information (see Appendix A.2 and A.3).

6.12 SUMMARY

This chapter outlined the research philosophy, the research design and the methodology that was used to collect data for this study. The methodology employed in this study was of a quantitative nature. The data collection process was in the form of a two part descriptive survey. The chapter also contains a summary of the results of the pilot study conducted in preparation for the data collection process. Chapter seven presents the results of phase. Results are summarised, analysed and will be discussed in Chapter ten.

CHAPTER SEVEN

PHASE ONE RESULTS

7.1 INTRODUCTION

Chapter six focused on the discussion of the empirical research methodology that was used for this study. The empirical study was conducted in the form of a two-fold survey with two questionnaires that were administered to the respective target population. The research instruments were issued to students members of three universities within the greater Durban area (Mangosuthu University of Technology, Durban University of Technology and University of Kwa-Zulu Natal). Subsequently, reports on the results of the pilot study. This chapter also displays the outcomes of the first phase of the data collection process and reports on the findings. Therefore, a discussion of the outcomes of the data collected using the first research instrument will be provided (see Appendix A.2.2). The data collected from the responses were analysed with Statistical Package for the Social Sciences (SPSS) (version 24[®]) in relation to the following objectives:

- To identify product attribute preferences for hedonic (skin/personal care) and utilitarian (detergents) shopping goods cross-categories sold by the leading retail supermarkets (Woolworths, Pick n Pay, Spar, Game and Shoprite) in Durban, South Africa.
- Investigate the effect of consumer demographics and LSM on product attribute preference for hedonic and utilitarian shopping goods cross categories (skin care and clothing detergents), and
- To determine the existence of variances in product attribute preferences for products within the two shopping goods cross-categories (skin care and clothing detergents).

All the data in the sections to follow was statistically analysed in order to investigate product preferences for the establishment of a consideration set of selected hedonic and utilitarian cross-category shopping products in Durban. The first questionnaire consisted of 6 items, with both comparative and non-comparative scales. The questionnaire was divided into five sections which measured various themes as illustrated, namely:

- Biographical data (Nominal),
- Living Standards Measure (South African Audience Research Foundation Scale),
- Hedonic and Utilitarian product classification (Semantic Scale),
- Attribute Ranking (Rank Order Scale),
- Attribute Rating (Interval Scale), and
- Selection of Attribute Level Preferences (Ordinal).

The results were presented in descriptive and inferential statistics. The descriptive statistics were presented in the form of tables, graphs, cross tabulations and other figures for the data that was collected. Relevant inferential statistical techniques (correlations and Chi-squared test values) were interpreted using the p -values.

7.2 THE PILOT STUDY

In order for the research instrument to be successful it should be pilot tested. A pilot study has been described as “any small-scale exploratory research technique that uses sampling but does not apply rigorous standards” (Zikmund 2003:739). In an effort to ensure that the research instrument does not contain an ambiguity or vague questioning, the pilot study tests the trustworthiness of the scale used.

The respondents that participated in the pilot study were not included in the actual survey. Respondents needed to interpret the questions carefully before answering the questions within the questionnaire. Respondents were also encouraged to alert the researcher to any difficulties faced in completing the questionnaire. This was done to ensure that no confusing or unclear questions were found in the questionnaires as well as to eliminate any errors. The question was subsequently edited following the completion of the pilot study. Corrections were made based on the feedback given by the pilot study respondents. Alterations were also made, adjusting the layout of questions as well as the correction of grammatical errors. Some questions were split in order to improve understanding and ensure simplicity.

The first phase questionnaire was pilot tested with a sample of 30 students from the Durban University of Technology (see Appendix A.1). The sample was made up of first-year marketing diploma students within Generation Z (1995-1999) selected from the Department and Marketing and Retail. The sampling frame used for the pilot study was the class list of registered students. Students were approached via classroom intercept and asked to voluntarily participate in the study. Permission to conduct the study was obtained from the relevant university authorities before the commencement of the data collection process. The second phase questionnaire was pilot tested using a sample size of 30 Bachelor of Technology (B-Tech) students from the Marketing Department of the Durban University of Technology (see Appendix A.1.2). The sampling frame for the second phase of the study was the class list of all registered B-Tech marketing. Data collection for the second phase of the pilot study followed the same procedure as to the first stage of the study.

7.2.1 Results

An orthogonal list that was generated from your list of attributes and attribute levels that respondents were asked to choose from within the first phase of the pilot test. A minimum number of 64 profile combinations were produced (see Appendix D). The 64 profile combinations also included one duplicate profile. A large number of profile combinations were attributed to a large number of variables and variable categories (attributes and attribute levels). To give respondents 64 of these combinations to order is far too many. It was determined that reducing the attribute levels from three to two, for all attributes, would help alleviate the problem.

7.2.1.1 Respondents profile preferences

The traditional approach to reporting results requires a statement of statistical significance. A p-value is generated from a statistical test. A significant result is indicated with $p < 0.05$. To determine whether the scoring patterns per category were significantly different per option, Pairwise t-test was performed. The null hypothesis claimed that similar numbers of respondents preferred each option across each category. The results for the two product categories are presented in the following sections.

- Clothing Detergents Profiles

Table 7.1: Clothing detergent product category paired sample t-test

		Mean	N	SD	SE	Correlation	t	p-value
Pair 1	P1	3.70	30	1.264	0.231	0.061	4.279	0.000
	P2	2.40	30	1.163	0.212			
Pair 2	P1	3.70	30	1.264	0.231	-0.420	2.662	0.013
	P3	2.50	30	1.656	0.302			
Pair 3	P1	3.70	30	1.264	0.231	-0.573	1.695	0.101
	P4	3.00	30	1.287	0.235			
Pair 4	P1	3.70	30	1.264	0.231	0.114	1.249	0.222
	P5	3.30	30	1.368	0.250			
Pair 5	P2	2.40	30	1.163	0.212	-0.699	-0.210	0.835
	P3	2.50	30	1.656	0.302			
Pair 6	P2	2.40	30	1.163	0.212	-0.300	-1.663	0.107
	P4	3.00	30	1.287	0.235			
Pair 7	P2	2.40	30	1.163	0.212	0.247	-3.157	0.004
	P5	3.30	30	1.368	0.250			
Pair 8	P3	2.50	30	1.656	0.302	0.518	-1.851	0.074
	P4	3.00	30	1.287	0.235			
Pair 9	P3	2.50	30	1.656	0.302	-0.647	-1.595	0.122
	P5	3.30	30	1.368	0.250			
Pair 10	P4	3.00	30	1.287	0.235	-0.666	-0.678	0.503
	P5	3.30	30	1.368	0.250			

Table 6.4 shows the differences in the respondent's preferences with regards to the category of clothing detergents. Significant differences were observed for Pair 1 and Pair 2 ($p < 0.05$). Significantly, an examination of the mean values suggested that the respondent's preferences for P1 were lower than P2 and P3, respectively. More so, a statistically significant difference was measured for Pair 7 ($p < 0.05$). It can be observed that the respondent's preferences for P5 were lower than P 2. The paired sample test, however, failed to show significant differences for Pair 3, Pair 4, Pair 5, Pair 6, Pair 8, and 9 beyond the 0.05 level.

Furthermore, it can also be observed that correlation value in Table 6.4 showed different relationships between the pairing. It is worth mentioning that only the correlation values above 0.4 were highlighted in yellow. As seen below, a negative correlation was observed for Pair 2, 3, 5, 9, and 10, however only Pair 2 showed a statistically significant negative correlation ($p = 0.013$). This suggests that the preference for P1 will lead to the rejection of P3 and vice versa. On the other hand, Pair 1 revealed a positive correlation between P1 and P2, which suggests that the increase in preference for P1 will ultimately lead to the

increase for P2. To gain further insight into the respondent's preferences to the categories for clothing and detergents, an ANOVA test was used to compare the mean differences between and within the category profiles. The results are summarized in Table 6.5.

Table 7.2: ANOVA test for clothing detergents and skincare products

	N	Mean	Std. Deviation	f	p-value	Sig
P1	30	3.7	1.264	2.434	0.001	Significant
P2	30	2.4	1.163			
P3	30	2.5	1.656			
P4	30	3.0	1.287			
P5	30	3.3	1.368			

As illustrated in Table 6.5, the one way ANOVA test revealed a statistically significant difference with regards to the respondent's profile preferences ($f(4)=2.434$; $p<0.05$). The highest mean preference was observed for P1 (3.7 ± 1.26) while the P2 had the lowest mean preference (2.4 ± 1.16). Based on attribute rankings (1- most preferred and 5 - least preferred) the mean rankings for P2 were closer to 1 (most preferred) than any other profile.

- Skincare products

Table 7.3: Skincare product category paired sample t-test

Paired Samples Statistics								
		Mean	Frequency (N)	Std. Deviation	Std. Error Mean	Correlation	t	p-value
Pair 1	P1	3.53	30	1.408	0.257	-0.292	3.581	0.001
	P2	2.00	30	1.509	0.275			
Pair 2	P1	3.53	30	1.408	0.257	0.125	-.107	.916
	P3	3.57	30	1.165	0.213			
Pair 3	P1	3.53	30	1.408	0.257	-0.538	1.153	.258
	P4	3.03	30	1.299	0.237			
Pair 4	P1	3.53	30	1.408	0.257	-0.354	1.720	.096
	P5	2.87	30	1.167	0.213			
Pair 5	P2	2.00	30	1.509	0.275	-0.490	-3.707	0.001
	P3	3.57	30	1.165	0.213			
Pair 6	P2	2.00	30	1.509	0.275	0.035	-2.893	0.007
	P4	3.03	30	1.299	0.237			
Pair 7	P2	2.00	30	1.509	0.275	-0.490	-2.050	0.049
	P5	2.87	30	1.167	0.213			
Pair 8	P3	3.57	30	1.165	0.213	-0.514	1.362	0.184
	P4	3.03	30	1.299	0.237			
Pair 9	P3	3.57	30	1.165	0.213	0.058	2.395	0.023
	P5	2.87	30	1.167	0.213			
Pair 10	P4	3.03	30	1.299	0.237	0.003	.524	.605
	P5	2.87	30	1.167	0.213			

Significant differences were observed for Pair 1, Pair 5 to Pair 7 and Pair 9 ($p < 0.05$) (see Table 6.6).

- Comparison between the profile preference for clothing detergent profiles and skincare product profiles

Table 7.4: Independent t-test

Independent t-test						
Products	N	Mean	Std. Deviation	Std. Error Mean	p-value	Sig.
Clothing detergent products	20	2.98	0.500	0.11183	0.908	Not significant
Skincare products	20	3.00	0.585	0.13073		

For the purpose of drawing a parallel comparison, independent t-test was used to compare the mean differences in the respondents profile preferences between clothing detergent product profiles and skincare product profiles. As shown in Table 6.7, the independent t-test showed no significant differences in the respondent's preferences between clothing detergent product profiles and skincare product profiles.

The results of the pilot test displayed no significant differences between the responses provided by respondents for the two product categories. These results may be insignificant due to the small sample size. As a result, it was anticipated that variances would be observed within a much larger sample size.

7.3 STUDY POPULATION RESPONSE

Table 7.5: Study population response rate

		Missing (Undisclosed)	Baby boomers 1946-1964	Generation X 1965-1976	Generation Y 1977-1994	Generation Z 1995-1997	Total
Total	Count	4	1	14	85	127	231
	% of Total	1.7%	0.4%	6.1%	36.8%	55.0%	100.0%

For the purpose of this study, the targeted population comprised of students from the three universities in the greater Durban area. The targeted population was 240 respondents for phase one of the data collection process. As indicated in Table 7.1, 231 respondents were accessible to the researcher. In this section of the data presentation, and the biographical data of the respondents is presented.

7.3.1 Reliability of the research instrument

Table 7.6: Cronbach's alpha - Phase one instrument

Sections	Number of Items	Cronbach's Alpha
Hedonic and Utilitarian products	8 of 8	0.727
Attributes ranking	7 of 7	0.927
Products attributes for clothing detergent and skin care importance	26 of 26	0.900

The two most important aspects of precision are reliability and validity of the research instrument. The Cronbach alpha test was conducted to test for reliability. Of interest, a reliability score of 0.6-0.7 indicates an acceptable level of reliability. A reliability score of 0.8 or greater is regarded as very good level. However, values higher than 0.95 are not necessarily good, since they might be an indication of redundancies (Ursachi, Horodnic and Zait 2015:681). Other authors have indicated that an acceptable reliability score ranges from 0.70 to 0.95 (Tavakol and Dennick 2011:54). The Table 7.2 reflects the Cronbach's alpha score for all the items from the questionnaire. It can be gleaned from Table 7.2 that the reliability scores for all sections exceed the recommended Cronbach's alpha value. Section C (hedonic and utilitarian product classification) shows a reliability score of 0.727. Section D (attribute rankings) shows reliability score of 0.927 and Section E (attribute importance rating) shows a reliability score of 0.900. These results indicate acceptable, consistent scoring patterns for these sections of the research. None of the reliability scores are above 0.95 indicating the absence of redundancies.

7.3.2 Factor analysis for validity

Table 7.7: Factor analysis - hedonic and utilitarian classification

Rotated Component Matrix ^a			
	Component		
	Factor 1	Factor 2	Factor 3
Body Lotion	0,764	-0,103	0,405
Deodorant	0,817	0,040	0,329
Face Wash	0,688	0,444	-0,322
Hand lotion	0,390	0,725	-0,027
Fabric Softener	0,095	0,621	0,287
Washing Powder	0,192	0,308	0,707
Bleach	-0,231	0,772	0,148
Bar soap	0,132	0,076	0,827

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Factor analysis is a tool that allows researchers to explore underlying structures of an instrument or set of data (Mertler and Vannatta, 2002:17). Factor analysis is aimed at reducing the amount of data within a particular study. It is a tool within which a set of questions within a survey can be reduced or subdivided into a smaller set of hypothetical factors (Moonsamy and Singh 2012:5).

Table 7.8: Factor Analysis - attribute preference rating

Rotated Component Matrix ^a					
	Component				
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Price	0,074	-0,033	0,754	-0,133	0,153
Design	0,506	0,200	0,582	0,058	-0,151
Package	0,842	0,008	0,009	0,020	-0,026
COO	0,661	0,042	0,081	0,269	0,088
Brand Name	0,342	0,099	0,266	0,677	-0,211
Scent	0,019	0,044	-0,192	0,753	0,305
Quality	-0,090	0,123	0,647	0,474	0,192
Product Size	0,096	0,723	0,259	0,160	0,113
Product form	0,048	0,795	-0,139	0,051	0,088
Package Type	0,660	0,310	0,047	-0,002	0,147
Product Effectiveness	-0,103	0,233	0,136	0,123	0,782
Packaging Info	0,447	-0,011	0,099	0,039	0,689
Product Shape	0,489	0,584	0,114	-0,098	0,029
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					

a. Rotation converged in 7 iterations.

The goal is to demonstrate whether the established questions within a survey can be combined to measure distinctive elements. Factor analysis was used to determine whether the two Sections, C and D, measure the same item. Each component (hedonic and utilitarian classification, and attribute preference rating) was split into finer elements, as illustrated in Table 7.3, and 7.4, in the rotated component matrix.

The method employed in the extraction of elements was the principal component analysis and the Varimax with Kaiser Normalisation as the main method of rotation. That is, an orthogonal rotation method used to lessen the variables' components with a higher loading on each factor. As a result, items found to be 0.5 or more imply an effective measurement along the various components.

It is noted that Section C (Table 7.3) variables loaded perfectly along three factors. This means that the products may be grouped into three sub-themes. Body lotion, deodorant

and face wash can be grouped as skincare products, while hand lotion, fabric softener and bleach may be group as personal care products. Washing powder and bar soap may also be group as clothing detergent products. The variables that constituted Section D (Table 7.4) of the research instrument were split along five sub-themes. The attribute that the respondents rated can be group into the following sub-themes, namely: extrinsic product cues (design, packaging, country-of-origin and packaging type); product style (size and product form); product value cues (price, design and quality); product image (brand name and scent), and product performance capabilities (product effectiveness and packaging information).

7.4 BIOGRAPHIC PROFILE OF PHASE ONE STUDY POPOULATION

The following section summarises the biographical characteristics of the respondents.

7.4.1 Gender and generation of birth

Table 7.9: Gender distribution by generation of birth

Fisher Exact Text										
		Generations (Year of birth)							P value	
		Undisclosed	Baby boomers 1946-1964	Generation X 1965-1976	Generation Y 1977-1994	Generation Z 1995-1997	Total			
Gender	Male	Count	0	0	7	50	59	116	0.057	Not significant
		% within Gender	0.0%	0.0%	6.0%	43.1%	50.9%	100.0%		
		% of Total	0.0%	0.0%	3.0%	21.6%	25.5%	50.2%		
	Female	Count	4	1	7	35	68	115		
		% within Gender	3.5%	0.9%	6.1%	30.4%	59.1%	100.0%		
		% of Total	1.7%	0.4%	3.0%	15.2%	29.4%	49.8%		
Total	Count	4	1	14	85	127	231			
	% of Total	1.7%	0.4%	6.1%	36.8%	55.0%	100.0%			

Table 7.5 describes the gender distribution of respondents per generation of birth. The Fisher exact tests failed to show significant differences in the gender with respect to the generation of birth ($p > 0.05$). The Fisher's test may be used when a researcher has two

nominal values and the test may be used to determine whether the proportions for one variable are different among values of the other variable (McDonald 2015). As presented in Table 7.5, the males (50.2%) were slightly higher than the females (49.8%) respondents. More so, with regard to generation of birth, it was observed that no male respondents were born in the generation of baby boomers (1946 - 1964), while 0.9% of the female respondents were born in this era. With regards to the Generation X (1965 - 1976) category the proportion of male respondents (6%) was more than the female (3%) respondents. Similarly, males (43.1%) constituted the majority within the Generation Y (1977 - 1994). However, female (59.1%) respondents constitute the highest number within the Generation Z (1995 - 1997). Overall, more (29.4%) of the respondents were born in the Generation Z.

7.4.2 Employment status

Table 7.10: Respondents employment type

		Frequency	Percent
Employment type	Undisclosed	2	0.9
	Unemployed	165	71.4
	Employed part time/ on contract	11	4.8
	Employed full-time	50	21.6
	Self-employed	3	1.3
	Total	231	100.0

Table 7.6 describes the employment status of the respondents. As shown in Table 7.6, the majority of respondents were unemployed (71.4%), while 27.6% are employed. Moreover, 4.8% of the respondents were employed part-time or on contract bases while 1.3% was self-employed.

7.4.3 Type of residence

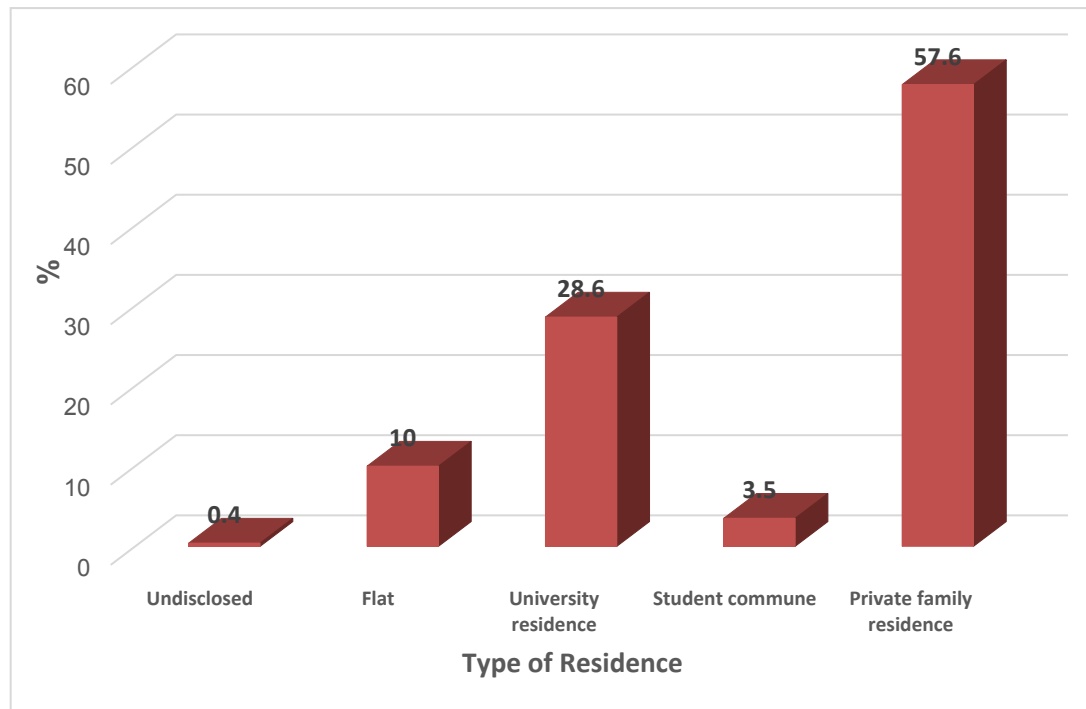


Figure 7.1: Respondents type of residence

The respondent's type of residence is given in Figure 7.1. It was observed that a major percentage of the respondents reside in a private family residence (57.6%), while a minor percentage (28.6%) stated that they reside in a university residence. Only 10% of respondents reside in a flat.

7.4.4 Household monthly income

Table 7.11: Monthly household income of the respondents

		Frequency	Percent
Monthly household income	Missing data (Undisclosed)	12	5.2
	R800-R1399	45	19.5
	R1400-R2499	26	11.3
	R2500-R4999	14	6.1
	R5000-R7999	21	9.1
	R8000-R10999	18	7.8
	R11000-R19999	31	13.4
	R20000+	64	27.7
	Total	231	100.0

Respondents were asked to provide an estimation of their family's monthly household income. Table 7.7 presents the findings of respondent's monthly household income. It was observed that a major proportion, 48.9% of the respondents who participated in the study belong to a family with a monthly household income of R8000 or more. Respondents with a monthly household income between R800 and R2499 constituted 30.8%. Table 7.7 also shows that respondents with a monthly household income between R2500 and R7 999 combined for only 15.2% of the research sample population. A point deserving mentioning is that out of the 231 respondents, 12 (5.2%) declined disclosing their families monthly income (missing data).

7.4.5 Living standard measure (LSM) distribution

Table 7.12: Respondents living standards (LSM)

		Frequency (N)	Percent
Living Standards Measure (LSM)	LSM 4	14	6.1
	LSM 5	40	17.3
	LSM 6	43	18.6
	LSM 7	54	23.4
	LSM 8	32	13.9
	LSM 9	34	14.7
	LSM 10	14	6.1
	Total	231	100.0

Table 7.8 shows the distribution of the livings standards for all the respondents of the first stage of data collection. As illustrated by Table 7.8 standards of living for the research respondents ranged from LSM four to ten. No respondents whose living standards were

below LSM four took part in the study. Table 7.8 shows that a major proportion of the respondents who participated within the study, 42% exhibit a standard of living between LSM six to seven. The second largest portion of the respondents, 34.7% exhibited a living standard between LSM eight to ten. 23.4% of the respondents showed a standard of living between LSM four to five.

7.5 INFERENCE STATISTICS

7.5.1 Assessment of hedonic and utilitarian product classifications

Table 7.13: Hedonic and utilitarian product classification

Independent sample t-test							
	Frequency	Mean	Std. Deviation	t	df	P - value	Sig.
Hand lotion	217	3.58	1.882	-3.319	216	.001	Significant
Facewash	217	3.42	1.884	-4.503	216	.000	
Bleach	212	3.16	1.687	-7.246	211	.000	
Fabric softener	219	3.05	1.799	-7.776	218	.000	
Deodorant	226	2.83	2.018	-8.735	225	.000	
Body lotion	229	2.56	1.920	-11.358	228	.000	
Bar soap	229	2.31	1.754	-14.543	228	.000	

Table 7.9 presents the respondents rating of commercial household products based on whether they are considered utilitarian or hedonic. Respondents were required to rate the products listed in Table 7.9 on a seven point semantic scale, ranging from one (very utilitarian) to seven (very hedonic). As indicated by the level of significance ($p < 0.05$) for each of the products in Table 7.9 respondents rated all the products as utilitarian. All the mean scores for each of the products are less than 4 out a maximum of seven. For example respondents rated body lotion as utilitarian, $M=2.56 \pm 1.920$, $t(228) = -11.358$, $p < .0005$. The mean scores show that respondents rated all the products between two (moderately utilitarian) and three (slightly utilitarian). Hand lotion shows a mean rating of $M=3.58 \pm 1.882$ indicating that respondents regarded hand lotion as slightly utilitarian. Bar soap was rated as moderately utilitarian with a mean of $M=2.31 \pm 1.754$. This indicates that hand lotion is regarded the least utilitarian of the products presented to the respondents while bar soap is regarded as the most utilitarian.

7.5.2 Ranking of products attributes

Table 7.14: Respondents ranking of products attributes

Friedman Chi-square test											
	Frequency	Frequency								Friedman Chi-square test	P value
		Mean Ranking	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7		
Price	135	1.89	53.2%	19.3%	18.5%	5.2%	3.0%	0.0%	0.7%	379.581	0.000
Quality	135	2.27	34.8%	37.8%	12.6%	6.7%	1.5%	3.0%	3.7%		
Brand name	135	3.95	1.5%	18.5%	18.5%	23.7%	24.4%	11.1%	2.2%		
Design	135	4.07	4.4%	11.1%	23.7%	17.0%	28.1%	10.4%	5.2%		
Scent	135	4.62	3.0%	7.4%	20.7%	19.3%	14.1%	16.3%	19.3%		
Packaging	135	5.33	0.7%	3.0%	4.4%	18.5%	20.0%	36.3%	17.0%		
Country-of-origin	135	5.86	3.0%	3.0%	2.2%	10.4%	10.4%	22.2%	48.9%		

At the outset it should be noted that 41.6% of the respondents declined responding to the ranking of the products attributes. The majority of the respondents, 56.7% ranked product attributes (price, design, packaging, and country-of-origin, brand name, scent and quality). With regards to the ranking of the product attributes by the respondents, and as indicated by the level of significance, the Friedman Chi-square test in Table 7.10 shows that the ranking of the products attributes were statistically different ($X^2(6)=379.581, p<0.001$). The respondents (53.2%) ranked price as the most important attribute with mean values of $M=1.89$ while, 28.1% ranked design as 4 ($M=4.07$). The ranking of product attributes show that scent ($M=4.62$), packaging ($M=5.33$) and the country-of-origin ($M=5.86$) were considered the least important attributes, respectively.

A Binomial test was conducted in order to determine whether a significant proportion ranked each attribute less than or equal to some ranking score. The test was repeated for ranks from one to six and the results are summarized in Table 7.11.

Table 7.15: Binomial test

1.	73% ranked Price '1' or '2'
2.	85% ranked Quality '1', '2' or '3'
3.	62% ranked Brand Name '1', '2', '3' or '4'
4.	84% ranked Design and 64% ranked Scent '1','2','3','4' or '5'
5.	73% ranked Packaging '5', '6' or '7'
6.	71% ranked Country-of-origin '6' or '7'

Based on the findings packaging and country-of-origin were ranked the lowest in terms of importance across all ranked attributes. However, the distribution of attribute rankings shows that product design and product scent rankings varied between 1, 2, 3, 4 or 5 (see Table 7.11). Products scent was commonly ranked between 3, 4 and 7 by male respondents (M= 4.85), while scent was commonly ranked as 3 by female respondents (M= 4.43) (see Table 7.10). Product packaging and country-of-origin were ranked the same among males and females with both gender groups ranking packaging and country-of-origin as 6 and 7, respectively (see Table 7.11). Table 7.12 also shows that males respondents ranked the brand name of a product as more important (M= 3.84) than their female counterpart (M= 4.00).

Table 7.16: Attribute rankings by gender

Gender		Attribute Rankings							
	Frequency (N)	Gender	Price	Quality	Brand Name	Design	Scent	Packaging	COO
Male	55	Mean	1.76	2.45	3.84	4.00	4.85	5.38	5.58
		Median	1.00	2.00	4.00	4.00	5.00	6.00	6.00
		Mode	1	1	4	3	3 4 and 7	6	7
		Std. Deviation	.981	1.597	1.411	1.656	1.508	1.381	1.729
Female	80	Mean	1.96	2.13	4.00	4.09	4.43	5.26	6.03
		Median	1.00	2.00	4.00	4.00	4.00	6.00	7.00
		Mode	1	2	5	5	3	6	7
		Std. Deviation	1.287	1.409	1.396	1.398	1.840	1.260	1.405

a. Multiple modes exist. The smallest value is shown

7.5.3 Assessing products attributes preferences for clothing detergents and skincare products

The section presents the scoring patterns of the respondents per variable per section. For ease of explanation, the section was divided into two separate subsections that is, preferences for clothing detergents and skin care products. The results are first presented using summarised percentages for the variables that constitute each section. Results are then further analysed according to the importance of the statements. To determine whether the scoring patterns per statement were significantly different per option, one sample t-test was done. A t-test is used to assess the statistical significance of the difference between two sample means for a single dependent variable (Hair et al. 2010:442). The highlighted significant values (p-values) are less than 0.05 (the level of significance), it implies that the distributions were not similar.

7.5.3.1 Attribute importance ratings for clothing detergents

Table 7.17: Attribute importance for clothing detergent products

Fischer's exact test										
	Frequency (N)	Likert scale					Mean	Std.	T-test value	P-value
		Not important	Slightly important	Moderately important	Strong importance	Extremely important				
Quality	231	2.6%	2.6%	8.2%	21.6%	64.9%	4.44	0.939	71.813	0.000
Product effectiveness	231	2.2%	2.6%	14.7%	39.0%	41.6%	4.15	0.918	68.757	0.000
Price	231	6.1%	4.8%	21.6%	25.5%	42.0%	3.93	1.172	50.932	0.000
Product size	231	4.3%	8.7%	28.6%	21.6%	36.8%	3.78	1.160	49.496	0.000
Scent	231	5.6%	12.1%	27.3%	28.6%	26.4%	3.58	1.165	46.698	0.000
Design	231	7.8%	15.6%	25.5%	29.0%	22.1%	3.42	1.213	42.860	0.000
Brand name	231	8.2%	11.3%	33.8%	27.3%	19.5%	3.39	1.162	44.268	0.000
Packaging info	231	8.2%	16.5%	32.5%	22.1%	20.8%	3.31	1.207	41.640	0.000
Product form	231	10.4%	19.0%	44.2%	15.6%	10.8%	2.97	1.095	41.275	0.000
Product shape	231	18.6%	16.5%	32.5%	15.6%	16.5%	2.94	1.317	33.912	0.000
Package	231	12.1%	25.5%	37.2%	16.0%	9.1%	2.84	1.116	38.739	0.000
Package type	231	16.9%	24.7%	35.5%	12.6%	10.4%	2.75	1.186	35.232	0.000
Country-of-origin	231	32.9%	22.9%	22.9%	11.7%	9.5%	2.42	1.309	28.091	0.000

As indicated by the level of significance, the one sample test revealed statistically significant differences in terms of the preferences in Table 7.13 ($p < 0.001$). In terms of clothing detergent products;

- The majority of respondents rated quality as extremely important 64.9%. The quality of clothing detergents received a rating of $M = 4.44 \pm 0.939$.
- Product effectiveness received a rating of $M = 4.15 \pm 0.918$. The effectiveness of clothing detergents was regarded as the second most important attribute to respondents. The majority of respondents (80.6%) rated product effectiveness as strongly important and extremely important.
- The majority of respondents (67.5) rated price as strongly important and extremely important. The price of clothing detergents received a mean rating of $M = 3.93 \pm 1.172$.
- A great percentage of respondents (58.4%) rated the product size of clothing detergents as strongly important and extremely important, respectively. The attribute size received a mean rating of $M = 3.78 \pm 1.160$.
- The majority of respondents (82.3%) rated the scent of the detergent products as important (moderately important, strongly important and extremely important, respectively). The attribute scent received a mean rating of $M = 3.58 \pm 1.165$.
- The majority of respondents (76.6%) rated the design of clothing detergent products as importance (moderately, strongly and extremely important, respectively). The design of clothing detergents received a mean rating of $M = 3.42 \pm 1.213$.
- In terms of the brand name of the detergent products, 80.6% of the respondents rated the brand name of clothing detergents as important (moderately, strongly and extremely important, respectively) with a mean rating of $M = 3.39 \pm 1.162$.

The majority of respondents (75.4%) rated the attribute, packaging information as important (moderately, strongly and extremely important, respectively). The majority of respondents rated product form (63.4%), the package (62.7%) and package type (60.2%) as important (slightly and moderately important). Moreover, the majority of respondents, 67.6% and 78.7% rated product shape and the country-of-origin, respectively, as not important, slightly important and moderately important, respectively (see Table 7.13). Furthermore, it was observed that the respondents mean preferences for the attributes of

clothing detergent products were as follows: in terms of packaging information ($M= 3.31 \pm 1.207$), product form ($M= 2.97 \pm 1.095$), packaging shape ($M= 2.94 \pm 1.317$) and packaging type ($M= 2.75 \pm 1.186$).

7.5.3.2 Attribute importance ratings for skincare products

Table 7.18: Attribute importance for skincare products

	Frequency (N)	Likert scale					Mean	Std.	T-test Value	P-value
		Not important	Slightly important	Moderately important	Strongly important	Extremely important				
Quality	231	0.4%	2.2%	10.0%	21.6%	65.8%	4.50	0.796	85.958	0.000
Product effectiveness	231	1.3%	7.8%	15.6%	23.8%	51.5%	4.16	1.038	60.986	0.000
Scent	231	4.3%	11.3%	21.2%	23.4%	39.8%	3.83	1.195	48.729	0.000
Price	231	6.5%	7.4%	21.2%	28.1%	36.8.0%	3.81	1.196	48.466	0.000
Brand name	231	3.9%	10.4%	22.9%	27.3%	35.5%	3.80	1.147	50.344	0.000
Product size	231	5.6%	8.7%	33.3%	31.6%	20.8%	3.53	1.086	49.415	0.000
Product form	231	8.2%	13.4%	32.5%	20.8%	25.1%	3.41	1.230	42.154	0.000
Packaging information	231	9.1%	15.6%	27.7%	21.6%	26.0%	3.40	1.274	40.538	0.000
Design	231	10.4%	20.8%	37.7%	17.7%	13.4%	3.03	1.159	39.749	0.000
Package	231	10.8%	19.5%	41.6%	16.0%	12.1%	2.99	1.131	40.214	0.000
Package type	231	10.0%	28.6%	36.8%	17.3%	7.4%	2.84	1.063	40.553	0.000
Product shape	231	17.7%	26.0%	29.4%	14.7%	12.1%	2.77	1.248	33.791	0.000
Country-of-origin	231	20.3%	19.0%	29.4%	18.2%	13.0%	2.84	1.299	33.265	0.000

With regards to skincare products;

- Similarly to clothing detergents, the majority of respondents, 65.8%, rated the quality of skin care products to be extremely important. Overall, quality received an importance of $M= 4.50 \pm 0.796$.
- The product effectiveness of skincare products received an importance of $M= 4.16 \pm 1.038$. A major percentage (51.5%) of the respondents rated product effectiveness as extremely important while 23.8% of respondents rated product effectiveness as being strongly important.
- Contrary to the rating of scent for clothing detergents, respondents rated the scent of skincare products as the third most important attribute ($M= 3.83 \pm 1.195$). The majority

of respondents (63.2%) rated the scent of the skin care products as important (strongly important and extremely important, respectively).

- The price of skincare products received a mean importance of $M= 3.81 \pm 1.196$. The price of skincare products was regarded as strongly important and extremely important by the majority of the respondents (64.9%).
- The brand name of skincare products was regarded as extremely important and strongly important by the majority of respondents (62.8%) and received a mean of $M= 3.8 \pm 1.147$.
- The product size of skincare products received a mean importance rating of $M= 3.53 \pm 1.086$. The majority of respondents (64.9%) rated the attribute as moderately and strongly important, respectively.
- The majority of respondents rated the product form (78.4%) and packaging information (75.3%) as moderately, strongly and extremely important, respectively. The form of skincare products received a mean importance of $M= 3.41 \pm 1.23$ while packaging information received a mean of $M= 3.4 \pm 1.274$.
- A major percentage of respondents (58.5%) rated the design of skincare products as slightly and moderately important, respectively. Product design also received a mean of $M= 3.03 \pm 1.159$.
- The packaging type of skincare products was regarded to be of strongly important by 36.8% of the respondents. The majority of respondents (65.4%) rated the attribute as slightly and moderately important, respectively.
- The majority of respondents rated product shape (73.1%) and country-of-origin (68.7%) as unimportant, slightly and moderately important, respectively. Country-of-origin received a rating of $M= 2.84 \pm 1.299$ while product shape received a mean of $M= 2.84 \pm 1.299$.

Furthermore, as indicated by the level of significance, the one sample test revealed a highly statistical significant differences with regards to each of the preferences highlighted in Table 7.14 ($p < 0.001$).

7.5.3.3 A comparison of clothing detergents and skincare product attribute rating

Table 7.19: Clothing detergent and skincare preferences

Independent t-test							
Products		Frequency (N)	Mean	Std. Deviation	Std. Error Mean	P value	Sig.
Preference	Clothing Detergents	13	3.3785	0.59142	0.16403	0.864	Not significant
	Skin care	13	3.4546	0.54832	0.15208		

Equally important, independent t-test was used to compare the mean differences between the preferences of detergents and skin care products. As shown in Table 7.15, although the overall mean rating for skin care ($M= 3.45 \pm 0.55$) was slightly higher than detergent ($M= 3.38 \pm 0.59$), the independent t-test did not show any significant differences ($p > 0.05$). This suggests that respondents ratings for clothing detergents and skin care products based on all attributes (price, design package, country-of-origin, brand name, scent, quality among others) were more or less the same.

Table 7.20: Clothing detergents

Binomial test						
		Category	Frequency (N)	Observed Prop.	Test Prop.	P-Value Asymp. Sig. (2-tailed)
Price	Group 1	≤ 3	74	.33	.50	.000 ^a
	Group 2	> 3	152	.67		
	Total		226	1.00		
Quality	Group 1	≤ 3	31	.14	.50	.000 ^a
	Group 2	> 3	195	.86		
	Total		226	1.00		
Product size	Group 1	≤ 3	93	.42	.50	.019 ^a
	Group 2	> 3	129	.58		
	Total		222	1.00		
Product effectiveness	Group 1	≤ 3	45	.20	.50	.000 ^a
	Group 2	> 3	178	.80		
	Total		223	1.00		

a. Based on Z Approximation.

For clothing detergents a Binomial test (Table 7.16) was also applied to test if a significant proportion of respondents rated each attribute as either '4' (at least, strongly important) or '5' (at most, extremely important). Those attributes rated at least '4' by a significant

proportion are: price (67%), quality (86%), product size (58%) and product effectiveness (80%).

Table 7.21: Skincare products

Binomial test						
		Category	Frequency (N)	Observed Prop.	Test Prop.	P-Value Asymp. Sig. (2-tailed)
Price	Group 1	<= 3	78	.35	.50	.000 ^a
	Group 2	> 3	145	.65		
	Total		223	1.00		
Brand name	Group 1	<= 3	84	.38	.50	.000 ^a
	Group 2	> 3	139	.62		
	Total		223	1.00		
Scent	Group 1	<= 3	80	.36	.50	.000 ^a
	Group 2	> 3	143	.64		
	Total		223	1.00		
Quality	Group 1	<= 3	27	.12	.50	.000 ^a
	Group 2	> 3	195	.88		
	Total		222	1.00		
Product effective	Group 1	<= 3	56	.25	.50	.000 ^a
	Group 2	> 3	167	.75		
	Total		223	1.00		

a. Based on Z Approximation.

For skincare products a Binomial test (Table 7.17) was also applied to ascertain a significant proportion of respondents rated each attribute as either '4' (at least, strongly important) or '5' (at most, extremely important). Those attributes rated at least '4' by a significant proportion are: price (65%), brand name (62%), scent (64%), quality (88%) and product effectiveness (75%). Therefore, as indicated by the Table 7.15 an independent t-test for both clothing and skin care attributes showed that no significant differences existed between the responses provided for clothing detergents and skin care products.

7.5.3.4 Attribute importance ratings according to respondent demographics

Table 7.22: Clothing detergents - order of attribute importance

Order	Full sample	Gender		Generation				Employment			
		Male	Female	Baby Boomers	Generation X	Generation Y	Generation Z	Unemployed	Employed Part-time	Employed Full-time	Self-employed
1	Quality	Quality	Quality	Price	Product Effectiveness	Quality	Quality	Quality	Quality	Quality	Quality
2	Product Effectiveness	Product Effectiveness	Product Effectiveness	Quality	Quality	Product Effectiveness	Product Effectiveness	Product Effectiveness	Product Effectiveness	Product Effectiveness	Product Effectiveness
3	Price	Price	Price	Product Size	Price	Price	Price	Price	Scent	Product Size	Packaging Info
4	Product Size	Product Size	Product Size	Design	Scent	Product Size	Product Size	Product Size	Price	Price	Design
5	Scent	Brand name	Scent	Pack	Packaging Info	Design	Scent	Scent	Product Size	Scent	Packaging
6	Design	Packaging Info	Design	Brand name	Product Size	Brand name	Brand name	Brand name	Design	Design	Brand name
7	Brand name	Design	Brand name	Scent	Product Form	Scent	Design	Design	Packaging Info	Brand name	Product Shape
8	Packaging Info	Scent	Packaging Info	Country-of-origin	Design	Packaging Info	Packaging Info	Packaging Info	Product Form	Packaging Info	Price
9	Product Form	Product Shape	Product Form	Product Form	Brand name	Packaging	Product Form	Product Form	Packaging	Product Shape	Scent
10	Product Shape	Product Form	Packaging	Packaging Type	Product Shape	Product Shape	Product Shape	Product Shape	Brand name	Product Form	Product Size
11	Packaging	Packaging	Product Shape	Product Effectiveness	Packaging Type	Product Form	Packaging	Packaging	Product Shape	Packaging	Packaging Type
12	Packaging Type	Packaging Type	Packaging Type	Packaging Info	Packaging	Packaging Type	Packaging Type	Packaging Type	Packaging Type	Packaging Type	Product Form
13	Country-of-origin	Country-of-origin	Country-of-origin	Product Shape	Country-of-origin	Country-of-origin	Country-of-origin	Country-of-origin	Country-of-origin	Country-of-origin	Country-of-origin

Table 7.23: Clothing detergents - order of attribute importance

Order	Residence				Income						
	Flat	University residence	Student Commune	Family residence	I1	I2	I3	I4	I5	I6	I7
1	Quality	Quality	Quality	Quality	Quality	Price	Quality	Quality	Price	Quality	Quality
2	Product Effectiveness	Price	Product Shape	Product Effectiveness	Product Effectiveness	Quality	Price	Product Effectiveness	Quality	Product Effectiveness	Product Effectiveness
3	Price	Product Effectiveness	Product Effectiveness	Price	Price	Product Effectiveness	Packaging Info	Product Size	Product Effectiveness	Price	Scent
4	Scent	Product Size	Product Size	Product Size	Product Size	Product Size	Product Effectiveness	Brand name	Product Size	Product Size	Product Size
5	Product Size	Design	Design	Scent	Design	Scent	Product Size	Price	Design	Packaging Info	Price
6	Design	Brand name	Price	Brand name	Scent	Design	Design	Scent	Brand name	Scent	Brand name
7	Packaging Info	Scent	Scent	Packaging Info	Packaging Info	Product Form	Brand name	Design	Scent	Design	Design
8	Brand name	Product Shape	Packaging Info	Design	Brand name	Brand name	Scent	Packaging Info	Product Form	Brand name	Packaging Info
9	Product Form	Packaging Info	Product Form	Product Form	Product Shape	Packaging Info	Packaging	Packaging Type	Packaging Info	Product Shape	Product Form
10	Packaging	Product Form	Brand name	Product Shape	Packaging	Packaging	Product Shape	Product Shape	Product Shape	Product Form	Product Shape
11	Packaging Type	Packaging	Packaging	Packaging	Product Form	Product Shape	Packaging Type	Packaging	Packaging	Packaging Type	Packaging
12	Product Shape	Packaging Type	Packaging Type	Packaging Type	Country-of-origin	Packaging Type	Product Form	Product Form	Packaging Type	Packaging	Packaging Type
13	Country-of-origin	Country-of-origin	Country-of-origin	Country-of-origin	Packaging Type	Country-of-origin	Country-of-origin	Country-of-origin	Country-of-origin	Country-of-origin	Country-of-origin

Table 7.24: Skincare products - order of attribute importance

Order	Full sample	Gender		Generation				Employment			
		Male	Female	BB	Generation X	Generation Y	Generation Z	Unemployed	Employed Part-time	Employed Full-time	Self-employed
1	Quality	Quality	Quality	Price	Quality	Quality	Quality	Quality	Quality	Quality	Quality
2	Product Effectiveness	Product Effectiveness	Product Effectiveness	Scent	Product Effectiveness	Product Effectiveness	Product Effectiveness	Product Effectiveness	Product Effectiveness	Product Effectiveness	Product Effectiveness
3	Scent	Brand name	Scent	Quality	Price	Brand name	Scent	Price	Scent	Scent	Brand name
4	Price	Price	Price	Product Effectiveness	Brand name	Scent	Price	Scent	Brand name	Brand name	Country-of-origin
5	Brand name	Scent	Brand name	Brand name	Scent	Price	Brand name	Brand name	Price	Price	Scent
6	Product Size	Product Size	Product Size	Design	Packaging Info	Product Size	Product Form	Product Size	Product Form	Packaging Info	Product Size
7	Product Form	Packaging Info	Product Form	Packaging	Design	Packaging Info	Product Size	Product Form	Packaging	Product Size	Product Form
8	Packaging Info	Product Form	Packaging Info	Country-of-origin	Product Size	Packaging	Packaging Info	Packaging Info	Product Size	Product Form	Packaging Info
9	Design	Design	Country-of-origin	Product Form	Country-of-origin	Product Form	Design	Design	Packaging Info	Design	Packaging
10	Packaging	Packaging	Packaging	Packaging Type	Product Form	Design	Packaging	Packaging	Country-of-origin	Packaging	Packaging Type
11	Country-of-origin	Product Shape	Design	Packaging Info	Packaging Type	Country-of-origin	Packaging Type	Country-of-origin	Packaging Type	Country-of-origin	Product Shape
12	Packaging Type	Packaging Type	Packaging Type	Product Shape	Packaging	Packaging Type	Country-of-origin	Packaging Type	Design	Packaging Type	Price
13	Product Shape	Country-of-origin	Product Shape		Product Shape	Product Shape	Product Shape	Product Shape	Product Shape	Product Shape	Design

Table 7.25: Skincare products - order of attribute importance

Order	Residence				Income						
	Flat	University residence	Student Commune	Family residence	I1	I2	I3	I4	I5	I6	I7
1	Quality	Quality	Product Effectiveness	Quality	Quality	Quality	Price	Quality	Quality	Quality	Quality
2	Product Effectiveness	Product Effectiveness	Quality	Product Effectiveness	Product Effectiveness	Price	Quality	Product Effectiveness	Brand name	Product Effectiveness	Product Effectiveness
3	Scent	Brand name	Scent	Scent	Price	Product Effectiveness	Product Effectiveness	Brand name	Product Effectiveness	Scent	Scent
4	Packaging Info	Price	Packaging Info	Price	Brand name	Product Form	Scent	Scent	Scent	Price	Price
5	Price	Scent	Price	Brand name	Product Size	Product Size	Brand name	Price	Packaging Info	Brand name	Brand name
6	Brand name	Product Size	Design	Product Size	Scent	Scent	Packaging Info	Packaging Info	Product Form	Product Size	Packaging Info
7	Product Form	Product Form	Product Form	Product Form	Product Form	Brand name	Product Size	Product Form	Product Size	Packaging Info	Product Size
8	Product Size	Packaging Info	Pack	Packaging Info	Packaging Info	Packaging Info	Country-of-origin	Product Size	Price	Product Form	Product Form
9	Design	Packaging	Product Size	Design	Design	Design	Design	Packaging	Product Shape	Design	Design
10	Packaging	Design	Brand name	Packaging	Packaging	Packaging	Packaging	Country-of-origin	Packaging Type	Packaging	Packaging Type
11	Packaging Type	Country-of-origin	Packaging Type	Packaging Type	Country-of-origin	Packaging Type	Product Form	Design	Design	Packaging Type	Packaging
12	Country-of-origin	Product Shape	Product Shape	Country-of-origin	Product Shape	Country-of-origin	Packaging Type	Packaging Type	Packaging	Country-of-origin	Country-of-origin
13	Product Shape	Packaging Type	Country-of-origin	Product Shape	Packaging Type	Product Shape	Product Shape	Product Shape	Country-of-origin	Product Shape	Product Shape

Section D of the questionnaire required respondents to rate the importance of each of the attributes considered in the purchase of clothing detergents and skin care products (see Appendix A.2.2). Table 7.13 and Table 7.14 show the mean importance ratings for each of the attributes. The mean ratings for each attribute have been ranked in their order of importance across the whole sample for each product category, clothing detergents and skin care products. Higher mean values indicate a higher importance rating for each of the product attributes and lower mean values indicate a lower importance rating. Rankings were also established for each of the demographic variables (gender, year of birth, employment type, type of residence, household income) (see Table 7.18; 7.19; 7.20 and Table 7.21).

Table 7.18 and Table 7.19 showed that, for clothing detergents, the sampled respondent's generally ranked quality as the most important attribute and product type as the least important attribute among the list of thirteen attributes. Across all demographic groupings, quality and product effectiveness consistently received the highest and second highest importance rating, respectively, with the exception of the Baby Boomer generation and Generation X; where quality was placed second after either price or product effectiveness. The Baby Boomer Generation and Generation X differed in their rating of the thirteen attributes from the overall samples' rating with the exception of product form and product shape. Such differences in attribute ratings may be attributed to the low proportions of Baby Boomers and Generation Z respondents who participated in the study. The other two generational cohorts, who constituted 91.8 % of the sample population, exhibited the same ratings for the product attributes as that of the overall sample with the exception of their ratings of design, product form and brand name. Differences were also observed in the sampled respondents' ratings of product attributes based on their gender as illustrated by the respondent's ratings of clothing detergent attributes (see Table 7.18 and 7.19).

For skin care products, across all demographic variables product attribute ratings were consistent for the first two attributes (product effectiveness and quality) with the exception of the Baby Boomer generation and respondents with a monthly income of R1400-R2499 and those residing in a student commune (see Table 7.20 and Table 7.21). Product effectiveness was ranked as the third most important attribute followed by scent and then price. Price received a lower importance ranking within the skin care detergent category compared to the clothing detergent category. Although scent received a higher importance level within the overall sample, this was not generally the

case when comparing between the different demographic groupings. Male respondents ranked scent lower than brand name and price compared to their female counterparts. Moreover, higher income households ranked scent at a much higher level than lower income households (see Table 7.21).

Furthermore, a Chi-squared test was conducted in order to determine the presence of significant differences in the responses provided by respondents (see Table 7.22 and Table 7.31). Subsequently, emphasis has been placed where significant differences have been observed. Product attribute mean ratings will also be presented together with the results of the Chi-squared test in the following sections.

7.5.3.5 Clothing detergent attribute importance ratings according to respondent demographics

Table 7.26: Product attribute importance for clothing detergents

Chi-squared test							
Product Attributes		Gender	Year of birth	Employment type	Type of residence	Household income	LSM
Price	Chi-square	1.743	12.299	27.033	21.026	29.908	28.070
	Df	4	16	16	16	28	24
	Sig.	0.783	0.723	0.041	0.178	0.368	0.257
Country-of-origin	Chi-square	4.266	13.895	34.046	16.230	34.329	30.137
	Df	4	16	16	16	28	24
	Sig.	0.371	0.607	0.005	0.437	0.190	0.180
Scent	Chi-square	10.047	18.453	18.800	25.161	41.797	25.633
	Df	4	16	16	16	28	24
	Sig.	0.040	0.298	0.0279	0.067	0.045	0.372
Product form	Chi-square	1.843	11.838	16.355	15.671	23.287	36.929
	Df	4	16	16	16	28	24
	Sig.	0.765	0.755	0.428	0.476	0.719	0.044
Product Effectiveness	Chi-square	0.399	17.790	9.617	27.985	25.862	19.843
	Df	4	16	16	16	28	24
	Sig.	0.983	0.336	0.886	0.032	0.581	0.706
Packaging Information	Chi-square	5.163	8.571	14.632	19.533	52.067	43.107
	Df	4	16	16	16	28	24
	Sig.	0.271	0.930	0.552	0.242	0.004	0.010

In terms of the attribute ratings for clothing detergent products, a Chi-squared analysis yielded no statistically significant relationships ($p > 0.05$) in the results by the year of birth in all the statements as highlighted in Table 7.22. Statistically significant differences were observed in the attribute ratings and the following biographical information: gender; employment type; type of residence; household income and living standard (LSM). As such, cross-tabulations of the previously mentioned biographical information and the attribute ratings have been developed to detail the differences in the respondents scoring patterns. The results have been summarized in the following sections.

- Price importance ratings by employment type

Table 7.27: Price by employment type

			Price					Total
			Not important	Slightly important	Moderately important	Strongly important	Extremely important	
Employment type	Unemployed	Count	11	4	33	35	82	165
		% within Employment type	6,7%	2,4%	20%	21,2%	49,7%	100%
	Employed part time/ on contract	Count	0	2	2	5	2	11
		% within Employment type	0%	18,2%	18,2%	45,5%	18,2%	100%
	Employed full-time	Count	3	5	13	16	13	50
		% within Employment type	6%	10%	26%	32%	26%	100%
	Self-employed	Count	0	0	1	2	0	3
		% within Employment type	0%	0%	33,3%	66,7%	0%	100%
	Total	Count	14	11	50	59	97	231
		% of Total	6,1%	4,8%	21,6%	25,5%	42%	100%

As illustrated in Table 7.23 the majority of the unemployed respondents, 90.9 % rated price as moderately important, strongly important or extremely important. Among the employed part time or on contract, the majority of respondents (81.9%) rated the attribute price as important (moderately, strongly important and extremely important, respectively). Appendix C shows that the mean importance rating of price among the unemployed was 4.06, thereby making price the most important attribute among the unemployed respondents. The majority of respondents who were employed full-time basis rated as moderately, strongly important and extremely important, respectively. A major percentage of respondents who were employed full-time (58%) also rated price as important (strongly important and extremely important, respectively). Respondents employed full-time and part-time employed rated price as the fourth most important attribute (see Table 7.23). The majority of the self-employed (66.7%) rated the price of clothing detergent products as strongly important.

- Country-of-origin importance rating by employment type

Table 7.28: Country-of-origin (COO) by employment type

			Country-of-origin					Total
			Not important	Slightly important	Moderately important	Strongly important	Extremely important	
Employment type	Unemployed	Count	54	41	40	11	19	165
		% within Employment type	32,7%	24,8%	24,2%	6,7%	11,5%	100%
	Employed part time/ on contract	Count	5	2	1	3	0	11
		% within Employment type	45,5%	18,2%	9,1%	27,3%	0%	100%
	Employed full-time	Count	16	10	10	11	3	50
		% within Employment type	32%	20%	20%	22%	6%	100%
	Self-employed	Count	1	0	2	0	0	3
		% within Employment type	33,3%	0,0%	66,7%	0,0%	0%	100%
	Total	Count	76	53	53	27	22	231
		% of Total	32,9%	22,9%	22,9%	11,7%	9,5%	100%

Table 7.24 shows the cross-tabulated scoring patterns for the importance level of the country-of-origin attribute by respondent employment type. Table 7.24 shows that the majority of the unemployed (81.7%) and fulltime employed (72%), rated the country-of-origin attribute as unimportant, slightly important and moderately important, respectively. The majority of the part-time employed (63.7%) rated the country-of-origin attribute as unimportant and slightly important, respectively. Among the employed and unemployed the country-of-origin received the lowest mean rating of M= 2.43 (unemployed), 2.30 (employed part-time), M= 2.5 (employed full-time) and M= 2.33 (self-employed) (see Appendix C).

- Packaging importance rating according to respondents living standard (LSM)

Table 7.29: Packaging information by living standard (LSM)

			Packaging Information					Total
			Not important	Slightly important	Moderately important	Strongly important	Extremely important	
Living Standard Measurement	LSM 4	Count	1	3	5	1	4	14
		% within LSM	7,1%	21,4%	35,7%	7,1%	28,6%	100,0%
	LSM 5	Count	3	5	17	9	6	40
		% within LSM	7,5%	12,5%	42,5%	22,5%	15,0%	100,0%
	LSM 6	Count	5	6	11	12	9	43
		% within LSM	11,6%	14,0%	25,6%	27,9%	20,9%	100,0%
	LSM 7	Count	4	17	14	7	12	54
		% within LSM	7,4%	31,5%	25,9%	13,0%	22,2%	100,0%
	LSM 8	Count	2	3	9	9	9	32
		% within LSM	6,3%	9,4%	28,1%	28,1%	28,1%	100,0%
	LSM 9	Count	3	2	18	4	7	34
		% within LSM	8,8%	5,9%	52,9%	11,8%	20,6%	100,0%
	LSM 10	Count	1	2	1	9	1	14
		% within LSM	7,1%	14,3%	7,1%	64,3%	7,1%	100,0%
	Total	Count	19	38	75	51	48	231
		% of Total	8,2%	16,5%	32,5%	22,1%	20,8%	100,0%

Table 7.25 reflects the differences in the scoring pattern regarding the rating of packaging information of clothing detergents by respondent living standards measure. Table 7.25 shows that the majority of LSM five respondents, 65% rated packaging information as important (moderately and strongly important). Moreover, the majority of LSM six (74.4%), LSM seven (61.6%), LSM seven (84.3%) and LSM nine (85.3%) rated packaging information as moderately, strongly important and extremely, respectively. Overall, according their standard of living, the 75.4% of the respondents rated the packaging information as important (moderately, strongly important and extremely important, respectively).

- Product Form importance rating according to respondents living standards (LSM)

Table 7.30: Product form by Living Standards Measure (LSM)

			Product form					Total
			Not important	Slightly important	Moderately important	Strongly important	Extremely important	
Living Standard Measurement	LSM level 4	Count	1	4	5	2	2	14
		% within LSM	7,1%	28,6%	35,7%	14,3%	14,3%	100,0%
	LSM 5	Count	1	7	24	6	2	40
		% within LSM	2,5%	17,5%	60,0%	15,0%	5,0%	100,0%
	LSM 6	Count	5	9	22	4	3	43
		% within LSM	11,6%	20,9%	51,2%	9,3%	7,0%	100,0%
	LSM 7	Count	8	10	26	5	5	54
		% within LSM	14,8%	18,5%	48,1%	9,3%	9,3%	100,0%
	LSM 8	Count	5	10	9	4	4	32
		% within LSM	15,6%	31,3%	28,1%	12,5%	12,5%	100,0%
	LSM 9	Count	4	4	10	9	7	34
		% within LSM	11,8%	11,8%	29,4%	26,5%	20,6%	100,0%
	LSM 10	Count	0	0	6	6	2	14
		% within LSM	0,0%	0,0%	42,9%	42,9%	14,3%	100,0%
	Total	Count	24	44	102	36	25	231
		% of Total	10,4%	19,0%	44,2%	15,6%	10,8%	100,0%

As shown in Table 7.26, 77.5% of LSM five rated the product form of clothing detergents as slightly and moderately important. 72.1% of LSM six and 66.6% of LSM seven rated product form as moderately and slightly important. Moreover, 59.4% of LSM eight rated product form as moderately and slightly important. However, respondents who displayed a living standard higher than LSM eight rated product form as moderately, strongly important and extremely important. That is, 76.5% of LSM nine respondents and 85.8% of LSM ten. Table 7.26 also shows that 63.2% of the sampled respondents rated product form as moderately and slightly important according to their standard of living.

- Scent importance rating according to respondents monthly household income

Table 7.31: Scent by monthly household income

			Scent					Total
			Not important	Slightly important	Moderately important	Strongly important	Extremely important	
Monthly Household Income	R800-R1399	Count	3	5	17	8	12	45
		% within Household Income	6,7%	11,1%	37,8%	17,8%	26,7%	100,0%
	R1400-R2499	Count	2	5	8	4	7	26
		% within Household Income	7,7%	19,2%	30,8%	15,4%	26,9%	100,0%
	R2500-R4999	Count	2	0	5	6	1	14
		% within Household Income	14,3%	0,0%	35,7%	42,9%	7,1%	100,0%
	R5000-R7999	Count	0	5	4	5	7	21
		% within Household Income	0,0%	23,8%	19,0%	23,8%	33,3%	100,0%
	R8000-R10999	Count	1	4	5	5	3	18
		% within Household Income	5,6%	22,2%	27,8%	27,8%	16,7%	100,0%
	R11000-R19999	Count	3	6	3	12	7	31
		% within Household Income	9,7%	19,4%	9,7%	38,7%	22,6%	100,0%
	R20000+	Count	2	1	18	25	18	64
		% within Household Income	3,1%	1,6%	28,1%	39,1%	28,1%	100,0%
	Total	Count	13	28	63	66	61	231
		% of Total	5,6%	12,1%	27,3%	28,6%	26,4%	100,0%

According to household income the scent of clothing detergent products was rated as moderately important, strongly important and extremely important by the majority of respondents who participated within the study. Overall, 82.3% of the respondents rated scent as important (moderately, strongly important and extremely important) (see Table 7.27). However, the majority of respondents earning between R2500 – R4999 rated the scent of clothing detergents as moderately and strongly important. Appendix C.1 shows that those earning above R20000 and those earning between R2500 – R4999 rated scent the highest above other attributes, that is, three (M =3.88) and five (M = 3.29) respectively. The majority of respondents earning R20000+ (95.3%) rated the attribute as moderately, strongly and extremely important.

- Packaging information importance rating by monthly household income

Table 7.32: Packaging information by monthly household income

			Packaging Information					Total
			Not important	Slightly important	Moderately important	Strongly important	Extremely important	
Monthly Household Income	R800-R1399	Count	2	8	14	12	9	45
		% within Household Income	4,4%	17,8%	31,1%	26,7%	20,0%	100,0%
	R1400-R2499	Count	6	7	7	3	3	26
		% within Household Income	23,1%	26,9%	26,9%	11,5%	11,5%	100,0%
	R2500-R4999	Count	0	1	2	3	8	14
		% within Household Income	0,0%	7,1%	14,3%	21,4%	57,1%	100,0%
	R5000-R7999	Count	0	6	7	3	5	21
		% within Household Income	0,0%	28,6%	33,3%	14,3%	23,8%	100,0%
	R8000-R10999	Count	4	2	7	3	2	18
		% within Household Income	22,2%	11,1%	38,9%	16,7%	11,1%	100,0%
	R11000-R19999	Count	2	1	10	9	9	31
		% within Household Income	6,5%	3,2%	32,3%	29,0%	29,0%	100,0%
	R20000+	Count	5	8	24	18	9	64
		% within Household Income	7,8%	12,5%	37,5%	28,1%	14,1%	100,0%
	Total	Count	19	38	75	51	48	231
		% of Total	8,2%	16,5%	32,5%	22,1%	20,8%	100,0%

Table 7.28 also shows the rating of packaging information in terms of the research respondent's monthly household income. The majority of respondents with a monthly household income between R800 – R1399 (77.8%) rated packaging information as important (moderately, strongly important and extremely important, respectively). The majority of respondents (78.5%) with a monthly household income between R2500 – 4999 rated the packaging information of clothing detergents as being of strongly important and extremely important, respectively. The majority of respondents with a monthly household income between R11000 – R19000 and those with an income of R20000+ rated packaging information as important, 90.3% and 79.7% respectively. Overall, in terms the respondent's monthly household income, 75.4% respondent's rated packaging information as important (moderately, strongly important and

extremely important). The highest rating for packaging information was given by those earning R2500 – R4999 (M = 4.38) thereby placing packing information 3rd (third most rated attribute among) (see Table 7.19). Packaging information was ranked ninth most important attribute by respondents earning R8000 – R10999 (M= 2.83) and those earning R1400 – R2499 (M= 2.62) (see Appendix C.1).

- Scent importance rating according to respondents gender

Table 7.33: Scent importance rating by gender

			Scent					Total
			Not important	Slightly important	Moderately important	Strongly important	Extremely important	
Gender	Male	Count	10	17	32	35	22	116
		% within Gender	8,6%	14,7%	27,6%	30,2%	19,0%	100,0%
	Female	Count	3	11	31	31	39	115
		% within Gender	2,6%	9,6%	27,0%	27,0%	33,9%	100,0%
Total		Count	13	28	63	66	61	231
		% of Total	5,6%	12,1%	27,3%	28,6%	26,4%	100,0%

The majority of male respondents rated the scent of clothing detergents as important (76.8%) (moderately, strongly important and extremely important, respectively). The majority (87.9%) of the female respondents rated the scent of clothing detergents as important (moderately important, strongly important and extremely important, respectively) (see Table 7.29). Male respondents rated scent as the eighth most important attribute with a mean rating of M= 3.33 while female respondents rated scent as the fifth most important attribute with a mean rating of M= 3.80 (see Appendix C).

- Product effectiveness importance ratings according to respondents type of residence

Table 7.34: Product effectiveness importance ratings by type of residence

			Product Effectiveness					Total	
			Not important	Slightly important	Moderately important	Strongly important	Extremely important		
Type of residence	Flat	Count	0	3	3	11	6	23	
		% within Type of Residence	0,0%	13,0%	13,0%	47,8%	26,1%	100,0%	
	University residence	Count	4	2	9	25	26	66	
		% within Type of Residence	6,1%	3,0%	13,6%	37,9%	39,4%	100,0%	
	Student commune	Count	1	0	1	3	3	8	
		% within Type of Residence	12,5%	0,0%	12,5%	37,5%	37,5%	100,0%	
	Private or Family residence	Count	0	1	21	50	61	133	
		% within Type of Residence	0,0%	0,8%	15,8%	37,6%	45,9%	100,0%	
	Total		Count	5	6	34	90	96	231
			% of Total	2,2%	2,6%	14,7%	39,0%	41,6%	100,0%

According to Table 7.22 a statistically significant difference was observed among the respondents rating of clothing detergents product effectiveness in terms of the respondent's type of residence. More so, Table 7.30 shows that the majority of respondents residing in a flat, 73.9% rated the product effectiveness of clothing detergents as extremely important and strongly important. Moreover, all the respondents rated the product effectiveness of clothing detergents in a similar manner. Overall, product effectiveness was rated as strongly important and extremely important by 80.6% of all the respondents, in terms of their residence type. The mean ratings among respondent per type of residence were M= 3.82 (flat), M= 4.02 (university residence), M= 3.88 (student commune) and M= 4.28 (private residence). Appendix C.1 shows that respondents residing in a flat and those in private family residence rate product effectiveness as the second most rated attribute while those in university residence and student commune both rated the attribute third.

7.5.3.6 Skincare product attribute importance ratings in terms of respondent demographics

Table 7.35: Product attributes importance for skincare products

Chi-squared test							
		Gender	Year of birth	Employment type	Type of residence	Household income	LSM
Price	Chi-square	5.972	18.748	29.994	23.059	46.270	26.484
	Df	4	16	16	16	28	24
	Sig.	0.201	0.282	0.018	0.112	0.016	0.329
Package	Chi-square	0.444	12.068	13.209	10.980	41.344	13.081
	Df	4	16	16	16	28	24
	Sig.	0.979	0.739	0.657	0.811	0.050	0.965
	Sig.	0.266	0.938	0.624	0.783	0.145	0.027
Product Effectiveness	Chi-square	8.920	33.670	17.606	11.024	40.197	21.413
	Df	4	16	16	16	28	24
	Sig.	0.063	0.006	0.347	0.808	0.063	0.614
Packaging Information	Chi-square	7.107	13.323	14.800	13.809	29.501	27.642
	Df	4	16	16	16	28	24
	Sig.	0.130	0.649	0.539	0.613	0.387	0.275

In terms of the attribute ratings for skincare products, a Chi-squared analysis yielded no statistically significant relationships ($p > 0.05$) in the results by gender in all the attribute ratings as highlighted in Table 7.31, column one. Equally, no significant differences were observed in respect to the type of residence ($p > 0.05$). Statistically significant differences were observed in some of the attribute ratings and the biographical information such as the year of birth (generation), employment type, household income and LSM. Significant differences were found in respondents rating of price in terms of the respondents employment type ($p = 0.018$) and in terms of the respondents household income ($p = 0.016$). Other differences were found in the rating of the packaging of skincare product according to respondents household income ($p = 0.05$). Moreover differences were found in the rating of product effectiveness according to respondents year of birth (generation) ($p = 0.006$) as well as differences in the rating of quality in terms of the respondents standard of living ($p = 0.027$). As such, the findings of the mentioned attribute ratings, by respondents' biographical information; have been cross-tabulated detailing the differences in the respondents scoring patterns. The findings are summarized in the following sections.

- Package importance rating across monthly household income

Table 7.36: Package by monthly household income

			Package					Total
			Not important	Slightly important	Moderately important	Strong importance	Extremely important	
Monthly Household Income	R800- R1399	Count	3	9	13	11	9	45
		% within Household Income	6,7%	20,0%	28,9%	24,4%	20,0%	100,0%
	R1400- R2499	Count	1	11	10	3	1	26
		% within Household Income	3,8%	42,3%	38,5%	11,5%	3,8%	100,0%
	R2500- R4999	Count	1	1	9	3	0	14
		% within Household Income	7,1%	7,1%	64,3%	21,4%	0,0%	100,0%
	R5000- R7999	Count	2	4	7	6	2	21
		% within Household Income	9,5%	19,0%	33,3%	28,6%	9,5%	100,0%
	R8000- R10999	Count	3	1	11	3	0	18
		% within Household Income	16,7%	5,6%	61,1%	16,7%	0,0%	100,0%
	R11000- R19999	Count	2	5	14	3	7	31
		% within Household Income	6,5%	16,1%	45,2%	9,7%	22,6%	100,0%
	R20000+	Count	11	11	26	7	9	64
		% within Household Income	17,2%	17,2%	40,6%	10,9%	14,1%	100,0%
	Total	Count	25	45	96	37	28	231
		% of Total	10,8%	19,5%	41,6%	16,0%	12,1%	100,0%

The majority of respondents (73.3%) who belonged to a household earning between R800 – R1399 rated the attribute packaging as moderately, strongly and extremely important, respectively. In terms of the monthly household income of respondents, the rating for the packaging of skincare products ranged from slightly important to moderately important for the majority (80.8%) of respondents with a monthly household income between R1400 – R2499. The majority (85.7%) of respondents with a household income between R2500 – R4999 rated packaging as moderately important and strongly important, respectively. Furthermore, the majority (80.9%) of respondents with a monthly household income between R5000 – R7999 rated packaging as moderately, strongly important and slightly important. The majority of respondents with a monthly household income between R11000 – R19999 (77.5%) and R20000+

(65.6%) rated packaging importance as moderately, strongly important and extremely important, respectively. The packaging of skincare products was rated as tenth most important attribute by the respondents in terms of their household monthly income, that is, R800 – R1399 (M = 3.41), R1400 – R2499 (M = 2.64), R2500-R4999 (M = 3.00) and R11000 – R19999 (M = 3.33) (see Table 7.32). Only the respondents earning R5000 – R7999 rated the packaging of skin care products more important ranked packaging as the ninth most important attribute (M = 3.10) (see Appendix C2.1).

- Price importance rating across monthly household income levels

Table 7.37: Price by monthly household income

			Price					Total
			Not important	Slightly important	Moderately important	Strong importance	Extremely important	
Monthly Household Income	R800- R1399	Count	1	2	16	7	19	45
		% within Household Income	2,2%	4,4%	35,6%	15,6%	42,2%	100,0%
	R1400- R2499	Count	2	2	3	8	11	26
		% within Household Income	7,7%	7,7%	11,5%	30,8%	42,3%	100,0%
	R2500- R4999	Count	0	1	3	2	8	14
		% within Household Income	0,0%	7,1%	21,4%	14,3%	57,1%	100,0%
	R5000- R7999	Count	3	1	4	4	9	21
		% within Household Income	14,3%	4,8%	19,0%	19,0%	42,9%	100,0%
	R8000- R10999	Count	2	3	4	6	3	18
		% within Household Income	11,1%	16,7%	22,2%	33,3%	16,7%	100,0%
	R11000- R19999	Count	1	4	3	9	14	31
		% within Household Income	3,2%	12,9%	9,7%	29,0%	45,2%	100,0%
	R20000+	Count	3	2	12	28	19	64
		% within Household Income	4,7%	3,1%	18,8%	43,8%	29,7%	100,0%
	Total	Count	15	17	49	65	85	231
		% of Total	6,5%	7,4%	21,2%	28,1%	36,8%	100,0%

As illustrated in Table 7.33, the price of skincare products was rated being of strongly important and extremely important, respectively, by the majority of respondents with a monthly household income between R1400 – R2499. The majority of respondents (93.4%) earning a monthly income between R800 – R1399 rated the attribute price as moderately, strongly and extremely important, respectively. Furthermore, the majority of respondents with a monthly household income between R11000 – R19999 (74.2%) rated price as strongly and extremely important, respectively. Moreover, respondents with a monthly household income of R20000+ rated as moderately, strongly important and extremely important, respectively, (92.3%) as depicted in Table 7.33. Although the majority of respondents rated price as moderately, strongly and extremely important (86.1%), price was the most important attribute in only one income category (R2500 – R4999, M = 4.21). Price was also ranked second (R1400 – R2499, M = 3.88); third (R800 – R1399, M = 3.86); fourth (R11000 – R19999, M = 4.00) and fifth (R5000- R7999, M= 3.71). Respondents earning above R20000 also rated price as the fourth most rated attribute (M = 3.92) while those earning R8000 – R10999 rated price as the eighth most rated attribute (M = 3.28) (see Appendix C2.1).

- Price importance rating across respondent employment types

Table 7.38: Price by respondent employment type

			Price					Total
			Not important	Slightly important	Moderately important	Strong importance	Extremely important	
Employment type	Unemployed	Count	11	10	35	38	71	165
		% within Employment type	6,7%	6,1%	21,2%	23,0%	43,0%	100,0%
	Employed part time/ on contract	Count	0	3	3	4	1	11
		% within Employment type	0,0%	27,3%	27,3%	36,4%	9,1%	100,0%
	Employed full-time	Count	4	3	8	22	13	50
		% within Employment type	8,0%	6,0%	16,0%	44,0%	26,0%	100,0%
	Self-employed	Count	0	1	2	0	0	3
		% within Employment type	0,0%	33,3%	66,7%	0,0%	0,0%	100,0%
	Total	Count	15	17	49	65	85	231
		% within Employment type	6,5%	7,4%	21,2%	28,1%	36,8%	100,0%

The majority of unemployed respondents (87.2%) rated price as moderately, strongly important and extremely important, respectively. The majority of the respondents employed full-time (86%) rated price as moderately, strongly important and extremely important, respectively. Overall, the majority of the respondents (86.1%) rated price as moderately important, of strongly important and extremely important, respectively (see Table 7.3.4). Furthermore, both the part-time employed (M = 3.27) and full-time employed (M = 3.73) rated price as the fifth most important attribute. The unemployed rated price as the third (M = 3.89) most important attribute while the self-employed rated price as the twelfth rated attribute (M = 2.67) (see Appendix C2).

- Product effectiveness importance rating across generational cohorts

Table 7.39: Product effectiveness by generational cohorts

			Product Effectiveness					Total
			Not important	Slightly important	Moderately important	Strong importance	Extremely important	
Year of birth	Baby boomers 1946-1964	Count	0	0	0	0	1	1
		% within Year of birth	0,0%	0,0%	0,0%	0,0%	100,0%	100,0%
	Generation X 1965-1976	Count	0	0	1	3	10	14
		% within Year of birth	0,0%	0,0%	7,1%	21,4%	71,4%	100,0%
	Generation Y 1977-1994	Count	1	4	13	27	40	85
		% within Year of birth	1,2%	4,7%	15,3%	31,8%	47,1%	100,0%
	Generation Z 1995-1997	Count	1	14	20	24	68	127
		% within Year of birth	0,8%	11,0%	15,7%	18,9%	53,5%	100,0%
	Total	Count	3	18	36	55	119	231
		% of Total	1,3%	7,8%	15,6%	23,8%	51,5%	100,0%

Table 7.35 shows a cross tabulation of respondents generations of birth and skincare product effectiveness. Table 7.35 shows that the majority of respondents from two generation regarded product effectiveness as strongly important and extremely important, respectively, (92.8% of Generation X, and 78.9% of Generation Y). The majority of Generation Z respondents (88.1%) rated price as moderately important, strongly important and extremely important, respectively. The majority respondents rated price as being of strongly important and extremely important to the consideration of skincare products (75.3%). Product effectiveness is highly regarded by three

generational grouping, with each grouping rating it as the second most important attribute with the following mean rating as indicated in Table 7.25: M= 4.64 (Generation X); M= 4.18 (Generation Y) and M= 4.12 (Generation Z).

- Quality Importance rating across living standards

Table 7.40: Quality by Living Standards Measure

			Quality					Total
			Not important	Slightly important	Moderately important	Strong importance	Extremely important	
Living Standard Measurement	LSM 4	Count	0	0	4	1	9	14
		% within LSM	0,0%	0,0%	28,6%	7,1%	64,3%	100,0%
	LSM 5	Count	0	2	8	10	20	40
		% within LSM	0,0%	5,0%	20,0%	25,0%	50,0%	100,0%
	LSM 6	Count	0	0	6	5	32	43
		% within LSM	0,0%	0,0%	14,0%	11,6%	74,4%	100,0%
	LSM 7	Count	0	3	2	15	34	54
		% within LSM	0,0%	5,6%	3,7%	27,8%	63,0%	100,0%
	LSM 8	Count	1	0	2	10	19	32
		% within LSM	3,1%	0,0%	6,3%	31,3%	59,4%	100,0%
	LSM 9	Count	0	0	0	6	28	34
		% within LSM	0,0%	0,0%	0,0%	17,6%	82,4%	100,0%
	LSM 10	Count	0	0	1	3	10	14
		% within LSM	0,0%	0,0%	7,1%	21,4%	71,4%	100,0%
	Total	Count	1	5	23	50	152	231
		% of Total	0,4%	2,2%	10,0%	21,6%	65,8%	100,0%

In terms of the levels of the Living Standards Measurement (LSM) (LSM four - ten) the majority of respondents (97.4%) rated quality as moderately important, strongly important and extremely important, respectively. It should be noted that respondents with a living standard of LSM five (95%), LSM seven (90.8%), LSM eight (90.7%) and LSM nine (100%) rated quality as extremely important and strongly important to the consideration of skincare products (see Table 7.36).

7.5.3.7 Product Attribute Preferences

Table 7.41: Clothing detergent and skincare attribute ratings

Independent t-test							
Products		Frequency (N)	Mean	Std. Deviation	Std. Error Mean	P- value	Sig.
Preference	Clothing Detergents	13	3.3785	0.59142	0.16403	0.864	Not significant
	Skincare	13	3.4546	0.54832	0.15208		

A one sample t-test was conducted in order to determine the presence of any differences between attribute level preferences for clothing detergents and skincare products. The results of the test showed that no significant differences existed across the product categories (p -values). Table 7.37 shows that no significant differences have been found between clothing detergent and skincare product attribute level preferences.

7.6 SUMMARY

Chapter seven presented the results of first descriptive survey (phase one). The chapter highlights the demographics of the sampled respondents. The findings show a difference between the targeted sample population and the accessible sample population. Moreover, the chapter contains inferential statistics that were used to analyse respondent's answers to the attribute ranking and rating questions that were contained in questionnaire. Inferential statistics were also used to analyse the responses to the product classification question. The findings showed statistically insignificant differences in the respondents attribute importance ratings for clothing detergents and skincare products. The following chapter, chapter eight, will present the results of phase two of the study with emphasis on the clothing detergent product category. Phase two results on respondent's answers to questions pertaining to the skincare product category will be presented in chapter nine.

CHAPTER EIGHT

PHASE TWO: CLOTHING DETERGENTS

8.1 INTRODUCTION

Chapter seven presented the results of phase one of the data collection process. This chapter presents phase two results for the clothing detergent category. The next chapter will present the results of the skincare products category. For the purpose of the study, phase two involved administering questionnaires to students from the three universities in Durban (Mangosuthu University, Durban University of Technology and University of Kwa-Zulu Natal). Respondents who participated in phase one were excluded from participation in phase two. The chapter contains the reliability and validity results established for the conjoint analysis used in the study. Section 8.3 provides an overview of the sample and contains a description of the population sample. The section outlines the demographic structure of the sample population based on the information gathered from Section A of the questionnaire used in phase two of the study.

A fractional factorial design was used to develop the clothing detergent product category profiles that were ranked by respondents. Section 8.4 contains a description of the clothing detergent profiles. Section 8.5 presents a description of the conjoint analysis responses obtained from phase two of the study. Section 8.6 presents the inferential statistics used to analyse the respondents' clothing detergent profile preferences as well as the respondents attribute preferences. The correspondence analysis in Section 8.6.3 presents a graphical representation of the respondents clothing detergent attribute preferences in terms of the respondent demographics. A summary of the chapter is presented in Section 8.7.

8.2 STUDY POPULATION RESPONSE

Table 8.1: Respondents generational cohorts

Population Distribution		
	Frequency	Percent
Generation X	25	11.7
Generation Y	95	44.6
Generation Z	93	43.7
Total	213	100.0

For phase two of the study, the targeted population was 240 respondents divided among the four generational cohorts (Baby Boomers, Generation X, Y and Z). Table 8.1 shows that a total of 213 respondents from to Generation X, Y and Z participated within the study.

8.2.1 RELIABILITY AND VALIDITY

Table 8.2: Clothing detergent conjoint analysis validity

Correlations ^a		
	Value	Sig.
Pearson's R	.941	.000
Kendall's tau	.857	.001
Kendall's tau for Holdouts	1.000	.

a. Correlations between observed and estimated preferences

A computer software program SPSS version 12.0 was used to determine the preferences for clothing detergent profiles. A list of ten profiles depicted in Table 8.3 were presented to respondents and ranked by the respondents in their order of preference. The last two profiles were used as hold-outs (profile nine and ten). These were not used during the conjoint analysis procedure to estimate utilities but instead, they were used to check the validity of the utilities by computing correlations between observed and predicted rank orders for these profiles. The Pearson correlation between preference orders marked by respondents and reproduced by conjoint program was examined. The value of Kendall's tau for two hold-outs was examined. The Pearson's calculation indicated a value close to 1 ($r=.941$) for the data indicating a good fit for the model. Moreover, Kendall's coefficient of concordance is an important non-parametric measure of relationship (Bolboaca and Jäntschi 2006). Kendall's tau for

holdouts is = 1 and shows that there is a perfect correlation between observed and predicted rank orders for the holdouts (see Table 8.2). Therefore, this serves to validate the utility scores presented in Table 8.6. To test a hypothesis of a relationship between variables a number of tests such as the Rank correlation and Kendall's coefficient of concordance among other tests for dependence, can be employed (Chok 2010:6).

8.3 BIOGRAPHIC/ DEMOGRAPHIC PROFILE OF STUDY POPOULATION

In this section of the data presentation, the biographical data of the respondents who took part in the second phase of data collection is presented. This section summarises the biographical characteristics of the respondents.

8.3.1 Respondents gender and generation of birth

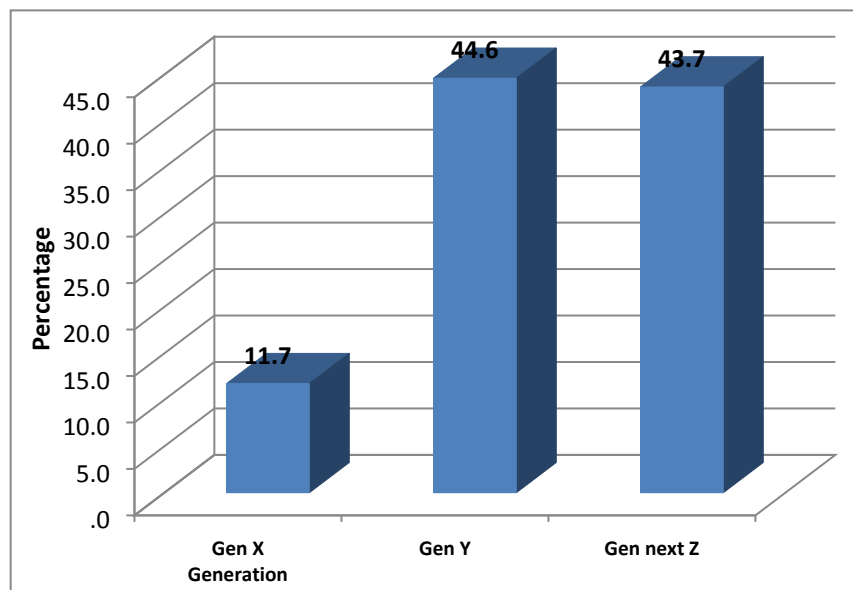


Figure 8.1: Generational cohort distribution

Figure 8.1 describes the biographical profile of respondents per generation of birth for the second phase of the study. A total of 213 respondents took part within the study with more of the respondents (43.7%) belonging to Generation Z or also known as Generation Next (1995-1999) and (44.6 %) Generation Y (1977-1994). Only 11.7% belonged to Generation X (1965-1976).

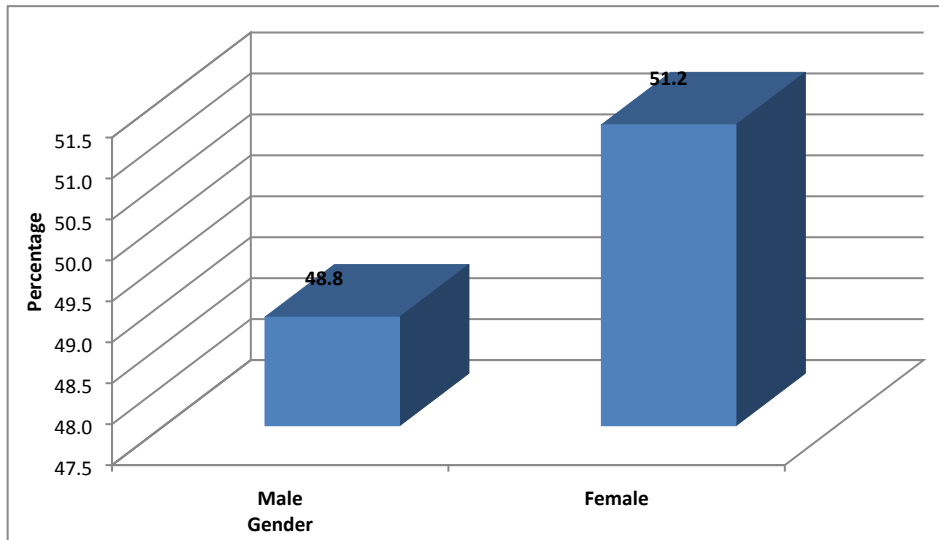


Figure 8.2: Gender distribution

Figure 8.2 shows the distribution of respondents by gender. As indicated by figure 8.2, 48.8% respondents were male and 51.2% respondents were female.

8.1.1 Employment type and Place of residence

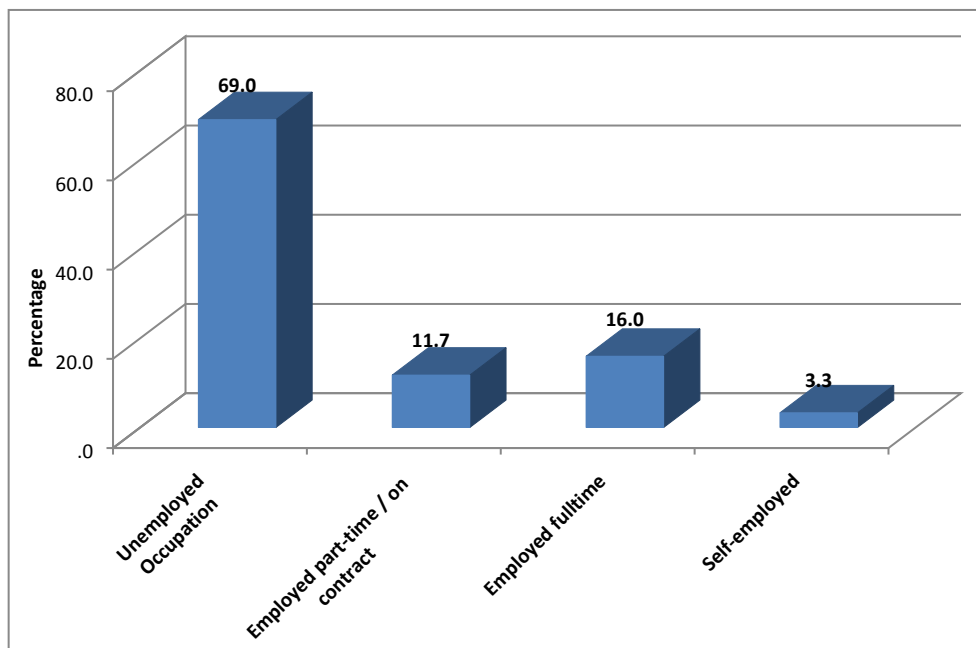


Figure 8.3: Employment type distribution

Figure 8.3 shows the distribution of the respondent's employment type and their place of residence respectively. The majority of respondents who participated within phase two of the study, 69% were unemployed. 31% of the respondents were employed either on a part-time basis, full-time or self-employed.

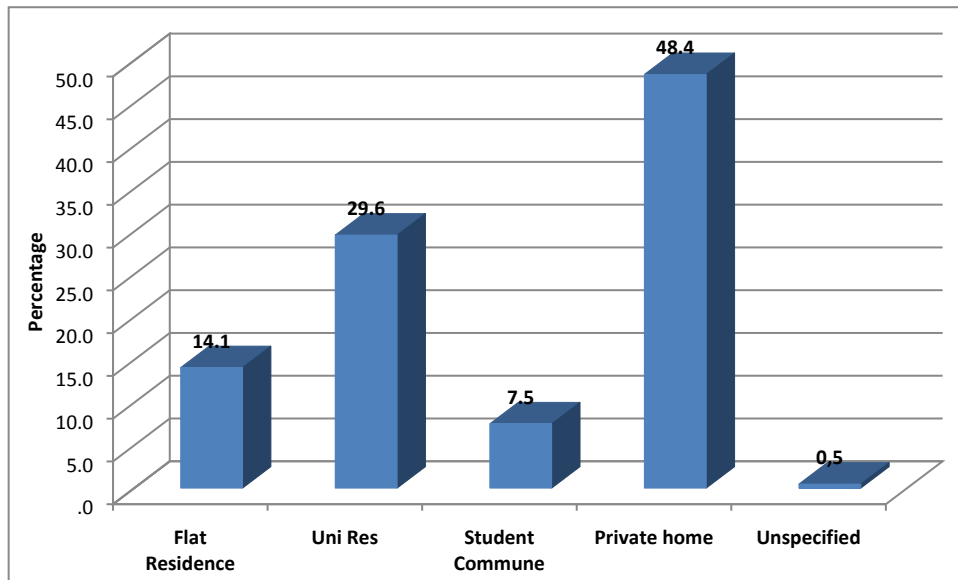


Figure 8.4: Residential type distribution

Figure 8.4 depicts that 48.4% of all respondents were residing in a privately owned family residence (private home). Furthermore, a group of students (29.6%) indicate that they were living at university residence while 14.1% and 7.5% were staying in a flat or a student commune, respectively. It should be noted that 0.5% of the respondents did not indicate their place of residence in Figure 8.4.

8.3.2 Income and living standards measure

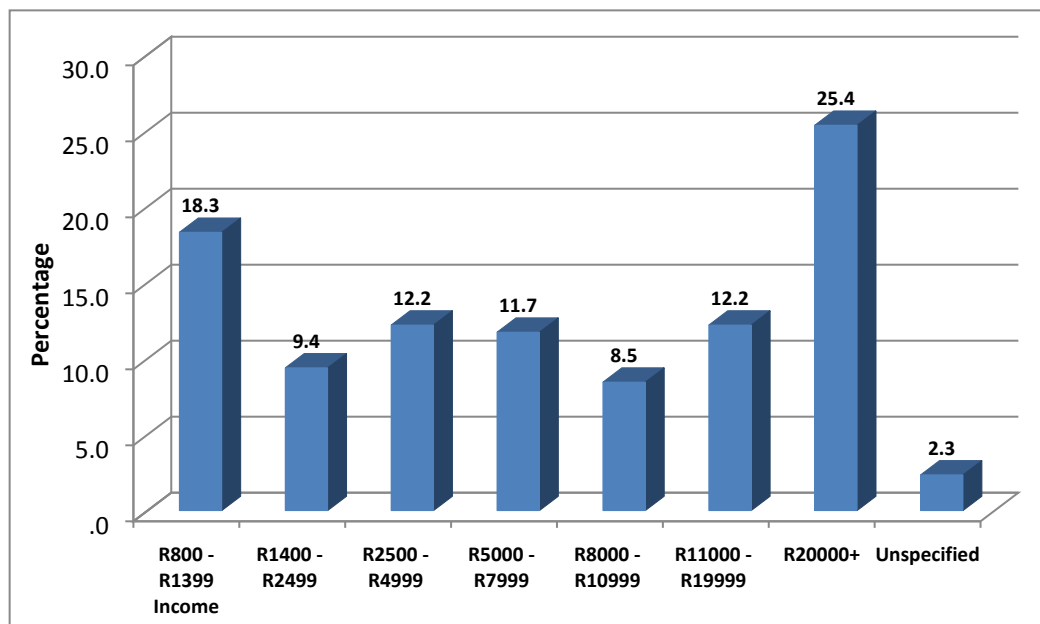


Figure 8.5: Monthly income distribution

Figure 8.5 shows the distribution of respondents in terms of their monthly household income. A minor percentage (2.3%) of respondents did not specify their monthly household income. However, the distribution of respondents in terms of their monthly household income shows that 51.6% of the respondents have a monthly household income of R800 – R7999. However, 46.1% of the respondents belong to a monthly household income of R8000 or more.

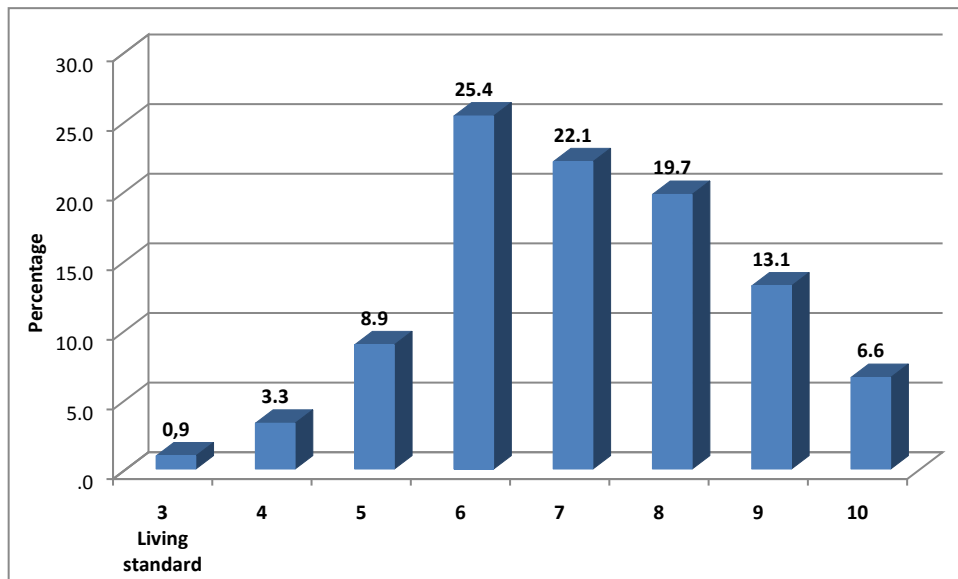


Figure 8.6: Living standards measure distribution

Figure 8.6 shows the distribution of respondents in terms of the South African Audience Research Foundation (SAARF) Living Standards Measurement (LSM). The population distribution of the study shows that the majority of respondents showed a living standard between LSM six to eight (67.2%). Furthermore, 19.7% of the respondents showed a living standard between LSM nine and ten while 8.9% showed between LSM three to five.

8.4 CLOTHING DETERGENT PRODUCT CATEGORY

Table 8.3: Clothing detergent product profiles - card list

DETERGENT Card List							
	Card ID	durability	Product strength	Price	size	Product form	scent
Profile 1	1	2 weeks	Average	moderately priced	2kg / 2 litre	liquid	oceanic
Profile 2	2	3 weeks	Average	moderately priced	1kg / 1 litre	powder	floral
Profile 3	3	3 weeks	Average	priced low	1kg / 1 litre	liquid	oceanic
Profile 4	4	2 weeks	very effective	priced low	1kg / 1 litre	powder	oceanic
Profile 5	5	3 weeks	very effective	priced low	2kg / 2 litre	liquid	floral
Profile 6	6	2 weeks	Average	priced low	2kg / 2 litre	powder	floral
Profile 7	7	2 weeks	very effective	moderately priced	1kg / 1 litre	liquid	floral
Profile 8	8	3 weeks	very effective	moderately priced	2kg / 2 litre	powder	oceanic
Profile 9 ^a	9	3 weeks	very effective	priced low	2kg / 2 litre	liquid	oceanic
Profile 10 ^a	10	2 weeks	very effective	moderately priced	1kg / 1 litre	powder	oceanic

a. Holdout

A fractional factorial design was used to establish a suitable fraction of all possible combinations of the factor levels were established. The resulting set, called an orthogonal array, was designed to capture the main effects for each factor level. The orthogonal array also allowed for the generation of factor-level combinations, known as holdout cases (profile nine and ten), which were rated by the subjects but are not used to build the preference model. Each profile offered respondents different levels of utility based on the attributes that constituted each profile. Instead, they are used as a check on the validity of the model (IBM 2016:2). In this study, respondents were required to rank ten profiles belonging to two product categories namely: clothing detergents depicted in Table 8.3 and skincare products, depicted in Table 9.2. Respondents were required to rank the list of profiles, from the most preferred profile to the least preferred (in their order of preference).

8.5 DESCRIPTION STATISTICS

Table 8.4: Ordered clothing detergent profile preferences

Profile Rankings	Order of preference	Profile description	Frequency	Minimum	Maximum	Mean	Std. Deviation
1 (Most preferred)	Profile 2	Adequate clean, 3wk, powder, floral detergents	213	1	10	4.58	2.968
2	Profile 5	Intense clean, low price, 3wk, powder detergents	213	1	10	4.97	2.959
3	Profile 8	Intense clean, 3wk, powder detergent	213	1	10	5.01	2.934
4	Profile 3	Adequate clean, low priced, 3wk, liquid detergents	213	1	10	5.26	2.556
5	Profile 6	Adequate, 2wk, low price detergents	213	1	10	5.30	2.758
6	Profile 4	Intense clean, 2wks, low priced detergents	213	1	10	5.47	2.645
7	Profile 1	Adequate clean, 2wk liquid detergents	213	1	10	5.58	2.888
8	Profile 9	Intense clean, 3wks, low price, liquid detergents	213	1	10	5.87	2.983
9	Profile 7	Intense clean, 2wk, liquid detergents	213	1	10	6.35	2.730
10 (Least preferred)	Profile 10	Intense clean, 2wk, powder detergents	213	1	10	6.64	2.687

The conjoint analysis program provided in SPSS 12.0 was used to analyse respondent's preferences for the ten detergent profiles illustrated in Table 8.3. Respondents were required to rank the ten clothing detergent profiles from the most preferred profile (ranked one) to the least preferred profile (ranked ten). As depicted in Table 8.4 the respondents rankings have been ordered based on the means values ranging from 4.58 (profile two) to 6.64 (profile ten) in ascending order. Table 8.4 shows the order of profile preferences from the most preferred to the least preferred. Therefore, low mean values indicate greater clothing detergent product profile preferences. For clothing detergents, profile two ($M= 4.58 \pm 2.968$) was the most preferred profile followed by profile five ($M= 4.97 \pm 2.959$), profile eight ($M= 5.01 \pm 2.934$), profile three ($M= 5.26 \pm 2.556$), profile six ($M= 5.30 \pm 2.758$), profile four ($M=$

5.47 ± 2.645), profile one (M= 5.58 ± 2.888), profile nine (M= 5.87 ± 2.983), profile seven (M= 6.35 ± 2.730) and profile ten (M= 6.64 ± 2.687) respectively (see Table 8.4).

The use of conjoint analysis enables the measurement of attribute preferences and attribute level preferences for the specific attributes that constitute each available a product. Consequently, conjoint analysis was used to measure the attribute preferences and attribute level preferences for the six attributes (durability, product strength, price, price, size, product form and scent) used to develop the clothing detergent product category profiles. The following sections present the findings of attribute preferences and attribute level preferences.

8.5.1 Conjoint analysis responses

Table 8.5: Clothing detergent conjoint analysis results

Attribute	Attribute Level	Part-worth Utility Estimates	Relative Importance (%)
Product form	Powder	-0.224	20.78
	Liquid	0.224	
Product effectiveness (strength)	Average	-0.135	18.78
	very effective	0.135	
Size	2kg / 2 litre	-0.101	16.66
	1kg / 1 litre	0.101	
Durability	3 weeks	-0.360	15.72
	2 weeks	0.360	
Scent	Floral	-0.016	14.59
	Oceanic	0.016	
Price	Priced low	-0.066	13.47
	moderately priced	0.066	

Table 8.5 illustrates a measure of the relative importance of each attribute known as an importance score or value. As expressed in percentages, the values were computed by taking the utility range for each attribute separately and dividing by the sum of the utility ranges for all attributes. The values thus represent percentages and have the property that they summate to 100. The calculations, it should be noted, are done separately for each subject, and the results are then averaged. From the results it seems apparent that there is not a great difference in the relative importance of the both clothing detergents and skin care product categories as depicted in Table 8.5 and Table 9.4.

Table 8.5 also shows the utility estimates for each attribute level. Part-worth scores (utility estimates) were established for each attribute of each clothing detergent product profile. The importance rankings have been indicated as percentages show which attributes are most important to the respondents. The results show that the most important clothing detergent attribute is product form (20.78) followed by product strength (18.78), size, durability, scent and price. Utility estimates also show the differences in preferences for each attribute level. A positive utility score indicates respondent preferences. Table 8.5 shows that for the durability of clothing detergents respondents preferred 2 weeks (0.360) in favour of 3 weeks (-0.360). For product strength, respondents preferred very effective (0.135) product strength in favour of average (-0.135) product strength. Respondents also preferred moderately priced (0.066) clothing detergents in favour of low priced (-0.066) clothing detergents. Respondents preferred smaller sized 1kg/1litre clothing detergents (0.101) more than the larger 2kg / 2litres (-0.101) sized clothing detergents. Moreover, respondents preferred the oceanic scent (0.016) instead of the floral (-0.016) scented clothing detergents.

8.6 INFERENCE STATISTICS

Table 8.6: Friedman's test

Frequency (N)	Chi-square	df	Sig.	
213	20.029	5	0.001	Significant

a. Friedman Test

The Friedman's test was used to test if the relative importance values differed significantly across attributes. Table 8.6 shows that there is a significant difference in importance rankings across attributes, $\chi^2(5) = 20.029$, $p=0.001$. In particular: product form is significantly more important than durability, scent, price and size; size is significantly more important than price; product strength is significantly more important than price and product strength.

8.6.1 Profile preferences

Chi-squared, ANOVA and independent t-tests were done to determine the existence of differences in the preferences of the clothing detergent profiles across all demographic variables. The following sections present tests conducted to determine variances in profile preferences among demographic variables.

8.6.1.1 Gender

Table 8.7: Gender

Independent sample t-test								
	Gender	Frequency	Mean	Std. Deviation	t	df	Sig.	
Profile 5	Female	109	4.51	2.965	2.312	211	0.022	Significant
	Male	104	5.44	2.892				
Profile 8	Male	104	4.55	2.998	-2.287	211	0.023	Significant
	Female	109	5.46	2.814				

There is a significant difference in the average preferences of clothing detergent for example profile five in terms of gender, where $t(211) = 2.312$, $p = 0.022$. Female mean values of $M = 4.51 \pm 2.965$ show a significantly greater preference for the product profile five than males where $M = 5.44 \pm 2.89$. There is a significant difference in the average preference for clothing detergent profile eight between the two genders, where $t(211) = -2.287$, $p = 0.023$. Males ($M = 4.55 \pm 2.99$) show a significantly greater preference for this profile than females ($M = 5.46 \pm 2.8$) (see Table 8.7).

8.6.1.2 Generation

Table 8.8: Generational cohorts

ANOVA								
	Generation	Frequency (N)	Mean	Std. Deviation	f	df	Sig.	
Profile 2	Gen Z	93	4.09	2.681	10.249	2	0.000	significant
	Gen Y	95	4.44	3.010				
	Gen X	25	6.96	2.806				
Profile 5	Gen X	25	4.16	2.703	4.205	2	0.016	Significant
	Gen Z	93	4.54	2.880				
	Gen Y	95	5.60	3.001				
Profile 6	Gen Y	95	4.75	2.678	3.632	2	0.028	significant
	Gen Z	93	5.69	2.844				
	Gen X	25	5.96	2.423				
Profile 9	Gen X	25	4.28	3.048	4.488	2	0.012	significant
	Gen Y	95	5.91	3.063				
	Gen Z	93	6.26	2.766				
	Total	213	5.87	2.983				

As previously indicated, clothing detergent profiles were ranked in their order of preference from most preferred (ranked one) to least preferred (ranked ten). Consequently, low mean values indicate greater profile preferences among respondents. Significant differences were found in the respondent's preferences for profile two, five, six and nine ($p < 0.05$). Table 8.8 shows that Generation X's ($M = 6.96 \pm 2.806$) preferences for profile two were lower than Generation Y ($M = 4.44 \pm 3.010$) and Z ($M = 4.09 \pm 2.681$) preferences for the same profile. A greater preference for profile five was found among Generation Y ($M = 5.60 \pm 3.001$) respondents compared to Generation Z ($M = 4.54 \pm 2.880$) respondents. Moreover, Generation Y ($M = 4.75 \pm 2.678$) respondents showed a lower preference for profile six compared to Generation Z ($M = 5.69 \pm 2.844$) respondents. Significant differences were also found in the respondents' preferences for profile nine ($p = 0.012$). Generation X showed more preference for profile nine compared to Generation Y and Z (see Table 8.8).

8.6.1.3 Income

Table 8.9: Monthly income

ANOVA								
	Income	Frequency	Mean	Std. Deviation	f	df	Sig.	
Profile 1	R800 - R1399	39	4.23	2.833	3.492	6	0.003	Significant
	R1400 - R2499	20	5.15	3.117				
	R20000+	54	5.54	2.718				
	R11000 - R19999	26	5.69	2.604				
	R8000 - R10999	18	6.11	2.867				
	R2500 - R4999	26	6.46	2.846				
	R5000 - R7999	25	7.16	2.609				
	Total	208	5.63	2.881				
Profile 8	R20000+	54	4.11	2.957	6	3.074	0.007	Significant
	R11000 - R19999	26	4.38	2.418				
	R2500 - R4999	26	4.58	2.982				
	R1400 - R2499	20	4.95	3.137				
	R5000 - R7999	25	5.08	2.798				
	R8000 - R10999	18	5.78	3.264				
	R800 - R1399	39	6.46	2.634				
	Total	208	4.99	2.951				

Table 8.9 shows that there is no evidence against the variances in profile preferences for profile one and eight in terms of the respondent's monthly income ($p < 0.05$). Results show that respondents that earn a monthly household income between R800 – R1399 ($M = 4.23 \pm 2.833$) preferred profile one more than the respondents who earn between R5000-R7900 ($M = 7.16 \pm 2.609$). Respondents earning between R5000 – R7999 displayed the least preference for profile one.

Preference results for profile eight show that respondents earning R800 – R1399 ($M = 6.46 \pm 2.634$) are lower than preferences of respondents earning R20000+ ($M = 4.11 \pm$

2.957). Table 8.9 also shows that the mean profile preferences of respondents who earn between R 1400 – R 2499 (4.95 ± 3.137) and respondents who earn R2500 – R4999 (4.58 ± 2.982) are relatively similar while the mean preferences of those who earn R5000 – R7999 and R8000 – R10 999 are also relatively similar.

8.6.1.4 Living standard measurement (LSM)

Table 8.10: Living standard measurement (LSM)

ANOVA								
	LSM	Frequency	Mean	Std. Deviation	f	df	Sig.	
Profile 4	6	54	4.76	2.363	2.338	7	0.026	Significant
	8	42	5.29	2.708				
	7	47	5.51	2.843				
	10	14	5.64	2.590				
	5	19	5.74	2.513				
	9	28	5.89	2.644				
	3	2	8.00	1.414				
	4	7	8.43	1.512				
	Total	213	5.47	2.645				
Profile 8	10	14	3.36	2.818	2.644	7	0.012	Significant
	8	42	4.43	2.804				
	9	28	4.79	3.178				
	7	47	4.87	3.055				
	3	2	5.00	4.243				
	5	19	5.32	2.750				
	6	54	5.61	2.709				
	4	7	8.29	0.756				
	Total	213	5.01	2.934				

Table 8.10 shows that preferences for profile four among respondents at LSM six, seven and eight are more than the preferences of respondents at LSM four. Preferences for profile eight of respondents at LSM four are lower than the preferences of respondents at LSM five, six, seven, eight, nine and ten. Respondents profile rankings ranged from one (most preferred) to ten (least preferred). Therefore, the high mean values indicate low preferences for clothing detergent product profiles and the low mean values indicate greater preferences.

8.6.2 Attribute preferences

Table 8.5 presents the results of the conjoint analysis for clothing detergents. Conjoint analysis enabled the researcher to determine the preferences of each attribute within a combination of attributes presented in a product profile. It allows for the decomposition of preferences (Eggers and Sattler 2011:38). Consequently, the importance of each product attribute can be determined. In order to determine the effect of demographics on attribute preferences the findings were tested for significant differences across all demographic variables. The importance of each of the six attributes (duration, price, product strength, size, product form and scent) was determined using mean values. The mean values for each attribute is analysed across the respondent's gender, generation, monthly household income and living standard. The following sections present the finding for the demographic variables that showed significant differences in the responses provided. The mean importance values for each attribute have been ordered in descending order with higher mean values indicating greater importance and lower mean values indicating low importance.

8.6.2.1 Generation

Table 8.11: Attribute importance across generational cohorts

ANOVA								
Attributes	Generation	Frequency	Mean	Std. Deviation	f	df	Sig.	
Price	Gen Z	93	0.1570	0.13348	4.432	2	0.013	Significant
	Gen Y	94	0.1285	0.06416				
	Gen X	25	0.0787	0.11757				
	Total	212	0.1351	0.12222				
Product form	Gen X	25	0.3343	0.20178	10.529	2	0.000	Significant
	Gen Y	94	0.2186	0.16956				
	Gen Z	93	0.1636	0.15566				
	Total	212	0.2081	0.17515				

As shown in Table 8.11 significant differences were observed in respondents importance score for the price and product form of clothing detergent products. There is a significant difference in the importance rankings for price, where $f(2) = 4.432$, $p > 0.13$. Price was rated as important by Generation Z ($M = 0.1570 \pm 0.13348$) respondents, followed by Generation Y ($M = 0.1285 \pm 0.11757$) and Generation X ($M = 0.0787 \pm 0.06416$).

Table 8.11 also showed the existence of significant differences in the importance rankings for the product form of clothing detergents, where $f(2) = 10.529$, $p > 0.000$. The results of the test show that Generation X ($M = 0.3343 \pm 0.20178$) rated the product form of clothing detergents as important. Generation X respondents had a higher importance score for the product form compared to Generation Y ($M = 0.2186 \pm 0.16956$) and Generation Z ($M = 0.1636 \pm 0.15566$) respectively (see Table 8.10).

Table 8.12: Attribute importance within generational cohorts (X and Y)

Chi-squared test								
Generation	Frequency (N)	Attributes	Mean	Std. Deviation	Chi-square	df	Sig.	
Gen X	25	Product form	0.3343	0.20178	29.148	5	0.000	Significant
	25	Size	0.1907	0.14523				
	25	Scent	0.1482	0.17878				
	25	Product Strength	0.1332	0.14059				
	25	Durability	0.1148	0.13998				
	25	Price	0.0787	0.06416				
Gen Y	94	Product form	0.2186	0.16956	13.120	5	0.022	Significant
	94	Product Strength	0.1851	0.14004				
	94	Durability	0.1655	0.13036				
	94	Size	0.1534	0.12855				
	94	Scent	0.1488	0.13055				
	94	Price	0.1285	0.11757				
Gen next Z	93	Product Strength	0.2015	0.15397	8.953	5	0.111	Not significant
	93	Size	0.1756	0.13597				
	93	Product form	0.1636	0.15566				
	93	Durability	0.1600	0.13050				
	93	Price	0.1570	0.13348				
	93	Scent	0.1424	0.11638				

a. Friedman Test

A separate Chi-squared test was conducted in order to determine the existence of variances in importance score for each attribute in terms of each generational cohort. The value of the Chi-squared statistic for Generation X is given as 29.148, the degrees of freedom (df) for the test is 5 and the corresponding p -value is 0.000. Generation Y is 13.120, degrees of freedom (df) is 5 with a corresponding p -value of 0.022. The Chi-squared test showed no significant differences for Generation Z (see Table 8.12). As

presented in Table 8.12 Generation X respondents placed greater importance on the size ($M= 0.1907 \pm 0.14523$) and product form ($M= 0.3343 \pm 0.20178$) more than durability ($M= 0.1148 \pm 0.13998$). Product form was also rated as more important than all other attributes including size, durability, price ($M= 0.0787 \pm 0.06416$), product strength ($M= 0.1332 \pm 0.14059$) and scent ($M= 0.1482 \pm 0.17878$). The size of clothing detergent products received a higher importance score than price. Table 8.12 also shows the differences in Generation Y importance rankings for clothing detergent product. Durability, product strength and product form received higher importance rankings compared to price. Generation Y respondents also ranked product form as more important than the size and scent of clothing detergent products.

8.6.2.2 Gender

Table 8.13: Attribute importance across gender groups

ANOVA								
	Gender	Frequency (N)	Mean	Std. Deviation	f	df	Sig.	
Scent	Female	109	0.1630	0.14634	3.905	1	0.049	Significant
	Male	103	0.1278	0.10945				
	Total	212	0.1459	0.13063				

a. Asymptotically F distributed.

An analysis of variance test was conducted in order to test the presence of variances in the scoring patterns of respondents in terms of their age. The ANOVA test revealed the presence of significant difference ($p < 0.05$) in the scoring patterns of respondents for the scent of clothing detergents. The female respondents mean ranking ($M=0.1630 \pm 0.14634$) for the scent of clothing detergents shows that scent was more important to the female respondents when compared male respondents (see Table 8.13).

Table 8.14: Attribute importance within gender groups

Chi-squared test								
Gender	Frequency (N)	Attributes	Mean	Std. Deviation	Chi-square	df	Sig.	
Male	103	Product form	0.2178	0.18594	17.753	5	0.003	Significant
		Product Strength	0.1993	0.15180				
		Durability	0.1672	0.14002				
		Size	0.1587	0.12977				
		Price	0.1292	0.13043				
		Scent	0.1278	0.10945				
Female	109	Product form	0.1990	0.16464	7.493	5	0.186	Not significant
		Size	0.1760	0.13772				
		Product Strength	0.1738	0.14227				
		Scent	0.1630	0.14634				
		Durability	0.1476	0.12359				
		Price	0.1407	0.11425				

a. Friedman Test

Table 8.14 shows the Chi-squared test was conducted to test for variances in the importance rankings within between genders. Table 8.14 shows that significant differences were found in the responses given by male respondents. The male respondents rated product form ($M= 0.2178 \pm 0.18594$) as more important than any of the other attribute. Product strength ($M= 0.1993 \pm 0.15180$) was rated as more important than the price ($M= 0.1292 \pm 0.13043$) of clothing detergent products. The scent ($M= 0.1278 \pm 0.10945$) of clothing detergent products received the lowest importance score. No significant differences were found among the responses of female respondents as depicted in Table 8.14.

8.6.2.3 Employment type

Table 8.15: Attribute importance - employed full-time

Chi-squared								
Employment type	Frequency (N)	Attributes	Mean	Std. Deviation	Chi-square	Df	Sig.	
Employed fulltime	34	Product form	0.2928	0.20511	21.471	5	0.001	Significant
		Durability	0.1837	0.14123				
		Product Strength	0.1515	0.08803				
		Size	0.1509	0.13727				
		Scent	0.1216	0.12453				
		Price	0.0995	0.07134				

a. Friedman Test

No significant differences were found in the importance rankings of respondents in terms of their employment type ($p < 0.05$). A Chi-squared test revealed the presence of differences in the responses of respondents who were employed full-time. The respondents who are employed full-time ranked product form as the most important attribute followed by durability ($M = 0.1837 \pm 0.14123$), product strength ($M = 0.1515 \pm 0.08803$), size ($M = 0.1509 \pm 0.13727$), scent ($M = 0.1216 \pm 0.12453$) and lastly price ($M = 0.0995 \pm 0.07134$) (see Table 8.15). Durability received a higher importance score compared to the price and scent of clothing detergents.

8.6.2.4 Residence

Table 8.16: Attribute importance across residence types

ANOVA								
Type of residence		Frequency (N)	Mean	Std. Deviation	f	Df	Sig.	
Price	University Residence	63	0.1624	0.14039	2.528	3	0.058	Not significant
	Flat	30	0.1514	0.12990				
	Private home	102	0.1186	0.11135				
	Student Commune	16	0.0932	0.06171				
	Total	211	0.1344	0.12211				
Size	Student Commune	16	0.2662	0.17569	4.390	3	0.005	Significant
	Private home	102	0.1745	0.13747				
	University Residence	63	0.1483	0.11360				
	Flat	30	0.1301	0.11460				
	Total	211	0.1673	0.13414				

Table 8.16 depicts the existence of variances in responses provided in terms of the respondent's place of residence. No significant differences were observed in respect to the type of residence ($p < 0.05$) and the price of clothing detergents. Table 8.16 shows that more students residing in a student commune ($M = 0.2662 \pm 0.17569$) ranked the size of clothing detergents as important more than all the other respondents.

Table 8.17: Welch Statistic: attribute importance - residence type

Welch Statistic Robust Tests of Equality of Means				
	Welch Statistic ^a	df1	df2	Sig.
Price	3.353	3	62.766	.024
Size	3.147	3	52.780	.033

a. Asymptotically F distributed.

The analysis of variance test did not reveal the presence of significant differences in the importance rankings for the price of clothing detergents ($p > 0.05$). However, since the equal variance assumption was not met as a result of the unequal sample sizes, using the Welch statistic $f(3, 62.766) = 3.353$, $p < 0.05$ as depicted in Table 8.17. Therefore, there is no evidence against the variances in the importance rankings for price in terms of the respondent's place of residence. As shown in Table 8.16, price received a higher importance score from respondents residing in a university designated residence compared to respondents within a student commune. Price received a lower importance score from the respondents residing in a private residence (0.1186 ± 0.11135) compared to respondents in a flat ($M = 0.1514 \pm 0.12990$). The following research hypotheses were set based on the findings of the study;

H₀: There is a difference in attribute importance in terms of the type of residence

H₁: There is no difference in attribute importance in terms of the type of residence

Table 8.17 shows the presence of significant differences in the responses obtained in terms of the respondent's residence type. In terms of type of residence, the price of clothing detergents shows a p -value of 0.024 and size shows a p -value of 0.033. Significant differences were found in the respondents rating of price and product size. Therefore the H₀ may be partially accepted.

- Differences within residence types

Table 8.18: Attribute importance - residence types

Chi-squared								
Type of Residence	Frequency (N)	Attributes	Mean	Std. Deviation	Chi-square	Df	Sig.	
Student Commune	16	Size	0.2662	0.17569	13.996	5	.016	Significant
		Product form	0.2225	0.24003				
		Durability	0.1655	0.14338				
		Scent	0.1541	0.09042				
		Product Strength	0.0985	0.10533				
		Price	0.0932	0.06171				
Private home	102	Product form	0.2248	0.17679	20.704	5	.001	Significant
		Product Strength	0.1846	0.15018				
		Size	0.1745	0.13747				
		Scent	0.1490	0.14893				
		Durability	0.1485	0.13569				
		Price	0.1186	0.11135				

a. Friedman Test

The Chi-squared test in Table 8.18 showed the existence of variances the importance rankings of respondents residing in a student commune and respondents in private home ($p < 0.05$). The size ($M = 0.2662 \pm 0.17569$) of clothing detergent products received a higher importance score compared to all other product attributes from respondents in a student commune. However, size ($M = 0.1745 \pm 0.13747$) received a low importance score after product form ($M = 0.2248 \pm 0.17679$) and product strength ($M = 0.1846 \pm 0.15018$) from respondents residing in a private home. The scent of clothing detergents received a high importance mean score compared to price by respondents in a student commune. Product form received a high importance mean score from respondents in a private residence compared to the durability, price and scent of clothing detergent products. The price ($M = 0.1186 \pm 0.11135$) of clothing detergent products received a low importance score compared to product strength and size, respectively (see Table 8.18).

8.6.2.5 Living standard measure (LSM)

Table 8.19: Attribute importance across living standards

ANOVA								
	LSM	Frequency (N)	Mean	Std. Deviation	f	df	Sig.	
Price	3	2	0.2361	0.01964	1.841	7	.081	Not significant
	6	54	0.1609	0.14420				
	7	47	0.1406	0.11853				
	8	42	0.1376	0.12861				
	9	28	0.1282	0.09586				
	5	18	0.1280	0.11492				
	10	14	0.0587	0.06702				
	4	7	0.0546	0.03299				
	Total	212	0.1351	0.12222				

An analysis of variance was also conducted with regards to the importance mean rankings of respondents' living standard. In terms of price, evidence against the variances found in respondents answers were found, where $f(7) = 1.841$, $p > 0.05$ as depicted in Table 8.19. Clearly, significant differences exist between respondents LSM levels and price.

Table 8.20: Welch Statistic: attribute Importance - living standards

Welch Statistic Robust Tests of Equality of Means				
	Welch Statistic ^a	df1	df2	Sig.
Price	13.754	7	22.026	.000

a. Asymptotically F distributed.

The equal variance assumption was violated resulting in the use of the Welch statistic, where $f(7, 22.026) = 13/754$, $p < 0.001$ (see Table 8.20). Therefore, there was no evidence against the variances in respondent responses. Price received a high importance mean score from respondents at LSM three compared to the scoring patterns of all other respondents at LSM four, five, six, seven, eight, nine and ten. The price of clothing detergent products received a low importance mean score from respondents at LSM four compared to the scoring patterns of all other LSM (see Table 8.20). Respondents at LSM six ($M = 0.1609 \pm 0.14420$) and LSM seven ($M = 0.1406 \pm 0.11853$) ranked the price of clothing detergent product highly compared to respondents at LSM four and ten. Price was also found ranked highly by the

respondents at LSM eight ($M= 0.1376 \pm 0.12861$) and nine ($M= 0.1282 \pm 0.09586$) when compared to the scoring patterns of respondents at LSM four ($M= 0.0546 \pm 0.03299$).

- Differences within each LSM group

Table 8.21: Attribute importance within living standards

Chi-squared test								
Living Standard	Frequency (N)	Attributes	Mean	Std. Deviation	Chi-square	df	Sig.	
LSM 6	54	Product form	0.2170	0.17680	15.117	5	.010	Significant
		Product Strength	0.2031	0.16220				
		Size	0.1625	0.12739				
		Price	0.1609	0.14420				
		Durability	0.1420	0.11373				
		Scent	0.1146	0.09619				
LSM 10	14	Size	0.2836	0.20754	12.318	5	.031	Significant
		Durability	0.2047	0.15630				
		Product form	0.1967	0.13149				
		Product Strength	0.1440	0.12996				
		Scent	0.1123	0.10718				
		Price	0.0587	0.06702				

a. Friedman Test

Table 8:21 depicts a Chi-squared test in order to determine the presence of significance differences in the responses provided by respondents at seven LSM. Differences were found within the responses of respondents at LSM six and seven ($p < 0.05$). Product strength, size and product form received a high importance mean score from respondents compared to the importance score of scent ($M= 0.1146 \pm 0.09619$). Respondents at LSM ten ranked durability ($M= 0.2047 \pm 0.15630$), size ($M= 0.2836 \pm 0.20754$) and product form ($M= 0.1967 \pm 0.13149$) highly compared the price of clothing detergents ($M= 0.0587 \pm 0.06702$). Respondents at LSM ten also ranked the size and product form highly compared to their scoring of the scent of clothing detergents (see Table 8.21).

8.6.3 Correspondence analysis

In order to determine associations between variables a multivariate technique has been used to visualise the main patterns of product–contexts association on the correspondence map (Giacalone et al. 2015:21). Correspondence analysis (CA) is a generalisation of principal component analysis tailored to handle nominal variables.

When the data table is a set of observations described by a set of nominal variables, CA becomes multiple correspondence analysis (MCA) (Abdi and Béra 2017). Correspondence analysis is a multivariate exploratory space reduction technique for categorical data analysis. Some of the early success of conjoint analysis has been attributed to multidimensional scaling and correspondence analysis (Desarbo 2007). Therefore, the technique was used to create a visual presentation of the association between product category attributes and consumer demographics, that is, correspondence analysis was conducted in order to determine the relationships between preferences.

8.6.4 Clothing detergent product category

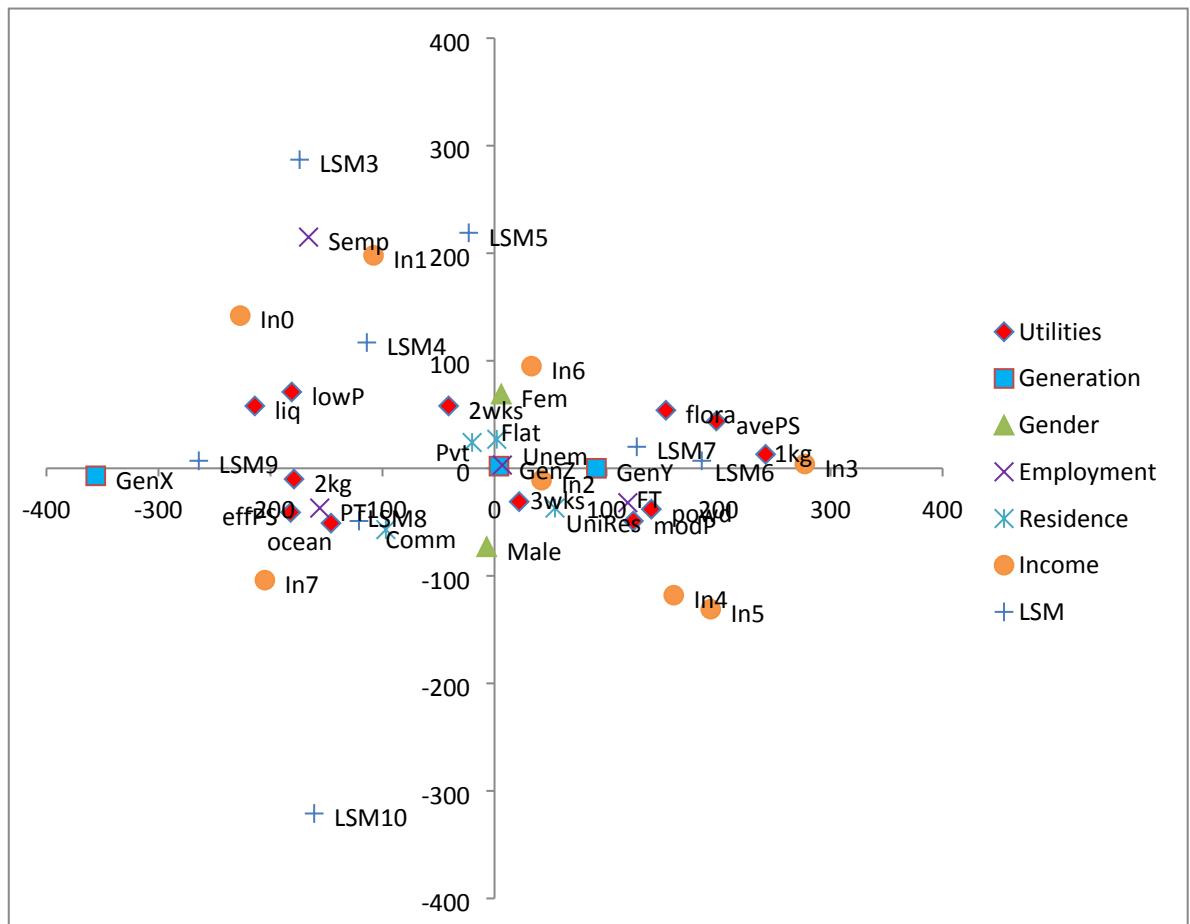


Figure 8.7: Multiple correspondence analysis - Clothing detergents

The horizontal axis of Figure 8.7 indicates that 66.6% of the variation in the data exists. This axis separates the following utilities: very effective product strength, 2kg size, oceanic scent, low price and liquid form on the right side (positive side). On the left hand side (negative side) of the horizontal axis, the following utilities are located: average product strength, 1kg size, moderate price, floral scent and powder form. An association was determined between the following demographics variable and the utilities on the left side of the diagram: people, who belong to Generation X; who are either self-employed or employed part-time; who reside in either a student commune or a private family residence; who earn a high (R20000+) or low (R800-R1399) monthly income; a high (LSM eight, nine and ten), low (LSM three and four) and middle (LSM five) living standard. However, the demographics which are associated with the right hand side include: respondents who are in fulltime employment, respondents who live in a university residence and respondents who earn middle income (R2500-R4999, R5000-R7900, and R8000-R10999) and middle living standard (LSM six and seven).

On the other hand, the vertical axis only presents 5.2% of the variance (see Figure 8.7). This axis differentiates on the basis of durability. Associated with a durability of 2 weeks (positive side) above the axis are female respondents who are self-employed, who live in a flat or in private accommodation, and respondents who have a low living standard (LSM three and four) and middle living standard (LSM five and seven). Associated with a durability of 3 weeks, below the axis are male respondents who have a high living standard (LSM eight and ten) who are also middle income earners (R5000-R7999, R8000-R10999) and those who are high income earners (R20000+). The variables that are situated near the origin do not add value to the scatter plot they account for insignificant variability in the plane for both the horizontal and vertical axis. Table 8.7 summarises the findings presented within this chapter.

8.7 SUMMARY

Table 8.22: Summary of demographics and product attribute preferences

	Phase 1	Phase 2	Demographics	Product Attributes
Clothing Detergents	Attribute Importance rating and Ranking + Attribute level Preferences	Profile Preference Ranking	Employment Status <ul style="list-style-type: none"> • full-time employed Monthly household income <ul style="list-style-type: none"> • R2500-R4999; R5000-R7900; R8000-R10999 Living Standard LSM 6 – 7	<ul style="list-style-type: none"> • Product strength (very effective) • Size (2kg) • Scent (oceanic) • Product form (liquid)
			Employment Status <ul style="list-style-type: none"> • Self - employed • Part-time employed Monthly household income <ul style="list-style-type: none"> • R2500-R4999; R5000-R7900; R8000-R10999 Living Standard <ul style="list-style-type: none"> • LSM 8, 9 and 10 • LSM 3 and 4 • LSM 5 Place of residence <ul style="list-style-type: none"> • Private family residence • Student commune 	<ul style="list-style-type: none"> • Product strength (average effective) • Size (1kg) • Scent (floral) • Product form (powder)
			Gender <ul style="list-style-type: none"> • Female Employment Status <ul style="list-style-type: none"> • Self-employed Residence Type <ul style="list-style-type: none"> • Flat/ private family residence Living Standard <ul style="list-style-type: none"> • LSM 3-4 • LSM 6 and 7 	<ul style="list-style-type: none"> • Durability (2 weeks)
			Gender <ul style="list-style-type: none"> • Male Living Standard <ul style="list-style-type: none"> • LSM 8 and 10 Monthly household income <ul style="list-style-type: none"> • R5000-R7999; R8000-R10999; R20 000+ 	<ul style="list-style-type: none"> • Durability (3 weeks)

Chapter eight presents the findings of phase two and is limited to the results of questions on the clothing detergent product category. Chapter eight presented the study population distribution of university student responses who took part within the study. The chapter also presents the conjoint analysis results for the clothing detergent product profile preferences. Inferential statistics were also used in the form of independent t-test, Friedman test, Anova and the Chi-squared test. Significant differences were found in respondents preferences for clothing detergent product attributes across all demographic variables. Correspondence analysis was used within the chapter to illustrate different relationships between clothing detergent product attributes. Within chapter nine the results of the skincare product category responses will be presented. Table 8.21 shows a summary of the clothing detergents findings from phase one and two.

CHAPTER NINE

PHASE TWO: SKINCARE PRODUCTS

9.1 INTRODUCTION

Chapter nine presents the results interpretation of phase two data collection. The respondents who participated in phase two of the study were asked to select skincare product category profiles as well as clothing detergent product category profiles as indicated in chapter eight. This chapter reports on the findings of skincare product category responses. Section 9.2 presents the reliability and validity results of the conjoint analysis for skincare product category. Section 9.3 presents a description of the skincare product category profiles that were ranked by respondents. Section 9.3 presents a description of the conjoint analysis responses obtained from phase two of the study. Section 9.4 presents the inferential statistics used to analyse the respondent's skincare product profile preferences as well as the respondents attribute preferences. The correspondence analysis in Section 9.4.3 presents a graphical representation of the respondent skincare attribute preferences in terms of the respondent's demographics. A summary of the chapter is presented in Section 9.5.

9.2 RELIABILITY AND VALIDITY

Table 9.1: Skincare product category conjoint analysis validity

	Value	Sig.
Pearson's R	0.950	0.000
Kendall's tau	0.857	0.001
Kendall's tau for Holdouts	1.000	.

a. Correlations between observed and estimated preferences

For skincare product category, the Pearson's correlation indicated a good model fit ($r=.950$) for the data. Kendall's tau for holdouts is = 1 and shows that there is a perfect correlation between observed and predicted rank orders for the holdouts (see Table 9.1). This serves to validate the utility results. These results serve to validate the findings presented in Table 9.4.

9.3 SKINCARE PRODUCT CATEGORY

Table 9.2: Skincare product profiles - card list

SKINCARE Card List							
	Card ID	Durability	Product strength	Price	Size	Scent	Brand
Profile 1	1	3 weeks	very effective	priced low	500g / 0.5 litres	Floral	Manufacturer/ national brand
Profile 2	2	3 weeks	Average	priced low	500g / 0.5 litres	oceanic	private/store brand
Profile 3	3	3 weeks	Average	moderately priced	1kg / 1 litre	floral	private/store brand
Profile 4	4	2 weeks	Average	moderately priced	500g / 0.5 litres	oceanic	Manufacturer/ national brand
Profile 5	5	3 weeks	very effective	moderately priced	1kg / 1 litre	oceanic	Manufacturer/ national brand
Profile 6	6	2 weeks	Average	priced low	1kg / 1 litre	floral	Manufacturer/ national brand
Profile 7	7	2 weeks	very effective	moderately priced	500g / 0.5 litres	floral	private/store brand
Profile 8	8	2 weeks	very effective	priced low	1kg / 1 litre	oceanic	private/store brand
Profile 9^a	9	3 weeks	Average	moderately priced	500g / 0.5 litres	floral	Manufacturer/ national brand
Profile 10^a	10	3 weeks	very effective	moderately priced	1kg / 1 litre	floral	private/store brand

a. Holdout

The study asked respondents to rank ten profiles pertaining to two product categories namely: clothing detergents (see Table 8.3) and skincare products (see Table 9.2). Respondents were required to rank the list of profiles, from the most preferred profile to the least preferred (in their order of preference).

Table 9.3: Ordered skincare product profile preferences

Profile Rankings	Skincare product profiles	Profile description	Frequency (N)	Minimum	Maximum	Mean	Std. Deviation
1 (Most preferred)	Profile 1	High-end, priced low, name brand skincare	212	1	10	4.19	2.683
2	Profile 3	Medium range, larger sized skincare	212	1	10	4.72	2.853
3	Profile 5	High-end, larger sized, name brand skincare	212	1	10	4.79	2.562
4	Profile 4	Medium range, smaller sized name brand skincare	212	1	10	5.02	2.861
5	Profile 2	Medium range, low priced, small sized, name brand skincare	212	1	10	5.21	2.689
6	Profile 9	Medium range, small sized, name brand skincare	212	1	10	5.83	2.786
7	Profile 7	High-end, smaller sized, store brand skincare	212	1	10	6.03	2.782
8	Profile 6	Medium range, larger sized, name brand skincare	212	1	10	6.08	3.038
9	Profile 8	High-end, low priced, larger sized store brand skincare	212	1	10	6.37	2.514
10 (Least preferred)	Profile 10	High-end, larger sized, store brand skincare	212	1	10	6.77	2.836

The conjoint analysis program provided in SPSS 12.0 was used to analyse respondent's preferences for the ten skincare product profiles illustrated in Table 9.3. Respondents were required to rank the ten clothing detergent profiles from the most preferred profile (ranked one) to the least preferred profile (ranked ten). As depicted in

Table 9.3 the respondents rankings have been ordered based on the means values ranging from a minimum of 4.19 (profile one) and maximum of 6.77 (profile ten). Table 9.3 also shows that for skincare products profiles, profile one (4.19 ± 2.683) was the most preferred profile followed by profile three (4.72 ± 2.853), profile five (4.79 ± 2.562), profile four (5.02 ± 2.861), profile two (5.21 ± 2.689), profile nine (5.83 ± 2.786), profile seven (6.03 ± 2.782), profile six (6.08 ± 3.038), profile eight (6.37 ± 2.514) and profile ten (6.77 ± 2.836) respectively.

Table 9.4: Skincare category conjoint analysis results

Attribute	Attribute Level	Part-worth Utility Estimates	Relative Importance (%)
Durability	3 weeks	0.574	19.96
	2 weeks	-0.574	
Brand	Manufacturer/ National	0.281	17.19
	Private/store	-0.281	
Product effectiveness (strength)	Average	0.045	16.60
	Very effective	-0.045	
Size	500g / 0.5 litre	0.187	16.39
	1kg / 1litre	-0.187	
Price	moderately priced	0.161	14.99
	Priced low	-0.161	
Scent	Floral	0.048	14.88
	Oceanic	-0.048	

Table 9.4 shows the relative importance and utility rankings for each of the six skincare product attributes used for the study. Durability received a high importance score compared to all other attributes (19.96). The brand of skin care products received a lower importance score compared to durability (17.19) followed by product strength (16.60). The price of skin care product received a low importance score compared to the size of skin care products. The least important attribute is scent (14.88) according to the responses provided.

Table 9.4 also shows the attribute level preferences for each product. Positive score utility indicates the level that is preferred by the research respondents. Respondents preferred skin care products whose durability would last 3 weeks (0.574) instead of 2 weeks (-0.574) as depicted in Table 9.4. The positive utility of 0.281 for manufacturer (national) brands indicates that respondents prefer brands that are not restricted to a particular retailer. Similarly, a positive utility score of 0.187 indicates that respondents

prefer smaller sized 0.5kg / 0.5 litre skin care products compared to the larger 1kg / 1litre (-0.187). Respondents also indicated that they preferred average product strength (0.045) and moderately priced (0.161) skin care products that have a floral scent (0.048).

9.4 INFERENCE STATISTICS

Table 9.5: Friedman's test

Frequency (N)	Chi-square	df	Sig.	
213	19.698	5	0.001	Significant

a. Friedman's test

Table 9.5 presents the Friedman's test that was used to measure if the relative importance values differed significantly across attributes. Results show that there is a significant difference in the importance rankings across the skincare product attributes, $\chi^2(5) = 19.698$, $p = 0.001$. In particular: durability is significantly more important than price and scent; and brand is significantly more important than price.

9.4.1 Profile preferences

Tests were done to determine the existence of differences in the preferences of the different skincare product profiles across all demographic variables.

9.4.1.1 Gender

Table 9.6: Gender

Independent sample test								
Profile 5	Gender	Frequency (N)	Mean	Std. Deviation	T	df	Sig.	
	Male	103	5.17	2.556	2.075	210	0.39	Significant
	Female	109	4.44	2.529				

There is a significant difference in average preference of skincare profile five between genders, where $t(210) = 2.075$, $p(0.39)$. Females ($M = 4.44 \pm 2.529$) showed a significantly greater preference for this product profile than males ($M = 5.17 \pm 2.556$) (see Table 9.6).

9.4.1.2 Employment type

Table 9.7: Employment type

ANOVA								
	Employment type	Frequency (N)	Mean	Std. Deviation	f	df	Sig.	
Profile 1	Unemployed	146	3.88	2.609	2.763	3	0.043	Significant
	Self-employed	7	4.29	2.752				
	Employed fulltime	34	4.59	2.583				
	Employed Part-time	25	5.44	2.945				
	Total	212	4.19	2.683				

An analysis of variance test showed that a significant difference ($p= 0.043$) exists between the preferences for profile one in terms of the respondents employment type. Table 9.7 shows a greater preference for profile one by the unemployed respondent's ($M= 3.88 \pm 2.609$) followed by the self-employed ($M= 4.29 \pm 2.752$) although only seven respondents were self-employed. The mean preference rankings of respondents employed full-time ($M= 4.59 \pm 2.583$) show that respondents employed full-time preferred profile one more than those who were employed part-time ($M= 5.44 \pm 2.945$) (see Table 9.7).

9.4.1.3 Residence

Table 9.8: Welch Statistics - residence types

Welch Statistics Robust Tests of Equality of Means									
	Residence	Frequency (N)	Mean	Std. Deviation	Welch Statistic ^a	df1	df2	Sig.	
Profile 8	Flat	30	5.30	2.120	5.251	3	53.014	0.003	Significant
	Private home	102	6.21	2.641					
	Student Commune	16	6.81	3.209					
	University residence	63	7.10	2.046					

a. Asymptotically F distributed.

In terms of the respondent's residence type, significant differences have been found in the scoring patterns of respondent's preferences for profile eight. Due to the presence of unequal sample sizes, the assumption of equal variance was violated, therefore, resulting in the use of the Welch statistic, where $f(3, 53.014) = 5.251$, $p= 0.003$. Respondents residing in a flat ($M=5.30 \pm 2.120$) showed a significantly greater preference for Profile eight than respondents residing in private homes ($M= 6.21 \pm 2.641$), student commune and the respondents residing in a university residence ($M=$

7.10 ± 2.046) respectively (see Table 9.8). The following research hypotheses were set based on the findings of the study:

H0: Profile preferences vary according to residence type

H1: Profile preferences do not vary according to residence type

Table 9.8 shows significant differences in the profile preferences of respondents according to their residence type ($p= 0.003$). Therefore, H0 may be partially accepted.

9.4.1.4 Income

Table 9.9: Monthly household income

ANOVA								
	Income	Frequency (N)	Mean	Std. Deviation	F	df	Sig.	
Profile 2	R5000 - R7999	25	4.32	2.393	2.553	6	0.021	significant
	R2500 - R4999	26	4.35	2.465				
	R8000 - R10999	18	4.56	3.053				
	R1400 - R2499	19	4.89	2.726				
	R800 - R1399	39	5.46	2.624				
	R20000+	54	6.00	2.503				
	R11000 - R19999	26	6.12	2.833				
	Total	207	5.28	2.682				

Preferences for profile two are significantly different across respondents monthly income, $f(6) = 2.553$, $p= 0.021$. Preferences for profile two are significantly greater among respondents who earn less than R11 000 with the exception of those who earn between R800 – R1399 ($M= 5.46 \pm 2.624$). Relatively similar scoring patterns have been observed between respondents with a monthly income of R11 000 – R19 999 and respondents who earn R20 000+ (see Table 9.9). Also similar scoring patterns have been found among respondents who earn R2500 – R4999 ($M= 4.35 \pm 2.465$) and those who earn R5000 - R7999 ($M= 4.32 \pm 2.393$).

9.4.1.5 Living standard

Table 9.10: Living standards

ANOVA								
	LSM	Frequency (N)	Mean	Std. Deviation	f	df	Sig.	
Profile 1	8	42	3.60	2.153	2.224	7	0.034	significant
	4	7	3.71	2.690				
	5	18	4.06	2.645				
	6	54	4.06	2.845				
	7	47	4.21	2.866				
	9	28	4.54	2.487				
	10	14	5.36	2.560				
	3	2	10.00	0.000				
	Total	212	4.19	2.683				
Profile 9	3	2	3.50	0.707	0.728	7	0.648	Not significant
	5	18	5.44	3.129				
	6	54	5.63	2.637				
	7	47	5.70	3.155				
	8	42	5.83	2.546				
	10	14	5.93	2.018				
	9	28	6.46	2.963				
	4	7	7.14	2.854				
	Total	212	5.83	2.786				

Respondent's preferences for profile one has been found to be significantly different across respondent's living standards ($p < 0.005$). Table 9.10 shows that respondents at LSM four to ten showed significantly greater preferences for profile one. This result may be attributed to the number of LSM three (N=2) respondents whose responses showed a standard deviation (df) of 0.000. However, similar preference score have been found for respondents at LSM five, six and seven (see Table 9.10). With the exception of respondents at LSM three, respondents at LSM ten showed a low preference for profile one ($M = 5.36 \pm 2.560$).

Table 9.11: Welch Statistic - living standards

Welch Statistic Robust Tests of Equality of Means ^{b,c}				
	Welch Statistic ^a	df1	df2	Sig.
Profile 9	2.693	7	18.891	0.041
a. Asymptotically F distributed.				

c. Robust tests of equality of means cannot be performed for SC Profile 1 because at least one group has 0 variance.

Although evidence was found against the variances in preference score for profile nine, $f(7) = 0.728$, $p = 0.648$ as depicted Table 9.10, due to the violation of the equal variance assumption a Welch statistical analysis showed the following results: $f(7, 18.891) = 2.693$, $p = 0.041$ (see Table 9.11). Therefore, Table 9.10 describes the distribution of profile preferences for profile nine which are significantly different. Table 9.10 shows a significant difference in the profile preferences of LSM three ($M = 3.50 \pm 0.707$) respondents and LSM nine ($M = 6.46 \pm 2.963$) respondents. Furthermore, similar preference rankings were found for respondents at LSM five, six, seven, eight and ten. The following research hypotheses have been established based on the findings of the study:

H₀: Profile preferences vary according to the standard of living measurement (LSM)

H₁: Profile preferences do not vary according to the standard of living

H₀ may be partially accepted due to the significant difference found in the respondents preferences for profile nine ($p = 0.041$) (see Table 9.11).

9.4.2 Attribute preferences

The mean importance rankings were analysed using an analysis of variance test (ANOVA) in order to test for the existence of any significant differences across demographic categories. The test shows that the importance ratings for each attribute do not differ significantly in terms of the respondent's generational cohorts (see Appendix E). Therefore, a separate test for each generational cohort was conducted separately in order to determine whether the importance rankings for each attribute differ significantly. Only the result attributes where significant differences were found are presented.

9.4.2.1 Generation

Table 9.12: Attribute importance across generational cohorts

Chi-squared test								
Generation	Frequency (N)	Attributes	Mean	Std. Deviation	Chi-square	df	Sig	
Gen X	25	Brand	0.1971	0.16315	4.181	5	0.524	Not significant
		Durability	0.1875	0.16006				
		Price	0.1731	0.17840				
		Product strength	0.1690	0.16259				
		Size	0.1483	0.12640				
		Scent	0.1248	0.11718				
Gen Y	94	Durability	0.2157	0.18309	11.300	5	0.046	Significant
		Product strength	0.1684	0.13440				
		Brand	0.1672	0.13052				
		Scent	0.1516	0.12887				
		Price	0.1503	0.13558				
		Size	0.1469	0.12257				
Gen next Z	93	Durability	0.1868	0.14845	11.162	5	0.048	Significant
		Size	0.1852	0.13864				
		Brand	0.1700	0.14327				
		Product strength	0.1626	0.14198				
		Scent	0.1525	0.16283				
		Price	0.1429	0.11914				

a. Friedman Test

In terms of respondent's generational cohorts, so significant differences have been found in the importance score for each attribute. Differences have been observed within specific generational cohorts. Table 9.12 shows that significant differences have been found in the scoring patterns of Generation Y and Z only ($p < 0.005$). Generation Y respondents' indicated that the durability of skincare products as significantly more important than all other attribute ($M = 0.2157 \pm 0.18309$). The product strength ($M = 0.1684 \pm 0.13440$) of skincare products received a significantly greater importance score compared to the price of skincare products ($M = 0.1503 \pm 0.13558$). The size ($M = 0.1503 \pm 0.13558$) of skincare products received a low importance score compared to all other attributes. The scent of skincare products received a significantly greater importance score than the price of skincare products (see Table 9.12).

9.4.2.2 Gender

Table 9.13: Attribute Importance between genders

Chi-squared test								
Gender	Frequency (N)	Attributes	Mean	Std. Deviation	Chi-square	df	Sig	
Male	103	Durability	0.2150	0.16844	15.940	5	0.007	Significant
		Size	0.1678	0.13244				
		Scent	0.1593	0.16321				
		Brand	0.1568	0.12986				
		Price	0.1513	0.14732				
		Product strength	0.1498	0.11571				
Female	109	Brand	0.1862	0.14796	8.724	5	0.121	Not significant
		Durability	0.1852	0.16280				
		Product strength	0.1812	0.15965				
		Size	0.1602	0.13025				
		Price	0.1483	0.12108				
		Scent	0.1389	0.12136				

a. Friedman Test

No significant differences have been found in the scoring patterns of respondents in terms of the respondent's gender (see Appendix E.1). However, significant differences have been found in the scoring patterns of male respondents ($p < 0.005$) (see Table 9.13). Male respondents place significantly greater importance on the durability ($M = 0.2150 \pm 0.16844$) of skincare products than all other attributes. The product strength ($M = 0.1498 \pm 0.11571$) of skincare products received a significantly low importance score. The brand of skincare product received a significantly low importance score compared to scent ($M = 0.1678 \pm 0.13244$), size ($M = 0.1678 \pm 0.13244$) and durability (see Table 9.13).

9.4.2.3 Employment type

Table 9.14: Attribute importance rankings of the unemployed

Chi-squared test								
Employment type	Frequency (N)	Attributes	Mean	Std. Deviation	Chi-square	df	Sig.	
Unemployed	146	Durability	0.2109	0.16629	23.560	5	0.000	Significant
		Brand	0.1734	0.14417				
		Size	0.1716	0.13687				
		Product strength	0.1571	0.13332				
		Price	0.1438	0.13251				
		Scent	0.1432	0.14362				

a. Friedman Test

No significant differences found in the attribute importance rankings in terms of the respondent's employment type (see Appendix E.2). Differences have been found within the responses of respondents who are unemployed ($p < 0.05$). A Chi-squared test yielded the following result: $\chi^2 (5) = 23.560$, $p = 0.000$ (see Table 9.13). Significant differences have been found in the importance rankings for durability ($M = 0.2109 \pm 0.16629$) which received a significantly greater importance score compared to all other attributes. As presented in Table 9.13 respondents scoring patterns are as follows: brand, size, product strength, price and scent, respectively. The brand ($M = 0.1734 \pm 0.14417$) is significantly more important to the unemployed than the size and price and scent of skincare products.

9.4.2.4 Residence

Table 9.15: Product strength importance across residence types

ANOVA								
	Residence	Frequency (N)	Mean	Std. Deviation	F	df	Sig.	
Product Strength	Flat	30	0.1856	0.13696	1.517	3	0.211	Not significant
	Private home	102	0.1709	0.16156				
	University Residence	63	0.1666	0.11284				
	Student Commune	16	0.0972	0.08552				
	Total	211	0.1661	0.14090				

Although no significant differences have been found in the respondent's responses in terms of the place of residence (see Table 9.15). Table 9.14 also shows that respondents residing in a flat placed significantly greater importance on the product strength ($M= 0.1856 \pm 0.13696$) of skincare products. Respondents residing in a private family home showed a significantly greater importance rating of product strength than respondents residing in a student commune ($M= 0.0972 \pm 0.08552$) and those in a university residence ($M= 0.1666 \pm 0.11284$). However, no significant differences were found in the response across each residence type.

Table 9.16: Welch Statistic - product strength

Welch Statistic Robust Tests of Equality of Means				
	Welch Statistic ^a	<i>df1</i>	<i>df2</i>	Sig.
Product Strength	3.364	3	60.531	0.024

a. Asymptotically F distributed.

The following research hypotheses were set based on the level of importance score of skincare product strength:

H₀: The product strength attribute varies according to the type of residence

H₁: The product strength attribute does not vary according to the type of residence

H₀ may be partially accepted based on the findings of the Welch statistical test (see Table 9.16).

9.4.2.5 Income

Table 9.17: Attribute importance across monthly household income - size

ANOVA								
	Income	Frequency (N)	Mean	Std. Deviation	F	df	Sig.	
Size	R11000 - R19999	26	0.2400	0.16467	4.247	6	0.000	Significant
	R5000 - R7999	25	0.2371	0.16284				
	R1400 - R2499	19	0.1599	0.13799				
	R2500 - R4999	26	0.1553	0.12437				
	R8000 - R10999	18	0.1444	0.10163				
	R20000+	54	0.1291	0.10208				
	R800 - R1399	39	0.1289	0.10536				
	Total	207	0.1635	0.13220				

The respondent's monthly household income, noted significant differences in terms of the mean score for the size of skincare products ($p= 0.000$) (see Table 9.16). Respondents earning between R11000 – R19999 showed a greater importance score for the size of skincare products compared to other respondents ($M= 0.2400 \pm 0.16467$). Respondents earning a monthly household income of R5000 – R7999 showed the second highest mean importance score ($M= 0.2371$) for the size of skincare products with a standard deviation (df) of 0.16284. Respondents with a monthly household income between R800 – R1399 showed the lowest importance score for the size of skincare products, lower than any other income level ($M= 0.1289 \pm 0.10536$). Due to the violation of the equal variance assumption (unequal sample sizes) a Welch statistical analysis test was conducted ($p= 0.011$) (see Table 9.17).

Table 9.18: Welch Statistic - size

Welch Statistic Robust Tests of Equality of Means				
	Welch Statistic ^a	df1	df2	Sig.
Size	3.019	6	72.358	0.011

a. Asymptotically F distributed.

The following hypotheses were set based on the findings of the study:

H₀: The size of skincare product preference varies according to the monthly household income

H₁: The size of skincare product preference does not vary in terms of the monthly household income

Table 9.18 shows that respondents level of importance rankings for the size of skincare products varied significantly in terms of the respondent's monthly household income. H_0 may be partially accepted.

Table 9.19: Attribute importance across monthly household income

Chi-squared test								
Income	Attributes	Frequency (N)	Mean	Std. Deviation	Chi-square	df	Sig.	
R800 - R1399	Durability	39	0.2106	0.15173	11.413	5	0.044	Significant
	Product strength	39	0.1889	0.13423				
	Scent	39	0.1759	0.12237				
	Brand	39	0.1613	0.11884				
	Price	39	0.1344	0.12121				
	Size	39	0.1289	0.10536				
R2500 - R4999	Durability	26	0.2398	0.18201	13.162	5	0.022	Significant
	Price	26	0.2047	0.17966				
	Size	26	0.1553	0.12437				
	Brand	26	0.1534	0.10293				
	Product strength	26	0.1462	0.14057				
	Scent	26	0.1007	0.11049				
R5000 - R7999	Durability	25	0.2068	0.13432	17.075	5	0.004	Significant
	Size	25	0.2371	0.16284				
	Brand	25	0.1608	0.11780				
	Product strength	25	0.1515	0.14151				
	Price	25	0.1290	0.09745				
	Scent	25	0.1147	0.09941				

a. Friedman Test

Further analysis of the responses of respondents in each income level showed statistically significant differences in the responses of respondents at three income levels. Table 9.19 shows that respondents earning R800 – R1399 a month rated durability ($M= 0.2106 \pm 0.15173$) as more important than the price ($M= 0.1344 \pm 0.12121$) and size ($M= 0.1289 \pm 0.10536$) of skincare products. Brand ($M= 0.161 \pm 0.11884$) has been rated as less important than the scent ($M= 0.1759 \pm 0.12237$) but more important than price ($M= 0.1344 \pm 0.12121$).

Table 9.19 also shows that respondents who belong to a household that earns between R2500 – R4999 place more importance on durability ($M = 0.2398 \pm 0.18201$) than scent ($M = 0.1007 \pm 0.11049$) and the brand ($M = 0.1534 \pm 0.10293$). However, respondents earning between R2500 – R4999 a month rated price ($M = 0.2047 \pm 0.17966$) as significantly more important than all other attributes with the exception of durability. Furthermore, there are significant differences in the attribute importance rankings of respondents earning R5000 – R7999. Durability ($M = 0.2068 \pm 0.13432$) is also rated as the most important attribute by respondents earning between R5000 – R7999. The brand ($M = 0.1608 \pm 0.11780$) of skincare products received a low importance score compared to the size ($M = 0.2371 \pm 0.16284$). Price ($M = 0.1290 \pm 0.09745$) received a greater importance score than scent ($M = 0.1147 \pm 0.09941$) as depicted in Table 9.19.

9.4.3 Correspondence analysis

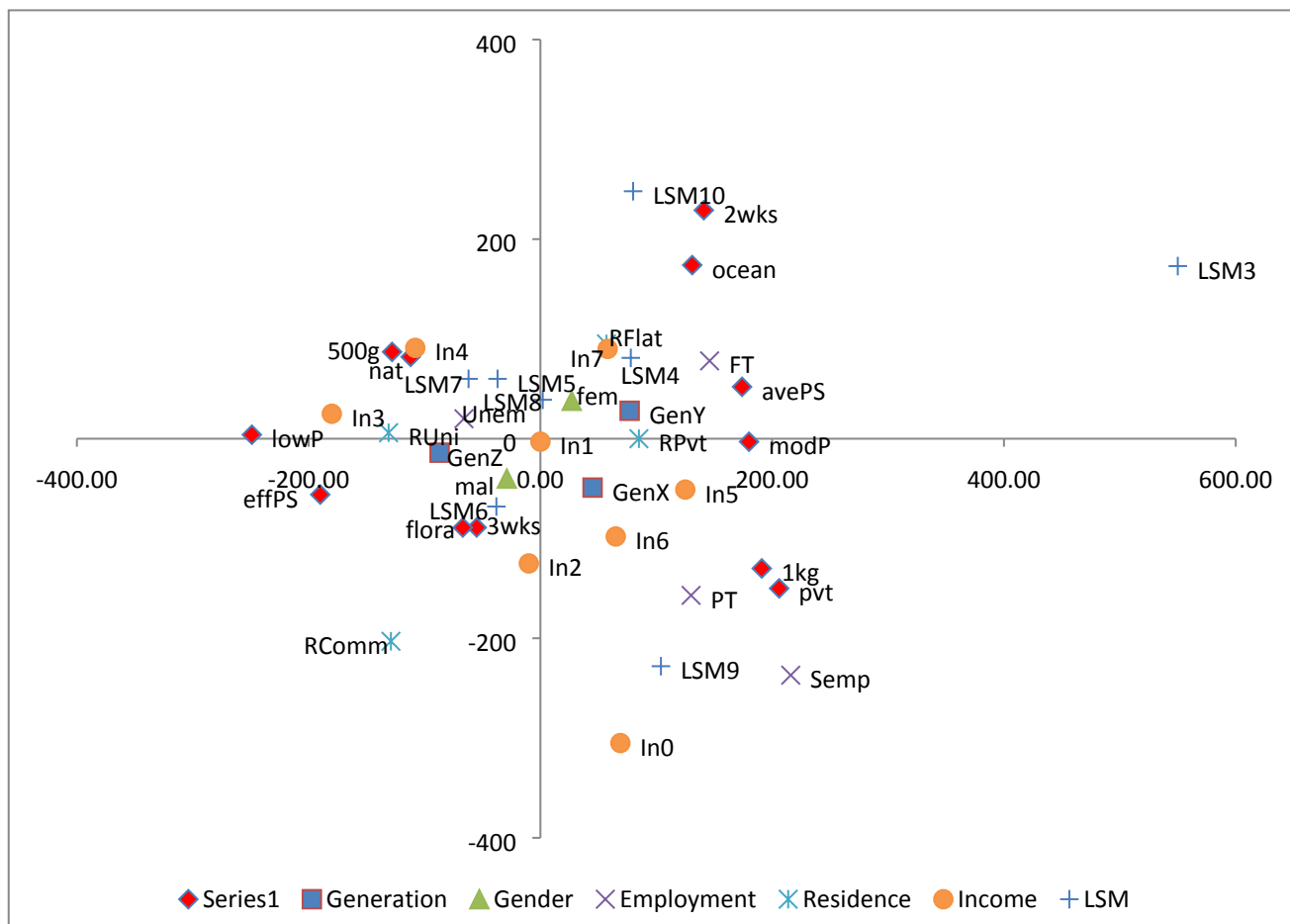


Figure 9.1 Multiple correspondence analysis - skincare products

Correspondence analysis was also used to visually present the relationships between preferences for skincare products. The horizontal axis accounts for 53.9% of the variation in the data (see Figure 9.1). The horizontal axis separates the following skincare utilities, namely: effective product strength, 500g size, low price and manufacturer brands on the left hand side from the following utilities, namely: average (moderate) product strength, 1kg size, moderate price and private brand on the right hand side. Associated with the utilities on the left hand side are respondents who belong to Generation X; respondents who are unemployed; who reside in a university residence; respondents who earn between R2500-R4999 and R5000-R7999 (middle income earners) and an LSM five, six, seven and eight. The demographics associated with the utilities on the right hand side include respondents from Generation X and Y, respondents in fulltime, part-time or those who are self-employed; respondents who live in a private home, and those at LSM three and four (low) and LSM nine and ten, and respondents who earn R8000-R10999, R11000-R19999 and R20000+ (see Figure 9.1).

The vertical axis accounts for 23.7% of the variance in the data. The vertical axis separates on the basis of durability and scent (see Figure 9.1). Associated with a durability of 2 weeks above the axis and oceanic scent are female respondents living in a flat, respondents who earn R20000+ and respondents whose living standard is at LSM four, five, eight or ten. Associated with a durability of 3 weeks and the floral scent, below the axis, are male respondents who are employed part-time or self-employed, respondents who live in a commune and respondents whose monthly income is between R800-R1399, R1400-R2499 or between R11000-R19999 (see Figure 9.1). Respondents whose living standard is at LSM six or nine were also associated with the utilities below the vertical axis. The variables that are situated near the origin do not add value to the scatter plot but only account for insignificant variability in the plane for both the horizontal and vertical axis.

9.5 SUMMARY

Table 9.20 Summary of demographics and product attribute preferences

	Phase 1	Phase 2	Demographics	Product Attributes
Skincare Products	Attribute Importance rating and Ranking + Attribute level Preferences	Profile Preference Ranking	Generation <ul style="list-style-type: none"> • Generation X; Employment status <ul style="list-style-type: none"> • unemployed; Residence type <ul style="list-style-type: none"> • university residence; Monthly household income <ul style="list-style-type: none"> • R2500-R4999; • R5000-R7999 (middle income earners) Living standard <ul style="list-style-type: none"> • LSM 5, 6, 7 and 8 	<ul style="list-style-type: none"> • Effective product strength • 500g size, • low price • manufacturer (national brand)
			Generation <ul style="list-style-type: none"> • Generation X and Y Employment status <ul style="list-style-type: none"> • fulltime, part-time; self-employed; Residence type <ul style="list-style-type: none"> • private home, Living standard <ul style="list-style-type: none"> • LSM 3 and 4 (low) and LSM 9 and 10 Monthly household income <ul style="list-style-type: none"> • R8000-R10999; R11000-R19999 and R20000+ 	<ul style="list-style-type: none"> • average (moderate) • product strength • 1kg size, • moderate price and private brand
			Gender <ul style="list-style-type: none"> • Female Employment Status <ul style="list-style-type: none"> • Self-employed Residence Type <ul style="list-style-type: none"> • Flat Living Standard <ul style="list-style-type: none"> • LSM 4, 5, 8 and 10 Monthly household income <ul style="list-style-type: none"> • R20 000+ 	<ul style="list-style-type: none"> • Durability (2 weeks) • oceanic scent
			Gender <ul style="list-style-type: none"> • Male Living Standard <ul style="list-style-type: none"> • LSM 6 and 9 Monthly household income <ul style="list-style-type: none"> • R800-R1399; R1400-R2499 and R11 000-R19999 Employment Status <ul style="list-style-type: none"> • Part-time employed and Self employed Residence Type <ul style="list-style-type: none"> • Student commune 	<ul style="list-style-type: none"> • Durability (3 weeks) • floral scent

From this chapter it has been shown that the findings of the questionnaire are valid. Respondents preferred profile one as their most preferred profile while profile ten was preferred least. Significant differences in terms of the respondents' demographics were observed in the preferences for the following profiles, namely: profile five, one, eight, two and profile nine. Significant differences were found in the importance of specific attributes based on respondent demographics. The following chapter will provide an interpretation of the study's findings.

CHAPTER TEN

DISCUSSION OF RESULTS

10.1 INTRODUCTION

Chapter nine presented the results from the second phase of the study with emphasis on the skincare product category. In this chapter the empirical results emanating from the study are addressed in more detail. Results will be discussed with the help of relevant literature provides an interpretation of the empirical results. The discussion will focus on the interpretation of the statistical tests from the previous chapter ensuing from the data collection instruments. This chapter will discuss respondents attribute preferences, differences in attribute preference in terms of the respondents biographical data as well as propose the research model of the study.

10.2 BIOGRAPHIC /DEMOGRAPHIC VARIABLES

The targeted population was made up of students at public universities in Durban. A survey was used to collect data. The research targeted a population of 480 respondents (see Table 6.3). However, the obtained population was 231 for phase one and 213 for phase two. One of the objectives of the study was to determine the influence of demographics on attribute preferences. Therefore, the following sections contain a discussion of the biographic data and attribute preferences of the respondents who participated in the empirical study.

10.2.1 Generation

Table 7.31 shows that 91% of the respondents who participated in the study belonged to Generation X and Generation Y. Universities have traditionally been populated by younger individuals, as such, the population distribution of the study coincides with this trend. Furthermore, study population distribution of the first phase of the study may be attributed to the youthful population in the province of Kwa-Zulu Natal. South African Census 2011 revealed that the eThekweni municipality (Durban) has a population of 3 442 361 people. The population distribution shows trends among developing countries where high fertility rates and low life expectancy rates have been observed. Moreover, a higher life expectancy, among women compared to the life expectancy of men, has

also been observed (Statistics South Africa 2014). These trends explain why no respondents belonging to the Baby Boomer Generation participated within the second phase of the study and only one in the first phase of the study.

The results of phase one of the study, have shown that respondents place importance on product effectiveness and the quality of skincare products. Overall product quality was found to be significantly important to consumers, in terms of their living standards and product effectiveness was found to be significantly important according to respondent's generational groupings (see Table 7.35). The results show that older generations placed more importance on product effectiveness (Generation X and Y). The results of the study seem to support the assertion made by Parment (2013:8) who indicated that Generation Y values brands that emphasise strong value. Mandhlazi, Dhurup and Mafini (2013:161) also found that Generation Y consumer to be quality conscious. Generation X consumers have been profiled as affluent outsider thereby the assumption could be made that their approach to purchasing follows the value perspective approach to decision making. Although more of the older generations indicated that quality was important more than Generation Z respondents. Studies have shown that Generation Z consumers are driven by product quality (Honme 2017:11).

For clothing detergents the price of clothing detergent profiles was found to be more important to Generation Z followed by Generation Y and least important to Generation X respondents (see Table 8.11). According to Perry and Urwin (2011:80) generational cohorts develop as a result of the environmental changes that shape the minds of the group during its formative years. It may be argued that Generation Z which has felt the impact of the global economic recession and its effect on the South African economy, have become more cautious about how they spend (Padayachee 2012:3). Significant differences were found in the importance rating of Generation Y respondents who placed the form of clothing detergent as the most important attribute (see Table 8.12). This emphasis on the form of the product may be explained by looking at the life cycle stage of Generation Y consumers. Some Generation Y consumers may be regarded as being at the taking-hold stage of their lives or regarded as transitional-blues. Such individuals are thought to be career driven and are well funded (Kotler and Armstrong 2009:145). Consequently, at this stage in the lives of Generation Y respondents they would be able to afford the purchase of home appliances such as washing machines. Generation Y respondents ranked product effectiveness as the second most important attribute followed by durability, product size, scent and price (see Table 8.12).

Generation X consumers who may be part of the full-nest III stage own a number of household appliances (Solomon 2010). In terms of the respondent's generational groupings, the study shows that Generation X respondents rated product form as important, followed by Generation Y and Z respectively (see Table 8.11). Therefore, the younger generation (Generation Z) which is comprised of consumers who may be just starting out, may not be able to afford washing machines at the moment. As such, their emphasis on product form is not as high as the older Generations (X and Y). Moreover, significant differences were found in Generation X's importance rating of attributes. Generation X respondents rated product form as most important in the consideration of category profiles followed by size, scent, product effectiveness; durability and price (see Table 8.12).

However, for the skincare product category, Generation Y respondents considered durability as the most important attribute in the preference for skincare product profiles (see Table 9.12). Such consumers may be more concerned about purchasing for a household thereby seeking more family sized products. Product effectiveness was the second most important attribute followed by the brand, scent, price and lastly the size.

Furthermore, for the skincare product category, Generation Z respondents placed more importance on durability, size branding, product effectiveness, scent and the price of skincare product profiles. Generation Z respondents differed in their importance rating of size, product effectiveness, scent and pricing. Generation Z respondents place more importance on the size of skincare products while Generation Y significantly placed less importance on the size (see Table 9.12). Older consumers who may have established careers and a higher income may not be as concerned about the prices of FMCGs (Insch and Jackson 2014:64). The emphasis on per unit costs among older generations who are at a different life-cycle stage may be lower since it has been established that there is a direct relationship between income and age (Statistics South Africa 2014:97). The scent was more important to Generation Y than Generation Z. Product effectiveness is more important to Generation Y respondents more than Generation Z.

10.2.2 Gender

Population distribution, in terms of gender, shows a greater percentage of females (51.1%) than males (48.8%) (Statistics South Africa 2014a:32). Phase one of the study population comprised of males (50.2%) and females (49.8%). This difference from the provinces population may be justified by identifying the site of collection (Durban, KwaZulu-Natal). Phase one data collection took place at the Durban University of Technology which showed a greater percentage of males enrolled, 51.2% males and 48.8% females, according to the South African Department of Higher Education and Training Statistics on Post-School Education and Training in South Africa: 2012 (2014: 9). However, phase two of the study shows a gender distribution that closely resembles the gender distribution within the eThekweni Municipality where males are 48.9% and females 51.2%. The gender distribution at the three universities, where data was collected show a greater percentage of female students as compared to male students. That is, 53.1% female and 46.9% males (after adding the populations of all three universities). National trends of educational attainment among different gender groups show that females constituted 52% of the population, while males constituted 48% (Statistics South Africa 2017:16).

For clothing detergent products the results show that gender influenced the importance rating scent (see Table 7.22). Results showed that the female respondents placed more importance on the scent of clothing detergents than males (Table 7.29). However, both male and female respondents indicated that the fragrance (scent) of clothing detergents was important to them. A report by Nielsen (2016:33) stated that males continue to take a more active role in housework. Therefore, clothing detergent manufacturers should produce products with masculine fragrances or rugged packaging designs in order for the companies to take advantage of the opportunities in the market. The importance of scents in terms of the respondent's gender is supported by research within retail atmospherics. Studies have shown that retail shoppers evaluated store merchandise more favourably in the presence of a scent that was harmonious with gender-based-products (Spangenberg, Grohmann and Tracy 2004: 18).

For phase two, Table 8.13 demonstrates that, for the clothing detergent category, scent was found to be significantly important to both female and male respondents. However, no significant differences were found in the females importance rating of clothing detergent profile attributes. Significant differences were found in the rating of male

respondents who rated product form as most important. The next important attribute for males was product effectiveness followed by durability, size; price and scent (see Table 8.14). However, for the skincare product category, in terms of gender, male respondents place more importance on durability than any other attribute. Size is the second most important, followed by scent, brand, price and product effectiveness respectively (see Table 9.13).

10.2.3 Residence type

The results of the study show that the majority of respondents reside in a private family home. Phase one of the study shows that 57.6% reside in a private family home and phase two as well showed that 48.4% of the study population reside in a private family home. Statistics South Africa (2017c: 29) showed that the majority of South Africans reside in private family owned residences. A selectively lower percentage of South African citizens reside in partially owned or rented household. Since the study population consisted of students from three universities, the researcher had to include students who may have been residing in other forms or residence such as a student commune or university designated residence. Statistics, South Africa (2017c:29) also indicated that some South African resides in other types of household.

However, phase two of the study showed that respondents in a private family residence placed significantly more importance on the product form of clothing detergent products followed by product effectiveness and product size. The scent was identified as less important compared to the size of clothing detergents by respondents in their private residence. Durability followed after the scent of clothing detergents which was also followed by price (see Table 8.18). The importance of product form may be attributed to the use of washing machines by South African consumers. Table 8.18 shows that respondents residing in a student commune placed more importance on the size of clothing detergent products compared to any other product attribute. This may be the result of limited finances as most of these are unemployed full-time students. Therefore, they may favour bulk purchases in order to minimise the unit cost of each purchase. Similarly Table 8.16 shows that university students place more importance on the price of clothing detergents compared to other product attributes. Therefore, as consumer's university students residing in a student commune may be considered value conscious consumers.

10.2.4 Employment status and generation

The majority of respondents were unemployed, phase two of the study showed that 69% of respondents were unemployed while 71.4 of phase one were unemployed. Educational attainment among adults aged 25-64 have been confined to substantial growth in completion of Grade 12 (68%) compared to 12% of adults in this age group who completed post-secondary education. Individuals between 25 and 64 years of age belong to Generation X, Y and Z. The results of the study show that the majority (97.9%) of respondents belonged to Generation X, Y and Z.

Phase one of this study shows that 27.7% of the study population was employed (part-time, full-time or self-employed) while 31% of phase two study population were employed (part-time, full-time or self-employed). The majority of students enrolled in post-secondary institutions consist of individual who have completed matric. Such individuals are likely to be unemployed seeking education that will lead to employment. This is expected, given that unemployed rate is perceived to be a concern in South Africa. The unemployment rate within South Africa has seen a steady increase since 2003 (Statistics South Africa 2017b:44) thereby, resulting in a decrease in work opportunities for those who have not completed their studies. According to Statistics South Africa (2014) the South African market has moved from a low skill to high skills jobs market. Therefore, the findings of the study may be justified by South Africa's national statistics on the employment.

According to South Africa's Quarterly Labour Force Survey (Statistics South Africa 2018:5) among the employed, most are employed on a full-time (permanent contract) basis. A smaller number of individuals are employed in the contract of an unspecified nature throughout the country. Since the study was conducted at universities a greater proportion of respondents were found to be unemployed. In support of these findings, the Department of Higher Education and Training (2015) also found more unemployed students than employed students registered at institutions of higher learning. However, it should also be noted that students who are registered for full-time study are voluntarily unemployed. Students who are registered for part-time study may be employed while studying.

The respondents who participated in phase one of the study consisted mostly of unemployed students. Subsequently, the unemployed respondents were concerned about price more than the employed (full-time, part-time and self-employed) (see Table 7.23). Such consumers may need to be cautious with their spending because of their limited disposable income.

The results of the study have shown a statistical significance in the respondent's importance rating of the country-of-origin (COO) in terms of their employment type. Nonetheless, a study by Diamantopoulos, Schlegelmilch and Palihawadana (2011: 519) argued that most studies that have investigated the country-of-origin effect on consumer behaviour from a product perspective. The study proposed approaching the COO from the country level (CI) and specific product category level. The findings of the study revealed that while the two (country level and CPATI) did not directly impact consumers' intentions to purchase focal brands the country-of-origin had an important indirect influence. Contrary to these findings, the results of phase one of this study have shown that for clothing detergent category, the COO ranged from mostly unimportant (32.9%), slightly important (22.9%) or moderately important (22.9%). Overall, the country-of-origin, although it has been approached from a category perspective has been found to be unimportant.

According to respondent's monthly household income and employment type the price of skincare products was found to be significantly important (see Table 7.33). A study by Khraim (2011: 129) found that in the United Arab Emirates the average consumer places importance on the purchase price of the cosmetics. The results of this study show that lower income households place more importance on price compare to higher income households. More importance was also placed on price by the unemployed than by respondents employed in some capacity (full-time, part-time or self-employed). Lower income households have lower purchasing power and have to be more careful how they spend their money (Guesalaga and Marshall 2008).

Phase two of the study revealed that respondents employed full-time showed significant differences in their rating of the six clothing detergent profile attributes (see Table 8.15). Product form was the most important attribute followed by durability, product effectiveness, size, scent and lastly price. Moreover, in terms of the respondent's employment type the unemployed place more importance on durability, brand, size, strength, and price and scent respectively (see Table 9.14).

10.2.5 Income

The majority of respondents who participated in phase one of the study (67.2%) earn an income less than R20000 monthly. 72.3% of the respondents who participated within the second phase of the study earn less than R20000 a month. The income distribution of households in South Africa, as per the Income and Expenditure Survey 2011 indicated that the majority of South African households earn an income of Less than R539 376 which was adjusted to R672 867 in 2016. The figures show that 60% of all households in South Africa earn below R232 692 per annum. Therefore, such households would earn a monthly income of R19 391 (South Africa, Department of Higher Education and Training 2016:80). Consequently, income appears to be consistent with the findings of the study as the majority of individuals belonging to such households would be actively pursuing education in order to improve their financial situations. Consequently, they would make up a large portion of the university's population.

The income of individuals increases with age, irrespective of educational attainment (Census 2011:97). This may explain the high number of respondents earning less than R5000 per month. More of respondents belong to Generation X and Y. In South Africa poverty levels have decreased with age (Statistics South Africa 2017b). Phase two showed a greater number of respondents earning above R5000 participating in the study.

A report on the 2015 living conditions of South African households showed an income of R138168. Male-headed households had an average income of R165 853 per annum compared to R98911 for female-headed households. The average household income per year in KwaZulu-Natal was R101 088 (2015) according to an analysis on the household income data through the Living Conditions Survey (LCS) 2014/2015 (Statistics South Africa 2017d).

According to respondent's household monthly income, more of the respondents (41.6%) significantly rated the packaging of skincare products as moderately important across all income levels (see Table 7.32). Consistent with the findings of the study by Oduro (2017: 49) a statistically significant influence was found in phase one respondent's importance rating of packaging. By implication, this indicates that in the absence of mediating variables, packaging could have a significant influence on consumer skincare purchase decision process.

The findings of phase two of the study revealed that, in terms of income, the size of skincare products was also rated as important by all income groups (see Table 9.17). Moreover, respondents with a monthly income of R1399 or less placed significant importance on the durability of skincare product profile. Product effectiveness was found to be the second most important attribute in the consideration of skincare profile followed by the scent of skincare products, the brand, price and size respectively. Respondents earning a monthly income between R2500 and R4999 indicated that durability was also the most important attribute. However, the price was the second most important attribute to this group. Size was the third most important attribute followed by the brand; product effectiveness and scent of skincare product profiles (see Table 9.19).

The respondents who earn a monthly income between R5000 and R7999 differed in their importance rating of durability from the overall sample. The respondents significantly placed more importance on the size of skincare product profiles with durability as the next most important attribute. Branding followed after durability, but was indicated as being more important than branding. Product effectiveness, price and scent were the least most important attributes in the consideration of skincare product profiles respectively (see Table 9.19).

10.2.6 Living standards measurement

The population distribution of phase one of the study showed that all respondents belonged to LSM level four to ten (see Table 7.8). However the population distribution of phase two showed that respondents belonged to LSM level three to ten. According to a report by Statistics South Africa (2015) the ten LSM levels may be further grouped into the following three categories, namely; low (LSM level one to four), intermediate (LSM five to seven) and high (LSM level eight to ten). The population distribution shows that for phase one, 6.1% have a low living standard while 59.3% (LSM five to seven) have an intermediate living standard. A high living standard (LSM eight to ten) was found among 34.7% of the respondents. Phase two showed that 4.2% have a low living standard, 56.4% have an intermediate living standard while 39.4% have a high living standard (see Figure 8.6). Consequently, the population distribution of each of the two phases shows similar living standard patterns.

According to the General Household Survey or GHS (Statistics South Africa 2017c) asset ownership in South Africa is related to household income. South African Advertising Research Foundation (SAARF) measurement of consumer living standards, the income of a household determines the consumer standard of living. The population of the survey consisted of individuals whose living standard is between LSM four to ten. Therefore, it is assumed that these households would be able to afford the purchase of a washing machine. The use of a washing machine requires the consumer to be mindful of the form of the product detergent best suited to the appliance, thereby explaining the significant relationship between respondent's living standard and the product form of clothing detergents. Product effectiveness, which has been established as an element of product quality has been significantly related to the household type of the respondents that took part in phase one of the study. The survey population has shown that more of the respondents reside in either a private family home or a university residence. The population results have also shown that more of the respondents also belong to the household with an LSM of six or higher. Clearly, the quality of clothing detergents plays a significant role in the ranking of clothing detergent products.

Phase two of the study revealed that, in terms of the respondents' living standard, the attribute of price was the most important attribute to respondents who have a living standard of LSM level six, seven, eight and nine. Respondents at LSM level six placed more importance on product form, strength, size, price, durability and scent respectively. Respondents at LSM ten placed more importance on the size of clothing detergent product profiles followed by durability, product form, strength, scent and price respectively (see Table 8.21).

10.3 HEDONIC AND UTILITARIAN PRODUCTS

The semantic scale used in Section C of the phase one questionnaire required respondents to rate products belonging to the skincare and clothing detergent product categories. The results of the study show that the respondents rated all products as mostly utilitarian (see Table 7.6). Detergents have generally been considered as utilitarian products. This may be derived from the practical nature and functionality of detergents. On the other hand, cosmetic products such as nail polish and fragrance were grouped as hedonic products. Hedonic products induce a sensory response from consumers in contrast to utilitarian products that induce a more cognitive response

(Sharma 2011:346). Based on the results from phase one of the study, respondents do not derive much sensory stimulation from the product belonging to the two categories.

Moreover, household products have been described as mostly functional (Suh and Yi 2006:153). The findings of the study are consistent with an earlier study by Vale and Duarte (2013). The study showed that products were viewed as slightly utilitarian with mean responses leaning towards more neutral classifications. It was concluded that such products were neutral in nature (Vale and Duarte 2013:32). However, previous studies suggest that consumers activate different sets of goals depending on the type of product. Consumers tend to have functionality-related goals when consuming utilitarian products and pleasure-related goals when consuming hedonic products (Melnyk, Klein, and Franziska Völckner 2012:23). Therefore, the findings seem to indicate that consumers may hold the same goals when considering the purchase of clothing detergents and skincare products.

The respondent's classification of products as generally utilitarian seems to indicate the pursuit of a singular goal (see Table 7.9). Such findings seem to support the notion of goal-derived cross categories (Fletcher, Malaviya and McGill 2001:4). Goal-derived categories may be created in specialised contexts. While cross-category products may not possess physical attribute similarities, such categories are developed in order to fulfil a desired goal. In the case of clothing detergents and skincare product categories, the two may be developed for cleaning and maintenance purposes. Complementary categories are purchased in anticipation of their joint consumption and use toward a common goal (for example, toothpaste and toothbrush for oral hygiene, salty snacks and soft drinks for a light meal). This may be an extension of the goal theory highlighting the extension of goals across multiple categories (Shankar and Kannan 2014:145).

10.3.1 Attribute rankings

The findings of phase one of the study showed that respondents ranked the price and quality of products as the most important attributes of a given product (see Table 7.10). The findings are supported by previous studies which indicate that price, brand and quality are attributes that have been most widely considered by consumers when conducting grocery shopping (Mortimer 2012:9). The results concur with the value perspective approach to consumer decision making which emphasises that consumer

decisions are based on what consumers obtain from a given purchasing situation (Auger, Devinney, Louviere and Burke 2010:142). Consequently, respondents ranked highly attributes that act as cues to the value of a product (Teas and Agarwal 2000:278).

The attribute, country of origin, was ranked low as has been the case in a number of consumer product studies (Samiee, Shimp and Sharma 2005; Balabanis and Diamantopoulos 2008). Similar to food products, low involvement products such as clothing detergents (Suh and Yi 2006:149) and skincare products which are sold at a low per unit cost (Insch and Jackson 2014:64). The impact of the country of origin is weak among commodities (Almeshal and Alhidari 2018:12). The results of the study are consistent with the findings of Ahmed, Johnson, Yang, Kheng Fatt, Sack Teng, and Chee Boon (2004:114) who found that among low involvement products the COO has a weak effect. Therefore, consumers do not seem to emphasize it among other attributes.

Attributes that affect the consumer choices when purchasing detergents include brand name, price, promotion, and brand-specific attributes such as refill packaging and the scent of the detergents. Although respondents ranked the scent after design, both attributes were identified as sensory attributes which may be used to search for the best option among a list of available alternatives (Degeratu et al. 2000:62). The design was ranked after price, quality and branding by respondents which are consistent with the value perspective of consumer decision making. In order to develop strong brands, products must be differentiated through product elements such as design (Almeshal and Alhidari 2018:2). Table 7.10 shows that the design attribute was ranked fourth while scent was ranked fifth.

The packaging of a product and the country-of-origin attributes were ranked sixth and seventh respectively by the phase one respondents (see Table 7.10). Packaging and the country-of-origin have been ranked higher by the respondents who participated in other studies that investigated alcoholic beverages (Mueller and Szolnoki 2010:779). In such studies, it was concluded that such attributes captured the respondents' perceptions of the quality of the products under investigation (Sester, Dacremont, Deroy and 2013:476). Therefore, contrary to the findings on alcoholic beverages, it may be assumed that in the case of fast moving consumer goods (FMCGs) these attributes are not given the same value.

10.3.2 Attribute importance

The following section presents a discussion of the findings on the importance of clothing detergent and skincare product attributes.

10.3.2.1 Clothing detergent product attributes

Price and quality were indicated as the most important attributes for clothing detergents by respondents. All attributes that affect or influence the perceived value to clothing detergents received a high importance rating. Product evaluations seem to be centred on attributes that relate to the cost and performance of products. Other attributes were indicated as important, but less than quality and pricing. This is consistent with other studies which showed that respondents may also value other attributes (Lee, Trail, Kwon and Anderson 2011:90). Clothing detergents are categorised as shopping products which are generally evaluated on the basis of price, quality and style (Kotler and Keller 2012: 327). Consequently, quality remains a significantly important factor in the purchase of such products (Lymperopoulos, Chanoitakis and Rogopoulou 2010: 721). Quality is an abstract measure comprised of a number of elements. However product effectiveness refers to the functionality of the product.

Product form was found to be an important attribute for clothing detergents which may be consistent with the study by Bajpai and Tyagi (2007: 337). The study showed that European consumer purchased detergents in varying forms (liquid and powder) and such behaviour was linked to the development of detergents for various washing machines. Therefore, as a complimentary product the laundry detergent would be purchased in order to suit the consumer the washing machine (Bajpai and Tyagi 2007: 330).

Product attributes have been classified into different groups, namely: sensory and non-sensory attributes. According to Chocarro and Cortiñas (2013:227) the brand of a product may be considered a non-sensory attributes. Sensory attributes, which appeal to the senses (smell, taste, feel and sound) have accounted for the high involvement consumers have displayed in product purchases (Martin 1998:17). A study by Chrea, Melo, Evans, Forde, Delahunty and Cox (2011:15) showed that sensory attributes were identified as indicators of perceived quality only after the consideration of the brand and label of the product. The findings of the study seem to support the premise that some sensory attributes are only considered after the consumer has considered the brand

name of a product. Packaging, packaging type and product shape were considered as less important than the brand of clothing detergents by respondents who participated within the study (see Table 7.13). Moreover, attributes such as the shape, label colour, region of origin and design were indicated as less important to the determination of the products' quality.

The findings of this study have shown a significant relationship between respondents' living standard and packaging information as well as respondents' monthly income and packaging information (see Table 7.25 and 7.28). A study conducted by Kuvykaite, Dovaliene and Navickiene (2009) tested the importance of packaging information on the purchase of washing powder. The study revealed that respondents considered the packaging information as very important. In contrast, a study by Deliya (2012:207) discovered that the aesthetic aspect of a product as well as the information on the packaging did not have a significant effect on consumer behaviour towards fast moving consumer goods (FMCGs). However, Azad and Hamdavi-pour (2012:401) discovered that informative factors such as product information contained on the packaging of products purchased at a supermarket chain store played a more important role on choice for a product compared to the graphics. Therefore, the findings of this study seem to support the importance of the packaging information. Interestingly, it should be noted that the importance seems to vary, in terms of the consumer's standard of living.

Moreover, the findings of this study seem to support previous studies as respondents generally rated scent as moderately important for clothing detergents. Hersleth, Monteleone, Segtnan and Næs (2015:191) indicated that sensory attributes allow for product recognition while prior use of a product determines the level of involvement that a consumer displays during purchase. Sensory attributes have been associated with intrinsic attributes. However, Degeratu et al (2000:58) classified design as a sensory attribute. Degeratu et al (2000:62) pointed out that variables that affect the choice for laundry detergents include packaging visuals and the scent of the product. However, the findings of the study show that respondents rated packaging as slightly important (see Table 7.13). Scent also performs a number of tasks, thereby making it an important aspect of the choice of clothing detergents (Bajpai and Tyagi 2007:331).

Offline purchasing behavioural studies have highlighted that attributes such as the size of a product become more influential during offline purchasing situations than print designs. Particularly in offline purchases research respondents emphasise the price more than other product attributes (Degeratu et al. 2000:58). Therefore, this may justify why the size of the product was indicated as the fourth most important attribute when considering clothing detergents (see Table 7.13). South African consumers have indicated that having an environmentally friendly packaging in the form recyclable packaging would be beneficial (Scott and Vigar-Ellis 2014:646). However, the attribute has been rated as unimportant to the consideration clothing detergent products (see Table 7.13).

10.3.2.2 Skincare product attributes

The findings of the study have shown that the attribute rating for skincare products, followed similar rating patterns to the ratings of clothing detergents. No significant differences were found in the attribute ratings for both product categories (see Table 7.15). Respondents rated quality as the most important attributes (quality and product effectiveness, respectively). However, unlike clothing detergents, respondents rated the scent and brand of skincare products, respectively, as more important than price (see Table 7.14). The importance placed on the scent of skincare products may be the result the sensitivity that has been shown by consumers to fragranced products. Scent was rated as the third most important attribute to the consideration of skincare products, after quality and product effectiveness respectively. According to White and de Groot (2006:496) there has been a significant association between skin irritations and scented products. Most fragrance-sensitive consumers are aware that the use of scented products may cause skin problems. Therefore, the importance of the scent of skincare products may be based on the consumers concerns with potential skin irritations caused by using scented skincare products. Consequently, the potential for skin irritations caused by the use of skincare products may also justify why respondents rated packaging information of skincare products as moderately important (see table 7.14).

The sensorial performance of cosmetics is essential to the acceptance of consumers. The package influences in the first impression of the consumer about a product, since the first sense used to choose a cosmetic in the market is the vision. Thereafter, the scent of the product may be used by the consumer when formulating opinions about

the product. The tact is not involved in the first purchase attitude, but it will define if a consumer will become a loyal consumer (Chiari, de Almeida, Corrêa and Isaac 2012:339). Consequently, this may justify the importance of the packaging of skincare products which respondents rated as slightly important (see Table 7.14).

10.3.3 Differences in attribute preferences between skincare versus clothing detergents

The importance rating of thirteen clothing detergent and skincare product attributes were compared. An independent t-test was conducted and no significant differences were found in the attribute ratings of skincare product attributes and clothing detergent product attributes (see Table 7.15). According to Deliya (2012:200) detergents and skincare products belong to the same category of products (FMCGs). Consequently, the two categories of products may possess a group of associated attributes or affinity attributes which are common among the two categories (Zhang, Zha, Yan, Bian and Chua 2012:79). The result of the semantic scale showed that respondents classified products belonging to the two groups as mostly utilitarian, thereby possessing a number of similar characteristics. A distinction has been made between characteristic attributes and beneficial attributes (Lefkoff-Hagius and Mason 1993). Because benefits are derived from relevant product attributes, consumers must possess some knowledge of the connections existing between product attributes (characteristics) and consumption benefits (beneficial attributes) to make more optimal decisions about various product alternatives. Better knowledge of attribute-benefit connections should produce more optimal decision choices among product alternatives (Florenthal 2008:46). Therefore, the similarities in attribute importance rating between the two categories (clothing detergents and skincare products) may be explained through the existence of some affinity between the two categories.

10.3.3.1 Clothing detergents category

According to the General Household Survey or GHS (Statistics South Africa 2017c), the province of Kwa-Zulu Natal consisted of 14.1% of all households in the province that owned a washing machine. The report also indicated the existence of a positive relationship between asset ownership and household income. Given that a large proportion of the population of the study consisted of respondents who are at LSM level six or higher, it may be assumed that those respondents (LSM 6+) own a washing

machine. Respondents residing in a university residence or a flat may be making use of public washing machines. The findings from the General Household Survey are consistent with the findings of the study by Laitala, Klepp and Henry (2017) that showed that in Africa consumers make use of washing machines and laundrette facilities to wash their laundry (results compiled from Egypt, Morocco and South Africa).

While quality has been one of the most frequently cited attributes in numerous studies, it has not been identified as the most important attribute (Jin, Park and Ryu 2010:184). This supports the results of phase two of the study which has shown that quality is not the most important attribute to consumers. According to Clemenz, Brettel and Moeller (2012:55) the functional performance of a product has been described as one of the constructs that define quality. The effectiveness of clothing detergents was found to be less important than the form of the clothing detergent product. Product form was found to be more important than the effectiveness of the clothing detergent. The use of the washing machine may also be attributed to the prioritisation of product form.

The attribute of size was found to be more important than price. This result could be due to the emphasis on the unit cost of a product. One aspect of potential concern for consumer households is lowering the unit costs of products purchased. Respondents may have placed more importance on the size of clothing detergents because larger product sizes last longer and tend to become more cost effective than purchasing smaller sizes. Therefore the potential to lower their purchasing costs may have led respondents to consider size over price. A study by Gordon, Goldfarb and Li (2013:22) found that consumers switched between different sizes of detergent during times of economic recession. Although their results showed differences in purchase sizes the differences were not large. However, the results show that in order to optimise their purchases consumers considered differences in sizes, thereby making product size an important attribute to the decision making process.

10.3.3.2 Skincare products

The results of the conjoint analysis test revealed that respondents place importance on the durability of skincare products more than the other five attributes of the skincare product profiles. This result contradicts the outcomes from other studies that showed that quality was more important to the purchase of cosmetic products. The study also

showed that even in the case of brand selection, quality was the most important attribute to consumers (Khan n.d:3). However, the results of this have shown that performance quality (product effectiveness) was indicated as less important when compared to durability and the brand of skincare product profiles respectively.

Brands have been identified as signals that convey quality information such as reliability and durability. The value of brands as a quality signal is greater for durables because buyers cannot frequently adjust purchasing behaviour. Furthermore, brands of consumable are expected to exhibit less of a quality effect on consumer purchasing decision making. Brands are likely to be less valuable as buyers can engage in sensory assessments of consumable products (Jin, Zilberman, Heiman and Li 2011:142). This assertion may explain the emphasis on other attributes such as durability which is a direct contrast to the assertion that South African consumer are highly brand conscious (Pricewaterhouse Coopers (PwC) and Economist Intelligence Unit 2012).

Similar to their attribute preferences for clothing detergent attributes, respondents placed more importance on size than on the price of skincare products. This may be explained by the desire to lower the unit costs of products purchased. According to Sweeney and Soutar (2001:206) quality and price have been known to possess separate influences on a consumer's perception of value with quality having a positive effect and price a negative effect. Therefore, respondents seem to be more concerned with other attributes that influence the value of skincare products than the actual price attached. In contrast with clothing detergents respondents placed more importance on the price of skincare products than their scent (fragrance).

10.3.4 ATTRIBUTE LEVEL PREFERENCES

Conjoint analysis allows researchers to establish attribute preferences as well as attribute level preference. Through the use of conjoint analysis, product profiles with different combinations of attributes and attribute levels were established. The result enabled the researcher to establish attribute level preferences for each category.

10.3.4.1 Clothing detergents

As previously indicated, the growing number of washing machine usage may be the basis for the emphasis on the clothing detergent product form. According to Cannon (2015) the five best clothing detergents are in liquid form. A study conducted in Pietermaritzburg indicated the presence of higher percentage growth in liquid detergent purchases compared to powder clothing detergent purchases (Ghela 2006). Respondents also favoured very effective clothing detergents to moderately (average) effective clothing detergents.

The term 'detergency' is used to describe the process of cleaning by surface active agent. Detergents can be defined as the removal of unwanted substance from a solid surface brought into contact with a liquid (Bajpai and Tyaji 2007:327). Therefore, it may be assumed that consumers are interested in products that will remove unwanted products very effectively. Moreover, respondent's favoured smaller sized products (1kg/1ltr) compared to the larger products (2kg/2ltrs). The preference for smaller sized products was consistent with the respondent's duration preference for clothing detergents (2 weeks).

Scent preferences showed that respondents favoured the oceanic fragrance instead of floral fragrances. Respondents also preferred moderately pricing, products consistent with the Pricewaterhouse Coopers (PwC) and Economist Intelligence Unit (2012) report on the retail and consumer product outlook in South Africa. The report indicated that more South African retailers were observing more price conscious behaviour among their consumers.

10.3.4.2 Skincare products

Skincare product attributes level product preferences showed that the respondents preferred long lasting skincare products (3 weeks) contrary to their preference for 2 weeks (durable) clothing detergents. This result may be explained by a consumers' desire to prolong the effects of the skincare product and lower the cost of repeat purchase. Skincare products are used more frequently than clothing detergents therefore resulting in a greater need for longer lasting products. Research has shown that consumers have generally been purchasing larger volumes and sizes of products over time while conducting less shopping trips (Coibion, Gorodnichenko and Koustas 2017).

Respondents showed a preference for manufacturers (national) brands instead of the private store (retail store) brands. While private store brands have improved in quality over the years, they are still positioned as cheaper alternatives. Manufacturer brands have stronger brand equity emanating from the positive associations that consumers have with the intangible benefits of these brands (Martínez-López, Gázquez-Abad and Sethuraman 2015:4). As a result, consumer seems to favour such brands over private store brands (see Table 9.4).

Due to some of the adverse effects of skincare product usage consumers are weary of the use of different skincare products (Tejal, Nishad, Amisha, Umesh, Desai and Bansal 2013). Skincare products may contain substances that can be harmful to skin (Manová, von Goetz, Keller, Siegrist and Hungerbühler 2013:2792). Consequently, the preference for average effectiveness in skincare products could be a direct result of such concerns. Studies have shown that there is continued interest into the effect of prolonged exposure to skincare products (Nohynek, Antignac and Toutain 2010).

Respondents also seemed to favour smaller sized skincare products (0.5kg / 0.5ltr). The emergence of travel sized skincare products has offered smaller sized alternatives that consumers may be able to move and/ carry with ease (Matter 2001). Such product sizes such as the 50ml have been identified as the ideal for gym goers (Volpato 2010:57). Consequently the researcher proposes that smaller sized products could be ideal for active consumers such as university students.

In an article by Lloyd (2015), Mintel's Brazil beauty analyst Juliana Martins stated that in soap and bath products (body care), floral fragrances were the most represented family fragrance among consumers. The results of phase two seem to support this assertion as respondents preferred the floral scent more than the oceanic scent.

10.4 PROPOSED MODEL/Framework

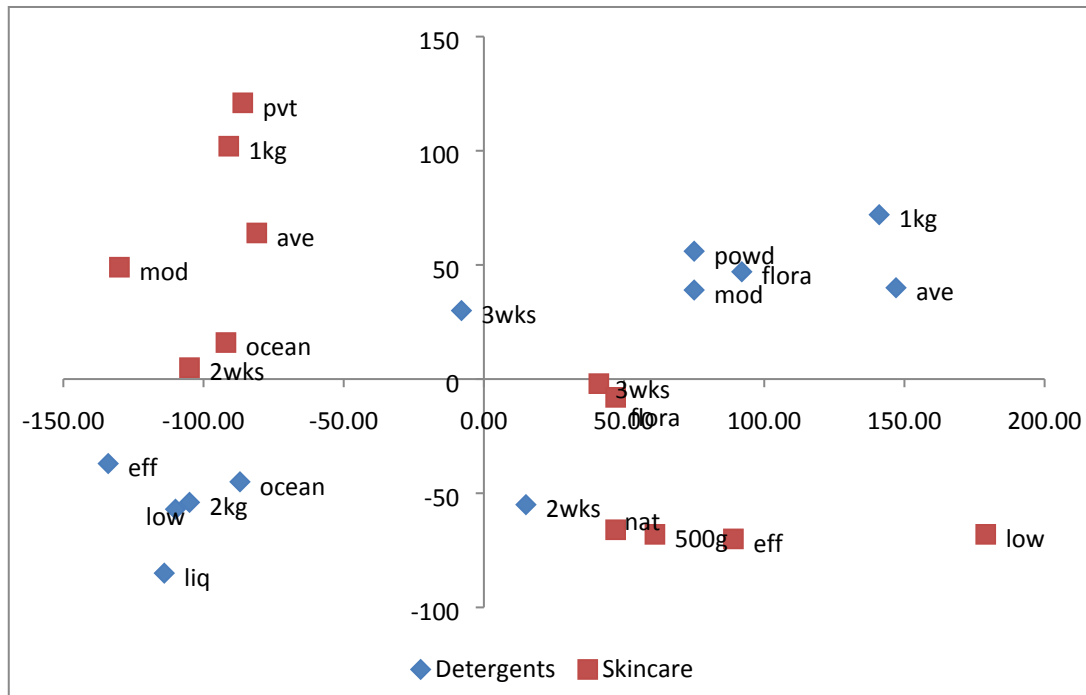


Figure 10.1: Multiple correspondence analysis - product attributes

The correspondence map is a tool used to graphically present the relationships between variables. What can be inferred from the map is that variables that are close to each other have some association (Corbishley 2007:134). Through the use of correspondence analysis the two product categories were split into four quadrants with detergent characteristics in the top right and bottom left quadrants while the skincare in the top left and bottom right quadrants (see Figure 10.1). An analysis of Figure 10.1 shows that above the horizontal axis the following attribute may be found moderate pricing and average (moderate effectiveness) strength while the following attributes are low price and very effective product strength. Such findings are consistent with good value pricing which emphasises offering products whose price tag matches the value obtained by the consumer. Therefore, average product performance may be deemed consistent with moderate (average) pricing. According to a survey conducted by the global leaders in customer science, (Dunnhumby 2017), the Customer-Centricity Index (CCI) successful South African retailers offer products at a price range that reflect good value. The vertical axis separates the ocean scent and larger size on left with floral and smaller size clothing detergent and clothing detergent products.

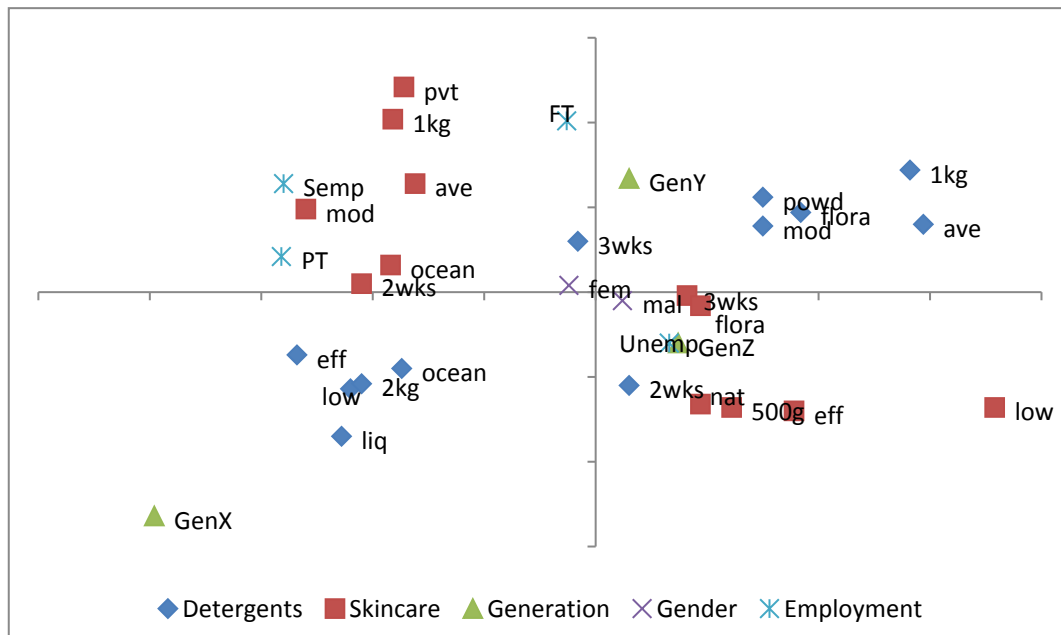


Figure 10.2: Multiple correspondence analysis - gender and employment

Figure 10.2 shows that gender did not have any preference effect on the consideration of both clothing detergents and skincare product categories. This may be based on the overall usage of the product by both groups. Generation X consumers are associated with the following attributes liquid detergents, very effective product strength, oceanic scent and low priced clothing detergents (bottom left quadrant). However, Generation Y is associated with the top right (powder, floral scent, 1kg, moderate price and average (moderate) effective product strength). Generation Z is associated with bottom right quadrant

Figure 10.2 also shows that the unemployed are associated with bottom right and the employed (self-employed, part-time employed, full-time employed) are associated with the attributes in the top left quadrant. This may be explained by analysing the research respondent population. Phase one and two surveys were conducted at three universities who consist of mostly unemployed students. The life-cycle stage of consumers may play a role in their product consideration (Kotler and Keller 2012). According to Parment (2012:9) individuals at this stage of their lives (young consumers) are more concerned about outward appearances. Therefore, younger consumer at university may be more involved in the purchase of skincare products. All people need detergents and so the preferences of these related to employment is not significant.

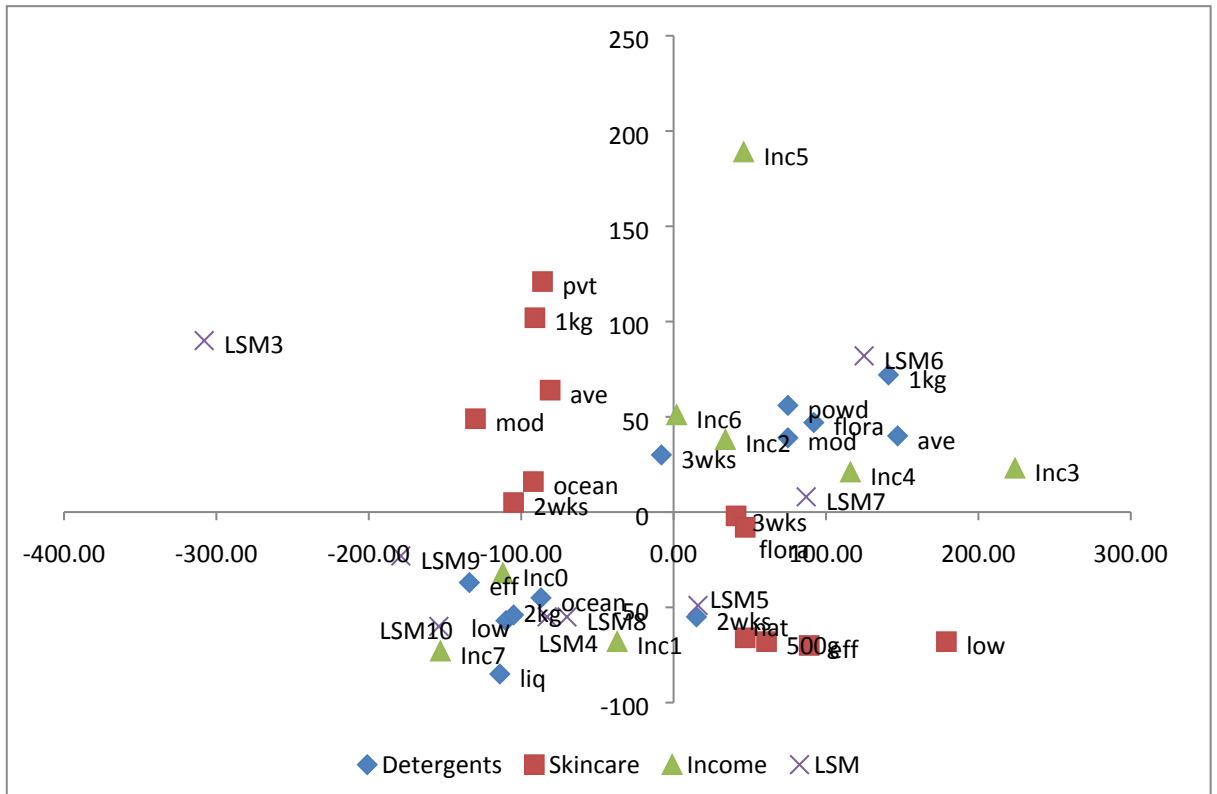
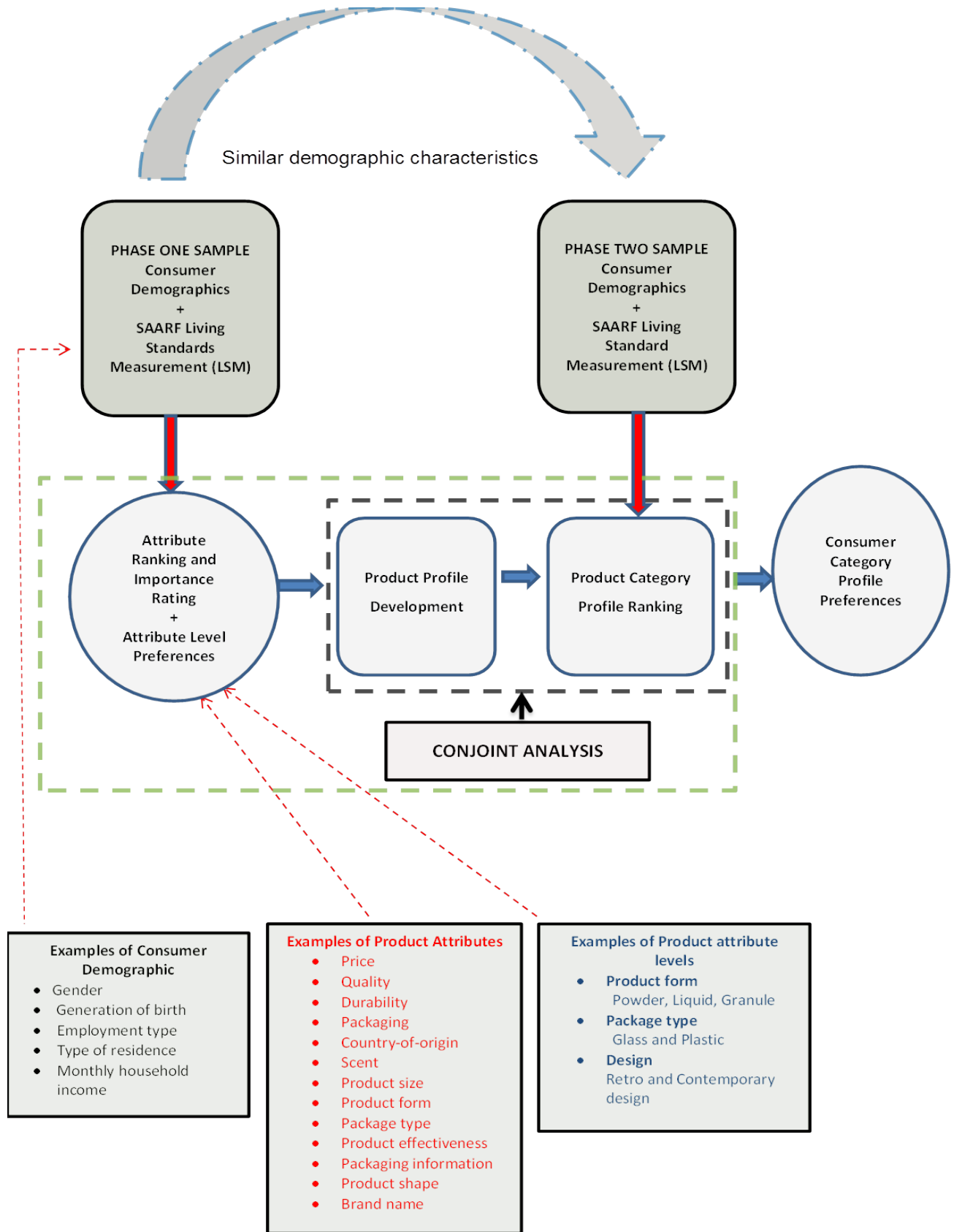


Figure 10.3: Multiple correspondence analysis - monthly household income and living standard

Figure 10.3 shows that within the top right quadrant the clothing detergent attributes are associated with the consumers who earn R1400 to R7999 and those who earn R11000 to R19999. However, consumers who earn R800 to R1399 and consumers who earn R20000+ monthly are associated with the skincare product attributes at the bottom left quadrant. The association between the lower income consumers and higher income consumers may be explained through the aspirational purchasing behaviour that has been observed among lower income consumers. According to (Visser 2015:18) such behaviour has been seen in the growth of luxury product purchases by both wealthy and those with lower incomes whose purchasing pattern mirror their more affluent counterparts.

10.4.1 Proposed model arising from the study

Through the use of the correspondence map the results of the study have been used to show the applicability of the conceptual framework in determining product category profile preferences. The use of a two stage survey process that samples population groups with similar characteristics using conjoint analysis may be used to establish product category preferences of consumer products as illustrated in Figure 10.4. The model incorporates conjoint analysis approaches where respondents are presented with a list of attributes that they would prefer to see within products. Thereafter, respondent select profiles that contain their list of preferred attributes and attribute levels. The model



Examples of Consumer Demographic

- Gender
- Generation of birth
- Employment type
- Type of residence
- Monthly household income

Examples of Product Attributes

- Price
- Quality
- Durability
- Packaging
- Country-of-origin
- Scent
- Product size
- Product form
- Package type
- Product effectiveness
- Packaging information
- Product shape
- Brand name

Examples of Product attribute levels

- **Product form**
Powder, Liquid, Granule
- **Package type**
Glass and Plastic
- **Design**
Retro and Contemporary design

Figure 10.4 Proposed product attribute development model

10.5 SUMMARY

Presented in this section is a summary of phase one and two discussion of results. Phase two survey consisted of the responses of 231 respondents. From the results, the ratings of attributes belonging to the two product categories did not show significant differences. In both categories, respondents seemed to value the same attributes indicating that, for the two categories, shoppers may use the same evaluative criteria when considering alternatives. Price and quality were consistently ranked as the most important attributes in the consideration of both categories. Such a result is supported by the classification of products belonging to clothing detergent and skincare product categories as more utilitarian than hedonic. However, significant differences were found in the importance rating of product attributes across demographic variables.

CHAPTER ELEVEN

CONCLUSIONS AND RECOMMENDATIONS

11.1 INTRODUCTION

Chapter ten analysed and discussed the statistical results of the study. This chapter summarises the study with empirical results as well as the main findings of the study. The chapter also provides conclusions in terms of the research objectives and the research problem. Furthermore, the limitations of the study will be highlighted and suggestions for future studies will be made. This chapter represents the final stage of the study and offers recommendations of the study.

11.2 CONCLUSION ON PURPOSE/AIM OF STUDY

Based on the research problem identified in the chapter one the purpose of this study was to investigate product attribute preferences for the establishment of a consideration set of selected hedonic and utilitarian cross-category shopping products in Durban. Cross category purchasing has been widely researched within the retailing field worldwide (Shankar and Kannan 2014:144). Researchers have analysed consumer shopping baskets for decades in an effort to better predict consumer shopping patterns (Kim, Kim and Chen 2012). It was also observed that consumers make multi-category decisions in a variety of situations such as choice of multiple categories during a shopping occasion.

The choice of one category may affect the selection of another category due to complementary nature among different products. Cross category purchase was a key area of interest to the researcher, particularly cross category purchasing within goal derived categories (see Section 2.5.1.1). The researcher sought to investigate attribute preferences for two goals derived categories, namely: hedonic and utilitarian product categories. Product category interrelationships raise a number of critical but often hard-to-resolve issues for retailers. One of those issues is the management of the products within the categories that are sold by retailers. Retailers deal with the challenge of placing the right products on their shelves as well as managing the movement of those products given the changes in consumer tastes and preferences. Therefore, the researcher believed it would be beneficial to retailers to investigate the attribute that consumer's emphasis in their shopping of product different categories. The city of

Durban is located in the second most populated province in South Africa (Statistics South Africa 2017e:16). Retail industry activity within the province has also shown growth over the last decade. Therefore, the city was chosen for data collection.

Chapter two of the study discussed consumer behaviour and the establishment of goal derived product categories. The chapter also discussed the idea of shopper behaviour exhibited during different shopping occasions. Chapter three traced the development of the consideration set that has been used to narrow down the available options by consumers. Chapter three also provided an explanation of the various models that have been used to develop consideration sets of different products by consumers (see Section 3.2.3). Chapter four discussed product attributes and the role they play in the consumer decision making process. Chapter five identified the consumer demographics that influence consumer decision making. Chapter six of the study outlined the research method used to collect data and provided a description of the target population, sampling methods and data analysis techniques used. Chapters seven, eight and nine presented the empirical results of phase one and two of the study.

11.2.1 Research method

- **Planning and framing**

The researcher identified the research problem, set out goals and objectives for the study, developed a formal research proposal and worked out the timeframe for the project. Preliminary reading of books, journals and articles enabled the researcher to properly frame the research statement and formulate the questions around the secondary data.

- **Gathering of primary and secondary data**

The second phase involved the search process whereby the researcher gathered the relevant information from journals, the relevant websites, as well as from other relevant books. Coded draft questionnaires were developed and administered to customers who shop at retail chain stores in Durban in order to produce primary data. The data collection process involved two sequential phases. The results of the first phase were used as a foundation to inform the development of the second (research instrument) with the aid of existing literature on conjoint analysis studies.

- **Analysing data and interpreting study results**

The third stage involved empirical research which involved the collection of data respondents through the use of researcher-administered self-completion questionnaires. The analysis involved the presentation and summarising of data in the form of tables and graphs so that it could be easier to identify trends as well as the interpretation of results.

- **Writing a report**

The final stage involved reporting on the findings of the research process. A report was drawn up in alignment with the problem statement, the aim and objectives of the study. The study findings and the presentations of the findings have also been presented in the form of a consolidated written report or thesis.

11.3 SUMMARY OF MAIN FINDINGS

Table 11.1 Summary of Research Findings

Research instrument	Questionnaire Sections			
Phase 1	Section A	Demographics	The profile of the population sample revealed that the majority of respondents belonged to Generation X and Y. A major percentage of the respondents were male. The majority of respondents were also unemployed. A major percentage of respondents reside in a privately owned family residence. The majority of respondents belong to a household that earns less than R11000 monthly.	
	Section B	Living Standards Measurement (LSM)	The living standard of the majority of respondents ranges between LSM five and eight	
	Section C	Product Classification	Respondents rated all the products as mostly utilitarian. Responses ranged between slightly utilitarian to moderately utilitarian.	
	Section D	Attribute Rating	Attribute Ranking	Respondents ranking of attributes showed that price was ranked first, followed by quality, brand name, design, scent, packaging and lastly country of origin.
			Clothing Detergents	Respondents rating of detergent product attributes showed that attributes that indicate the value of products were rated as important (for example, quality, product effectiveness, price, size, scent). Other attributes such as the brand name, packaging and country of origin received a low importance rating.
		Skincare Products	Respondents rating of skincare product attributes showed that attributes that indicate the product value were rated as important (for example, quality, product effectiveness, scent, price, brand name and size). However, no significant differences found in the attribute importance rating for both categories.	
	Section E	Attribute Level Preferences	Respondents selected their preferred attribute level preferences for both clothing detergents and skincare products.	
Phase 2	Section A	Demographics	The majority of respondents were unemployed and belonged to Generation Y and Z. A major percentage of the respondents were female. The majority of the respondents reside in a private family residence and a university designated residence. The majority of respondents belong to a household that earns less than R11000, monthly.	
	Section B	Living Standards Measurement (LSM)		
	Section C	Profile Category Preferences	Clothing Detergents	Respondents profile preferences reveal that product form is the most important attribute followed by product effectiveness (strength), product size, durability, scent and price respectively. Significant differences were also found in attribute preferences across all demographic variables with the exception of monthly income.
Skincare Products			Respondents profile preferences reveal that durability is the most important attribute followed by the brand, product effectiveness (strength), product size, price and scent respectively. Significant differences were found in respondents' profile preferences across all demographic variables with the exception of respondent's living standard.	

The purpose of this study was to investigate product attribute preferences for the establishment of a consideration set of selected hedonic and utilitarian cross-category shopping products in Durban. Table 11.1 depicts a summary of the research findings in relation to each of the objectives that were set for this study. The findings of the study were obtained through the use of a survey method that was split into two phases. Two

self-completion questionnaires were administered by the researcher to a total of 444 respondents, 231 respondents for phase one and 213 for phase two.

11.4 CONCLUSIONS

This section reports on the interpretations that were made from the empirical results presented in Chapter seven to nine. The aim or goal of the study was to investigate product preferences for the establishment of a consideration set of selected hedonic and utilitarian cross-category specific shopping products in Durban. Each of the objectives that were set for this study will be addressed in this section.

The literature review in chapter two (see 2.5.2.1) presented insight into the behaviour of consumers. The literature showed that consumers establish goal-derived product categories as developed by Ratneshwa et al. (1996:240). Previous studies showed that consumers establish two broad goals-derived categories, namely utilitarian and hedonic. Furthermore, Kushwaha and Shankar (2013:67) made distinctions between hedonic and utilitarian product categories. Based on the assumption that skincare products are dominated by experiential benefits, affective attributes, enduring intrinsic motivation, and aesthetics the researcher assumed that skincare products would be categorised as hedonic products. Clothing detergents are predominantly functional, practical, and highly cognitive and are comprised of an instrumental orientation consistent with utilitarian goals. Table 11.1 presents a summary of the main findings of the study which indicates that both product categories were categorised as mostly utilitarian by respondents. Therefore, the findings of the study reveal the attribute preferences of utilitarian products only.

11.4.1 Conclusion from objective one

To identify product attribute preferences for hedonic (skin/personal care) and utilitarian (detergents) shopping products cross-categories sold by the leading retail supermarkets (Woolworths, Pick n Pay, Spar, Game and Shoprite) in Durban, South Africa.

Chapter three (see Section 3.2) of the literature review provided insight into the consideration of products by consumers. Chapter four (see Section 4.2) also provided insight into consumer products. The literature review showed the significance of

product attributes in the consideration and choice for products (Section 3.2.2). As a result, the researcher sought to identify attribute preferences for products within clothing detergents and skincare products. In order to determine consumer attribute preferences the results of Phase one and Phase two surveys were analysed and are discussed in the following section.

11.4.1.1 Phase one

The rankings of attributes by respondents indicated a preference for price, followed by quality, brand, design, and scent, packaging and country-of-origin. The rankings seem to support the value perspective approach to decision making (Auger et al 2010:142). Respondents seem to place more importance on attribute that indicate the value of a product. The importance rating of the attributes seems to support the value perspective approach as respondents consider the purchase of clothing detergents and skincare products. Although Table 7.15 shows that no significant differences were found in the importance ratings of skincare and clothing detergent product categories, Table 7.18, Table 7.19, Table 7.20 and Table 7.21 show differences in the order of importance for some of the attributes.

11.4.1.2 Phase two

Conclusions drawn from the findings of the second phase of the study have been summarised according to the two product categories that were under investigation, namely; clothing detergents and skincare products.

- **Clothing detergent products**

Chapter three (see 3.4.1) also provided insight into the category of methods used to determine attribute preferences for different products. A common method used within management sciences is conjoint analysis which has been used by previous studies in management sciences to determine attribute preferences for different products (Hauser and Rao 2004; Bradlow 2005; Netzer et al. 2008). Conjoint analysis results revealed that the respondents placed more importance on the form of the product than any other attribute. Product strength which is an indicator of performance quality has been identified as the second most important attribute in the consideration of clothing

detergents. Following product strength, the findings show that the size of the product and the durability of clothing detergents, respectively, are more important than price.

Contrary to the findings of phase one of the study, it is apparent that respondents placed more emphasis on product form of clothing detergent products and not of performance quality or price. Conjoint analysis possesses the advantage of mimicking attribute interactions in consumer purchases (see Section 3.4.2.1). The use of conjoint analysis enabled the researcher to determine which attributes are more important in the consideration of products within the two categories. This may be based on the increased use of washing machines and clothes dryers.

Attribute level preferences showed that respondents favoured liquid clothing detergents and not powdered detergents. Initially respondents were presented with three options (bar soap, powder and liquid). However, the results of phases one and two indicate that respondents displayed a preference for liquid detergents. Respondent's also displayed preferences for smaller sized detergents (one kilogram) which was also consistent with the preference for two weeks lasting durability. With regard to preferences for clothing detergent scents show that respondents favoured oceanic fragrances. Price was the least important attribute in the consideration of clothing detergents. Interestingly, respondents also favoured the moderately priced detergents.

- Skincare products

With regard to the skincare product category attribute importance differed from the clothing detergent category. Durability was found to be the most important attribute in the consideration of skincare products. The results seem to indicate a shift in the behaviour of consumers as most studies that have investigated product belonging to the same category of products (FMCGs) have placed price and quality as the most important attributes (Somashekar and Kaboor 2016). In the study, respondents placed the brand as the second most important attribute among the skincare product category profile presented. Product strength was the third most important attribute followed by the size, price and scent of skincare products.

Contrary to the findings of phase one, the scent of skincare products has been identified as the least important attribute in the consideration of the skincare product profiles. The general use of similar fragrances by most product skincare product manufacturers may explain why respondents did not seem to prioritise product scent. There are certain fragrances that work best in certain products. For example, fruity, floral and gourmand fragrances are common in personal care products while floral fragrances are dominant among soap (Alpha Aromatics 2017). This may limit the number of variances in scent (fragrance) options that consumers may encounter. The pricing of skincare product profiles was rated of less importance than the size of the products. Therefore, it is apparent that the respondents are not price sensitive to the skincare product category.

Attribute level preferences indicated that respondents preferred profiles with products that would last three weeks. Nevertheless, respondents preferred smaller sized skincare products. This preference seems to indicate consumer perceptions of product concentration where larger sized products would be considered diluted. It is important to note that store brands seem to still be least preferred by respondents placing importance on the manufacturer brands sold nationally by multiple retailers. Respondents preferred skincare products of moderate or average strength. This may be the result of a preference for products whose effect would be less harmful to the skin. Furthermore, respondents preferred moderately priced products over low priced products. This result may be explained by the preference for good value when making purchases. Consumers favour products that offer them good value at affordable prices (Dunnhumby 2017). This strategy has been used successfully by a number of retailers in South Africa such as Shoprite (Klein 2017:15). The floral scent was preferred above the oceanic scent.

11.4.1.3 Concluding remarks on objective one

The use of multiple correspondence analysis in Figure 10.1 shows that certain attributes are associated with clothing detergents while other attributes associated with skincare products. An association was found between moderately priced clothing detergent products and skincare products. The findings have also revealed that branding is not the most important attribute when consumers consider FMCGs such as clothing detergents and skincare products.

11.4.2 Conclusion from objective two

Investigate the effect of consumer demographics and the living standards measurement (LSM) on product attribute preference for hedonic and utilitarian shopping product cross-categories.

11.4.2.1 Phase one

The researcher sought to determine the effect of consumer demographics on the importance rating of clothing detergent and skincare product attributes. The following section summarises the findings of phase one.

- Attribute ratings by demographics

Within the study the Chi-squared test was used to test for differences in attribute importance ratings for both clothing and skin care product categories. For the clothing detergent category, according to respondent's employment type, significant differences were found in the importance ratings of the price and country of origin. According to respondents living standards measure significant differences were found among the importance ratings of packaging information. Significant differences were also found, according to respondents' monthly income. The ratings of the scent and packaging information of clothing detergents were significantly different in terms of respondent's monthly income. Furthermore, significant differences were also found in the ratings of scent according to gender. Product form importance ratings were found to be significantly different according to the respondent's residence type.

Significant differences were found in the respondents importance rating of skincare product attributes. The results of the first survey show the presence of significant differences in the rating of quality according to respondent's living standards (LSM). Most of the respondents from LSM four to ten indicated that quality was an important attribute in the consideration of skincare products. Furthermore, significant differences were discovered in the rating of price according to respondent's employment type and monthly household income. Most respondents from all income levels indicated that price is strongly to extremely important in the consideration of skincare products. Respondents also displayed significant differences in their rating of the effectiveness of skincare products. The packaging of skincare product received varied importance ratings by respondents according to their monthly income. However, the majority of

respondents rated the packaging as moderately important to the consideration of skincare products.

11.4.2.2 Phase two

Significant differences were found in the preference of clothing detergent product profiles according to demographic variables. According to respondent's gender, female respondents significantly preferred profile five more than their male counterparts. However, male respondents significantly preferred profile eight more than their female counterparts. According to the respondents' generational cohorts significant differences were discovered in the preferences for profile two, five, six and nine. Generations X significantly preferred profiles nine and five more than any other generational group. Generation Z and Y each significantly preferred profile two and six respectively. Significant differences were found in the preferences of profile one and eight according to respondent's monthly income. Furthermore, significant differences were found in the respondents' preferences for profile four according to respondent's living standards. The results implied that respondents belonging to the upper middle class and upper class groups have a greater preference for products in profile four.

Significant differences in the preferences of skincare product profiles according to respondents' demographics were also found during phase two of the study. More female respondents significantly preferred profile five than male respondents. Unemployed respondents significantly preferred profile one more than the employed respondents. Respondents residing in a flat significantly preferred profile eight followed by those in a private family home and least preferred by respondents residing in a university residence. Respondents earning between R2500 – R7999 preferred profile two compared to respondents earning R11000 – R20000+. Profile eight was preferred by respondents with a lower living standard than respondents with a higher living standard.

Differences were found in the attribute importance ratings for the clothing detergent product category across all demographic variables with the exception of respondents' monthly income. Significant differences were also found in the attribute importance for skin care product category profile across all demographic variables with the exception of respondent's living standards.

11.4.2.3 Concluding remarks for objective two

Consumer demographics significantly affect attribute preferences within clothing detergents and skincare product categories. Multiple correspondence analysis shows that gender did not have a significant influence on the consideration of both clothing detergents and skincare product categories. However, an association was found between Generation Y respondents and clothing detergent attributes as well as Generation Z respondents and skincare product attributes. As indicated in the discussion (see Section 10.4) these findings may be attributed to changes in consumer life stages. Therefore, the researcher concludes that consumer demographics affects attribute preferences.

11.4.3 Conclusion from objective three

To determine the existence of variances in product attribute preferences for products within the two shopping product cross-categories.

The results of the first phase of the study have shown that no significant differences exist in the respondent's importance rating of attributes across the two product categories (clothing detergents and skincare products). However, Table 7.18 to Table 7.21 indicates the presence of differences between respondent's preferences for clothing detergent and skincare product attributes. Rankings of the mean values of the clothing detergent and skincare product categories indicate that attributes such as scent, product size and price vary in their importance rating when compared with other attributes. The scent of skincare product seems more important to respondents when considering skincare products compared to clothing detergents.

The conjoint analysis clearly shows differences in attribute preferences. Differences can also be found in the level of importance rankings of the attributes used to develop each product profile. Scent and price alternated as the least and second least important attribute in the consideration of skincare and clothing detergent profiles. Durability received a higher importance score in the consideration of skincare product profile compared to clothing detergent profiles. Size was identified as more important for clothing detergents profile consideration compared to skincare products. Taxonomic differences seem to result in differences in attribute preferences.

- Concluding remarks

In conclusion, similarities in product classifications do not result in attribute preference similarities. Attribute importance seems to differ between clothing detergent product categories when considering product profile. Respondents generally hold the same importance ratings for attribute when presented with attributes abstractly. However, attribute combination reveal different importance ratings for each product attribute. The use of conjoint analysis allows the decentralisation of attribute combinations revealing what is most important within a set of attribute combinations.

11.5 GENERAL RECOMMENDATIONS

General recommendations have been established based on the findings of the presented which have been presented in the following sections.

11.5.1 Goal derived product categories

The findings of the study have shown that consumer product classify clothing detergent products and skincare products as mostly utilitarian. Although both categories belong to different taxonomic category, respondents within the city of Durban regard both categories from a utilitarian perspective. It is recommended that retailers should investigate further the differences within consumer product classifications. In order for retailers to understand consumer behaviour towards consumer product categories (clothing detergents and skincare products) more research should be conducted within the two broad categories. Retailers may tailor their marketing efforts in a manner that best suits the consumer psychology towards such products. Hedonic shopping products have been characterised as inducing enduring consumer involvement (Kushwaha and Shankar 2013:67). As a result, it is recommended that retailers endeavour to create more hedonic associations for products such as skincare products in order to induce enduring involvement.

A key aspect to the product assortment planning is developing an understanding of the perceptions and preferences of consumers towards a particular set of product categories (Mantrala, Levy, Khan, Fox, Gaidarev, Dankworth and Shah 2009:72). The model incorporates the idea of preference instability proposing that preferences depend critically on the meta-goals of the decision maker. Based on this argument the preferences of consumer may be influenced not only by taxonomic features of a

product, but by the goals that consumers pursue in such purchases (hedonic or utilitarian). It is recommended that understanding preference instability will be aided through further investigations into consumer product classifications.

11.5.2 Heuristics

The use of heuristics has been well established in Chapter 3 (Section 3.3). The results of the study have shown that different attributes are emphasised by respondents in Durban. The importance of price as a heuristic has been found to be lower in the consideration of both clothing detergents and skincare products. Therefore, it is recommended that emphasis should be placed on other attributes that consumer have identified as most important. The researcher proposes that the relationship between price and other attributes are a more composite heuristic that instead of price alone. Linkages have been established between consumer price expectation and other product feature (Orth, Campana and Malkewitz 2010:34).

The results of the study have shown that quality was indicated as an important attribute in the consideration of clothing detergents and skincare products. It is recommended that retailers investigate the perceptions of the quality that their consumer hold in order to offer them the right value. It is also recommended that retailers investigate the different dimension of quality that consumer value within different product categories. The findings have shown that respondents prioritised performance quality in their consideration of clothing detergent product categories. However, respondents placed more importance on durability than performance quality. Therefore, product manufacturers should endeavour to investigate which quality aspects are important in each category.

The country-of-origin has been of key interest to a number of researchers over the years (Sharma 2011; White 2012). As a product attribute the study found that the country-of-origin was considered unimportant to the consideration of both clothing detergents and skincare products. It has been argued that South Africans are very traditional supporting local products over foreign products (Petzer and Meyer 2013:384). The findings of this study seem to counter this assertion. Therefore, it is recommended that retailers and manufacturers consider exploring other means of attracting consumers by emphasising other attributes particularly in the case of FMCGs.

It is recommended that retailers offer products within a price range that reflects value based pricing. Retailers should find a correct match between the quality and features of the products on offer as well as the price charged for the products. Particularly for skincare and clothing detergent a product, an association was found between moderately priced products and moderate product performance (quality). Therefore, consumers are more likely to consider products that correctly match the price charged and the value offered. Retailers that have adopted this approach have already seen success within South Africa (Klein 2017). Value based pricing has been considered a success factor in retailing (Netseva-Porcheva 2018).

It is also recommended that retailers develop strategies to transform consumer perceptions and attitudes towards private store brands. The results of the study continue to show a preference for manufacturer brands. Although private store brand appeal has grown, retailers need to consider promoting private store brand purchase and improving quality perceptions that consumers hold towards private store brands as they are still considered to be substandard (Beneke and Carter 2015:24).

The findings of the study have shown that respondents did not consider the packaging of products as an important attribute. Consumers may not perceive the value of the packaging type and material. As a result, manufacturers should develop strategies to educate consumers on the importance of packaging. The packaging offers another differentiation potential to the manufacturers.

11.6 CONTRIBUTION OF THE STUDY

The study has made a contribution by investigating attribute preferences in the consideration of two product categories in Durban. The study has identified associations between attribute preferences and some demographic characteristics. Furthermore, the study has contributed through the in-depth investigation of the concepts of the consideration set and conjoint analysis.

The product assortment planning model indicates that consumer perceptions and preferences are one of the three inputs in the development of an assortment plan (Mantrala et al. 2009:72). Consequently, this study proposes a two stage model that incorporates conjoint analysis that may be used to establish consumer perceptions and preferences for multiple products within a product category (see Figure 10.4). The

proposed model surveys consumers' demographic characteristics and living standards to establish attribute preferences. The use of a two-stage survey approach ensures high representativeness of the results of the study. The model used within the study offers a simplified method of establishing category attribute preferences using a widely accepted method of investigation (conjoint analysis).

11.7 PROPOSED MODEL TO STAKEHOLDERS

The proposed model arising from the study may be used practically by retail organisations as well as academics. The following section offers suggestions for the future use of the model.

11.7.1 Future research

In future, researchers may consider using other product categories in order to test the model. Researchers may also test the use of sample randomisation against the use of a single sample size. Larger sample sizes may also be used to obtain a more accurate representation of the South African population. Studies should also include more product attributes. For example, the number of fragrance options the respondents were exposed to during the first phase of the study may be increased to include fruity, fantasy, gourmand, and fresh and clean fragrances for skincare products.

Product profile preferences showed variances in attribute preferences as well as differences in attribute importance. Attributes such as price and quality which were consistently rated as extremely important seemed less important in the consideration of category profiles. In clothing detergents product form was found to be the most important attribute while durability was the most important attribute for skin care products. Significant differences were also found in the importance rating of attributes across demographic variables. As indicated in Figure 10.2, Generation X respondents with a living standard between LSM eight and ten, and an income of R20000+ prefer the following clothing detergent attributes: two weeks, oceanic, low price, and liquid and very effective product strength. For skincare products, Generation Z and the unemployed were found to be associated with the following skincare product attributes: two weeks, national (manufacturer) brands, 500 grams or 0.5 litres and very effective products. Respondents with a moderate living standard (LSM five) were also found to be associated with the same skincare product attributes.

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13 LIST OF APPENDICES

APPENDIX A: INFORMATION LETTER: PILOT STUDY



Faculty of Management Sciences

Department of Marketing and Retail

Date: 22 August 2017

Dear Participant

My name is Andrew. R. Kamwendo I am conducting a pilot study for my PhD in Management Sciences Degree (Marketing). The purpose of this study is to determine the significance of product attributes in the establishment of a consideration set of hedonic and utilitarian products. Hedonic products include gifts such as toys, art-work, and souvenirs bought for pleasure. Hedonic products include products that are purchased mainly for their functions such as tooth paste, kitchen utensils, gardening tool, hardware. A consideration set refers to a set of products that one is likely to purchase. Emphasis will be placed on two shopping goods skin/personal care (for example skin lotion, shower gel and deodorant) and clothing detergents (for example, fabric softener, washing powder, and bleach). You are, therefore, requested to participate in the study by answering the questions within the questionnaire. Your participation is voluntary and you are free to withdraw from the study at any time. To ensure that strict confidentiality is maintained all questionnaire scripts will be shredded. The information you give will only be used for research purposes, and your identity and individual answers will be kept totally confidential

Your assistance will be much appreciated,
Yours faithfully,

Student
Contact Details
Andrew R Kamwendo
Cell: 0814257750
Email: andrewk@dut.ac.za
Skype: andrew.r.kamwendo

Supervisor / Promoter

Contact Details
Dr Maharaj
Tel: 03137353873
Email: maharama@dut.ac.za
Fax: 0866740607

Please note the following:

Research details must be provided in a clear, simple and culturally appropriate manner and prospective participants should be helped to arrive at an informed decision by use of appropriate language (grade 10 level - use Flesch Reading Ease Scores on Microsoft Word), selecting of a non-threatening environment for interaction and the availability of peer counseling (Department of Health, 2004) If the potential participant is unable to read/illiterate, then a right thumb print is required and an impartial witness, who is literate and knows the participant e.g. parent, sibling, friend, pastor, etc. should verify in writing, duly signed that informed verbal consent was obtained (Department of Health, 2004). If anyone makes a mistake completing this document e.g. wrong date or spelling mistake a new document has to be completed. The incomplete original document has to be kept in the participant file and not thrown away and copies thereof must be issued to the participant.

References:

Department of Health: 2004. *Ethics in Health Research: Principles, Structures and Processes*
<http://www.doh.gov.za/docs/factsheets/guidelines/ethnics/>

APPENDIX A1.1: QUESTIONNAIRE 1 - PILOT STUDY

Please complete the survey to the best of your abilities. Do not skip questions, but answer every question in the survey in the order that they are presented.

SECTION A

LIVING STANDARDS MEASURE

This section highlights places of residence as well as articles that you may possess.

Please tick in the boxes next to the response that correctly matches with you.

	Tick √		Tick √
Metropolitan dweller (250 000+)		DVD Player / Blu Ray Player	
Living in a non-urban area		Refrigerator or combined fridge/freezer	
House or/Town House		Electric Stove	
Tap water in house / on plot		Microwave oven	
Flush Toilet inside house		Deep Freezer - Free Standing	
Hot running water		Have a washing machine	
Built in Kitchen Sink		Have a tumble dryer	
No Domestic Workers/ Gardeners		Dishwashing Machine	
Home security service		PayTV (M-net / DSTV / TopTV) Subscription	
2 Cellphones in Household		Home Theatre System	
3/more Cellphones in Household		Vacuum Cleaner	
Zero/One Radio set in Household		Motor Vehicle in Household	
Air conditioner (excl. fans)		Computer - Desktop / Laptop	
Have TV set(s)		Land line (excl. Cellphone)	
Swimming Pool			

SECTION B

LIKERT SCALE

1. Please rank the product attributes in the table 2 below indicating their level of significance from the highest to the lowest. Rank the product attributes in numerical order from most significant attribute/important (1) to the least significant attribute (7) as illustrated in the example below;

Example: Rank attributes using numbers	
Price	1
Durability	3
Country of Origin	2

Table 2: Attribute rankings	
PRODUCT ATTRIBUTES	Column B
Price	
Design	
Package	
Country of origin	
Brand name	
Scent/ Smell	
Quality	

Attribute Importance

- Using the 1-5 Likert scale below, indicating levels of significance (importance), rate the attributes that are important to you in your selection of **CLOTHING DETERGENTS**. Answers must be indicated in **table 3 below**.

Table 3					
PRODUCT ATTRIBUTES	Not important	Slightly important	Moderately important	Strong importance	Extremely important
	1	2	3	4	5
Durability					
Scent/Fragrance					
Category Price					
Visually interesting (appearance)					
Guarantee					
Country Of Origin					
Brand Name					
Product Range					
Product Attribute					
Product sizes					
Product forms (liquid, granule, powder)					
Product Shape					
Product labelling and information					
Product shape					
Package Type					
Packaging Innovation					
Products ease of use					
Packaging colour					
Product Effectiveness					

2. Using the 1-5 Likert scale below, indicating levels of significance (importance), rate the attributes that are important to you in your selection of **SKIN-CARE PRODUCTS**. Answers must be indicated in **table 4**.

Table 4					
PRODUCT ATTRIBUTES	Not important	Slightly important	Moderately important	Strong importance	Extremely important
	1	2	3	4	5
Durability					
Scent/Fragrance					
Category Price					
Visually interesting (appearance)					
Guarantee					
Country Of Origin					
Brand Name					
Product Range					
Product Attribute					
Product sizes					
Product forms (liquid, granule, powder)					
Product Shape					
Product labelling and information					
Product shape					
Package Type					
Packaging Innovation					
Products ease of use					
Packaging colour					
Product Effectiveness					

SECTION C

ATTRIBUTE LEVEL PREFERENCE

1. For the stated attribute levels, which of the following would you prefer when purchasing **CLOTHING DETERGENTS**? Indicate your preference by ticking next to your preferred attribute. Select one attribute level in each grouping.

QUALITY	Attribute levels			
Durability	1,5 weeks			
	2 weeks			
	3 weeks			
Product Strength	Very effective (Strong)			
	Moderate (Average)			
	Ineffective (Weak)			

PRICE	Attribute levels			
Price endings	.99			
	.05			
	.00			
Price lining	Variable pricing: High to low pricing			
	Everyday low pricing			

DESIGN	Attribute levels			
Design character's	Name			
	Sign/Symbol			
	Cartoon/Animation character's			
Size	Small (500g or 0.5 litres)			
	Medium (1kg or 1 litre)			
	Large (2kg or 2litres)			
Product form	Powder			
	Granule			
	Liquid			
Shape	Oval/Cylindrical			
	Square			
	Rectangular			

PACKAGE	Attribute levels			
Package labelling and information	Grade Labelling			
	Descriptive Labelling			
	Information Labelling			
Package Material	Glass			
	Plastic			
	Metal/ Aluminium			
Package Type	Disposable			
	Re-usable			
	Recyclable			
Package colour	Soft			
	Hard/Bold (bright)			
	Mild/cool			
Guarantee	Money back guarantee			
	99.9 % cleaning guarantee			
	100 % performance guarantee			

BRAND	Attribute levels			
	Private brand/store brands			
	National Bands			
	Local or regional brands			

SECTION D

ATTRIBUTE LEVEL PREFERENCE

2. For the stated attribute levels, which of the following would you prefer when purchasing **SKINCARE PRODUCTS**? Indicate your preference by ticking next to your preferred attribute. Select one attribute level in each grouping.

QUALITY	Attribute levels			
Durability	1,5 weeks			
	2 weeks			
	3 weeks			
Product Strength	Very effective (Strong)			
	Moderate (Average)			
	Ineffective (Weak)			

PRICE	Attribute levels			
Price endings	.99			
	.05			
	.00			
Price lining	Variable pricing: High to low pricing			
	Everyday low pricing			

DESIGN	Attribute levels			
Design character's	Name			
	Sign/Symbol			
	Cartoon/Animation character's			
Size	Small (500g or 0.5 litres)			
	Medium (1kg or 1 litre)			
	Large (2kg or 2litres)			
Product form	Powder			
	Granule			
	Liquid			
Shape	Oval/Cylindrical			
	Square			
	Rectangular			

PACKAGE	Attribute levels			
Package labelling and information	Grade Labelling			
	Descriptive Labelling			
	Information Labelling			
Package Material	Glass			
	Plastic			
	Metal/ Aluminium			
Package Type	Disposable			
	Re-usable			
	Recyclable			
Package colour	Soft			
	Hard/Bold (bright)			
	Mild/cool			
Guarantee	Money back guarantee			
	99.9 % cleaning guarantee			
	100 % performance guarantee			

BRAND	Attribute levels			
	Private brand/store brands			
	National Bands			
	Local or regional brands			

APPENDIX A.1.2: QUESTIONNAIRE 2 - PILOT STUDY

Please complete the survey to the best of your abilities. Do not skip questions, but answer every question in the survey in the order that they are presented.

SECTION A

LIVING STANDARDS MEASURE


This section highlights places of residence as well as articles that you may possess. Please indicate your responses by ticking against the boxes that correctly correspond with you.

	Tick √		Tick √
Metropolitan dweller (250 000+)		DVD Player / Blu Ray Player	
Living in a non-urban area		Refrigerator or combined fridge/freezer	
House or/Town House		Electric Stove	
Tap water in house / on plot		Microwave oven	
Flush Toilet inside house		Deep Freezer - Free Standing	
Hot running water		Have a washing machine	
Built in Kitchen Sink		Have a tumble dryer	
No Domestic Workers/ Gardeners		Dishwashing Machine	
Home security service		Pay TV (M-net / DSTV / Top TV) Subscription	
2 Cellphones in Household		Home Theatre System	
3/more Cellphones in Household		Vacuum Cleaner	
Zero/One Radio set in Household		Motor Vehicle in Household	
Air conditioner (excl. fans)		Computer - Desktop / Laptop	
Have TV set(s)		Land line (excluding Cellphone)	
Swimming Pool			

SECTION C

PRODUCT CATEGORY PROFILES

1. Select the category profile for **Clothing Detergents** products that you prefer from the set of alternatives. Order your profiles preferences from the most preferred to the least preferred. Rank the profiles in the order of your preferences from most preferred (**1**) to the least preferred (**5**). Indicate your ranking in the spaces above the profile provided.

Profile ranking


	Profile 1	Profile 2	Profile 3	Profile 4	Profile 5
	1.5 Weeks	3 Weeks	3 Weeks	1.5 Weeks	1.5 Weeks
	Moderately Effective	Very Effective	Very Effective	Very Effective	Very Effective
	.00	.05	.99	.00	.05
	One Price For All	One Price For All	Variable: Low To High	Variable: Low And High	Variable: Low To High
	Small	Large	Small	Medium	Medium
	Powder	Powder	Powder	Powder	Powder
	Oval/Cylindrical	Square	Oval/Cylindrical	Rectangular	Rectangular
	Descriptive	Grade	Grade	Grade	Grade
	Glass	Glass	Plastic	Plastic	Glass
	Disposable	Disposable	Disposable	Disposable	Reusable
	Private/Store Brand	Private/Store Brand	Manufacturer/ National Brand	Manufacturer/ National Brand	Local/Regional Brand

2. Select the category profile for **Skincare** products that you prefer from the set of alternatives. Order your profiles preferences from the most preferred to the least preferred. Rank the profiles in the order of your preferences from most preferred (1) to the least preferred (5). Indicate your ranking in the spaces above the profile provided.

Profile ranking



	Profile 1	Profile 2	Profile 3	Profile 4	Profile 5
	1.5 Weeks	1.5 Weeks	1.5 Weeks	2 Weeks	1.5 Weeks
	Very Effective	Very Effective	Very Effective	Very	Very Effective
	.99	.99	.99	.99	.99
	Variable: Low To High	One Price For All	Variable: Low To High	Variable	Variable
	Small	Small	Small	Small	Small
	Powder	Powder	Powder	Powder	Powder
	Oval/Cylindrical	Oval/Cylindrical	Oval/Cylindrical	Oval	Oval
	Grade	Grade	Grade	Grade	Grade
	Glass	Plastic	Metal/Aluminium	Glass	Metal/Aluminium
	Disposable	Recyclable	Reusable	Recyclable	Reusable
	Private/Store Brand	Private/Store Brand	Private/Store Brand	Local/Regional Brand	Private/Store Brand

APPENDIX A.2: PHASE 1: LETTER OF INFORMATION



Title of the Research Study: Analysing consumer product preferences for selected hedonic and utilitarian shopping goods in Durban

Principal Investigator/s/researcher: Mr. Andrew. R. Kamwendo (M-Tech Marketing)

Co-Investigator/s/supervisor/s: Dr M. Maharaj

Brief Introduction and Purpose of the Study:

The purpose of the study is to determine consumer attribute preferences for hedonic and utilitarian cross-categories sold by the leading supermarkets in Durban. The study is aimed at investigating commonalities in attribute preferences for multiple products in shopping aisle categories. The study seeks to also expand knowledge surrounding hedonic and utilitarian product attribute preferences. Hedonic products include gifts such as toys, art-work, and souvenirs bought for pleasure. Hedonic products include products that are purchased mainly for their functions such as tooth paste, kitchen utensils, gardening tool, hardware. Emphasis will be placed on two shopping goods categories hedonic (skin/personal care, for example skin lotion, shower gel and deodorant) and utilitarian (detergents, for example, sanitizers, floor cleaner and toilet cleaner).

Outline of the Procedures:

In the study three major universities have been chosen for their convenience of access. These institutions have also been chosen for their ability to provide the full range of demographics to be studied. You are invited to voluntarily participate within the study. Questions have been developed from the existing literature on the concepts relevant to this study. During the study questionnaires will be administered to you, for completion, via classroom intercept until the sample quota is filled. Questionnaires will also be administered to you as well as other students at the three major universities in the greater Durban area. The findings obtained through this questionnaire will be used to develop questions that will be incorporated within the second phase of the study. You will be required to drop completed questionnaires into a sealed box to ensure confidentiality and anonymity. You will not be required to provide any personal information thereby ensuring confidentiality.

Risks or Discomforts to the Participant: N/A

Benefits: Your participation within the study will benefit retailers by providing them with a better understanding of consumer preferences for cross category products allowing them to better position and arrange product on the shop floor.

Reason/s why the Participant May Be Withdrawn from the Study: Your participation will have no adverse consequences. You will be allowed to withdraw from the study at any time during the research process. Not intrusive activities will be undertaken at any point in the research process. There are no known or anticipated risks associated to participation in this study.

Remuneration: You will not be given any remuneration in exchange for your participation within the research. Participation will be on a voluntary basis.

Costs of the Study: You will not be required to make any monetary payments of any kind in exchange for participating in the study

Confidentiality:

Upon the ethics approval data will be collected and respondents will not be required to provide any personal information, thereby ensuring confidentiality. All questionnaires collected will be kept at DUT under lock and key at the department of marketing and retail for fifteen years and will be shredded thereafter. All soft copy data will also be kept on a flash-disk under lock and key at the department for fifteen years and disposed of thereafter.

Research-related Injury: No research related injuries are anticipated.

Persons to Contact in the Event of Any Problems or Queries:

Researcher

Mr A. R Kamwendo

Cell: 0814257750

Email: andrewk@dut.ac.za

Skype: andrew.r.kamwendo

DUT Research Ethics Administrator

IREC Administrator

Lavisha Deonarian:

Tel: 031 373 2900

Email: LavishaD@dut.ac.za

Supervisors

Dr Maharaj

Tel: 03137353873

Email: maharama@dut.ac.za

Fax: 0866740607

Institutional Research Ethics administrator on 031 373 2900.

Complaints can be reported to the DVC: TIP, Prof F. Otieno on 031 373 2382 or dvctip@dut.ac.za.

consent was obtained (Department of Health, 2004). If anyone makes a mistake completing this document e.g. wrong date or spelling mistake a new document has to be completed. The incomplete original document has to be kept in the participant file and not thrown away and copies thereof must be issued to the participant.

References:

Department of Health: 2004. *Ethics in Health Research: Principles, Structures and Processes*
<http://www.doh.gov.za/docs/factsheets/guidelines/ethnics/>

APPENDIX A.2.2: PHASE 1: QUESTIONNAIRE

Please complete the survey to the best of your abilities. Do not skip questions, but answer every question in the survey in the order that they are presented.

SECTION A

PERSONAL DETAILS

Indicate your personal details by ticking against the corresponding box.

1.

Gender	
Male	
Female	

2.

Year of birth	
Baby Boomers 1946 – 1964	
Generation X 1965 – 1976	
Generation Y 1977 – 1994	
Generation next (Z) 1995 – 1997	

3.

Employment type	
Unemployed	
Employed Part-time/ on contract	
Employed fulltime	
Self-employed	

4.

Type of residence	
Flat	
University residence	
Student Commune	
Private residence/Family residence	

5.

Household Income per month	
R 800 - R 1 399	
R 1 400 - R 2 499	
R 2 500 - R 4 999	
R 5 000 - R 7 999	
R 8 000 - R10 999	
R11 000 - R19 999	
R20 000+	

SECTION B

LIVING STANDARDS MEASURE

This section highlights places of residence as well as articles that you may possess.

Please tick in the boxes next to the response that correctly matches with you.

	Tick √		Tick √
Metropolitan dweller (250 000+)		DVD Player / Blu Ray Player	
Living in a non-urban area		Refrigerator or combined fridge/freezer	
House or/Town House		Electric Stove	
Tap water in house / on plot		Microwave oven	
Flush Toilet inside house		Deep Freezer - Free Standing	
Hot running water		Have a washing machine	
Built in Kitchen Sink		Have a tumble dryer	
No Domestic Workers/ Gardeners		Dishwashing Machine	
Home security service		PayTV (M-net / DSTV / TopTV) Subscription	
2 Cellphones in Household		Home Theatre System	
3/more Cellphones in Household		Vacuum Cleaner	
Zero/One Radio set in Household		Motor Vehicle in Household	
Air conditioner (excl. fans)		Computer - Desktop / Laptop	
Have TV set(s)		Land line (excl. Cellphone)	
Swimming Pool			

SECTION C

SEMANTIC SCALE

1. Indicate your perception(s) regarding the products in table 1, classifying them as either **hedonic** or **utilitarian** using the scale in **table 1**. Indicate your response by ticking against the box that most accurately corresponds with your perceptions.

Hedonic Products

Products associated with pleasure, fun, enthusiasm and enjoyment. Such products are associated with fun, emotional gratification and indulgence.

Utilitarian Products

Products purchased mainly for their function or task performed. These are products that induce very little fun, emotional enjoyment or feelings of pleasure.

Table 1: Hedonic and Utilitarian Products							
Product Category	Very Utilitarian 1	Moderately Utilitarian 2	Slightly Utilitarian 3	Neutral 4	Slightly Hedonic 5	Moderately Hedonic 6	Very Hedonic 7
Body lotion (e.g. Nivea)							
Deodorant (e.g. Dove)							
Face wash (e.g. Clearasil)							
Hand lotion (Vaseline lotion)							
Fabric Softener (e.g. Stay soft)							
Washing Powder (e.g. Omo)							
Bleach (Jik)							
Bar soaps (e.g. sunlight)							

SECTION D

LIKERT SCALE

2. Please rank the product attributes in the **table 2** indicating their level of significance from the highest to the lowest. Rank the product attributes in numerical order from most significant (important) attribute (**1**) to the least significant (important) attribute (**7**) as illustrated in the **example** below;

Example: Rank attributes using numbers	
Price	1
Durability	3
Country of Origin	2
Brand name	4
Packaging	5
Scent/ Smell	7
Design	6

Table 2: Attribute rankings	
PRODUCT ATTRIBUTES	Column B
Price	
Design	
Package	
Country of origin	
Brand name	
Scent/ Smell	
Quality	

3. Using the 1-5 Likert scale below, indicating levels of significance (importance), rate the attributes that are important to you in your selection of **CLOTHING DETERGENTS**. Answers must be indicated in **table 3**

Table 3: Attribute Preference (rating)					
PRODUCT ATTRIBUTES	Not important 1	Slightly important 2	Moderately important 3	Strong importance 4	Extremely important 5
Price					
Design					
Package					
Country Of Origin					
Brand name					
Scent					
Quality					
Product sizes					
Product forms (liquid, granule, powder)					
Package Type					
Product Effectiveness/Strength					
Packaging information					
Product Shape					

4. Using the 1-5 Likert scale below, indicating levels of significance (importance), rate the attributes that are important to you in your selection of **SKIN-CARE PRODUCTS**. Answers must be indicated in **table 4**.

Table 4: Attribute Preference (rating)					
PRODUCT ATTRIBUTES	Not important 1	Slightly important 2	Moderately important 3	Strong importance 4	Extremely important 5
Price					
Design					
Package					
Country Of Origin					
Brand name					
Scent					
Quality					
Product sizes					
Product forms (liquid, granule, powder)					
Package Type					
Product Effectiveness/Strength					
Packaging information					
Product Shape					

SECTION E

ATTRIBUTE LEVEL PREFERENCE

3. For the stated attribute levels, which of the following would you prefer when purchasing **CLOTHING DETERGENTS**? Indicate your preference by ticking next to your preferred attribute. Select one attribute level in each grouping.

QUALITY	Attribute levels	
Durability	1,5 weeks	
	2 weeks	
	3 weeks	
Product Strength	Very effective (Strong)	
	Moderate (Average)	
	Ineffective (Weak)	

PRICE	Attribute levels	
Price level	Priced Low	
	Moderately Priced	
	Priced High	

PRICE	Attribute levels	
Price endings	.99	
	.05	
	.00	

DESIGN	Attribute levels	
Size	Small (500g or 0.5 litres)	
	Medium (1kg or 1 litre)	
	Large(2kg or litres)	
Product form	Powder	
	Granule	
	Liquid	
Design Type	Simple (Common/Typical) Design	
	Modern (Unique/Innovative) Design	
	Unified design (a combinations of innovation and simplicity)	

Design refers to the combination of product features such as the shape of the product, colour and material.

PACKAGE	Attribute levels	
Package Material	Glass	
	Plastic	
	Metal/ Aluminium	
Package Type	Disposable	
	Re-usable	
	Recyclable	
Packaging Information (labelling, warning, directions)	Brand labelling	
	Descriptive labelling	
	Grade labelling	

BRAND	Attribute levels	
	Private brand/store brands	
	National Bands	
	Local or regional brands	

Scent	Attribute levels	
	Oceanic	
	Floral	
	Oriental	

4. For the stated attribute levels, which of the following would you prefer when purchasing **SKIN-CARE** products? Indicate your preference by ticking in the corresponding row.

QUALITY	Attribute levels	
Durability	1,5 weeks	
	2 weeks	
	3 weeks	
Product Strength	Very effective (Strong)	
	Moderate (Average)	
	Ineffective (Weak)	

PRICE	Attribute levels	
Price level	Priced Low	
	Moderately Priced	
	Priced High	

PRICE	Attribute levels	
Price endings	.99	
	.05	
	.00	

DESIGN	Attribute levels	
Size	Small (500g or 0.5 litres)	
	Medium (1kg or 1 litre)	
	Large (2kg or 2litres)	
Product form	Powder	
	Granule	
	Liquid	

PACKAGE	Attribute levels	
Package Material	Glass	
	Plastic	
	Metal/ Aluminium	
Package Type	Disposable	
	Re-usable	
	Recyclable	

BRAND	Attribute levels	
	Private brand/store brands	
	National Bands	
	Local or regional brands	

Scent	Attribute levels	
	Oceanic	
	Floral	
	Oriental	

APPENDIX A.3: PHASE 2: LETTER OF INFORMATION



Title of the Research Study: Analysing consumer product preferences for selected hedonic and utilitarian shopping goods in Durban

Principal Investigator/s/researcher: Mr. Andrew. R. Kamwendo (M-Tech Marketing)

Co-Investigator/s/supervisor/s: Dr M. Maharaj

Brief Introduction and Purpose of the Study:

The purpose of the study is to determine consumer attribute preferences for hedonic and utilitarian cross-categories sold by the leading supermarkets in Durban. The study is aimed at investigating commonalities in attribute preferences for multiple products in shopping aisle categories. The study seeks to also expand knowledge surrounding hedonic and utilitarian product attribute preferences. Hedonic products include gifts such as toys, art-work, and souvenirs bought for pleasure. Hedonic products include products that are purchased mainly for their functions such as tooth paste, kitchen utensils, gardening tool, hardware. Emphasis will be placed on two shopping goods categories hedonic (skin/personal care, for example skin lotion, shower gel and deodorant) and utilitarian (detergents, for example, sanitizers, floor cleaner and toilet cleaner).

Outline of the Procedures:

In the study three major universities have been chosen for their convenience of access. These institutions have also been chosen for their ability to provide the full range of demographics to be studied. You are invited to voluntarily participate within the study. Questions have been developed using the results of the first phase of the study. During the study questionnaires will be administered to you, for completion, via classroom intercept until the sample quota is filled. Questionnaires will also be administered to you as well as other students at the three major universities in the greater Durban area. You will be required to drop completed questionnaires into a sealed box to ensure confidentiality and anonymity. You will not be required to provide any personal information thereby ensuring confidentiality.

Risks or Discomforts to the Participant: N/A

Benefits: Your participation within the study will benefit retailers by providing them with a better understanding of consumer preferences for cross category products allowing them to better position and arrange product on the shop floor.

Reason/s why the Participant May Be Withdrawn from the Study: Your participation will have no adverse consequences. You will be allowed to withdraw from the study at any time during the research process. Not intrusive activities will be undertaken at any point in the research process. There are no known or anticipated risks associated to participation in this study.

Remuneration: You will not be given any remuneration in exchange for your participation within the research. Participation will be on a voluntary basis.

Costs of the Study: You will not be required to make any monetary payments of any kind in exchange for participating in the study

Confidentiality:

Upon the ethics approval data will be collected and respondents will not be required to provide any personal information, thereby ensuring confidentiality. All questionnaires collected will be kept at DUT under lock and key at the department of marketing and retail for fifteen years and will be shredded thereafter. All soft copy data will also be kept on a flash-disk under lock and key at the department for fifteen years and disposed of thereafter.

Research-related Injury: No research related injuries are anticipated.

Persons to Contact in the Event of Any Problems or Queries:

Researcher

Mr A. R Kamwendo

Cell: 0814257750

Email: andrewk@dut.ac.za

Skype: [andrew.r.kamwendo](https://www.skype.com/people/andrew.r.kamwendo)

DUT Research Ethics Administrator

IREC Administrator

Lavisha Deonarian:

Tel: 031 373 2900

Email: LavishaD@dut.ac.za

Supervisors

Dr Maharaj

Tel: 03137353873

Email: maharama@dut.ac.za

Fax: 0866740607

Institutional Research Ethics administrator on 031 373 2900.

Complaints can be reported to the DVC: TIP, Prof F. Otieno on 031 373 2382 or dvctip@dut.ac.za.

APPENDIX A.3.1: PHASE 2: CONSENT FORM



Statement of Agreement to Participate in the Research Study:

- I hereby confirm that I have been informed by the researcher, Andrew R Kamwendo, about the nature, conduct, benefits and risks of this study - Research Ethics Clearance Number: IREC 116/16,
- I have also received, read and understood the above written information (Participant Letter of Information) regarding the study.
- I am aware that the results of the study, including personal details regarding my sex, age, date of birth, initials and diagnosis will be anonymously processed into a study report.
- In view of the requirements of research, I agree that the data collected during this study can be processed in a computerised system by the researcher.
- I may, at any stage, without prejudice, withdraw my consent and participation in the study.
- I have had sufficient opportunity to ask questions and (of my own free will) declare myself prepared to participate in the study.
- I understand that significant new findings developed during the course of this research which may relate to my participation will be made available to me.

Full Name of Participant	Date	Time	Signature /
Right Thumbprint			

I, Andrew R Kamwendo herewith confirm that the above participant has been fully informed about the nature, conduct and risks of the above study.

Full Name of Researcher	Date	Signature
Andrew. R. Kamwendo		

Full Name of Witness (If applicable)	Date	Signature

Full Name of Legal Guardian (If applicable)	Date	Signature

Please note the following:

Research details must be provided in a clear, simple and culturally appropriate manner and prospective participants should be helped to arrive at an informed decision by use of appropriate language (grade 10 level - use Flesch Reading Ease Scores on Microsoft Word), selecting of a non-threatening environment for interaction and the availability of peer counseling (Department of Health, 2004) If the potential participant is unable to read/illiterate, then a right thumb print is required and an impartial witness, who is literate and knows the participant e.g.

parent, sibling, friend, pastor, etc. should verify in writing, duly signed that informed verbal consent was obtained (Department of Health, 2004). If anyone makes a mistake completing this document e.g. wrong date or spelling mistake a new document has to be completed. The incomplete original document has to be kept in the participant file and not thrown away and copies thereof must be issued to the participant.

References:

Department of Health: 2004. *Ethics in Health Research: Principles, Structures and Processes*
<http://www.doh.gov.za/docs/factsheets/guidelines/ethnics/>

APPENDIX A.3.2: PHASE 2: QUESTIONNAIRE

Please complete the survey to the best of your abilities. Do not skip questions, but answer every question in the survey in the order that they are presented.

SECTION A

PERSONAL DETAIL

Indicate your personal details by ticking against the corresponding box.

1.

<i>Year of birth</i>	
Baby Boomers 1946 – 1964	
Generation X 1965 – 1976	
Generation Y 1977 – 1994	
Generation next (Z) 1995 – 1997	

2.

<i>Gender</i>	
Male	
Female	

3.

<i>Employment type</i>	
Unemployed	
Employed Part-time/ on contract	
Employed fulltime	
Self-employed	

4.

<i>Type of residence</i>	
Flat	
University residence	
Student Commune	
Private residence/Family residence	

5.

<i>Household Income per month</i>	
R 800 - R 1 399	
R 1 400 - R 2 499	
R 2 500 - R 4 999	
R 5 000 - R 7 999	
R 8 000 - R10 999	
R11 000 - R19 999	
R20 000+	

SECTION B

LIVING STANDARDS MEASURE

This section highlights places of residence as well as articles that you may possess. Please indicate your responses by ticking against the boxes that correctly correspond with you.

	Tick √		Tick √
Metropolitan dweller (250 000+)		DVD Player / Blu Ray Player	
Living in a non-urban area		Refrigerator or combined fridge/freezer	
House or/Town House		Electric Stove	
Tap water in house / on plot		Microwave oven	
Flush Toilet inside house		Deep Freezer - Free Standing	
Hot running water		Have a washing machine	
Built in Kitchen Sink		Have a tumble dryer	
No Domestic Workers/ Gardeners		Dishwashing Machine	
Home security service		PayTV (M-net / DSTV / TopTV) Subscription	
2 Cellphones in Household		Home Theatre System	
3/more Cellphones in Household		Vacuum Cleaner	
Zero/One Radio set in Household		Motor Vehicle in Household	
Air conditioner (excl. fans)		Computer - Desktop / Laptop	
Have TV set(s)		Land line (excl. Cellphone)	
Swimming Pool			

SECTION C

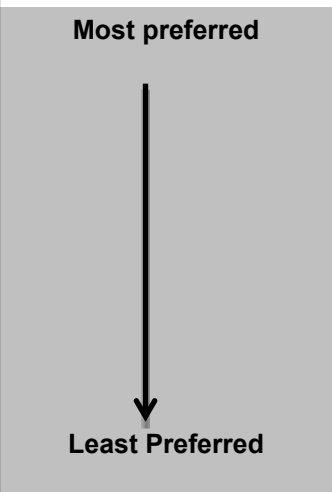
PRODUCT CATEGORY PROFILES

Please focus on the two posters presented by the researcher. The **Skincare** and **Clothing Detergent** product profiles are numbered to facilitate completion of the questionnaire. Please note that each category is unique and contains different product attributes. Each product category contains a list of 10 unique profiles made up of a number of features. Please familiarise yourself with the profiles before answering the questions in this section.

- Please identify the Clothing Detergent product category profiles** presented in the poster. Rank the profiles in their order of preference, from most preferred (ranked 1st) to least preferred (ranked 10th). Indicate your responses (profile rankings) by stating the number of the profile in the box that most accurately corresponds with your ranking of each profile.

Clothing Detergent Profile Ranking

Order of preference (Rankings)	Profile Number ↓
1 st Choice	
2 nd Choice	
3 rd Choice	
4 th Choice	
5 th Choice	
6 th Choice	
7 th Choice	
8 th Choice	
9 th Choice	
10 th Choice	




4. **Please identify the Skin care category profiles** presented in the poster. Rank the profiles in their order of preference, from most preferred (1st choice) to least preferred (10th choice). Indicate your profile rankings by stating the number of the profile in the box that most accurately corresponds with your ranking of each profile.

Skin-care Product Profile Ranking

Order of preference (Rankings)	Profile Number ↓
1 st Choice	
2 nd Choice	
3 rd Choice	
4 th Choice	
5 th Choice	
6 th Choice	
7 th Choice	
8 th Choice	
9 th Choice	
10 th Choice	

Most preferred



Least Preferred

APPENDIX A.4: DUT: GATE KEEPERS PERMISSION

Flat 63 gate 103
Morningside Village
80 Fyfe Road Morningside
Berea, Durban
4000

17 May 2017

Attention: Prof Moyo
Department of Research and Postgraduate Support
Durban university of Technology
P.O. Box 1334
Durban
4000

Terms of reference: Letter of consent for conducting research at the Durban University of technology

I, Andrew Ronal Kamwendo, a DPhil management Sciences student in the Department of marketing and Retail at the Durban University of technology seek permission to undertake research with the stakeholders at the university. The title of the research project is: **“Analysing consumer product preferences for hedonic and utilitarian shopping goods in Durban”**.

The study will be quantitative in the form of a cross-sectional survey of the DUT students. Data will be collected through the use of self-administered questionnaires submitted to both students and staff members at DUT. It will be highly appreciated if permission be granted for the administering of the questionnaires on campus upon approval of my proposal. The findings from the study will contribute to the public and private enterprise sector with regard to product development. In order to pursue the research, four hundred and eighty respondents will be required to take part in the study.

I hereby request your consent and support in conducting this research. The study will also be conducted at two other universities in Durban, Mangosuthu and the University of Kwa-Zulu Natal. Your assistance will be greatly appreciated. Should you require further information, please contact the following:

Researcher: Andrew kamwendo
Email: andrewk@dut.ac.za / kamwendo5@gmail.com
Tell: 081 425 7750/ 031 826 8719

Supervisor: Dr Maharaj, Department of marketing and Retail
Email: maharama@dut.ac.za
Tell: 031 373 5387

Yours sincerely,

IVIRAK Kamwendo
Student # 21241832



Dr M Maharaj
Supervisor

APPENDIX A.4.1: MUT: GATE KEEPERS PERMISSION



**Mangosuthu
University of Technology**

UMLAZI - KWAZULU NATAL

P.O. Box 12363 Jacobs 4026 Durban Tel: 031 907 7111 Fax: 031 907 2892

07 July, 2017

Dear Mr AR Kamwendo

Durban University of Technology

It is my pleasure to inform you that permission to conduct project titled: "Analysing consumer product preferences for hedonic and utilitarian shopping goods in Durban" among MUT students, has been granted.

Permission to conduct the project is granted on the condition that any changes to the project must be brought to the attention of the MUT Research Ethics Committee as soon as possible.

Good luck with your research.

Yours faithfully,

Prof. K Shale

Director: Research (Acting)

031 9077354/7450

Karabo.shale@mut.ac.za

APPENDIX A.4.2: UKZN: GATE KEEPERS PERMISSION



1 February 2017

Mr Andrew Ronald Kamwendo (SN 21241822)
Management Sciences
ML Sultan Campus
DUT
Email: andrewk@dut.ac.za

Dear Mr Kamwendo

RE: PERMISSION TO CONDUCT RESEARCH

Gatekeeper's permission is hereby granted for you to conduct research at the University of KwaZulu-Natal (UKZN), towards your postgraduate studies, provided Ethical clearance has been obtained. We note the title of your research project is:

"Analysing consumer product preferences for selected hedonic and utilitarian shopping goods in Durban".

It is noted that you will be constituting your sample by handing out questionnaires to students on the Durban Campuses.

Please ensure that the following appears on your notice/questionnaire:

- Ethical clearance number;
- Research title and details of the research, the researcher and the supervisor;
- Consent form is attached to the notice/questionnaire and to be signed by user before he/she fills in questionnaire;
- gatekeepers approval by the Registrar.

You are not authorized to contact staff and students using 'Microsoft Outlook' address book. Data collected must be treated with due confidentiality and anonymity.

Yours sincerely

MR SS MOKOENA
REGISTRAR

Office of the Registrar

Postal Address: Private Bag X54001, Durban, South Africa

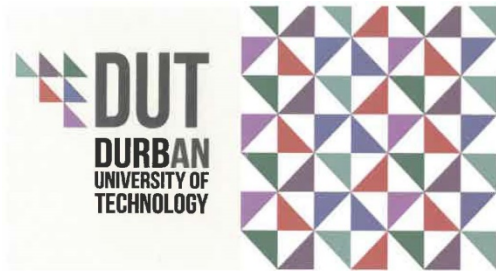
Telephone: +27 (0) 31 260 8005/2206 Facsimile: +27 (0) 31 260 7824/2204 Email: registrar@ukzn.ac.za

Website: www.ukzn.ac.za



Founding Campuses: ■ Edgewood ■ Howard College ■ Medical School ■ Pietermaritzburg ■ Westville

APPENDIX A.4.3: ETHICAL CLEARANCE



Institutional Research Ethics Committee
Faculty of Health Sciences
Room MS 49, Mansfield School Site
Gate 8, Ritson Campus
Durban University of Technology

P O Box 1334, Durban, South Africa, 4001

Tel: 031 373 2900

Fax: 031 373 2407

Email: lavishad@dut.ac.za

http://www.dut.ac.za/research/institutional_research_ethics

www.dut.ac.za

26 September 2017

IREC Reference Number: **REC 88/16**

Mr A R Kamwendo
88 Fyfe Road
Flat 63
Gate 103
Morningside Village
Morningside

Dear Mr Kamwendo

Analysing consumer product preferences for selected hedonic and utilitarian shopping goods in Durban


The Institutional Research Ethics Committee acknowledges receipt of your final data collection tools for review.

We are pleased to inform you that the questionnaires have been approved. Kindly ensure that participants used for the pilot study are not part of the main study.

In addition, the IREC acknowledges receipt of your gatekeeper permission letters.






















































Please note that FULL APPROVAL is granted to your research proposal. You may proceed with data collection.

Yours Sincerely,
































































Professor J K Adam
Chairperson: IREC



APPENDIX B: CLOTHING DETERGENT PRODUCT PROFILE POSTER

 	<h2 style="color: red;">DETERGENT CATEGORY</h2>					
PROFILE 1	 DURABILITY	 MODERATELY STRONG PRODUCT	 MODERATELY PRICED	 LIQUID	 OCEANIC SCENT	
PROFILE 2	 DURABILITY	 MODERATELY STRONG PRODUCT	 MODERATELY PRICED	 POWDER	 FLORAL SCENT	
PROFILE 3	 DURABILITY	 MODERATELY STRONG PRODUCT	 PRICED LOW	 LIQUID	 OCEANIC SCENT	
PROFILE 4	 DURABILITY	 VERY STRONG PRODUCT	 PRICED LOW	 POWDER	 OCEANIC SCENT	
PROFILE 5	 DURABILITY	 VERY STRONG PRODUCT	 PRICED LOW	 LIQUID	 FLORAL SCENT	
PROFILE 6	 DURABILITY	 MODERATELY STRONG PRODUCT	 PRICED LOW	 POWDER	 FLORAL SCENT	
PROFILE 7	 DURABILITY	 VERY STRONG PRODUCT	 MODERATELY PRICED	 LIQUID	 FLORAL SCENT	
PROFILE 8	 DURABILITY	 VERY STRONG PRODUCT	 MODERATELY PRICED	 POWDER	 OCEANIC SCENT	
PROFILE 9	 DURABILITY	 VERY STRONG PRODUCT	 PRICED LOW	 LIQUID	 OCEANIC SCENT	
PROFILE 10	 DURABILITY	 VERY STRONG PRODUCT	 MODERATELY PRICED	 POWDER	 OCEANIC SCENT	

APPENDIX B.1: SKINCARE PRODUCT CATEGORY PROFILE POSTER

 		<h1>SKIN CARE CATEGORY</h1>				
PROFILE 1	 DURABILITY	 VERY STRONG PRODUCT	 PRICED LOW		 FLORAL SCENT	 NATIONAL BRAND
PROFILE 2	 DURABILITY	 MODERATELY STRONG PRODUCT	 PRICED LOW		 OCEANIC SCENT	 PRIVATE STORE BRAND
PROFILE 3	 DURABILITY	 MODERATELY STRONG PRODUCT	 MODERATELY PRICED		 FLORAL SCENT	 PRIVATE STORE BRAND
PROFILE 4	 DURABILITY	 MODERATELY STRONG PRODUCT	 MODERATELY PRICED		 OCEANIC SCENT	 NATIONAL BRAND
PROFILE 5	 DURABILITY	 VERY STRONG PRODUCT	 MODERATELY PRICED		 OCEANIC SCENT	 NATIONAL BRAND
PROFILE 6	 DURABILITY	 MODERATELY STRONG PRODUCT	 PRICED LOW		 FLORAL SCENT	 NATIONAL BRAND
PROFILE 7	 DURABILITY	 VERY STRONG PRODUCT	 MODERATELY PRICED		 FLORAL SCENT	 PRIVATE STORE BRAND
PROFILE 8	 DURABILITY	 VERY STRONG PRODUCT	 PRICED LOW		 OCEANIC SCENT	 PRIVATE STORE BRAND
PROFILE 9	 DURABILITY	 MODERATELY STRONG PRODUCT	 MODERATELY PRICED		 FLORAL SCENT	 NATIONAL BRAND
PROFILE 10	 DURABILITY	 VERY STRONG PRODUCT	 MODERATELY PRICED		 FLORAL SCENT	 PRIVATE STORE BRAND

APPENDIX C: CLOTHING DETERGENTS MEAN ATTRIBUTE RATINGS

	Full sample	Gender		Generation				Employment			
		Male	Female	Baby Boomers	Generation X	Generation Y	Generation Z	Unemployed	Part-time employed	Full-time employed	Self-employed
Price	3.93	3.87	3.99	5.00	3.77	3.79	4.02	4.06	3.60	3.61	3.67
Design	3.42	3.41	3.43	4.00	3.00	3.52	3.39	3.40	3.30	3.49	4.00
Package	2.83	2.80	2.87	4.00	2.50	3.00	2.77	2.84	3.00	2.68	4.00
COO	2.45	2.42	2.49	3.00	2.50	2.56	2.40	2.43	2.30	2.50	2.33
Brand Name	3.39	3.49	3.29	4.00	2.93	3.33	3.46	3.41	3.00	3.36	4.00
Scent	3.57	3.33	3.80	4.00	3.50	3.25	3.76	3.57	3.89	3.52	3.33
Quality	4.43	4.39	4.46	5.00	4.07	4.46	4.44	4.43	4.30	4.44	4.67
Product Size	3.76	3.65	3.87	5.00	3.31	3.62	3.89	3.80	3.44	3.70	3.33
Product form	2.97	2.92	3.02	3.00	3.23	2.85	3.02	2.97	3.10	2.90	2.67
Package Type	2.73	2.72	2.73	3.00	2.57	2.80	2.71	2.73	2.60	2.64	3.33
Product Effectiveness	4.15	4.16	4.14	3.00	4.43	4.07	4.20	4.08	4.10	4.34	4.67
Packaging Info	3.31	3.44	3.18	3.00	3.43	3.25	3.36	3.29	3.20	3.32	4.33
Product Shape	2.93	3.06	2.79	3.00	2.79	2.90	2.95	2.88	2.90	2.98	4.00

APPENDIX C.1: CLOTHING DETERGENTS MEAN ATTRIBUTE RATINGS

	Residence				Income						
	Flat	University residence	Student Commune	Family residence	R800- R1399	R1400- R2499	R2500- R4999	R5000- R7999	R8000- R10999	R11000- R19999	R20000+
Price	3.64	4.23	3.50	3.86	3.98	4.15	4.38	3.71	4.33	4.00	3.75
Design	3.18	3.55	3.63	3.38	3.67	3.12	3.62	3.57	3.44	3.39	3.35
Packaging	2.50	2.83	2.75	2.89	3.17	2.60	3.23	2.89	2.50	2.87	2.71
Country-of-origin	2.05	2.59	2.38	2.45	2.88	1.83	2.62	2.48	1.89	2.61	2.51
Brand Name	2.91	3.34	2.86	3.52	3.31	2.84	3.54	3.90	3.28	3.39	3.50
Scent	3.45	3.25	3.50	3.74	3.44	3.29	3.25	3.65	3.28	3.45	3.88
Quality	4.24	4.34	4.13	4.52	4.22	3.80	4.62	4.76	4.17	4.65	4.58
Product Size	3.30	3.92	3.75	3.75	3.87	3.46	3.73	4.00	3.50	3.80	3.77
Product form	2.81	2.84	3.29	3.04	2.92	3.00	2.67	2.76	3.24	3.07	2.98
Packaging Type	2.36	2.62	2.75	2.85	2.76	2.33	2.92	3.15	2.24	3.00	2.66
Product Effectiveness	3.82	4.02	3.88	4.28	4.13	3.63	4.15	4.14	3.94	4.19	4.39
Packaging Information	3.14	3.03	3.50	3.47	3.43	2.62	4.38	3.33	2.83	3.71	3.29
Product Shape	2.18	3.12	4.13	2.89	3.20	2.58	3.15	3.14	2.67	3.10	2.80

APPENDIX C.2: SKINCARE PRODUCT MEAN ATTRIBUTE RATING

	Full sample	Gender		Generation				Employment			
		Male	Female	Baby Boomer	Generation X	Generation Y	Generation Z	Unemployed	Part-time	Full-time	Self-employed
Price	3.81	3.66	3.95	5.00	4.07	3.64	3.88	3.89	3.27	3.73	2.67
Design	3.02	3.06	2.97	3.00	3.36	3.06	2.97	3.03	2.73	3.04	2.67
Packaging	3.01	3.00	3.02	3.00	2.71	3.22	2.93	3.01	3.18	2.92	3.00
Country-of-origin	2.86	2.68	3.04	3.00	3.29	2.90	2.80	2.84	2.82	2.88	3.33
Brand Name	3.78	3.80	3.77	4.00	4.00	3.83	3.75	3.79	3.36	3.84	4.00
Scent	3.84	3.65	4.04	5.00	3.64	3.78	3.91	3.82	4.00	3.88	3.33
Quality	4.50	4.45	4.56	5.00	4.64	4.54	4.46	4.46	4.55	4.59	4.67
Product Size	3.51	3.40	3.63		3.33	3.51	3.55	3.54	3.18	3.49	3.33
Product Form	3.43	3.25	3.61	3.00	3.29	3.11	3.68	3.52	3.27	3.16	3.33
Packaging Type	2.84	2.79	2.89	3.00	2.86	2.88	2.83	2.81	2.82	2.86	3.00
Product Effectiveness	4.16	4.05	4.27	5.00	4.64	4.18	4.12	4.02	4.27	4.55	4.33
Pack Information	3.41	3.30	3.53	3.00	3.46	3.37	3.48	3.42	2.91	3.50	3.33
Product Shape	2.78	2.81	2.74	3.00	2.43	2.83	2.78	2.81	2.27	2.71	3.00

APPENDIX C.2.1: SKINCARE PRODUCT MEAN ATTRIBUTE RATING

	Residence				Income						
	Flat	University residence	Student Commune	Family residence	R800- R1399	R1400- R2499	R2500- R4999	R5000- R7999	R8000- R10999	R11000- R19999	R20000+
Price	3.59	3.93	3.50	3.81	3.86	3.88	4.21	3.71	3.28	4.00	3.92
Design	3.18	2.98	3.38	2.98	3.43	2.68	3.00	3.00	2.78	3.33	3.00
Pack	2.82	3.15	3.00	2.98	3.41	2.64	3.00	3.10	2.78	3.33	2.88
Country-of-origin	2.76	2.90	2.25	2.88	3.18	2.28	3.07	3.05	2.61	3.00	2.88
Brand Name	3.38	3.97	3.00	3.80	3.78	3.20	3.57	3.86	4.33	3.90	3.83
Scent	3.68	3.62	3.75	3.97	3.55	3.25	3.64	3.81	4.00	4.03	4.12
Quality	4.45	4.50	4.13	4.53	4.46	4.13	4.21	4.48	4.61	4.70	4.58
Product Size	3.32	3.62	3.00	3.54	3.63	3.26	3.29	3.45	3.47	3.87	3.38
Product Form	3.36	3.49	3.14	3.43	3.53	3.38	2.92	3.48	3.53	3.79	3.31
Packaging Type	2.82	2.69	2.88	2.92	2.89	2.36	2.64	2.86	3.00	3.10	2.88
Product Effectiveness	3.91	4.00	4.25	4.26	3.95	3.64	4.07	4.00	4.12	4.50	4.45
Packaging Information	3.68	3.32	3.63	3.40	3.53	2.76	3.43	3.52	3.65	3.83	3.45
Product Shape	2.68	2.77	2.88	2.79	2.92	2.12	2.62	2.81	3.11	2.97	2.82

APPENDIX D: PILOT STUDY PROFILES - CARD LIST

Card List															
	Card ID	Quality Durability	Quality Product Strength	Price Endings	Price Lining	Design Characters	Design Size	Design Form	Design Shape	Package Label Info	Package Material	Package Type	Package Colour	Package Guarantee	Brand
1	1	3 weeks	ineffective	.00	Variable: low to high	name	small	powder	oval/cylindrical	information	Glass	reusable	soft	99.9% cleaning guarantee	Local/regional brand
2	2	1.5 weeks	Very effective	.99	one price for all	sign/symbol	small	liquid	rectangular	information	Plastic	disposable	mild/cool	money back guarantee	Private/store brand
3	3	1.5 weeks	Very effective	.99	Variable: low to high	name	small	liquid	rectangular	descriptive	Glass	reusable	mild/cool	99.9% cleaning guarantee	Private/store brand
4	4	2 weeks	Very effective	.00	one price for all	cartoon/animation	large	granule	oval/cylindrical	descriptive	Glass	recyclable	soft	99.9% cleaning guarantee	Private/store brand
5	5	3 weeks	Very effective	.05	Variable: low to high	name	large	powder	rectangular	grade	metal/aluminum	recyclable	bright	99.9% cleaning guarantee	Private/store brand
6	6	1.5 weeks	moderately effective	.00	one price for all	name	small	powder	oval/cylindrical	descriptive	Glass	disposable	mild/cool	100% performance guarantee	Private/store brand
7	7	3 weeks	Very effective	.05	one price for all	cartoon/animation	large	powder	square	grade	Glass	disposable	mild/cool	money back guarantee	Private/store brand
8	8	1.5 weeks	ineffective	.99	Variable: low to high	name	large	powder	square	descriptive	metal/aluminum	disposable	mild/cool	money back guarantee	National brand
9	9	1.5 weeks	ineffective	.99	one price for all	cartoon/animation	large	powder	rectangular	information	Glass	reusable	bright	100% performance guarantee	National brand
10	10	3 weeks	Very effective	.99	Variable: low and high	name	small	liquid	square	information	Glass	disposable	soft	100% performance guarantee	National brand
11	11	3 weeks	ineffective	.00	Variable: low to high	name	small	granule	square	grade	Glass	disposable	bright	money back guarantee	Local/regional brand

12	12	3 weeks	moderately effective	.99	Variable: low to high	sign/symbol	medium	powder	square	descriptive	Glass	disposable	soft	99.9% cleaning guarantee	Private/store brand
13	13	3 weeks	ineffective	.00	Variable: low and high	cartoon/animation	small	liquid	rectangular	grade	metal/aluminum	recyclable	mild/cool	100% performance guarantee	Local/regional brand
14	14	1.5 weeks	Very effective	.99	Variable: low and high	cartoon/animation	small	granule	square	information	metal/aluminum	disposable	bright	money back guarantee	Private/store brand
15	15	2 weeks	moderately effective	.05	one price for all	sign/symbol	small	granule	square	grade	Plastic	reusable	bright	99.9% cleaning guarantee	National brand
16	16	2 weeks	ineffective	.99	Variable: low and high	name	medium	powder	square	information	Plastic	reusable	soft	money back guarantee	Private/store brand
17	17	1.5 weeks	Very effective	.05	Variable: low and high	name	medium	granule	oval/cylindrical	descriptive	Plastic	recyclable	mild/cool	money back guarantee	Local/regional brand
18	18	1.5 weeks	Very effective	.99	one price for all	sign/symbol	small	powder	oval/cylindrical	grade	Plastic	recyclable	soft	100% performance guarantee	Private/store brand
19	19	3 weeks	Very effective	.99	Variable: low to high	cartoon/animation	small	powder	oval/cylindrical	grade	Plastic	disposable	mild/cool	99.9% cleaning guarantee	National brand
20	20	1.5 weeks	Very effective	.00	Variable: low and high	name	medium	powder	rectangular	grade	Plastic	disposable	soft	99.9% cleaning guarantee	National brand
21	21	1.5 weeks	ineffective	.05	one price for all	name	small	liquid	square	grade	Glass	recyclable	soft	money back guarantee	Private/store brand
22	22	2 weeks	moderately effective	.05	Variable: low to high	name	small	liquid	rectangular	grade	Glass	disposable	mild/cool	money back guarantee	National brand
23	23	3 weeks	moderately effective	.99	Variable: low and high	name	medium	liquid	oval/cylindrical	grade	Plastic	disposable	bright	100% performance guarantee	Private/store brand
24	24	1.5 weeks	Very effective	.00	Variable: low to high	cartoon/animation	medium	powder	square	grade	Glass	recyclable	soft	money back guarantee	National brand

25	25	1.5 weeks	Very effective	.05	Variable: low to high	sign/symbol	medium	powder	rectangular	grade	Glass	reusable	soft	money back guarantee	Local/regional brand
26	26	3 weeks	ineffective	.00	one price for all	sign/symbol	small	powder	oval/cylindrical	descriptive	Plastic	disposable	soft	money back guarantee	Local/regional brand
27	27	2 weeks	Very effective	.00	Variable: low to high	name	large	liquid	oval/cylindrical	information	metal/aluminum	disposable	soft	money back guarantee	Private/store brand
28	28	1.5 weeks	moderately effective	.00	Variable: low and high	name	small	granule	rectangular	grade	Glass	reusable	soft	money back guarantee	Private/store brand
29	29	2 weeks	ineffective	.99	one price for all	name	medium	granule	oval/cylindrical	grade	metal/aluminum	disposable	mild/cool	99.9% cleaning guarantee	Private/store brand
30	30	1.5 weeks	Very effective	.05	one price for all	name	medium	powder	square	grade	metal/aluminum	disposable	soft	100% performance guarantee	Local/regional brand
31	31	1.5 weeks	Very effective	.05	Variable: low to high	cartoon/animation	medium	liquid	oval/cylindrical	information	Glass	disposable	bright	99.9% cleaning guarantee	Local/regional brand
32	32	1.5 weeks	moderately effective	.99	Variable: low to high	name	large	powder	rectangular	descriptive	Plastic	disposable	bright	money back guarantee	Local/regional brand
33	33	3 weeks	Very effective	.99	Variable: low to high	sign/symbol	small	granule	rectangular	descriptive	metal/aluminum	recyclable	soft	money back guarantee	National brand
34	34	3 weeks	Very effective	.99	one price for all	name	small	powder	oval/cylindrical	grade	Glass	reusable	bright	money back guarantee	National brand
35	35	3 weeks	moderately effective	.99	one price for all	name	medium	powder	rectangular	information	metal/aluminum	recyclable	soft	money back guarantee	Private/store brand
36	36	2 weeks	ineffective	.99	Variable: low to high	sign/symbol	medium	liquid	oval/cylindrical	grade	Glass	recyclable	bright	money back guarantee	Private/store brand
37	37	1.5 weeks	Very effective	.00	Variable: low to high	sign/symbol	medium	granule	oval/cylindrical	information	Glass	disposable	mild/cool	100% performance guarantee	National brand
38	38	1.5 weeks	moderately effective	.00	Variable: low to high	sign/symbol	small	liquid	square	grade	metal/aluminum	disposable	soft	99.9% cleaning guarantee	Private/store brand
39	39	2 weeks	moderately effective	.05	Variable: low and high	cartoon/animation	small	powder	oval/cylindrical	descriptive	metal/aluminum	disposable	soft	money back guarantee	National brand

40	40	1.5 weeks	moderately effective	.00	Variable: low to high	cartoon/animation	small	powder	oval/cylindrical	information	Plastic	recyclable	bright	money back guarantee	Private/store brand
41	41	1.5 weeks	Very effective	.00	one price for all	name	medium	liquid	oval/cylindrical	descriptive	metal/aluminum	reusable	bright	money back guarantee	National brand
42	42	2 weeks	Very effective	.99	Variable: low to high	cartoon/animation	small	liquid	square	descriptive	Plastic	reusable	soft	money back guarantee	Local/regional brand
43	43	2 weeks	moderately effective	.05	Variable: low to high	name	small	powder	oval/cylindrical	information	Glass	recyclable	soft	100% performance guarantee	National brand
44	44	1.5 weeks	moderately effective	.99	Variable: low to high	name	large	granule	oval/cylindrical	grade	metal/aluminum	reusable	soft	100% performance guarantee	Local/regional brand
45	45	1.5 weeks	Very effective	.99	Variable: low to high	name	small	powder	oval/cylindrical	grade	Glass	disposable	soft	money back guarantee	Private/store brand
46	46	1.5 weeks	moderately effective	.99	Variable: low and high	sign/symbol	large	powder	square	information	Glass	recyclable	mild/cool	99.9% cleaning guarantee	Local/regional brand
47	47	1.5 weeks	Very effective	.99	Variable: low to high	name	small	powder	oval/cylindrical	grade	Glass	disposable	soft	money back guarantee	Private/store brand
48	48	1.5 weeks	ineffective	.99	Variable: low to high	name	large	liquid	oval/cylindrical	grade	Plastic	recyclable	soft	99.9% cleaning guarantee	National brand
49	49	2 weeks	Very effective	.99	Variable: low to high	sign/symbol	small	powder	oval/cylindrical	grade	metal/aluminum	disposable	bright	100% performance guarantee	Local/regional brand
50	50	1.5 weeks	Very effective	.99	Variable: low and high	cartoon/animation	small	powder	oval/cylindrical	grade	metal/aluminum	reusable	soft	99.9% cleaning guarantee	Private/store brand
51	51	2 weeks	Very effective	.99	Variable: low and high	name	small	powder	oval/cylindrical	grade	Glass	recyclable	mild/cool	money back guarantee	Local/regional brand
52	52	1.5 weeks	Very effective	.99	Variable: low to high	name	small	granule	square	descriptive	Glass	recyclable	bright	100% performance guarantee	Private/store brand
53	53	3 weeks	moderately effective	.99	Variable: low to high	cartoon/animation	medium	granule	oval/cylindrical	grade	Glass	reusable	mild/cool	money back guarantee	Private/store brand

54	54	2 weeks	Very effective	.00	Variable: low and high	sign/symbol	large	powder	rectangular	grade	Glass	disposable	bright	money back guarantee	Private/stor e brand
55	55	2 weeks	ineffective	.99	Variable: low to high	cartoon/animation	medium	powder	rectangular	descriptive	Glass	disposable	soft	100% performance guarantee	Private/stor e brand
56	56	2 weeks	Very effective	.99	one price for all	name	small	granule	rectangular	information	Glass	disposable	soft	99.9% cleaning guarantee	Local/regio nal brand
57	57	1.5 weeks	ineffective	.05	Variable: low to high	cartoon/animation	small	granule	rectangular	grade	Plastic	disposable	soft	100% performance guarantee	Private/stor e brand
58	58	1.5 weeks	ineffective	.05	Variable: low and high	name	small	powder	oval/cylindrical	descriptive	Glass	disposable	bright	99.9% cleaning guarantee	Private/stor e brand
59	59	1.5 weeks	ineffective	.05	Variable: low to high	sign/symbol	small	powder	oval/cylindrical	information	metal/aluminum	reusable	mild/cool	money back guarantee	Private/stor e brand
60	60	1.5 weeks	moderately effective	.99	one price for all	cartoon/animation	large	liquid	oval/cylindrical	grade	Glass	disposable	soft	money back guarantee	Local/regio nal brand
61	61	2 weeks	Very effective	.00	Variable: low to high	name	large	powder	square	grade	Plastic	reusable	mild/cool	100% performance guarantee	Private/stor e brand
62	62	3 weeks	Very effective	.05	Variable: low and high	sign/symbol	large	liquid	oval/cylindrical	descriptive	Glass	reusable	soft	100% performance guarantee	Private/stor e brand
63	63	1.5 weeks	ineffective	.99	Variable: low and high	sign/symbol	large	granule	oval/cylindrical	grade	Glass	disposable	soft	money back guarantee	National brand
64	64	3 weeks	Very effective	.05	Variable: low to high	name	large	granule	oval/cylindrical	information	Plastic	disposable	soft	money back guarantee	Private/stor e brand

APPENDIX E: ANOVA - GENERATION

ANOVA						
		Sum of Squares	df	Mean Square	f	Sig.
Durability	Between Groups	.043	2	.022	.783	.459
	Within Groups	5.760	209	.028		
	Total	5.803	211			
Product Strength	Between Groups	.002	2	.001	.046	.955
	Within Groups	4.169	209	.020		
	Total	4.171	211			
Price	Between Groups	.018	2	.009	.499	.608
	Within Groups	3.779	209	.018		
	Total	3.797	211			
Size	Between Groups	.076	2	.038	2.227	.110
	Within Groups	3.549	209	.017		
	Total	3.625	211			
Scent	Between Groups	.016	2	.008	.397	.673
	Within Groups	4.313	209	.021		
	Total	4.330	211			
Brand	Between Groups	.018	2	.009	.467	.628
	Within Groups	4.111	209	.020		
	Total	4.130	211			

APPENDIX E.1: ANOVA – GENDER

ANOVA						
		Sum of Squares	df	Mean Square	f	Sig.
Durability	Between Groups	.047	1	.047	1.710	.192
	Within Groups	5.756	210	.027		
	Total	5.803	211			
Product Strength	Between Groups	.052	1	.052	2.664	.104
	Within Groups	4.119	210	.020		
	Total	4.171	211			
Price	Between Groups	.000	1	.000	.026	.873
	Within Groups	3.797	210	.018		
	Total	3.797	211			
Size	Between Groups	.003	1	.003	.180	.672
	Within Groups	3.621	210	.017		
	Total	3.625	211			
Scent	Between Groups	.022	1	.022	1.076	.301
	Within Groups	4.308	210	.021		
	Total	4.330	211			
Brand	Between Groups	.046	1	.046	2.347	.127
	Within Groups	4.084	210	.019		
	Total	4.130	211			

APPENDIX E2: ANOVA - EMPLOYMENT TYPE

ANOVA						
		Sum of Squares	df	Mean Square	f	Sig.
Durability	Between Groups	.163	3	.054	2.006	.114
	Within Groups	5.640	208	.027		
	Total	5.803	211			
Product Strength	Between Groups	.080	3	.027	1.360	.256
	Within Groups	4.091	208	.020		
	Total	4.171	211			
Price	Between Groups	.056	3	.019	1.029	.381
	Within Groups	3.742	208	.018		
	Total	3.797	211			
Size	Between Groups	.029	3	.010	.563	.640
	Within Groups	3.595	208	.017		
	Total	3.625	211			
Scent	Between Groups	.020	3	.007	.324	.808
	Within Groups	4.310	208	.021		
	Total	4.330	211			
Brand	Between Groups	.014	3	.005	.239	.869
	Within Groups	4.116	208	.020		
	Total	4.130	211			

APPENDIX F: EDITING CERTIFICATE

NERESHNEE GOVENDER COMMUNICATIONS (PTY) LTD

REGISTRATION NUMBER: 2016/3169223/07

DR NERESHNEE GOVENDER (PhD)

WRITING PRACTITIONER • EDITOR • COPYWRITER • TRAINER

PhD-Management Sciences - Marketing (Media, gender and identity)

M-Tech Public Relations

B-Tech Public Relations (*Cum laude*)

B-Tech Journalism (*Cum laude*)

32 Kharwa Road

Kharwastan

Durban

4092

Cell: 084 702 25 53

e-mail: neresh@ngcommunications.co.za

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Attention: Andrew Kamwendo

RE: EDITING CERTIFICATE: PHD THESIS

Topic: "Analysing consumer product preferences for hedonic and utilitarian shopping goods in Durban" at the Durban University of Technology.

This serves to confirm that this thesis has been edited for clarity, language and layout.

Reference list was excluded.

Kind regards,

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Nereshnee Govender (PhD)